

## WORKSHOP



### *“WORKATION AND NEW PERSPECTIVES FOR TOURISM”*

**April 18, 2024**

**Venue: University of Salento,  
Campus Ecotekne, Building E (Room E10)  
Via per Monteroni, 73100 Lecce (Italy)**

<b>09:30-10:30 Registration and Welcome coffee (Room E9)</b>	
<b>10:30 Start of the meeting</b>	
<b>Session 1</b>	<b>FRea Project Presentation</b>
10:30 - 11:00	<i>Project Overview:</i> LP1-Unisalento: Sandra De Iaco ( <i>Project Manager, Full Professor of Statistics</i> ), Monica Palma ( <i>Communication Manager, Professor of Statistics</i> ) PP2-Sviluppo Italia Molise: Fabrizio Spallone ( <i>Innovation and International projects - Sviluppo Italia Molise</i> ) PP3-People in Focus (Albania): Armelia Barci ( <i>Director/EU Project Manager</i> ) PP4-New Horizon (Montenegro): Arta Muçaj ( <i>Financial Manager</i> )
<b>Session 2</b>	<b>The tourism sector: characteristics and innovations (Part I) – Chairman Sabrina Maggio (<i>Professor of Statistics</i>)</b>
11:00 - 13:00	<i>“Workation in CDS Hotels”</i> , Emanuela Tommasi ( <i>Social Media Manager - CDS Hotels</i> ) <i>“Holiwork - the idea of co-work &amp; co-live some time in the South of Italy”</i> , Chiara Oliva ( <i>Founder and Managing Director - Holiwork Italia Start up</i> ) <i>“An innovative network for tourism design: F.A.M.E. Road model”</i> , Marco Benvenuto ( <i>Professor of Networks, Systems and tourist industry</i> ) <i>“Business sustainability and benefit”</i> , Michela Ria ( <i>International Sales Manager - Hotels Fly</i> ), Vito Ria ( <i>Sole Administrator - Hotels Fly</i> ) <i>“Business or pleasure? Puglia unexpected Italy”</i> , Nica Mastronardi ( <i>Tourism Education &amp; Transport Manager - ARET Pugliapromozione, Regione Puglia</i> ) <i>“Changes and Trends in Regional Tourism Sector”</i> , Mara Maggiore ( <i>Data Analyst - ARET Pugliapromozione, Regione Puglia</i> )
<b>13:00 - 14:00</b>	<b>Lunch Break (Room E9)</b>
<b>Session 3</b>	<b>The tourism sector: characteristics and innovations (Part II) – Chairman Monica Palma (<i>Communication Manager, Professor of Statistics</i>)</b>
14:00 - 15:00	<i>“New forms of tourism and tourist behavior in a changing world”</i> , Alessandro Peluso ( <i>Professor of Business Management and President of the Didactic Council in the Tourism Area</i> )

## FRea

	<p><i>“Beyond the myth of placetelling. Investigating tourism as a product of social and cultural transformations”</i>, Luigi Spedicato (<i>Professor of Sociology of Cultural and Communication processes</i>)</p> <p><i>“Innovations and hybridizations in tourism supply”</i>, Luca Zamparini (<i>Professor of Political Economy and Tourism Economics</i>)</p>
<b>Session 4</b>	<b>Round table on innovative forms of tourism and conclusions</b>
15:00 – 16:00	<p><i>Moderators:</i> Sandra De Iaco (FRea Project Manager – Full Professor of Statistics) Monica Palma (FRea Communication Manager – Professor of Statistics)</p> <p><i>Participants:</i> Silvia Abbadessa (<i>Winner of TRAIN-e-HOTEL competition</i>) Svitlana Udintseva (<i>Tourism expert</i>) Alessandro Maria Peluso (<i>Professor of Business Management and President of the Didactic Council in the Tourism Area</i>) Luigi Spedicato (<i>Professor of Sociology of Cultural and Communication processes</i>) Luca Zamparini (<i>Professor of Political Economy and Tourism Economics</i>) Marco Benvenuto (<i>Professor of Networks, Systems and tourist industry</i>) Nica Mastronardi (<i>Tourism Education &amp; Transport Manager - ARET Pugliapromozione, Regione Puglia</i>) Mara Maggiore (<i>Data Analyst - ARET Pugliapromozione, Regione Puglia</i>)</p> <p>Fabrizio Spallone (<i>Innovation and International projects - Sviluppo Italia Molise</i>)</p> <p>Armelia Barci (<i>People in Focus Director / EU Project Manager</i>) Ejona Zgjani (<i>Board Member / Hospitality Operator</i>) Albenc Koni (<i>Founder/Executive Director – OPERA International Consulting Agency</i>) Eritan Koni (<i>Hospitality Operator/Administrator – KONI's Studio Apartments</i>)</p> <p>Arta Muçaj (<i>New Horizon Financial Manager</i>) Fjolla Katana (<i>Owner of Stonehouse in Olives</i>) Jetmir Muja (<i>Independent advisor – Sector of Economy Company Municipality of Ulcinj</i>) Enis Mehmedovic (<i>Assistant – Company Buongiorno</i>)</p>
Please fill in the hard copy of the <i>Workshop Evaluation form</i> and deliver it to the desk, or scan the QR code	
 	
IT Version    EN Version	
<b>End of the meeting 16:00</b>	