

PROGRAMME
EUROPEAN MEETING FOR IMPROVEMENT
OF TOURISM AND VISITOR MANAGEMENT SKILLS
 Bardejov - Bardejov Spa, Slovakia, 23-26 March 2010

23rd March (day 1)

16.00 – 19.00	Registration
20.00	Dinner

24th March (day 2)

07.30	Breakfast
08.30 - 09.00	Registration
09.30 - 10.00	Official opening, welcome speeches, meeting with the Mayor of Bardejov
10.00 - 13.00	Overview of the tourism and visitor management of the World Heritage sites (WHS), management strategies for WHS
10.00 - 10.40	Hervé Barré (UNESCO, Paris, France) Tourism at World Heritage sites: challenges and proposals
10.40 - 11.20	Giora Solar (ICOMOS, Israel) The contribution of management planning to improvements in tourism planning approach
11.20 - 11.40	Coffee Break
11.30	Press Conference
11.40 - 12.10	Gábor Soós (Hungarian World Heritage Commission, National Office of Cultural Heritage, Hungary) The World Heritage Convention and the challenge of tourism with special regard to cultural landscapes
12.10 - 12.40	Václav Váňa (NPU Praha - National Monuments Office, Czech Republic) World Heritage in Czech Republic – Pros and cons of contemporary tourism
12.40 - 13.00	Discussion
13.00 - 14.00	Lunch
14.00 - 16.30	Preservation of the authenticity and integrity of WHS through the advanced tourism and visitor management skills, the role of the site managers and the goals of enhancing the state of conservation together with the sustainable development <i>Participants' presentations – 1st part</i>
14.00 - 14.10	Darina Eliášová (EU Bratislava, SR) Visitors – conservation of sites, preservation of the mass tourism destinations
14.10 - 14.20	Leena Grönroos (University HAAGA-HELIA, Helsinki, Finland) World heritage brand management work and tools for visitor management – a part of world heritage management plan for Suomenlinna Sea Fortress in Helsinki. A joint project of Governing body of Suomenlinna and HAAGA-HELIA University of Applied Sciences
14.20 - 14.30	Vadzim Matsevasian (The State Museum of the History of Theatrical and Musical Culture of Belarus) The problem of museum assimilation and inclusion sites of historic-cultural heritage in the sphere of cultural tourism in Belarus on the examples of Mir and Nesvizh castles of Radziwill's family
14.30 - 14.50	Antónia Jacková, Peter Odler, Juraj Gembický (KPÚ Prešov, KPÚ Košice, SR) Tourism at WHS Levoča, Spišský hrad and the Associated Cultural Monuments

14.50 - 15.00	Mária Novotná (Museum of Spiš in Levoča, SR) Conception of tourism development at Spišský hrad (Spiš Castle)
15.00 - 15.10	Daniela Mihai (National Institute of Heritage, Romania) Cultural tourism in WHS - a continuous challenge
15.10 - 15.20	Jitka Vičková (NPÚ Praha, Czech Republic) The conservation and management of world heritage properties confronting with tourism in the Czech Republic (Differences among properties)
15.20 - 15.30	Tarik Jazvin (Commission to Preserve National Monuments, Bosna and Herzegovina) Presentation of the Mehmed Pasha Sokolovic Bridge in Visegrad, inscribed on the UNESCO World Heritage List
15.30 - 15.40	Juraj Litomerický (EU Bratislava, SR) Possibilities of cooperation and solidarity for the sake of the development of tourism at cultural heritage sites
15.40 - 15.50	Péter Hansághy (Benedictine Archabbey of Pannonhalma, Hungary) Challenges of Tourism Management at WHS of Pannonhalma
15.50 - 16.00	Janka Ličková (KPÚ Prešov, SR) WHS Bardejov Town Conservation Reserve and the Jewish Suburbia
16.00 - 16.10	Discussion
16.30 - 19.30	Excursion to the selected monuments of WHS Bardejov Town Conservation Reserve
16.30 - 17.30	Jewish Suburbia (Great Synagogue, Beth Hamidrash and Mikve), North-East part of the town's fortification, Radničné Square
17.30 - 18.10	Radničné Square and the Town Hall
18.10 - 19.30	Basilica of St. Aegidius, Organ Concert
20.00 - 22.00	Reception of Bardejov Town

25th March (day 3)

07.30	Breakfast
09.00 - 11.00	Tourism and visitors management of cultural landscapes sites, conservation and sustainable tourism at WHS and factors affecting the property
09.00 - 09.40	Katri Lisitzin (ICCROM, Sweden) Tourism and local society involvement with case studies from some WH sites
09.40 - 10.20	Carla Maurano (Italian Institute for Tourism, Coordinator of the ICOMOS S.C. on tourism, Italy) Sustainable tourism in World Heritage Cultural Landscapes: Tangible and intangible heritage, economic development of local communities and needs of conservation
10.20 - 11.00	Wolfgang Koellisch (ICOMOS, Germany) Development projects of sustainable WHS tourism on case studies of Nepal and Jordan
11.00 - 11.15	Kristína Markušová (KPÚ Košice SR) Alternative forms of WHS presentation
11.15 - 11.30	Coffee Break
11.30 - 12.30	Participants' presentations – 2nd part
11.30 - 11.40	Eva Kráľová (FA STU Bratislava, SR) Position and tasks of the local community in the system of tourism development and WHS management
11.40 - 11.50	Michael Schimek (Arbeitskreis Wachau, Austria) Recent initiatives for a more sustainable tourism in the World Heritage landscape Wachau, Austria

11.50 - 12.00	Michal Čuridlo (Historické hotely Slovenska, SR) Historic Hotels – Vision and Goals of the Association
12.00 - 12.10	Miloš Dudáš (KPÚ Žilina, SR) Possibilities and limits of the presentation of wooden churches in Slovakia
12.10 - 12.20	Peter Vološčuk (KPÚ Prešov, SR) WHS Wooden Churches of the Slovak Part of the Carpathian Mountain Area – Churches in the Prešov Region
12.20 - 12.40	Discussion
12.40 - 13.40	Lunch
14.00 - 20.00	Excursion to WHS Wooden Churches of the Slovak Part of the Carpathian Mountain Area – Ladomirová, Bodružal and Hervartov (guiding M. Dudáš and P. Vološčuk) and discussion with members of the site's management group
14.15 - 15.00	Ladomirová - Church of St. Michael the Archangel
15.15 - 16.00	Bodružal - Church of St. Nicholas
16.45 - 17.15	Hervartov - Discussion with members of the site's management group
17.15 - 18.00	Hervartov - Church of St. Francis of Assisi
20.00	Dinner

26th March (day 4)

07.30	Breakfast
09.00 - 13.00	Tourism and visitors management of archaeological sites and natural sites tourism and visitor management, trans-boundary sites, boundaries and buffer zones, education, information and awareness building
09.00 - 09.40	Jukka Jokilehto (ICCROM, Rome, Italy) Conservation and management of archaeological sites with special regard to MP of tourism
09.40 - 10.20	Peter Henrich (Deutsche Limeskommission, Germany) The management of the transnational UNESCO WHS Upper-German Raitian Limes
10.20 - 11.00	Kerstin Manz Experience of best practices in tourism management at WHS in Europe
11.00 - 11.20	Coffee Break
11.20 - 11.40	Ivan Vološčuk (IUCN Slovakia) Landscape-ecological optimisation of tourism activities in the Slovak - Ukrainian transboundary WHS Primeval Beech Forest of the Carpathians
11.40 - 12.00	Ivan Vološčuk (IUCN Slovakia) Sustainable tourism in the Slovak - Hungarian transboundary WHS Caves of Aggtelek Karst and Slovak Karst
12.00 - 13.00	Participants' presentations – 3rd part
12.00 - 12.10	Agnes Bechtold (KÖH Budapest, Hungary) Tourism facilities of the Danube Limes in Hungary
12.10 - 12.20	Jana Martinčič (Park Škocjanske jame, Slovenia) The Skocjan Caves Regional Park
12.20 - 12.30	Ylli Cerova (Butrint National Park, Albania) Butrint National Park, WHS in the South of Albania
12.30 - 12.40	Zuzana Liptayová (KPÚ Žilina, SR) WHS Vikolíneč
12.40 - 13.00	Discussion

13.00 - 14.00	Lunch
14.00 - 15.50	<i>Participants' presentations – 3rd part - continuation</i>
14.00 - 14.10	Zsuzsanna Sztrémi (Hollókő Foundation, Hungary) Tourism facilities of WHS Old Village of Hollókő and its Surroundings
14.10 - 14.20	Alisa Marjanovič (Commission to Preserve National Monuments, Bosnia and Herzegovina) Presentation of the Old Bridge Area of the Old City of Mostar, inscribed on the UNESCO World Heritage List
14.20 - 14.40	Andrea Gregová, Ľubomír Farkaš (KPÚ Banská Bystrica, SR) Banská Štiavnica and Hronek – the oldest and the youngest Slovak inscription on the World Heritage List
14.40 - 14.50	Ľubica Paučulová (Banská Štiavnica, SR) Management plan of WHS Historic Town of Banská Štiavnica and the Technical Monuments in its Vicinity – Experience from the preparation of the management plan and cooperation with the site's tourism management
14.50 - 15.00	Mirzah Foco (Commission to Preserve National Monuments, Bosnia and Herzegovina) Presentation of the historical ensemble of the City of Jajce, inscribed on the UNESCO World Heritage List
15.00 - 15.10	Peter Szakács (Cella Septichora Visitor Center, Hungary) World Heritage of Pécs
15.10 - 15.30	Valiantsina Siarheyeva, Aksana Khmara (National Park Belovezhskaya Pushcha, Belarus) Tourism in Belovezhskaya Pushcha
15.30 - 15.40	Daniela Barchańska-Borek (Wieliczka Salt Mine, Poland) Wieliczka Salt Mine - an example of post-industrial utilization of a mining object - methods of protection and providing access
15.40 - 15.50	Vlastislav Ouroda (NPÚ České Budějovice, Czech Republic) The values of the surrounding cultural monuments as tools for the sustainable tourism in the WHS (Presentation of several localities near of Český Krumlov)
15.50 - 16.20	Discussion
16.20 - 16.40	Coffee Break
16.40 - 18.00	Conclusions and recommendations
	Conclusions and recommended actions towards sub-regional action plan
19.00 - 22.00	Diploma awarding Farewell dinner

27th March (day 5)

07.30	Departure after breakfast
-------	---------------------------