

# TOURISM FORUM ZARAGOZA 2026

*WORLD HERITAGE AND TOURISM:  
AN UMBEATABLE COMBINATION*

*With the participation of UN Tourism*



## Forum Venues – 3 World Heritage Sites:

- Cathedral of the Salvador (La Seo)
- Aljafería Palace
- Church of San Pablo

## PROGRAMME

### March 12

**9:30 a.m.** Reception of participants and Forum registration.

**10:00 a.m.** Institutional opening ceremony of the Forum at the Cathedral of the Salvador (La Seo).

#### Speakers:

- Mayor of Zaragoza
- President or representative of the Government of Aragon
- Representative of the Parliament of Aragon
- Archdiocese of Zaragoza
- Director General of Turespaña

**10:30 a.m.** Guided visit to the [Cathedral of the Salvador](#).

Popularly known as *La Seo*, it is one of Zaragoza's two metropolitan cathedrals, together with the Cathedral-Basilica of Our Lady of the Pilar. It stands out for its eclectic combination of styles, ranging from Romanesque to Neoclassical.

Adjacent to the cathedral is the Parroquieta of Saint Michael the Archangel, whose exterior wall is considered one of the masterpieces of Aragonese Mudéjar art; it was declared a UNESCO World Heritage Site in 2001.

**11:00 a.m.** Coffee break.

**11:30 a.m. 1st session. HERITAGE, CULTURE AND TOURISM: Relationships and interactions.**

**Venue:** Alma Mater Museum

Located in the Archbishop's Palace, this museum showcases the history of the Archdiocese of Zaragoza, whose origins date back to the 1st century AD. Among its highlights is a portrait of Archbishop Company painted by Goya in 1800.



### Speakers:

- Igor Stefanovic. Technical Coordinator of Ethics, Cultures and Social Responsibility Department. UN Tourism
- Miguel Sanz. Director General of Turespaña
- Jordi Tresserras, World Heritage and Sustainable Tourism Consultant for UNESCO and the Organization of Ibero-American States

### Guest cities:

- Marcel Giboda. Deputy Mayor of the city of Košice. Chairman of the Board - Košice regional tourist organization
- Claudia Neumann, Head of Communications & Brand at Cologne Tourist Board
- Lisboa
- Malta

1:30 p.m. Cocktail reception at [Alma Mater Museum](#).

4:00 p.m. Transfer by tourist bus to the **Aljafería Palace**.

4:30 p.m. – 2nd Session

**WORLD HERITAGE AND TOURISM DESTINATION MANAGEMENT: Experiences and Best Practices**

Venue: Aljafería Palace. Access subject to accreditation control.

### Speakers:

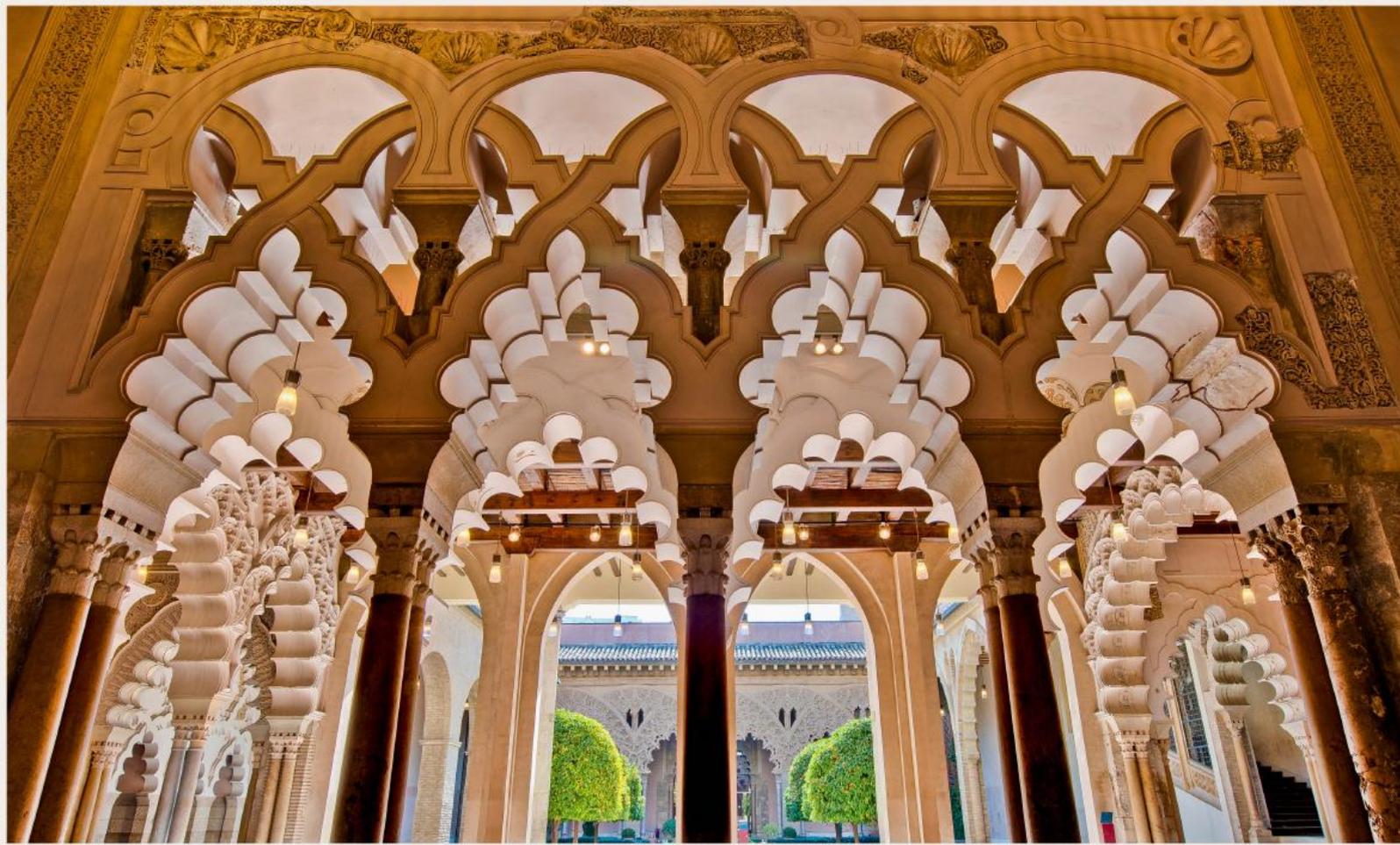
- Kerstin Manz, UNESCO World Heritage Expert
- Laura de Miguel, Head of the World Heritage Service, Directorate General for the Management and Coordination of Cultural Assets. Ministry of Culture
- José Antonio Andrés, Head of the Cultural Heritage Prevention, Protection and Research Service. Government of Aragon.

### Invited cities:

- Sevilla
- Valencia
- Raquel Puente. Head of the Tourism Promotion Area of the Burgos Municipal Promotion Society
- Matera

6:30 p.m. Guided tour of the [Aljafería Palace](#).

Considered one of the masterpieces of Hispano-Muslim art, alongside the Alhambra in Granada and the Mosque–Cathedral of Córdoba, it is the northernmost Islamic palace in Europe and the most luxurious and best preserved from the Taifa period. Its Mudéjar art was declared a UNESCO World Heritage Site in 2001.





**March 13**

**10:00 a.m. – 3rd Session**

**CHALLENGES AND ISSUES FACING HERITAGE TOURISM DESTINATIONS**

Collective creation workshop.

Venue: Church of San Pablo.

**Speakers:**

- Ascensión Hernández, Professor in the Department of Art History and Researcher at the Institute of Heritage and Humanities, University of Zaragoza
- Fabio Palma, Director of EIT (European Institute of Innovation and Technology) Culture and Creativity for Southwest Europe
- Mar de Miguel, Member of the Board of Affiliate Members of UN Tourism; Executive Vice President of AEHM

**Invited cities:**

- István Puskás, Vice major, Office of the Major of Debrecen
- Emilia Romagna
- Barcelona
- Madrid

**12:00 p.m. Presentation of the event's non-conclusions.**

Closing ceremony.

Sara Fernández, Councillor for Culture, Education and Tourism of the Zaragoza City Council.

**12:15 p.m. Musical closing by Carlos González, principal organist of San Pablo.**

**12:30 p.m. Guided tour of the Church of [San Pablo](#).**

Known as Zaragoza's third cathedral, after the Basilica of the Pillar and the Cathedral of the Savior (La Seo), it was built in the 14th century. It is the only architectural ensemble in Zaragoza declared a UNESCO World Heritage Site. Highlights include its main altarpiece, its unique cloister, and its Gothic–Mudéjar tower, an outstanding 66-metre-high viewpoint in the heart of the city.

***Cultural programme, coming soon.***



*Catedral  
del  
Salvador  
(La Seo)*



*Palacio  
de la  
Aljafería*



*Iglesia  
San Pablo*

*Colaboran*



*Organizan*

