



**HELLENIC REPUBLIC
MINISTRY OF TOURISM**

**PROGRAMME
WORKSHOP**

“Cultural Tourism and Local Identity”

Athens, 30 November 2018

Venue: AMALIA HOTEL: Vas. Amalias Ave. 10, Athens 105 57

09:00-9:30	Registration
09:30-09:40	Official Opening- Welcome Speech
	Mr. George Tziallas, Secretary General for Tourism Policy and Development , Ministry of Tourism of Greece
	Key Speeches:
09:40-09:50	Ms. Panagiota Dionysopoulou , Director General for Tourism Policy, Ministry of Tourism of Greece
09:50-10:00	Mr. Ioannis Firbas , General Director National Coordination Authority for ESIF, National Coordinator EUSAIR, Ministry of Economy and Development of Greece
10:00-10:10	Mr. Vassilis Tselios , Expert Minister Counsellor, EUSAIR NC for Greece, Ministry of Foreign Affairs of the Hellenic Republic
10:10-10:20	Mr. George Kalamantis , Head of the Directorate of International Relations and EU, Ministry of Culture and Sports
Session 1	Cultural Tourism and local identity
10:30-10:45	Ms. Catherine Kontoudaki , Head of Dept. of International & EU Affairs, Ministry of Tourism of Greece: Cultural Tourism and Local Identity- The case of Greece.
10:45-11:00	Ms. Marianne Berger Marjanovic , Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA): Best practices in the framework of the Joint EU-Council of Europe “Routes4U” programme and EU Strategy for the Adriatic-Ionian Region (EUSAIR).
11:00-11:15	Mr. George Karabatos , Executive Director of the Cultural Foundation “Routes of the Olive Tree”. The “Routes of the Olive Tree” within the EUSAIR framework.
11:15-11:30	Mr. Luca Bruschi , Responsible for EHTTA Foreign Relations. The “European Route of Historic Thermal Towns” : Diversifying the tourism offer and raising local identity awareness.
11:30-11:45	Mr. Paolo Benvenuti, Iter Vitis President : Diversifying the tourism offer and raising local identity awareness.
11:45-12:15	Q&A- Open discussion

12:15-12:45	Coffee break
Session 2To	National Tourism Strategy- Goals and Objectives within the EUSAIR framework
12:45-13:00	Ms. Despina Tamanidi , Head of the Department of Tourism Policy Planning, Ministry of Tourism of Greece: National Marketing Strategy- Greece within the EUSAIR framework.
13:00-13:15	Ms. Staša Mesec , Facility Point Lead Partner Team, EU Strategy for the Adriatic-Ionian Region (EUSAIR) FACILITY POINT – Supporting the Governance of the EUSAIR Republic of Slovenia, Government Office for Development and European Cohesion Policy, Republic of Slovenia: Presentation of Facility Point – Structure, Functions, Goals.
13:15-13:30	Mr. Dimitrij Kuzmic , Facility Point Plus Project, Government Office for Development and European Cohesion Policy, Republic of Slovenia: Presentation of Facility Point Plus , Goals & Targets. Generation of strategic (cross-pillar) projects in the Adriatic-Ionian macro-region and strengthening the capacities of the EUSAIR key implementers and other stakeholders to accelerate the implementation of the Strategy.
13:30-13:45	Ms. Eftychia Christina Aivaliotou , Dept. of Tourism Policy Planning and Mr. Markos Damasiotis : Director of Development Programmes, Centre for Renewable Energy Sources & Saving (CRES): Project “Sustainable Tourism through Environmental Energy Technologies in Buildings of High Architectural Interest” (Promoter of project idea: Greece).
13:45-14:00	Q&A- Open discussion
14:00-15:15	Lunch break
15:15-15:30	Mr. Stratos Ioannou , Deputy Regional Governor of Regional Unit of Preveza & Responsible for Tourism Development of Epirus Region: Cultural tourism product development at regional level. Regional development Strategy 2019-2021.
15:30-15:45	Mr. Alexandros Thanos , Deputy Regional Governor for culture and tourism, Region of Central Macedonia: Cultural tourism product development at regional level. Regional development Strategy 2019-2021.
15:45-16:00	Mr. Kostas Fasoulakis , Deputy Regional Governor for Culture, Region of Crete: Cultural tourism product development at regional level. Regional development Strategy 2019-2021.
16:00-16:15	Conclusions- Q&A
16:30	End of Workshop