

BLENDDED INTENSIVE PROGRAMME

BLUE GEOMARKETING: THE CASE OF TOURISM IN THE PROVINCE OF CÁDIZ

16-20 OCTOBER: ONLINE
23-27 OCTOBER: ON SITE
(UNIVERSITY OF CÁDIZ)

OBJECTIVES:

To learn about the new concept of Blue Geomarketing.

To study territorial management tools in coastal areas

To analyze case studies within the framework of the SEA-EU universities involved.

CANDIDATES:

Students interested in coastal management, blue tourism, light pollution, blue geomarketing, social and environmental marketing.

Open to graduates, masters and doctoral students.

Coordinated by:

Gema Ramírez Guerrero

María de Andrés García

REGISTRATIONS BY EMAIL (UNTIL SEPTEMBER 22ND)

UBO: deve@univ-brest.fr

UCA: erasmus.incoming@uca.es

UALG: international@ualg.pt

UM: erasmus@um.edu.mt



AGENDA ONLINE

Monday 16th	18:00h Course presentation (2 hour syncrone)
Tuesday 17th	Viewing of video with good practices (4 hours) Viewing of a conference on blue tourism (4 hours)
From Wednesday 18 to Friday 20	Individualized lectures on course contents (20 hours)

AGENDA ON SITE

Monday 23rd	<p>09:00h Presentation of on-site activities (Gema Ramírez, UCA and María de Andrés, UCA)</p> <p>09.30h Coastal management as a tool to achieve the SDGs (María de Andrés, UCA)</p> <p>11:00h Break</p> <p>11.30h Blue Geomarketing, a new model of territorial promotion (Gema Ramírez, UCA)</p> <p>13:00h Blue tourism as a path to sustainability (Jorge H. Ramos. UALG)</p>
-------------	---

AGENDA ON SITE

<p>Tuesday 24th</p>	<p>09:30h The ALAN impact of tourism in coastal areas : Projects « Blue Nights » and « Turno ». (Philippe Deverchère (Dark Sky Lab), Edna Hernández (UBO), Gema Ramírez (UCA).</p> <p>11:00h The role of heritage in blue tourism (John Ebejer, UM)</p> <p>12.30h Break</p> <p>13:00h Sustainability in Port Systems within the « GIAL&PORTS » project framework (Javier García Onetti, UCA)</p>
<p>Wednesday 25th</p>	<p>09:00h Blue tourism in Malta (John Ebejer, UM)</p> <p>10:00h Blue tourism in Algarve (Jorge H. Ramos, UALG)</p> <p>11:00h Blue Tourism in Brittany: the case study of Benodet and Moulin Blanc (Edna Hernández, UBO)</p> <p>17:00h - 19.30h Field trip through the city of Cadiz (M^a Teresa Fernández Alles, UCA)</p>
<p>Thursday 26th</p>	<p>09:30h The SIG as a tool for the management of blue tourism (Alfredo Fernández, UCA)</p> <p>11.00h Presentation of the VIGIA Project (María de Andrés, UCA)</p> <p>12.00h Break</p> <p>12.30h to 14.00h Presentation of students' group work</p>
<p>Friday 27th</p>	<p>9:00h to 14:30h Field trip along the coast of the province of Cádiz (Manuel Arcila, UCA)</p>