



Programme of the fair 6th – 10th June 2012

Wednesday, June 6

10:30 – 17:30 – UNIVERSITY OF PAVIA – ROOM "VOLTA"

Pre-conference event - "*Religious Routes and European Universities, ancient cultural crossroads of Knowledge*"

Organised by the project Per Viam – Pilgrims' Routes in Action
(ONLY IN ITALIAN – NO INTERPRETATION)

18:00 - PAVIA, PIAZZA DELLA VITTORIA

Welcome and Official Opening of the event

Historical and Artistic Presentation of Pavia, crossroad of pilgrimage and cultural routes

20:00 - 21:30 - PAVIA, BROLETTO

Cold Buffet for the participants courtesy of the Town Council of Pavia

21:30 - PAVIA, PIAZZA DELLA VITTORIA

Musical Harmonies around the World

A concert of songs in European languages performed by the Institute of Musical Studies "F. Vittadini "

From Thursday 7th to Sunday 10th June

Daily - CASTLE "VISCONTEO"

From 13:00 to 18:00 on Thursday

From 10:00 to 18:00 on Friday and Saturday

From 10:00 to 13:00 on Sunday

BILATERAL MEETINGS between Cultural Routes and tourism industry stakeholders
(at the stands in the castle "Visconteo" of Pavia)

The aim is to develop Public-private partnerships for a cultural tourism integrated offer and to promote match-making between Cultural Routes, Tour Operators, Chambers of Commerce, Regional Authorities and other tourism stakeholders.

Thursday, June 7

"Cultural and Religious Routes"

Theatre "G. Frascini" - Pavia

Programme of the Conference

Simultaneous interpretation in English, French, German and Italian

8:00 – 9:00

Registration and welcome coffee

9:00 – 9:15

Opening session

Mr. Alessandro Cattaneo, Mayor of Pavia

09:15 - 11:00

Session I – Cultural and Religious tourism: what is the added value that makes it so attractive, on the demand and the offer side?

The focus will be on both the demand and offer side of cultural and religious tourism. The aim is to show where is the added value of investing in transnational thematic tourism products, what are the motivations behind the demand for this "niche" tourism model and what are the reasons driving the offer.

Moderator: Ms. Emanuela Marchiafava, Minister for Tourism of the Province of Pavia

Keynote speeches

- "*Cultural tourism and local development*", Mr. Greg Richards, Tourism Research and Marketing
- "*Tourism linking cultures on the Silk Road*", Ms. Johanna Devine, United Nations World Tourism Organisation
- "*The Green Band and citizenship*", Mr. Antoine Selosse, European Cultural Route of St. Martin of Tours
- "*Landscape and the Casa Dei sites*", Mr. Robert Flauraud, President of the Casa-Dei European Network
- "*Historic Hotels: a new way to discover cultural routes*", Ms. Barbara Avdis, Historic Hotels of Europe
- "*Danube Cultural Routes*", Mr. Boris Camernik, General Secretary of the Danube Competence Centre

11:00-11:15

Coffee break

11:15-12:45

Session II – Cultural tourism: Good practices, innovations and public-private partnerships opportunities

The aim is to showcase some example of successful public-private partnership or good innovative practices with a view to disseminate knowledge, raise awareness about the opportunities of collaborations and investments.

Moderator: Mr Gianmarco Centinaio, Deputy Mayor of Pavia

Keynote speeches

- "*Youth hostels project*", Ms. Luciana Ruffinelli, Regional Minister for Sport and Youths, Regione Lombardia
- "*TripAdvisor and the Silk Road experience*", Ms. Helena Egan, Trip Advisor
- "*Sustainable tourism and public-private partnerships along the Via Francigena: the PerViam project*", Mr. Massimo Tedeschi, President of European Association Vie Francigene
- "*Odyssea: a platform for cultural routes*", Ms. Christine Stefanini, Groupement Odyssea
- "*Augmented Reality Windows, Clunypedia and Cultural Routes: the experience of Cluny*", Mr. Christophe Voros, Director of the Federation of Cluniac Sites
- "*Innovation on the promotion of local economy through cultural tourism*", Mr. Giovanni Antonio Cocco, Director General of ISNART-Unioncamere (National Institute for Tourism Research)

12:45-14.30 - Castle 'Visconteo'

Networking Lunch and Opening of the Exposition on cultural routes

14:30-15:45

Session III – Transnational thematic tourism and accessibility

The focus will be the work being done at International and European level, but also at project-level, on guaranteeing the accessibility of tourism products and services to all.

Moderator: Mr. Paolo Migliorini, Presidency of the Province of Lodi

Keynote speeches

- "*The index on accessibility of the Commission*", Mr. Paolo Berro, Advisor to Vice President Tajani, European Commission
- "*Tourism and accessibility*", Ms. Antonella Correr, European Commission
- "*Working to make tourism accessible to all*", Ms. Annagrazia Laura, Member of the board of the European Network for Accessible Tourism (ENAT)
- "*Facilitating the participation of people with disabilities to the Saint James' Walk in Catalonia*", Mrs. Blanca Cros, Marketing Responsible for Cultural and Accessible Tourism in the Catalan Tourist Board
- "*Accessible greenways*", Ms. Mercedes Muñoz, Director of European Greenways Association

15:45-16:00

Coffee break

16:00-17:30

Session IV – Transnational thematic tourism: a multi-level governance approach

The aim is to present the contribution of cultural tourism to regional development, businesses and job growth, innovation, but also to intercultural dialogue and heritage preservation and promotion. These aspects need to be understood in a multi-level governance approach analysing how different International, national and regional policies interact when it comes to transnational products.

Moderator: Mrs. Margherita Peroni, Regional Minister for Tourism, Lombardia Region

Keynote speeches

- "*The European Parliament's vision on cultural tourism*", Mr. Carlo Fidanza, Member of European Parliament, Transport and Tourism Committee
- "*The religious dimension of intercultural dialogue*", Ms. Anne Brasseur, Parliamentary Assembly of the Council of Europe
- "*European Cultural Routes: much more than tourism*", Ms. Penelope Denu, Director of the European Institute of Cultural Routes
- "*The experience of the Italian Consulta degli itinerari storici, culturali e religiosi*", Ms. Simonetta Bonito, Italian Ministry for Culture
- "*The Masterplan of Regione Toscana*", Ms. Cristina Scaletti, Regional Minister for Tourism, Culture and Tertiary Sector, Tuscany Region

17:30-18. 00

Concluding session

Piero Gnudi, Italian Minister for Tourism

Antonio Tajani, Vice President of the European Commission

WORKSHOPS / SEMINARS / "INFO SESSIONS"

ONLY IN ENGLISH – NO INTERPRETATION PROVIDED

Friday, June 8

9:30 – 11.00 – UNIVERSITY OF PAVIA – ROOM "FOSCOLO"

1. Cultural tourism, research and innovation

- "*Joint Programming Initiative on Cultural Heritage, Culturaitalia.it, Museums D-Italia: culture, research and digitalization as growth factors*", Ms. Anna Conticello, Italian Ministry for Culture
- "*Tourism policies and service innovation*", Allan Mayo, EPISIS
- "*ICT and accessible tourism: The Satellite's Way*", Enrique Varela Couceiro, President of the Fundacion Tecnologia Social
- Presentation of the project "*CULT-WAyS – Cultural tourism and mobile applications*", Giovanna Sonda, Trentino Sviluppo
- "*TechTour: innovative solutions for tourism*", Brunella Santi, Unioncamere Veneto
- Presentation of the project "*LIMES – Innovative and Mobile European Services for Culture Tourism in Rural Areas*", Mr. Christian Eizinger, CEIT ALANOVA

11:00 – 13:00 - UNIVERSITY OF PAVIA - ROOM "FOSCOLO"

2. "Info session" on Thematic-Tourism Routes

The idea is a session of awareness-raising where different thematic transnational routes can be presented. This session aims at stimulating the interest businesses and present stakeholders and arrange in the afternoon separate meetings among interested cultural routes and tourism industry stakeholders.

Presentation of the following Routes: *Iter Vitis, Mozart Ways, Phoenician's Route, Prehistoric Rock Art Trail, Thermal heritage and thermal towns, Transromanica, Saint Augustine, St. James Way.*

14:00- 14:30 – SPACE FOR CONTEMPORARY ARTS OF BROLETTO

Official opening of the Photography's Exhibition "On the Way" (Organised by *Musei Civici di Pavia*, in collaboration with *GAI*).

The exhibition will stay open to the public Saturday and Sunday from 16 to 20.

15:00 – 16:00 – BROLETTO

3. ROUND TABLE - Cultural tourism and interregional cooperation.

Question and Answers session on "*European funding opportunities for cultural tourism and innovation*" and on "*Territorial cooperation: case studies and state of the debate post 2013*".

Presentations by:

- Mr. Valentino Izzo, DG Enterprise and Industry, European Commission
- Mr. Luca Ferrarese, Head of Secretariat, Central Europe Programme

Round table debate: with regions and other key stakeholders (Chambers of Commerce, business associations, etc.) on the above mentioned topics.

16:00 – 17:00 – UNIVERSITY OF PAVIA - ROOM "FOSCOLO"

4. "European Commission – Council of Europe: which results from their cooperation on European Cultural Routes?" (co-organised with the CoE)

The aim is to present the results of 2 years of cooperation between the 2 institutions and present the ongoing Joint Programme on capacity-building for next training program on cultural routes.

Introduction by Luca Bruschi (project manager)

Presentations by:

- Dr. Kseniya Khovanova-Rubicondo (CoE-EICR): "*The Results of the 2010 Joint EC-CoE Study on European Cultural Routes and its Importance for Cultural Tourism Development in Europe*"
- Nick Hall (CoE-EICR): "*Branding, Marketing and Visibility for the Council of Europe cultural routes*"
- Dr Eleonora Berti (EICR): "*Vade mecum on cultural routes management*"

Conclusions by Valentino Izzo, DG Enterprise and Industry of the European Commission and Penelope Denu, Director of the European Institute of Cultural Routes

Saturday, June 9

12:00 – SAN MARTINO SICCOMARIO

Presentation of the magazine: "*Via Francigena and the pilgrimage ways*", tasting of Parmigiano Reggiano kindly offered by the European Association Vie Francigene.

15:00 – BROLETTO

Via Francigena General Assembly and official ceremony of signature of a Memorandum of Understanding with the Municipality of Pavia.

ADDITIONAL MEETINGS (UPON INVITATION)

Thursday, 7th June

14:30 – 17:30 – UNIVERSITY OF PAVIA – ROOM "FOSCOLO"

Meeting of the Enterprise Europe Network (EEN) - Sector Group "*Tourism and Cultural Heritage*"

Friday, 8th June

09:30-10:30 – BROLETTO

Meeting of the NECSTouR Taskforce "*Governance of Cultural Routes*"

16:00 – 17:30 – BROLETTO

Coordination meeting of European Networks active in the field of Tourism

EXHIBITIONS AND FRINGE EVENTS

From Friday 8th to Sunday 17th June - PAVIA, SPAZIO PER LE ARTI CONTEMPORANEE DEL BROLETTO

"On the Way" – Video&Photo Contest

Photographic Exhibition, open daily from from 5 pm to 8 pm

Organised by *Musei Civici di Pavia*, in collaboration with *GAI*

Opening Ceremony Friday June, 8 at 14.00am

Saturday 9th June

10:00 - meeting place IAT – PAVIA, MEETING POINT PIAZZA DELLA VITTORIA (At the IAT, Tourist Information Office)

Guided tour "*From Pavia to San Martino Siccomario: Walking along the Via Francigena and Sancti Martini path*" in collaboration with the *Municipality of S. Martino Siccomario*

Participation is FREE. BOOKING REQUIRED!

For information and reservations please contact Mr. Valentino Izzo and Ms. Cinzia De Marzo, European Commission: (valentino.izzo@ec.europa.eu; Cinzia.de-marzo@ec.europa.eu)

Sunday 10th June

8.30 - 17.30 - Meeting at PIAZZA CASTELLO

Guided tour "*Alla scoperta dei luoghi della fede nel Lodigiano*"

Tour in English and Italian along the Via Francigena and Santa Francesca Cabrini in the territory of the Province of Lodi, kindly offered by the Provincial Authority.

Participation is FREE. BOOKING REQUIRED!

For information and reservations:

Agenzia di Viaggio Laus Cultura e Turismo (Tel. 0371/544690; email: info@lausct.it)