

EUROPEAN TRAVEL COMMISSION (ETC) AND WORLD TOURISM ORGANISATION (UNWTO) JOINT INTERNATIONAL SEMINAR ON TRANSNATIONAL TOURISM THEMES AND ROUTES

In recent years, the development of tourism themes and routes has gained prominence with the key aim of bundling services and attractions under a unifying subject and for promotion purposes. These themes bridge the gap between a destination's tangible and intangible features and are designed to appeal to specific visitor segments interested in gathering unique experiences on topics such as culture, history, heritage, nature, sports, gastronomy, religion or health.

The joint international seminar is the exceptional occasion to officially launch the brand new ETC-UNWTO Handbook on Marketing Transnational Tourism Themes & Routes, which seeks to encourage collaborative marketing by the world's tourism authorities, by highlighting examples, demonstrating best practice, identifying opportunities, mapping out strategies and providing practical guidance. It is intended as a resource for tourism managers and destination organisations interested in developing transnational tourism partnerships, frameworks and products.

THURSDAY, 16 NOVEMBER 2017 DAY 1

08:00 - 09:00 CONFERENCE REGISTRATION

09:00 - 09:30 WELCOME AND OPENING SESSION

- **Peter de Wilde** - President European Travel Commission (ETC)
- **Zhu Shanzhong** - Executive Director World Tourism Organisation (UNWTO)
- TourSpain
- **María Nava Castro Domínguez** - Secretary General Turismo de Galicia

09:30 - 10:15 KEYNOTE SPEECH I

PRESENTATION OF THE HANDBOOK I
Global overview of themed tourism and routes.

- **David-Ward-Perkins** - TEAM Tourism

10:15 - 10:30 NETWORK COFFEE BREAK

10:30 - 12:00 PANEL OF EXPERTS I

MAKING THEMED-BASED TOURISM TRANSNATIONAL
This session will count with experts in transnational tourism and will discuss challenges and opportunities and perspectives to transnational development, e.g. restrictions, pressures and regulations, keys to success, etc.

- **Alla Peresolova** - UNWTO Silk Road
- **Tim Fairhurst** - ETOA
- **Danko Cosic** - Danube Competence Center
- **Jordi Tresserras** - IBERTUR
- **Jacques Mattei** - European Federation of Napoleonic Cities

12:00 - 12:45 KEYNOTE SPEECH II

FOSTERING TRANSNATIONAL COOPERATION THROUGH
TOURISM THEMES AND ROUTES

- **Peter DeBrine** - UNESCO
- **Iлона Lelonek Husting** - European Commission

12:45 - 14:00 LUNCH BREAK

14:00 - 16:00 EXCHANGE OF BEST-PRACTICE

This session provides an exceptional platform for exchange of best practice and will illustrate the different approaches taken by managers of transnational tourism themes and products.

16:00 - 16:15 COFFEE BREAK

16:15 - 17:00 PRESENTATION OF THE HANDBOOK II

DEVELOPING TRANSNATIONAL THEMED ROUTES
STEP-BY-STEP "PRACTICAL GUIDE"
An interactive session that moves from general principles to focus on the practical implementation through the marketing process stage by stage.

- **David-Ward-Perkins** - TEAM Tourism

17:00 MEETING ENDS

19:00 DINNER (For delegates only)

FRIDAY, 17 NOVEMBER 2017 DAY 2

09:30 - 09:40 WELCOME SPEECH

Alberto Núñez Feijóo - President Xunta de Galicia

09:40 - 10:30 KEYNOTE SPEECH III

FOSTERING TRANSNATIONAL COOPERATION THROUGH
TOURISM THEMES AND ROUTES

- **Ana-Claudia Tapardel** - European Parliament
- **Eleonora Berti** - European Institute of Cultural Routes

10:30 - 11:30 WORKSHOP PART I

During this session participants will work in groups to discuss collaborative cases for the development of potential tourism routes and themed-based initiatives.

11:30 - 11:45 NETWORK COFFEE-BREAK

11:45 - 13:00 WORKSHOP PART I Continuation

13:00 - 14:30 LUNCH BREAK

14:30 - 15:30 WORKSHOP CONCLUSIONS

15:30 - 16:00 CLOSING REMARKS

- European Travel Commission (ETC)
- World Tourism Organisation (UNWTO)
- Host

16:00 MEETING ENDS

19:00 DINNER (For delegates only)

SATURDAY, 18 NOVEMBER 2017 DAY 3

09:00 - 13:00 DISCOVERING SANTIAGO



EUROPEAN
TRAVEL
COMMISSION



XUNTA
DE GALICIA

TURESPAÑA

