



Nordland County Council

In collaboration with Via Querinissima International Association presents

Travel, Exchanges, Culture and Tourism: sharing best practices, strategies and values



Friday 27th October 2023



Regione del Veneto, Palazzo Grandi Stazioni
Fondamenta Santa Lucia
Cannaregio 23 - 30121 Venezia

08:30–09:00 Welcome coffee

09:00–09:25 Welcome speeches:

Cristiano Corazzari (Veneto region, Councilor for culture, sport, territory, hunting, fishing, safety, parks, migratory flows)

A representative of Nordland County Council

9:15–9:25 Opening speech by Annalisa Bisson (Veneto Region, Director of International Relations)

Morning session: Coordinated by Maja Zakariassen (Nordland County Council)

09:25–9:45 Via Querinissima

Nicoletta Martorana (Director of the Via Querinissima Association) *About Via Querinissima*

Eleonora Berti (Translational Cultural Routes and cultural international advisor. Director Destination Napoleon Cultural Route of the Council of Europe) *Via Querinissima: towards the certification as Cultural Route of the Council of Europe.*

9:45–10:05 Stefania Montemezzo (University of Padua, Scientific Committee of Via Querinissima Association) *Cultural Encounters in 15th Century Europe and Beyond'*

10:05–10:35 Christian Torset (philosopher) *Solidarity as a value*

10:35–11:00 Coffee break

11:00–11:30 Ann-Jorid Pedersen (Mimir AS) *Creating value through experiences*

11:30–11:40 Hanne Lykkja (Nordland County Council) *Making Tourism sustainable by prioritizing local participation- using the Crash-course in Visitor Management to build local community-based tourism*

11:40–12:00 Federica Bosello (Head of Promotion, Communication and Institutional Relations Unit Strategic Planning and Development Department- North Adriatic Sea Port Authority) *New tools to valorize the maritime culture*

12:00–12:20 Marit Laland (Nordland Libraries) *Querini-biblioteca*

12:20–12:40 Neda Furlan (Vice President of AIB-Italian Library Association, Italy) *Sentimental journey through Italian libraries*

12:40–13:30: Lunch buffet

Afternoon session (coordinated by Tiziana Agostini, President of the Venerabile Confraternita del Bacala' alla Vicentina)

13:30–13:50 Gian Andrea Garancini and Despoina Grivaki (Heraklion Development Agency) *Cultural Tourism in Crete in the footsteps of Pietro Querini*

13:50–14:10 Ylva Gustafsson (Västra Götaland Region, Cultural department) *Pietro Querini in Sweden*

14:10–14:30 Sebastián Valverde Comesaña. (Manager of the Association of Municipalities of the Camino de Santiago de la Ría de Muros Noia), *The Association of Municipalities of the Camino de Santiago de la Ría de Muros Noia and Pietro Querini's route from Muros to Santiago.*

14:30–14:50 Massimo Andreoli (CERS) *From heritage to travel: routes along history*

14:50–16:00 Open debate