

## EUROPEAN TRAVEL COMMISSION (ETC) AND WORLD TOURISM ORGANIZATION (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. This two-day seminar is the exceptional occasion to officially launch the brand new ETC-UNWTO Handbook on Marketing Transnational Tourism Themes & Routes. This event will provide insights into the development, management and promotion of transnational tourism themes and routes in Europe and worldwide as well as practical guidance for DMOs, NTOs and NTAs on how to market and promote destinations through transnational thematic tourism experiences and products. The seminar will also serve as an excellent platform for exchange of best-practices showcasing the different approaches taken by different destinations.

### THURSDAY, 16 NOVEMBER 2017

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 Organization (UNWTO)
- **María Nava Castro Domínguez** - Secretary General Turismo de Galicia

09:30 - 10:15

#### KEYNOTE SESSION 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

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 Peressolova** - 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 SESSION II

FOSTERING TRANSNATIONAL COOPERATION THROUGH  
TOURISM THEMES AND ROUTES

- **Peter DeBrine** - UNESCO
- **Ilona 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.

- **Xacobeo** - Camino de Santiago
- **EuroVelo** - Developing successful transnational cycle tourism routes
- **Ireland** - Wild Atlantic Way
- **Issa Torres** - Developing themed routes in Latin America: the case of Camino Real

16:00 - 16:15 NETWORK COFFEE BREAK

16:15 - 17:00

#### KEYNOTE SESSION III

PRESENTATION OF THE HANDBOOK II  
Developing transnational themed routes step-by-step "Practical Guide"

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

17:00

#### MEETING ENDS

19:00 WELCOME DINNER (*For delegates only*)

**FRIDAY, 17 NOVEMBER 2017  
DAY 2**

**09:30 - 09:40**

**WELCOME SPEECH**

- **María Nava Castro Domínguez** - Secretary General Turismo de Galicia

**09:40 - 10:30**

**KEYNOTE SESSION IV**

FOSTERING TRANSNATIONAL COOPERATION THROUGH TOURISM THEMES AND ROUTES

- **Ana-Claudia Țapardel** - European Parliament (video conference)
- **Eleonora Berti** - Council of Europe, European Institute of Cultural Routes
- **Francisco Millán Mon** - European Parliament

**10:30 - 11:30**

**WORKSHOP**

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**

Continuation

**13:00 - 14:00 LUNCH BREAK**

**14:00 - 15:30**

**WORKSHOP CONCLUSIONS**

**15:30 - 16:00**

**CLOSING REMARKS**

- **Alberto Núñez Feijóo** - President Xunta de Galicia

**16:00**

**MEETING ENDS**

Transfers from the hotel to airport at 16:30

**19:00 DINNER** (*For delegates only*)

**SATURDAY, 18 NOVEMBER 2017  
DAY 3**

**09:00 - 13:00 TOUR SANTIAGO DE COMPOSTELA**

Transfers from the hotel to airport at 16:00

**EUROPEAN  
TRAVEL  
COMMISSION**

