**Smart Tour**ism - Smart Destinations:

**Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity**

**Venue: Ibis Styles Heraklion Central**

**1st Thematic Workshop – Part A**

**21 May 2025, 15:00 – 17:30**

**Transition Pathway for Tourism Topic 5:**

**Collaborative governance of tourist destinations**

15:00 – 15:10 Introduction and Scope of the Workshop – Manos Vougioukas, ECTN

17:10 – 17:20 “Strategic Planning of the Region of Crete” - Dr. Kyriakos Kotsoglou

Region of Crete Vice Governor for Tourism

15:10 – 15:20 Cretan Wines: Harvesting Growth Beyond the Vine - Nicolas Miliarakis, Heraklion Development Agency, Greece

15:20 – 15:30 Collaborative destination management at local level around the development of experiential tourism in Autumn-Winter in the Côtes d'Armor. Feedback on a collaborative Interreg programme - Abhervé Bénédicte, Head of tourist engineering department, Cotes d'Armor Tourism Development Agency, France

15:30 – 15:40 Sustainable Together – Governance for Bremerhaven’s Transformation into a Smart Destination - Helmut Berends, Experience Bremerhaven, Tourism, Marketing and Events Company, Germany

15:40 – 15:50 Lake Balaton Region’s Journey towards Sustainable and Innovative Tourism - Zita Könczölné Egerszegi, Lake Balaton Development Coordination Agency, Hungary

15:50 – 16:00 Collaborative Governance in Veneto Region: The experience of Jesolo - Nicola Contarin, EU Projects Coordinator, Municipality of Jesolo, Italy

16:00 – 16:15 Q&A

16:15 – 16:30 Coffee break

16:30 – 16:40 Pafos European Capital of Smart Tourism 2023 – Loucas Nikiforou, Project Manager, Pafos Regional Board of Tourism, Cyprus

16:40 – 16:50 Collaborative, sustainable, and innovation-driven tourism development in Sibiu – Simina Manea, Executive Manager, Sibiu County Tourism Association, Romania

16:50 – 17:00 Ivano-Frankivsk: A Collaborative Destination Built on Community and Partnership - Lidiia Cherevko, Head of Project Implementation Office, department of investment policy, projects, international relations, tourism and city promotion, Ivano-Frankivsk City Council, Ukraine

17:00 – 17:10 Managing a Tourist Destination: The Case of the Pannonian Lakes Complex in Tuzla - Amra Jaganja, Director, Tourism Board of the City of Tuzla, Bosnia and Herzegovina

17:10 – 17:20 Q&Q

17:20 – 17:30 Stakeholders involvement

*20:00 Dinner at* [*Ladokolla Restaurant*](https://www.facebook.com/people/%CE%9B%CE%B1%CE%B4%CF%8C%CE%BA%CE%BF%CE%BB%CE%BB%CE%B1/100063494533478/)

**1st Thematic Workshop – Part B**

**22May 2025, 09:00 – 13:00**

**TPT Topic 18: Coordinated management and updated information on travelling.**

09:00 – 09:10 Heraklion Development Agency, Greece

09:10 – 09:20 Exceptional event: the example of information management for cyclists along the EV1 European cycle route during the fires in the South of France in 2022 - Abhervé Bénédicte, Head of tourist engineering department, Cotes d'Armor Tourism Development Agency, France

09:20 – 09:30 Traffic Information Systems in Hungary and Lake Balaton Region - Zita Könczölné Egerszegi, Lake Balaton Development Coordination Agency, Hungary

09:30 – 09:40 Cyprus as a Smart Tourist Destination, Challenges to Travel – Loucan Nikiforou, Project Manager, Pafos Regional Board of Tourism, Cyprus

09:40 – 09:50 Travel information in Veneto Region: The experience of Jesolo - The experience of Jesolo - Nicola Contarin, EU Projects Coordinator, Municipality of Jesolo, Italy

09:50 – 10:00 UNESCO Bus: A Model of Integrated Tourist Mobility in Southern Transylvania – Simina Manea, Sibiu County Tourism Association, Romania

10:00 – 10:10 Ivano-Frankivsk: Reliable Travel Information and Human-Centered Tourism in Times of Crisis - Lidiia Cherevko, Head of Project Implementation Office, epartment of investment policy, projects, international relations, tourism and city promotion, Ivano-Frankivsk City Council, Ukraine

10:10 – 10:30 Q&A

10:30 – 11:00 Stakeholders involvement

11:00 – 11:30 Coffee Break

11:30 – 11:45 Conclusions on TPT Topic 5 and next steps

11:45 – 12:00 Conclusions on TPT Topic 12 and next steps

12:00 – 12:45 European Capital of Smart Tourism Pafos 2023 and Dublin 2024 – the way forward for Smart Tour partner destinations as candidates for 2027 and/or 2028

* + - * Manos Vougioukas, ECTN Secretary-General
      * Nasos Hadjigeorgiou, ECTN Immediate Past President, Executive Manager, Pafos Regional Board of Tourism, Cyprus
      * Barry Rodgers, ECTN Board member, formerly Tourism Manager at Dublin City Council Culture Company, Ireland (tbc)
      * Claudia Harms, City of Bremerhaven, and Franziska Stenzel, Experience Bremerhaven Tourism, Marketing and Events Company, Germany
      * Simina Manea, ECTN President, Executive Manager, Sibiu County Tourism Association, Romania
      * Heraklion Development Agency, Region of Crete, Greece – Lead partner

12:45 – 13:00 Q&A, General discussion

13:00 – 14:00 Light lunch and networking

**22 May 2025, 14:00 – 17:30**

**Study visits – exchange of experiences**

Info point of Heraklion City, 14:00 – 15:00

Archaeological Museum of Crete, 15:00 – 16:30

*20:00 Dinner at Petoussis Heraklio Restaurant*