



***Eastern Europe and
the Mediterranean Basin***
“Come Back Home”



22 and 23 April 2023 La Valletta (Malta) - Vlore (Albania)

ABSTRACTS SUBMISSION:

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from 15 February to 30 March 2023 (mandatory deadline). After this date the acceptance procedure will be deactivated.

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22 - 23 April 2022 – REALD University, Vlorë (Albania) & Universitas Sancti Cyrilli A.D. 1669, Valletta (Malta)

2nd UNICARTourism International Conference

Eastern Europe and the Mediterranean Basin “Come Back Home”

CONFERENCE PROGRAM

(All sessions are attended in both live and remote mode)

Times may be subject to last-minute changes, based on the needs of some speakers

Saturday, 22 April 2023, h 9:00 - 13:00

22 April, h 9:00 - Start of participants registration

22 April, h 9:25 - Conference opening and presentation

Francesco Favia, President of International Academic Research Center UNICART (Italy/Albania)

22 April, h 9:30 - Institutional Speeches

- H.E. Milena KUMBARO FURXHI , Ministry of Tourism and Environment of Albania
- H.E. Roberto OCCHIUTO, President of Calabria (Italy)
- Prof. Serik MUSKAJ , President of University College Reald, Vlore (Albania)
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- Prof. Annarita SALVI, I.P.S.S.C.S.S., Cupra Marittima -AP (Italy)
- H.E. Prof. Riccardo MILICI , Ambassador at Republic of Liberia, President of the World Diplomatic Organization.

22 April, h 10:30 – The Award “The Journey of Roots”

22 April, h 10:45 - Invited Contributions (Session 1a)- Chairperson: Tullio Romita (Italy)

- 10:45 - Gianvico CAMISASCA (Italy), **Diplomacy, Economy and Tourism**
- 11:00 - Milena BERTANI (Italy), **FoODLAND - Mediterranean food landscapes**
- 11:15 - Edoardo Maurizio TURCI (Italy), **Rubiconia Accademia dei Filopatridi among history, culture and tourism**
- 11:30 - Emanuele BETTINI (Italy), **The Mediterranean between History, Tourism and Culture**

22 April, h 11:45 - Policies for Tourism (Session 1b) - Chairperson: Tullio Romita (Italy)

- 11:45 - Leonidas PPAKONSTANTINIDIS (Greece), **Sustainable Tourism: win-win-win Papakonstantinidis model**
- 11:55 - Pietro GALLO (Italy), Maria Antonietta SPOSATO (Italy), Patrizia FIORE (Italy), **Safeguarding the Territory and the Environment: A New Model of Tourism Development**
- 12:05 - Maria POMPO (Italy), **Free trade between Italy and the western Balkans and recovery policies**

22 April, h 12:15 - Roots Tourism (Session 2a) - Chairperson: Antonella Perri (Italy)

- 12:15 - Raffaella RUBINO (Italy), Arjeta VESHI (Albania), **Tourism from the Roots of Puglia : Between Cult and Connections in the World**
- 12:25 - Maurizio Arturo BOIOCCHI (Italy), **Root Tourism**
- 12:35 - Rosa GALLELLI (Italy), Renna PASQUALE (Italy), Michela CASOLARO (Italy), **Paths of memory. Rediscover the "tourism resource" for the rehabilitation and training of elderly migrants.**

22 April, h 12:45 - Tourism technologies (Session 2b) - Chairperson: Antonella Perri (Italy)

- 12:45 - *Sonia MANSOUR (Tunisie), The design at the service of heritage*
12:55 - *Crocco GIOVANNA (Italy), Eleonora DE LUCA (Italia), Tourism and culture in the digital age: cases and success stories*
13:05 - *Caterina AURA (Italy), The role of digitalization in roots tourism*
13:15 - (BREAKFAST PAUSE)
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Saturday, 22 April 2023, h 14:30 - 18:10

- 22 April, h 14:30 - Policies and Politics (Session 3a)** - Chairperson: *Engjëllushe Zenelaj (Albania)*
- 14:30 - *Skender UKU (Albania), Elona SHEHU (Albania), Management of Direct and Indirect Emergencies and Economic Impact (Albania 2019-2022)*
14:40 - *Ermela KRIPA (Albania), Orkida ILOLLARI (Albania), Exploring the Crucial Role of the Banking Sector in Financing Albania's Thriving Tourism Industry*
14:50 - *Giovanni TOCCI (Italy), Enhancement of Italian small towns and the National Recovery and Resilience Plan: the experience of smart villages*
- 22 April, h 15:00 - Experiences (Session 3b)** - Chairperson: *Engjëllushe Zenelaj (Albania)*
- 15:00 - *Antonella PERRI (Italy), Tullio ROMITA (Italy), Paths of reflection on the concept of experiential tourism*
15:10 - *Letizia CARRERA (Italy), The elderly and their desire for experience. One of the new challenges of tourism*
15:20 - *Peppino DE ROSE (Italy), Martina ABATE (Italy), Emanuela ACETO (Italy), Urban Tourism: A new frontier of cultural and experiential tourism*
- 22 April, h 15:30 - Sustainability (Session 4a)** - Chairperson: *Tullio Romita (Italy)*
- 15:30 - *Eveny CIURLEO (Italy), Carmelo ARENA (Italy), Sustainable tourism: a study on the cruise sector*
15:40 - *Giovanna DODARO (Italy), Sustainable and Responsible Tourism*
15:50 - *Giovanni TARANTINO (Italy), Tourism and sustainability. A reading starting from the modification of articles 9 and 41 of the Italian Constitution.*
- 22 April, h 16:00 - Roots and heritage (Session 4b)** - Chairperson: *Tullio Romita (Italy)*
- 16:00 - *Giovanni TOCCI (Italy), Return tourism and strategies for the recovery of tourism in the experience of the "Borghi Autentici d'Italia" network*
16:10 - *Vittoria BOSNA (Italy), A path of Cultural Heritage for building community building strategies*
16:20 - *Andrea ACRI (Italy), Roots Tourism as an Opportunity for the Rebirth of Internal Villages. The Case of Calabria*
- 22 April, h 16:30 - Teaching Tourism (Session 5b)** - Chairperson: *Giovanni Tocci (Italy)*
- 16:30 - *Nicola TENERELLI (Italy), Alessandro BARCA (Italy), Pedagogy of the journey: beyond the Pillars of Hercules.*
16:40 - *Giuseppe DE BARTOLO (Italy), The impact of demographics and cultural tourism on university enrolments in Calabria, Italy*
16:50 - *Tullio ROMITA (Italy), Antonella PERRI (Italy), Graduating in tourism? The difficult relationship between university education, on-the-job training, higher education and the labor market.*
- 22 April, h 17:00 - Hospitality vs. Inhospitability (Session 5a)** - Chairperson: *Giovanni Tocci (Italy)*
- 17:00 - *Domenico Antonio BARBUTO (Italy), "Tourists? They are so good only when they stay at home!" Tourism and its "spaces"*
17:10 - *Ornella CARLINO (Italy-Albania), Problematics of human resource activities in the tourism and hospitality industry*
17:20 - *Faranak MEMARZADEH (USA), Nima MOINPOUR (USA), Place Attachment and Place Identity as Cornerstones of a Hospitality Inquiry; How to Bring the Near; Nearer?*
- 22 April, h 17:30 - Young Researchers on Tourism (Session 6)** - Chairperson: *Francesco Favia (Italy)*
- 17:30 - *Luca Giuseppe CARNIMEO (Italy), Stadium tourism*
17:40 - *Diana Mihaela ANDONE (Italy), From Solid Social 'Relationships' to Liquid 'Connections' in the Tourism*
17:50 - *Francesco Maria GENTILE (Italy), The Transformation of Tourism through Technology*
18:00 - *Elisa GALLO (Italy), Elevating Roots Tourism and genealogy trough AI-Driven Technologies*
18:10 - *(CONFERENCE INTERRUPTION)*
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Sunday, 23 April 2023, h 9:00 - 12:30

23 April, h 9:00 - **Greenery and Health (Session 7a)** - Chairperson: *Pietro Iaquina (Italy)*

- 9:00 - *Alessandra PICONESI (Italy)*, **Green Cultural Tourism: the Minimum Environmental Criteria for Cultural Events**
- 9:10 - *Luigi BOLLANI (Italy)*, *Alessandro BONADONNA (Italy)*, **Tourism in cities with nature-based solutions: the users' point of view in a case study.**
- 9:20 - *Stefania GALASSI (Italy)*, *Tullio ROMITA (Italy)*, *Antonella PERRI (Italy)*, **The social tourism: the right to vacation for people with disabilities**

23 April, h 9:30 - **Tourism and Transports (Session 7b)** - Chairperson: *Pietro Iaquina (Italy)*

- 9:30 - *Federico DE ANDREIS (Italy)*, *Ubaldo COMITE (Italy)*, *Federico Maria SOTTORIVA (Italy)*, **Aviation and transport accessibility: Advantage tools for tourism destinations**
- 9:40 - *Elisabetta VENEZIA (Italy)*, **Composite indicators and gender gap measurement in the transport and in the tourism sectors**
- 9:50 - *Danilo ARENA (Italy)*, **Road Safety in Europe and Italy**

23 April, h 10:00 - **Tourism and Economics (Session 8a)** - Chairperson: *Ubaldo Comite (Italy)*

- 10:00 - *Orkida ILOLLARI (Albania)*, *Ines KOCIAJ (Albania)*, **The trend of tourism as a driver of economic growth and the policies to develop it to a sustainable future in Albania**
- 10:10 - *Carlo CRIALESI ESPOSITO (Italy)*, **Tourism in the silver economy**
- 10:20 - *Albana JEMINAJ (Albania)*, **The right to tourism, the case of Albania**

23 April, h 10:30 - **Sustainability in Tourism (Session 8b)** - Chairperson: *Ubaldo Comite (Italy)*

- 10:30 - *Eneida ÇIFLIGU (Albania)*, *Ilir SOSOLI (Albania)*, **The contribution of agritourism to sustainable rural development**
- 10:40 - *Gabriella SICOLI (Italy)*, *Maurizio RIJA (Italy)*, *Dominga Anna IPPOLITO (Italy)*, **Sustainable tourism and enhancement of coastal areas. The role of environmental certifications**
- 10:50 - *Francesco BADIA (Italy)*, *Adriana DE CARNE (Italy)*, **Sustainability reporting quality in the tourism sector: a focus on the hotel chains**

23 April, h 11:00 - **Rural and wine-food tourism (Session 9a)** - Chairperson: *Francesco D. d'Ovidio (Italy)*

- 11:00 - *Giovanni PEIRA (Italy)*, *Giorgio MINA (Italy)*, **Wild plant foraging activities as rural tourism experience to enhance local territories' social, economic, and environmental sustainability. The case of Chiusella Valley.**
- 11:10 - *Giulio ANTONUCCI (Italy)*, *Enrico TRICANICO (Italy)*, **The contribution of the initiative "Open Farms" to the sustainable tourism in the Sila National Park**
- 11:20 - *Andrea FILELLA (Italy)*, *Vincenzo DE LORENZO (Italy)*, *Pasqualino FILELLA (Italy)*, **The Route of Wine and Flavour as New Frontier of the "Tourism of Roots". Empirical Evidence from the Calabria Region.**

23 April, h 11:30 - **Art&Culture in Tourism (Session 9b)** - Chairperson: *Francesco D. d'Ovidio (Italy)*

- 11:30 - *Majlinda LIÇI KOÇI (Albania)*, **The use of folklore as an incentive for tourism in Albania**
- 11:40 - *Elia FIORENZA (Italy)*, **New considerations on some unpublished epigraphs in the frescoes of Cattolica di Stilo**
- 11:50 - *Alessandra TESSARI (Italy)*, **The literary places of Salento: a tourist product to be valorised**

23 April, h 12:00 - **Miscellaneous (Session 10)** - Chairperson: *Francesco Favia (Italy)*

- 12:00 - *Pietro IAQUINTA (Italy)*, *Elia FIORENZA (Italy)*, **Tourism and industrial archeology: the roots of a forgotten development**
- 12:10 - *Ludovica RODIGHIERO (Italy)*, **Incidence of divorce in couples with children with disabilities.**
- 12:20 - *Francesco FAVIA (Italy - Albania)*, *Iris CEKANI (Albania)*, *Nicola FAVIA (Italy)*, **The new immersive frontiers of tourism. Tourism and territory development through the use of drones and virtual reality**

23 April, h 12:30 - **Conference Closing**

Scientific Committee: Nunzio ANGIOLA (Italy), Natalia ANTOCI (Republic of Moldova), Piervito BIANCHI (Italy), Giovanni BRONZETTI (Italy), Jonida BUSHI (Albania), Adriana BUZDUGAN (Republic of Moldova), Letizia CARRERA (Italy), Iris CEKANI (Albania), Eva CIPI (Albania), Ubaldo COMITE (Italy), Corrado CROCETTA (Italy), Francesco Domenico D'OVIDIO (Italy), Angela M. D'UGGENTO (Italy), Alketa ELEZI (Albania), Armelina FUSHEKATI LILA (Albania), Loredana GIANI (Italy), Maria HAMURARU (Republic of Moldova), Elena HORSKA (Slovak Republic), Kristal HYKAJ (Albania), Annarita IACOPINO (Italy), Pietro IAQUINTA (Italy), Alma IDRIZI (Albania), Orkida ILOLLARI (Albania), Giovanna MASTRODONATO (Italy), Faranak MEMARZADEH (U.S.A.), Pecci NAQELLARI (Albania), Dafina NAZAJ (Albania), Maria Giovanna ONORATI (Italy), Antonella PERRI (Italy), Naci POLAT (Türkiye), Tullio ROMITA (Italy), Franco RUBINO (Italy), Francesco SASSONE (ITALY), Hysen SOGOJEVA (Kosovo), Giovanni TOCCI (Italy), Ela TOLLKUCI (Albania), Elisabetta VENEZIA (Italy), Arjeta VESHI (Albania), Engjëllushe ZENELAJ (Albania)

UNICART CONFERENCE is inviting you to a scheduled Zoom meeting.

Topic: 2nd UNICART Tourism International Conference

Time: Apr 22, 2023 09:00 Amsterdam, Berlin, Rome, Stockholm, Vienna

Every day, until Apr 23, 2023, 2 occurrence(s)

Apr 22, 2023 09:00

Apr 23, 2023 09:00

Please download and import the following iCalendar (.ics) files to your calendar system.

Daily:

[https://us06web.zoom.us/meeting/tZckc-](https://us06web.zoom.us/meeting/tZckc-6qqj0qGtQJEvsZAPH5rXlUwAAJOiv/ics?icsToken=98tyKuGrpz8tGNCTsBmHRpwqHY-gKOrwiCFfjbdstjrzEBpyUiujJNprJ55oMfn6)

[6qqj0qGtQJEvsZAPH5rXlUwAAJOiv/ics?icsToken=98tyKuGrpz8tGNCTsBmHRpwqHY-gKOrwiCFfjbdstjrzEBpyUiujJNprJ55oMfn6](https://us06web.zoom.us/meeting/tZckc-6qqj0qGtQJEvsZAPH5rXlUwAAJOiv/ics?icsToken=98tyKuGrpz8tGNCTsBmHRpwqHY-gKOrwiCFfjbdstjrzEBpyUiujJNprJ55oMfn6)



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