

PNRR M4 C1 INV.3.4 SUB-INV.T4 - TNE D.D. n. 167 del 03/10/2023

Progetto PRJ-1866 TNE23 00049 "MARE Mediterranean Alliance for Research and Education"

"MARE" CUP: B71I24000240006



Development of New Curricula and Training of Trainers (ToT) programme (Advanced Skills)
WP7 SUSTAINABLE TOURISM

The task aims to contribute to the development of innovative curricula on sustainable tourism for HEIs in Jordan, Morocco, and Tunisia through the implementation of the following activities:

- Primary and secondary research on skills demand and gaps in the tourism industry and identification of required skills and knowledge;
- Capacity building of HEIs' staff such as:
 - a) Curriculum Development course (Training of Trainers programme); development and piloting of the new curricula on sustainable tourism in the Jordanian, Moroccan, and Tunisian Universities;
 - b) Training of teaching staff on the new Curricula on Sustainable Tourism.

University of Palermo, Italy
3–7 November 2025

Monday, 3 November 2025 – Arrival and Welcome		
Time	Activity	Venue
9:30-17:30	Arrival of international participants and hotel check-in	Hotel
	Briefing on the International Week Programme Networking activity Visit of the Rector's Palace and surroundings	UNIPA, Rector's Palace, Piazza Marina, 61 (meeting point: Quattro Canti, at 15:00)
	Free evening	

Tuesday, 4 November 2025 – Internationalisation Strategies & Institutional Profiles		
Time	Activity	Venue
9:30-11:15	SESSION 1.1: Welcome Remarks and Presentation of the Educational Offer in Tourism at the University of Palermo (UNIPA) - Fabio Mazzola, UNIPA Vice Rector, Delegate for Internationalisation and Didactic Affairs, Scientific coordinator of MARE project, UNIPA - Stefania Zanna, IRO (International Relations Office), UNIPA - Marcantonio Ruisi, Head of the Department of Economics, Business and Statistics, UNIPA	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)

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	- Giovanni Ruggieri, Director of the Master's degree programme in Tourism Systems and Hospitality Management, UNIPA	
11:15-11:45	Coffee break	
11:45-13:30	SESSION 1.2: Introduction to the MARE Project - Monica Novara, MARE Project manager - Stefano De Cantis, Scientific Coordinator of MARE's WP7 on Sustainable Tourism, UNIPA - Alessandra Maronia, UNIMED (Mediterranean Universities Union)	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
13:30-14:30	Lunch break	
14:30-17:30	SESSION 1.3 (KEYNOTE SPEAKER): Global Sustainable Tourism Council and Sustainable Tourism Education - Carolín Lusby Pereira, FIU (Florida International University): <i>"Sustainable Tourism Curriculum: Integrating GSTC Principles"</i> SESSION 1.4: Institutional Presentations a) Presentation of the Educational Offer in Tourism at the University of Palermo (UNIPA) - Gioacchino Fazio, Director of the Bachelor's degree programme in Tourism Sciences, UNIPA b) Presentation of the Educational Offer in Tourism at University of Macerata (UNIMC) - Mara Cerquetti, UNIMC: <i>"The Educational Offer in Tourism at UNIMC (University of Macerata, Italy)"</i> c) Presentation of the Educational Offer in Tourism at the University of Cagliari (UNICA) - Giulia Contu, UNICA: <i>"University-level education in tourism at the University of Cagliari"</i> - Anna Maria Pinna, UNICA: <i>"Experiences from STOREM (Sustainable Tourism, Optimal Resource and Environmental Management) and SUREST (Sustainable Rural Education STRategy) Projects"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
	Free evening	



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Wednesday, 5 November 2025 – Mediterranean Partner Universities and Best Practices from the USA and Italy: Presentation and Institutional Profiles		
Time	Activity	Venue
09:30-10:30	SESSION 2.1 (KEYNOTE SPEAKERS): The Educational Offer in Sustainable Tourism at Florida International University (FIU), USA - Carolyn Lusby Pereira and John Buschman, Chaplin School of Hospitality & Tourism Management, FIU: <i>"The Global Sustainable Tourism Program at Florida International University"</i> - John Buschman: <i>"Engagement Strategies for Hospitality & Tourism Programs: The Case of FIU's South Beach Wine and Food Festival"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
10:30-11:15	SESSION 2.2: Internationalization in Italian Universities - Mara Cerquetti, UNIMC: <i>"The Internationalization Process at UNIMC (University of Macerata, Italy)"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
11:15-11:45	Coffee break	
11:45-13:30	SESSION 2.3: Enhancing Sustainability: Industry Perspectives - Simona Palumbo, CESIE: <i>"Ecoprise, the training course towards sustainability: From Ecovillage design to permaculture ethics"</i> SESSION 2.4: The Educational Offer in Sustainable Tourism in the Mediterranean Counties: Jordan, Tunisia, and Morocco - Issam Al-makhadmah, Al Balqa Applied University: <i>"Challenges of Higher Education in Sustainable Tourism in Jordan"</i> - Nadia Sghaier and Rim Mrabet, University of Tunis El Manar: <i>"Integrating Sustainable Tourism into Higher Education: Opportunities for the Faculty of"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)

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	<i>Economic Sciences and Management of Tunis El Manar"</i> - Lahoucine Amzil, Mohammed V University in Rabat: <i>"Assessment and Perspectives of Sustainable Tourism in Morocco"</i> - Rachid Sammoudi, Mohammed V University in Rabat: <i>"Protected Areas and the Challenges of Sustainable Tourism in Morocco: Perspectives on University Training for Biosphere-Related Professions"</i> Each partner presents: - Case studies and joint academic initiatives - Tools for course alignment and co-teaching Moderated discussion on common challenges & approaches by Giovanni Ruggieri, UNIPA	
13:30-14:30	Lunch break, Group Photo, Networking	
14:30-17.30	SESSION 2.5: Official Tourism Statistics in Italy: Towards Sustainable Destinations - Maria Teresa Santoro, Istat—Official Statistics on Tourism in Italy: <i>"The Supply-Side Surveys: Characteristics and Future Perspectives"</i> - Mascia Di Torrice, Istat—Official Statistics on Tourism in Italy: <i>"The Demand-Side 'TRIPS AND HOLIDAYS' Survey (THS): Characteristics and Future Perspectives"</i> - Valeria Valletta, Bank of Italy: <i>"The Bank of Italy Survey on International Tourism"</i> - Stefano De Cantis and Ludovica Venturella, UNIPA: <i>"The Use of Official Statistics for Managing Sustainable Destinations: The Seasonality of Trips in Italy"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room 1 (Aula 1, Building 13)
20:30	Networking dinner	Restaurant Carlo V Piazza Bologni, 22 (meeting point: Quattro Canti)

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Thursday, 6 November 2025 – Mediterranean Partner Universities and Sustainability Initiatives		
Time	Activity	Venue
09:30-11:15	SESSION 3.1: The Educational Offer in Sustainable Tourism in the Mediterranean Counties, Jordan, Tunisia, and Morocco - Akram Rawshded, Yarmouk University: <i>"Sustainability in the Curriculum of the Faculty of Tourism and Hotels at Yarmouk University – Jordan"</i> - Faisal Aburub, Petra University: <i>"Public Relations and Digital Promotional Media at the University of Petra: Building a Sustainable Program"</i> - Hajer Najeh, University of Gabès: <i>"Sustainable Tourism: A Driver for the Development of Tunisian Destinations"</i> - Fatma Laadhar, University of Carthage: <i>"Presentation of the Training Program Offered by the Higher Institute of Tourism and Hotel Studies – Sidi Dhrif, University of Carthage, Tunisia"</i> - Khiat Azeddine, Hassan II University of Casablanca: <i>"The Training Offers and Academic Activities at ENSET of Mohammedia, Hassan II University of Casablanca"</i> Each partner presents: - Case studies and joint academic initiatives - Tools for course alignment and co-teaching Moderated discussion on common challenges & approaches by Walter Spezzano, UNIPA	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
11:15-11:45	Coffee break	
11:45-13:30	SESSION 3.2: Enhancing Sustainability: Academic Perspectives - Maurizio Cellura, CSTE: <i>"Objectives and Activities of the University Center for Sustainability and Ecological Transition"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)

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	- Szilvia Gyimóthy , CBS (Copenhagen Business School): <i>"The 1-year Master in Sustainable Tourism and Hospitality Management: Targeting Data Skills and Entrepreneurship"</i>	
13:30-14:30	Lunch break	
14:30-17:30	Networking activity and cultural visit	Palermo's Cathedral and surroundings of the Royal Palace
18:30	Networking activity and business visit: Meeting with Fabrizio Ribaud, Hostel Manager at <i>Ostello Bello Palermo</i>	Via Galileo Ferraris, 3

Friday, 7 November 2025 – Action Planning and Cultural Exchange

Time	Activity	Venue
09:30-11:15	SESSION 4.1: Training, Innovation, and Digital Transformation in Sustainable Tourism (Part I) - Marcello Scalisi, UNIMED (Mediterranean Universities Union): <i>"UNIMED's Experience"</i> - Mauro Ferrante, UNIPA <i>"Capacity Building for Sustainable Tourism: The INNO4Tourism Project in Thailand and Laos"</i> - Imane Zarrouk, Mohammed V University in Rabat <i>"Smart Tourism and Sustainability: Leveraging Digital Innovation for a Resilient Tourism Sector in Morocco"</i>	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)
11:15-11:45	Coffee break	
11:45-13:30	SESSION 4.2: Training, Innovation, and Digital Transformation in Sustainable Tourism (Part II) - Antonio N. Preiti and Valeria Micciché, Fondazione per l'Attrazione Roma & Partners, <i>"The Role of Fondazione Roma & Partners and Julia, the Artificial Intelligence for Tourism and Life in Rome"</i> SESSION 4.3: Best Practice Exchange and Case Studies a) Drafting Joint Action Plans: Bilateral/multilateral collaboration roadmaps	UNIPA, Department of Economics, Business and Statistics (SEAS) Room B-1 (Building 13, Level -1)



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	b) Matchmaking Talks: 1-to-1 or small group meetings to co-design next steps	
13:30-14:30	Lunch break	
14:30-17:30	Networking activity and cultural visit	Piazza Verdi and surroundings of Massimo Theatre