

**UNWTO Seminar on Public-Private Partnerships:  
Tangible and intangible heritage and innovative tourism products  
In collaboration with the World Heritage Cities of Spain**

Santiago de Compostela, 6 June 2014, 16:00 - 21:30

Parador de de Santiago de Compostela - Hostal los Reyes Católicos, Auditorium

**PRELIMINARY PROGRAMME**

**16:00**

**Opening**

Master of Ceremonies: Yolanda Perdomo, Director of the UNWTO Affiliate Members Programme

- Introduction by Miguel Mirones, Chairman of the Board of the UNWTO Affiliate Members
- Javier Bello, Vice-President of the World Heritage Cities of Spain and Mayor of Alcalá de Henares
- Ángel Currás, Mayor of Santiago de Compostela
- Taleb Rifai, UNWTO Secretary-General

Signing of a Memorandum of Understanding between UNWTO and the World Heritage Cities of Spain, a UNWTO Affiliate Member, in the presence of the Mayors of UNESCO World Heritage cities of Spain.

**16:30-19:00    New perspectives on the role of tangible and intangible heritage**

**Setting the scene: The private sector outlook**

- "Product placement related to heritage on the global tourism stage"  
Mercedes Carreño, Director of *la Escuela de Turismo Centro Español de Nuevas Profesiones (Universidad of La Coruña)*
- "Creativity as a driver of innovation in tourism "  
Jorge Robles, CEO de Pastview
- "A financing model for heritage and tourism"  
Masih Sharif, Bank of Tourism of Iran

**Presentations by:**

- Joxe Mari Aizega, General Director of the Basque Culinary Center
- Esther Rodríguez García, Deputy Assistant Director General for the Protection of Historical Heritage
- Ángeles Alarcó, President of Paradores de Turismo de España
- Pilar Marí, Mayor of Ibiza
- Clara Luquero, Mayor of Segovia
- Miguel Ángel García Nieto, Mayor of Ávila

**Open discussion and debate with the participation of:**

- Representative from the Ministry of Industry, Energy and Tourism of Spain
- Anne Lafourture, Secretary of Tourism of Seychelles
- Daniel Pablo Aguilera, Secretary of State for Tourism of Argentina
- Vinicius Nobre Lages, Ministro de Turismo de Brasil (TBC)

**Moderator:** Carlos Vogeler, Director-Executive Secretary of Member Relations, UNWTO

**19:00-20:00      Signing ceremony of MoUs with UNWTO Affiliate Members and cocktail reception**

**20:30              Classical music concert in the Capilla de la Orden Tercera de San Francisco**

The **Kuhlau Group** from ***Escuela Superior de Música Reina Sofía***, provided by World Heritage Cities of Spain.