

“PRESERVE HIDDEN TREASURES!”

PRESERVE Action Plan seminar

Venue: Committee of the Regions

7 November 2011, Brussels

Background:

The regions of PRESERVE project partners are rich in cultural resources such as sites, structured landscapes and other resources of importance to a culture. Some of these resources, natural and cultural sites have great tourist potentials, however they are often not explored and their touristic valorization has just started or under development.

This richness is threatened by a general lack of investments on the one hand as well as alternative investments that exert excessive pressure and risk destroying them on the other hand. One of the main objectives of the peer reviews were to visit these sites and to with the help of an external eye give recommendation on their sustainable touristic development.

Objective of the event:

These sites often lack the visibility and the opportunity to introduce themselves The Action Plan seminar would give an opportunity to PRESERVE partners to introduce the these hidden treasures to Brussels officials (CoR members, MEPs) and to the partners, and to show they can be valorized in a sustainable way.

Expected participants:

- € PRESERVE partners
- € Local stakeholders in the field of tourism
- € tourism offices, regional marketing agencies
- € managers of touristic sites
- € Decision makers
- € Brussels officials. CoR members, MEPs

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PRESERVE Action Plan seminar & exhibition

Program

- 14.00-14.10 Welcome by AER
- 14.10-14.25 Introduction of PRESERVE project (objective and results)
Anna SCHOBER, Assembly of European Regions
- 14.25-14.40 Introducing the results of peer review and action plan
Avila County (tbc)
- 14.40-15.20 Coffee break
- 15.20-15.50 **Sustainability: trends and perspectives in Europe**
Ms Francesca TUDINI, Head of Unit, Tourism Policy Development (tbc)
- 15.50-16.10 **Opportunities of the tourism development in rural areas:**
Tourism development in Leader communities
Péter BOKOR, Head of Unit, DG AGRI (tbc)
- 16.10-16.25 Introducing hidden treasures of PRESERVE regions:
Introducing Thermenland and Landlust,
Sabine LÜCKER, ICS-Austria
- 16.25-16.40 In the wake of Jászkun Captains,
Anita GALÓ, Jász-Nagykun-Szolnok County, Hungary
- 16.40-16.55 Introducing hidden treasure of Abruzzo region
- 16.55-17.10 Q&A
- 17.10-17.20 Final remarks, closing of the event, opening of the *PRESERVE Hidden treasures exhibition*
- 17.20-19.00 Reception, tasting from regional products

Parallel event: *PRESERVE Hidden treasures exhibition* that gives the opportunity to partners to present hidden treasures, unexplored touristic sites by leaflet, brochures, films, local produces etc. on stands.