

INTERNATIONAL CONFERENCE

BETWEEN OVERTOURISM AND UNDERTOURISM: IMPLICATIONS AND CRISIS MANAGEMENT STRATEGIES

Lecce – Italy, 26-29 June 2019 -

CONFERENCE AGENDA

1st DAY – Wednesday, June 26th

Venue: Porta Napoli, Piazzetta Arco di Trionfo, Lecce

9:00am-4:30pm **FIELD TRIP TO THE WESTERN IONIAN COAST OF SALENTO (PUGLIA REGION)**

Location: The Conference Hall of the Museo Provinciale Sigismondo Castromediano V.le Gallipoli 28, Lecce

6.00pm-7:00pm **Registration**

7:00pm **INTERNATIONAL CONFERENCE OPENING**

2nd DAY – Thursday, June 27th

Venue: Building 6 - Studium 2000 – University of Salento, via Di Valesio, 24, Lecce

9:00am-9:30pm **Registration**

9:30am-10:00am **OPENING SESSION – CONFERENCE ROOM 7**
Vincenzo Zara - Rector University of Salento (Lecce), Italy
Gianluca Tagliamonte – Director of the Department of Cultural Heritage. University of Salento (Lecce)
Yoel Mansfeld, University of Haifa (Israel), Jurgen Schmude, Maximilians-University Munich (Germany) Anna Trono, University of Salento, Chairs of the Conference

10:00am-10:45am **PLENARY SESSION – CONFERENCE ROOM 7**
Keynote "The limits of Tourism Development; Lessons from Venice"
Mara Manente, Centro Internazionale di Studi sull'Economia Turistica Università Ca' Foscari Venezia

11:00am -11:15am **Coffee break**

11:15am-12:45am **Parallel sessions**
Session 1A: Theoretical approaches to understanding the problem of over- and undertourism
Session 1B: Sustainability and overtourism
Session 1C: Overtourism in the context of urban space

12:45am-1:30pm **Light Lunch**

1:30pm –3:00pm **Parallel sessions**
Sessions 2A, 2B: Case studies for under- and overtourism

3:00pm-3:15pm **Coffee break**

3:15pm – 4:00pm **PLENARY SESSION – CONFERENCE ROOM 7**
Keynote "Is success the biggest enemy of tourism? Selected remarks on the end of the "tourism age"
Harald Pechlaner, Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt, Germany. School of Marketing/Curtin Business School in Perth/Western Australia

4:00pm –5:30pm **Session 3: Strategies to handle the problems of under- and overtourism**

Venue: Torre del Parco Restaurant, Viale Torre del Parco, 1, Lecce

07:00pm **GALA DINNER**

3rd DAY – Friday, June 28th

Venue: Building 6 - Studium 2000 – University of Salento, via Di Valesio, 24, Lecce

9:30am -10:15am **PLENARY SESSION – CONFERENCE ROOM 7**
Keynote "Loving Places to Death in the Age of Neoliberalism: Solutions and Obstacles to Combating Overtourism"
Dimitri Ioannides, Mid-Sweden University. Östersund. Sweden

10:15am-11:30am **Parallel sessions**
Sessions 4A, 4B: Heritage challenges in over and undertourism settings

11:30am-11:45am **Coffee break**

11:45am-1:15pm **Session 5: Conflict management in over- and undertourism settings**

1:30pm - 2:15pm **Light lunch**

2:30pm-5:30pm **ROUND TABLE AND CLOSING OF THE CONFERENCE**
Round table with international city managers, mayors and tour operators, discussing on sustainable

tourism, remedies and strategies for improving overtourism and undertourism

Venue: **ex- Conservatorio di Sant'Anna. Via Vittorio Emanuele II, Lecce**

6:30pm-8:00pm **Musical Event**

4th DAY – Saturday, June 29th

Venue: **Porta Napoli, Piazzetta Arco di Trionfo, Lecce**

8:30am-7:00pm **FIELD TRIP IN VALLE D'ITRIA ON THE ADRIATIC SIDE OF PUGLIA REGION**
