THEME: An expanding tourist demand and the introduction of low-cost carriers in air transport provide great opportunities for Zadar County, but it also has a tendency to the standardization of tourist products and landscapes. The global phenomenon of low cost, high-speed mobility of people, goods and information is interconnected with the growth of serial reproduction of culture. Urban settlements copy the elements of cultural landscapes one from another and it leaves less space for differentiation. The scientific meeting and workshop will discuss some of the topics that regard this new low-cost geography phenomenon.

WORKSHOP TOPICS

TOPIC 1 POPULATION CHANGES
What is changing in habits and way of thinking of the inhabitants? Are there any new lifestyles developing? Does a new trend of immigration occur? Who are new immigrants? How do they use their living area? Do they introduce new paradigms?

TOPIC 2 TRANSPORT, MOBILITY AND INFRASTRUCTURE
Does the efficiency of the transportation system in Zadar County and in the town of Zadar correspond to the new requirements of mobility or not? Can it be improved? What is the quality of traffic connections between mainland and islands, and Zadar and its hinterland?

TOPIC 3 URBAN TRANSFORMATION
The town is changing; how does it change? Is there a sort of standardization in urban landscape or does it maintain its character? How can urban and landscape planning contribute to re-thinking towns without losing their genius loci? Can local identity survive global competition?

TOPIC 4 LAND USE AND LANDSCAPE TRANSFORMATION
Rural and cultural landscape heritage is under influence of globalization and is facing big changes. How can the landscape adapt to the new situation? Which are new functions that can contribute to its conservation? How can landscape planning contribute to the development of the region and of the quality of life of its inhabitants?

STUDY AREA Zadar County, Croatia

PARTICIPANTS Students of geography, landscape architecture and spatial planning from Croatia, Italy, Spain and Portugal

LECTURERS Lecturers from the fields of geography, landscape architecture and spatial planning from internationally renowned universities and institutions from Croatia, Italy, Spain and Portugal are invited to discuss current topics, exchange experiences and finally, find some answers and proposals together with the students.

ORGANIZATION
Department of Geography, University of Zadar, Croatia
Partner Universities of European Master on Planning and Policies for the City, the Environment and the Landscape: Departament de Geografia, Universitat Autònoma de Barcelona, España Departamento de Geografía, Universitat de Girona, España Facoltà di Architettura, Università degli Studi di Sassari, Italia Facoltà di Pianificazione del Territorio IUAV di Venezia, Italia Faculdade de Arquitetura, Universidade Técnica de Lisboa, Portugal Department for Spatial Planning of Zadar County, Croatia Association of Architects of Zadar, Croatia In collaboration with: Università degli studi di Trieste - Facoltà di Architettura, Italia

SPONSORSHIP
Department of Geography, University of Zadar - Croatia, Department for Spatial Planning of Zadar County - Croatia, Facoltà di Architettura, Università degli Studi di Sassari - Italia, Town of Zadar - Croatia With co-sponsorship of: Kali Tunđ d.o.o., Maraska d.d. Zadar, Narodni muzej Zadar, Turisthotel d.d. Zadar

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OFFICIAL LANGUAGE
English

WEB PAGE
www.unizd.hr/geografija

EVENT LOCATIONS:
SCIENTIFIC MEETING: UNIVERSITY OF ZADAR (main hall, 2nd floor), Address: Obala kralja Petra Krešimira IV
WORKSHOP: DEPARTMENT OF GEOGRAPHY, UNIVERSITY OF ZADAR, CLASSROOMS 111 & 113, Address: Franje Tuđmana 24:

PROGRAM
14 / 04 (Thursday)
9.00-10.00 Registration and distribution of working materials 10.00-11.15 Official opening of scientific meeting and workshop 11.15-11.45 Remarks of the European Master on Planning and Policies for the City, the Environment and the Landscape (Aleandra Casu) 11.45 -12.15 Introduction to scientific meeting and workshop theme; presentation of workshop structure and objectives (Vlatka Colić) 12.15-13.00 Presentation of study area. Natural and socio-geographic characteristics of Zadar County (Damir Magal) 13.00-14.30 Lunch break 14.30-16.00 Town center walking tour (with Anastažija Magal, Head of Conservatory Department of Ministry of Culture, Zadar County) 16.00-16.45 History and perspectives of urban development of the town of Zadar and spatial planning in Zadar County (Nives Kasaoli, Dolores Baric) 16.45-17.00 Coffee break 17.00-17.45 In search of authenticity (Nikola Balic)
17.45-18.30 Development of Zadar Airport and the introduction of low-cost airlines-overview and future plans (Tomislav Žepina)
18 / 04 (Monday)
10.00-10.45 Traffic infrastructure of Zadar County with emphasis on air transport and its integration in mobility network; tourism indicators (Ana Pejdo) 10.45-11.00 Coffee break 11.00-11.45 Demographic characteristics of Zadar County (Vera Grovac Matassi) 11.45-12.30 Tourism and social sustainability. Two cases from Sardinia. (Giuseppe Onni) 12.30-13.15 Identifying urban populations (Cristian Cannaos) 13.15-15.00 Lunch break 15.00-15.45 Presentation of national parks and natural protected areas in Zadar County (Mornana Babajko) 15.45-16.30 Airport Urbanism: low cost airports and new landscapes (Laura Cipriani) 16.30-16.45 Coffee break 16.45-17.30 Tourism, planning, politics and urban form. Some experiences from Veneto Region (Aleandra Casu) 17.30-18.15 Keywords: context (Giovanni Corbellini) 18.15-19.00 Group discussion
15 / 04 (Friday)
9.00-10.00 Group forming 10.00-10.45 Traffic infrastructure of Zadar County with emphasis on air transport and its integration in mobility network; tourism indicators (Ana Pejdo) 10.45-11.00 Coffee break 11.00-11.45 Demographic characteristics of Zadar County (Vera Grovac Matassi) 11.45-12.30 Tourism and social sustainability. Two cases from Sardinia. (Giuseppe Onni) 12.30-13.15 Identifying urban populations (Cristian Cannaos) 13.15-15.00 Lunch break 15.00-15.45 Presentation of national parks and natural protected areas in Zadar County (Mornana Babajko) 15.45-16.30 Airport Urbanism: low cost airports and new landscapes (Laura Cipriani) 16.30-16.45 Coffee break 16.45-17.30 Tourism, planning, politics and urban form. Some experiences from Veneto Region (Aleandra Casu) 17.30-18.15 Keywords: context (Giovanni Corbellini) 18.15-19.00 Group discussion
16 / 04 (Saturday)
09.00-10.00 Bus excursion to Zadar hinterland 10.00-20.00 WORKSHOP
17 / 04 (Sunday)
9.00 -19.00 WORKSHOP
18 / 04 (Monday)
WORKSHOP on ferry / Ist Island / 11.00 Departure - 22.00 Arrival to Zadar
19 / 04 (Tuesday)
9.00 -19.00 WORKSHOP
20 / 04 (Wednesday)
10.00 Presentation of works and public discussion; official closure of scientific meeting and workshop
21 / 04 (Thursday)
09.00-14.00 Exhibition of works at public open space in Town center (Narodni trg)