



Regional Stakeholders Webinar

“Cultural Tourism and Digital Transformation in the BSEC Region and Beyond: Lessons learned in the context of Covid-19 Pandemic”

10 November 2021, 10am (Athens time)

Agenda

10:00 -10:10	Opening <ul style="list-style-type: none">- Mr. Georgios MITRAKOS, Director General, International Centre for Black Sea Studies (ICBSS)
10:10-10:20	Welcoming remarks <ul style="list-style-type: none">- H.E. Amb. Lazar COMANESCU, Secretary General, BSEC PERMIS (video message)- Mr. Arman KHACHATRYAN, Head of Multilateral Policy and Development Cooperation Department, Secretary-General of the Armenian National Commission for UNESCO, Ministry of Foreign Affairs of the Republic of Armenia
10:20-11:00	Regional Perspective <p>Moderator: Mr. Georgios MITRAKOS, Director General, ICBSS</p> <ul style="list-style-type: none">- Mr. Peter JANECH, Deputy Director for Europe, Regional Department for Europe, UNWTO- Ms. Mariachiara ESPOSITO, Policy Officer, SNE – Culture / Cultural Heritage, Innovation, Sustainable Development Goals (SDGs), General Directorate for Education and Culture, European Commission- Mr. Peter DEBRINE, Senior Project Officer, Leader of Sustainable Tourism Program, UNESCO World Heritage Centre- Mr. Mario SANTANA QUINTERO, Secretary-General of ICOMOS, Former President of the International Scientific Committee on Heritage Documentation <p style="text-align: center;">Q&A</p>



11:00-12:00	<p>Session I. Cultural Tourism in the Age of Digitalization</p> <p>Moderator: Ms. Sandra VUJINOVIC, Executive Manager, BSEC PERMIS</p> <ul style="list-style-type: none">- Mr. Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes - Directorate of Democratic Participation (DGII), Council of Europe, Director, European Institute of Cultural Routes- Mr. Stavros KALOGNOMOS, Executive Secretary, CPMR Balkan and Black Sea Commission- Ms. Sona BALOYAN, Expert, International Relations Department, Matenadaran - Research Institute of Ancient Manuscripts of Armenia- Ms. Irmak WÖBER, Digital Platforms Supervisor, Suna and İnan Kıraç Foundation, Pera Museum & Istanbul Research Institute- Ms. Steliana COJOCARIU, Phd., Counselor for International Relations and European Affairs, Ministry of Economy, Entrepreneurship and Tourism of Romania <p style="text-align: center;">Q&A</p>
12:00 – 12:10	<p>Comfort Break</p>
12:10 – 13:00	<p>Session II. Cultural Tourism: Best Practices, Challenges and Opportunities from the Black Sea region</p> <p>Moderator: Ms. Georgia CHANTZI, Research & Policy Development Manager, ICBSS</p> <ul style="list-style-type: none">- Ms. Nina KEKELIDZE, Head of Educational Tourism Committee, Georgian Tourism Association (GTA)- Ms. Olha RABIICHUK, Head, Project Management Dept., State Agency for Tourism Development of Ukraine- Tourism Committee of the Ministry of Economy of the Republic of Armenia<ul style="list-style-type: none">• <i>General Information by Ms. Ani AREVSHATYAN, Adviser, Marketing Dept.</i>• <i>AR trails by Mr. Arsen GASPARYAN, Chief Executive Officer</i>• <i>360 stories by Mr. Albert POGHOSYAN, Chief Executive Officer</i>



	<ul style="list-style-type: none">- Mr. Vladimir BAKANOV, CEO of Black Sea Cuisine International Transcoastal Executive Committee- Ms. Haikanush BAGRATUNYAN, Project Management Specialist, USAID Armenia <p style="text-align: center;">Q&A</p>
13:00-13:10	<p>Wrap up</p> <ul style="list-style-type: none">- Mr. Sahak SARGSYAN, Permanent Representative of the Republic of Armenia to BSEC