



Cultural Heritage promotion for Identity of Regions: Observatory and Networking for Cultural Tourism

Transnational Workshop B: “Promotion of Cultural Tourism and Place Marketing Strategies”

in

Zilina, Slovakia

Friday, 15th June 2007

Provisional Programme

09:00 Arrival & Registration

09:30 Session 1: Opening of the Workshop, Aims and Scope

- ❑ Introduction by the Project Leader
- ❑ Welcome Addresses by Zilina Self-Government and Zilina City, SK
- ❑ Address by Lead Partner EKPOL, GR
- ❑ Address by Mayor of Agria, GR
- ❑ Address by Mayor of Szentgotthard, HU
- ❑ Address by Mayor of Kardjali, BG
- ❑ Address by Muzeum Považské, SK
- ❑ CHIRON Project Aims and Approach, MCU
- ❑ Cultural Heritage and Scope of Cultural Tourism in Europe, EKPOL
- ❑ Aims of CHIRON Transnational Workshop B, Project Leader



11:30 Coffee Break

12:00 Session 2: Promotion of Cultural Tourism and Regional Development

Chair: Andrzej Chrapek, President of the Association 'Tourism Enterprise and Local Development Centre of Bielsko-Biala', PL

- Tourism Promotion in Magnesia and the role of Cultural Tourism in Sustainable Development (Deputy Prefect of Magnesia), GR
- Cultural Tourism Promotion in the Zilina Region, SK
- Cultural Tourism Promotion in Bulgaria, BATDF, BG
- Tourism Promotion in the Carpathian Region, UA

- Keynote address: The European Cultural Tourism Network INTERREG IIIC: Conclusions of the Goteborg Conference and the Goteborg Declaration; legacy and future plans

- Discussion

14:00 Lunch

15:00 Session 3: Cultural Tourism and Place Marketing Strategies

Chair: Peter Dietrich, DKM, DE

- Cultural Heritage, Local Identity and Place Marketing for Sustainable Development: Conclusions of the CultMark INTERREG IIIC project, GR
- INTERREG IIIB CADSES HERITOUR project
- Tourism Marketing, Mihaly Szabo, Advisor to Szengotthard, HU

- Discussion

- Workshop Conclusions, CHIRON Project Leader

17:00 End of Workshop

17:15 Visit to Považské Museum, Budatin Castle, Zilina

