

**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

*Subsidy Contract No. BMP1/1.3/2616/2017*

**Final Dissemination Conference  
“Responsible tourism in the Balkan-Mediterranean Region”**

*July 2 2019*

*Department of Planning and Regional Development (DPRD)*

*University of Thessaly*

<b>Time</b>	<b>Agenda</b>	<b>Presenting</b>
<b>09:00 – 09:30</b>	<b>Registration of participants</b>	
<b>09:30 – 09:45</b>	<b>Opening and Welcome</b>	<b>Aristeidis Sapounakis</b> , Professor, DPRD President, UTH
<b>09:45 – 10:15</b>	<b>HELIX Project Results</b>	<b>Tzvetalina Genova</b> , Project Coordinator, VUM
<b>10:15 – 11:15</b>	<b>HELIX Project impact on project partners.</b>  (Presentations by Project Partner Organisation Representatives)	<b>Varna University of Management</b> (Bulgaria), <b>University of Thessaly</b> (Greece), <b>“Aleksander Moisiu” University of Durres</b> (Albania), <b>University of Shkodra “Luigj Gurakuqi”</b> (Albania), <b>Institute of Economics, SS Cyril and Methodius University</b> (North Macedonia), <b>Culinary Arts and Hospitality Association</b> (Bulgaria)
<b>11:15 - 11:45</b>	<b>Coffee break</b>	
<b>11:45 – 12:30</b>	<b>Experience Tourism</b>	<b>Pantoleon Skayannis</b> , Professor, DPRD, UTH
<b>12:30 – 13:15</b>	<b>Destination Brand Management</b>	<b>Yeoryios Stamboulis</b> , Assistant Professor, DOE, UTH
<b>13:15 -14:00</b>	<b>Alternative forms of Tourism</b>	<b>Eva Psatha</b> , Laboratory Teaching Staff, DPRD, UTH
<b>14:00- 15:00</b>	<b>Lunch</b>	
<b>15:00 – 17:00</b>	<b>Open Workshop on Sustainable Tourism: “Prospects for International Co-operation on Sustainable Tourism in the Southern Balkan Region”</b>	

*For more information on the HELIX Project please visit:  
[http:// helix-balkanmed.eu/](http://helix-balkanmed.eu/)*