



Preliminary Programme

Sustainable Tourism Development in the Danube Region: New Perspectives

Belgrade, Serbia, 29 June – 30 June 2017

The Conference on Sustainable Tourism Development in the Danube Region: New Perspectives which is taking place in the framework of the International Danube Day is organized by the Ministry of Trade, Tourism and Telecommunications of Serbia, in collaboration with the World Tourism Organization (UNWTO) and Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH in the name of German Development Cooperation.

The aim of the Conference is to lay the policy and strategic groundwork for the development of joint sustainable tourism products and marketing platforms in the Danube Region and beyond.

The participants of the Conference will have chance to discuss joint policies and strategies which could be used in laying the framework for sustainable tourism development, investment and promotion in the Danube Region and beyond. They would have opportunity to address key issues such as skills development, sustainability, transnational cooperation and innovation, with the aim to identify flagship projects for transnational cooperation in the Danube Region and beyond.

Considering the United Nations' (UN) designation of the 2017 as *The International Year of Sustainable Tourism for Development 2017*, this is an appropriate momentum to perceive the current situation in tourism, to share experiences and ideas regarding the advantage of a rapidly evolving tourism sector, gearing to a joint agreement on main priorities.

The Conference on Sustainable Tourism Development in the Danube Region: New perspectives, will gather tourism policymakers and decision-makers, as well as other public and private sector stakeholders from the Danube Region and beyond.



Venue:

Hyatt Regency Belgrade Hotel

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Thursday, 29 June 2017 – Hyatt Regency Belgrade Hotel

08:30 – 09:45 Technical meeting (invitation only)

- Representatives of the EU Parliament and Parliamentary Committees (national, regional) in charge for tourism
- Representatives of EU and other key institutions (ETC, RCC, etc)

***SUSTAINABLE TOURISM DEVELOPMENT IN THE DANUBE REGION
NEW PERSPECTIVES***

09:00 – 10:00 Registration of participants

10:00 – 11:00 **Opening Ceremony**

- Mr. Rasim Ljajić, Deputy Prime Minister and Minister of Trade, Tourism and Telecommunications of the Republic of Serbia
- Ms. Corina Crețu, Commissioner for Regional Policy, European Commission (TBC)
- Mr. Axel Dittmann, Ambassador of the Federal Republic of Germany to the Republic of Serbia, (on behalf of German Development Cooperation) (TBC)
- Ms. Karla Hershey, UN Resident Coordinator & UNDP Resident Representative in the Republic of Serbia
- Mr. Taleb Rifai, Secretary-General, UNWTO

11:00 – 13:00 **High Level panel**

The High Level panel will explore the necessary strategic policy and a business-environment required for enhanced transnational collaboration in the Danube Region and beyond with a view to encouraging sustainable tourism development and enhanced tourism promotion and positioning. In this regard, participants will discuss at how to address some of the key challenges in the Danube tourism sector, including, but not limited to, a fragmented sector, governance mechanisms, measurement and evidence, and investment attraction.

Moderator: Mr. Dirk Glaesser, Director, Sustainable Development of Tourism programme, UNWTO



Participants:

- Mr. Rasim Ljajić, Deputy Prime Minister and Minister of Trade, Tourism and Telecommunications of the Republic of Serbia
- Ms. Nikolina Angelkova, Minister of Tourism of the Republic of Bulgaria
- Mr. Mirko Šarović, Minister of Foreign Trade and Economic Relations of Bosnia and Herzegovina
- Mr. Pavle Radulović, Minister of Sustainable Development and Tourism of the Republic of Montenegro
- Mr. Mircea-Titus Dobre, Minister of Tourism of Romania
- Mr. Zdravko Počivalšek, Minister of Economic Development and Technology of the Republic of Slovenia
- Mr. Stanislav Rusu, General Director, Tourism Agency of the Republic of Moldova
- Ms. Ivana Magatova, Deputy Minister, Ministry of Transport and Construction of the Slovak Republic
- Prof. Slobodan Unković, PhD, Deputy President of the National Council for Tourism Development, Republic of Serbia

Reading of the Joint Statement on Sustainable Tourism in the Danube Region

13:00 Media statements

13:00 – 14:30 Lunch break

14:30 – 16:00 Panel Session: *Investing in People: Bridging the Skills Gap*

The panel will address the ways how the tourism industry, government and academia will work together to ensure that future tourism employees are given holistic, industry-centric educational experience, specifically tailored to fit the industry's requirement. Also, what is necessary for improvement of both the reality and the perception of tourism-related jobs?

Moderator: Dr. Edit Szivas, UNWTO.Themis Foundation



- Mr. Christian de Barrin, CEO, HOTREC
- Ms. Elena Miteva, Senior Economist, New Approaches to Economic Challenges, OECD
- Mr. Robert Gasser, General Manager, Marriot Belgrade
- Dr. Georgi Genov, Director, HORES

16:00 – 16:30 Signing Ceremony-Private Sector Commitment to the Global Code of Ethics

18:30 Meet in the Hotel lobby for departure to the Gala Dinner at the **Royal Palace, Belgrade** (by invitation only)

19:00 – 19:30 Guided tour of the Royal Palace

Group photo

19:30 - 22:00 Gala Dinner (by invitation only)

Friday, 30 June 2017 – Hyatt Regency Belgrade Hotel – Cruising Boat

07:30 Meet in the Hotel lobby for departure to *Hands-on experience sessions* (bus transfer)

10:00 – 10:30 Visit to the archeological site *The Golubac Fortress*

10:30 Boarding the cruising boat

11:00 – 12:30 Panel Session: ***Development and Promotion of Danube Transnational Tourism products***

With the great cultural and natural diversified offer in the Danube Region, transnational tourism products present great potential for enhancing the attractiveness, competitiveness and sustainability of tourism in the area. This session will explore some key transnational product opportunities, as well as the conditions (institutional, financial, legal, etc.) required to realize their full potential. It will also consider how the transnational products can contribute to



the marketing and promotion of the Danube Region and beyond to regional and long-haul markets.

Moderator: Ms. Gordana Plamenac, Chair of the Board of Directors,
Danube Competence Center

- Mr. Eduardo Santander, Executive Director, European Travel Commission
- Mr. José Manuel Fröhling, Consultant, GIZ, Group Private Sector Cooperation / Section “Tourism for sustainable development” Division Economic and Social Development
- Mr. Oliver Fodor, Chief Advisor, Hungarian Tourism Agency
- Mr. Tom Buncle, Managing Director, Yellow Railroad
- Mr. Ljubiša Nešovanović, Director, Robinson Travel

12:30 – 14:15 Lunch

14:30 – 15:50 Panel Session: ***Bringing Heritage to Life through the Creative Industries***

Cultural tourism plays a leading role in creating new socioeconomic opportunities for tourism development at local, regional and national level. The Sustainable Development Goals (SDGs) include two targets (8.9 and 12.b) calling for tourism to create jobs that promote local culture and products. The participants will look for the way how linkages between tourism and creative industries, such as science, technology and the arts represent an opportunity for creating new and innovative forms of cultural tourism experiences. It will discuss what policies and actions are required to develop supply chains linking producers, consumers and places which fully exploit the added value potential of the creative industries.

Moderator: Mr. Michael R. Werner, PhD, Department of Art and Art History,
The University at Albany, State University of New York

- Mr. Eric Phillipart, Deputy Head of Unit, "Tourism and Cultural. Instruments" Unit, DG GROW, European Commission (TBC)



- Mr. Peter DeBrine, Senior Project Officer, UNESCO World Heritage Centre (TBC)
- Ms. Elizabeth Lee, Vice President, CyArk
- Mr. Bora Dimitrijević, archeologist, former director of UNESCO site Felix Romuliana

15:50 – 16:00 Closing remarks – Zoltan Somogyi, Executive Director, UNWTO

16:00 Disembark in Donji Milanovac

16:15 – 17:00 Visit to *the Archeological Site Lepenski Vir*

17.00 Departure for Belgrade

19:30 Estimated time of arrival

Transfer to the airport / Free time. Overnight.
