



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

9.30-10.00 Registration. Welcome coffee

10.00-10.10 **Opening address.** *Anneli Akkermann*, Member of the Parliament of Estonia

Raili Mengel, executive manager, Estonian Rural Tourism Organisation

Session I

10.10-10.30 **The use of cultural heritage in rural tourism service design – main results of the project “Heritage Tourism”.** *Silja Lehtpuu*, project coordinator

10.30-11.10 **Success stories of the consultation programme of the project “Heritage Tourism”. Practical experience from Estonia.** *Alvar Sagur*, Angla Windmill Park and Heritage Culture Centre



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**Success stories of the consultation programme of the project
“Heritage Tourism”. Practical experiences from Latvia.**

Rihards Vidzickis, Vienkocu Park

- 11.10-11.30 **Local food – an important part of rural tourism products.** *Angelica Uudeküll, Head Chef of Restaurant Wicca, Laulasmaa Spa Hotel.*
- 11.30-11.50 **Effective marketing of heritage underpinning rural tourism product.** *Asnate Ziemele, the President of Latvian Rural Tourism Association “Lauku Celotajs”*
- 11.50-12.00 **Interim conclusions.** *Dr. Roger Evans*
- 12.00-13.30 Lunch

Session II

- 13.30 – 14.00 **Cultural heritage: hidden treasure or tourist attraction?**
Experiences from the Netherlands. *Andree Geurts, Curator of Nieuw Land Museum, Archive and Study Centre*
- 14.00 – 14.30 **Marketing of regional originality using the “Heart of Slovenia“ brand.** *Ladeja Godina Kosir, Development Centre Litija.*
- 14.30 – 15.00 Coffee break
- 15.00 – 15.30 **Consultancy services for rural enterprises.** *Lili Mahne, NEC Cerknica Notranjski Ekološki Centre, Slovenia*

- 15.30-16.00 **The expectations of visitors regarding local traditional drinks.**
Leonid Gelibterman, wine and food expert, Russia
- 16.00-16.30 **Panel discussion.** *Asnate Ziemele, Ladeja Godina Kosir, Andree Geurts, Leonid Gelibterman.*
- 16.30-16.40 **Conclusions.** Moderator Dr. *Roger Evans* .
Raili Mengel, executive manager, Estonian Rural Tourism Organisation
- 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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