

## International Conference

### *Tourism valorization of the First World War and other cultural heritage*

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**Hotel Capitol, Calea Victoriei 29, sector 1, Bucharest  
27<sup>th</sup> November 2017**

**Moderatori: Roxana Aștefănoaiei, INCDT  
Cristi Frenț, INCDT**

- 8.30–9.00**      **Registration & Coffee**
- 9.00–9.20**      **Welcome Speeches**
- Mr. Victor Timotin (National Institute of Research and Development in Tourism, Romania)*
- Mr. Cezar Batog (Ministry of Culture and National Identity – Centenary Department)*
- 9.20–9.45**      **Presentation of NETWORLD Project**
- Ms. Vesna Kozar (Soča Valley Development Center, Slovenia) & Maša Klavora (The Walk of Peace in the Soča Region Foundation, Slovenia)*
- 9.45–10.05**      **Operational plan for the marketing of cultural tourism in Slovenia 2018 - 2020**
- Mrs. Petra Čad (Slovenian Tourism Board, Slovenia)*
- 10.05–10.25**      **Presentation of the Walk of Peace as a good example of First World War heritage protection and promotion under common brand**
- Ms. Maša Klavora and Mr. Tadej Koren (The Walk of Peace in the Soča Region Foundation, Slovenia)*
- 10.25–10.45**      **The First World War tourism in Friuli Venezia Giulia (Italy): an experience through history, culture and nature**
- Mr. Nicola Revelant (PromoTurismoFVG, Italy)*
- 10.45–11.05**      **The Charter for Sustainable Cultural Tourism and the European Year of Cultural Heritage 2018**
- Mr. Emmanouil Vougioukas (European Cultural Tourism Network, Belgium)*
- 11.05–11.30**      **Coffee Break**

- 11.30–11.50**      **The establishment of the Bulgarian sector in Propatria – Bucharest**  
*Mr. Radoslav Simeonov (Ministry of Defense, Bulgaria)*
- 11.50–12.10**      **World War One – Memory sites**  
*Mr. Virgil Nițulescu (Ministry of Culture and National Identity, Romania)*
- 12.10–12.30**      **Cultural management in Romania**  
*Ms. Carmen Croitoru (Ministry of Culture and National Identity, Romania)*
- 12.30–12.50**      **Romanians' prospects on cultural tourism. Case studies on monuments related to World War One. Case studies Cultural Heritage in Romania and European Cultural Routes**  
*Mr. Octavian Arsene (Ministry of Tourism, Romania)*
- 13.00–14.00**      **Lunch (Hotel Capitol)**
- 14.00–14.20**      **Project presentation “Mărăști battlefield. 1917”**  
*Ms. Raluca Iosipescu, Mr. Sergiu Iosipescu (National Heritage Institute, Romania)*
- 14.20–14.40**      **Project presentation “From the Great War to the Great Union”**  
*Ms. Oana Marinache (Art History Association, Romania)*
- 14.40–15.15**      **Questions / Discussion and Conclusions**
- 15.15–16.00**      **Coffee break**

*The event will be held in English.*

