



**INTERNATIONAL HISTORIC CITIES CONGRESS  
21.-24.03.2017., HOTEL PRESIDENT SOLIN\*\*\*\*\***

**P R O G R A M M E**



**Tuesday 21.03.2017.**

Arrival

17:00h-19:00h – Registration

19:00h-20:00h – Welcome drink

20:00h-21:00h – Dinner

**Wednesday 22.03.2017.**

08:00h-08:45h – Registration

**08:45h-09:00h – Welcome speech**

**09:00h-12:10h – Lectures**

09:00h-09:25h – Anastasia Gadolou, Directorate of Prehistoric and Classical Antiquities, Hellenic ministry of culture,

**Topic: Greek archaeological sites- preservation and interpretation**

09:30h-09:55h – Renato Labazan, Director, Koprivnica tourist board

**Topic: Koprivnica Renaissance festival**

10:00h-10:25h – Alijana Vukšić, Director, Split tourist board

**Topic: Events in function of presenting cultural heritage of Split**

**10:30h-10:45h – Coffee break**

10:45h-11:10h – Melinda Nagyné Varga, Head of Department of Culture, Tourism, Sports, Education and Social Affairs, City of Budapest

**Topic: City of Budapest: best practices in development of cultural tourism**

11:10h-11:40h – Tijana Kotarac, Cooperation manager, Budva tourist board, Montenegro

**Topic: City of Budva – connecting history and tourism**

11:45h-12:10h – Antonija Eremut Erceg, Development projects associate, City of Solin

**Topic: Connecting separated – thematic roman road route as a cultural-tourist attraction**

**12:10h-12:30h – Coffee break**

**12:30h-14:00h – Panel discussion**

**Topic: Events – tool for interpretation and promotion of historic cities and localities**

**Moderator: Željko Trezner, struč.spec.oec., senior lecturer, Deputy Chair of the Tourism Department, VERN' University of Applied Sciences**

1. **Alijana Vukšić**, Director, Split tourist board
2. **Renato Labazan**, Director, Koprivnica tourist board
3. **Tijana Kotarac**, Cooperation manager, Budva tourist board
4. **Anastasia Gadolou**, Head of the Department, Directorate of Prehistoric and Classical Antiquities Hellenic ministry of culture
5. **Romana Lekić**, Assistant Dean, Edward Bernays, communication management school

## Organizatori:



14:30h-15:30h – Lunch break

15:30h-18:00h – Included excursion Solin

18:00h-19:00h – Free time

19:00h-20:00h – Dinner

20:00h-21:30h – Entertainment – Karaoke party

### Thursday 23.03.2017.

09:00h-11:00h – Lectures

09:00h-09:25h – Martina Matković, Director, Vinkovci tourist board

**Topic: Valorization of roman values within Vinkovci's tourist offer**

09:30h-09:55h – Silvana Blazhevaska, Director, National Institute Stobi, Macedonia

**Topic: Archaeological site Stobi - interpretation and presentation of the site**

10:00h-10:25h – Mirela Sučić Čevra, Regional manager, Tumlare Corporation, travel agency

**Topic: Trends and the demand for products of cultural tourism - perceptions and attitudes of foreign tour operators for Croatia as a destination**

10:30h-10:55h – Sanjin Mihelić, Director, Archaeological museum in Zagreb

**Topic: Management of historical sites in Croatia - SWOT Analysis**

11:00h-11:15h – Coffee break

11:15h-11:40h – Romana Lekić, Assistant Dean, Edward Bernays, communication management school

**Topic: Development of cultural tourism in the destination - challenges and opportunities**

11:45h-12:10h – Mirela Hutinec, Director, Vučedol culture museum

**Topic: Vučedol culture museum - Archaeological site Vučedol - interpretation and presentation of the site**

12:15h-12:40h – introduction: Radovan Slade-Šilović, zamjenik gradonačelnika grad Trogir; lecturer: Dunja Babić, Faculty of Faculty of Civil Engineering, Architecture and Geodesy

**Topic: Historic fortifications of Trogir- fortress of cultural tourism**

12:45h-13:05h – Suzan Greaney, Cardiff University

**Topic: Stonehenge - interpretation and presentation of the site**

13:10h-14:30h – Lunch break

14:30h-17:00h – Included excursion Split

17:00h-19:00h – Free time

19:00h-20:00h – Award ceremony

20:00h-22:00h – Gala dinner

### Friday 24.03.2017.

08:00h-11:00h - Optional excursions (Trogir, Omiš)

Departure