



GRISS- Research Unit for Sustainable Development
Department of Environmental Science
University of Milano Bicocca

Under the auspices of:



Ministero dell' Ambiente
e della Tutela del Territorio e del Mare



Ministero delle Sviluppo Economico

Camera di Commercio
Industria Artigianato e Agricoltura
Monza e Brianza

7th-9th November 2008

“Sustainable tourism as a factor of local development” International congress

An interdisciplinary discussion about sustainable tourism to illustrate strategies, methods, tools and good practices. An occasion for comparing local experiences and national and international case histories, starting from the situation of Monza e Brianza region.

Friday 7th November 2008

9.00 Opening ceremony

Massimo Zanello, Councillor of Lombardy Region, responsible for Culture, Identity and Autonomy of Lombardy Region

Gigi Ponti, Councillor of the Province of Milan, responsible for the implementation of the new Province of Monza e Brianza

Dario Allevi, Councillor of the Municipality of Monza, responsible for Tourism

9.30 “Brianza tourist system – perspectives for sustainable development”

Luigi Nardi, Vice-president of Chamber of Commerce of Monza e Brianza

9.45 “Tourism and sustainability: strategies and instruments at local scale”

Serenella Sala, GRISS, Research Unit for Sustainable Development, Department of Environmental Science, University of Milano Bicocca, Italy

Perspective for sustainable tourism development in Brianza

10.00 “The project Molta + Brianza: nature, culture and landscape for the new province”

Antonio Infosini Division of the Project Monza e Brianza, Province of Milan

10.15 “Tourism and local development in Brianza”

Flavio Sangalli, Managing Director of Sviluppo Brianza, Italy

Local identities and promotion

10.30 “Integrated analysis of the territory and valorisation of local identities, culture and landscape”

Marco Morandotti, Laboratory of Science and Technology for Building and Planning (STEP), University of Study of Pavia, Italy

10.45 “Small cities as cultural infrastructure. Itineraries of memory for local identities.”

Monica Bruzzone, Faculty of Architecture, University of Study of Parma, Italy

11.00 “The Path of St. Augustine: a Path to Compostela in Brianza”

Renato Ornaghi, Energy Saving Srl, Italy

11.15 “Tourism in Brianza as an experience of sites talking to the soul: the Stendhalian path in Brianza”

Roberto Albanese, Cultural association Green Man, Italy

Coffee break



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DIALOGANDO SVILUPPO BRIANZA

Tourism and...gastronomy

- 12.00 “Typical food and characterization of the territory”
Agostino Cellini, Slow food Brianza, Italy
- 12.15 “Taste itineraries as a key for promotion”
Nicola Fontana, communication consultant and gastronomic critic, Italy
- 12.30 “The activity of Agrimercati as a key for development and promotion of the territory”
Alessandro Merlo, AGRIMERCATI, Agency of the Chamber of Commerce of Milan and of Representative associations for the development of agricultural and food supply chain.

Lunch break with local products

- 14.00 “The European Charter for Sustainable Tourism in Protected Areas”
Petra Dippold, Europarc Federation

Award of European Charter for Sustainable Tourism in Protected Areas to the Parks of Lombardy

Participants:

Pietro Lenna, Director of the unit Valorisation of Protected Areas and defence of biodiversity, Lombardy Region

Valter Zago, President of Federparchi - Europarc Italia

Anna Sonia Ballabio, Councillor of Alpi Lepontine Mountain Community, responsible for environment

Beatrice Zambiasi, Director of Parco Alto Garda Bresciano

Anna Bonettini, Director of Parco Adamello

Carmelita Trentini, representative of Sistema Parchi dell'Oltrepo Mantovano

Tourism and...protected areas

- 15.00 “The management of fruition and local tourism in a big city park”
Pierfranco Maffè, Councillor of the Municipality of Monza, responsible for the Park and Villa Reale of Monza, Italy
- 15.15 “Tourist Function and Environmental Accounting Model in Protected Areas”
Francesca Visintin, CETA – Centre for Theoretical and Applied Ecology, Area Science Park, Trieste, Italy
- 15.30 “New forms of communication of tourist promotion – the experience of a Tourist High School”
Paola Rosiello, Vanoni High School, Menaggio, Italy
- 15.45 “Examples of (in-)sustainability of tourism in protected areas”
Ondrej Vitek, Agency for Nature Conservation and Landscape Protection of the Czech Republic
- 16.00 “Sustainable tourism strategies in a Natura 2000 site in the Italian Alps”
Gilberto Parolo, Department of Ecology of the territory, University of Study of Pavia, Italy

Coffee break

Tourism and...sport

- 16.45 “Bike tourism in Brianza: eQUIbici and its comprehensive proposal”
Gabriella Nasuelli, eQUIbici – Association for sustainable mobility, Lissone Italy
- 17.00 “The project Pieve in Bici”
Giorgio Federico Brambilla, Association for the Parks of Vimercatese area, Italy



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17.15 “The experience of Sport and Environment”

Mauro Gocilli, ICARO S.a.s., Italy

17.30 “Big Sport Events and Governance. The Case of Alpine World Ski Championships in three Destinations”

Christophe Clivaz, Institut universitaire Kurt Bösch (IUKB), Switzerland

Tourism for all

17.45 “Tourism for all – the experience of Lega del Filo d’Oro”

Rossano Bartoli, Lega del Filo d’Oro, Italy

18.00 “Sustainable tourism and accessibility of old towns”

Riccardo Gandolfi, Department of Building and Territory Engineering, University of Study of Pavia, Italy

18.15 “Monza for all – A guide to accessibility. A project for social and tourist promotion”

Representative of Cooperativa Sociale Betania Onlus, Monza, Italy

Imagines and suggestions from Brianza

21:00 Presentation of a short movie about Brianza and dinner with local products at Noir, Lissone

Saturday 8th November 2008

Tourism and development: a sustainable combination?

- 9.00 "The role of tourism for local development"
Gianfranco Benati, Faculty of Economics, University of Milano-Bicocca, Italy
- 9.15 "The contribution of tourism to economic growth: an empirical analysis for the case of Chile"
Annnarita Bonapace, School of Economics and Management, Free University of Bolzano, Italy
- 9.30 "Man and Nature – Sustainable development. The Bulgarian experience"
Ventsi Zlatarev, sustainable tourism operator, Bulgaria
- 9.45 "Sustainable tourism in the Ukrainian Carpathians"
Viktor Teres, Director of the International Charitable Foundation Heifer Project International, Ucraina
- 10.00 "Sustainable tourism – instruments for promoting the change"
Ellen Berman, Consultant for sustainability, Italy
- 10.15 "Sustainable tourism in the Province of Varese and in Insubric area"
Giulia Contini, CCTOUR, Private company for the promotion of sustainable tourism, Varese, Italy

Coffee break

Strategies and policies for sustainable tourism

- 11.00 "Sustainable tourism and public policies"
Lorenzo Canova, professor of Tourism Sociology for local development, Faculty of Foreign Languages and Literature, University of Study of Bergamo, Italy.
- 11.15 "Alpe Devero area: a participatory process of sustainable development"
Michela Zucca, anthropologist, Italy
- 11.30 "Sustainable villages in Piemonte region"
Alessandro Battaglino, Managing Director of Environment Park s.p.a, Italy
- 11.45 "Environmental sustainability and tourist development in insular systems"
Fausto Cavallaro, Department of Economics, Management and Social Science, University of Molise, Italy

Measuring the sustainability of tourism

- 12.00 "Indicators of sustainability for tourism"
Valentina Castellani, GRISS, Research Unit for Sustainable Development, Department of Environmental Science, University of Milano Bicocca, Italy
- 12.15 "The carrying capacity of a tourist destination"
Franco Lorenzo Fredella, Department of Economic and Business, Legal, Product and Geography Science, University of Foggia, Italy
- 12.30 "Sustainability indicators and their role to destinations: strategic development"
Dimitris Prokopiou, Department of Maritime Studies, Laboratory of Marine Environment, University of Piraeus, Greece
- 12.45 "Sustainable coastal tourism – the role of energy efficiency and renewable resources"
Luigi Bruzzi, Department of Physics, University of Bologna, Italy
- 13.00 "The impacts of the cruise industry on tourism destinations"
Juan Gabriel Brida, School of Economics and Management, Free University of Bolzano



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Lunch break with local products

Environmental certification for tourism sector

- 14.30 “Destination labelling and certification as a tool for local development: the case of The Orange Flag of the Touring Club of Italy”
Raffaella Caso, Director of GreenStep Consulting, Italy
- 14.45 “The ecolabel by Legambiente Turismo”
Luigi Rambelli, President of Legambiente Turismo, Italy
- 15.00 “Environmental management system nature park certification”
Vito D'Incognito, consultant, Take care international, Italy
- 15.15 “Standards of sustainability for hospitality structures. Future scenarios for European Ecolabel”
Olivia Carone, architect, Italy
- 15.30 “Sustainable water quality management in Eco-tourism providers. Transylvanian case study”
Zoltan Pal, Faculty of Geography, Babes Bolyai University of Cluj, Romania
- 15.45 “Ecoworldhotel: the first Italian group of hotel and B&B eco-sustainable”
Concetta D'Emma, Ecoworld Hotel, Italy

Workshop and round table

“Which model of tourist development towards Expo 2015?”

Impulse presentations:

“LCA and touristic receptivity: an Italian case history”

Camillo De Camillis, Department of Science, University of Studies “G. D'Annunzio”, Italy

“Sustainable development of hotel architecture: enhancing the tourist attractiveness of the territory”
Manuela Danio, Department of Building and Territory Engineering, STEP Laboratory, University of Studies of Pavia, Italy

“Evolution, new tendencies and perspectives of the development in the hospitality estate market in Italy”

Daniela Stucchi, Assimpredil Ance Council, Italy

“Tourism, sustainability and Monza. Essential guidelines for a successful touristic destination action plan”.

Alberto Amore, Department of Sociology, University of Milano Bicocca, Italy

“Local cuisine: characteristic and innovation”

Giovanni Guadagno, President of the association Cooks of Brianza, Italy

Additional participants to the discussion

Gabriele Radice, Local Craftsmen Corporative Association

Sergio Allievi, Progetto Lissone, Interior designers Corporative Association

Vincenzo Conese, Forum of Social Tourism organizations



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Sunday 9th November

Events in Brianza

10.00 Urban Center Monza

A virtual journey between past and future in Brianza gastronomy

President of the association Cooks of Brianza with the cooperation of Bellavite Editing

11.00 Urban Center Monza

Leopardi in Brianza.

Reading of Giacomo Leopardi's odes, translated in dialects and performed by Renato Ornaghi

12-13.30 Urban Center Monza

Tasting of wines and typical products of the Brianza region

Lorenzo Colombo, Association "Il Tempo ritrovato"

14.30 Excursion on the way of the Stendhalian path in the Brianza region

«Stendhal e the trees of Monza Park»

Starting from Serrone, Villa Reale, Monza

Association Green Man

17.00 Theatre of Villa Reale Monza:

“The journal of the journey in Brianza” by Stendhal, performed by Roberto Albanese

Acting company B. Contardo Ferrini

Followed by a Stendhalian drink «acque rosse» by Cooperativa «La Vigna»

During the three days, it will be possible to visit the following exhibitions in the Urban Center:

- ✓ **Photo exhibition for the Brianza region** realized by Renato Fumagalli
- ✓ **Exposure of design furniture and handcrafts artistic products of Brianza**

Participation at the events is free of charge.



Scientific congress created by Serenella Sala and Valentina Castellani
Conference secretariat: Alice Rubichi
GRISS - Research Unit for Sustainable Development
Department of Environmental Science
University of Milano Bicocca.



Social events: Events in Brianza on Sunday 9th November
Congress lunches and the dinner at Noir-Lissone
organized by Ecodialogando, Giulia Berruti
Organization office and graphic work: Elisabetta Lombardi

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