



BLENDED 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.



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

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









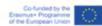


















AGENDA ON SITE

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

















