
Tourism Development and Promotion Project

Focus Group Meeting
Western Balkans – Crossroads of Civilisations

14 November 2018, Hotel Verde, Podgorica

Agenda

Wednesday, 14 November 2018

8:30 – 9:00 **Registration of participants**

Hotel Verde, Podgorica

9.00 – 9.45 **Opening address, Triple P Tourism Project – Cultural Segment Crossroads of Civilisations**

- Suad Đelović, TEG Member, Ministry of Sustainable Development and Tourism of Montenegro
- Milena Filipović, RCC/Triple P Tourism Project

Present the “Triple P” Tourism Project, ongoing and upcoming activities and events, as well as the main priorities in project implementation with the accent on the Crossroads of Civilisations concept development

Tour de Table

09.45 – 10.30 **Concept of the Regional Umbrella Identity – Crossroads of Civilisations**

- *Ms. Darja Radić, Expert in Cultural Tourism and destination marketing, micro-economics and entrepreneurship*

The expert will present a proposal for the concept of the Western Balkans – Crossroads of Civilisations as a shared, overarching regional identity providing rational, clear vision and mission that will lead the process towards creating different itineraries to attract the visitors and increase economic development.

10.30 – 10.50 *Coffee break*

10.50 – 11.40 **Historical and Cultural Context of the Concept Western Balkans - Crossroads of Civilisation**

- *Mr. Krešimir Karlo, Expert in History and Archaeology*

The expert will present a historical and cultural context for the proposed concept of the Western Balkans – Crossroads of Civilisations providing rationale for the sites and locations selected seeking to identify the most prominent and relevant moments in history, showing diversity of heritage and their potential for tourism development.

11:40 – 13:00 Focus Group Workshop – An Example of the Crossroads of Civilisations cultural tourism itinerary

- *Ms. Darja Radić and Mr. Krešimir Karlo*

The experts will present an example of a cultural tourism itinerary under the Crossroads of Civilisation regional umbrella identity.

Workshop on cultural tourism itineraries.

13:00 – 14:30 *Lunch*

14.30 – 15.45 Focus Group Workshop – Criteria and guidelines for inclusion of sites/monuments under the regional umbrella identity brand

- *Darja Radić*

The expert will present a draft set of criteria and guidelines for inclusion of sites/monuments under the regional umbrella identity brand.

Workshop – brief assessment of sites/monuments, proposed in the itineraries according to these criteria in order to identify the main gaps and bottlenecks for meeting the defined criteria.

15.45 – 16.30 Focus Group Workshop joint recommendations

- *RCC Triple P Project Team*

Tour de Table among Participants

16.30 – 17.00 Closing session

Conclusions and adoption of draft joint recommendations to be incorporated in the final proposal that will be presented to the TEG and SEEIC for endorsement.