

**Cultural values and tourism development in rural areas**

**International Networking Conference**

**AGENDA**

***Place of the event:***

Heraklion Chamber of Commerce and Industry  
9 Koronaίου str.  
71202, Heraklion, Crete, Greece

**Thursday, 17<sup>th</sup> October 2013 (Room Kastellaki)**

<b>Time</b>	<b>Programme</b>
<b>8.30 – 9.00</b>	<b>REGISTRATION, WELCOME</b>
<b>9.00 – 9.30</b>	<b>WELCOME SPEECHES</b> <i>Chair: George Nikolakakis</i>
	Mr Stavros Arnaoutakis <i>General Secretary of Region of Crete</i>  Mr Yannis Kourakis/ Mr Nikos Yialitakis <i>Municipality of Heraklion</i>
<b>9.30 – 11.00</b>	<b>KEYNOTE SPEAKERS</b> <i>Chair: George Nikolakakis</i>
	Mrs Valerie Carter <i>ECOVAST – European Council for the Village and Small Town</i>
	Mr Yiannis Markakis <i>Director of the Cretan open-air Museum 'LYCHNOSTATIS'</i> <i>Vice-Chairman of ICR (International Committee For Regional Museums)</i>
	Mrs Simona Ene <i>Joint Technical Secretariat of the South East Europe Programme</i>
	Mr David Bole Mrs Mateja Šmid Hribar <i>Scientific Research Centre of the Slovenian Academy of Sciences &amp; Arts, Anton Melik Geographical Institute, SY_CULTour Project Lead Partner</i>
<b>11.00 – 11.30</b>	<b>COFFEE BREAK</b>
<b>11.30 – 13.00</b>	<b>PRESENTATIONS OF SELECTED PAPERS</b> <i>Chair: George Nikolakakis</i>

	<p><b>Effective Integration of Cultural Resources into Rural Areas</b> <i>Alexandros Apostolakis</i></p> <p><b>Toward a differentiated use of officinal and wild plants: patterns of sustainability in Alpine communities</b> <i>Andrea Petrella</i></p> <p><b>Why collaborative service design may be the key to developing sustainable cultural &amp; rural visitor economies, with the help of ICT, social media and crowdsourcing</b> <i>Melanie Levick-Parkin</i></p> <p><b>The role of cultural values for rural development. selected examples from different areas in Bulgaria</b> <i>Bozhidar Ivanov</i></p> <p><b>When cooperation means tourist development: two case studies – Responsible tourism: managing culture and heritage in rural areas by the cooperation of all interested stakeholders</b> <i>Annalisa Del Prete e Giuseppe Gargano</i></p> <p><b>From Conflict to Cooperation: Responsible Cultural Tourism and Rural Economic Development</b> <i>Russell E. Brayley</i></p> <p><b>How can coastal communities and artisanal fishermen benefit from their own intangible maritime heritage? Some examples from Catalonia.</b> <i>Eliseu Carbonell</i></p>
<p><b>13.00 – 14.00</b></p>	<p><b>LUNCH BREAK AND POSTER EXHIBITION</b></p> <p><b>Cultural values and tourism development in rural areas CULTURAL HOTELS as a part of cultural tourism</b> <i>Tatiana Kleymenova</i></p> <p><b>Gastronomic values as part of cultural heritage of municipalities of Sombor and Apatin (Vojvodina Province, Serbia)</b> <i>Igor Stamenković, Jasmina Djordjević, Ivana Blešić, Tatjana Pivac, Djordje Radetić</i></p> <p><b>„Castle of the Lake Balaton” – a cultural heritage’s impact on regional development in a new market environment</b> <i>György Fekete</i></p> <p><b>Survey of attitudes towards social equality of local population in rural areas</b> <i>Ivana Blešić, Tatjana Pivac, Igor Stamenković, Jasmina Đorđević, Ivica Jurišin</i></p> <p><b>Elin Pelin’s literary heroes’ world: a focus of the cultural tourism in the village of Baylovo</b> <i>Rumen Popov</i></p>

	<p>Heritage resources in the tourism planning in Mazovia (Poland) <i>Małgorzata Kowalczyk</i></p> <p>Emerging professional profiles for cultural tourism in rural areas <i>Federico Bigaran, Silvia Corrado</i></p>
<b>14.00-15.00</b>	<p><b>PRESENTATIONS OF SELECTED PAPERS</b> <i>Chair: George Nikolakakis</i></p>
	<p>The participatory approach in the SY_CULTour pilot project "From the tradition to the production – the sustainable use of cultivated and wild medicinal and aromatic plants in the context of rural tourism" <i>Federico Bigaran, Silvia Corrado, Gerardo de Luzenberger, Astrid Mazzola</i></p>
	<p>Folk festivals and fairs: paths of culture and tourism development in rural areas <i>Efi Psilaki, Dr of Cultural and Social Sciences</i></p>
	<p>Presentation of the INTERREG IVC project: Digital Agenda for New Tourism Approach in European Rural and Mountain Areas (DANTE) <i>Constantine Manasakis</i></p>
	<p>Presentation of the SEE project SAGITTARIUS <i>Dorothea Papathanasiou-Zuhrt</i></p> <p>Improving heritage sites' management: The SUSTCULT project <i>Črtomir Špacapan (video presentation)</i></p>
<b>15.00 – 17.00</b>	<p><b>3 PARALLEL INTERACTIVE SESSIONS (Rooms Kastellaki and Karouzou)</b></p>
	<p>Responsible tourism: managing culture and heritage in rural areas by the cooperation of all interested stakeholders <i>Moderator: Federico Bigaran</i></p>
	<p>European, national and regional development policies for developing local initiatives and small-scale cultural tourism projects <i>Moderator: Ákos Szépvölgyi</i></p> <p>Cultural tourism in rural areas: motivating tourists, marketing and branding <i>Moderators: Dorothea Papathanasiou-Zuhrt</i></p>
<b>17.00 – 17.30</b>	<b>COFFEE BREAK</b>
<b>17.30 – 18.15</b>	<p><b>ROUNDTABLE DISCUSSION</b> <i>Moderator: Janez Nared</i></p>
<b>18.15-18.30</b>	<p><b>CONFERENCE SUMMARY</b> <i>Chair: George Nikolakakis</i></p>
<b>19:00</b>	<b>SOCIAL DINNER</b>

Friday, 18 <sup>th</sup> October 2013	
Time	Programme
8.45 – 9.00	Meeting in Heraklion Archeological Museum and boarding to buses
9.00 – 12.00	Transfer to Palliani area (1 <sup>st</sup> pilot area) and study visit
12.00 – 14.00	Transfer to Agios Thomas (2 <sup>nd</sup> pilot area) and study visit
14.00 – 15.00	Lunch in Agroikies, Agios Thomas
15.00 – 15.30	Transfer to Lychnostatis Museum, Chersonissos
15.30 – 18.00	Educational programme in Lychnostatis Museum
18.00	Return