



# GLOBAL MANAGEMENT PERSPECTIVES

4th ANNUAL INTERNATIONAL CONFERENCE

**"Global Issues and Challenges for Accessibility and Sustainable  
Tourism"**

## *Conference Programme*

**University of Salento**  
Lecce, Italy  
1-2 March 2019



**UNIVERSITÀ  
DEL SALENTO**



UNIVERSITÀ DEL PIEMONTE ORIENTALE



**LEEDS  
BECKETT  
UNIVERSITY**



08.30- 9.15	<b>Conference Registration</b>	
9.30 - 10.45	<b>Opening Ceremony</b> Welcome by Professor Gianluca Tagliamonte, Direttore del Dipartimento di Beni culturali Professor Anna Trono, University of Salento, Conference Chair Keynote speech "An Economic and Social Sustainable Impacts of Tourism on Host Cities" Keynote speech "The Italian economy and the role of tourism"	
	Razaq Raj <i>Leeds University, UK</i> Guglielmo Forges Davanzati <i>University of Salento, Italy</i>	
<i>Coffee break</i>		
<b>SESSION 1 - SUSTAINABLE TOURISM: A GLOBAL PERSPECTIVE</b>		
<b>Chair: Gian Maria Greco, Autonomous University of Barcelona - Discussant: Elisa Piva</b>		
11.15 - 12.15	<b>Silvia Grandi</b> Università of Bologna, Italy	<i>Sustainability, human development and creativity: a theoretical perspective for tourism</i>
	<b>Elisa Magnani</b> University of Bologna, Italy	<i>Tourism facing climate change: the challenge for a sustainable future of tourism development</i>
	<b>Carmen Bizzarri, Margherita Pedrana</b> European University of Rome, Italy	<i>Climate change, sustainability and tourism. Case study from Italy</i>
	<b>Erling Kavita, Jan Swartz, Isobel Green, Alinah Segoby</b> Namibia University of Science and Technology, Namibia	<i>Sustainable Cultural Heritage Tourism in Namibia: Issues and Challenges</i>
<b>SESSION 2 - SUSTAINABLE TOURISM AND SUSTAINABLE ACCOMODATION</b>		
<b>Chair: Silvia Grandi, University of Bologna - Discussant: Stefania Cerutti</b>		
12.15 - 13.30	<b>Alessandro M. Peluso, Virginia Barbarossa, Verdiana Chieffi, Gianluigi Guido</b> University of Salento, Italy	<i>Effects of slow tourism experience dimensions on visitors' intention: an empirical study on camping</i>
	<b>Ana Mehnert Pascoal, Maria João Neto, Clara Moura Soares</b> University of Lisbon, Portugal	<i>From hospital to hotel – heritage restoration and sustainable tourism: the case of the S. Marcos Hospital in Braga, Portugal</i>
	<b>Ogunleye Adebawale-Yemi</b> Leeds Beckett University, UK	<i>Sustainable Agritourism-IGOGO festival-OWO NIGERIA</i>
	<b>Radosław Dziuba</b> University of Lodz, Poland	<i>Sustainable tourism development in the hotel services industry. The example of Montenegro</i>
	<b>Diego Frigino, Simona Bonito</b> University of Salento, Italy	<i>Enhancement of the accessible tourism accomodation enterprises for sustainable tourism</i>
<i>Lunch</i>		

<b>SESSION 3 - SUSTAINABLE APPROACH IN TOURISM: MULTIFACED EXPERIENCES</b>		
<b>Chair: Maria Irene Prete, University of Salento - Discussant: Elisa Magnani</b>		
14.45 - 16.30	<b>Anna Trono, Francesca Ruppi, Valeria Garzanelli</b> University of Salento, Italy	<i>The role of stakeholders in enhancing territorial quality for sustainable tourism</i>
	<b>Elisa Piva</b> University of Piemonte Orientale, Italy	<i>Toward an integrated and sustainable approach in destination branding: the role of residents' perceptions</i>
	<b>Raquel Jaén González</b> Museum of Saint Isidoro in León, Spain	<i>The way of Saint James: an example of sustainable tourism</i>
	<b>Antonio Caso</b> University of Bologna, Italy	<i>Sustainable tourism and sacred routes: the rule of the ancient ways of transhumance in the creation of a Southern Italy pilgrimage route</i>
	<b>Giovanni D'Errico, Giovanna Ilenia Paladini, Lucio Tommaso De Paolis</b> University of Salento, Italy	<i>Augmented Reality and Drones in Archaeology: Smart Fruition and Geolocalized Multimedia Contents</i>
	<b>Lucio Tommaso De Paolis, Doriana Cisternino, Carola Gatto, Giovanni D'Errico, Giovanna Ilenia Paladini</b> University of Salento, Italy	<i>Virtual Portals: an Augmented and Mixed Reality solution for the enhancement of sustainable tourism</i>
	<b>Cinzia Intini</b> University of Salento, Italy	<i>The change of food consumption in tourism</i>
<i>Coffee break</i>		
<b>SESSION 4 - ACCESSIBILITY AND TOURISM: ISSUES, SECTORS AND FACILITIES</b>		
<b>Chair: Michele Maffia, University of Salento - Discussant: Alessandro Peluso</b>		
17.00- 18.30	<b>Stefania Cerutti, Stefano de Falco</b> University of Piemonte Orientale, Italy University of Napoli Federico II	<i>Europe without barriers: accessible tourism between places and projects</i>
	<b>Gian Maria Greco, Francesco Marasco, Federica Legittimo</b> Autonomous University of Barcelona, Spain - University of Vigo, Spain - POIESIS, Italy	<i>Integrated Accessibility of Tangible and Intangible Cultural Resources. An Analysis of Successes and Failures of the Accessibility Action Plan of the SAC Porta D'Oriente</i>
	<b>Gian Maria Greco, Federica Legittimo, Francesco Marasco</b> Autonomous University of Barcelona, Spain - University of Vigo, Spain - POIESIS, Italy	<i>Puglia for All: Awareness and Best Practices on Accessible Culture and their Implications for Public Policies</i>
	<b>Marcello Tadini</b> University of Piemonte Orientale, Italy	<i>Malpensa northern railway connection: the effects of an European corridor on tourism accessibility</i>
	<b>Pamela Palmi, Maria Irene Prete</b> University of Salento, Italy	<i>Tourism and work in the digital economy: how relationships between businesses and the professions are changing?</i>
	<b>Luigi Piper, Antonio Mileti, M. Irene Prete, Pamela Palmi, Ludovica De Rinaldis, Gianluigi Guido</b> University of Salento, Italy	<i>Evaluation of luxury consumption experiences in the tourism sector</i>
18:30	Keynote speech "Sustainability and green practices" <i>University of Central Florida, Editor-in-Chief of the International Journal of Contemporary Hospitality Management</i>	Fevzi Okumus
	<b>Closing Session/Panel Discussion</b> Anna Trono, Razaq Raj, Stefania Cerutti, Elisa Piva	
20:30	<b>GALA DINNER</b>	

**SATURDAY, March 2nd 2019**

08.30- 18.30	<b>optional FULL DAY TRIP</b> <i>Culture, Taste and Sound of Salento Region</i>
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