



Cooperazione Italiana allo Sviluppo



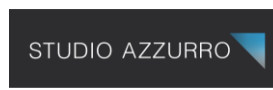
SAGAS – Dipartimento di Storia, Archeologia, Geografia, Arte e Spettacolo



DIDA – Dipartimento di Architettura



LaGeS - Laboratorio di Geografia Sociale



Studio Azzurro Produzioni



Ministry of Hotels and Tourism



Ministry of Culture



Ministry of Construction



University of Mandalay

Sustainable Destination Plan for the Ancient Cities of Upper Myanmar (ACUM): Mandalay, Amarapura, Innwa, Sagaing, Mingun

(2016-2021)

မြန်မာနိုင်ငံအထက်ပိုင်း ရှေးဟောင်းမြို့များအတွက် ရေရှည်တည်တံ့သောခရီးစဉ်ဒေသစီမံကိန်း
(မန္တလေး၊ အမရပူရ၊ အင်းဝ၊ စစ်ကိုင်း၊ မင်းကွန်း)

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6th October 2016

MANDALAY - (Triumph Hotel)

8.30-9.30 a.m. Welcome greetings

Representative of the Ministry of Hotels and Tourism of the Union of Myanmar

Representative of ACUM's Institutions

H.E. PIER GIORGIO ALIBERTI, Italian Ambassador in Myanmar

Dr. THIDA WIN, Rector of Mandalay University

9.30-10.30 a.m. Preparing the sustainable destination plan for the ACUM district

MIRELLA LODA (Florence University), The philosophy of the plan

MATTEO PUTTILLI (Florence University): Analysis of tourism demand and local resources

STEFANO BARTOLINI (Florence University): Resource inventory for tourism management

NYO NYO (Mandalay University): The contribution of Mandalay University

10.45-12.30 a.m. Strategies for the future

MIRELLA LODA (Florence University): Visitor arrivals and accommodation facilities

MATTEO PUTTILLI (Florence University): Areas to protect and areas to valorize

MANFRED HINZ (Florence University): Safeguarding cultural heritage

MIRELLA LODA, MATTEO PUTTILLI (Florence University): Developing new tourist products

MASSIMO RIVA (Progetto Continenti NGO): A project to valorize local food culture

12.30 a.m Public debate

14.30-15.30 Remarks on the plan

Participants in the Master in Urban Analysis and Management at Florence University

UMTA (Mandalay Branche)

Myanmar Tourist Guide Association

Mandalay Hotel Association

Myanmar Centre for Responsible Business

MATTEO BENEDETTI (Florence University): Images from the ACUM district

15.30 a.m. Public debate

MAURIZIO DI CALISTO (AICSY): Conclusions