WORKSHOP

Restarting cultural Tourism in the ADRION region.  
Ideas and proposals by the partnership of THEMATIC.  

Presentation of the Report.

9th July 2020  
15,30 CET Time  
Campus University of Basilicata  
Partners venues  
Video conference  

Work package: T1  
Deliverable: T1.1.2.a*
The Report on the impact of the COVID pandemic on the Cultural Tourism, elaborated by the THEMATIC project partnership, will be presented to the experts and stakeholders of the ADRION region.

The partners will share their experiences about the dramatic economic downturn produced by the COVID crisis and will discuss with experts and stakeholders their ideas on the best strategies to restart cultural tourism.

The contribution of THEMATIC, with its joint strategy that will be designed for the new scenario and the pilot projects that will be launched in the next months, will be presented.

The potential role of the European Territorial Cooperation for the innovation and capacity building for the restart of cultural tourism on a sustainable development pattern will be highlighted.

Cultural and Naturalistic tourism in the Adriatic Ionian region has suffered the worst consequences of the health crisis and the lockdown measures adopted by all European countries to stop the epidemic.

The length of the crisis, the permanent damages that it has produced to the economic system, the long term measures that are being proposed to reduce the impact of future crisis, are producing a radical change of the social, cultural and technical framework for tourism in general, and especially for cultural tourism.

As cultural tourism is cross border and international in its deepest nature, the temporary focus on the domestic markets, forced by restrictions on travels and local mobility, cannot be considered a long term solution for the restart.

The return to a sustainable, international and open cultural tourism is essential, especially for the smaller cultural destinations, that are numerous in the Adriatic Ionian region.

The European Territorial Cooperation can represent an essential instrument of acceleration of the needed product and process innovation, the capitalization of best practices, the exploitation of synergies for capacity building.

The partnership of the project THEMATIC is ready to play its part.
## Agenda

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<th>Time</th>
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<td>15,30</td>
<td>Connection of audience and registration</td>
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<td>15,40</td>
<td>Welcome speech by the Director SAFE University of Basilicata and Mayor Municipality of Matera. (TBC)</td>
<td>Prof. Giovanni Carlo Di Renzo Matera (tbc)</td>
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<td>15,45</td>
<td>Presentation of the REPORT: Strategies for the restart of cultural tourism.</td>
<td>Mr Biagio Perretti</td>
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| 16,00  | Presentation by the partners: Impact of the crisis, strategies for the restart, the contribution of THEMATIC. (capacity building, pilot projects) | Municipality Mediana- City of Nis Serbia  
Municipality of Preko Croatia  
APT Basilicata Italy  
Enterprise Greece SA Greece  
Mr Svetislav Pantić  
Ms Ivana Oistoic  
Mr Antonio Nicoletti  
Mr Ioannis Retsas |
| 16,30  | Virtual coffee break                                                                                   | Ms Helena Cvenkel  
Mr Miroslav Ivanovic  
TBC |
| 16,40  | BSC, Business support centre Ltd., Kranj Slovenia                                                    | Ms Helena Cvenkel                                                                             |
|        | Zlatibor Regional Development Agency  
Region of Epirus- Regional Unit of Theopatria Greece                                                  | Mr Miroslav Ivanovic  
TBC |
|        | Union of Chambers of Commerce and Industry of Albania                                                | TBC |
| 17,00  | Interventions by the ADRION JS, Policy makers, experts stakeholders                                  | The Joint Secretariat of ADRION.  
Municipality of Matera . Italy  
Ministry of Tourism Croatia.  
Basilicata Region. Department of Cultural Systems and international cooperation  
Project THEMATIC. Working group strategic planning  
Other participants  
Representative of JS, (invited, TBC)  
Ms Marianna DiMona  
Ms Olivera Saric  
Ms Patrizia Minardi  
Mr Stefano Marani |
| 18     | Closure of the workshop                                                                                |                                                                                                |

Participation will be ensured in streaming and in person, according to local partners arrangements, taking in to account the health safety prescriptions.  
*Interpretation will be offered in local languages*

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