

FIRST DAY - Friday- 11-th of April 2014

MORNING SESSION

9:00-9:30 Registration

9:30-10:00 OPENING SESSION

Moderator: Dr. Dorothea Papathanasiou-Zuhr, Senior Researcher, LP, University of the Aegean

Co-chair: Professor Gheorghe Zaman- Corresponding Member of the Romanian Academy

Co-chair: Dr. George Ntellas, Greek Ministry of Culture

Co-chair: - Mr. Gerardo Ferretti – President of Area Programma Basento, Bradano, Camastra

Secretary: Associate Professor. Daniel Stefan- logistic organizing external expert PP8 – INE, Romania

Secretary: Dr. Kyriaki Glyptou, Researcher, University of the Aegean, LP, Greece

Welcome messages

10.00-11:30 Plenary Session Keynote Speakers- part I:

1. Mrs. Simona Ene- Project manager SEE Joint

Technical Secretariat

Paper: SEE- Program Legacy

11:30-11:45 Coffe Break

11:45-13:30 Plenary Session Keynote Speakers- part II:

2. Professor Gheorghe Zaman- Corresponding Member of Romania Academy

Paper: Cultural Heritage entrepreneurship: challenges and obstacles in the period of economic crisis

3. Dr. George Ntellas- Greek Ministry of Culture

Paper: The transformation of Monuments in the Medieval City of Rhodes for Culture and Citizens Education

4. Dario Cianciarulo- CEO of Darteq

Paper: From local traditions to "augmented reality": The MIVIG Museum of Vicigiano (Italy)

Discussions

13:30-14:30 Lunch

14:30-16:30

Room 1

Parallel Session Paper Presentation**Chair: Dorothea Papathanasiou-Zuhrt****Co-chair: Calin-Adrian Comes****Secretary: Paula Nistor, Kyriaki Glyptou**

Ana-Maria Bercu	The sustainable local development in Romania – key issues for heritage sector	Alexandru Ioan Cuza University of Iasi	Romania
Dmitry Vorontsov, Anatoly Shikhalev, Ksenia Semushina	Using of cultural heritage in the socio-economic development strategy of the EU regions	Kazan (Volga region) Federal University	Russian Federation
Timur Absalyamov	Tatarstan model of public-private partnership in the field of cultural heritage preservation	Kazan (Volga Region) Federal University	Russian Federation
Mioara Borza, Irina Teodora Manolescu	THE IMPLICATIONS OF INTERNATIONAL COOPERATION IN THE SUSTAINABLE VALORISATION OF RURAL TOURISTIC HERITAGE	"Alexandru Ioan Cuza" University of Iasi	Romania
Luisa Kausch	"Game Concept" A Innovative Way to Interpret Cultural Heritage	Municipalities Union of Sinello	Italy
Gabriela Prelipcean, Angela - Nicoleta Cozorici, Liliana Scutaru	Capitalization of the touristic potential of Bucovina in the context of natural, historic and cultural heritage.	Ștefan cel Mare University of Suceava	Romania
Stefania Bodosca, Dan Mihnea Diaconescu	Tourism development after the implementation of sustainable strategies in Neamt county	Academy of Economic Studies	Romania

Discussions

Room 2

Chair: Valentina Vasile**Co-chair: Darko Babic****Secretary: Daniel Stefan, Sophoklis Skoutsas**

Albina Absalyamova, Timur Absalyamov, Svetlana Absalyamova	Private museums as a form of preservation of cultural heritage	State Historical and Architectural Museum-Reserve "The Kazan Kremlin", Kazan (Volga region) Federal University	Russian Federation
Gabriela Prelipcean, Liliana Scutaru, Angela-Nicoleta Cozorici	Financing SMEs from the tourism sector and valorization of local cultural heritage	University „Ștefan cel Mare” of Suceava, Romania	Romania
Gulnara Ismagilova, Lenar Safiullin, Ilshat Gafurov	Using historical heritage as a factor in tourism development	Kazan Federal University	Russian Federation
Marius-Răzvan Surugiu, Camelia Surugiu	Heritage tourism entrepreneurship and social media: opportunities and challenges	The Institute of National Economy-Romanian Academy, The National Institute of Research and Development in Tourism	Romania
George Georgescu	International fragmentation of production. Local vulnerabilities and capitalization of heritage values in Romania.	The Institute of National Economy	Romania
Anca Munteanu, Andreea Pece	Investing in art as a mean for portfolio diversification	Petru Maior University	Romania
Mateja Šmid Hribar, David Bole, Primož Pipan	Sustainable heritage management: social, economic and other potentials of culture in local development	Anton Melik Geographical Institute	Slovenia

Discussions

16:30-16:45

Coffe Break

16:45-18:00
Room 1

Parallel Session Paper Presentation
Chair: Dorothea Papathanasiou-Zuhrt
Co-chair: Calin-Adrian Comes
Secretary: Paula Nistor, Kyriaki Glyptou

Timur Absalyamov	The influence of cultural and sport mega-events on sustainable development of the city	Kazan (Volga Region) Federal University	Russian Federation
Mara Ursache	Tourism – significant driver shaping a destinations heritage	Scoala Doctorala de Economie si Administrarea Afacerilor, IASI	Romania
Elidiana BASHI (PEMAJ)	Cultural heritage of Albania – a fabulous economic source for the sustainable economic development of tourism	UNIVERSITETI I SHKODRES "LUIGJ GURAKUQI"	Albania
Alexandru Stratan, Rodica Perciun, Corina Gribincea	Identifying Cultural Tourism Potentials in Republic of Moldova through Cultural Consumption among Tourists	National Institute for Economic Research	Moldova
Maria Valkova Shishmanova	CULTURAL TOURISM IN CORRIDORS, ITINERARIES, AREAS AND CORES NETWORKED	South-West University "Neofit Rilski" Blagoevgrad	Bulgaria
Eduard Madirov, Svetlana Absalyamova	The influence of information technologies on the availability of cultural heritage.	Kazan (Volga Region) Federal University	Russian Federation

Room2

Discussions

Chair: Valentina Vasile
Co-chair: Darko Babic
Secretary: Daniel Stefan, Sophoklis Skoutsas

Mariana Balan, Cristina Burhelea	RURAL TOURISM AND ITS IMPLICATIONS ON FUNDATA VILLAGE DEVELOPMENT	Institute of National Economy, Romanian Academy, "Hyperion" University – Bucharest	Romania
Adriana Anca Cristea, Mihaela-Simona Apostol, Tatiana Dosescu	The Role of media in Promoting Religious Tourism in Romania	Dimitrie Cantemir Christian University	Romania
Zoltán Bujdosó, Lóránt Dávid, Zoltán Wéber, András Tenk	Utilization of geoheritage in tourism development	Károly Róbert College, Szent István University	Hungary
Zsuzsanna Katalin Szabo	Short Combo Strategy Using Barrier Options and its Application in Hedging	Petru Maior University	Romania
Doru Marian Tudorache, Alina Niculescu, Marioara Musteata-Pavel, Adriana Ra	Generation Y – Challenges for Heritage Planning	National Institute for Research and Development in Tourism	Romania
Lenar Safiullin, Bagautdinova Nailya, Nail Safiullin	Historical and cultural heritage and region's economic (by case Eastern Europe and Russia)	Kazan federal university	Russian Federation
Mariana Balan, Valentina Vasile	Cultural Determinants of Economic Performance in Romania	Institute of National Economy, Romanian Academy; "Athenaeum" University-Bucharest	Romania
Avram Tripon	Creative transforming a network of clubs to promote sustainable development in a cluster of creative laboratories for training of heritage antrepreneurs		
Simona Maria Stanescu, Valentina Vasile, Mirela Nemteanu	Traditional crafts for cultural entrepreneurship promoting in rural areas	ICCV, IEN, UES Bucharest	Romania

Discussions

18:00 TRANSFER

19:00-21:00

WELCOME RECEPTION