

First Routes4U meeting for the Adriatic and Ionian region (EUSAIR)

"Fostering regional development through the Cultural Routes of the Council of Europe"

Wednesday 6 June 2018, Venice, Italy

(Centro Congressi San Servolo, San Servolo Island)

PROGRAMME

8.30
– 9.00

Registration of participants

9.00
– 9.30

OFFICIAL OPENING (Room Teatro)

Moderator: Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe

Welcoming remarks

- Luisella PAVAN-WOOLFE, *Head of Venice Office, Council of Europe.*
- Paola MAR, *City Counsellor for Tourism, City of Venice.*
- Romano SANTO, *Director of Human capital, culture and communitarian planning, Veneto Region.*

Opening speech

- Gabriella BATTAINI-DRAGONI, *Deputy Secretary General, Council of Europe.*

9.30
– 10.15

HIGH-LEVEL SESSION (Room Teatro)

- Hajrulla ÇEKU, *Deputy Minister, Ministry of Tourism and Environment of Albania* (Albania: Pillar Coordinator, EUSAIR Thematic Steering Group 4 – Sustainable Tourism).
- Frano MATUŠIĆ, *State Secretary, Ministry of Tourism of the Republic of Croatia* (Croatia: Pillar Coordinator, EUSAIR Thematic Steering Group 4 – Sustainable Tourism).
- Zoran JANKOVIĆ, *Secretary of State, Ministry of Foreign Affairs of Montenegro* (Montenegro: Chairmanship 2018-2019, EUSAIR).

Family picture with the Deputy Secretary General of the Council of Europe

10.15
– 10.30

ROUTES4U PROJECT PRESENTATION (Room Teatro)

- Stefano DOMINIONI, *Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe.*
- Constanze METZGER, *Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe.*

10.30
– 10.45

Coffee break

10.45
– 12.45

PARALLEL WORKSHOPS

Workshop 1: Regional development through cultural tourism (Room 6)

Participants will discuss cultural tourism as driver for growth, jobs and economic development in the Adriatic and Ionian region. They will formulate recommendations on how to tackle specific challenges in the Adriatic and Ionian Region.

Moderator: Vlasta KLARIĆ, *President of the National Partnership for Cultural Tourism under Croatian Ministry of Tourism patronage, Croatia.*

(...)

Routes4U Project

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

(...)

10.45
– 12.45

Workshop 2: Transnational networks for cultural cooperation (Room 2)

Participants will discuss possibilities of cultural cooperation in the Adriatic and Ionian Region. They will formulate recommendations on how to strengthen the role of civil society in promoting heritage as basis for common identity, as highlighted by the Council of Europe Faro Convention.

Moderator: Ols LAFE, Director of the Centre for Development of Ancient and Medieval Albanian Heritage, University Aleksandër Moisiu of Dürres, Albania.

Workshop 3: Marketing strategies for the visibility of heritage (Room 8)

Participants will discuss the challenges related to tourism management and marketing, and will formulate recommendations on visibility strategies, meant at increasing the visibility of cultural heritage in the Adriatic and Ionian Region.

Moderator: Georgia ZOUNI, Lecturer on "Tourism marketing for organizations and enterprises", Hellenic Open University, Greece.

12.45
– 14.00

Lunch

14.00
– 16.15

PLENARY SESSION: THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE AND EUSAIR (Room Teatro)

Moderator: Marianne BERGER MARJANOVIC, President of the Governing Board, Enlarged Partial Agreement on Cultural Routes, Council of Europe

Presentation of the Cultural Routes on best practices in the Adriatic and Ionian Region

- ATRIUM - Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory: *Elisa GIOVANNETTI, President.*
- European Mozart Ways: *Maria MAJNO, President.*
- European Route of Historic Thermal Towns: *Luca BRUSCHI, Responsible of European co-operation projects.*
- Phoenicians' Route: *Antonio BARONE, Director.*
- Roman Emperors and Danube Wine Route: *Danko KOSIC, Manager.*
- Routes of the Olive Tree: *Kostas ECONOMOPOULOS, Economic Director and Responsible for European projects.*
- TRANSROMANICA — The Romanesque Routes of European Heritage: *Christin LESER, Manager.*
- Via Francigena: *Luca BRUSCHI, Manager.*

Discussion on EUSAIR priorities and possibilities of further Cultural Routes expansion in the Region

- Routes of the Olive Tree, certified by the Council of Europe in 2005.
- Roman Emperors Route, project.

16.15
– 16.30

Coffee break

16.30
– 17.30

PLENARY SESSION: RECOMMENDATIONS AND FUTURE STEPS TO BE TAKEN (Room Teatro)

The experts will present to the audience the main issues discussed during the parallel sessions. Recommendations concerning Routes4U implementation will be formulated.

Moderator: Barbara TOCE, Vice-President, Congress of Local and Regional Authorities, Council of Europe.

- Vlasta KLARIĆ, President of the National Partnership for Cultural Tourism under Croatian Ministry of Tourism patronage, Croatia.
- Ols LAFE, Director of the Centre for Development of Ancient and Medieval Albanian Heritage, University Aleksandër Moisiu of Dürres, Albania.
- Georgia ZOUNI, Lecturer on "Tourism marketing for organizations and enterprises", Hellenic Open University, Greece.

Closing session: Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes - Enlarged Partial Agreement, Council of Europe.

17.30
– 20.00

EVENING PROGRAMME (optional)

18.00: Visit of the exhibition "JOHN RUSKIN. The stones of Venice". Palazzo Ducale, San Marco 1, 30135 Venice.

19.00: *Brindisi* at the invitation of Luisella PAVAN-WOOLFE, Head of Venice Office, Council of Europe, Piazza San Marco 180, 30124 Venice.