



CROSS-BORDER TOURISM IN EUROPE

Sustainable, competitive and innovative

10 May 2022, European Committee of the Regions, Room JDE 52

Interpretation to/from: **EN, FR, DE, ES, IT** and **HU**.

(🔊) To follow the event online please click [here](#).

10:00 Opening

(🔊) **Nathalie Sarrabezolles**, Chair of the COTER Commission, Councilor of the Finistère Council, France
Petra Masáčová, Head of the INTERACT Managing Authority

10:10 Debate on the impact of the current geopolitical situation on cross-border tourism

Introduction into the topic: **Eric Philippart**, Senior Expert, DG Grow, European Commission

Manuel Alejandro Cardenete Flores, Minister of Education and Sports of Andalusia, Spain

Pavel Branda, Vice Mayor of Rádlo, Czechia

Kieran McCarthy, Member of the Cork City Executive, Ireland

Caroline Dwane Stanley, Member of Laois County Council, Ireland

Bernd Lange, Head of Görlitz district council, Germany

11:00 Coffee break

Served in front of the conference room

11:15 EGTCs as innovative actors in cross-border tourism

Moderation: **Slaven Klobučar**, Policy Officer, CoR

The Pyrenees – a single touristic destination (ES-FR)

Santiago Fábregas Reigosa, Project leader, EGTC Pirineos-Pyrénées

Challenges and opportunities for mushroom tourism in Europe (ES-FR-CH + Non-EU)

Dr. Joaquin Latorre Minguell, Secretary General of EGTC European Mycological Institute

Health based Alpine tourism (DE-AT-IT-SI)

(🔊) **Katja Hofbauer**, Marketing and Projects manager, EGTC Alpine Pearls



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Experiences and results of cross-border tourism cooperation in Szigetköz-Csallóköz (HU-SK)

(🗣️) **Dr. Zoltán Herke**, Development manager at EGTC Arrabona

Region of Navarra - An example of an integrated cross-border tourism strategy (ES)

Maitena Ezkutari, Director of Tourism, Commerce and Consumer Protection of Government of Navarra

12:00

Innovative cross-border cooperation models supported by INTERREG

Moderation: **Bernhard Schausberger**, INTERACT Project Manager

Heading for diversified and sustainable tourism (Interreg Austria – Bavaria)

(🗣️) **Prof. Pietro Beritelli**, University St. Gallen, Associate Professor with special focus on tourism

(🗣️) **Thomas Huemer**, Joint Secretariat (JS) of the Interreg programme

Territorial Action Plans (TAPs) in tourism (Interreg Slovakia-Hungary)

(🗣️) **Silvester Holop**, Representative of the Joint Secretariat (JS) of the Interreg programme

(🗣️) **Zoltán Bara**, Director Pons Danubii EGTC (HU-SK)

Integrated tourism development along Eurovelo 6 (Interreg Romania - Bulgaria)

Marcela Glodeanu, Managing Authority of the Interreg programme RO-BG

12:45

Closing

Michael Collins, Deputy Director, Legislative works 2

12:50

Lunch offered by INTERACT

Atrium 5, fifth floor of the Jacques Delors Building of the CoR

(🗣️) *Joining online*