

SLAWOMIR TOKARSKI, Director, European Territorial Cooperation, Macro-regions, Interreg and Programme Implementation I, European Commission

Slawomir Tokarski obtained PhD degree at the European University Institute in Florence in 1995. He joined the Polish administration and headed a team co-ordinating the preparations for the accession negotiations and preparing policy analysis for the Chief Negotiator. In 2004 he joined the Commission as a Cabinet member of the Commissioner responsible for the regional policy. In 2009 he was nominated Head of Unit dealing with economic policy and co-ordination of EU funding in DG MARE. In March 2012 he became Head of Defence, Aeronautics and Maritime industries in DG Enterprise. From 2016 until 2021, he was a Director in DG GROW responsible for Industrial policy and Innovation.

In 2021, Slawomir Tokarski joined DG REGIO as a Director for the European Territorial Cooperation, Macro-regions, Interreg and Programmes Implementation I.



STEFANO DOMINIONI, Ph.D., Executive Secretary, Enlarged Partial Agreement on Cultural Routes - Council of Europe (EPA), Director, European Institute of Cultural Routes (EICR)

Dr Dominioni is Executive Secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA) and Director of the European Institute of Cultural Routes (Luxembourg). He is responsible for overseeing the certification by the Council of Europe of cultural routes in the field of European culture and heritage across its 47 Member States, and the regular evaluation of the current 45 certified cultural routes. Dr Dominioni ensures EPA Governing Board and Statutory Committee operations, management of the European Institute of Cultural Routes and coordination with the Cultural Routes of the Council of Europe. He is responsible cooperation with the European Union and International Organisation such as UNESCO, OECD and UNWTO. During his career at the Council of Europe, he has worked for the Directorate General of Education, Culture and Youth and the Directorate General of Social Cohesion. He received his Ph.D. from Yale University and a B.A. from the University of Milan.

KEY TALKING POINTS

- Cultural Routes and cultural products: best practices
- Sources of financing for Cultural Routes
- Digitalization as a tool to innovate out of the crisis



ALMIR PEŠTEK, Professor, School of Economics and Business in Sarajevo

Dr. Almir Peštek is a professor at School of Economics and Business, University of Sarajevo, where he received bachelor, master, and PhD degrees. He is also a professor at RISEBA University in Riga, Latvia. Dr. Peštek is a Fulbright postdoctoral fellow and has served at Loyola University Chicago - Quinlan School of Business. His research interests are related to marketing, digital marketing, and tourism. He has more than 20 years of consulting and research experience and has participated in 170 different domestic and international projects. He has also published 90 scientific and professional papers in the field of marketing and tourism.

3 KEY TALKING POINTS

- Role of creative tourism in tourism development
- Development of creative tourism products
- Good practice presentation – Project “Promoting Creative Tourism through new Experiential and Sustainable Routes” (Interreg Adrion Transnational Programme)



MANUELA HRVATIN, national coordinator INTERPRET EUROPE

SHORT BIO – Manuela Hrvatin, national coordinator for Republic of Croatia, Interpret Europe, heritage lover, initiator of the Istra Inspirit project and much more. She has been intrigued by storytelling, searching for curious tales and peculiarities from her surroundings and finding ways to present them. It's no surprise that a big part of her professional career is closely related to heritage interpretation. Manuela has vast experience in managing creative projects that bring heritage closer to people with a big passion for heritage interpretation in the field of cultural tourism where she worked as a content creator, and project and team manager.

One of the first of Interpret Europe's certified interpretive guides in Croatia. Some of her personal goals include the implementation of skills related to heritage interpretation as educational standards and creating a support network for projects and organisations connected to heritage interpretation in her home country and beyond.

KEY TALKING POINTS

- Heritage interpretation
- Power of storytelling
- Connecting and networking



HRVOJE POTREBICA, Ph.D., Professor at University of Zagreb, Department of Archaeology

Prof Hrvoje Potrebica, Ph.D., is Full Professor at University of Zagreb, Department of Archaeology. He was leader on a number of international and Croatian scientific projects. He is Vicepresident of the European Association of Archaeologists, member of the EAA Committee on Illicit Trade in Antiquities and he also acted as representative of EAA in The European Year of Cultural Heritage Stakeholders Committee as well as in the European Heritage Alliance 3.3. He is Vicepresident of the Croatian Archaeological Society, president of the Centre for Prehistoric Research and corresponding member of the German Archaeological Institute. He is vicepresident of the Scientific Committee of the Iron Age Danube Route.

KEY TALKING POINTS

- Stakeholders: heirs and their heritage
- Stories and products
- Development: Quo Vadis?



THODORIS TZOUMAS, Mayor, Municipality of Skiathos, Greece

Mayor of Skiathos Island in Greece since 2019. Born in Skiathos in 1979, he studied agriculture and chemistry at the Aristotelian University of Thessaloniki. He has been volunteering involved since 2009 in local associations of Skiathos, for the protection of the cultural heritage and the protection of the environment, in cooperation with European and Greek organizations. Active member of Cultural Routes of the Council of Europe program as he was elected and serves in the Steering Committee of the Governing Board of the Association of Significant Cemeteries in Europe, covering Greece, Cyprus and Turkey (the European Cemeteries Route, 2015-2023).



KEY TALKING POINTS

- preserve, protect, promote the cultural heritage
- building strong collaborations
- contribution to local sustainable development

IOULIA RAMMOU, Executive Assistant, Cultural Foundation “The Routes of the Olive Tree”, Greece

Graduate in History, Archaeology and Cultural Resources Management (University of Peloponnese, Kalamata, Greece) with experience in communication, cultural resources management and planning of European Projects. She is currently working in the Planning and Development department of the Cultural Foundation ‘Routes of the Olive Tree’, as an executive assistant and executive member on EU subjects and European programs. She is also the social media manager of the Foundation and communication consultant.



KEY TALKING POINTS

- Results from actions to extend the cultural route "Routes of the Olive Tree" to EUSAIR Member States, in the framework of the project Routes4U GRANT (2019-2020) that has funded by the European Union and the Council of Europe.
- A research was undertaken on potential point of interest as new partners, taking into account the findings of the survey in EUSAIR region & Establishment of an inventory of point of interest of the Route, new members and potential new members of the OliveTreeRoutes Network.

KSENIJA KEČA, MSc, Libertas International University/ The Phoenicians Route

Ksenija Keča is a senior lecturer at Libertas International University Zagreb and Head of International Relations Office. She is also tourism expert focusing on tourism policy and development, tourism planning, promotion, cultural tourism and tourism economics. She participated and was project coordinator of many EU project and wrote many research papers and textbooks in the field of tourism and development. She is a member of Scientific Committee of the Phoenicians' Route – Council of Europe ; President of MultiCulTour Association of Mediterranean Cultural Routes; Member of Scientific Council for Tourism at Croatian Academy of Sciences and Arts; Independent expert for Cultural Routes Council of Europe.

KEY TALKING POINTS

- Mediterranean Intercultural Dialogue
- Tourism Product
- Smart Ways
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ALESSANDRA PRIANTE, Director of the Regional Department for Europe at UNWTO

Alessandra Priante is the Director for Europe at UNWTO, the UN agency that promotes sustainable, responsible, and universally accessible tourism. She was previously the Chief of multilateral relations and tourism policy in Italy for the Ministries where tourism was positioned (Ministry of Culture and subsequently the Ministry of Agricultural, Food, Forestry policies).

She is a first-degree business graduate at Bocconi University and holds an Executive MBA at Luiss Guido Carli University. She merged her experience in corporate finance and M&A operations with her cultural expertise, joining since 2002 the Ministry of Culture, with the task of restructuring public finances for the culture sector. As an expert of the Middle East area, she was appointed from 2010 to 2015 the Diplomatic Cultural Representative for the Gulf Area.

Alessandra knows 6 languages and is an author of numerous sector publications. She is also an adjoint Professor at Luiss Business School and teaches culture and tourism management at other major universities in Italy and abroad.

KEY TALKING POINTS

- Data about the impact of COVID-19 on tourism
- Role of sustainability and innovation in #RestartTourism
- Measuring the Sustainability of Tourism (MST)



DANIELA ANGELINA JELINČIĆ, Senior research adviser, Institute for Development and International Relations/External expert

Daniela Angelina Jelinčić is a senior research adviser/full professor employed by the Institute for International Relations, Croatia. Her specific interests are in cultural tourism, cultural heritage management, cultural/creative industries, cultural policy, creativity, experience economy and social innovations. As an adjunct professor, she teaches cultural tourism, cultural heritage management, creative industries, creativity at public and private universities/colleges in Croatia, Finland and Hungary. She authored or co-edited several scientific books, authored a number of articles and book chapters, studies as well as strategic documents. She served as the Council of Europe expert for cultural tourism and coordinated a number of research projects.



KEY TALKING POINTS

- Innovation In Sustainable Tourism in the Adriatic-Ionian Region
- Coronavirus, tourism and heritage – Changes and trends
- Good practice examples and recommendations for boosting innovations in sustainable tourism

RENATA TOMLJENVIĆ, Scientific Adviser at the Institute for Tourism

Renata Tomljenović, dr. sc., is the scientific adviser at the Institute for Tourism, Zagreb, Croatia with more than 25 years' experience as a tourism researcher, lecturer, and consultant. She is advising national and regional policy makers on issues of strategic importance for tourism development and leads a number of projects related to sustainable / responsible tourism, cultural tourism, and education for tourism, including development of EUSAIR flagship project proposals on education for sustainable tourism (DesAir), cultural tourism demand (CulTourAIR), green tourism (TG_AIR) and is currently developing proposals for cultural routes (AIR Cultural Routes) and cruising (CruisAIR).

KEY TALKING POINTS

- Recovery – a smart path to sustainable / responsible development
- On the path to recovery and EUSAIR flagship projects
- National versus regional tourism development – on importance of joint action



IRENE TZOURAMANI, Research Director at the Agricultural Economics Research Institute, Hellenic Agricultural Organization-DIMITRA

Dr. Irene Tzouramani is a Research Director at the Agricultural Economics Research Institute, Hellenic Agricultural Organization-DIMITRA, in Athens, Greece. She holds a Ph.D. and a Diploma in Agricultural Economics from Agricultural School, Aristotle University of Thessaloniki. Her main research interests include microeconomic analysis in agriculture and fisheries, sustainability evaluation, economic evaluation and agricultural and fisheries policy. She is responsible for socio-economic data collection and analysis for fisheries in Greece under the EU Data Collection Framework. She has published and presented papers on the above fields and participated in EU-funded and national research projects. Since Sept 2020, she has been the Pillar Coordinator for Blue Growth in EUSAIR



NATALIJA HAVIDIĆ, Director General at the Ministry of Tourism and Sport of Croatia

As of February 2021, Natalija Haviđić is the Director General of the Directorate for Strategic Planning, Digitalization and EU, Ministry of tourism and sport. She also served at the Ministry as the Head of Sector for Strategic Planning and Implementation of EU Programs and Projects, Head of Sector for Strategic planning, digitalization and EU programmes and projects, Advisor to the Minister, Head of Service for EU programmes and project. Her scope of work includes EU funding, Strategic planning, Tourism Policy Implementation, Digitalization, Sustainable Tourism, Implementation of Strategic Project. Other experience in public and private sector in following area: Marketing and Promotion, Telecommunications, Media, Regional Development, Internal Audit, Promotion of Investments, Entrepreneurship, Finance and Accounting.



IZTOK ŠKERLIČ, Public Institute for the Promotion of Entrepreneurship and Development Projects of the Municipality of Izola, EUSAIR Facility Point Slovene Project Partner.

Iztok Škerlić has a master's degree in entrepreneurial sciences from Koper, and he is directing all his energy through entrepreneurial projects into preserving both the cultural and natural heritage of the Slovenian Istria coast. He honed his talents at the University Research Center of Primorska, ran the Primorska Incubator for four years, and then continued his career in the Government Office for Development and European Cohesion Policy of the Republic of Slovenia as head of the Joint Technical Secretariat for Cross-border Cooperation Programme between Slovenia and Italy. In 2016, he accepted the challenge of leading the Public Institute for the Promotion of Entrepreneurship and Development Projects of the Municipality of Izola, and today he is also acting as a Project Partner of the EUSAIR Facility Point.



KEY TALKING POINTS

- Marine protected Areas
- Re-directing tourism flows from costal to hinterland areas
- Managing Tourism Flows in Protected Areas

SERGIO GARRIBBA, Ministry of Foreign Affairs and International Co-operation of Italy

Counsellor for Energy Policy at the Ministry of Foreign Affairs and International Co-operation of Italy, advising and representing the Government in international energy organisations, collaborations and multilateral agreements and programmes. Coordinator of Pillar 2 Energy Networks of the European Union Strategy for the Adriatic and Ionian Region. 2008 to 2010: Counsellor for International Energy Policy to the Minister of Economic Development of Italy. 2004 to 2007: Director General of Energy in the Ministry of Economic Development. 1996 to 2003: Commissioner of the Italian Regulatory Authority for Electricity and Gas. Former Director of the Energy Department of the National Agency for Energy, New Technologies and Environment (ENEA), Italy; Director of Energy Technology and R&D of the International Energy Agency, Paris; Co-Director of the Institute of Energy Economics, Bocconi University, Milan, Italy. Professor on leave from the Polytechnic Institute of Milan, Italy. Graduated in Nuclear Engineering, University of California, Berkeley. Author, co-author and editor of more than 20 books and papers on subjects spanning from energy and environment policy to energy technology and R&D.



KEY TALKING POINTS:

1. How EUSAIR action on energy networks and sustainable tourism complement each other (while confronting the climate crisis, protecting environment, promoting the use of clean fuels)
2. The EUSAIR as an enabling instrument to face the changing energy challenges ahead
3. How to harmonise and coordinate energy programmes and policies through the Adriatic-Ionian Region: connections with tourism
4. Need for revising and updating the EUSAIR Action Plan with a view at the progressive decarbonisation of the energy systems and markets

NADINE LAKHAL, DG Regional & Urban Policy, European Commission

Since March 2017, Nadine Lakhal is working in DG REGIO as project and communication manager in Unit D.1 for Macro-regions, Transnational/Interregional/External Cooperation, and Enlargement. She is part of the team supporting the implementation of the EU Strategy for the Adriatic and Ionian Region and facilitates the development of Pillar 4 – Sustainable Tourism and the Facility Point Project. Her knowledge in cohesion policy includes European Territorial Cooperation by managing Interreg transnational and Interreg IPA Programmes. Taking part in the communication team of the Unit, she also coordinates internal and external activities to raise awareness of the EUSAIR and Interreg IPA, building on her academic background in media and communication and European studies.



RAMUNE GENZBIGELYTE-VENTURI, DG GROW, European Commission

Ramunė Genzbigelytė Venturi is a Policy Officer for Tourism at the European Commission, working in the Unit for Tourism and Textiles Ecosystems of the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). The unit develops and supports EU policy initiatives aiming at sustainable, competitive and resilient tourism ecosystem. She is responsible for the sustainability aspects, synergy with the regional policy and overview of the national recovery plans.

She also has experience in the Common Fisheries Policy, marine conservation policy and structural funds, while working in the Directorate-General for Maritime Affairs and Fisheries of the European Commission. Ramune holds a Master's degree in Public Administration and EU affairs, as well as in English Philology.



TALKING POINTS:

- The tourism of tomorrow will not be the same as before the pandemic: it will inevitably transform into more sustainable, innovative and resilient ecosystem.
- How do we achieve this transformation? The European Commission has launched the co-creation process with stakeholders to define the Tourism Transition Pathway towards the green and digital transition by 2030, identifying the actions needed to achieve the twin transition goals, contributing to resilience of EU tourism and understanding better the scale, the benefits and conditions required.
- Regions and local destinations have a lot of potential, knowledge and expertise to lead with innovative, progressive examples in transforming tourism and adapting to the new dynamic challenges. They have been active in the co-creation process of the Tourism Transition Pathway.

ANDEJA JERINA, National coordinator EU MRS, Ministry of Foreign Affairs of Republic of Slovenia

Andreja Jerina occupies the most senior positions within Slovenian public administration. She is internationally recognized expert in European Affairs, but also in Strategic Coordination and Public Funds Management. She was member of several Council formations and involved in the management of international organizations. She actively shared her knowledge through different EU and international project within the wider region.

Last years she has been mandated by the Government as National Coordinator for European Macro-regional Strategies; the Danube, Adriatic Ionian and Alpine.

KEY TALKING POINTS

- Evolution rather than revolution
- Build on existing achievements, knowledge and understanding
- Flexibility as resilience for crisis



MISLAV KOVAČ, Ministry of Regional Development and EU Funds of the Republic of Croatia

Mislav Kovač holds a master's degree in geography and history from the University of Zagreb. He has worked at civil service for most of his professional career, mainly in the field of regional development and EU funds. During this period, he was appointed in various expert groups dealing with policy making and policy implementation monitoring in the respective work fields.

Mislav joined Ministry of Regional Development and EU Funds in 2014 and since then he has been working in the ETC field. He currently performs duty as a Head of Sector for coordination of European Territorial Cooperation programmes and Macro-Regional strategies.



ILIR MELO, Director for The region and Neighboring countries

Ilir Melo, Director for The region and Neighboring countries, born in 1963, has the rank of the Minister Plenipotentiary.

He served as the Ambassador to Croatia and as non-resident to Bosnia and Herzegovina and the Albanian representative to RACVIAC, Zagreb.

He held senior posts as the Director General for International Organisation, the Chief of the Cabinet of the Deputy Prime minister and the Minister for Foreign Affairs, etc.

Mr. Melo served as Director for the America, Asia and Africa, etc. and in UN, Washington DC, London and Stockholm.

Mr. Melo has been graduated from Diplomatic Academy in Vienna and prior as assistant professor to Tirana University.

He was awarded the Croatian Medal of The Order of Duke Branimir.

KEY TALKING POINTS T

- he priorities of the Albanian Presidency of EUSAIR
- The tourism and culture as part of the activities during the Albanian Presidency.
- The up-date on the revision of the Action Plan of Strategy



MARIE AUDREN, Director General, HOTREC- Hospitality Europe

Marie Audren is Director General at HOTREC – Hospitality Europe – the umbrella association of Hotels, Restaurants, Cafés & similar establishments in Europe. It brings together 45 Member associations in 34 countries.

She has extensive experience in EU public affairs. Previously in her career, she was Deputy Director General of spiritsEUROPE, the European association representing spirits producers. She also worked as an adviser in the EU office of the French business federation, MEDEF.

Marie is a French national and lives in Brussels with her family. She holds a Master’s degree in “European studies” from the Louvain-la-Neuve University (UCL) and a Master’s degree in “Public Administration” from Sciences Po (Institut d’Etudes Politiques, Rennes).



KEY TALKING POINTS

- The outstanding and urgent priority at present is to help the sector get back on its feet and move away from the crisis, followed up by longer-term measures focusing on supporting the sector’s resilience and competitiveness;
- A more sustainable, digital and resilient tourism and hospitality ecosystem can undoubtedly become a reality. The change will partly – and perhaps extensively – be demand-driven: hospitality establishments are there to cater for the needs of their cherished customers, and customers want, among many other things, sustainably sourced food, the convenience of digital technologies at their disposal, accessible buildings and websites, and the highest health and hygiene standards.
- European hospitality businesses aspire to reap the benefits of digitalization and mobilise digital technologies to improve their competitiveness and provide customers with state-of-the-art services. The path towards digitalization is however a challenge for the sector, in particular for small, micro and family-run enterprises.

ERIC DRESIN, Secretary General, The European Travel Agents’ and tour Operators’ Associations

Eric Drésin joined ECTAA in September 2019 as Secretary General. With the support of an experienced staff and the expertise of the member organisations, his aim is to help the travel companies building a sustainable future while strengthening the voice of the travel agents and tour operators vis a vis the European institutions, international organisations and fruitfully cooperate with other stakeholders and partners.



TALKING POINTS:

- Sustainability will have to be at the driver for the mid-long term plans of the destinations
- Raising awareness of the efforts as regards sustainability will be essential for the destinations and competition will be hard
- Tour operators and travel agents have a key role to play in helping destinations to shape their offer and in informing and convincing the customers to buy these service

TONČI GLAVINA, Sate Secretary at Ministry of Tourism and Sport, Republic of Croatia

County councilor for the Split-Dalmatian County (July 2017 – present). Member of the presidency board of Croatia Democratic Union for Split-Dalmatia County. President of the Entrepreneurship Association of Croatian Democratic Union for Split-Dalmatian County. Chairman of

the Tourism committee of Croatian Democratic Union for city of Split. Member of the National Board for Tourism of Croatian Democratic Union. Member of the board of Croatian Chamber of Commerce for Split-Dalmatian County. Has acted as the co-founder and Vice president for National Hospitality Association, as well as member of the board of the Group 100 – organization that promotes direct investments in Croatian economy, and member of the board Croatian American Association (CAA) – political organization that lobbies for Croatian interests in American Congress and Senate.

