**International Cooperation with the George Washington University-**

**Ecoturism in Abruzzo, development scenarios**

The University “G. d’Annunzio” of Chieti-Pescara Ud’A signed an important cooperation agreement with one of the most prestigious university in the world: The George Washington University -GWU- and its School of Business.

Within this agreement, Ud’A and GWU carried on an interesting research activity related to the tourism in Abruzzo with the fruitful collaboration of Regione Abruzzo, Parco nazionale d’Abruzzo Lazio e Molise, Parco nazionale della Majella, Parco nazionale del Grans Sasso e Monti della Laga, Area Marina protetta del Cerrano, Legambiente Abruzzo and other partners and local stakholders.

In two weeks of fieldwork and research (from 16 to 29 June 2019) a joint delegation of American and Italian professors and students studied and valued strengths and weaknesses of the Abruzzo tourism system in order to suggest solutions to improve it.

On June 28 the joint research group, coordinated by Professor Mara Maretti (Ud’A) and Professor Seleni Matus (GWU) presented the final report at the Campus of University “G. d’Annunzio” of Chieti-Pescara.

* Event poster of final report’s presentation

File allegato

* First press conference with Abruzzo Regional Assessor Dott. Mauro Febbo

<http://www.rete8.it/cronaca/234324all-uda-un-master-sul-turismo-con-la-george-washington-university/>

* Slides (in English & Italian) of Final Presentation

File allegati

* Recording of the presentation

<https://www.facebook.com/GWTourism/>

* Press release

<http://www.ilcentro.it/pescara/turismo-il-prodotto-c-%C3%A8-manca-la-promozione-1.2251590>

<http://www.gransassolagapark.it/novdettaglio.php?id=54843>

<http://www.ilcentro.it/chieti/dagli-usa-per-rilanciare-il-nostro-turismo-1.2219604>

<http://www.chietitoday.it/formazione/universita/ricercatori-d-annunzio-george-washington-unversity-studio-turismo.html>