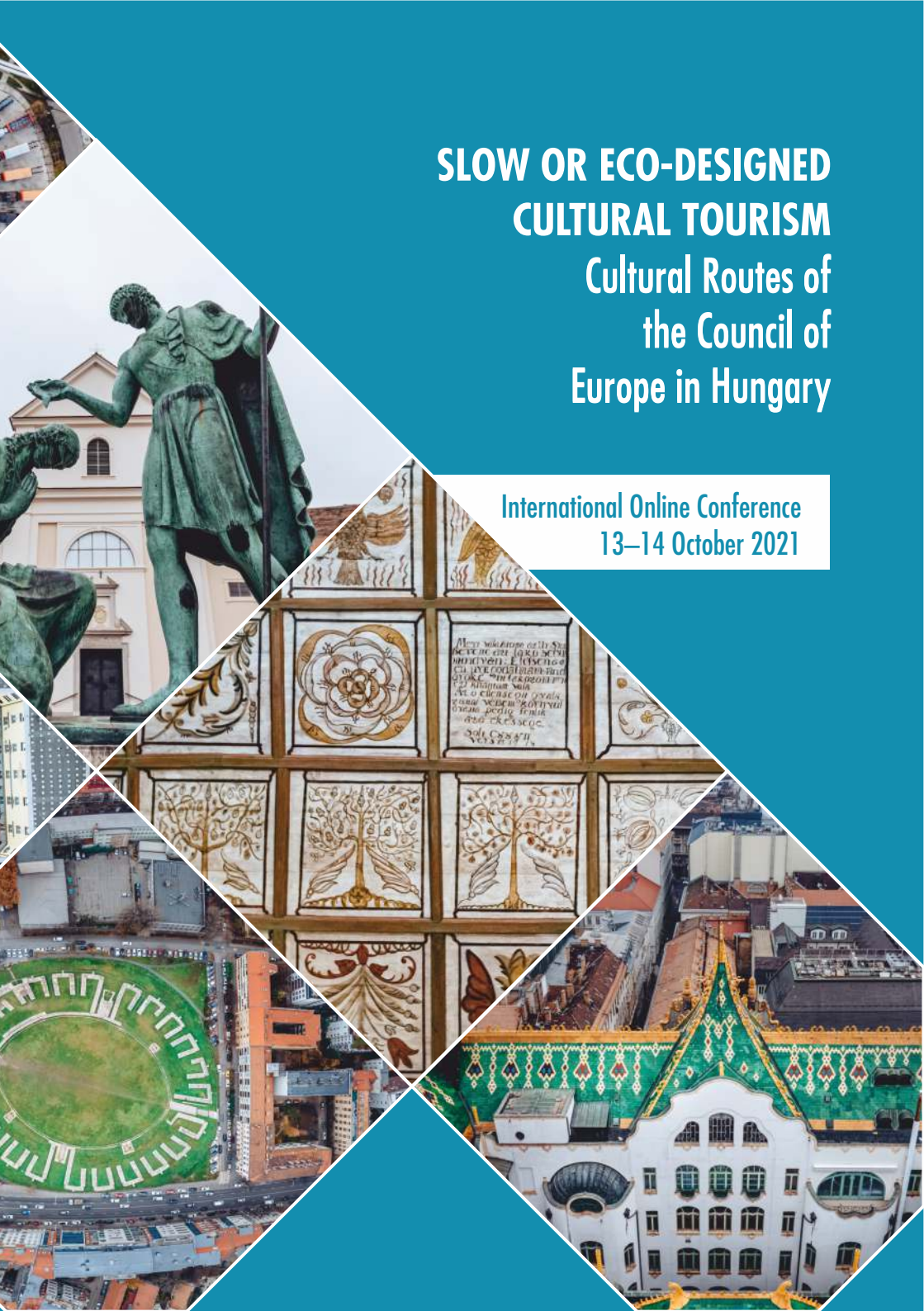


# SLOW OR ECO-DESIGNED CULTURAL TOURISM

Cultural Routes of  
the Council of  
Europe in Hungary

International Online Conference  
13–14 October 2021



As an official programme of the Hungarian Chairmanship of the Committee of Ministers of the Council of Europe, the Hungarian Open Air Museum is organizing a two-day online conference on slow tourism and the Cultural Routes of the Council of Europe crossing Hungary. The aim of the conference is to introduce the new possibilities and promote slow and eco-designed cultural tourism by presenting good practices. Hopefully, the new initiatives will also provide inspiration for the post-pandemic period for cultural routes and their communities.

## PROGRAMME

13 OCTOBER Wednesday

- 09:00 – 09:45 **Greetings, Official Opening**  
Miklós CSERI PhD, General Director, Hungarian Open Air Museum  
Péter FEKETE, State Secretary Responsible for Culture, Ministry of Human Capacities  
Zoltán GULLER DrJur, General Director, Hungarian Touristic Agency
- 09:50 – 10:10 **Key Notes** – Stefano DOMINIONI PhD, Director, European Institute of Cultural Routes, Luxembourg
- 10:15 – 10:35 **The Iron Age Danube Route** – Katalin WOLLÁK PhD, independent Heritage Specialist
- 10:40 – 11:00 **Cultural Utilization of Industrial Heritage** – Gábor ZSIGMOND PhD, Vice-Director, Hungarian Museum of Science, Technology and Transport
- 11:05 – 11:25 **The Route of Hungarian Medieval Churches** – Attila DEÁK Secretary, Hungarian Medieval Churches Route Association; Desk Officer Responsible for Tourism and Improvement, Protestant Association of Tiszántúl
- 11:30 – 12:00 **Q&A**
- 12:00 – 12:30 **Break**
- 12:30 – 12:50 **Routs and Intersections: How the Museum of Applied Arts in Budapest has Become the Center of the Hungarian Art Nouveau?** – Júlia KATONA PhD, Scientific Secretary, Museum of Applied Arts
- 12:55 – 13:15 **Via Habsburg** – Christian GEPP, Director, Habsburg Association, Austria
- 13:20 – 13:40 **The European Route of Ceramics** – Elisabetta DI MARTION International Association of the European Route of Ceramics, Italy
- 13:45 – 14:00 **Q&A**



**14 OCTOBER Thursday**

- 09:05 – 09:25 **Saint Elisabeth's Route in Hungary** – Tamás PAVLICS President, Saint Elisabeth Route Foundation
- 09:30 – 09:50 **The Route of Saint Martin of Tours in Baranya County** – Gyöngyi DERKSEN President, Association of the Friends of Kisújbánya
- 09:55 – 10:15 **The European Route of Jewish Heritage** – Victor SORENSEN Director, European Association for the Preservation and Promotion of Jewish Culture and Heritage, Spain
- 10:20 – 10:40 **New Ways of Site Seeing** – Dávid MERKER Manager, Hosszúlépés
- 10:45 – 11:05 **ATRIUM; Architecture of Totalitarian Regimes of the 20 Century in Europe's Urban Memory** – Patrick LEECH President, ATRIUM Association
- 11:10 – 11:30 **Memories of the Communist Period: Budapest Memento Park** – Ákos RÉTHLY Manager, Judit HOLP Professional Employee, Memento Park
- 11:35 – 12:00 **Q&A**
- 12:00 – 12:30 **Break**
- 12:30 – 12:50 **Historic Gardens in Hungary** – Vince ZSIGMOND President, Association of the Hungarian Arboreturns and Botanic Gardens
- 12:55 – 13:15 **Iter Vitis Cultural Route** – Emanuela PANKE President, Iter Vitis International Federation, Italy
- 13:20 – 13:40 **Pécs-Mecsek Wine Route** – Tibor GONDA PhD, President, Pécs-Mecsek Wine Route Association
- 13:45 – 14:15 **Q&A**
- 14:15 – 14:30 **Closing Remarks** – Eszter CSONKA-TAKÁCS PhD, Director, Directorate of Intangible Cultural Heritage, Hungarian Open Air Museum



**HUNGARIAN PRESIDENCY**  
Council of Europe  
May – November 2021  
**PRÉSIDENCE HONGROISE**  
Conseil de l'Europe  
Mai – Novembre 2021

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



MINISTRY  
OF HUMAN CAPACITIES



CULTURAL ROUTES OF  
THE COUNCIL OF EUROPE  
IN HUNGARY

Organized by  
the Hungarian Open Air Museum as the Programme Coordinator of Cultural Routes

