



CROSS-BORDER TOURISM IN EUROPE

Sustainable, competitive and innovative

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

Interpretation available to EN, FR, DE, ES, IT and HU.

Registrations for online and in-person participation [are now open](#).

10:00

Opening

Petr Blížkovský, Secretary General of the European Committee of the Regions
Petra Masáčová, Head of the INTERACT Managing Authority

10:10

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)

Joaquín 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

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

Dr. Herke Zolán, EGTC Arrabona

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

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

Questions and Answers

11:00

Coffee break

Served in front of the conference room



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11:15 **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

Questions and Answers

12:15 **Debate with the participants: Developing regional tourism strategies across borders**

- How to develop cooperation mechanism and foster institution building?
- What are key elements to make tourism a sustainable backbone of regional economies?

12:30 **Closing**

Michael Collins, Deputy Director, Legislative works 2

12:40 **Lunch offered by INTERACT**

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



**European Committee
of the Regions**

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