

PROGRAM

UTORAK 24.03.2026.

Dolazak u hotel

19:00h - 20:00h – Večera

SRIJEDA 25.03.2026.

08:00h - 08:45h - Registracija sudionika

08:45h - 09:00h - Pozdravni govori

09:00h - 12:00h - Predavanja & Panel diskusija

09:00h - 09:20h - Jyoti Hosagrahar, zamjenica ravnateljica
Centra svjetske baštine, UNESCO

*online predavanje

Tema predavanja: Upravljanje urbanom baštinom uz unapređenje održivog razvoja i otpornosti na klimatske promjene

09:20h - 09:40h - Mark Wallis, direktor,
Past Pleasures Consulting, Velika Britanija
Tema predavanja: Priče zapisane u kamenu

09:40h - 10:00h - Dora Ivanova, osnivač,
Buzludzha Project Foundation, Bugarska
Tema predavanja: Zaštita i reinterpretacija spomenika Buzludzha kroz angažman zajednice i kreativne strategije baštine

10:00h - 10:30h - Panel diskusija

Tema: Promišljanja o budućnosti kulturnog turizma

Moderator: dr.sc. Goran Čorluka, profesor stručnog studija,
Sveučilišni odjel za stručne studije Sveučilišta u Splitu

- **Dora Ivanova**, osnivačica, Buzludzha Project Foundation, Bugarska
- **Mark Wallis**, direktor, Past Pleasures Consulting, Velika Britanija
- **Mario Šerić**, vlasnik i direktor, MarCon konzalting u turizmu i hotelijerstvu
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10:30h - 11:00h - Pauza za osvježenje/B2B sastanci

11:00h - 11:20h - Mario Šerić, vlasnik i direktor,
MarCon konzalting u turizmu i hotelijerstvu
Tema predavanja: Trendovi u kulturnom turizmu Južne Europe - Što se događa i tko pobjeđuje?

11:20h - 11:40h - Prezentacija najbolje studentske inovativne ideje interpretacije kulturnog lokaliteta

Marta Šestanović, Ella Nicole Povh, Sveučilišni odjel za stručne studije Sveučilišta u Splitu
Tema predavanja: Inovativni turistički proizvod - Dioklecijanova tajna

11:40h - 12:10h - Panel diskusija sa studentima
Tema: Kulturni turizam iz perspektive generacije Z
Marta Šestanović, Ella Nicole Povh, Anđela Prodan, Zorana Kuzmanić, Antonela Šošić

Moderator: dr.sc. Goran Čorluka, profesor stručnog studija,
Sveučilišni odjel za stručne studije Sveučilišta u Splitu

12:10h - 14:00h - Pauza za ručak

13:30h - 17:00h - Organizirani razgled
(opcionalno Solin ili Trogir)

18:00h - 19:00h - Opcionalno: Slikarska radionica

20:00h - 21:00h - Večera

ČETVRTAK 26.03.2026.

09:00h - 12:00h - Predavanja & Panel diskusija

09:00h - 09:20h - Ines Resler, direktorica, TZ grada Našice/
Predsjednica Gradskog vijeća Grada Našice
Tema predavanja: Našice – grad plemstva i kulture

09:20h - 09:40h - Renata Tešija, viši stručni suradnik,
UO za turizam, pomorstvo i promet,
Splitsko dalmatinska županija
Tema predavanja: Od priče do brenda: Kako storytelling gradi održivu Dalmaciju

09:40h - 10:00h - Maša Ivanov, direktorica odnosa s klijentima,
Bruketa & Žinić & Grey
marketinška agencija
Tema predavanja: Proces brendiranja destinacije na primjeru TZ Novalja

10:00h - 10:20h - dr.sc. Irena Ateljević, izvanredna profesorica,
Visoka škola za menadžment i dizajn Aspira, osnivačica Centra
za regeneraciju - Terra Meera
Tema predavanja: Regenerativna renesansa i transmoderni iskorak u regenerativni turizam

10:20h - 10:40h - Darko Bilandžić, voditelj marketinga,
Muzej vučedolske kulture
Tema predavanja: Od prapovijesti do umjetne inteligencije

10:40h - 11:00h - Elis Gobo, direktorica, Arsiana d.o.o.
tvrtka Općine Raša
Tema predavanja: Kova experience u rudniku Raša

11:00h - 11:15h - Pauza za osvježenje/B2B sastanci

11:15h - 12:00h - Panel diskusija

Tema: Budućnost kulturnog turizma u Hrvatskoj: tko, što, gdje, kada, zašto i kako?

Moderator: Željko Trezner, ravnatelj, Centar za odgovorni turizam,
Karlovac

- **Ines Resler**, direktorica, TZ grada Našice/Predsjednica Gradskog vijeća Grada Našice
- **Renata Tešija**, viši stručni suradnik, UO za pomorstvo i turizam, Splitsko dalmatinska županija
- **dr.sc. Irena Ateljević**, izvanredna profesorica, Visoka škola za menadžment i dizajn Aspira
- **Darko Bilandžić**, voditelj marketinga, Muzej vučedolske kulture
- **Elis Gobo**, direktorica, Arsiana d.o.o. tvrtka Općine Raša
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12:00h - 13:00h - Pauza za ručak

13:00h - 16:30h - Organizirani razgled (opcionalno Split ili Omiš)

16:30h - 19:00h - Slobodno vrijeme/ opcionalno Arheološka radionica (17:00h-18:00h)

19:00h - 20:00h - Završna svečanost kongresa – dodjela nagrada, priznanja i zahvalnica

20:00h - 21:30h - Gala večera

PETAK 27.03.2026.

08:00h - 12:00h - Odlazak iz hotela

PROGRAMME

TUESDAY 24.03.2026.

Arrival at hotel

19:00h - 20:00h - Dinner

WEDNESDAY 25.03.2026.

08:00h - 08:45h - Registration

08:45h - 09:00h - Welcome speeches

09:00h - 12:00h - Lectures & Panel discussion

09:00h - 09:20h - **Jyoti Hosagrahar**, deputy director,
World heritage centre, UNESCO

* online lecture

Topic: Managing Urban Heritage while Advancing Sustainable Development and Climate Resilience

09:20h - 09:40h - **Mark Wallis**, managing director,
Past Pleasures Consulting, Great Britain
Topic: The Stories in the Stones

09:40h - 10:00h - **Dora Ivanova**, founder & CEO
of the Buzludzha Project Foundation, Bulgaria
*Topic: Preservation and reinterpretation of Buzludzha Monument
through community engagement and creative heritage strategies*

10:00h - 10:30h - Panel discussion

Topic: Rethinking the future of cultural tourism

*Moderator: Goran Ćorluka, PhD, College professor, University of Split,
Department for Professional studies*

- **Dora Ivanova**, founder & CEO of the Buzludzha Project Foundation, Bulgaria
- **Mark Wallis**, managing director, Past Pleasures Consulting, Velika Britanija
- **Mario Šerić**, owner and managing director, MarCon consulting in tourism and hospitality

10:30h - 11:00h - Coffee break / B2B meetings

11:00h - 11:20h - **Mario Šerić**, owner and managing director,
MarCon consulting
in tourism and hospitality
*Topic: Trends in cultural tourism of eastern Europe - What happens
and who wins?*

11:20h - 11:40h - **Presentation of best student innovative idea of
historic site interpretation**

Marta Šestanović, Ella Nicole Povh, Department for Professional
studies, University of Split
Topic: Innovative tourist product – Diocletian secret

11:40h - 12:10h - Panel discussion with students

Topic: Cultural tourism from the perspective of generation Z
**Marta Šestanović, Ella Nicole Povh, Anđela Prodan,
Zorana Kuzmanić, Antonela Šošić**

*Moderator: Goran Ćorluka, PhD, College professor, University of Split,
Department for Professional studies*

12:10h-14:00h - Lunch break

13:30h-17:00h - Organized sightseeing of cities
(options: Solin or Trogir)

18:00h - 19:00h - Optional: Artistic workshop

20:00h - 21:00h - Dinner

THURSDAY 26.03.2026.

09:00h - 12:00h - Lectures & Panel discussion

09:00h - 09:20h - **Ines Resler**, director, Našice tourist board/
President of City council of Našice

Topic: Našice - city of nobility and culture

09:20h - 09:40h - **Renata Tešija**, Senior Expert Associate,
Department of Tourism, Maritime Affairs
and Transport, Split-Dalmatia County
*Topic: From Story to Brand: How Storytelling Builds a Sustainable
Dalmatia*

09:40h - 10:00h - **Maša Ivanov**, director of client relations,
Bruketa & Žinić & Grey marketing agency

Topic: Destination branding process – Novalja tourist board

10:00h - 10:20h - **Irena Ateljević, PhD**, Associate Professor, Aspira
College of Management and Design, founderess of the Regeneration
Center - Terra Meera

*Topic: Regenerative Renaissance and Transmodern Step into
Regenerative Tourism*

10:20h - 10:40h - **Darko Bilandžić**, Head of marketing, Museum
of Vučedol culture

Topic: From prehistory to artificial intelligence

10:40h - 11:00h - **Elis Gobo**, director Arsiana d.o.o. Company of
Municipality Raša

Topic: Kova experience in mine Raša

11:00h - 11:15h - Coffee break/B2B meetings

11:15h - 12:00h - Panel discussion

**Topic: Future of cultural tourism in Croatia – who, what, where,
when, why and how?**

*Moderator: Željko Trezner, director, Centre for responsible tourism,
Karlovac*

- **Ines Resler**, director, Našice tourist board/President of City council of Našice
- **Renata Tešija**, Senior Expert Associate, Department of Tourism, Maritime Affairs and Transport, Split-Dalmatia County
- **Irena Ateljević, PhD** Associate Professor, Aspira College of Management and Design
- **Darko Bilandžić**, Head of marketing, Museum of Vučedol culture
- **Elis Gobo**, director Arsiana d.o.o. Company of Municipality Raša

12:00h - 13:00h - Pauza za ručak

13:00h - 16:30h - Organized sightseeing (options: city of Split or Omiš)

16:30h - 19:00h - Free time / Optional: Archaeological workshop
(5 p.m. - 6 p.m.)

19:00h - 20:00h - Awards ceremony

20:00h - 21:30h - Gala dinner

FRIDAY 27.03.2026.

08:00h - 12:00h - Departures

