



REGIONE PUGLIA



Provincia di Lecce



Città di Lecce



Camera di Commercio
Lecce

LAICA



LIBERA ASSOCIAZIONE
MUSEI SALENTINI & LOCALI PASTORALI
E CULTURALI



I CONCERTI DEL GIOSTRO
Associazione Musicale



CANTO da SUD
Suoni e voci dell'anima



Comune di Cavallino



Comune di Corigliano
d'Otranto



Comune di
Carpignano Salentino



Comune di Galatina



Comune di Otranto



Comune di Cutrofiano



Comune di Alberobello



United Nations
Educational, Scientific and
Cultural Organization



Commissione Nazionale
Italiana per l'UNESCO



1955 - 2015
UNIVERSITÀ
DEL SALENTO
Uni-Salento prossimo venturo. Rifondare il patto Università-Territorio



FICLU
Federazione Italiana Club e Centri UNESCO
Membro della Federazione Mondiale



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DI SCIENZE PER LA QUALITÀ DELLA VITA



FEDERCULTURE



MONTE
DEI PASCHI
DI SIENA
BANCA DAL 1472

28-31 ottobre 2015

International meeting of UNESCO-UNITWIN NETWORK on **CULTURE, TOURISM & DEVELOPMENT**

**“Viability, Sustainability and
Challenges for Puglia Region
and Salento, as a Key for Cultural
Tourism Development
for the Mediterranean Regions”**

*An Expert Workshop to be Conducted by
Members of the UNESCO-UNITWIN Network
on: Culture, Tourism & Development*

“Viability, Sustainability and Challenges for Puglia Region and Salento, as a Key for Cultural Tourism Development for the Mediterranean Regions”

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WEDNESDAY October 28

07:00 p.m. Palazzo Ducale - Cavallino, Lecce
Welcome Cocktail by local authorities Sounds of “CANTOdaSUD Voci e suoni dell’anima”

THURSDAY October 29

09:00-12:30 a.m. Galatina and Otranto

Visit of cities guided by 2-3 stakeholders involved with cultural tourism development of the cities and welcome speeches by local authorities

01:00 p.m. Castle of Corigliano d’Otranto (Lecce)

Welcome speeches by local authorities

Lunch

02:30- 04:30 p.m. Workshop

- *The role of Salento in the environmental protection and the preservation of tangible and intangible cultural heritage of Salento.*
Raffaele Casciaro - University of Salento

- *Sensitivity and enhancement of cultural heritage by community and local stakeholders and main challenges of sustainable cultural tourism development*
Anna Trono - University of Salento

- *Policies and role of political network for the promotion of cultural tourism enlarged to the Mediterranean Countries.*
Ada Fiore - Former Mayor of Corigliano d’Otranto

04:30 p.m. Coffee Breack

5:00-6 00 p.m. Round table with leading stakeholders involved in cultural tourism development

Chair: Regina Poso - University of Salento

06: 00-08:00 p.m. UNITWIN Meeting

Dinner

FRIDAY October 30

9.30 -12.30 a.m. Ex Conservatorio di Sant’Anna
Agenzia per il Patrimonio Culturale Euromediterraneo

Strategies and guidelines for integrated solutions to improve South Salento’s ability to become a leading sustainable cultural tourism site of Mediterranean regions. Concluding session reporting to decision-makers and stakeholders of both towns on the preliminary results of the workshop.

Lunch

04:30- 7:00 p.m. Visit of Lecce city

Dinner

SATURDAY October 31

10:30 a.m. Alberobello city (Bari)

*Welcome speeches by local authorities
In depth urban site inspection of the old city of Alberobello guided by 2-3 stakeholders involved with cultural tourism development of the town.*

Deliverables:

A full report will be submitted after the workshop to UNESCO, to the involved municipalities and to the Province of Lecce.