



Respectable,

The Administrative Department for Tourism of the Istrian Region and the Institute of Agriculture and Tourism invite you to a conference "Sustainable Beach Management".

In accordance with the guidelines of the Regional Program for the Management of Sea Beaches in the County of Istria, for the purpose of further public dialogue on responsible and sustainable management of beaches in Istria, concrete examples of "Green Beach" model implementation in the Region of Tuscany, Cyprus and the Istrian County will be presented. The "Green Beach" model is an example of a sustainable model of beach management in the Mediterranean. We believe that the Conference represents an excellent platform for further development of this valuable resource in the function of reflection and planning of further tourism development.

Conference Title:

## **SUSTAINABLE BEACH MANAGEMENT**

Organisation:

**Administrative Department for Tourism of the Istrian Region and Institute of Agriculture and Tourism in cooperation with City of Poreč and City of Novigrad**

Date:

**15–16 March 2018**

Place:

**Lectures (15 March 2018) Hotel Diamant, Conference Hall Magnolia, Poreč**  
**Study visit (16 March 2018) Tour of the towns and beaches of Poreč and Novigrad**

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15 March 2018

Programme

Moderator: ***Danijela Poljuha, PhD, Institute of Agriculture and Tourism***

**8:45-9:15 Registration**

**9:15-9:45 Official opening of the Conference**

***Valter Flego, MSc, President of the Istrian Region***

***Dean Ban, PhD, Director of the Institute of Agriculture and Tourism***

**9:45-10:00 Overview of Istrian Tourism 2017**

***Denis Ivošević, Director of Istria Tourist Board's Office***

**10:00-10:15 Encouraging Sustainable Tourism Development in the Mediterranean (EU Project MITOMED +)**

***Kristina Brščić, PhD, Institute of Agriculture and Tourism***

- 10:15-10:30 Models of Integrated Tourism in the MEDiterranean Plus – MITOMED+**  
*Dr.ssa Maria Luisa Mattivi, Project Leader, Economic and tourist promotion sector, Region of Tuscany*
- 10:30-11:00 Presentation of the "Green Beach" model – Cyprus**  
*Eudokia Balamou, PhD, ANETEL, Larnaca, Cyprus*
- 11:00-11:30 Coffee break**
- 11:30-11:45 Presentation of the "Green Beach" from Tuscany – Municipality of San Vincenzo**  
*Simina Chelaru, Urban planning office, Municipality of San Vincenzo*
- 11:45-12:00 Presentation of the "Green Beach" from Tuscany - Municipality of Montignoso**  
*Raffaello Gianfranceschi, City Councillor, Municipality of Montignoso*
- 12:15-12:30 Presentation of the "Green Beach" from Tuscany - Castiglione della Pescaia**  
*Elena Nappi, Deputy Mayor, Municipality of Castiglione della Pescaia*
- 12:30-14:00 Lunch break**
- 14:00-14:15 Attitudes and satisfaction of tourists with destination according to ETIS questionnaire – research presentation (destinations: Poreč, Novigrad, Rabac),**  
*Kristina Bršćić, PhD, Institute of Agriculture and Tourism*
- 14:15-14:30 Results of the field research - Green Beach (Novigrad, Rabac, Poreč)**  
*Tina Šugar, M .Eng. Agr., Institute of Agriculture and Tourism*
- 14:30-14:45 Green beach – City of Novigrad**  
*Vanja Gorički, dipl.oec., Advisor for EU Projects and International Relations, City of Novigrad*
- 14:45-15:00 Green beach – Rabac**  
*Robert Mohorović, mag. oec., Senior Associate for International Projects, City of Labin*
- 15:00-15:15 Green beach - City of Poreč**  
*Damir Hrvatin, PhD, Head of the Department of Physical Planning and Environmental Protection, City of Poreč*
- 15:15-15:30 Discussion and closing of the Conference**

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16 March 2018

Study visit

**8:30 – 10:30** Tour of the town of Poreč, tour of the beach „Gradsko kupalište“

**11:00-12:30** Tour of the town of Novigrad, tour of the beach "Karpinjan"

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*Provided oral translation to English and Italian language*