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|      |  | <h1><u>1<sup>st</sup> International Workshop on Cultural Tourism: Discovery Europe.</u></h1>                                                                                                                                                                                                                                         |                                                                                                             |  |
| <b>Eastern European Time (CY Time)</b>                                                                                                                                                                                                                                                                                                                                                                                   |  | <b>Wednesday 04/11/2020</b>                                                                                                                                                                                                                                                                                                          |                                                                                                             |                                                                                     |
| 10:30-10:35                                                                                                                                                                                                                                                                                                                                                                                                              |  | <b>Opening</b><br><b>Prof. Marinos Ioannides</b> , <a href="#">UNESCO Chair on Digital Cultural Heritage</a> ,<br><a href="#">Carolina Islas</a> (project manager), University of Turku, Finland                                                                                                                                     |                                                                                                             |                                                                                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                          |  | <b>Name</b>                                                                                                                                                                                                                                                                                                                          | <b>Title of Presentation</b>                                                                                |                                                                                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                          |  | <b>Session 1: The sustainability of cultural tourism during and after the pandemic.</b><br>(Facilitators: <a href="#">Silvia De Ascaniis</a> , <a href="#">Laura Puolamäki</a> )                                                                                                                                                     |                                                                                                             |                                                                                     |
| 10:35 -10:55                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>Milada Šťastná</b> ,<br>Prof. Dr. Ing. and HoD, Mendel University in Brno, Czech Republic. Coordinator of the <a href="#">H2020 project SPOT</a>                                                                                                                                                                                  | <i>Possible directions of rural tourism development in the light of Covid-19: Case study: South Moravia</i> |                                                                                     |
| 10:55 -11:15                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>Simona Todelli</b> ,<br>Prof. at the Alma Mater Studiorum - University of Bologna. Coordinator of the <a href="#">H2020 project RURITAGE</a>                                                                                                                                                                                      | <i>Thinking beyond the COVID-19 crisis: heritage-based opportunities for tourism in rural areas</i>         |                                                                                     |
| 11:15 -11:35                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>João Martins</b> ,<br>Prof. Universidade Nova de Lisboa, Portugal. Coordinator of the <a href="#">H2020 project IMPACTOUR</a> and participant at the upcoming H2020 project TExTOUR                                                                                                                                               | <i>Improving Sustainable Development of Cultural Tourism – what if...</i>                                   |                                                                                     |
| 11:35 -11:55                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>Ann Uustalu</b> ,<br>Policy Officer with focus on Cultural Heritage and Cultural and Creative Industries, European Commission, DG for Research and Innovation,<br><br><b>Rodrigo Martín Galán</b> ,<br>Research Programme Officer at the European Research Executive Agency (REA) in charge of the portfolio on Cultural Heritage | <i>Horizon Europe Research policy - Cultural Tourism</i>                                                    |                                                                                     |
| 11:55 – 12:00                                                                                                                                                                                                                                                                                                                                                                                                            |  | Promoting dialog                                                                                                                                                                                                                                                                                                                     |                                                                                                             |                                                                                     |
| 12:00 -12:15                                                                                                                                                                                                                                                                                                                                                                                                             |  | Coffee Break                                                                                                                                                                                                                                                                                                                         |                                                                                                             |                                                                                     |

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|               | <b>Session 2: Promote and support innovative alliances among regional and international cultural tourism organizations.</b><br>(Facilitators: TBC)                                                                                          |                                                                                                                                                       |
| 12:15 -12:35  | <b>Stefano Dominioni,</b><br>Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) and<br><a href="#">Director of the European Institute of Cultural Routes (EICR)</a>                    | <i>How Cultural Routes of the Council of Europe promote regional and international cooperation</i>                                                    |
| 12:35 -12:55  | <b>Nadia Fontana Lupi,</b><br><a href="#">President of the World Heritage Experience Switzerland</a>                                                                                                                                        | <i>World Heritage Experience Switzerland and the ambition to become a competence center for the innovation process of UNESCO's WHL in Switzerland</i> |
| 12:55 -13:15  | <b>Susanna Markkola,</b><br>Manager, Cultural Tourism at<br><a href="#">Visit Finland</a> , <a href="#">Business Finland</a>                                                                                                                | <i>Networking – the first step to the cultural tourism</i>                                                                                            |
| 13:15 -13:35  | <b>Antonella Fresa,</b><br><a href="#">Director of implementations at Promoter SRL</a> , Italy                                                                                                                                              | <i>The challenge of the 'incultum' for a new approach to cultural tourism</i>                                                                         |
| 13:35 - 13:40 | <b>Promoting dialog</b>                                                                                                                                                                                                                     |                                                                                                                                                       |
| 13:40 -14:25  | <b>Lunch</b>                                                                                                                                                                                                                                |                                                                                                                                                       |
|               | <b>Session 3: Resilient cultural tourism at heritage destinations.</b><br>(Facilitators: <a href="#">Silvia Aulet</a> , <a href="#">Dejan Paliska</a> )                                                                                     |                                                                                                                                                       |
| 14:25 -14:45  | <b>Peter DeBrine,</b><br><a href="#">UNESCO - Programme Specialist Sustainable Tourism</a> ,                                                                                                                                                | <i>Heritage, Tourism and Covid-19: Recovery, Resiliency and Rejuvenation</i>                                                                          |
| 14:45 - 15:05 | <b>Piet Jaspaert,</b><br><a href="#">EUROPA NOSTRA, Vice - President</a> ,                                                                                                                                                                  | <i>Cultural Heritage...a path to the future</i>                                                                                                       |
| 15:05 -15:25  | <b>Celia Martínez Yáñez,</b><br><a href="#">Tenured Professor in the Art History Department of the University of Granada.</a><br><a href="#">Vice-president of the ICOMOS International Scientific Committee on Cultural Tourism (ICTC)</a> | <i>Cultural Heritage preservation and sustainable tourism development: the ICOMOS ICTC vision and role to confront present and future challenges</i>  |
| 15:25 - 15:45 | <b>Theano Terkenli,</b><br><a href="#">Prof. University of the Aegean</a> , Greece                                                                                                                                                          | <i>The landscape as key to resilient cultural tourism stewardship</i>                                                                                 |
| 15:45 – 15:50 | <b>Promoting dialog</b>                                                                                                                                                                                                                     |                                                                                                                                                       |
| 15:50 -16:10  | <b>Coffee Break</b>                                                                                                                                                                                                                         |                                                                                                                                                       |
|               | <b>Session 4: The impact of digital cultural tourism on a local and regional level.</b><br>(Facilitators: <a href="#">Tony Cassar</a> , <a href="#">Laura Puolamäki</a> )                                                                   |                                                                                                                                                       |
| 16:10 -16:30  | <a href="#">Prof. Claire Wallace</a> - <b>Stephanie Garrison,</b><br>University of Aberdeen, UK,                                                                                                                                            | <i>Online Cultural Activity and Fan Tourism in Scotland</i>                                                                                           |
| 16:30 -16:50  | <b>Iulia Niculica,</b><br><a href="#">Partnerships Manager, European Travel Commission (ETC)</a>                                                                                                                                            | <i>Partnerships for Promoting Europe to global passion communities</i>                                                                                |

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| 16:50 -17:10 | <b>Lorenzo Cantoni,</b><br>Prof. Università della Svizzera Italiana,<br><a href="#">UNESCO Chair in ICT to develop and<br/>promote sustainable tourism in the World<br/>Heritage Sites,</a> | <i>How to Harmonize Digital media, (Intangible)<br/>Heritage and Sustainable Tourism</i> |
| 17:10 -17:30 | <b>Discussion/Final Conclusions</b><br><b>Chair:</b> Prof. Antonis Theocharous – Cyprus University of Technology, Tony Cassar – Heritage Malta                                              |                                                                                          |
| 17:30        | End of Workshop                                                                                                                                                                             |                                                                                          |