

FINAL CONFERENCE AGENDA

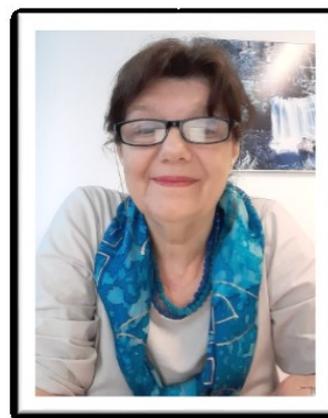
20th JANUARY 2021

13.45 – 14.00	Registration
	OPENING REMARKS
14.00 – 14.15	Prof.dr.sc. Duško Pavlović, Rector - Libertas International University, Zagreb Mrs Snježana Brzica, Assistant Minister - Ministry of Tourism and Sport, Republic of Croatia MSc Ksenija Keča, Project Coordinator - Libertas International University
	Moderated by: MSc Vlasta Klarić, External Expert
14.15	Archaeological tourism in a new era
14.15 – 14.35	Tourism post-COVID-19 – opening speech ALESSANDRA PRIANTE, Director UNWTO EUROPE
14.35 – 14.55	Visitors to cultural and archaeological sites – keynote speech GREG RICHARDS, Tilburg University
14.55 – 15.15	Archaeology and interpretation BETTANY HUGHES, Professor, historian, broadcaster
15.15 – 15.25	Case study – interpretation on archaeological sites VUČEDOL CULTURE MUSEUM, Mirela Hutinec, Museum director
15.25 – 15.35	Interpretation on archaeological sites – risk management THE SISAK CITY MUSEUM, Vlatko Čakširan, Museum director
15.35 – 15.50	VIRTUAL COFFEE BREAK
15.50	Interpretation of archaeological sites on the CoE cultural routes
15.50 – 16.10	Archaeological cultural routes of the CoE – keynote speech STEFANO DOMINIONI, Cultural Routes EPA
16.10 – 16.20	EUSAIR – a model for cooperation of Adriatic-Ionian countries in cultural tourism SENKA DANIEL, Croatian Ministry of Tourism and Sport
16.20 – 16.30	Interpretation of archaeological sites on cultural routes for guides BEST PRACTICE EXAMPLE – Ramon Montes Barquin, THE CULTURAL ROUTE CARP
16.30 – 16.40	Interpretation of archaeological sites on cultural routes for guides BEST PRACTICE EXAMPLE – Hrvoje Potrebec, IRON AGE ROUTE
16.40 – 16.50	Interpretation on archaeological cultural routes – education for guiding BEST PRACTICE EXAMPLE – Antonio Barone, THE PHOENICIANS' ROUTE
16.50 – 17.00	Closing remarks

Moderator

Vlasta Klarić (Croatia)

Vlasta Klarić, expert in tourism, cultural tourism, cultural routes, project management, tourism education, destination management, is employed at the Ministry of Tourism of Croatia as the EUSAIR Facility Point thematic expert. She acted as general secretary to UNPAH, Croatian Association of Independent Travel Agencies, managing and coordinating national projects, events and conferences. She was a national coordinator for the project of development of Roman Emperors Route and DWR and member of Scientific Committee of the Route. Acting as senior lecturer at Libertas International University, she lectures cultural tourism and cultural heritage for tourism. Acted also as President to National Partnership for Cultural Tourism under Croatian Ministry of Tourism patronage. Within Enlarged Partial Agreement on Cultural Routes (EPA) she is acting as an expert. She is a member of several tourism, heritage and interpretation associations.



Speakers

Alessandra Priante (Italy)

Alessandra Priante is the Director of the Regional Department for Europe at UNWTO, the UN agency devoted to tourism which promotes sustainable and responsible tourism globally. Previously she worked as Chief of multilateral international relations (UNWTO, OECD and EUROPE) and tourism policy issues for the Ministry of Agricultural Food, Forestry, and Tourism Policies in Italy. She has also actively participated in the research and analysis for preparing the National Strategic Plan for Tourism 2017-2022. She holds a first degree in business at the top Italian business university, Università Luigi Bocconi, an Executive MBA at Luiss Guido Carli University and an International Master in Audiovisual Management. She successfully merged her strong experience in corporate finance and M&A operations with her cultural expertise, joining since 2002 the Italian Ministry of Culture - Direction for Cinema, with the task of restructuring public finances for the culture sector. She has created and participated in various international think tanks and also represented Italy in all international and European Institutions devoted to culture. As an expert for the Middle East area, she has been appointed Government Envoy to the Middle East (UAE, Oman, Qatar, Bahrein, Kuwait) in the years 2010-2015 in the role of Italian Diplomatic Cultural Representative for the Gulf Area, with the task of promoting Italian culture and education. She is the author of numerous publications and books in her fields of study, and teaches culture management and international audio-visual analysis for postgraduate students at several major universities in Italy.



Greg Richards (The Netherlands)

Greg Richards is Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism research and education, with previous posts in the UK and Spain. His current research interests centre on the creative use of space for cultural, social and economic development.



Bettany Hughes (United Kingdom)

Bettany Hughes is an award-winning historian, author and broadcaster. Her speciality is ancient and mediaeval history and culture. A Scholar at Oxford University, she has taught at Oxford and Cambridge Universities and lectured at Cornell, Bristol, UCL, Maastricht, Utrecht, Manchester and Swansea. She is a Tutor for Cambridge University's Institute of Continuing Education, a Research Fellow of King's College London and recently joined the New College of the Humanities as Professor of History. She has written and presented over 50 TV and radio documentaries for numerous TV channels and her programmes have now been seen by over 250 million worldwide. She is the recipient of numerous awards for her work in promoting history, among which the prestigious European Helena Vaz de Silva Prize for promoting Public Awareness of Cultural Heritage, being the first woman ever to receive this award. She is also an honorary, founding patron of Classics For All - a national campaign to get classical languages and the study of classical civilisations back into state schools.



Mirela Hutinec (Croatia)

Mirela Hutinec, M.A. Archaeology and Ph. D. student is the director of Vučedol Culture Museum. Previously she worked at the Vukovar Municipal Museum as curator and head of the museum archaeological collections. Since 2001 she participates in and co-leads excavations at Vučedol, one of the most significant Eneolithic sites of southern Europe. She is currently enrolled in postgraduate studies at the Department of Archaeology at the Faculty of Humanities and Social Sciences in Zagreb, also in the field of Vučedol culture. She is the author of numerous exhibitions, lectures and publications and creator of two permanent museum exhibitions (Vučedol Culture Museum and Vukovar Municipal Museum).



Vlatko Čakširan (Croatia)

Vlatko Čakširan is a historian and the director of Sisak Municipal Museum. He has worked at the museum since 2005 and became the director of this institution in 2013. His scientific interests are in the field of industrial heritage and history of the 20th century. As a museum director he works on the presentation and protection of archaeological, cultural and historical heritage of Sisak, often in cooperation with the local tourist board and the Conservation Department of the Ministry of Culture and Media. He is the author of numerous exhibitions dealing with the industrial heritage of Sisak and contributes to the development of industrial heritage routes in Sisak-Moslavina County.



Stefano Dominioni (Italy)

Stefano Dominioni received his Ph.D., M.Phil. and M.A. from Yale University, a M.A. from the Université d'Aix-Marseille and a B.A. from the University of Milan. He 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 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 for the implementation of Joint Programmes with the European Commission, and cooperation with other international organisations such as UNESCO, UNWTO, OECD and OEI.



Senka Daniel (Croatia)

Senka Daniel, Head of the European Affairs and Policies Division in the Ministry of Tourism and Sport of the Republic of Croatia. Member of the Tourism Advisory Committee of European Commission, member of the Steering Group of Priority Area 3 EUSDR, leader of EUSAIR Facility Point project in Croatia, deputy coordinator of EUSAIR Pillar 4 "Sustainable Tourism, national EDEN project officer. Chair of the Tourism Working Party of the Council of the EU during the Croatian Presidency, member of OECD Tourism committee, national coordinator of tourism cooperation within the initiative China+17. Experience in the field of social tourism (EC initiative Calypso, cooperation with OTIS, EU project CulTour4All etc.) and sustainable tourism.



Ramón Montes Barquín (Spain)

Technical Coordinator of the Cultural Route of the Council of Europe "Prehistoric Rock Art Trails - Chemins de l'Art Rupestre Préhistorique". Doctor on Archaeology and Prehistory by University of Cantabria (Spain). Researcher on Palaeolithic's material culture and Palaeolithic Rock Art of the Iberian Peninsula. Scientific collaborator of the Museum and Research Centre of Altamira, where he has developed different archaeological works in Palaeolithic sites and Rock Art sites. He has written ten books and more than 200 papers in different scientific journals and proceedings of scientific meetings. Cultural Manager specialized in Archaeological Tourism. He has directed a large number of projects to open to the public Archaeological and/or Rock Art sites, as well as museums and interpretation centres focused in Archaeology, Prehistory and Rock Art.



Hrvoje Potrebica (Croatia)

Hrvoje Potrebica, Ph.D., is a Full Professor at the Department of Archaeology at the Faculty of Humanities and Social Sciences of the University of Zagreb. He has led several international and Croatian scientific projects and participated in more than 50 land and underwater archaeological excavations both in Croatia and abroad. He is vice-president of the European Association of Archaeologists, member of the EAA Committee on Illicit Trade in Antiquities and also acted as representative of the European Association of Archaeologists in the European Year of Cultural Heritage Stakeholders Committee (2018) as well as in the European Heritage Alliance 3.3. He is vice-president of the Croatian Archaeological Society, where he also served as president (2005-2013) and president of the Centre for Prehistoric Research as well as corresponding member of the German Archaeological Institute. He is a member of the scientific committee for the Iron Age Danube Route Association, which was established for the purposes of promoting this archaeological cultural route.



Antonio Barone (Italy)

Expert in rural and cultural tourism, since 2003 he is the Director of the Phoenicians' Route, International Cultural Route of Mediterranean Intercultural Dialogue, within which he coordinates a network of Mediterranean museums – MeMuNet, a network of Mediterranean schools – Edu.Net, and a network of universities – International Universities Network supporting the Phoenicians' Route. He has worked in many territorial cultural marketing projects at international level, in sustainable tourism and in local development. He cooperates with many universities, development agencies and international organizations. Expert also in training, lifelong learning, heritage pedagogy, geography of tourism, eco-museums, widespread museums, quality territorial branding, experiential and creative tourism.

