**International Seminar on Tourism and Culture**

Hotel Habana Libre
Havana, Cuba
4 - 5 May 2016

**PROVISIONAL PROGRAMME**

**Wednesday, 4 May**

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<td>Panel 1: Cultural tourism as a tool for competitiveness and economic growth: job creation and benefits for the communities involved</td>
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**Welcome remarks**
- **Manuel Marrero**, Minister, Ministry of Tourism, Cuba
- **Taleb Rifai**, Secretary-General, World Tourism Organization, UNWTO

**Opening**
- **Miguel Barnet**, Chair, National Union of Writers and Artists (UNEAC), Cuba
- **Nuria Morère Molinero**, Professor of Ancient History, Universidad Rey Juan Carlos, Spain

**Panel 1**
**Moderator: Carlos Vogeler**, Director-Executive Secretary of Member Relations, UNWTO
- **Sandra Howard Taylor**, Vice Minister, Ministry of Trade, Industry and Tourism, Colombia
- **Ingrid Rivera**, Executive Director, Puerto Rico Tourism Company
- **Edgardo José Venturini**, Product Manager, Cordoba Tourism Agency, Argentina
- **Hugh Riley**, Secretary-General, Caribbean Tourism Organization (CTO)
- **Michel Durrieu**, Head of Tourism Unit, Minister of Foreign Affairs and International Development, France

**Panel 2**
**Moderator: Adolfo Favieres**, Member of Tourism Commission, Spain
- **María del Carmen de Reparaz**, Vice Minister, Ministry of Foreign Commerce and Tourism, Perú
- **Marcela Bacigalupo**, Minister, National Secretariat of Tourism, Paraguay
- **Emilio Silvestri**, Director, Honduran Tourism Institute, Honduras
- **Nava Castro**, Director, Tourism Galicia, Spain
- **Antonio López de Ávila**, President, SEGITTUR, Spain
Thursday, 5 May

09:00 - 10:30  Panel 3  
Linking heritage and culture to tourism: quality management of World Heritage Sites and cultural institutions

Moderator: Nuria Morére Molinero, Professor of Ancient History, Universidad Rey Juan Carlos, Spain

- Maribel Villalona, Gen. Coordinator, Development Programme, Ministry of Tourism, Dominican Republic
- Fernando Brugman, Coordinator, Cultural Programme, UNESCO, Cuba
- Liliam Kechichian, Minister, Ministry of Tourism, Uruguay
- Stéphanie Villedrouin, Honorary Member of the Tourism Association of Haiti, Haiti
- Fernando Olivera Rocha, Secretary, Tourism Secretariat of the State of Guanajuato, Mexico
- Gladys Collazo Usallán, President of the National Council of World Heritage, Cuba

10:30 - 12:00  Panel 4  
Urban regeneration through cultural tourism: reinforcing the supply side

Moderator: Magda Resik, Director of Communication, Historical Office of Havana, Cuba

- Donald Hawkins, Eisenhower Professor of Tourism Policy, George Washington University, USA
- Hermes Navarro, Chief, Investment Attraction, Costa Rica Tourism Board
- Ramón Mayo, President, KALAM, Spain
- Patricia Rodríguez Alomá, Director, Master Plan for the Historical Office of Havana, Cuba

12:00 - 12:15  Conclusions and closing