

DRAFT PROGRAMME

B2B talk on Cultural Routes as tools for cultural tourism in the Danube Region, 27th of June 2019, 11:00 - 13:00, Palace of the Parliament, Room "Nicolae Iorga", Bucharest

Cultural Routes to strengthen sustainable cultural tourism in EUSDR

AGENDA

Welcome and introduction to the topic by Irina Cozma and Lyubomir Sirakov, Coordinator of PA 3: To promote culture and tourism, people to people contacts

Pitch Session

- Business opportunities through Cultural Routes in the Danube Region (Constanze Metzger, Senior Project Officer Routes4U, Council of Europe)
- Sustainable cultural tourism through Cultural Routes (Ksenija Keča, senior lecturer, Head of International Relations Office, Libertas International University)
- Branding strategy for cultural heritage in the Danube Region (Sara Terzic, University of Barcelona, LAB-PACT/IBERTUR Heritage and Cultural Tourism Laboratory, Researcher and Project Coordinator)

Round tables for the general discussion on the topic

- Formulation of recommendations

Panel discussion on the recommendations regarding cultural tourism in EUSDR

- Conclusions by the moderators