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Tourism Development and Promotion Project

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## RCC Triple P Tourism Project Launch

27-28 June 2018

Sarajevo, Bosnia and Herzegovina

### Draft Agenda

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#### Wednesday, 27 June 2018

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*Venue: Hotel Marriott (gathering)*

*Četiri sobe gospođe Safije, Sarajevo (dinner)*

**19:30 – 19:45**                      **Gathering of Participants at the hotel**

**19:45 – 20:00**                      **Transfer to Dinner location**

**20:00 – 22:30**                      **Dinner (hosted by RCC)**

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#### Thursday, 28 June 2018

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*Venue: City Hall, Sarajevo*

**09:30 – 10:00**                      **Registration of Participants**

**10:00 – 10:30**                      **Opening and Welcome**

*Besides providing framework for the Triple P Tourism project within the Regional Cooperation Council, this session will establish the role and recognition the tourism industry received from the EU as a vehicle of growth for the Western Balkans Six economies.*

- Mr. Goran Svilanović, Secretary General, Regional Cooperation Council
- Mr. Andrea Vera, EU Delegation to Bosnia and Herzegovina, European Commission

**10:30 – 11:15**                      **Panel: Power of Regional Routes in Tourism**

*The Panel will offer an insight into the best practices in development and performance of regional travel routes in the global tourism market, with a special focus on the benefits such regional offer to micro locations and sites along the routes.*

*Moderated by: Snježana Derviškadić, RCC Triple P Tourism Project*

- Ms. Constanze Metzger, Routes 4U, Council of Europe
- Mr. Vladan Krečković, Roman Emperors and Danube Wine Route
- Mr. Thierry Joubert, Via Dinarica Alliance/Green Visions
- Mr. Alex Crevar, Travel Journalist

*Following: Interactive discussion with the audience*

**11:15 – 11:45**

**Coffee Break**

**11:45 – 12:30**

**Panel: Tourism Policy as Vehicle of Growth**

*The Panel will discuss the role of policy in tourism development and share some of best practices and results of achieving synergy between policy and industry deliverables. Furthermore, the panel will address the importance of incorporating strong foundations for development of sustainable and responsible tourism policies and practices, in order for the tourism industry to become and remain a positive economic power within an economy.*

*Moderated by: Ms. Dragana Djurica, RCC*

- Ms. Elena Miteva, 2018 SEE Competitiveness Outlook, OECD
- Mr. Leonard Maçi, Albanian National Tourism Agency: Unified platform for tourism development: Case of Albania
- Dr. Ioannis Pappas - Global Sustainable Tourism Council: Sustainable Tourism Development – When Does It Become A Strategy?
- Ms. Darja Radić – Lecturer, Tourism and Destination Management at Higher Vocational Colledge for Hospitality, Tourism and Wellness Bled, Slovenia and Tourism Policy Expert

*Following: Interactive discussion with the audience*

**12:30 – 13:00**

**Wrap up of the Day**

**13:00 – 14:00**

**Lunch (hosted by RCC)**

**14:00 – 14:30**

**Vijećnica tour (optional)**

**15:30 – 16:30**

**Guided tour of Sarajevo Old Town**