

Historical Cities 3.0

Webinar, 28th October 2025

„New cultural tourism spaces in historical cities: where sustainability meets creativity”

10:00–10:10 | **Welcome and Introduction**

Natalia Kulec-Greń, Director of the Department of Tourism of Municipality of Krakow

Professor Piotr Zmysłony, Poznań University of Economics and Business

10:10–10:50 | **Creativity, Sustainability and Technology: Implications for Cultural Tourism and Wellbeing in Historic Cities**

Dr Melanie Kay Smith, Budapest University of Economics and Business,
Department of Tourism and Hospitality

10:50–11:00 | **Q&A Session**

11:00–12:30 | **Cities Talking: Reinventing Cultural Tourism**

Kraków (Poland) – Paweł Szczepanik, Plenipotentiary of the Mayor of the City of Kraków for Culture

Poznań (Poland) – Bartosz Małolepszy, Poznań Heritage Center

Alba Iulia (Romania) - Andreea Mitrofan-Rădoiu, Department of international relations, partnership and urban innovation of Alba Iulia

Venice (Italy)

12:30–13:15 | **Cities in Dialogue: Co-creating Sustainable Cultural Tourism**

Moderator: dr hab. Piotr Zmysłony

13:15–13:30 | **Summary and Closing**