



## 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)**

**[Registration open!](#)**

### **Agenda**

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



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



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