



INTERNATIONAL RURAL TOURISM CONFERENCE “THE USE OF CULTURAL HERITAGE IN RURAL TOURISM”

17 October 2013

Venue: Viljandi Traditional Music Centre, Tasuja pst 6, Viljandi

Moderator: Dr. Roger Evans, Senior Consultant, Evanter OÜ, Estonia

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| 9.30-10.00 | Registration. Welcome coffee |
| 10.00-10.10 | Opening address. <i>Anneli Akkermann</i> , Member of the Parliament of Estonia
<i>Raili Mengel</i> , executive manager, Estonian Rural Tourism Organisation |

Session I

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| 10.10-10.30 | The use of cultural heritage in rural tourism service design – main results of the project “Heritage Tourism”. <i>Silja Lehtpuu</i> , project co-ordinator |
| 10.30-11.10 | Success stories of the consultation programme of the project “Heritage Tourism”. Practical experience from Estonia. <i>Alvar Sagur</i> , Angla Windmill Park and Heritage Culture Centre
Success stories of the consultation programme of the project “Heritage Tourism”. Practical experiences from Latvia. <i>Rihards Vidzickis</i> , Vienkocu Park |
| 11.10-11.30 | Local food – an important part of rural tourism products. <i>Angelica Uudeküll</i> , Head Chef of Restaurant Wicca, Laulasmaa Spa Hotel. |
| 11.30-11.50 | Effective marketing of heritage underpinning rural tourism product. <i>Asnate Ziemele</i> , the President of Latvian Rural Tourism Association “ <i>Lauku Celotajs</i> ” |
| 11.50-12.00 | Interim conclusions. Dr. Roger Evans |
| 12.00-13.30 | Lunch |



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Session II

13.30 – 14.00	Cultural heritage: hidden treasure or tourist attraction? Experiences from the Netherlands. <i>Andree Geurts, Curator of Nieuw Land Museum, Archive and Study Centre</i>
14.00 – 14.30	Marketing of regional originality using the "Heart of Slovenia" brand. <i>Ladeja Godina Kosir, Development Centre Litija.</i>
14.30 – 15.00	Coffee break
15.00 – 15.30	Consultancy services for rural enterprises. <i>Lili Mahne, NEC Cerknica Notranjski Ekološki Centre, Slovenia</i>
15.30-16.00	The expectations of visitors regarding local traditional drinks. <i>Leonid Gelibterman, wine and food expert, Russia</i>
16.00-16.30	Panel discussion. <i>Asnate Ziemeles, Ladeja Godina Kosir, Andree Geurts, Leonid Gelibterman.</i>
16.30-16.40	Conclusions. Moderator Dr. Roger Evans . <i>Raili Mengel, executive manager, Estonian Rural Tourism Organisation</i>
16.45	Farewell coffee

The organizers reserve the right to make changes to the programme!

Conference organizer: NGO Estonian Rural Tourism

The conference is part financed by Central Baltic Interreg IVA Programme 2007-2013, project "Heritage Tourism"

Registration by e-mail: konverents@maaturism.ee

Participation is free of charge.



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