

Program of Events of the Catherine's Roads Forum

May 23-26, 2024

The idea of the Forum: “Catherine's Roads: not geography, but the way”

May 23-26

*An exhibition area of the International Exhibition “Spring in Gomel”
Palace of Athletics (Gomel, 52, Yubileynaya str.)*

10.00-19.00	Work of interactive exhibitions-presentations of tourist potential of the territories “Walk along Catherine's roads”: Gomel, Kormyan, Mogilev, Bryansk, Smolensk and Krasnogvardeysk regions
10.00-19.00	Demonstration of video clips - participants of the contest “My Catherine Roads” on the main screen of the exhibition
May 23 (Thursday)	
<i>Conference hall of the Gomel branch of the BelCCI (Gomel, Irininskaya, 21)</i>	
10.00-13.00	Souvenir exhibition «Souvenirs from Ekaterina»
10.30-11.00	Registration of seminar participants
11.00-12.00	<i>Seminar on the topic: “Souvenir industry in the context of thematic objects of tourism”</i> Speaker: Irina Bogdanets, Director of the Private Institution “Territory of Development - 21st Century” Educational block - issues of souvenirs production for tourists. Discussion of the results of the competition for the best souvenir “Souvenirs from Ekaterina” - problems, findings, experience, progress.
<i>State Historical and Cultural Institution “Gomel Palace and Park Ensemble, Rumyantsev-Paskevich’s Palace (Gomel, Lenin Square, 4)</i>	
13.30-14.00	Forum “Catherine's Roads” Registration of participants
14.00-14.30	Opening of the «Catherine's Roads Forum» Greeting of officials and guests of the Forum (names to be specified)
14.30-15.30	Discussion platform: “Historical and cultural aspect as a factor of development of small territories and their tourist attractiveness”
	<i>Block: Historical view of a tourist site</i> <i>Moderator: Irina Bogdanets, author of the idea and head of the project “Catherine's Roads”</i> <i>Topics for discussion:</i> - <i>Justification of the tourist project from the point of view of science and history.</i> - <i>Combination of historical facts and legends in the creation of new tourist objects, routes and events.</i> - <i>Modern development of small territories on the basis of historical context.</i> <i>Speakers - historians, museum researchers, specialists in the field of historical tourism (presentations, up to 7 min.):</i>

	<p>Maria Gladkikh, Head of the Virtual Russian Museum Service, Federal State Budgetary Institution of Culture “State Russian Museum” (St. Petersburg, Russia)</p> <p>Galina Galaktionova, coordinator of the project “Ekaterina's Roads” in Bryansk region, Chairperson of the Committee for Promotion of Tourism Development and Regional Branding of Bryansk Chamber of Commerce and Industry, public representative of ASI in the direction of “Tourism” in Bryansk region (Bryansk, Russia)</p> <p>Elena Zubova, architect-restorer, expert on state historical and cultural expertise of the Ministry of Culture of the Russian Federation (Bryansk, Russia)</p> <p>Galina Nechaeva, Deputy Director of the Vetkov Museum of Old Believership and Belarusian Traditions named after F.G. Shklyarov. F.G. Shklyarov, honored cultural worker of the Republic of Belarus, honorary citizen of Vetka’s district (Gomel, Belarus)</p> <p>Tatyana Grigoryevna Flerko, Deputy Dean of the Faculty of Geology and Geography, Gomel State University of F. Skaryna, PhD of Geological Sciences, Associate Professor (Gomel, Belarus).</p>
15.30-16.00	<p>Block: Presentations of practical experience of territorial teams of the project on creation and realization of tourist products</p> <p><i>Topics for discussion:</i></p> <ul style="list-style-type: none"> - Influence of the project “Catherine's Roads” on the issues of socio-economic development of regions and territories - New knowledge and competencies, new communications as a factor in the formation of new concepts of territorial development - The project “Catherine's Roads” as a start of realization of new tourist projects <p>Speakers (presentations, up to 5 min.):</p> <p>Natalia Sidorova, Deputy Chairman of the Korma’s District Executive Committee (Gomel region, Belarus)</p> <p>Victoria Rogova, Bryansk Technical School of Service Industry, teacher of English and professional modules in the specialty “Hotel Service” (Bryansk, Russia)</p> <p>Inna Mastepanova, teacher of the State Educational Institution “Uritskoe’s secondary school”, head of the virtual branch of the Russian Museum (Gomel, Belarus)</p> <p>(the list of speakers will be supplemented).</p>
16.00–16.30	<p>Block: The Age of Enlightenment - a view from the XXI century</p> <ul style="list-style-type: none"> • Expert presentations, discussions, exchange of experience, discussion of problematic issues and prospects for the realization of the project “Catherine's Roads”. Experience of integrated approach in the development and implementation of tourist routes within the framework of the project “Catherine's Roads” • - Festival “Catherine's Name Day” and literary uniqueness of Grabovka village” (Grabovka village council, Gomel district) • - St. Catherine's Church and the monument of intangible heritage “Sula” (Markovichi village council, Gomel district)

	<p>Block: Culinary School by Ekaterina <i>(master class according to a separate scenario)</i> Culinary peculiarities of Catherine's epoch. Catherine the Great's culinary preferences. Mini-lecture with presentation of dishes. A buffet format. Ivan Krasheninnikov, <i>sous-chef of the restaurant “Fasol”, participant of the project “Catherine's Roads” (Gomel, Belarus).</i></p>
16.30-17.00	Awarding the winners of the contests.

The organizers reserve the right to make changes to the program.

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