

## Strategic Partnership (SAP) “Strengthening of heritage image in a coastal tourist destination” (Università di Genova e Universitat de Girona)



Our collaboration proposal is based on five points:

- a) Conducting joint and comparative research about tourist promotion at regional (Liguria, Catalonia) and state levels (Italy, Spain). Preparation of a joint research project for Horizon 2023;
- b) Teaching exchanges;
- c) Organizing a joint conference as part of the activities of DISPO;
- d) Starting an effective collaboration with the Chair of Cultural Policies in University of Girona;
- e) Collaborating with local institutions involved in heritage management (e.g. Parco Naturale Regionale di Portofino, Comune di Genova)

### **Parole chiave**

Cultural heritage, Tourism

### **Personale DISPO**

Stefania Mangano (PI), Mauro Spotorno, Monica Penco, Pietro Piana, Gian Marco Ugolini

### **Altro personale**

Antonella Primi, Cristina Marchioro, Alberto Capacci

### **Enti finanziatori**

Unige