

		<h2><u>1st International Workshop on Cultural Tourism: Discovery Europe.</u></h2>		
Eastern European Time (CY Time)	Wednesday 04/11/2020			
10:30-10:35	Opening <i>Prof. Marinos Ioannides, UNESCO Chair on Digital Cultural Heritage, Carolina Islas (project manager), University of Turku, Finland</i>			
	Name	Title of Presentation		
	Session 1: The sustainability of cultural tourism during and after the pandemic. (Facilitators: Silvia De Ascaniis , Laura Puolamäki)			
10:35 -10:55	Milada Šťastná, Prof. Dr. Ing. and HoD, Mendel University in Brno, Czech Republic. Coordinator of the H2020 project SPOT	<i>Possible directions of rural tourism development in the light of Covid-19: Case study: South Moravia</i>		
10:55 -11:15	Simona Tondelli, Prof. at the Alma Mater Studiorum - University of Bologna. Coordinator of the H2020 project RURITAGE	<i>Thinking beyond the COVID-19 crisis: heritage-based opportunities for tourism in rural areas</i>		
11:15 -11:35	João Martins, Prof. Universidade Nova de Lisboa, Portugal. Coordinator of the H2020 project IMPACTOUR and participant at the upcoming H2020 project TExTOUR	<i>Improving Sustainable Development of Cultural Tourism – what if...</i>		
11:35 -11:55	Ann Uustalu, Policy Officer with focus on Cultural Heritage and Cultural and Creative Industries, European Commission, DG for Research and Innovation, Rodrigo Martín Galán, 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 dialogue			
12:00 -12:15	Coffee Break			

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

16:50 -17:10	Lorenzo Cantoni, Prof. Università della Svizzera Italiana, UNESCO Chair in ICT to develop and promote sustainable tourism in the World Heritage Sites,	<i>How to Harmonize Digital media, (Intangible) Heritage and Sustainable Tourism</i>
17:10 -17:30	Keynote Speech Prof. Minja Yang President & Professor Emeritus Raymond Lemaire International Centre for Conservation, KU Leuven Presentation Title: <i>Presentation of the OurWorldHeritage Initiative</i> Discussion/Final Conclusions Chair: Prof. Antonis Theocharous – Cyprus University of Technology, Tony Cassar – Heritage Malta	
17:30	End of Workshop	