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**from 21 the 23 weeks back the World Tourism Expo WTE signed UNESCO and the first edition of DAYS OF MEDITERRANEAN DIET – Assisi (PG)**

Written by Michela | 14 September, 2012 9:30



returns to Assisi by 21 the 23 September IL WTE – World Tourism Expo 2012, The third Bourse Tourism and World Heritage Sites quest'annopresenterà that the first edition of "Days of the Mediterranean Diet". The event, open to the public as well as professionals in the sector, be held in the new cultural center of Assisi: Lyrick the theater and the new Pala Events.

The first and only worldwide event specialized in tourism cities and UNESCO sites, the WTE is one of the key tools and the most ambitious projects on which the strategy aims to promote tourism of the world heritage sites, with particular attention to 47 Italian sites (enrolled in the 2011), that put Italy at the top

of world rankings (936 sites spread 153 countries of the world).

**The project**

In a market of tourism increasingly jagged, with special deals from all over, lacked a shared project of promotion of cultural heritage and landscape appropriate to the status of UNESCO. Hence the need to create a system, to communicate and present adequately the beauty of the sites and cities UNESCO and involve international tour operators that do bring tourists to these locations, with tourist circuits which integrate traditional and classic holiday tour.

l'obiettivo di World Tourism Expo di Assisi firmato UNESCO is to create a cultural tourism market responsible and emotional capable of delivering the routes of travelers to fascinating destinations and exclusive; hence the need to bring together representatives of the various sites worldwide to enable the exchange of experience in the field of management of these assets, creating a real opportunity to meet and discuss with travel agents, with which you can create offers strategic business but environmentally.

The exhibition aims to highlight the peculiarities of World Heritage Sites, exhibitors offering concrete opportunities for contact with the leading tour operators in the world.

**rental**

quest'anno, for functional reasons and logistics associated with the need to have a greater availability of space, the event from the historic center of Assisi moves outside the city, structures of the new cultural center of Assisi, Lyrick the theater and the new Pala Events.

in 2011 the WTE closed the year with over 100 Italian and foreign sites represented, 150 tour operators from around the world, 40 scientific and educational meetings and over 15 thousand public inputs.

This year it is estimated a significant increase in exhibitors and the public, also due to the launch of the first edition of the Days of the Mediterranean Diet. The event is organized within the International Marketplace WTE to know in all its aspects (Wellness, kitchen, costume, health) the nutritional and cultural model of the Mediterranean Diet, that the 2010 has been listed as a UNESCO intangible heritage as an example of excellence in lifestyle as well as food.

**Exhibitors**

Confirmed the presence of last year, il WTE 2012 can count on the presence of Greece, Morocco, Spain, countries together with Italy have seen recognize the Mediterranean diet as a UNESCO world heritage site, and many other Italian sites and group attendance from the regions of Puglia, Sicily, Lombardy, Tuscany. Abroad will participate China also, Germany, Jordan, Flanders, San Marino, Croatia, Romania.

**The TOUR OPERATORS AND TRAVEL AGENTS**

Among the tour operators who participate there are also "The Elephant Travel", the United States "My Italian Vacation", "Escape Artists" and also "Natural Travels" – that since the last edition has already started to offer packages ad hoc designed to promote the Italian sites on the World Heritage List, and "Gambero Rosso Travel", the first tour operator dedicated exclusively to food and wine itineraries in Italy, in Europe and worldwide. Objective shared by all: the inclusion in the catalogs internazionali tourist itineraries dedicated to places declared goods of humanity and oriented to the development of cultural tourism more responsible and sustainable, that is also usable, accessible and appealing to the diverse people of the travelers.

**I PARTNER**

The WTE is realized with the support and contribution of: UNESCO United Nations Organization for Education, Science and Culture, Italian National Commission UNESCO, Association of Italian Heritage UNESCO World Heritage, Minister of Tourism, Ministry of Heritage and Culture, Ministry of Environment, Umbria Region, Province of Perugia, Perugia-Assisi 2019, Municipality of Assisi, in collaboration with the Papal Basilica of St. Francis of Assisi, Chamber of Commerce of Perugia, Astoi-Italian Tour Operators Association, Fiavet, The Travel Agency.

**GREAT EVENTS 2012**

The first edition of "Days of the Mediterranean Diet" Is The big news of the WTE 2012. The event is organized by the International Tourism Exchange signed UNESCO to raise awareness in all aspects of the nutritional model and culture of the Mediterranean Diet, that the 2010 has been listed as a UNESCO intangible heritage as an example of excellence in lifestyle as well as food.

As part of the WTE 22 September will be delivered also "Responsabile Italian Tourism Award" and IL "Unesco Cultural Tourism Award", established in 2009 by The Travel Agency and dedicated to accommodation, operators, regions and countries that organize trips and stays in the environment and local culture in Italy and in the world. And since respect the environment, man and the cultural heritage are the three commandments, not only for those who organize trips but also for those with whom we, The Travel Agency for the first time also reward those who adopt the best practices of traveling in the first edition of Prize Family Head, organized in collaboration with Trenitalia and the patronage of ENIT-Agency.

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