



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR



1st Joint Annual Conference, 16th-18th October 2018, Hotel Radisson Blu, Split.

WORKGROUP ON SUSTAINABLE TOURISM

Creative cultural tourism and sustainable EUSAIR destinations within the AI NURECC initiative



AGENDA

17/10/2018 at 2.30 p.m

Forum AIC:

On behalf of Ancona Chamber of
Commerce
**Mr. Flavio Burlizzi & Ms. Cinzia De
Marzo**

UniAdriion:

University of Zadar
Mr. Slaven Zjalic

With the support of Split Chamber of Commerce, Ms. Nataša Bušić.

2:30 – 4:00 p.m.

Panel 1: Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism Year

Moderator: Nataša Bušić, Coordinator for Tourism at the CCE Split County Chamber

Key note: Manos Vougioukas, ECTN Secretary-General

1. **Diego Marani**, Senior advisor on cultural policy European External Action Service.
2. **Tonči Glavina**, Secretary General of the Croatian Ministry of Tourism
3. **Flavio Burlizzi**, Permanent Delegate of Unioncamere Europa
4. **Massimiliano Polacco**, Vice President Ancona Chamber of Commerce, Member of Forum AIC Governing Board



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5. **Francesca Farinelli**, General Manager of ECAPITAL CULTURE – "ADRIATIC START UP SCHOOL
6. **Tomislav Klarin**, University of Zadar – Department for tourism
7. **Dr Flora Karagianni**, Head of the Office for the Promotion of Scientific Research, European Centre for Byzantine and Postbyzantine Monuments

4:00 – 5:30 p.m.

Panel 2: Sustainable tourism management at macro-regional level, in line with the UN 2030 17 SDGs

Moderator: Cinzia De Marzo, EU advisor of the AIC Forum & sustainable tourism expert

Key note: Gordon Sillence, Ecotrans Vice President – European Network for sustainable tourism development

1. **Blanka Belošević**, Croatian Ministry of Tourism – EUSAIR strategy Sustainable tourism pillar coordinator for Croatia,
2. **Joško Stella**, Director of the Tourist Board of Split-Dalmatia County
3. **Hrvoje Carić**, PhD , Croatian Institute for Tourism – CROSTO Observatory
4. **Danko Čosić**, Director of Programmes at the Danube Competence Centre



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5. Alenka Soršak, DMOs representative from Ljubljana
6. Nikolina Radmilo Pivčević, Director of Cooltour Travel Agency, Omiš

*Final document and speeches available on the Forum web site
www.forumaic.org*