

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 lock down 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

Time		Speakers
15,30	Connection of audience and registration	
15,40 –	Welcome speech by the Director SAFE University of Basilicata and Mayor Municipality of Matera. (TBC)	Prof. Giovanni Carlo Di Renzo Matera (tbc)
15,45	Presentation of the REPORT: Strategies for the restart of cultural tourism.	Mr Biagio Perretti
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	Mr Svetislav Pantić
	Municipality of Preko Croatia	Ms Ivana Oistoic
	APT Basilicata Italy	Mr Antonio Nicoletti
	Enterprise Greece SA Greece	Mr Ioannis Retsas
16,30	Virtual coffee break	
16,40	BSC, Business support centre Ltd., Kranj Slovenia	Ms Helena Cvenkel
	Zlatibor Regional Development Agency Serbia	Mr Miroslav Ivanovic
	Region of Epirus- Regional Unit of Thesprotia Greece	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.	Representative of JS, (invited, TBC)
	Municipality of Matera . Italy	Ms Marianna DiMona
	Ministry of Tourism Croatia.	Ms Olivera Saric
	Basilicata Region. Department of Cultural Systems and international cooperation	Ms Patrizia Minardi
	Project THEMATIC. Working group strategic planning	Mr Stefano Marani
	Other particionats	
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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