



14-21 APRIL 2011  
ZADAR, CROATIA



**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

Departament de Geografia, Universitat de Girona, España

Facoltà di Architettura, Università degli Studi di Sassari, Italia

Facoltà di Pianificazione del Territorio IUAV di Venezia, Italia

Faculdade de Arquitectura, Universidade Tecnica 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 Tuna d.o.o., Maraska d.d. Zadar, Narodni muzej Zadar, Turisthotel d.d. Zadar

#### CONTACTS

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**OFFICIAL LANGUAGE** English

**WEB PAGE** [www.unizd.hr/geografija](http://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 24i

#### 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

Prorector of University of Zadar (Vladimir Skračić)

Head of Department of Geography at University of Zadar (Josip Faričić)

Representative of the European Master on Planning and Policies for the City,

the Environment and the Landscape (Alessandra Casu)

Representative of Association of Architects of Zadar

Representative of Town of Zadar

Representative of Zadar Tourist Board

11.15-11.45 Refreshments

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 Magaš)

13.00-14.30 Lunch break

14.30-16.00 Town center walking tour (with Anastazija Magaš, 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 Kozulić, Dolores Barić)

16.45-17.00 Coffee break

17.00-17.45 In search of authenticity (Nikola Bašić)

17.45-18.30 Development of Zadar Airport and the introduction of low-cost

airlines-overview and future plans (Tomislav Žepina)

##### 15 / 04 (Friday)

9.00-10.00 Group forming

10.00-10.45 Traffic infrastructure of Zadar County with emphasis on air

traffic 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 Graovac

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 (Morana 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 (Alessandra Marin)

17.30-18.15 Keywords: context (Giovanni Corbellini)

18.15-19.00 Group discussion

##### 16 / 04 (Saturday)

09.00-18.00 Bus excursion to Zadar hinterland

18.00-20.00 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)

# EASY-GOING LANDSCAPES

INTERNATIONAL SCIENTIFIC MEETING AND WORKSHOP IN LANDSCAPE AND SPATIAL PLANNING

