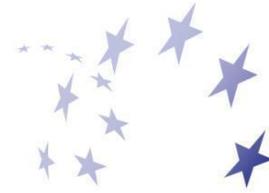


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



European Heritage Days
Journées européennes
du patrimoine



ECTN
EUROPEAN
CULTURAL
TOURISM
NETWORK

CALL FOR PRESENTATIONS

for the 10th International Conference for Cultural Tourism
in Europe

**CULTURAL VALUES, DIVERSITY AND HERITAGE:
PILLARS OF SUSTAINABLE TOURISM FOR DEVELOPMENT**

20 - 21 September 2017, Sibiu, Romania



organized in the framework of

- International Year of Sustainable Tourism for Development 2017
- Interreg Europe project CHRISTA
- European Heritage Days 2017
- European Cooperation Day
- European Tourism Manifesto for Growth and Jobs



European Union
European Regional
Development Fund

CALL FOR PRESENTATIONS

CULTURAL VALUES, DIVERSITY AND HERITAGE: PILLARS OF SUSTAINABLE TOURISM FOR DEVELOPMENT

INTRODUCTION

The United Nations 70th General Assembly has designated 2017 as the [International Year of Sustainable Tourism for Development \(IY2017\)](#), which is a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

IY2017 aims to support a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector, facilitated by UNWTO.

European Cultural Tourism Network joined the celebrations of the International Year by promoting tourism's role in the key area of '**Cultural Values, Diversity and Heritage**', one of the five key areas of the IY2017.

ECTN organizes an international conference since 2005 on a theme related to cultural tourism in a different country every year. For the past 4 years, the annual conference is organized in the frame of 'European Heritage Days' and 'European Cooperation Day'. Our 2017 Conference theme is dovetailed with the UN IY2017 and will take place within IY2017 activities.

The 10th international conference 'Cultural Values, Diversity and Heritage: Pillars of Sustainable Tourism for Development' will discuss the latest trends in the field of cultural values, diversity and heritage towards sustainable tourism for development, including innovation, creativity, R&D and sustainable tourism product development.

The conference aims to explore major challenges, risks and opportunities for sustainable and responsible tourism development related to cultural values, diversity and heritage, as well as suggest practical steps for the development and marketing of cultural tourism products and services.

Presenters are invited to showcase relevant experience and case studies, share their best practices, give detailed examples and provide practical recommendations to preserving, restoring, deploying and promoting cultural values, diversity and heritage for sustainable tourism development.

ECTN as a signatory of the 'European Tourism Manifesto for Growth & Jobs' has included this Conference in the Manifesto Working Programme 2017.

The conference is organised in close cooperation with Sibiu County Tourism Association and in conjunction with the Interreg Europe project CHRISTA – Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions (2016 – 2020).



You can get involved through one of the following session types:

Presentations

Latest trends and case studies discussed.
Best practices, methods and concepts of successful implementation.

Panel Debates

Panellists will share examples and views, while engaging the audience into an open discussion and short contributions.

Parallel Sessions

Useful knowledge generated through a number of interactive activities in an informal and creative atmosphere.

ABSTRACT DETAILS

- The Conference language will be English
- Official language for Abstracts: English
- Abstracts are to be written directly into the online form provided (maximum 500 words) for a presentation during the Conference. The Abstract form can be found [HERE](https://goo.gl/forms/o6g53OXdla8dRp8o2) (https://goo.gl/forms/o6g53OXdla8dRp8o2)
- All abstracts will be judged by the Conference Programme Committee
- Selected Abstracts (title of presentation, author, organisation) will be included in the Conference Programme
- Presentations (maximum 20 slides) including video (maximum 2 – 3 minutes) are encouraged

The submitted Abstracts should address at least one of the following topics:

1. **Cultural values contribution to sustainable tourism**
2. **Cultural diversity: synergies or barriers for tourism development?**
3. **Heritage interpretation facilities for cultural tourism**
4. **Sustainable management of heritage sites**
5. **Cultural tourism as a driver for sustainable development**
6. **Smart destinations: requirements for cultural tourism**
7. **Place marketing and branding of cultural destinations**
8. **European Heritage Label initiatives**

IMPORTANT DATES

Closing date for submission of Abstract:	20 July 2017
Submission approval:	3 August 2017
Presentation submission:	10 September 2017
The Conference:	20 – 21 September 2017

OTHER INFORMATION

- There will be no fees for selected presenters attending the Conference.
- Participants, including selected presenters will have to make their own arrangements for travel and accommodation. The ECTN cannot cover travel costs, but some meals (lunch, coffee breaks) will be provided.
- Abstracts and presentations accepted by the Programme Committee of the Conference 'Cultural Values, Diversity and Heritage: Towards to Sustainable Tourism for development', will be published online with author`s approval.
- A post-conference study tour in Sibiu County is being planned.
- The **award ceremony** of the ECTN prize for '**Destination of Sustainable Cultural Tourism 2017**' will take place during the Conference.

CONTACTS

Ieva Treija, ECTN Coordinator, e-mail: coordinator@culturaltourism-net.eu

PROGRAMME COMMITTEE

- Manos Vougioukas, ECTN Secretary-General (Chair)
- Simina Manea, Executive Director, Sibiu County Tourism Association, RO
- Nasos Hadjigeorgiou, Executive Director, Pafos Regional Board of Tourism, Cyprus
- Raitis Sijats, Chairman, Vidzeme Tourism Association, Latvia
- Paulo Costa-Pinto, Intermunicipal Community of Ave Region, Portugal
- Natasa Miric, City of Dubrovnik Development Agency, Croatia
- Jordi Tresserras, Director, LABPATC, University of Barcelona, Spain
- Philip Long, University of Bournemouth, UK
- Victor Timotin, General Director of Nation Institute for Research and Development in Tourism, Romania
- Nicolas Vogiazidis, University of Thessaly, Greece
- Bosse Lagerqvist, University of Gothenburg, Department of Conservation, Sweden
- Ivana Golob, University of Rijeka, Centre of Industrial Heritage, Croatia
- Maia Meladze, Caucasus International University, Georgia
- Kazimierz Waluch, Director, Institute of Tourism Warsaw School of Tourism and Hospitality Management, Poland

CONFERENCE PLACE AND VENUE

The Conference venue tbc.



**the only pan-European network
for Sustainable Cultural Tourism Development and Promotion**

*bringing together the tourism and cultural industry professionals
working in different regions of Europe
to exchange experience and information on best practice and
to develop new approaches and innovations*



Supporter of UN International Year of Sustainable Tourism for Development - 2017



Member of the European Heritage Alliance 3.3



Signatory of the European Tourism Manifesto for Growth & Jobs



Partner of Interreg Europe project CHRISTA

Partner of Interreg Europe project Cult-RInC

Partner of Interreg Danube Transnational Programme project NETWORLD



**www.culturaltourism-network.eu
coordinator@culturaltourism-net.eu**

Facebook: ECTN
Twitter: @ectn_eu
LinkedIn: ECTN network

