

**PRESS RELEASE**  
**Cultures and civilisations for responsible tourism**

**International Study Conference**  
**“Between the Adriatic and Ionian Seas. Cultural itineraries and sustainable tourism”**

**Corfu**  
**21-23 November 2019**  
**Ionian University, Department of History**  
**Ioannou Theotoki 72**

12.11.2019 Press Release

On November 21-23, 2019 the Department of History, Ionian University, Corfu will host the International Study Conference “Between the Adriatic and Ionian Seas. Cultural itineraries and sustainable tourism”, funded by the European Union under the Greece-Italy cooperation project POLYSEMI. The aim of the conference is to verify how place writing from the Middle Ages up to the present day can contribute to the development of cultural itineraries, thus satisfying travellers' needs and safeguarding the host regions. Over 30 speakers, chosen among operators and scholars worldwide, will deal with these aspects in a rich sequence of interventions that confirms the importance of the project area in the perspective of a more conscious and responsible form of tourism.

The initiative is the third stage of a travelling conference between Puglia and Greece within the framework of the POLYSEMI (Park of Literary travels in Greece and Magna Graecia) project, which is inspired by an idea of its project leader, the University of Bari Aldo Moro. The project is carried out in cooperation with four other partners: the Municipality of Taranto, the Computer Science Department of Ionian University - the Research Committee of Corfu, the Ministry of Culture and Sports and the Region of the Ionian Islands. POLYSEMI is co-funded by the European Union through the 2014-2020 Greece-Italy Cooperation Program.

The conference in Greece marks the conclusion of a sequence of three related events, within the activities of the 2014-2020 Polysemi Interreg Project: the first held in Bari on 24 and 25 June 2019 with the title “Between the Adriatic and the Ionian. The literary imagery of the journey”, aimed at recounting the places between Puglia and Greece, destination over the centuries of writers, poets, storytellers, essayists and artists who traveled between the two coasts narrating the stories and images in their works, starting from the journey of the Argonauts to the



forms and ways of representing the sea in the twentieth century. The second, held in Taranto on 29 and 30 October 2019 with the title "Between the Adriatic and the Ionian. Cultural heritage and development of the territory ", aimed at verifying the potential that intangible assets have in the growth of communities, with verification of the possible intersections between entrepreneurship and culture, the links between legislation and development policies, the role of the media between culture and promotion of the territory, of travel literature as a cognitive tool of reality.

The Scientific Committee is composed of Professors Stefano Bronzini, Giulia Dell'Aquila, Pasquale Guaragnella, Giovanna Scianatico and Franco Vitelli.

Attached is the conference program.

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The main objective of the Interreg VA Greece-Italy 2014-2020 Cooperation Program is to define a cross-border growth strategy between Puglia and Greece (Epirus Region, Western Greece and Ionian Islands) for the development of a dynamic economy based on smart, sustainable and inclusive systems to improve the quality of life of the citizens in these regions. The Program has a 123,176,896-euro budget, is co-financed by the European Union under the European Regional Development Fund (ERDF) and by the two member states (Italy and Greece) with a 15% national quota.

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