



## INTERNATIONAL HISTORIC CITIES CONGRESS 19.-22.10.2021. HOTEL PRESIDENT SOLIN\*\*\*\*\* PROGRAMME

### **Tuesday 19.10.2021.**

#### **Arrival**

**19:00h-20:00h - Dinner**

### **Wednesday 20.10.2021.**

**08:00h-08:45h – Registration**

**08:45h-09:00h – Welcome speech**

**09:00h-14:00h – Lectures**

**09:00h-09:15h – Minou Equetet, Alderman of the city of Bruges, Belgija**

*Topic: The interaction between taking care of the valuable heritage and tourism in a world heritage city as Bruges*

**09:20h-09:35h – Rossella Del Prete, professor, Department of Law, Economic, Management and Quantitative methods, University of Sannio, Italy**

*Topic: Benvenuto City of Art and Culture*

**09:40h-09:55h – Vladan Krečković, coordinator of project, Publishing house PPM Enklava, Serbia**

*Topic: Roman Emperors and Danube Wine Route*

**10:00h-10:15h – Goran Ćorluka, Vice Head of Department for Academic and International Affairs, Department of Professional Studies, University of Split**

*Topic: Overtourism at Heritage and Cultural Sites – How to Avoid and Find the Sweet Spot*

**10:20h-11:00h – Coffee break**

**11:00h-11:15h – Jelena Toth, director of the tourist office, Varaždin Tourist Board**

*Topic: Špancirfest in the function of sustainable tourism*

**11:20h-11:35h – Dunja Kadrić, Head, DMK Travel Agency Omnivia**

*Topic: Cultural tourist itinerary "Course of klapa singing"- from idea to tourist product*

**11:40h-14:00h – Expert lectures**

**14:00h-15:00h – Lunch break**

**15:00h-20:00h – Free time (optional excursion city of Split)**

20:00h-21:00h – Dinner

#### **Thursday 21.10.2021.**

**08:30h- 12:00h – Lectures & Panel discussion**

**08:30h-08:45h – David Matković, director, Motovun Tourist Board**

*Topic: Revitalization of the old town of Motovun-experience of Motovun*

**08:50h-09:05h – Petra Skelin Giljanović, communication manager, Goran Pavlov, project manager, IRI center, Kaštela**

*Topic: Project of Cultural and Creative industry in tourism*

**09:10h-09:25h – Katarina Đurđević, director, Virovitica Tourist Board**

*Topic: Castle Pejačević*

**09:30h-09:45h – Anita Ruso, curator trainee, World of chocolate d.o.o., Zagreb**

*Topic: The role of thematic museums in historic cities - the contribution of the Museum of Chocolate in Zagreb to the local environment and tourist offer*

**09:50h – 10:05h – Jurica Glavina, director, Tourist agency Eklata d.o.o.**

*Topic: History in the future*

**10:10-10:40h – Coffee break**

**10:40h-12:00h – Panel discussion**

***Topic: CULTURAL TOURISM AFTER THE PANDEMIC COVID 19***

Moderator: gđin.Željko Trezner, struč.spec.oec., director, Centre for responsible tourism, Karlovac

- Rossella Del Prete, professor, Department of Law, Economic, Management and Quantitative methods, University of Sannio, Italy
- Goran Ćorluka, assistant professor, Department of Professional Studies, University of Split
- David Matković, director of the tourist office, Motovun Tourist Board
- Vladan Krečković, coordinator of project, Publishing house PPM Enklava, Serbia
- Jelena Toth, director of the tourist office, Varaždin Tourist Board

**12:00h-13:00h – Lunch break**

**13:00h-16:00h – Included excursion of Solin and Klis (Archaeological site of Salona and Klis fortress)**

**16:00h-19:00h – Free time**

**19:00h-20:00h – Final ceremony of the congress – awarding recognitions**

**20:00h-21:30h – Gala dinner**

#### **Friday 22.10.2021.**

**08:00-12:00h – Departure**