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EXECUTIVE MASTER IN "Equestrian Tourism"

Fieracavalli-Verona 2018

ABSTRACT

Key word for tourism in 2019: "Slow". Inasmuch, after the Year of Villages in 2017 and the Year of Food in 2018, 2019 is the **Year of Slow Tourism** - yet another further way for promoting Horseback Trekking and Equestrian Tourism.

Travel slowly, take the time to savour the atmosphere, catch the nuances of the landscape, embrace the beauty of the places you visit with all your senses. **Tourism on a human scale, an approach to travel that highlights the quality and slowness of the tourism experience.** A slow profile that should by no means be interpreted as a passing fad or just another innovative tourism package but as a philosophy of life, as *eco-friendly tourism* within the social and global movement that in recent years has characterised the various socio-economic spheres of all local areas.

The eco-friendly tourism concept envisages promoting the quality of the tourism experience and immersion of traveller in the culture of the local area, based above all on respect.

Respect not only for traditions and people but also and above all for "horses as friends", the environment, the ecosystem and everything else belonging to the territory being visited. **It is consequently a form of travel that enhances and promotes the development of local areas in a completely responsible and sustainable way.** As a result, "slow tourism" -- backed up by the value attributed to environmental aspects - is still today a major factor capable of stimulating activities, production processes and consumption. It is no longer a secondary entity; it has become the starting point for the gradual establishment of a business allied with green holidays, focusing on hospitality operators and supported by rural enterprises and the activities of sports, promotion, marketing and sales associations.

Talking about "slow tourism" means talking about "equestrian tourism" - a tourism entirely compatible with the territory that helps create a new vision of the tourism offering system with the aim of improving the current approach to visiting and understanding local heritage in quality terms. **The important thing is "to travel slowly" in contrast to the by-now mass phenomenon of hit-and-run tourism.**

In this context, Equestrian Tourism is not only a very topical issue achieving constant growth trends in many countries on an international scale but is also an increasingly important resource for our rural areas, especially those more on the margins of territorial modernisation processes. Such lesser-known areas should be re-launched in a sustainable way through innovative travel/vacation experiences.

Equestrian tourism is a growing field enjoying excellent development opportunities thanks to its ability to respond to several emerging trends in demand for tourism **that emphasise small-scale approaches more attentive to the values of nature, culture, food, wine and the countryside in a sustainable key.**

The Executive Master course will be held as part of the international Fieracavalli show in Verona 2018. It is the result of collaboration between **CISSET** (*International Centre for Studies into Tourism Economics, Ca' Foscari University of Venice and the Veneto Region, which has been an international landmark point for tourism economics for 30 years*) **E.A.R.T.H. Academy** (*European Academy for Rural Territories Hospitality, which promotes rural economic development through a European*

network of exchange of good practices) and FIERACAVALLI-Verona (the reference event for the international equestrian scene).

The course-days will be held by experts and professors with international experience in the Equestrian Tourism field in order to:

***expand the potential of tourism linked to the world of horses between players in the tourism sector and equestrian scene in public, private and Local Action Group spheres, by providing a clear overview of a number of specific issues with reference also to European case histories and the differences in terms of size and national context.

***enhance the skills of human resources through a dynamic exchange of ideas in order to:

- ✓ generate added economic value through the activation of resources
- ✓ promote entrepreneurship
- ✓ create a public-private governance with the involvement of sector operators
- ✓ relate with the Local Community and Territory
- ✓ economic impact on the destination of the *Eco-friendly tourism*

An Executive Master creates professional collaborations and informal networks thanks to the multiplicity and calibre of the figures involved and the relationships that can be established, as well as to the organisation of events during the Trade Show. With this Executive Master programme, Fieracavalli-Verona continues its attentive efforts aimed at enhancing its exhibition calendar with events capable of promoting the offerings of local areas and projecting them on to the international market. Unique of its kind in Europe, with a focus on the acquisition of knowledge directly in the field, the event seeks to play a leading role in the sector and become an international point of reference, with particular emphasis on the Mediterranean area and its ancient and well-established equestrian traditions.

Taking part in the MASTER course is free but places are limited.

Programme

***Friday 26 October 11:00-13:00 (45 minutes of lesson, 15 minutes of questions, 40 minutes of lesson, 20 minutes of brainstorming to highlight all the opportunities in the sector)

***Friday 26 October 15:00-17:00 (45 minutes of lesson, 15 minutes of questions, 40 minutes of lesson, 20 minutes of brainstorming to highlight all the opportunities in the sector)

***Saturday 27 October 11:00-13:00 (45 minutes of lessons, 15 minutes of questions, 40 minutes of lessons, 20 minutes of brain storming to bring out all the opportunities in the sector)

FOR MORE INFORMATION

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