

25th Nov
 2021

EUSAIR STAKEHOLDER CONFERENCE 2021
RE-ROUTING TOURISM AIMING AT SUSTAINABLE GREEN MACROREGION

OPENING Moderator MATEA DOMINIKOVIĆ

09.00-09.40 **Slawomir TOKARSKI, Director**, European Territorial Cooperation, Macro-regions, Interreg and Programme Implementation I, European Commission
Gordan GRLIĆ RADMAN Minister, Ministry of Foreign and European Affairs (TBC)
Nataša TRAMIŠAK, Minister, Ministry of Regional Development and EU Funds (TBC)
Nikolina BRNJAC, Minister, Ministry of Tourism and Sport of Croatia

PANEL 1 Introduction and Moderation Stefano Dominioni, director, European Institute of Cultural Routes, Council of Europe 15'

09.40-11.00 **SUSTAINABLE MANAGEMENT OF CULTURAL ROUTES IN EUSAIR : Storytelling and cultural tourism product on cultural routes** **EUSAIR MS stakeholders, experts and cultural routes' managers**

- Creative tourism - cultural resources and creativity of tourists, Almir Peštek , BIH
- Storytelling, , Manuela Hrvatin, Istra Inspirit, Croatia
- HR: Iron Age Route, PhD Hrvoje Potrebeca, University of Zagreb, Croatia
- The European Cemetery Route in Skiathos-creating new value on Cultural Heritage, Theodoros Tzoumas, Mayor of Skiathos, Greece
- The Olive Tree Route, Iulia Rammou, Executive Assistant, Cultural Foundation "The Routes of the Olive Tree", Greece,
- The Phoenicians Route, MSc Ksenija Keča, Libertas International University , for Italy
- Q&A

11.00-11.30 Virtual COFFEE BREAK

PANEL 2 Introduction and Moderation Alessandra Priante , UNWTO, EUROPE director 15'

11.30-13.30 **OVERTOURISM AND RECOVERY , TRENDS AND PERSPECTIVES**

- Innovation perspectives supporting trends and recovery - recommendations, External expert Daniela Angelina Jelinčić, Institute for Development and International Relations (IRMO, Croatia)
- Project perspectives supporting trends and recovery - recommendations, External expert Renata Tomljenović, Institute for Tourism Zagreb, Croatia
- EUSAIR Cross- Pillar cooperation projects, perspectives and recommendations, Irene Tzouramani, Hellenic Ministry of Rural Development and Food – Agriculture Economics Research Institute, TSG1 Coordinator
- EUSAIR Cross- Pillar cooperation projects, perspectives and recommendations, Sergio Garribba, Italian coordinator for Energy Networks TSG2
- EUSAIR Cross- Pillar cooperation projects, perspectives and recommendations, Iztok Škerlič, Public Institute Izola, Slovenia, EUSAIR FP PP
- EUSAIR and NRRP, Natalija Havičić, Ministry of Tourism and Sport Croatia
- Q&A

13.30-14.30 Virtual LUNCH

PANEL 3 Introduction and Moderation Nadine Lakhal, DG REGIO, EC 10'

14.30-16.00 EUSAIR ACTION PLAN REVISION – FIRST INSIGHTS;

- Transition pathway for tourism for a more resilient, innovative and sustainable ecosystem, Ramune Genzbigelyte-Venturi, DG GROW,EC
- National Coordinators: Andrea Jerina, Ministry of Foreign Affairs, Slovenia
- National Coordinators: Mislav Kovač MRRFEU, Croatia
- National Coordinators: Ilir Melo, Director for The region and Neighboring countries, Albania
- HOTREC, HOTREC – Hospitality Europe – the umbrella association of Hotels, Restaurants, Cafés, Marie Audren, Director General
- ECTAA, European Travel Agents' and Tour Operators' Associations. Eric Dresin, Secretary General
- Q&A

16.00-16.30 SESSION CONCLUSIONS Moderators, EC

MINTS Croatia **FINAL CONCLUSIONS, Tonči Glavina, State Secretary, Ministry of Tourism and Sport**