



**unimc**  
UNIVERSITÀ DI MACERATA

**l'umanesimo che innova**

DIPARTIMENTO DI  
SCIENZE DELLA FORMAZIONE,  
DEI BENI CULTURALI E DEL TURISMO



## UNIVERSITY OF MACERATA

### Department of Education, Cultural Heritage and Tourism

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*Sustainable tourism and hospitality post COVID-19: challenges  
and opportunities*

**9th International Seminars' Week**

**26-30 April 2021**

Link to the virtual room: <http://bct.unimc.it/it/webinar>

\*note for UNIMC students: students are kindly asked to indicate their name, surname and registration number when joining the virtual room

### GUESTLIST

**Dr.ssa Alessandra Priante** | UNWTO Regional Director for Europe (Spagna)

**Prof. Martin Gomez Ullate** | Universidad de Extremadura (Spagna)

**Prof.ssa Marianna Harutyunyan** | Armenian State Pedagogical University (Armenia)

**Dr. Gabriele Gneri** | Amministratore Delegato Hotels Doctor (Italia)

**Dr. Mbarak Abdulqadir Abdallah** | Principal Curator of Gede National Monument – The Lost City (Kenya)



## AGENDA

### Monday 26 April 2021

- **9 am - 9.45 am \_ 10 am – 10.45 am**

*The impact of Covid19 on global tourism: challenges and opportunities, a UNWTO perspective*

*Dr.ssa Alessandra Priante | UNWTO Regional Director for Europe (Spagna)*

- **11 am – 11.45am \_ 12 am -12.45 am**

*Global perspectives of Inclusiveness, access and Inclusive Education*

*Prof.ssa Marianna Harutyunyan | Armenian State Pedagogical University (Armenia)*

- **3 pm – 3.45 pm \_ 4 pm - 4.45 pm**

*Gede Ruins: the Management of a Touristic Site in Coastal Kenya and the involvement of local people*

*Dr. Mbarak Abdulqadir Abdallah | Principal Curator of Gede National Monument – The Lost City (Kenya)*

- **5 pm – 5.45 pm \_ 6 pm – 6.45 pm**

*Hotel positioning and hotel concept design*

*Dr. Gabriele Gneri | Amministratore Delegato Hotels Doctor (Italia)*

### Tuesday 27 April 2021

- **9 am - 9.45 am \_ 10 am – 10.45 am**

*The impact of Covid19 on global tourism: challenges and opportunities, a UNWTO perspective*

*Dr.ssa Alessandra Priante | UNWTO Regional Director for Europe (Spagna)*

- **11 am – 11.45 am \_ 12 am -12.45 am**

*Global perspectives of Inclusiveness, access and Inclusive Education*

*Prof.ssa Marianna Harutyunyan | Armenian State Pedagogical University (Armenia)*

- **3 pm – 3.45 pm \_ 4 pm - 4.45 pm**

*Gede Ruins: the Management of a Touristic Site in Coastal Kenya and the involvement of local people*

*Dr. Mbarak Abdulqadir Abdallah | Principal Curator of Gede National Monument – The Lost City (Kenya)*



## Wednesday 28 April 2021

- **9 am - 9.45 am**

*The impact of Covid19 on global tourism: challenges and opportunities, a UNWTO perspective*  
Dr.ssa Alessandra Priante | UNWTO Regional Director for Europe (Spagna)

### **10 am – 10.45 am Test**

- **11 am – 11.45 am**

*Global perspectives of Inclusiveness, access and Inclusive Education*  
Prof.ssa Marianna Harutyunyan | Armenian State Pedagogical University (Armenia)

### **12 am -12.45 am Test**

## Thursday 29 April 2021

- **9 am - 9.45 am \_ 10 am – 10.45 am \_ 11 am – 11.45 am**

*Birdwatching in Monfragüe Park in Spain: a Tourist Perspective for Sustainability*  
Prof. Martin Gomez Ullate | Universidad de Extremadura (Spagna)

- **3 pm – 3.45 \_ 4 pm – 4.45 pm**

*Hotel positioning and hotel concept design*  
Dr. Gabriele Gneri | Amministratore Delegato Hotels Doctor (Italia)

## Friday 30 April 2021

- **9 am - 9.45 am \_ 10 am – 10.45 am \_**

*Birdwatching in Monfragüe Park in Spain: a Tourist Perspective for Sustainability*  
Prof. Martin Gomez Ullate | Universidad de Extremadura (Spagna)

### **11 am – 11.45 am Test**

- **3 pm – 3.45 pm**

*Gede Ruins: the Management of a Touristic Site in Coastal Kenya and the involvement of local people*  
Dr. Mbarak Abdulqadir Abdallah | Principal Curator of Gede National Monument – The Lost City (Kenya)

### **4 pm – 4.45 pm Test**



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- **5 pm – 5.45 pm**

*Hotel positioning and hotel concept design*

*Dr. Gabriele Gneri* | Amministratore Delegato Hotels Doctor (Italia)

**6 pm – 6.45 pm Test**

**Direzione e coordinamento scientifico / Management and scientific coordination:** prof. Simone Betti

**Comitato scientifico / Scientific Committee:** prof. Giuseppe Capriotti, prof. Alessio Cavicchi, prof. Gian Luigi Corinto,