



GRAD DUBROVNIK  
CITY OF DUBROVNIK



Turistička zajednica  
grada Dubrovnika  
Dubrovnik  
Tourist Board

# Sharing the Future of Cultural Heritage

## “Synergies between Heritage, Tourism and Digital Culture”

Hotel Dubrovnik Palace 5\*  
Dubrovnik, Croatia

10 - 11 APRIL 2018



Ministarstvo turizma  
REPUBLIKE HRVATSKE

... cooperation is the engine of growth!



# DAY 1 - Tuesday, 10<sup>th</sup> April 2018

## 9.00am – 16.15pm

8 - 9:00	REGISTRATION
SESSION I	SHARING THE FUTURE OF CULTURAL HERITAGE CHAIR & KEYNOTE SPEAKER: JOHN SELL Vice President, EUROPA NOSTRA PANEL: Matthias Ripp, Andrea Bonifacio, Karen Gysen, Christiano Lepratti, Marco Acri, Malcolm Borg, Saviour Formosa
9 - 10:00	OPENING REMARKS Ministry, Ambassador of France Sites&Cites, HUPG, Ministry of Internal Affairs Police Museum, Europa Nostra, Europe for Citizens Dubravka Šuica EP, Video Clip, City of Dubrovnik
10:00	EFFORTS, from stronghold to welcoming arms ANDREA BONIFACIO Board member KAREN GYSEN Board member EFFORTS, Brussels, Belgium
10.20	Patrimoines et économie touristique: quels constats? quelles synergies? quelles suggestions MARTIN MALVY, President Sites & Cites remarquables de France, Bordeaux, France
10.40	Learning and Having Fun: Visitor Centres Imparting Knowledge Using a New Format – Experience from the World Heritage Visitor Centre in Regensburg MATTHIAS RIPP, WH Coordinator, City of Regensburg (UNESCO), Germany
11.00	Conserving the Authenticity as Paradigm of Circular Models for Adaptive Built Heritage Reuse MARCO ACRI, Coordinator ETCAEH Programme University of Nova Gorica, Slovenia-Italy
11.20	Création de la Marque Ville Impériale, outil de développement culturel et patrimonial en matière de tourisme PHILIPPE TROTIN, Deputy Mayor, Rueil-Malmaison, France The Challenges of Mediterranean Historic Cities and Opportunities for Cooperation - MedCities
11.30	ORIOL BARBA SUÑOL, MedCities, AMB Barcelona, Spain
11.40	COFFEE BREAK / PRESS (closed)
12.00	Bursa World Heritage Site: Expectations from Cultural Tourism NESLIHAN DOSTOĞLU, Dean Faculty of Architecture, Istanbul Kultur University, Istanbul, Turkey
12.20	New tools for Assessment for Fortified Towns: A Case Study, the South East Region and its Sister Cities – A Geo-Spatial Approach MALCOLM BORG, Advisor, UN Global Compact Cities, Regional Liaison: Australia SAVIOUR FORMOSA, Faculty for Social Wellbeing, University of Malta
12:40	A la découverte des grandes questions de notre héritage intellectuel avec Ruder Boskovic FRANCIS BRASSARD, Associate Dean General Education, RIT Croatia, Dubrovnik, Croatia
13.00	Considerations on Sea Level Rise and the Future of our Old Coastal Cities CHRISTIANO LEPRATTI, Polytechnic University of Genoa, Italy
13.20	PANEL DISCUSSION, Q & A
13.40-14.30	BUFFET LUNCH
SESSION II	SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE CHAIR: ELIZABETH LAWLEY PANEL: JELKA TEPSIC, ANITA MARTINČEVIĆ, FRANCIS BRASSARD, IDA SIMONELLA
14.30	Respect the City: Challenges & Digital Solutions JELKA TEPSIC, Deputy Mayor, City of Dubrovnik, Croatia
14.50	Game Design & Tourism: Conceptual Overlaps and Collaborative Opportunities ELIZABETH LAWLEY, Lecturer, RIT New York, USA
15.10	Integrating energy management of buildings and distribution grids – the 3Smart project ANITA MARTINČEVIĆ, Faculty of Electrical Engineering & Computing, University of Zagreb, Croatia
15.30	F.A.I.C. e le Politiche Turistiche IDA SIMONELLA, Councillor, F.A.I.C. – Forum of Adriatic and Ionian Cities, Ancona, Italy
15.50-16.15	PANEL DISCUSSION, Q & A END OF DAY 1
17.30 20.00	Bus: Guided tour of Old Town, free time Social Dinner, Hotel Pucic Palace, Old Town DRESS CODE: Smart Casual

# DAY 2 - Wednesday, 11<sup>th</sup> April 2018

## 9.00am – 16.30pm

8 - 9:00	REGISTRATION
SESSION III	SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE CHAIR: MALCOLM BORG PANEL: NICOLAIE MOLDOVAN, IULIAN VISANU, RUDOLF ZUNKE, SENADA DEMIROVIĆ HABIBIJA, DOBRILA VLAHOVIĆ, ALEXEY MIKHAYLOV, GERARD DUCLOS, LIRJETE AVDIU-VEJSA
9.00	Conservation, Restoration, Functional Reconversion and Valorisation of the Largest Fortress in Romania – Alba Iulia NICOLAIE MOLDOVAN, City Manager Alba Iulia, Romania (ALZIAR)
9.20	Restoration Techniques at the Potlogi Palace and the Royal Court, Targoviste Municipality, Dambovia County – A Comparative Study IULIAN VISANU, Chief Architect, Dambovita County Council, Romania (ALZIAR)
9.40	Le rôle du patrimoine dans la revitalisation des économies des territoires ruraux, l'exemple de Lectoure GERARD DUCLOS, Mayor of Lectoure Sites & Cites remarquables de France, Bordeaux
10.00	UNESCO World Heritage Site "Historic Centre of Vienna": In the tension between preservation and development. On the brink of deletions RUDOLF ZUNKE, Coordinator UNESCO WHS "Historic Centre of Vienna", Austria
10.20	Platform for Architecture, Heritage, Dialogue and Art: Case Study Mostar SENADA DEMIROVIĆ HABIBIJA, Architect Mostar, Bosnia & Herzegovina
10.40	Bamberg: Community Development and Tourism within the Framework of the Market Gardner's District DIANA BÜTTNER, Project Manager, UNESCO City of Bamberg, Germany
11.00	COFFEE BREAK
11.20	Ancient Necropolis in Budva (Hellenistic and Roman): System of Protection and Potential for Cultural and Tourist Valorization DOBRILA VLAHOVIĆ, Conservator-restorer, Ministry of Culture, Montenegro LUCIJA DJURASKOVIĆ, Art Historian, PI Museums & Galleries of Budva DUŠAN MEDIN, Archaeologist, PI Museums & Galleries of Budva
11.40	Historic Center of St. Petersburg and Related Groups of Monuments, Protection and Management ALEXEY MIKHAYLOV, Deputy Chairman VICTORIA PUSHKINA, Head of Sector Government of St. Petersburg, Russia
12:00	The Civic Tarraco Project: Citizen Participation in Tarragona BEGONA FLORIA ESEBERRI, Deputy Mayor, Tarragona City Council Prof. GUSTAVO CUADRADO MOYA Rovira i Virgili University, Tarragona, Spain
12.20	Old City Ulqin – The Analysis of Developments since the mid-20 <sup>th</sup> Century: An Ancillary Approach to Retrieve the Authenticity LIRJETE AVDIU-VEJSA, Architect.Design, Albanian-American Cultural Foundation, AACF – New York, USA
12.40	PANEL DISCUSSION, Q & A
13.00-14.00	BUFFET LUNCH
SESSION IV	SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE CHAIR: PANEL: DIANA BÜTTNER, MATTHIAS RIPP, IVA CAREVIĆ-PEKOVIĆ GORANA BARIŠIĆ BAČELIĆ, ANTE MEKINIĆ, ZORAN MIHANOVIĆ
14.00	Lazareti – the Creative Quarter of Dubrovnik IVA CAREVIĆ-PEKOVIĆ, Director Institute for the Restoration of Dubrovnik, Dubrovnik, Croatia
14.20	Sustainable Management of Fortification Heritage in Šibenik GORANA BARIŠIĆ BAČELIĆ, Director Šibenik Fortress of Culture, Šibenik, Croatia
14.40	EX.PO AUS – The Extension of Potentiality of Adriatic Unesco Sites BISERKA SIMATOVIĆ, Project Manager, City of Dubrovnik, Croatia
15.00	Poljica – from an Ancient Republic to a Tourist Destination ANTE MEKINIĆ, President Prof. Dr. ZORAN MIHANOVIĆ, Vice President NGO Poljica Alliance
15.30	PANEL DISCUSSION, Q & A
16.00	OPEN DEBATE CERTIFICATE AWARD CEREMONY CLOSING REMARKS DEPARTURE OF DELEGATES

# IN COOPERATION WITH



2018 European Year of Cultural Heritage



Europa Nostra



EU Strategy for the Adriatic and Ionian Region EUSAIR



Forum of Adriatic and Ionian Cities



Organization of World Heritage Cities



MedCities



European Federation of Fortified Sites



South East Regional Committee, Malta



UN Global Compact



Romanian Association of Historical and Art Towns and Regions



University of Zagreb, Faculty of Electrical Engineering and Computing, Croatia



Interreg Danube Transnational Programme, 3Smart



City of Regensburg, Germany



Zentrum Welterbe Bamberg, Germany



City of Mostar, Bosnia and Herzegovina



Budva Museums and Galleries, Montenegro



Municipality of Kotor, Montenegro



Bursa Site Management Unit, Turkey



Tarragona



Tarragona Smart Mediterranean City, Spain



City of Vienna, Austria



City of St.Petersburg, Russia



Rochester Institute of Technology, Croatia



Office de tourisme Rueil Malmaison, France



Ville de Rueil Malmaison, France



Ville Imperiale, France



Institute for the restoration of Dubrovnik, Croatia



Europe for Citizens, Croatia



Vlada Republike Hrvatske Ured za Udruge



Politecnico university of Genova



Lectoure



City of Šibenik



Albanian-American Cultural Foundation