

# NEW METROPOLITAN PERSPECTIVES 2022

SPECIAL EVENT - SE

SE

## SE-01 (IT)

### ICOMOS DAY ON CULTURAL TOURISM



Consiglio Internazionale  
dei Monumenti e dei Siti  
Comitato Nazionale Italiano

Maurizio Di Stefano - President of ICOMOS Italia, SE-01 Chair with Francesco Calabrò, Roberta Alberotanza - AREA 5 ICOMOS Italia and Paolo Motta, ICOMOS International.

#### BIOGRAPHY

*Maurizio Di Stefano. Engineer, Architect, Specialised in Restoration of Monuments at the Federico II University of Naples. President of ICOMOS Italia - International Council of Monuments and Sites. Freelance professional, responsible for European projects. Author of numerous publications and interventions in conferences and congresses, including international ones. He is a lecturer at numerous Italian and foreign universities and organizations. UNESCO expert in the field of assistance in world heritage issues, a well-known professional.*

*Francesco Calabrò is Associate Professor in Real Estate Appraisal and Economic Evaluation of Projects; Head of Mediterranean UNESCO Heritages Lab; Head of LaborEst - Economic Evaluations and Real Estate Appraisals Lab; Head of 2nd Level University Post Graduate Programme in „Strategic Valuation and Planning of City and Territory“.*

*Paolo Motta, architect specialized in Territorial and Town Planning, in the last fifteen years focused on Sustainable Urban and Integrated Development strategies and policies, with an holistic approach not only technical, but also with economic and financial evaluation, plus social and environmental issues. Acquired international experience for analyzing and assessing the multicultural contexts and issues.*

*Roberta Alberotanza is: - Member of the Scientific Council of the Research Laboratory „Mediterranean UNESCO Heritage“ at the PAU Dept of UNRC and Head of the „Cultural Itineraries“ Section of the same Laboratory; - Member of the Task Force for the Italian Presidency of the Committee of Ministers of CoE at the Ministry of Foreign Affairs and Cooperation. - Member of the Order of Journalists; She has worked at the Ministry of Cultural Heritage, the Ministry of Foreign Affairs, and directed 3 Italian Cultural Institutes. She has edited numerous publications on cultural issues.*

Thursday 26th May 10.00-13.30 / 14.30-19.00  
UNIRC - Architecture School - Room: A6  
On-line ([Link Microsoft Teams](#))

#### 10.00 Opening

Chaired by **Francesco Calabrò** - ICOMOS Italia Committee on Cultural Tourism - and **Maurizio Di Stefano**, President of ICOMOS Italia

#### Welcome Addresses

**Lucia Borgonzoni**, Under secretary of Culture - UNESCO Conventions Implementation - Ministry of Culture

**Mariassunta Peci**, Director of UNESCO Office - Ministry of Culture

**Teresa Gualtieri**, President of FICLU

**Vincenzo Santoro**, Director of the Dept. for Culture and Tourism - ANCI

**Fausto Orsomarso**, Councilor for Labor, Economic Development and Tourism - Calabria Region

#### 11.30 Presentation of the new ICOMOS Charter for Cultural Tourism

Chaired by **Paolo Motta** - ICOMOS International Committee on Cultural Tourism

**Fergus Maclaren**, President of the ICOMOS International Committee on Cultural Tourism

**Celia Martínez Yáñez**, ICOMOS Spain

**Bartomeu Deya**, ICOMOS Spain

#### 13.30 Lunch break

**Workshop: Monitoring and evaluation of Cultural Tourism for Sustainable Development, between Conservation and Valorization instances**

#### 14.30 PANEL 1: Organization of territorial systems: rules and stakeholders for a new alliance between public and private

Chaired by **Francesco Calabrò** - ICOMOS Italia Committee on Cultural Tourism, and **Paolo Motta** - ICOMOS International Committee on Cultural Tourism

#### Speakers:

**Fiorello Primi**, *Borghi più belli d'Italia*

**Fabrizio Antolini**, SISTUR - Italian Society of Tourism Sciences

**Claudio Ricci**, Tourism Exchange of Unesco Sites

**Alessandro Rinaldi**, *Centro Studi Guglielmo Tagliacarne*

**Manuel Roberto Guido**, ICOMOS Italia Committee on Cultural Landscape

**Luca Fabbri**, *Consulta Nazionale Distretti del Cibo*

**Maria Teresa laquinta**, ICOMOS Italia Committee on Training

#### 17.00 PANEL 2: Internationalization of the offer

Chaired by **Roberta Alberotanza** and **Immacolata Lorè** - ICOMOS Italia Committee on Cultural Tourism

#### Speakers:

**Stefano Dominioni**, Director - European Institute of Cultural Routes

**Ugo Picarelli**, Mediterranean Exchange of Archaeological Tourism

**Olimpia Niglio**, ICOMOS Italia Committee on places of Religion and Ritual

**Emanuela Panke**, CoE Cultural Route "Iter Vitis"

**Sonia Ferrari**, Università della Calabria, *Turismo delle radici*

**Emma Mandelli**, ICOMOS Italia Committee on Cultural Tourism