



## JOINT EVENT ORGANIZED BY EUSAIR TSG3 AND TSG4

### “Evaluation and Preservation of Environment for Tourism”

#### PROGRAMME

Conference on "Evaluation and preservation of the environment for tourism" is being organized in line with the priorities of the EUSAIR Action Plan jointly including Pillar 3 - Environmental Quality and Pillar 4 Sustainable tourism related to green tourism (taking into account: biodiversity, ecological connectivity, tourism and eco-services). The conference will tackle sustainable tourism with a special reference to local ecosystems, natural and cultural heritage and identification of new destination values and qualities, as the foundation for development of high quality tourism products. The aim and results of the conference will be the guidelines for sustainable destination management, which will serve to support design of tourism products based on natural and cultural environmental values of urban, rural and coastal areas. This will help strengthen the network of protected areas on land, coast and sea.

**Venue Day 1: [Valmar Diamant Hotel](#), Poreč, Croatia**

**Chairs: EUSAIR Pillar Coordinators for TSG 3 and TSG 4**

26 September 2019 - DAY 1	
12:00-13:45	Welcome reception/buffet lunch and registration of participants
13:45-14:00	<p>Welcome by Ms. Mirela Grgurić, Head of Sector for Tourism Policy and International Cooperation, Ministry of Tourism of the Republic of Croatia</p> <p>Introduction of themes and speakers; Ms. Blanka Belošević, TSG 4 Coordinator (CRO), Mr. Mitja Bricelj, PhD, SI TSG 3 Coordinator (SI)</p>

14:00-14:30	Keynote presentation, UNWTO, Mr. Dirk Glässer, Director- Sustainable Development of Tourism
14:30-14:50	National Development Strategy 2030 (for Croatia) - tourism; Ksenija Slivar, Ministry of Tourism of the Republic of Croatia
14:50-15:10	ICZM and sustainable tourism development, Ms. Marina Marković, PAP-RAC
15:10-15:20	TSG 3 project » <i>To promote a sustainable growth of the AI region by implementing ICZM and MSP also to contribute CRF on ICZM of Barcelona convention</i> «, presented by TSG 3 coordinators
15:20-15:40	Boating and cruising tourism in EUSAIR, Martina Bocci, PAP/RAC
15:40-16:10	Coffee break
16:10-16:30	CROSTO, Ms. Izidora Marković Vukadin, Institute for Tourism of Zagreb, Croatia
16:30-16:50	PANORAMED, WP on Coastal and Maritime Tourism, Mr. Mislav Kovač, MRDEUF
16:50-17:40	<p>Case studies, examples from EUSAIR countries</p> <p>Croatia: <i>'Eco Domus' and 'Istra Ecoexperience'</i>, Davor Dobrila, Administrative Department for Tourism of Istria County</p> <p>Greece: <i>TSG 4 - TSG 2 Cross Pillar Project Idea "Sustainable Tourism through Environmental Energy Technologies in Buildings of High Architectural Interest- STETAI"</i> Eftychia Christina Aivaliotou, Ministry of Tourism of Greece, Directorate of Strategic Planning</p> <p>Albania: <i>'Smile Albania'</i>, Artenida Duraku, Ministry of Tourism and Environment</p> <p>Croatia: <i>„Implementing Sustainable Tourism Plan in NP Telašćica“</i>, Lucia Antonina (TBC), JU PP Telašćica</p> <p>Italy: <i>Interreg Mediterranean Project AMAre - Actions for Marine protected Areas and other related issues</i>, Francesco de Franco, Consorzio di Gestione di Torre Guaceto</p>
17:40-18:10	Q&A, conclusions
19:00	Dinner

Venue Day 2: [Trg Etbina Kristana 1](#), Izola, Slovenia.

[Leaving Poreč, by bus transfer to Izola](#)

***Sub-title of the 2nd day: “Managing Tourism Flows in Protected Areas”  
(joint TSG 3/TSG 4 project, FP Plus)***

**Chairs: EUSAIR Pillar Coordinators for TSG 3 and TSG 4**

27 September 2019 - DAY 2	
10:00-10:15	Welcome coffee
10:15 - 10:30	<p>Welcome and introduction:</p> <p>Danilo MARKOČIČ, Mayor of Municipality of Izola, Slovenia</p> <p>Ms. Eva Štravs Podlogar, State Secretary at the Ministry of Economic Development and Technology</p> <p>Mr. Paolo Trichilo, Ambassador of Italy to Slovenia</p> <p><i>Recap of conclusions of Day 1 and Setting the scene purpose of the workshop</i> <i>TSG 3 coordinators Mr. Mitja Bricelj, PhD, SI and Mr. Senad Oprašić, PhD, BiH</i> <i>and TSG 4 coordinators Ms. Blanka Belošević, CRO and Ms. Evisi Kopliku, AL</i></p>
10:30-10:45	TSG 3 and 4 coordinators: Presentation of TSG3/TSG4 Interpillar project “Managing Tourism Flows in Protected Areas” presentation by Ms. Blanka Belošević, Coordinator of EUSAIR Pillar 4, Ministry of Tourism of Croatia
10:45-10:55	Ms. Katarina Ceglar, Tourism and Hospitality Chamber of Slovenia, Representative of SRIP Tourism Slovenia - <i>Presentation of Strategic Development Innovation Partnership for Sustainable Tourism</i>
10:55-11:10	Ms. Maša Klemenčič, Slovenian Tourist Board - <i>Sustainable tourism</i> and Ljubica Knežević Cvelbar, PhD, School of Economic and Business, University of Ljubljana - present the results of the Targeted Research Project, entitled <i>Assessment of carrying capacity and directing tourist flows</i>
11:10-11:20	Ms. Tanja Hohnec, Phd, Institute for the Protection of Cultural Heritage of Slovenia - <i>The Importance of Cultural Heritage in Tourism</i>

11:20-11:30	Ms. Ariana B. Suhadolnik, M.Sc., general manager, <i>Tourism Miren-Kostanjevica, Green scheme - a lighthouse in the development of the Miren Kras destination (Slovenian Carst)</i> - presentation of good practice related to the conservation of the environment and tourism - as example for identification of possible project ideas within TSG 3 and TSG 4.
11:30-11:45	Ms. Maja Mahne, Public agency for promotion of entrepreneurship and developing projects of Municipality of Izola, Slovenia - <i>Presentation of INHERIT project: Sustainable tourism strategies to conserve and valorize the Mediterranean coastal and maritime natural heritage (Interreg Mediterranean)</i>  Ms. Tatjana Martinović Vučetić, Ministry of Tourism, Croatia, others project partners - <i>Adapting the INHERIT approach to the needs of MED remote islands</i>
11:45-11:55	Ms. Irena Marš, Ministry of Culture, TSG 4 member - <i>SI in cross-border, transnational and macro-regional strategies colaboration and presentation of Merlin CV project (Interreg SI-IT)</i>
11:55-12:15	Ms. Urška Starc-Peceny, Phd and Mr. Tomi Ilijaš - <i>Boosting the positive impact of tourism through digitalisation of cultural heritage, ARCTUR and Tourism 4.0 initiative</i>
12:15-12:30	Mr. Carlo Franzosini and Mr. Saul Ciriaco - <i>Miramare Marine Protected Area - Follow up from side event in Catania Forum 2017</i>
12:30-13:00	Q&A, conclusions
13:00-14:00	<i>Farewell Lunch</i>  <u><i>Leaving Izola, by bus transfer to Poreč</i></u>

The event will be held in English

Due to a limited number of participants (50 participants), prior registration is required. Registration will be accepted until 19.9.2019. Register [HERE](#)

The conference is part of the events organized within the Mediterranean Coast and Macro-regional Strategies Week - "SEA4FUTURE", Slovenia, 17.9. – 28.9.2019.  
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**TEDEN SREDOZEMSKÉ OBALE  
IN MAKROREGIONALNIH  
STRATEGIJ**  
Slovenska obala, 17.-28. september 2019

**MEDITERRANEAN COAST  
AND MACRO-REGIONAL  
STRATEGIES WEEK**  
Slovenian Coast, 17-28 September 2019

