

Routes4U talk on Cultural Routes as tools for cultural tourism in the Adriatic and Ionian Region (6 May, 15.00-16.30) in the Hotel Montenegro (Becici bb, 85310 Budva)

Cultural Routes to strengthen sustainable cultural tourism in EUSAIR

AGENDA

Welcome and introduction to the topic by Blanka Belosevic, Chair TSG 4 EUSAIR

Pitch Session

- Cultural Routes in the Adriatic and Ionian Region (Constanze Metzger, Senior Project Officer Routes4U, Council of Europe)
- Sustainable cultural tourism through Cultural Routes (Vlasta Klaric, EUSAIR Facility Point, Thematic Expert, Ministry of Tourism of Croatia)
- Branding strategy in the Adriatic and Ionian Region (Georgia Zouni, Lecturer on "Tourism marketing for organizations and enterprises", Hellenic Open University of Greece)

Round tables for the general discussion on the topic

- Formulation of recommendations

Recommendations on sustainable cultural tourism in EUSAIR

- Conclusions by the moderators