

12:00-12:20 **Filipa Marušić:** Upravljanje promocijom destinacije s kulturno povjesnim resursima / *Promotion management of the destination with cultural and historical resources*

12:20-12:40 **Ivan Peronja:** Logističko upravljanje destinacijom u funkciji turističkog razvoja / *Logistic destination management in the function of tourism development*

13:00-13:45 Panel: Korištenje povijesti u kreiranju imidža turističke destinacije/
Using of the history in creation of the touristic destination image

14:00 **Posjet natpisu Lucija Artorija Kasta, priča o Podstrani i njenoj povijesti / Guided Visits to Inscription of Lucius Artorius Castus, story about Podstrana**

15:00 Ručak za goste i predavače/ **Lunch for guests and speakers**
Oproštaj / **Farewell**

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Općina Podstrana /Podstrana community
Turistička zajednica Podstrana /Touristic board of Podstrana
Splitsko - dalmatinska županija / Split-Dalmatia county
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ASPIRA - Visoka škola za menadžment i dizajn /Aspira University College



Druga međunarodna konferencija
Second international conference

Kralj Artur i Lucije Artorije Kast u Podstrani – od antičkih tragova do turističke ikone

King Arthur and Lucius Artorius Castus in Podstrana – from ancient traces toward touristic valorization

Podstrana, 10. – 12. listopada 2019.
Podstrana, 10th- 12th October 2019

**Hotel Le Meridian Lav Split,
Podstrana, Hrvatska (Croatia)**

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ORGANIZATOR /ORGANIZER:

Ogranak Matice hrvatske u Podstrani

uz znanstvenu potporu /with scientific support

Ekonomskog fakulteta Sveučilišta u Splitu / Faculty of economics, business and tourism, University of Split

PROGRAM

Prvi dan (četvrtak, 10. listopada)

Day one (Thursday 10th October)

20:00

Dobrodošlica za predavače i goste / Welcome for speakers and guests

Drugi dan (petak, 11. listopada)

Day two (friday 11th October)

9:00-9:30

Otvaranje / Opening ceremony

9:30-9:50

Neven Šerić: Povijesne činjenice, narodna predanja i legende u kreiranju imidža turističke destinacije budućnosti/
The role of historic facts, local stories and legends in the creation of the image for the tourist destination of the future

9:50-10:10

Linda A. Malcor: Potraga za kraljem Arturom: Nova restitucija monumentalnog natpisa Lucija Artorija Kasta /
The Quest for King Arthur: A New Reading of the Lucius Artorius Castus Inscription

10:10-10:30

Nenad Cambi: Julije Auzonije, otac velikog galskog pjesnika Decima Magna Auzonija u svojstvu namjesnika dijeceze Panonija sa sjedištem u Sirmiju, presuđuje spor oko imanja Lucija Artorija Kasta krajem IV. st. / *Iulus Ausonius, father of the great Gaelic poet Decimus Magnus Ausonius, at the end of the IV. century A. D., when he was the governor of the Dioecesis Pannonicarum (whose capital was Sirmium), ruled in a dispute over the estate of Lucius*

10:30-11:00

Pauza za kavu / Cofee break

11:00-11:20

Alessandro Faggiani: Gens Artoria: porodica bliska rimskim carevima /*Gens Artoria: The Gens Close to Roman Emperors*

11:20-11:40

Antonio Trinchese: Lucije Artorije Kast kao preposit mizenske flote: zapovjednik elitne pretorijanske flote smještene u Mizenskom zaljevu / *The Command of the Imperial Fleet of Miseno of Lucius Artorius Castus as Praepositus Classis Misenatum.*

11:40-12:00

Daniel August Hunt: Artur i dolina medvjeda: smještanje junaka iz VI st u geografski kontekst / *Arthur and the valley of the bear: placing the 6th century hero in a geographical context*

12:00-12:20

Gutieva Elmira: Ponavljujuće ili slično? – o vezi motiva iz arturijanskih legendi i motiva iz pripovijesti o Nartima / *Recurrent or similar? on some motives in Arthuriana and Nartiada*

12:20-12:40

Pauza za kavu / Cofee break

12:40-13:00

Anamarija Kurilić: Pečati na uporabnim predmetima iz Podstrane i okolice kao pokazatelj ekonomije kraja / *Stamps on the utensils from Podstrana and its surroundings as an indicator of its economy during the Roman period*

13:00-13:20

Ivana Jadrić Kučan, Ivana Banovac: Kult carskog genija i razmišljanja o žrtveniku iz antičkog Omiša (Oneum) / *Roman Cult of Imperial Genius and considerations about an altar that was found in Omiš (ancient Oneum)*

13:20-13:40

Krešimir Vuković: Artur, lokalac ili stranac? Komparativna razmišljanja o mitu o kralju Arturu / *Arthur, native or foreign? Comparative considerations on the king Arthur myth*

14:00-15:00

Ručak za goste i predavače/ Lunch for guests and speakers

15:00-18:00

Posjet ostacima stare rimske metropole Salona / *Visit to Salona - the Roman metropolis of Dalmatia*
Organizira (organised by) Ogranak MH u Solinu

Treći dan (Subota, 12. listopada)

Day three (Saturday 12th October)

9:00-9:20

Chris Gidlow: Arturijanski lokaliteti kao turističke atrakcije – kralj Artur i nematerijalna kulturna baština / *Arthurian Sites as Visitor Attractions – King Arthur and the Intangible Cultural Heritage of Humanity*

9:20-9:40

Lucia Cataldo: Povijest priča brojne priče: uloga "živih muzeja" i digitalnog pripovijedanja u kulturnom turizmu / *History tells many stories. Museumtheatre and digital storytelling in cultural tourism.*

9:40-10:00

Giuseppe Nicolini: Projekt oblikovanja izložbe "Od Sarmata do Camelota – misterij podrijetla kralja iz arturijanskih saga i sličnosti arturijanskih legendi s pričama o vitezovima azijskih i kavkaskih stepa / *Project Format Exhibition: From Sarmazia to Camelot -the Mystery of the Origins of king Arthur the Origin of the Arthurian Saga in the Knights of the Asian / Caucasasic Steppes*

10:00-10:20

Marijana Jurišić: Komercijalizacija priča i legendi u turističkoj praksi / *Commercialization of stories and legends for tourism purposes*

10:20-10:40

Ena Jurić: Mogućnosti turističke komercijalizacije povijesnih osoba u kreiranju specijalizirane turističke ponude / *The opportunities for tourism commercialization of historical figures in the creation of specialized touristic products*

10:40-11:00

Pauza za kavu / Cofee break

11:00-11:20

Dominik Metličić: Marketing u kreiranju grafičkog dizajna marke destinacijske ikone temeljene na povijesnoj legendi / *The role of marketing in the creation of the visual identity and the image of tourist destination icon based on a historical legend*

11:20-11:40

Tomi Duvnjak: Utjecaj asimetričnih informacija na privlačenje turista u destinaciju / *The impact of asymmetric information on attracting tourists to a destination*

11:40-12:00

Ivo Šarić: Kreiranje specijaliziranih turističkih proizvoda temeljenih na šumskim resursima / *Creation of specialized touristic products based on forest resources*