

    			<u>1st International Workshop on Cultural Tourism: Discovery Europe.</u>		
Eastern European Time (CY Time)	Wednesday 04/11/2020				
10:30-10:35	Opening Prof. Marinos Ioannides , UNESCO Chair on Digital Cultural Heritage , Carolina Islas (project manager), University of Turku, Finland				
	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 Todelli , 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 dialog				
12:00 -12:15	Coffee Break				

	Session 2: Promote and support innovative alliances among regional and international cultural tourism organizations. (Facilitators: Miroslav Vujicic , Uglješa 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 dialog	
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 dialog	
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/Discussion/Final Conclusions Chair: Prof. Antonis Theocharous – Cyprus University of Technology, Tony Cassar – Heritage Malta	
17:30	End of Workshop	