

EDITORIAL

Fiorella Dallari¹ and Maria Stella Minuti²

This Almatourism special issue contains abstracts and working papers presented at the international conference “*Tourism management and sustainability of heritage sites: the role of education and training*” organised in Assisi – Italy – in November 2013. The conference was the last public event of the project *Her.cul.es - Strengthening the attractiveness of European higher education in Heritage and Cultural Tourism* (<http://www.herculesproject.eu/>), a project financed by the European Union under the Erasmus Mundus programme 2009-2013 (http://eacea.ec.europa.eu/erasmus_mundus/).

The conference addressed a central issue, since nowadays, despite the growing need for the enhancement and protection of our cultural and natural heritage, there is still a lack of qualified specialists with adequate management skills who can respond to the current challenges in heritage management and who will ensure the sites’ conservation and sustainable use. In this context, it becomes essential the role that institutions of higher education as well as other training institutions can have, through the development of ad hoc training courses, relying on innovative approaches based on a synergistic collaboration with local communities and the tourism industry. Given this premise, the conference aimed at providing a forum for academics, tourism professionals, researchers, policy-makers and students from tourism-related fields to exchange ideas and discuss research and approaches on heritage education and training – ranging from higher education to professional training - for building skills and technical proficiencies for conservation and sustainable tourism management of heritage sites. The proceedings are organised according to the three main sessions of the conference: the first one is devoted to the presentation of Her.cul.es project and its results, the second one focuses on the training strategies and approaches for heritage tourism management, and the third one is dedicated to the presentation of case studies and field experiences.

During the first session, the final video of the project – *Hercules: A Bridge over the Mediterranean* – was also presented. Its content is partly given in the first paper that describes Her.cul.es project and its main results. It is still possible to visualize the video in the web-site and YouTube channel of the project.

The papers are published in the original delivery language (English or Italian). All the abstracts have been translated into English, French and Arabic. Many thanks

¹ E-mail address: fiorella.dallari@unibo.it

² E-mail address: m.minuti@incipitconsulting.it

go to those who have offered to share their thoughts in the abstracts and working papers presented here and at the conference: partners' representatives and students, public administrators and international experts in heritage and cultural tourism. At the end a special thanks goes to all the partners of Her.cul.es project for the effort they put in carrying out project activities and for the collaborative and understanding attitude they always assumed in this achievement.

The Conference Program:

Assisi, 23 November 2013

10.00 Opening and welcome

[Francesco Mignani](#), Councilor for Education of the City of Assisi

[Fabienne Alexandre](#), Project Officer Erasmus Mundus - EACEA

[Luigi Tardioli](#), President of the International Centre for Studies on Tourism

[Giovanni Paciullo](#), Rector of the University for Foreigners of Perugia

[Mostafa Mrabti](#), Representative of Her.cul.es partnership from Maghreb, Morocco

Session 1 - The Erasmus Mundus Project *Her.cul.es - Strengthening the attractiveness of European higher education in Heritage and Cultural Tourism*

10.20 *Her.cul.es: Activities and Results*, project description and presentation of the video

"*Her.cul.es. A Bridge Over the Mediterranean*" produced by TUCEP

[Maria Stella Minuti](#), Her.cul.es project coordinator, International Centre for Studies on Tourism, Italy

The Her.cul.es International Summer Seminar of Assisi

[Elisa Fiorucci](#), [Ellyn Matta](#), [Walid Nemouchi](#), Students at the summer seminar

Session 2 - Training Strategies and Approaches for Heritage Tourism Management

Chairperson: [Fiorella Dallari](#), Alma Mater Studiorum - University of Bologna, Italy

11.30 *Issues of Visitor Management at Heritage Sites and Implications for Training and Curriculum Development*

[Arthur Pedersen](#), Expert in sustainable tourism, protected areas and economic development

New Skills in a Changing World: Strategic Alliances at World Heritage Sites

[Simona Cadar](#), Brandenburg University of Technology Cottbus-Senftenberg, Germany

Teaching and Research on WH Tourism Management; a UNITWIN-UNESCO Network Approach

[Maria Gravari-Barbas](#), Institute of Research and Advanced Studies on Tourism, Paris 1 - Sorbonne University, France

Promoting Tourism Education in MENA Countries: Geopolitical Implications

[Emidio Diodato](#), University for Foreigners of Perugia, Italy

Teaching Methodology in Tourism Studies

[Abdelhak Nemouchi](#), University of Constantine 1, Algeria

Students' Expectations from Graduate Studies in Heritage (Tourism) Management

[Pablo Arboleda Gamez](#), [Emil Bakev](#), [Ellyn Matta](#), [Andra Vaida](#), Students at BTU Cottbus-Senftenberg

13.30 Discussion

Session 3 – Implementation: Instruments and Case Studies

Chairperson: [Mariangela Busi](#), Scientific Committee of the Italian Association of UNESCO World Heritage Cities and Sites

15.15 *Management Plans for the UNESCO World Heritage Sites, Governance and Training*
[Claudio Ricci](#), Mayor of Assisi and President of the Italian Association of UNESCO World Heritage Cities and Sites

Italian UNESCO World Heritage: Forms of Protection and Management Experiences

[Francesca Riccio](#), UNESCO World Heritage Office – Italian Ministry of Heritage and Cultural Activities and Tourism

Engaging Communities in their Heritage: Collaboration between Higher Education and the Voluntary Sector in Wales and Ireland

[Louise Emanuel](#), [Alex Bell](#), University of Wales Trinity Saint David, UK

Training of Local Community Youth in Dashur, Egypt, as Local Tour Guides and Heritage Guardians

[Fekri A. Hassan](#), Director of Cultural Heritage Management Program, French University in Egypt

Education for more Sustainable Travel Approaches in Group Tourism: Forum Anders Reisen

[Olav Clemens](#), Tourism expert for ZEIT Reisen in Hamburg, Germany

Tourism and Cultural Heritage: Higher Education and Entrepreneurship Development in Transition Phase. The Tunisian Experience

[Faysal Mansouri](#), President of University of Sousse, Tunisia

17.15 Discussion and conclusions