

VirtualArch

*Visualize to Valorize – For a better utilization of hidden
archaeological heritage in Central Europe*

Zadar, 16th - 17th May 2018

Transnational Stakeholder Seminar “Archaeological Heritage and Tourism”

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>> Please register online [here](#) by 13 April <<

Wednesday, 16 / 05 / 201

8.00 – 8.30	Guided tour around the Rector’s palace (optional; free of charge) Venue: Rector’s palace , Poljana Šime Budinića 3, 23000 Zadar
8.30 – 9.00	Registration and coffee
09.00 – 09.30	Welcome speeches
09.30 – 11.00	Transnational Stakeholder Seminar: “Archaeological Heritage and Tourism” (Part 1) Keynote 1 Tourism: Chance and challenge for the protection of archaeological heritage – View from the side of heritage protection Keynote 2 Marketing your Destination: Basic requirements for successful touristic marketing of archaeological heritage – View from the side of tourism Keynote 3 Target group oriented 3D visualization of archaeological heritage as innovative tool for attracting site visitors and tourists
11.00 – 11.15	Coffee break
11.15 – 12.15	Transnational Stakeholder Seminar: “Archaeological Heritage and Tourism” (Part 2) Keynote 4 UNESCO world heritage and Sustainable tourism: International recognition as tool for regional development and protection of archaeological heritage Keynote 5 Yachting, diving, treasure hunters: Leisure activities and tourism endangering submerged archaeological heritage
12.15 – 13.30	Lunch break

13.30 – 15.30	<u>WORLD CAFÉ</u>
	<p>Topics to be discussed along with key notes</p> <p>Time: 20 minutes per topic</p>
15.30 – 16.00	Coffee break
16.00 – 16.30	Presentation of results of discussions by table hosts
16.30 – 17.00	Wrap up and conclusion

Thursday, 17 / 05 / 2018

Time	Activity
9.00 – 12.00	<p>Study visit to Sukošan Visiting a pilot heritage site 6, submerged Roman harbour in Sukošan indicatively from the 1st - 5th century, by bus</p> <p>Underwater Archaeology in Croatia <i>Mr Luka Bekić, Director</i> <i>Mr Mladen Pešić, Head of the Education and documentation department, Responsible person for D.T1.2.7.</i> <i>International Centre for Underwater Archaeology, Zadar</i></p> <p>Meeting point: Narodni trg 1, 23 000 Zadar</p>
12.00 – 13.00	<p>Study visit to Maškovića Han Visiting the Mašković Residence constructed in the 17th century (1644)</p>
14.00 – 16.00	<p>Study visit to Nin Visiting the archaeological sites of the city of Nin, including the Church of the Holy Cross – the smallest cathedral in the world built in the 9th century</p>
16.00 –	Return to Zadar