



ASSISTED LIVING TECHNOLOGIES FOR THE HEALTH TOURISM SECTOR

2nd International Academic Symposium
and on-site Study Visits

Agenda

Macerata, Italy
14-16 September 2016

Tuesday, 13 September

Arrival to Ancona Airport/Train station and transfer to Cupra Marittima

Wednesday, 14 September

09:00 On-site visit to the Agritourist La Castelletta

Contrada Sant'Andrea, 17 - Cupra Marittima

09:00-11:00 *Presentation of activities for senior guests at Agritourist La Castelletta*

11:00-11:30 Coffee break

11:30-11:50 *Flying Farmers initiative - Roberto Ferretti (Agritourist La Scentella)*

11:50-12:10 *Impact of the social agriculture in the Marche Region – Dr. Martellini
Agricultural Department of the Marche Region*

12:10-12:30 *Piceno Laboratory of Mediterranean Diet – Dr. Adolfo Leoni*

12:30-14:00 Light lunch at the Agritourist La Castelletta

14:00 Transfer to Macerata and hotel check-in

16:00 On-site visit to CreaHub (Via Gramsci 29/31, Macerata)

CreaHub is an incubator for the creative industry with the goal to sustain the development of /reconvert to creative businesses. Its activities include a co-working area, summer schools, training and consultancy on EU funding, internationalisation, creation of start ups, IPRs.

16:00-16.45 *Presentation of the Creahub initiative - Dr. Lorenzo Compagnucci*

16:45-17:15 *Presentation of the MAC company – Dr. Leonardo Cavalieri*

17:15-17:30 Discussion

18:00-22:00 Field trip and social dinner at Cantina Sant' Isidoro (Colbuccaro di Corridonia)

Bus departure from Macerata - Meeting point at Sferisterio (Opera Theater)
- Piazza Mazzini, Macerata

Thursday, 15 September

10:30-13:00 2nd Alhtour Steering Committee Meeting

Aula verde - Polo Diomede Pantaleone - Via Pescheria Vecchia, Macerata

13:00-14:45 Lunch at Palazzo Ciccolini - Via XX Settembre 5, Macerata

14:45 Alhtour 2nd Academic Symposium in the framework of the International conference "Enhancing Sustainable Tourism in Adriatic-Ionian Region through Co-creation"

Aula verde - Polo Diomede Pantaleone - Via Pescheria Vecchia, Macerata

Topic I - Health and silver tourism

- *Enhancing place branding reputation through wellbeing tourism: challenges and opportunities for rural areas* - Prof. Alessio Cavicchi, University of Macerata
- *Traditional seaside holidays and slow sport: a breakthrough in tourism* - Dr. Chiara Francesconi, University of Macerata
- *Senior Tourism: a look at its potential in the silver economy* - Prof. Carlos Cardoso Ferreira, University of Lisbon

16:15-16:45 Coffee break

Topic II - Health technologies

- *Domotics in a human ecology theory perspective: a case study* - Prof. Paola Nicolini, University of Macerata
- *Health Tourism: Challenges and Opportunities for European Healthcare Systems* - Prof. Eric Longo, University of Macerata
- *The role of tailoring in e-Health and ICT-based lifestyle interventions* - Dr. Cristina Godinho, University of Lisbon

Topic III - Gamification

- *CHANGE: Healthy gamification for healthy habits' promotion among 6(0) to 9(0) years old people* - Prof. Osvaldo Santos, University of Lisbon
- *Cognitive rehabilitation in elderly with mild cognitive impairment through a gamified virtual-reality environment* - Dr. Filipa Brito, University of Lisbon
- *Comments by Prof. Paola Nicolini, University of Macerata*

18:15 Closure of the Symposium

18:15-20:30 Free time or possibility to join the Food Walk Tour in Macerata organised in the framework of the international conference "Enhancing Sustainable Tourism in Adriatic-Ionian Region through Co-creation"

- 18.15 Meeting point and local food tasting at Enoteca Civica Maceratese
- 18.45 Visit to Lauro Rossi Theatre
- 19.00 Visit and local food tasting at Palazzo Buonaccorsi
- 19.45 Visit and local food tasting at Mozzi Borgetti Library
- 20.30 Conclusion

Friday, 16 September

- 08:30** Departure from Macerata (meeting point: Hotel Lauri, Via Tommaso Lauri, 6) to Ancona (Polytechnic University of Marche) for the **On-site visit to the "E-Living Regional Cluster on Domotics"**.
E-Living Cluster Association is a public-private partnership composed by Universities, Research Institutes and Local Companies. E-Living promotes the development of knowledge, technology solutions, installations, constructions and high quality products in smart living technologies with the aim to define a new ambient assisted living, promoting inclusion, security, safety, well-being and eco-friendliness.
- 10:00-10:15 *Welcome & opening session:*
- Prof. Sauro Longhi – Rector of Polytechnic University of Marche
 - Dr. Gianni Genga – President of E-Living Cluster and Director of INRCA
- 10:15-10:45 *Presentation of the Alhtour project and partnership - Prof. Francesca Spigarelli – University of Macerata*
- 10:45-11:00 *Presentation E-Living Cluster: results achieved and future activities*
- 11:00-11:30 *Presentation of the Aditech company*
- 11:30-12:00 *Networking/visits to E-Living Laboratories*
- 12:00-12:30 Light lunch**
- 13:30-15:00 Debriefing of Alhtour Meeting-Symposium outcomes**
- 15:00 Closure - Departure of participants**
Transfer to Ancona Airport/Train station or Macerata Hotels