

Workshop Santa Cruz de Tenerife, 26th-28th march 2014**TECT PROJECT****Day 1, Wednesday 26th march 2014**

DRESS CODE: Casual, strong but comfortable footwear.

8.30 – 9.30h.- Partnership meeting. Presentation of the agenda and objectives of the Workshop.

Venue: Hotel Mencey

Attendees: TECT project partners

9.30 – 10.30h.- Welcome addresses by local authorities. Brief presentation of the Culture-related departments of the City of Santa Cruz administration: cultural activities, preservation of cultural heritage, training, workshops, cultural events, etc.

Venue: Hotel Mencey

Assistants: project partners, city council members, tourism experts.

10.45 – 11.15h. Coffee Break

11.30 – 12.00h. Historic Tour of Santa Cruz de Tenerife by the official tourist bus (City Sightseeing)

12.15 – 12.45h. Visit of the Guimerá Theatre

Visit of the “Noria” street in the old quarter, where many Carnival Groups have their base.

13.00 – 13.30h. Technical visit of the TEA modern arts museum and city library. “Tenerife Space of Arts” is the central facility for arts and culture in Santa Cruz. Architects Herzog and Meuron set an urban icon with this building, close by the old quarter and next to another landmark of Santa Cruz, the classic 18th century building of the Museum of Nature and Man, also included in the visit program.

13.45 – 15.45h. Lunch at Gastro Bar MNH (Museum of Nature and Man).

16.00 – 16.45h. Castillo de San Juan (Black Castle). Reenactment of the battle against the British rear-admiral H. Nelson the 25th July 1797. (Project Nelson’s Challenge Tour).

Bus transfer to “Plaza de España”.



17.00 – 19.00h. Technical visit of the Visitor Centre of the San Cristóbal Fortress (underneath Plaza de España) and walking tour of the city centre: San Francisco church, Fine Arts Museum, Plaza del Príncipe, ExpoCarnaval in the Parque Bulevard shopping centre.

19.00h. Free time

21.00h. Hotel pick-up. Bus transfer to the dinner venue (at hotel's hall).

21.30h. Welcome dinner with local authorities and representatives of the institutions visited today to share knowledge with participants.

Dinner with folkloric performances, "comparsas" (brazil-style dance and sing carnival groups), Carnival Queen costumes, typical carnival costumes and much more.

DRESS CODE: SMART CASUAL

Day 2, Thursday 27th de march de 2014

DRESS CODE: Casual

Thematic Workshops.-

During this activity there will be an exhibition of regional crafts.

08.00h. Bus transfer to the Caja Siete conference hall.

09.00 – 09.45h. Presentation and discussion of challenges in the cultural sector;

- Welcome address by the CEO of Sociedad de Desarrollo, Florentino Guzmán Plasencia and the manager Jose Miguel González.
- Introduction of the TECT Project. Iliana Yakova Municipality of Sandanski, Bulgaria. Lead Partner of TECT Project "Europe for Citizens" Programme.
- Artisans Association of Tenerife

09.45 – 10.30h. Presentation and discussion of challenges in the tourism sector

- Dr. Eduardo Parra Institute of Political and Social Science La Laguna University, "Canarias 2020: new tourism paradigms"
- Business Association "Zona Centro"
- Dña. Aida Cedrés, Director of the Product Engineering Department of Turismo de Tenerife – (Tourism development corporation of Tenerife)

10.30 – 11.00h. Coffe-break. Crafts exhibition.

11.00 – 11.30h. Presentation and discussion of challenges in SME development.

11.30 – 12.00h. International cooperation for development of the cultural/tourism/SME development sector; EU policies; conceptualizing and drafting strategies for development of the relevant sectors

- "Challenges and Policy of the European Union." Iliana Yakova Municipality of Sandanski, Bulgaria. Lead Partner of TECT Project "Europe for Citizens" Programme.



- Mr Julian Zarb , ex Director of the Ministry for Tourism lecturer at the University of Malta- Institute for Tourism and Culture and representative manager of a NGO of sustainable tourism. “The importance of considering community based tourism and local tourism planning for localities on islands”

12.00h. Close of the meeting.

12.15h. Bus transfer and tour of the Anaga Rural Park

14.00 – 15.30h. Lunch in Anaga.

15.30 – 16.30h. Bus transfer to The Palmetum

16.30 – 18.00h. Technical visit to The Palmetum, a unique project that has become a former landfill in a space dedicated to botanical culture.

18.00 – 19.00h. Cocktail at The Palmetum Mirador.

19.00h. Return to Santa Cruz.

19.00 – 21.00h. Free time.

21.00 – 10.30h. Dinner at Noria Street.

Day 3, Friday 28th march 2014

DRESS CODE: casual

08.30h. Meeting point at the hotel hall. Bus transfer to the Auditorium.

09.00 – 10.00h. Technical visit of the “Adan Martin” Auditorium. Designed by Santiago Calatrava to become a benchmark cultural and architectural space for the island, the Auditorium was opened in 2003 and offers a wide variety of well-established cultural, musical and conference events, in addition to being the official home of the Tenerife Symphony Orchestra.

10.00h. Coffe-break.

10.45h. Bus transfer to San Cristóbal de la Laguna World Heritage City.

11.15 h. Historical visit at the town center of San Cristóbal de la Laguna.

13:00 h. Bus Transfer to the Museum House of Wine la Baranda (El Sauzal). The wine culture in Tenerife and the importance for Tourism will be explained at this occasion



13:30 h: Lunch

15:30 h: Bus Transfer to the Tourism City of Puerto de la Cruz

16:00 h: Guided walk visit in Puerto de la Cruz

18:00h. Back to the Hotel

18.00 – 21.00h. Free time

21.00h Dinner on your own

