CULTURAL HERITAGE
AS DEVELOPMENT OPPORTUNITY

International conference, Ljubljana, 10th May 2018

Association of Historic Towns of Slovenia in the cooperation with partners of the project diStory, Digital stories of Small Historic Towns and Ministry of Culture is organizing an international conference CULTURAL HERITAGE AS DEVELOPMENT OPPORTUNITY, which will be held on Thursday, 10th May 2018 in Ljubljana, Metelkova ulica 2.

The conference will go on as a celebration of European year of Cultural heritage 2018.

As a special guests will participate on the conference:
Brian Smith, general secretary Heritage Europe, European association of old towns and regions, Norwich, Great Britain,
Dr. Augusto Palombini research on the Institute for Applied Technologies for Cultural Heritage Roma, Italy
Ginaluca Bellucci, director of Sistema Museo, Italy

We wish that at the end of the conference we will be able to share the awareness that preserving the cultural heritage enables the economic and social development of our cities and communities, as the members of the Association of Historical Towns of Slovenia wrote at the time of its establishment in 2001.

Kindly invited!
Agenda:

- 8.30 - 9.00
  **Registration**

- 9.00
  Jernej Hudolin, director
  Institute for the Protection of Cultural Heritage of Slovenia

  Miran Gorinsek, mayor of Slovenske Konjice

- 9.10
  Damjana Pecnik,
  Minstry of Culture, state Secretary:

  Heritage is an important part of the economic and social development of the community in the light of the European Year of Cultural Heritage

- 9.30
  Brian Smith, Heritage Europe
  European association of historic towns and regions

  Cultural Heritage Counts for Europe

- 10.15
  Ddr. Verena Vidic Perko,
  museum councillor

  Cultural heritage is the foundation of identity

- 10.35
  Prof. dr. Ziva Deu
  Mateja Kavcic,
  Institute for the Protection of Cultural Heritage of Slovenia

  Diversity as a potential for the spatial development of Slovenia

- 11.00
  **Break**
- 11.30  
 **Dr. Augusto Palombini**  
 Institute for Applied Technologies  
 For Cultural Heritage  
 Cultural Heritage in the digital age

- 12.15  
 **Gianluca Bellucci, Sistema Museo**  
 A development model of Cultural Heritage

- 12.45  
 **Mag. Marjeta Kersic, Interprete Europe**  
 Interpretation of heritage

- 13.05  
 **mag. Natasa Hocevar**  
 Slovenian tourist board  
 Cultural heritage in promotion of Slovenian tourism

- 13.25  
 **izr. prof. dr. Gorazd Sedmak, Turistica, Faculty of tourism studies**  
 Marketing heritage in tourism

- 13.45  
 **Franci Zidar:**  
 **Jerneja Jelovcan Koselj**  
 Cultural heritage on the platform  
 Digital stories of Historic towns

- 14.00  
 **Mansion Trebnik, Slovenske Konjice**  
 **The Nace’s house, Skofja Loka**  
 **Inn and Museum Lectar Radovljica**  
 Examples of best practice

- 14.30  
 Closing of the conference