



Sept 30rd 2025 - Barcelona  
FORUM (Mondiacult) Area



- Organised by *Creative Tourism Network®*
- With the support of the Government of Catalonia



**Generalitat de Catalunya**  
Government  
of Catalonia

# PROGRAM

09:00 - 09:30 **Registrations**

09:45 – 10:00 **Welcome and Opening remarks.**

10:00-10:15 **Caroline Couret, Director of the Creative Tourism Network®**

**Introductory note :** “Creative Tourism as a holistic, sustainable and regenerative model”

10:15 -10:40 **Patrick Torrent Queralt, Executive Director at Catalan Tourist Board:**  
*Catalonia as a Living Model: Creative Synergies for Regenerative and Sustainable Tourism.”*

10:40 – 11:35 ***From Creative Industries to Creative Attractivity***

- **Dr Rashid Malheya, Head of International Relations Qatar Museums**  
*“Will Museums Be the Next Business Disruption?”*
- **Norbert Crozier, Project Manager, Attractiveness, Creative Economy, France**  
*From Louvre-Lens to France’s Hotspots: Building a Sustainable Tourism Value Chain”*
- **Anna Sàbat, Local Promotion and development, Visit Empordanet, Catalonia**  
*“Reinventing tourism, attracting new travellers through creativity in rural area.”*

11:35 – 11:40 ***Video Pitch:***

- ***Tamba-Sasayama, Japan – From Crafts and Ceramic to creative tourism,***  
by Takako **Takako Takeya**, Ph.D. (Economics), Creative Destination, **Japan & Masayuki Sasaki**, Creative City Institute, **Japan**

11:40 – 11.50 **Break**

11:50– 13:00 **Creative Tourism as a tool for sustainable and regenerative development:**

- **Mariana Resegue, C de Cultura's Executive Director, Brazil** *Brazilian Cases in rural and urban contexts.*
- **Dra. Simona Newmann, General Director Visit Timis, Romania**  
*Visit Timis, a case of creative and regenerative tourism*
- **Caroline Couret, Director of the Creative Tourism Network**  
*The Culinary Route of Tunisia, a model of sustainable development.*
- **Paula di Iorio Novertó, European Project Manager, Catalan Tourist Board**  
*Regener4MED, regenerative practices that go beyond sustainability*

**13:05 – 14.10 Cocktail + Video-call**

**14:10 – 14.20    *Video Pitch:***

- **Adrian González González** Coordinator of the UNESCO Transcultura Program, Cuba    *Transcultura, Integrating Cuba, the Caribbean and the European Union through Culture and Creativity,*

**14:20 – 15:15 *From UNESCO Creative Cities to Creative Tourism: Film & Media Art***

- **Joana Miranda**, Coordinator of Braga , Creative City in Media Arts, **Portugal**
- **Jordi Hernández Prat**, Focal Point, Terrassa, Creative City of Film, **Catalonia**
- **María Elisa Holguín**, Focal Point, Cali Creative City of Media Arts, **Colombia**

**15:15 – 15:45 *Gastronomy + Creative Tourism = Gastro-Diplomacy***

- **Orazio Belletini**, FUEGOS Director, **Ecuador**    *“Manabí, World Region of Gastronomy”, Ecuador*
- **Colleen Swain**, Director World Heritage Office, San Antonio, UNESCO Creative City of Gastronomy, **Texas, USA**

**15:45 – 16:00    *Creative tourism as a model of governance in Brazil***

- **Mariana Salvadori**, Project Manager, **UNESCO Brazil**

**16:00-17:15    *Creative Cities of Music + Creative Tourism = Music Tourism + Sound Diplomacy***

- **Dorotea Solomun**, Chair of the Committee for Varaždin – UNESCO Creative City of Music and Coordinator for Sustainable Tourism Development of the City of Varaždin, **Croatia**.
- **Sandra Wall**, UCCN Norrköping, Visit Norrköping, **Sweden**.
- **Anna Tarnowska**, Focal Point of Bydgoszcz UNESCO City of Music, deputy CEO of City Center of Culture in Bydgoszcz, **Poland**.
- **Ivania Machado**, Tourism Manager, Amarante Creative City Music, **Portugal**

- **17:15 – 17.20    *Video Pitch:***

*Bogota, a vibrant and creative city*

- **Santiago Trujillo**, Secretary of Culture of Bogotá, **Colombia**
- **Dr. Gábor Soós**, *Secretary-General of the Hungarian National Commission for UNESCO*

**17:20 – 17:30    Launching of the *Co-creation of the Creative Tourism Decalogue & Closing remarks***

