

European Tourism Day
***"The role of European Heritage and cultural itineraries in the renewed
European tourism policy"***

Brussels, 27th September 2010

Charlemagne Building (170 Rue de la Loi - Wetstraat) – Room GASP

08:00 – 09:00 Registration

09:00 - 09:30 Official Opening

Address speech by Vice-President **Antonio Tajani**, Commissioner **Androulla Vassiliou** and **Ms. Isabelle Weykmans**, Belgian Presidency, Minister for Culture and Tourism

09:30 10:30 Session I

European Cultural Itineraries: a Trans-European Cultural Tourism Model?

Chair: **Mr. Hervé Novelli**, Minister for Tourism, France

- **Mr. Francesco Maria Giro**, Under-Secretary of State, Ministry for Culture – "The Italian experience of the 'Consulta Nazionale degli itinerari storici, culturali e religiosi'"
- **Ms. Gabriella Battaini Dragoni**, Director Council of Europe – "The future of Cultural Routes: The Council of Europe's perspective"
- **Mr. Michel Thomas Penette**, Director Cultural Routes Institute – "Cultural Routes of the Council of Europe: towards a model of quality tourism in Europe"
- **Ms. Cristina Scaletti**, President of NECSTouR – "The contribution of NECSTouR to the promotion of the European Cultural Routes"

10:30 – 11:00 Coffee break

11:00 – 12:10 Session II

How can European Heritage sites and Cultural Routes help to develop new tourism offer?

Chair: **Ms. Vittoria Brambilla**, Minister for Tourism, Italy

- **Mr. Eric Poppe**, Belgium Permanent Representation to the EU - "The Council perspective on the Heritage Label"
- **Ms. Chrysoula Paliadeli**, Member of the European Parliament – "The Parliament perspective on the European Heritage Label"
- **Ms. Silvia Costa**, Member of the European Parliament – "Cultural Routes: towards a new strategy for European cultural tourism"
- **Mr. Michael Cramer**, MEP - "The Iron Curtain Trail"
- **Mr. Philippe Calamel**, Project Director – "The Odyssey Project"

12:10 – 14:30 Lunch break and Visit to the EDEN stands

14:30 - 16:00 Session III

Case studies: European citizenship and Intercultural Dialogue

Chair: **Mr. Joan Mesquida**, Secretary General for Tourism and Trade, Spain

- **Ms. Amanda e' Cottrel**, Chairman of Visit Kent
- **Mr. Stefano Zappalà**, Regional Minister Regione Lazio
- **Mr. Massimo Tedeschi**, President of the European Association of "Via Francigena" - "Via Francigena meets Abram Itinerary"
- **Mr. Antoine Selsosse**, Director Saint Martin Route - "Saint Martin of Tours" and the European citizenship
- **Ms. Inmaculada Lopez**, General Coordinator Foundation "El legado Andalusi" - "The al Andalus Route and the Arab legacy"
- **Roberto Varela**, Regional Minister of Galicia for Tourism and Culture – "The Saint James' Route"

Open Debate

16:00 - 16:30 Coffee break

16:30 – 18:10 Session IV

Case studies: Tourism, Sustainability and Networking

Chair: **Mr. José Vieira da Silva**, Minister for Economy, Innovation and Development, Portugal

- **Mr. Antonio Cancian**, Member of the European Parliament
- **Mr. Edouard de Laubrie**, Scientific Committee Cultural Foundation The Route of the Olive Tree – "The route of the olive trees and traditional values"
- **Mr. Antonio Barone**, Director Phoenician Route - "The Phoenician Route"
- **Mr. Christian Corne**, President of "The European Historical Thermal Town Association" (EHTTA) and Deputy Mayor of Vichy – "The European Thermal Route"
- **Rev. Berit Lånke**, Manager Nidaros Pilgrimage Center - "The Route of St. Olav Ways"
- **Mr. Robert Ashdown**, Director European Cruise Council - "The Growing European Cruise Sector, Environmental Responsibility and Cultural Tourism"
- **Mr. Carlo Fidanza**, Member of the European Parliament, Rapporteur on the new European Strategy on Tourism

Open Debate

18:10 – 18:30 Conclusions

Conclusions by **Mr. Antonio Tajani**, Vice-President of the European Commission