



Università degli Studi di Cagliari

We cordially invite you to attend, on Tuesday 13 October and Wednesday 14 October 2015, the conference

Humanistic Tourism – a possibility?

that will take place in the *Aula Magna* - Via S. Ignazio, 74 – “Palazzo Baffi”

Program

Tuesday 13 October 2015

- 08:30 - 09:00 Registration
- 09:00 - 09:15 **Welcome address**
Maria del Zompo, Rector, University of Cagliari
Michael Pirson, Professor, Fordham University, Humanistic Management Network
- 09:15 - 10:15 **Conceptual underpinnings: What is humanistic tourism?**
Moderator: Michael Pirson, Professor, Fordham University
Claudio Baccarani, Professor, University of Verona - *Role of dignity and well-being in the value proposition of tourism*
Hunter Lovins, Professor of Sustainable Business, Bard University, TIME 100 Hero of the Planet - *How sustainability imperatives can foster life-conducive tourism*
- 10:15 - 10:45 Panel discussion: Is humanistic tourism possible?
Giacomo del Chiappa, Professor, University of Sassari - *Sustainability orientation: facilitator for humanistic tourism?*
- 10:45 - 11:15 *Coffee break*
- 11:15 - 12:45 **Discussion World Café style**
- 12:45 - 14:00 *Lunch*
- 14:00 - 14:45 **Practical Perspective: How can humanistic tourism be implemented?**
Moderator: Ernestina Giudici, Professor, University of Cagliari
Mario Cioffi, General manager, Cormoran Hotel and Coordinator Emozioni network - *Well-being through leisure and reflection? The example of Emozioni network*
Stefania Conti-Vecchi, Founder and CEO of EVENTagist - *The human factor as the key of successful meetings and events*
- 14:45 - 15:30 Panel discussion: How can humanistic tourism be implemented?
Lucio Murru, Director, Olbia Airport - *Building shared prosperity via tourism*
Luisa Varriale, Professor, University of Parthenope, Naples - *Educational tourism: an opportunity for better tourism?*
- 15:30 - 16:00 *Coffee break*
- 16:00 - 18:00 **Discussion World Café style**

Wednesday 14 October 2015

- 08:30 - 09:10 Registration/light breakfast
- 09:15 - 10:00 **Policy perspective: Under which conditions does humanistic tourism work?**
Moderator: Giuseppe Melis, Professor, University of Cagliari
Barbara Argiolas, Cagliari Council, Head of Tourism - *Building, shaping and strengthening local communities through global ties*
Rita Cannas, Professor, University of Cagliari - *The European sustainable tourism indicators: a stimulus for better tourism*
- 10:00 - 10:45 Panel discussion: A look at the Sardinian situation
Paolo Manca, President, Federalberghi Sardegna - *Hospitality refined and redefined*
Emanuela Marrocu, Professor, Director of CRENOS - *Industry standards for better tourism*
- 10:45 - 11:15 *Coffee break*
- 11:15 - 12:45 **Discussion World Café style**
- 12:45 - 13:00 **Closing comments**
- 13:00 *Lunch*