

CYCLING TOURISM AND CULTURAL ROUTES

ONLINE WORKSHOP

2 October 2020

Venue: National and University Library, Zagreb and online

EUSAIR TSG2 (TRANSPORT) and TSG4 (TOURISM)

Back-to-back with **EUSDR PA3** (tourism, culture, people to people contacts), with participation of other EUSBSR and EUSALP

Programme

9:00 –9:30

Official opening and welcome

- i) Croatian Ministry of Tourism and Sport: Ms. Mirela Grgurić, Head of Sector for International Cooperation
- ii) Croatian National Coordinators: Mr Nedjeljko Špilek (MFEA) and Mr Mislav Kovač(MRDEUF)
- iii) EUSAIR : TSG2 coordinator-Mr. Pierluigi Coppola(IT), TSG4 coordinator -Ms. Blanka Belošević (CRO)
EUSDR PA3 coordinators – Ms. Irina Cozma (RO) and Mr. Nikola Manevski (BG)

9:30-10:00

Moderator: Ms Lidija Mišćin, Expert Associate MedCycleTour project, EU Projects Department, CNTB

Keynote speech by Mr. Ed Lancaster, ECF/EuroVelo, Senior Policy Officer: “Introduction to Cycling Tourism”

Introducing ECF, existing cycling networks, certification process, actions/projects aiming at sustainability

10:00-10:20

Mr. Miklós Berencsi, National EuroVelo Coordination Centre (NECC), Hungary:”

Sustainability of cycling tourism, growing numbers, regions of the world where there is an increase of both supply and demand

10:20-10:40

Mr. Frank Hoffman, ADFC Board Member: ”Necessary Services and Infrastructure”

Necessary services and infrastructure (bike & bed, bike servicing, e-charging stations etc.) and the difference between cycling as only one of the activities during a stay in a destination and the actual cycling tourism as a product (needed for both)

10:40-11:00 coffee break

11:00-12:35

- i) Introduction to national interventions session
- ii) National interventions (EUSAIR, EUSDR)-good examples, challenges regarding the infrastructure, development of cycling routes, involvement of local communities etc.(*up to maximum 10 minutes per participant*)

Mr. Massimiliano Angelotti, Italy: “ADRIONCYCLETOUR - Coastal route: Infrastructure Status in Italy”

Ms. Lidija Mišćin, Croatia: “EuroVelo 8 – Mediterranean Cycle Route in Croatia”

Ms. Cristina Lixandriou, Romania: “Danube Cycling Plan project- a new opportunity for Romanian cycling”

Mr. Zoran Klarić, Croatia: „Drava Bike Route in Croatia“

Ms. Alessandra Fogar, Italy: “Cycling and Discovering”

Mr. Anej Struci, Slovenia: “Sustainable destinations: Single Trail Park Jamnica”

Mr. Nebojša Crnogorac, Montenegro: “Cycle- tourism in Montenegro: Yesterday, Today, Tomorrow”

Ms. Eltjana Shkreli, Albania: “Shkodra cycling city, an opportunity for sustainable tourism development in Albania”

Ms. Maša Klavora, Slovenia:” Walk of Peace biking, hiking and cultural cross border trail along the WWI heritage and as good example of involvement of local communities”

12:45-12:55

Interventions from other EU MRS – their experiences, possibilities of connecting the cycling paths of the two/four EU macro-strategies

EUSBSR

Mr Łukasz Magrian, Poland:” EuroVelo10 - opportunities and challenges in creating a cross-border tourism product”

12:55-13:05

Conclusions

Expert: Mr Zoran Klarić, Institute for Tourism, Zagreb

13:05-14:15 lunch break

14:15- 14:45

Introduction to the afternoon session

- i) Ms. Tatjana Horvatić, Head of Movable, Ethnographic and Intangible Cultural Heritage Office, Croatian Ministry of Culture and Media
- ii) Ms. Vlasta Klarić, EUSAIR Thematic Expert: “Routes4U-connecting the EU regions”

14:45-15:10

Moderator: Ms Vlasta Klarić, ESAIR TSG4 Thematic Expert (CRO)

Cultural routes in EUSAIR and EUSDR

Keynote speaker: Stefano Dominioni, Director
Of Cultural Routes, Executive Secretary of EPA

15:10-16:00

Cultural routes and cycling tourism- examples of possible connection between the two products

Mr. Michael Cramer, Germany: “Iron Curtain Trail Route”

Mr. Fotis Vlachos, Ministry of Culture and Sports, Greece:
“Route of the Olive Tree”

Mr. Antonio Barone, Italy: “The Phoenicians Route”

Mr. Ionut Matei, Romania: “Developing cultural cycling routes with the existing resources- examples in the recent years in Romania”

Mr. Christina Narval, Austria: “Trans-Danube Travel Stories”

16:00- 16:20

Mr. Dirk Glaesser, Director of UNWTO Sustainable Development of Tourism Department: “Tourism, COVID-19 and the Agenda 2030”

Ms. Nadine Lakhal, DG Regio (EC): “Cycling tourism to promote the European Green Deal”

How can cycling and cultural tourism products help achieve SDGs and create new products in line with the EU Green Deal?

16:20- 16:30

Conclusions

Expert: Ms. Renata Tomljenović

Institute for Tourism, Zagreb

16:30- 16:45

Closing remarks

- i) EUSAIR & EUSDR coordinators
- ii) Croatian Ministry of Tourism and Sport