BLED STRATEGIC FORUM: “BRIDGING THE DIVIDE”
(10th – 11th September 2018, Bled)

TOURISM PANEL: TOURISM AS AN INSTRUMENT FOR CULTURAL CO-OPERATION AND CONNECTING PEOPLE

“How will new technologies affect cultural tourism - science fiction or reality?”

11th September 2018, Bled
Grand Hotel Toplice, Grand Hall

Program, 10th September 2018 (Monday)

**Bled Festival Hall:**
- 13.00 – 14.00 Gathering and Reception
- 14.00 – 15.00 Opening of the 2018 BSF
- 15.00 – 16.00 Leaders’ panel

**Grand Hotel Toplice, Grand Hall**
- 20.00 – 22.00 Networking Reception
Program, 11th September 2018 (Tuesday)

8.30 Minister’s welcome reception for the panellists/speakers 
(GH Toplice, Presidential Lounge)

Program of the Tourism Panel, Grand Hotel Toplice (Grand Hall):

“How WILL NEW TECHNOLOGIES AFFECT CULTURAL TOURISM - SCIENCE FICTION OR REALITY?” – Tourism as an Instrument for Cultural Co-Operation and Connecting People *

9.00 Zdravko Počivalšek, Minister of Economic Development and Technology of the Republic of Slovenia

9.05 Maja Pak, Director of Slovenian Tourist Board

SPEAKER
9.15 – 9.30 Manuel Butler, Executive Director, UNWTO

KEYNOTE SPEAKER
9.30 – 10.00 Tomi Ilijaš & dr. Urška Starc Peceny, Arctur (Tourism 4.0)

10.00 – 11.00 ROUND TABLE: (moderator: Igor E. Bergant)

“How will new technologies affect cultural tourism – is this still a science fiction or reality?” “Can we talk about tourism as an Instrument for Cultural Co-Operation and Connecting People - Bridging the divide?”

Panellists:
- Eva Štravs Podlogar, State Secretary, Ministry of Economic Development and Technology
- Nienke van Schaverbeke, Head of Europeana Collections, Europeana Foundation
- Ddr. Verena Vidrih Perko, Museum Curator, University Teacher
- Georg Steiner, Tourism Director, Tourist Board Linz
- Helena Bulaja Madunić, Multimedia Project Nikola Tesla, author & director
- Zenel Batagelj, Co-founder and Partner of Valicon,

11.05 – 11.10 presentation of Virtual Noordung (Herman Potočnik Noordung Space Center, Vitanje, Slovenia)

11.10 – 11.45 Discussion with the audience

12.00 TASTE SLOVENIA - Culinary experience on a terrace of Grand Hotel Toplice with chef Simon Bertoncelj (Restaurant Julijana, Grand Hotel Toplice)

The official language of the Bled Strategic Forum is English.

Please, find additional information at the official web-site of the Bled Strategic Forum:
* Logistical information

There will be security checks at the venue’s entrances and you will not be able to access the conference halls without a badge. Participants shall pick up their badges at the Information & Accreditation Desk in Hotel Rikli Balance (former Hotel Golf) prior to attending the conference.

Information & Accreditation Desk in Hotel Rikli Balance (former Hotel Golf) will be open as follows:
Sunday, 9 September 2018, from 9:00 to 20:00
Monday, 10 September 2018, from 9:00 to 20:00

Accreditation Desk in Grand Hotel Toplice will be open as follows:
Tuesday, 11 September 2018, from 8:00 to 8:45
Growing interaction between tourism and culture has become major driving force of destinations attractiveness and competitiveness in recent years. Tourism, however, has not only impact on destination economic parameters, but also affects social and cultural relations between locals and tourists. Tourism is therefore an excellent tool also for connecting people, learning about and accepting diversity of cultures.

Cultural tourism, based on tangible and intangible cultural assets, is one of the largest and fastest-growing global tourism market. Enhancing destinations competitiveness and their visibility with linking tourism, culture and innovative ICT, is becoming more and more key comparative advantage on globalised tourism market.

The ICT revolution in terms of digitalization of cultural heritage, virtual reality, sharing economy platforms and recently appeared block-chain technologies, does not only allow a digital and smart tourism economy but also helping to preserve and protect destinations cultural and natural heritage for next generations. Virtual technologies as contemporary marketing tool for presenting cultural assets of destinations to tourists at the same time supports bridging the divide through better knowing and accepting cultural diversity.

At the Tourism panel, we will discuss with representatives of tourism industry, virtual technology experts and cultural institutions about wide potentials of cultural tourism, use of new technologies in tourism and opportunities for international co-operation in this field. The invited speakers will present some good practice examples in that field.