



## **"Setting out for new horizons - European Regions develop cultural tourism"**

### **AER Seminar on Cultural Tourism and Public-Private Partnerships St. Pölten (Niederösterreich/A), 10 September 2008**

- 08:45 Welcome, by Representative of Niederösterreich
- 08:55 Seminar opening by a representative of AER/Committee 3
- 09:00 "Cultural Tourism – a pathway for regional development?" – Art Pedersen, UNESCO World Heritage Centre, Paris (France)
- 09:30 "Cultural Tourism and Development. How can Public-Private Partnerships contribute?" – Prof. Mike Robinson, Director of the Centre for Tourism and Cultural Change, Leeds Metropolitan University, Leeds (UK)
- 10:00 Discussion
- 10:30 Coffee break
- 10:45 "Enhancing Cultural Tourism through Public-Private Partnerships – the experience in Devon" – Annete Cole, Head of Research and Development, Southwesttourism (UK)
- 11:15 "Bringing tourism, cultural industry professionals and regional authorities to one table – under which conditions are private companies partners for cultural tourism?" – Walther Czerny, ATC-Consulting (Austria)
- 11:45 Discussion
- 12:00 Seminar close: Wrap up of the session and outlook to upcoming activities in the area of cultural tourism
- 12:45 Lunch