

DETOUR: Developing Resilient Tourism Ecosystems Along Mediterranean Routes

Webinar Tourism Diversification and Economic Impact of Walking Routes on SMEs

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Speakers



Alan Vella has considerable first-hand knowledge of institutional work environments, having occupied different positions at the European Commission and at the United Nations as from 2006 onwards. He currently acts as project manager and call coordinator within the Competitiveness and Internationalisation Sector of the European Innovation Council and SMEs Executive Agency (EISMEA), in Brussels



Jacopo Bordignon has been working in the Regional Department for Europe since November 2021, when he joined as a Junior Professional Officer sponsored by the Ministry of Foreign Affairs of Italy, after which he assumed the role of Senior Project Specialist. He previously worked as a Policy Officer and Project Manager in the European Commission's Directorate-General for Research & Innovation. A graduate of the London School of Economics & Political Sciences, he is fluent in Italian, English, French and Spanish.



Cornelia Keller is a Research Project Manager at the European Travel Commission, where she oversees projects on traveller sentiment across long-haul and intra-European markets. Holding a Master's degree in International Tourism Management, she combines research expertise with a passion for understanding evolving travel behaviours.



Luca Bruschi has been working since 2004 on the development of the Via Francigena and other European routes. From 2011 to 2013, he worked as a Project Manager of the Cultural Routes Programme at the Council of Europe. Since 2015, he has served as Director of the European Association of the Via Francigena Ways and coordinates the UNESCO nomination of the route. He is also a member of the Permanent Committee for the Promotion of Italian Tourism, as well as an author, journalist, coach, and passionate long-distance walker.



Çağla Kosova is an Expert on EU and international projects, focused on tourism development, sustainable tourism, partnership relations and professional events coordination. Culture Routes Society DETOUR Project Manager.



Elena Dubinina coordinates the European projects and international partnerships for AEVF. She is also an independent expert in cultural routes and sustainable tourism. With solid experience in the fields of culture and tourism, she has held positions within the UNWTO Silk Road Programme, the Council of Europe, and the European Institute of Cultural Routes. She holds a Master's degree in World Heritage Studies from the UNESCO Chair at the Brandenburg University of Technology (Germany) and a Master's degree in Management from Sciences Po Strasbourg (France).