



CULTURAL ROUTES OF THE COUNCIL OF EUROPE 9TH ANNUAL ADVISORY FORUM

Cultural Routes for Cultural Tourism

2-4 October 2019
Sibiu (Romania)



The City of Sibiu © Dragos Dumitru

WEDNESDAY, 2 OCTOBER 2019

Astra Museum
Piata Mica 11 | 16-20 Padurea Dumbrava Street, Sibiu 550182

- 11:00-12:00** EPA Bureau Meeting (*by invitation only*) TBC
- 12:00-14:00** EPA Governing Board meeting (*by invitation only*) TBC
- 13:00-14:30** Meeting for candidates to the "Cultural Route of the Council of Europe" certification (*by invitation only*) TBC
- 14:30-17:00** Registration of the participants
- 14:30-16:00** Certified Cultural Routes meeting (*by invitation only*) TBC
- 16:00-16:30** Visit of the Astra Museum
- 16:00-17:00** **Networking Café (Swedish buffet and coffee): Member States and Cultural Routes matchmaking**
- 17:00-19:30** **OFFICIAL OPENING OF THE IX ANNUAL ADVISORY FORUM**
Welcoming remarks/Opening statements/Other statements
- Speakers (TBC)**
Bogdan Gheorghe TRIF, Minister of Tourism of Romania
Birgitta RINGBECK, Chair, Governing Board EPA on Cultural Routes, Council of Europe
Stephan MULLER, Chair, Statutory Committee Enlarged Partial Agreement on Cultural Routes, Council of Europe
- Opening speech (TBC)**
Snežana SAMARDŽIĆ-MARKOVIĆ, Director General of Democracy, Council of Europe
- Accession Ceremony for Member States who joined the Enlarged Partial Agreement during 2019**
Republic of Latvia, 33rd Member State of the EPA
- Certification Ceremony for the 2019 Cultural Routes of the Council of Europe**
European Route of Industrial Heritage
Iron Curtain Trail
Reformation Route
Le Corbusier Destinations: Architectural Promenades
Liberation Route Europe
- 19:30-22:00** **OPENING GALA DINNER**
- Award Ceremony for best practices in Cultural Tourism along the Cultural Routes of the Council of Europe**

THURSDAY, 3 OCTOBER 2019

Home of Culture, Cisnădie town

08:30 Buses for all participants from Sibiu to Cisnădie

08:30-10:00 Registration of the participants (continued)

09:15-09:45 **OPENING SESSION**

IX Annual Advisory Forum introduction

Speakers:

Steliana COJOCARIU, Counselor, Ministry of Tourism of Romania; Representative of Romania to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe;

Stefano DOMINIONI, Executive Secretary, Enlarged partial Agreement on Cultural Routes of the Council of Europe; Director, European Institute of Cultural Routes

Christian BIEVER, President, European Institute of Cultural Routes

Keynote speech

United Nations World Tourism Organization (UNWTO) (TBC)

09:45-11:15 **PLENARY SESSION 1:**

Growth and Potential for Cultural Tourism

Cultural tourism is an important activity and ambition for many of the Cultural Routes. This session examines the growth and prospects of cultural tourism and its importance across Europe.

Speakers:

European External Action Service (EEAS) / European Commission – DG Regio

World Heritage and Sustainable Tourism Programme, UNESCO

Organisation for Economic Co-operation and Development (OECD) (TBC)

European Travel Commission

Cultural Route of the Council of Europe representative (TBD)

Q&A session

11:15-11:45 **Networking coffee break**

11:45-13:00 **PLENARY SESSION 2: Cultural Tourism – Perspectives from EPA Member States and national authorities**

Cultural tourism is increasingly relevant to many of the Cultural Routes and the places and regions through which they pass. How are the Routes working to develop cultural tourism and the opportunities that cultural tourism presents at the National level?

Speakers (TBC)

Levan KHARATISHVILI, Deputy Minister, Ministry of Education, Science, Culture and Sport of Georgia; Representative of Georgia to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe

Representative to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe

National Tourist Board of Romania

National Tourist Board of Bulgaria

Q&A session

13:00-14:30 **Networking Lunch**

14:30-15:45 **PLENARY SESSION 3: Partnerships and Ideas for Cultural Tourism Development - 1**

Cultural tourism is built upon creative partnerships and collaboration across the public and private sectors. By working with others and through the cross-national and cross-cultural dialogue that is at the heart of the Routes Programme new ideas are generated.

Speakers:

European Tourism Association (ETOA)

European Best Destinations

European Cities Marketing

European Heritage Label (TBC)

European Heritage Days (TBC)

Q&A session

15:45-17:00 **PLENARY SESSION 4: Partnerships and Ideas for Cultural Tourism Development - 2**

Continuing the theme of partnership, we hear from organisations that may be useful for the Cultural Routes to partner with for the development of cultural tourism

Speakers:

Organización de Estados Iberoamericanos (OEI) (TBC)

European Youth Card Association

Network of European Museum Organisations

European Federation of Tourist Guide Associations (FEG)

17:00-18:00 **Networking coffee break**

18:00-18:45 **FORUM CONCLUSIONS**

What is the future for cultural tourism amongst the cultural routes, how to avoid some of its risks and what can be done to support its development in the future?

Speakers (TBC)

Birgitta RINGBECK, Chair, Governing Board EPA on Cultural Routes, Council of Europe

Stefano DOMINIONI, Executive Secretary, Enlarged partial Agreement on Cultural Routes of the Council of Europe; Director, European Institute of Cultural Routes

Mike ROBINSON, Director of Ironbridge International Institute for Cultural Heritage, University of Birmingham

Adoption of the Sibiu Declaration and conclusion of the Forum

18:45-19:00 **Presentation of the 2020 Annual Advisory Forum (Greece)**

Representative(s) of Chania, Greece

20:00 **Gala Dinner**

Cultural Routes candidate projects and new thematic proposals

The Council of Europe's Cultural Routes Programme continues to expand and attract interesting themes based on trans-national narratives. Here we hear from potential candidates and their proposals.

FRIDAY, 4 OCTOBER 2019

CULTURAL TOURISM PROGRAMME

- 9:30-10:00** Visit to the centre of SIBIU at the Metropolitan Cathedral (a small scale copy of St. Sophia Cathedral of Constantinople) and the Evangelical Church
- 10:00-10:40** Travel to ŞURA MARE
- 10:40-11:00** Visit to the Fortified Church
- 11:00-11:20** Travel to SLIMNIC
- 11:20-12:00** Visit to SLIMNIC Fortress
- 12:00-12:30** Travel to *Valea Viilor (The Valley of Grapevines)*
- 12:30-13:00** Visit to the Fortified Church (UNESCO Heritage)
- 13:00-14:00** Lunch in the city of MEDIAŞ
- 14:00-14:30** Travel to BIERTAN
- 14:30-15:00** Visit to the Fortified Church of BIERTAN (UNESCO Heritage)
- 15:00-15:30** Travel to DUMBRĂVENI
- 15:30-16:00** Visit to the Armenian Church
- 16:00-16:10** Travel to HOGHILAG
- 16:10-16:30** Visit to the tuberose plantations
- 16:30-17:00** Travel to SIBIU