



cittaslow

rete internazionale delle città del buon vivere



UNIVERSITY OF PERUGIA, CITTASLOW INTERNATIONAL

CONFERENCE: 13-14 June 2012 Perugia and Orvieto

CITTASLOW: THE VALUE OF SLOWNESS FOR THE TOURISM OF THE FUTURE

The conference on **CITTASLOW: THE VALUE OF SLOWNESS FOR THE TOURISM OF THE FUTURE** will be organized by the **University of Perugia** and **Cittaslow International** on **13 and 14 June 2012**, in Perugia and Orvieto, **Italy**.

The conference will seek to reflect and raise awareness on the themes of quality, slowness and local identity as factors that could give a competitive edge in tourist development to less famous destinations. Attention will be given to a new vision of urban economic development in which quality of life, which attracts both residents and tourists, is proposed as a local development strategy that contributes to greater equity and stability within the community. Quality and identity allow the creation of new relationships extending beyond the community, towards models of local development and tourism that require slowness and authenticity. Slowness leads to different lifestyles and patterns of consumption as well as a new idea of wellbeing, all of which affirm a new humanism for a fairer society, promoting sustainable local and tourist development. The phenomenon of slow tourism aims to exalt sense of place and identity and allows the tourist to criticise implicitly other tourist opportunities offered by the market. Slow tourism is a practice possible in those territories where there is a widespread culture of excellence, where development strategies will be successful only if oriented towards the character of the territory and increasing collaboration between all parties, with a view to helping promote not so much a tourist product as an endogenous development of the territories in the perspective of quality and sustainability. In this context Cittaslow sets an example as an urban social movement, but also as a model for local governance, representing the desire of some governments to pursue progress and innovation and to create networks of social and local interests around the theme of quality of life, as opposed to those economic, environmental and territorial choices no longer recognised as the only sources of wellbeing.

CALL FOR PAPERS

Italian and foreign experts and researchers are invited to attend the conference and present a contribution in Italian or English, in the course of one of the four sessions that constitute the work of the conference:

- 1) Cultural identity and tourism**
- 2) Local community and tourism**
- 3) Best practices for sustainable tourism**
- 4) Slow tourism: opportunities for local development**

The proceedings will be made available online and published as a registered CD. Depending on their importance, originality, quality, relevance and other editorial considerations, eligible research articles will be sent to ***Sinergie Review* ISSN 0393-5108**

To this end they are invited to send by **march 14, 2012**, to email address viviana.calzati@progetti.unipg.it , paola.desalvo@unipg.it the attached form, completed in all its parts:

- name of the speaker(s)
- institution to which the speaker(s) belong(s)
- postal and email addresses, telephone number
- topic of the contribution
- session that they expect to attend

Participants are requested to send to the same address an abstract of the proposed contribution (max. 2,500 characters including spaces and five key words) by **march 14, 2012**, and to send by **may 12, 2012** a receipt for payment of the registration fee (see below).

The full paper must be submitted by **may 30, 2012**. using this format:

- number of pages: minimum of ten and maximum of 25
- setting the pages: margin top 3 cm, below 2 cm, 3 cm left, right 2 cm
- paper size A4
- font: times new roman, size 12, 1,5 spaced

A registration fee of €100 is expected for participation at the conference and including a copy of CD. The fee should be sent by **may 12, 2012** by bank transfer with the following particulars:

Reference:

IBAN: IBAN IT 70 J 02008 03043 000029407189

Bank: UNICREDIT S.p.A. – Agenzia Perugia Università

To identify the payment please enter the name of the participant in the reason for payment: UNIPG-CITTASLOW CONFERENCE 2012 – CDR: A.ACEN.FECO.PRES.CITTASLOW.

Fees paid from **may 13, 2012** onwards by bank transfer, and fees paid at the conference itself, will be subject to an extra charge of €25.

More informations will be available on <http://www2.ec.unipg.it/slowtourism2012/> and www.cittaslow.org from march 1st 2012

Important deadlines:

March 14, 2012: preliminary registration form

March 14, 2012: abstract

May 12, 2012 : receipt for payment of the registration fee

May 30, 2012 : full paper

For any communication or request for information:

Viviana Calzati, tel. +39.075.5855271, e-mail: viviana.calzati@progetti.unipg.it

Paola de Salvo, tel. +39.075.5855428, e-mail: paola.desalvo@unipg.it

Departement of Business and Law , Via Pascoli 20, 06123 Perugia

Departement Institutions and Society University of Perugia, Via Elce di Sotto, 06123 Perugia

Cittaslow International, Palazzo del Gusto, via Ripa Serancia I,16 - 05018 - Orvieto (TR)

University of Perugia and Cittaslow International

Cittaslow: the value of slowness for the tourism of the future

(Perugia-Orvieto 13-14 June 2012)

Preliminary registration

Name of speaker(s)	
Institution to which speaker(s) belong(s)	
Postal address	
Email	
Telephone number	
Topic of the contribution	
Session that you expect to attend	

To be sent by email by **march 14, 2012** to:

viviana.calzati@progetti.unipg.it

paola.desalvo@unipg.it