



## AGENDA/PROGRAMME

### DANUBE LIMES BRAND PROJECT WP 4 Coordination Meeting Rimini/IT

<b>DATE:</b>	25-26 November 2013
<b>VENUE:</b>	University Rimini, Via Angherà 22 meeting room third floor
<b>ACTIVITIES:</b>	WP 4: DLB Branding Action Plan meeting
<b>HOST:</b>	ERDF PP 4 PROVRN
<b>MODERATOR:</b>	ERDF PP 4 PROVRN

#### Participants:

LP Univie

PP Archaeological Institute, Serbian Academy of Science

PP ProVRN

External experts School for Advanced Studies in Tourism, University of Bologna, Rimini Campus (SSST)

The idea is to focus on each session item brainstorming on: the priorities for the DLB output; the needed preparatory activities from the PPs; the idea to build a shared working methodology for developing the DLB Tourism Action Plan.

#### Monday 25th 2013

09.30 – 13.00

Overview of the draft Action Plan structure prepared by the SSST.

Definition of:

Background philosophy

Timing and priority plans/objectives/actions

Duties of PPs for the preparatory phase of the action plan

Pilot actions to be undertaken by each PPs

*13.00 – 14.30 Lunch break*

14.30 – 18.30

Looking for possible examples:

Serial UNESCO WHS Tourism management plans;  
Master plan for Cultural Routes  
Prolonging strategies along the Danube: integrating actions and goals with the Limes Tourism Action Plan

Tuesday 26th 2013

09.00 – 14.00

Pilot actions presentation:

Rimini Roman Route

2000 years of the Tiberius bridge events

Identification of strategic issues and overlap with DLB specificities

Documents: Limes Tourism Action Plan; serial UNESCO WHS Tourism Management Plans (book chapter); CR Master plan example.