



**TRANSROMANICA**  
The Romanesque Routes of European Heritage

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



INSTITUT  
EUROPÉEN  
DES  
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CULTURELS

# CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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## TRAINING ACADEMY 2017

*Development of sustainable tourism products along  
the Cultural Routes of the Council of Europe.*

30 May - 1 June 2017

### MONDAY 29 MAY (AFTERNOON)

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*Arrival of the participants - Transfer from the surrounding airports to Alba Iulia*

*19:00 - Meeting of the Cultural Routes Task Force with the European Institute of Cultural Routes  
Parc Hotel, Strada Primăverii 4, Alba Iulia*

*20:00 - Welcome dinner – Parc Hotel, Strada Primăverii 4, Alba Iulia*

### TUESDAY 30 MAY (09:00 – 18:00)

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*10:00-12:30 –Registration of the participant for the Training Academy and Workshops*

*10:00 - 12:30 - Meeting of the Cultural Routes of the Council of Europe and the Task Force*

*12:30 – 13:30 Lunch – Pub13, Aleea Sf. Capistrano nr. 1 Alba Iulia*

#### **14:00 – 15:00 – Opening Session**

Gabriel PLESA, *Vice-Mayor, Alba Iulia Municipality*

Steliana COJOCARIU, *Counsellor, Ministry of Tourism, Romania*

Alfredas JOMANTAS, *President, Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Lars-Jörn ZIMMER, *President of TRANSROMANICA - Cultural Route of the Council of Europe*

Stefano DOMINIONI, *Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes*

#### **15:00 - 18:30 - Plenary session**

##### **Introduction to the Training Academy 2017**

Eleonora BERTI, *Council of Europe Cultural Routes project coordinator, European Institute of Cultural Routes*

##### **Keynote speech**

***Developing sustainable tourism products along the Cultural Routes of the Council of Europe***

Gavin BELL, *Expert, sustainable tourism, Food Nature and Culture.*



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### **15:30 - 16:15 – Sustainable tourism products: key concepts and practices. A comparative overview**

Greg HELM, *Freelance tour Guide and destination specialist*

Nick GREENFIELD, *Head of Tour Operator Relations, ETOA - European Tour Operators Association*

Katalin NAGY, *Tourism Expert, master lecturer, University of Miskolc, Faculty of Economics, Hungary*

### **16:30 - 19:30 - Parallel workshops**

#### **How to create, improve and implement cultural tourism products along the Cultural Routes of the Council of Europe - STEP 1**

*During the parallel workshops participants will work on the development of cultural tourism products along their Cultural Routes. The final products will be presented during the B2B event taking place in Lucca (Italy) at the occasion of the Annual Advisory Forum 2017.*

### **16:30 - 16:40 – Introduction to the parallel workshops by the facilitators**

#### **Workshop facilitators:**

Gavin BELL, *Expert, sustainable tourism, Food Nature and Culture* and Greg Helm, *Freelance tour Guide and destination specialist*

Nick GREENFIELD, *Head of Tour Operator Relations, ETOA - European Tour Operators Association*

Katalin NAGY, *Tourism Expert, master lecturer, University of Miskolc, Faculty of Economics, Hungary*

*17:30 - 19:30 - TRANSROMANICA General Assembly (for TRANSROMANICA members only)*

*20:00 - 22:30 – Dinner – Traditional Romanian Dinner – Villa Preciosa, Strada Militari 13*

## **WEDNESDAY 31 MAY (09:00-12:45 / 14:00 – 20:00)**

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### **09:00 - 12:45 - Parallel workshops**

#### **How to create, improve and implement cultural tourism products along the Cultural Routes of the Council of Europe - STEP 2**

#### **Workshop facilitators:**

Gavin BELL, *Expert, sustainable tourism, Food Nature and Culture* and Greg Helm, *Freelance tour Guide and destination specialist*

Nick GREENFIELD, *Head of Tour Operator Relations, ETOA - European Tour Operators Association*

Katalin NAGY, *Tourism Expert, master lecturer, University of Miskolc, Faculty of Economics, Hungary*

*13:00 – 14:00 Lunch Medieval Hotel- Str. Militari, Nr. 13, Loc. Alba Iulia*

**14:00 - 20:00 - Field visit** - meeting point National Museum of Unification Alba Iulia, Str. Mihai Viteazul 12-14, Alba Iulia

### **14:00-18:00 Discovering the Cultural Routes of the Council of Europe in Alba Iulia**

**Roman Emperors and Danube Wine Route:** National Museum of Unification, Principia Museum, Via Principalis, Porta Principalis Dextra, The walls of the roman castrum (on the south side of the Princely Palace and on the West side of Museikon)

**TRANSROMANICA Route:** Roman Catholic Cathedral Saint Michael of Alba Iulia



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**18:00 - 19:00** - Visiting the entrenchments of Alba Carolina Citadel, the largest fortress in Romania by bike  
– only for those who like biking

**19:00 - 20:00** - Assisting the Re-enactment activities of the XIIIth Legion Gemina and the Dacian Soldiers  
– The Wolves of Apulon

**20:00 - 22:30** - Dinner based on a roman receipt – participants will assist to a Roman cooking session and they will have dinner in Roman traditional way

## **THURSDAY 1 JUNE (09:00-12:30)**

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### **09:00 - 11:00 - Parallel workshops**

**How to create, improve and implement cultural tourism products along the Cultural Routes of the Council of Europe - STEP 3**

#### **Workshop facilitators:**

Gavin BELL, *Expert, sustainable tourism, Food Nature and Culture* and Greg Helm, *Freelance tour Guide and destination specialist*

Nick GREENFIELD, *Head of Tour Operator Relations, ETOA - European Tour Operators Association*

Katalin NAGY, *Tourism Expert, master lecturer, University of Miskolc, Faculty of Economics, Hungary*

### **11:00 – 12:30 – Conclusions of the Training Academy**

**11:00 – 12:00 - Report of the workshops by the facilitators and presentation of a portfolio of cultural tourism products along the Cultural Routes**

#### **12:00-12:30 - Conclusions**

Eleonora BERTI, *Council of Europe Cultural Routes project coordinator, European Institute of Cultural Routes*

Stefano DOMINIONI, *Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes*

*12:30 – 14:00 Lunch -place will be decided and communicated depending on the number of remaining participants*

*14:30 - Transfer to the airports*

## SPEAKERS - FACILITATORS



**Gavin Bell** is a tourism development expert specialised in working both with local communities to develop quality tourism experiences and enhance the economic benefits they receive, and with policy makers to recognize the importance of community based tourism.

His knowledge has been developed through direct practical experience in sustainable tourism development working for over 25 years in the UK, South Eastern European and Caucasus countries. Recent activities have included practical support for capacity building for small tourism enterprises around protected areas in Georgia, setting up operations for a major KfW funded sustainable livelihood development project in Southern Armenia and is currently leading ecotourism development in the Indian State of Uttarakhand for a JICA funded project.

He is advisor on community based tourism to the UNWTO Silk Road Programme and is working on various initiatives along the world's greatest international tourism route. Gavin has carried work with a number of international organizations including UNDP, KfW, GIZ, PAN Parks, Cultural Routes of the Council of Europe, and the World Bank GEF programme

A major part of his activities are centered on supporting destinations to use their unique special qualities for enhancing visitor experience. He led the development of an innovative partnership project that combined heritage interpretation with support for small and medium enterprises to improve service quality and increase the economic benefits of rural tourism.

In Transylvania he led sustainable tourism activities as part of an integrated rural development project that raised the profile of the region as a flagship eco/rural tourism destination. His role then included the day to day tourism management of a guesthouse belonging to HRH Prince of Wales. He is a member of the IUCN World Commission for Protected Areas Tourism and Protected Areas Specialist Group and the Conservation Finance Alliance.



### **Nick Greenfield, Head of Tour Operator Relations, ETOA**

Nick Greenfield is the main point of contact for the tour operator members of ETOA – the European tourism association which represents over 800 operators, intermediaries and suppliers of tourism services across Europe. As well as running workshops and seminars, ETOA works on issues affecting the travel industry, engaging directly with policy makers and raising awareness of the challenges and opportunities in the leisure industry.

Nick has over 20 years of experience in the travel industry, gaining first-hand knowledge working as a guide across Europe and managing European operations for the National Educational Travel Council. Since joining ETOA he has spoken at various conferences and trade shows such as World Travel Market, ITB Berlin, the Economist EU-Southeast Europe Summit and the OECD International Transport Forum, as well as presenting at the European Parliament. He has also been invited by city destinations such as Paris, Barcelona and Amsterdam to explain the tour operator sector and provide ideas for their tourism policy.

He studied in Bath and Siena, speaks seven languages and lives in Highbury, London where he is a dedicated follower of Arsenal.



**Katalin Nagy** is a Hungarian tourism expert, master lecturer at the University of Miskolc, Northern Hungary. She is married, with a son of 17 years old.

She started her tourism career during the college years, when she worked as a tourist guide to earn some money. She has the following diplomas: Teacher of Mathematics and English (1994); Tourism expert (specialised degree, 2006); Economist (Master's degree in Marketing specialisation, 2010); and PhD Absolutorium – "Enterprise Theory and Practice" Doctoral School (2013) – as she is working on finalising her dissertation in the field of cultural routes. Her other qualifications are: English-speaking tour guide on high level (1991); Rural Tourism Consultant (1995).

Katalin started work at the Tourism Board of Borsod-Abaúj-Zemplén County Government in the town of Miskolc, in 1992. She worked as a tourism manager, and from 1993, the opening of the "Tourinform" County Tourism Information Centre, she had the position of the director of the office. She held the position till 2010, when the Hungarian laws of local governments have changed and such institutes were closed. She is now, since 2010, a master lecturer at the University of Miskolc, Faculty of Economics, Marketing and Tourism Institute.

She has wide project experiences in rural and cultural tourism and marketing.

She recently joined the pool of independent experts of the European Institute of Cultural Routes and carried out the regular evaluation of the European Route of the Megalithic Culture.



**Greg Helm** is a freelance tour Guide and destination specialist, equestrian guide specialising in long treks for various riding centres in Romania, liaising with top international agencies to deliver high quality services and individual client requirements.

High end bespoke tour guide and specialist, luxury services and providing personal bespoke itineraries for varied individuals and groups.

Fluent in Romanian and 25 years' experience of travelling the length and breadth of the country, Greg has expertise in motorcycle tours, equestrian tours, hiking and nature, culture and history, off the beaten track out of the way unique places in Romania.

Also a keen and avid supporter of Roma culture and promoting all that this has to offer, providing travellers the chance to experience a one thousand year old way of life and tradition, showing their struggle for identity and their traditions and way of life.

Liaising FAM trips for high end agency reps from all over the world, trying his best to show them that Romania is a contender and worthwhile destination for their clients.



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## PRACTICAL INFORMATION

### TRAINING ACADEMY VENUE

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„1 Decembrie 1918" University of Alba Iulia

Gabriel Bethlen Nr.5,

Cod Postal: 510009

### COMMUNICATION

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The working language of the Cultural Routes Training Academy 2017 is English.

For the plenary session on 30 May 2017 there will be English/French interpretation.

For the field visit there will be an English speaking group and a French speaking group.

### CURRENCY

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The official currency in Romania is 1 Romanian Lei (RON).

1 Lei approximates 0,22 Euro.

1 Euro approximates 4,50 Lei.

### CONTACT

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#### **Alba Iulia Municipality**

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## MAIN MEETING POINTS AND HOTELS

