

## SMART EUROPE PEER REVIEW

7<sup>th</sup> & 11<sup>th</sup> October 2013, Ávila (Spain)

### PROGRAMME

#### MONDAY 7<sup>th</sup> OCTOBER

This day is dedicated to the Introduction to Avila Tourism

- 14:45 Welcome coffee and Registration (lobby Hotel Velada)
- 15:30 Welcoming Words  
Ignacio Burgos, Vice-president 1<sup>st</sup> and Representative European Affairs,  
Tourism, Energy and Promotion
- 15:40 Introduction to European Affairs, Tourism, Energy and Promotion Dept.  
Luisa Martin, Managing Director European Affairs, Tourism , Energy  
and Promotion. Avila County Council
- 15:50 Info and logistics about Peer Review Week  
Roberto Rodriguez, Senior Officer . European Affairs, Tourism , Energy  
and Promotion. Avila County Council
- 16:20 Peer Review Coordinator Introduction  
Zsófia Munnich, Észak-Alföld (HU), Peer Review Coordinator
- 16:30 Avila Tourism  
Carmen Jimenez. Tourism Senior Officer. European Affairs, Tourism ,  
Energy and Promotion. Avila County Council
- 17:30 Summary time for peers
- 20:30 Dinner at "La Flor de Castilla" gastronomic centre

#### TUESDAY 8<sup>th</sup> OCTOBER

This day is dedicated to the Cultural resources

- 8:30 *Meeting at lobby Hotel Velada, leaving to Palacio Verdugo (5' walking)*
- 9:00 Tourism in a World Heritage City  
Hector Palencia, Tourism Councillor at Avila Municipality

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- 9:40 Accessibility as quality element for Tourism.  
Noelia Cuenca. Accessibility Councillor at Avila Municipality
- 10:20 The Degree of Tourism in the European Space of Higher Education  
Sonsoles Sanchez-Reyes, Managing Director Education and Tourism  
Faculty. Avila Campus of University of Salamanca
- 11:00 Coffee-break
- 11:30 *Leaving to Avila County Council headquarters, (10' walking)*
- 11:45 Official Welcoming by the President of Avila County Council  
Agustin Gonzalez, President  
Local Media coverage
- 12:15 Visit to Vettones Exhibition (Celtic culture) at Torreón de los Guzmanes
- 13:00 *Leaving to Arévalo municipality (60' by bus)*
- 14:00 Lunch at "Tostón de Oro" Restaurant  
After the lunch, explanation words about <Marca Tostón de Arévalo>  
by Javier Jimenez, restaurant owner.
- 16:15 On-site Visit to "Credo" cultural exhibition on sacrum art
- 18:00 *Leaving Arévalo to Avila (estimated arrival time 18:45 approx)*
- 20:30 Dinner at "Lienzo Norte" Restaurant

#### WEDNESDAY 9<sup>th</sup> OCTOBER

This day is dedicated to the Gastronomy resources

- 8:30 *Meeting at lobby Hotel Velada, leaving to Hotel Cuatro Postes (10' by bus)*
- 9:00 Avila Auténtica: the value of agro-food products  
Jose M<sup>a</sup> García-Tiemblo, Representative Rural Development at Avila  
County Council and Gemma Rodríguez, Avila Auténtica officer

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- 10:00      The Key of success in Tourism: New Experiences  
(by CONFABE, Hotels and Restaurants owners Association)  
Piedad Sanchez, Avila Business Association Vicepresident  
Victor Gómez, Avila Hotels & Restaurants Association President
- 11:00      Coffee-break
- 11:45      *Leaving by bus (10')*  
On-site visit to "Yemas de Santa Teresa" workshop  
Mercedes Perez, Quality Head of Unit Yemas de Santa Teresa
- 12:45      *Leaving to Hoyocasero municipality (60' by bus)*
- 13:45      On-site visit to Cerveza Gredos, "tasting experience" by the quality  
department, then...
- 14:30      ...Informal Lunch at Cerveza Gredos
- 15:30      Explanation about productive process for elaborating Cerveza Gredos  
Lara Díaz. Quality Department Cervezas Gredos
- 16:15      *Leaving to Avila (60' by bus)*
- 17:30      Summary by peers
- 20:30      Dinner own arrangements by peers (suggestion Restaurant "La Bruja")

#### THURSDAY 10<sup>th</sup> OCTOBER

This day is dedicated to the Natural resources

- 8:30      *Leaving to Hotel Parador the Gredos in Navarredonda de Gredos  
municipality (60' by bus) estimated arrival time 9:45*
- 10:00      Welcome to Parador de Gredos  
Gaspar Vallés, Director

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- 10:10      Competitiveness Strategic Plan Gredos-Iruelas  
              Pedro Carrasco, Ávila County Council
- 11:00      Coffee-break
- 11:30      How to manage the Northern Gredos tourist destination by ASENORG?  
              Isabel Sanchez, President ASENORG
- 12:30      *Leaving to Hoyos del Espino municipality (10' by bus)*
- 12:45      On-site visit to Tree Adventure Park "Pinos Cimeros"  
              Lidia Herrero. Outdoor activities guide AMN
- 14:30      Lunch at "El Milano Real"
- 16:15      Rural Hotel Owner perspective  
              Theresa Dorn, Managing Director EL Milano Real hotel & restaurant
- 17:15      *Leaving to Hotel Parador Gredos (10')*
- 17:30      Summary by peers
- 20:30      Dinner at "Parador de Gredos" Restaurant

#### FRIDAY 11<sup>th</sup> OCTOBER

This day is dedicated to the presentation of the first draft of recommendations by the peer review team at the workshop

- 8:30      *Leaving to Avila , Hotel Palacio Velada (60' by bus)*
- 9:30      Peer review team meeting (preparation of Workshop)
- 11:30      Coffee-break
- 12:00      Workshop : first draft of recommendations to be introduced to the host
- 14:00      Lunch at "Reyes Católicos" Restaurant