



Conference Tourism and international labels Protection and commercialization

Preliminary Program

DAY 1 – Sunday May 10th 2020

Time	Activities	Location
14h00 - 17h00	<p>Public conference for participants and residents "Protection and commercialization: the challenges of appropriation"</p> <p>(In French only)</p> <p>Limited places, necessary registration for everyone at chairedetourisme@ulaval.ca</p>	<p>Maison de la littérature 40 Rue Saint-Stanislas, Québec, QC G1R 4H1</p>

DAY 2 – Monday May 11th 2020

Time	Activities	Location
8h00 - 9h00	Reception desk	<p>Fairmont Le Château Frontenac Lobby 1 Rue des Carrières, Québec, QC G1R 4P5</p>
9h00 - 10h40	<p>Word of welcome – Guest speakers (simultaneous translation)</p> <ul style="list-style-type: none"> ○ Jean-Philippe Messier (Founder and director of the Manicouagan-Uapishka World Biosphere Reserve) ○ Maria Gravari-Barbas (Coordinator of the UNESCO/UNITWIN international network) 	Conference room

	<ul style="list-style-type: none"> ○ Representative of the Organization of World Heritage Cities (OWHC) 	
10h40 - 11h00	Coffee break	
11h00 - 12h30	Conferences sessions – French and English	Conference room
12h30 - 14h00	Lunch	Dining room
14h00 - 15h30	Conferences sessions – French and English	Conference room
15h30 - 16h00	Coffee break	
17h00 - 18h30	<p>Guided tour Historic District of Old Québec, UNESCO World Heritage site.</p> <ul style="list-style-type: none"> ○ Plan adequate shoes and clothing for an outdoor walk 	Departure from Fairmont Le Château Frontenac

DAY 3 – Tuesday May 12th 2020

Time	Activities	Location
8h00 - 8h30	Reception desk	Fairmont Le Château Frontenac Lobby <u>1 Rue des Carrières, Québec, QC G1R 4P5</u>
8h30 - 10h00	Conferences sessions – French and English	Conference room
10h00 - 10h30	Coffee break	
10h30 - 12h00	Conferences sessions – French and English	Conference room
12h00 - 13h30	Lunch	Dining room
13h30 - 15h00	Conferences sessions – French and English	Conference room
15h00 - 15h30	Coffee break	
15h30 - 17h00	Conferences sessions – French and English	Conference room
19h00	Gala evening	Hotel Château Laurier <u>1220 Place George V O, Québec, QC G1R 5B8</u>

DAY 4 – Wednesday May 13th 2020

Time	Activities	Location
8h00 - 8h30	Reception desk	Upcoming
8h30 - 10h00	Conferences sessions – French and English	Conference room
10h00 - 10h30	Pause-café	
10h30 - 12h00	Conferences sessions – French and English	Conference room
12h00 - 13h30	Lunch	Dining room
End of conference		