

EU STRATEGY FOR THE DANUBE REGION PRIORITY AREA 3 “CULTURE, TOURISM AND PEOPLE TO PEOPLE CONTACTS”

Workshop on promotion of sustainable socio-cultural tourism via cultural routes and cycling routes

Tuesday, October 12, 09:30 AM – 13:30 PM (CET time)

Online via Webex (a link will be provided prior to the meeting)

Objectives:

- The workshop will provide room for sharing ideas and best practices on how cultural and cycling routes could be better used to bring people and places together through cultural tourism experiences
- Participants will discuss ways to uphold the implementation of high quality cultural and cycling routes by providing actual examples of putting into place routes that meet the certification standards
- Participants will also have the opportunity to present examples of turning cycle holidays in the EUSDR in a more attractive type of tourism

Agenda (CET time):

09.30 – 10.00	Registration and technical preparation (connection tests, etc.)
10.00 – 10.10	Welcome remarks and introduction by the Ministry of Development, Public Works and Administration, Romania
10:10 – 11:30	Section 1 – The role of cultural routes in promoting heritage and cultural diversity <i>Main features and the certification of the Council of Europe cultural routes</i> <i>Available fund resources for cultural routes</i> <i>Best practices</i> Stefano Dominioni , Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes Carolina Clark , Project Manager European Institute of Cultural Routes Gordana Plamennac , Danube Competence Center – “Beyond Cycling” - linking cultural and cycling routes Ionut Maftai , BIKE IN TIME – „Increase the value of cultural routes by adding cycling as an extra activity - good practices in Romania” Martina Janochova , Project Manager, European Cultural Route of Saints Cyril and Methodius, IALE – Cycling trails as an opportunity for the Cyril and Methodius Route’s development

Prof. Dr. **Slavia Barlieva**, Deputy Director of the Cyrillo-Methodian Research Center at the Bulgarian Academy of Sciences-“Cultural Route of Saints Cyril and Methodius in Europe and beyond”.

Q&A

11:30 – 11:50

Coffee break

11:50 – 13:20

Section 2 – Mainstreaming cycling tourism across the EUSDR

Certification of cycling routes

Available fund resources for cycling routes

Examples of projects/best practices

Ed Lancaster, European Cyclism Federation – How to develop successful cycling tourism destinations

Kiril Kaloyanov, Bulgarian association of alternative tourism

Alina Niculescu, INCDT (Romania) – Danube Cycle Plans Project

Slađana Lazarević, UNDP office in Podgorica – Feasibility study for the development of Eurovelo 8 Route through Montenegro

Jovan Erakovic, Cicklonaut- Establishing Eurovelo Network in Serbia – Challenges and success

Fotis Vlachos, Hellenic Ministry of Culture & Sports , EUSAIR practice: Cycling-Cultural Routes, Greek example

Q&A

13:20 – 13:30

Conclusions

