



Mobilities and Hospitable City

January 16th-17th, 2014



Italian Geographical Society
Villa Celimontana
via della Navicella, 12
Rome

with the support of



**fondazione
cariplo**

January 16th

10.00 am - Welcome greetings

SERGIO CONTI, President of the Italian Geographical Society

PAOLA DI NICOLA President of the Italian Association of Sociology

FEDERICO OLIVA, National Institute of Urban Planners

10.30 am GIUSEPPE GUZZETTI, President of Cariplo Foundation

The memory of Guido Martinotti in the Cariplo Foundation

11.00 am EZIO MARRA, University of Milan “Bicocca”

Martinotti: The metropolis and beyond

11.30 am NICOLÒ COSTA, University of Rome “Tor Vergata”

The evolution of sociological thought of Martinotti. From theory of city users to hospitable city

12.00 am FRANCO D’ALFONSO, Councillor to the Economic Development and Tourism, Municipality of Milan

Award “Guido Martinotti-Hospitable City”

1.00 pm - Lunch (offered by Gambero Rosso)

2.30 pm

I SESSION – New trends in international mobilities and hospitable city

Introduction and moderation

FRANCO SALVATORI, Emeritus President of the Italian Geographical Society, University of Rome “Tor Vergata”

Interventions

SOPHIE BODY-GENDROT, Sorbonne University, Paris

International mobilities, city users and security policies in European and American Cities

RICHARD BURDETT, London School of Economics

The impacts of mega-events on urban mobilities

GIUSEPPE DEMATTEIS, Polytechnic University of Turin

Territorial systems, hospitable city and city users

GIANDOMENICO AMENDOLA, University of Florence

Making places/Selling places: city marketing and commodification of the city

MAGDA ANTONIOLI CORIGLIANO, Bocconi University, Milan

Web 2.0 and hospitable destination

5.00 pm – Coffee Break

5.15 pm

II SESSION – Milan Bicocca: from industrial city to the cultural district

Introduction and key-note speech

VITTORIO GREGOTTI, Architect and urban planner

The history of a project of urban revitalization

Interventions

ANTONIO CALABRÒ, Director of Pirelli Foundation

The perspective of the new cultural district in Milan Bicocca

PHILIPPE DAVERIO, University of Palermo

Arts and urban development in Milan

6.45 pm - Closure

January 17th

9.30 am

III SESSION – Planning mobilities and hospitable city

Introduction and moderation

SIMONE BOZZATO, General Secretary of the Italian Geographical Society, University of Rome “Tor Vergata”

Key-note speech

ROBERT MAITLAND, Director of the “Centre for Tourism Research”, School of Architecture and the Built Environment, University of Westminster

Planning the hospitality: the de-differentiation between tourists and locals in major cities

BRUNO GABRIELLI, Genoa University

Urban planning and places of radical modernity: the inter-disciplinary approach

PIETRO VALENTINO, “Sapienza” – University of Rome
Planning the urban tourism in European cities

11.00 am – Coffee Break

11.15 am

IV SESSION – The territorial collaboration for the healthy city

Introduction and moderation

ASTERIO SAVELLI, Alma Mater Studiorum – University of Bologna

Key-note speech

ALAN FYALL, Rosen College Orlando (USA)

Planning the hospitable and healthy destination. A collaborative approach

Inteventions

LASZLÒ PUCZKÒ, Director of Tourism Observatory, Hungary

Health, wellness and Spa in hospitable cities: a comparative study

ARMANDO MONTANARI, “Sapienza” – University of Rome

Food and wellness in urban tourism

PAOLO CUCCIA, President of Gambero Rosso

Quality of food and quality of hospitality in Italian cities

1.30 pm – Lunch offered by Gambero Rosso

2.30 pm

V SESSION – Destination management and hospitality industry: education and training

Introduction and moderation

MARINA FACCIOLI, University of Rome “Tor Vergata”

Key-note speech

THOMAS BAUM, Strathclyde University, Glasgow

The up skills of the destination manager and hospitality industry: a comparative analysis

Interventions

ANTONIO MINGUZZI, University of Molise

Destination building: a dynamic skills for a dynamic hospitality

MARXIANO MELOTTI, University of Rome “Niccolò Cusano”

Between leisure and culture. New interdisciplinary skills for the valorization of museums and archaeological areas

4.00 pm – Coffee Break

4.15 pm

VI SESSION - The swing-wing of urban regimes: culture, entertainment and tourism

Introduction and moderation

EZIO MARRA, University of Milan “Bicocca”

Key-note speech

GUIDO BORELLI, University of Piemonte Orientale

Urban regimes and city users

Interventions

SILVANO BELLIGNI and STEFANIA RAVAZZI, University of Turin

Performances of an urban regime: the case of Turin

FORTUNATA PISELLI, University of Naples

The variable geometry of urban governance

FIAMMETTA MIGNELLA CALVOSA, University of Rome “Lumsa”

Governance in complex city: the case of Rome

DAVIDE DIAMANTINI, University of Milan “Bicocca”

Technology, events and governance

6.30 pm - Conclusions

FRANCO SALVATORI, EZIO MARRA and NICOLÒ COSTA

con il patrocinio di

INU
Istituto Nazionale
di Urbanistica

Ente di alta cultura
e di coordinamento tecnico
Dpr 21 novembre 1949, n.1114

Associazione di Protezione Ambientale
DM 3 luglio 1997, n.162



Dipartimento di Scienze Storiche, Filosofico-Sociali
dei Beni Culturali e del Territorio
University of Venice (IUVE) - Dipartimento di Storia, Cultura e Società



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*proposta eno-gastronomica di Gambero Rosso con i prodotti dell'area di
Pachino e Consorzio pomodoro IGP e Sicilia sud Orientale*



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