



ROMANIAN ACADEMY  
NATIONAL INSTITUTE OF ECONOMIC RESEARCH 'COSTIN C.  
KIRITESCU'  
**INSTITUTE OF NATIONAL ECONOMY**



International Conference  
**HERITAGE - IIDEAS**

**HERITAGE CAPITALISATION  
& DEVELOPMENT**

**I** DENTITY  
**I** NNOVATION  
**D** IGINALISATION  
**E** NVIRONMENT  
**A** WARENESS  
**S** ECURITY

Online Edition  
Bucharest, 26-27 October 2023

INTERNATIONAL CONFERENCE HERITAGE – IIDEAS

**"HERITAGE CAPITALISATION AND DEVELOPMENT - IDENTITY,  
INNOVATION, DIGITALISATION, ENVIRONMENT, AWARENESS  
AND SECURITY"**

**2023 Edition**

<https://www.ien.ro/content/heritage-iideas-conference>

October 26-27, 2023, Bucharest, ROMANIA

The link to the Zoom meeting will be send to each participant, by email, in due time

# Program

## October 26th, 10:00-12:00 – PLENARY SESSION - Keynote speakers

- 09:45 – 10:00 **Registration of participants**
- 10:00 – 10:30 **Romania's heritage potential for sustainable, resilient and inclusive growth**  
*Prof. univ. dr. Valentina Vasile, Director of the Institute of National Economy, Romania*
- 10:30 – 12:00 **Presentation of papers in the plenary session and debates**
- 10:30 – 11:00 **HISTORYTELLING: Engaging the Audience. The Exploitation and Transformation of Historical Sources to Multimedia Narratives for Non-Captive Audiences. The Case of the UNESCO-listed Site of Philippi in Greece**  
*Dorothea Papathanasiou-Zuhrt, Artifactory, Greece*
- 11:00 – 11:15 **Revealing Development Insights from Tourists' Online Feedback: A Case Study on Romanian Built Heritage**  
*Marius Surugiu, Valentina Vasile, Raluca Mazilescu, Institute of National Economy, Romania*
- 11:15 – 11:30 **Bibliometric Analyses and Digital Financial Assets in the Field of Tourism**  
*Otilia Manta, "Victor Slăvescu" Centre for Financial and Monetary Research, Romanian Academy, Bucharest and Center for Mountain Economy CE-MONT Vatra Dornei/INCE/Romanian Academy, Vatra Dornei, Romania*
- 11:30 – 11:45 **Q&A session**

## **October 26th, 12:00-17:00 – PARALLEL SESSIONS and Q&A**

1. CULTURAL HERITAGE AS A DRIVER FOR SUSTAINABLE DEVELOPMENT  
Chair: Marius Surugiu
2. HERITAGE CAPITALIZATION – OVERLAPING CRISES  
Chair: Valentina Vasile
3. LOCAL DEVELOPMENT AND HERITAGE IDENTITY  
Chair: Raluca Mazilescu
4. INNOVATION IN HERITAGE  
Chair: Elena Bunduchi

End of the first day

## **October 27th, 10:00-14:00 – PARALLEL SESSIONS and Q&A**

1. CULTURAL HERITAGE AS A DRIVER FOR SUSTAINABLE DEVELOPMENT  
Chair: Marius Surugiu
2. HERITAGE CAPITALIZATION – OVERLAPING CRISES  
Chair: Valentina Vasile
3. LOCAL DEVELOPMENT AND HERITAGE IDENTITY  
Chair: Raluca Mazilescu
4. INNOVATION IN HERITAGE  
Chair: Elena Bunduchi

End of the second day

See you in October 2024!

For any query, please contact us at the following e-mail address: [conference.ien@gmail.com](mailto:conference.ien@gmail.com)