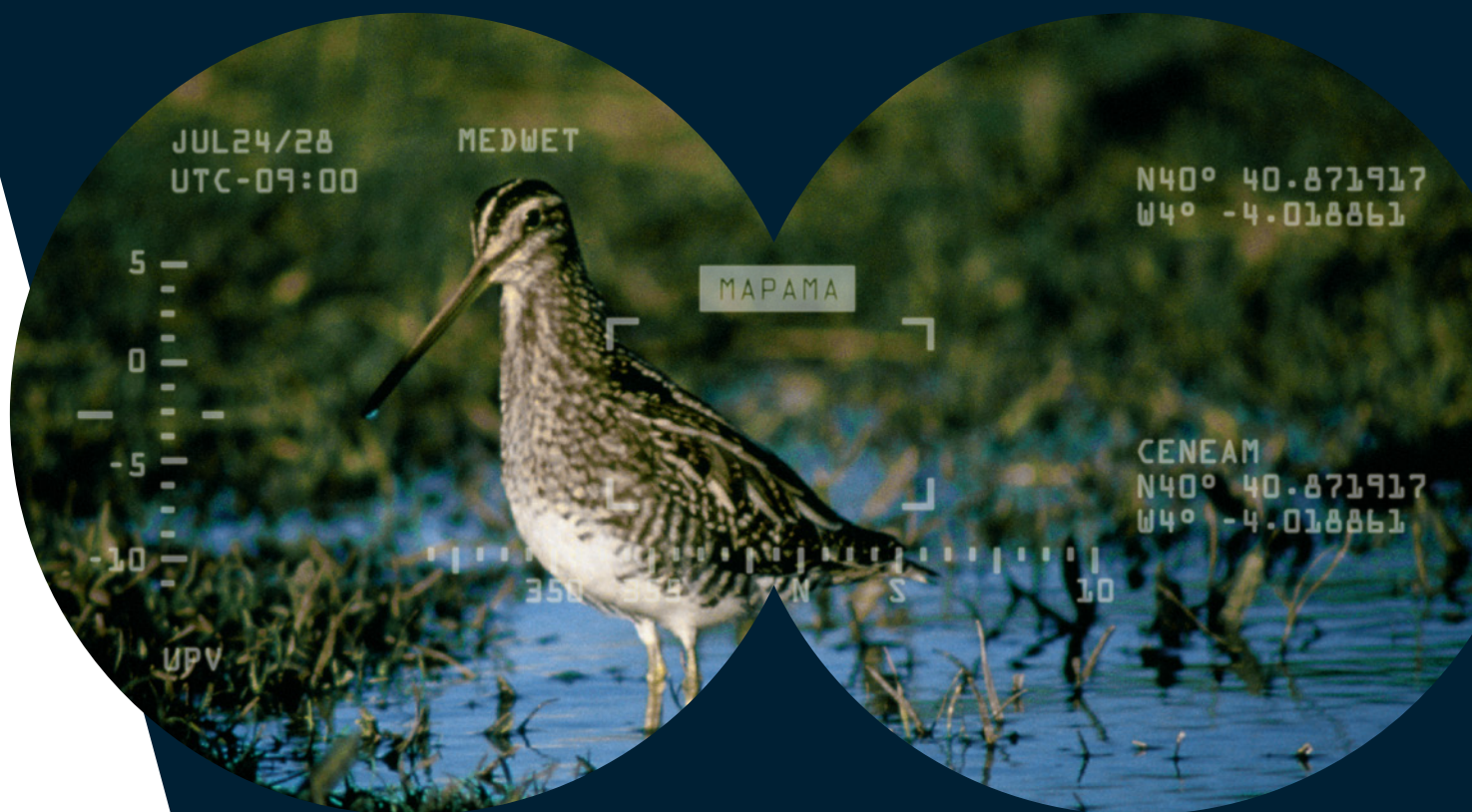


# PROGRAMME

## Visitors Management in Protected Wetlands: Making them the allies of conservation

*Valsaín (Segovia, Spain), 24-28 July 2017*



●● CENEAM Photo Library: M.A. de la Cruz Alemán



# Monday 24 July

09:00 - 09:30	Accreditation
09:30 - 10:00	Logistical information
10:00 - 10:30	Opening and welcome address by the Spanish Ministry of Agriculture and Fisheries, Food and Environment ∞ <i>M. Aymerich</i>
10:30 - 10:45	Academic presentation of the course
10:45 - 11:15	Coffee break
11:15 - 12:00	Lecture and discussion: Tools for Heritage and Protected Areas Tourism Management - General overview ∞ <i>M. J. Viñals</i>
12:00 - 12:45	Lecture and discussion: Natural Attractions - Inventory and Assessment ∞ <i>M. Planelles</i>
12:45 - 14:00	Lunch
14:00 - 15:00	Lecture and discussion: Cultural Attractions - Inventory and Assessment ∞ <i>P. Alonso-Monasterio</i>
15:00 - 16:00	Lecture and discussion: Landscape and Climate Assessment ∞ <i>M. J. Viñals</i>
16:00 - 16:30	Coffee break
16:30 - 18:30	Small working groups: How to inventory and assess the attractions ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles</i>
18:30 - 20:30	Side events/entertainments
21:00	Dinner



# Tuesday 25 July

09:00 - 09:30	Messages to participants from: ∞ <i>Ramsar Secretariat: T. Salathé</i> ∞ <i>MedWet Initiative: G. Beltram</i>
09:30 - 10:00	Lecture and discussion: Ramsar Site visitor management and its contribution to the Ramsar Strategic Plan and the Sustainable Development Goals ∞ <i>T. Salathé</i>
10:00 - 11:00	Lecture and discussion: Intellectual and emotional tools (Interpretation Planning and Programme) (I) ∞ <i>P. Alonso-Monasterio</i>
11:00 - 11:30	Coffee break
11:30 - 12:30	Lecture and discussion: Intellectual and emotional tools (Interpretation Planning and Programme) (II) ∞ <i>P. Alonso-Monasterio</i>
12:30 - 13:30	Wrap-up discussion session on the main issues covered ∞ <i>Chair: J. C. Farinha</i> ∞ <i>Rapporteur: M. Planelles</i>
13:30 - 14:30	Lunch
14:30 - 15:30	Lecture and discussion: Recreational facilities and installations ∞ <i>M. Planelles</i>
15:30 - 16:30	Small working groups: Tourism signage system (I) ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles</i>
16:30 - 17:00	Coffee break
17:00 - 18:00	Small working groups: Tourism signage system (II) ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles</i>
18:30 - 20:30	Side events/entertainments
21:00	Dinner



## Wednesday 26 July

09:00 - 11:00	Lecture and discussion: Tourism Strategic Planning for Heritage sites ∞ <i>M. J. Viñals</i>
11:00 - 11:30	Coffee break
11:30 - 12:30	Lecture and discussion: Public Use Planning ∞ <i>M. Planelles</i>
12:30 - 13:30	Wrap-up discussion session on the main issues covered ∞ <i>Chair: J. C. Farinha</i> ∞ <i>Rapporteur: P. Alonso-Monasterio</i>
13:30 - 14:30	Lunch



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14:30 - 16:30	Small working groups: Developing an interpretation programme ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles</i>
16:30 - 17:00	Coffee break
17:00 - 18:00	Small working groups: Heritage guiding skills ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles</i>
18:30 - 22:30	Cultural city-tour and dinner in Segovia (15 km from Valsaín)





## Thursday 27 July

09:00 - 10:00	Lecture and discussion: Hospitality tourism services. Inventory and assessment ∞ <i>L. Teruel</i>
10:00 - 11:00	Lecture and discussion: Design of Experiential Recreational Activities and Tourism Products ∞ <i>L. Teruel</i>
11:00 - 11:30	Coffee break
11:30 - 12:30	Lecture and discussion: Case Study, Portugal National Park branding ∞ <i>J. C. Farinha</i>
13:00 - 14:00	Lunch
14:30 - 15:30	Lecture and discussion: Recreational Carrying Capacity ∞ <i>M. J. Viñals</i>
15:30 - 16:30	Small working groups: Tourism maps for wetlands (I) ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles, L. Teruel</i>
16:30 - 17:00	Coffee break



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17:00 - 18:00	Small working groups: Tourism maps for wetlands (II) ∞ <i>M. J. Viñals, P. Alonso-Monasterio, M. Planelles, L. Teruel</i>
18:30 - 20:30	Side events/entertainments
21:00	Dinner





## Friday 28 July

09:00 - 12:30	Field experience: Valsaín Mountains guided tour (Sierra de Guadarrama National Park) - Developing interpretative guiding skills ∞ <i>CENEAM Guides</i>
12:30 - 13:30	Wrap-up discussion session on the main issues covered ∞ <i>Chair: J. C. Farinha</i> ∞ <i>Rapporteur: P. Alonso-Monasterio</i>
13:30 - 14:30	Lunch
14:30 - 15:30	Lecture and discussion: Tourist Information Centres (TICs) for marketing and commercialisation of sustainable tourism destinations ∞ <i>L. Teruel</i>
15:30 - 16:30	Small working groups: Online practical exercises ∞ <i>L. Teruel</i>
16:30 - 17:00	Coffee break
17:30 - 18:30	Final discussion session and concluding remarks Course evaluation survey ∞ <i>Chair: M. J. Viñals</i> ∞ <i>Rapporteur: M. Planelles</i>
19:30 - 22:00	Farewell dinner



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