In the frame of:

**European Heritage Days, EU-China Tourism Year 2018, CHRISTA Project, Cult-RInG Project and:**

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**11th International Conference for Cultural Tourism in Europe**

**Cultural Heritage as an Asset for Responsible and Sustainable Tourism**

25 - 27 October 2018
Pantheon Conference Centre, Aliathon Village
Pafos, Cyprus

**PROGRAMME**

**Day 1 – Conference – Thursday, 25th October 2018**

9:00  Registration

9:30  **SESSION 1: Opening & Keynote Address**

Moderator – Raitis Sijats, President of ECTN

- European Year of Cultural Heritage 2018 (video)
- Opening address by Minister of Tourism, Cyprus
- Welcome address by hosts, President of Pafos Regional Board of Tourism, Cyprus
- Address by Cyprus Department of Antiquities, National Coordinator of EYCH2018, Cyprus
- Keynote address: Responsible Tourism for a Sustainable Europe: Cultural Heritage - the past, the present and the future, Anne Grady, European Commission DG Education and Culture (DG EAC) European Year of Cultural Heritage 2018 (EYCH2018) Task Force
- UNWTO / UNESCO (tbc)
- Pafos 2017 European Capital of Culture legacy, Cyprus
- Developments in the Interreg Europe CHRISTA & Cult-RInG projects and synergies with EYCH2018, Manos Vougioukas, CHRISTA Project Coordinator, ECTN Secretary-General
- CHRISTA Project Documentary (video clip)
11:00 Coffee break

11:30 SESSION 2: Trends, case studies, best practices, methods, concepts

<table>
<thead>
<tr>
<th>Stream A Religious &amp; Pilgrimage</th>
<th>Stream B Military &amp; Maritme Heritage</th>
<th>Stream C Cult-RiNG Project – TTTPs &amp; CRs</th>
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</table>
| The economic dimension of religious tourism  
Józef Zaprucki  
Karkonosze College in Jelenia Góra, Poland | WW1 Centenary lessons learned in Flanders Fields  
Lea Winkeler  
VISITFLANDERS, Belgium | European Cultural Route of Reformation  
Sarah Duryea  
Association for Rural Development Thuringia (ThLG), Germany |
| Where pilgrimage and military heritage tourism meet: case study of Ghimes-Făget (Gyimesbükk), Romania  
Gábor Szalkai  
Eötvös Loránd University, Hungary | From the world-known military heritage site: new life of the old story for cultural tourism  
Irena Romanovska  
Lielvarde municipality, Latvia | Valorising the common European heritage through transnational networks  
Natasa Urosevic  
Juraj Dobrila University of Pula, Croatia |
| The importance of intangible cultural heritage In the development of religious tourism  
Maia Tadumadze  
Caucasus International University, Georgia | Seasonality of costal and maritime tourism as a challenge  
Dace Vainio  
PTUULTA (start-up enterprise, inbound cultural tourism)  
Finland | Cultural Routes as vehicle of growth and regional cooperation in the Western Balkans  
Milena Filipović  
Regional Cooperation Council, Triple P Tourism Project, Montenegro |
| Demand, offer and compatibility of religious and natural tourism: Gudalupe Monastery (UNESCO WHS) and the UNESCO Villueras Geopark, Ibores, Jara  
Carlos Jurado Rivas  
Extremadura University, Spain | Maritime Heritage in Alto Minho, Portugal  
Garetti Silva | Waking with myths. Renewing old symbols in the Camino de Santiago  
José Tono Martinez  
Helicon Axis, Spain |

13:00 Lunch

14:30 SESSION 3: Trends, case studies, best practices, methods, concepts

<table>
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<tr>
<th>Stream D Cultural Landscapes</th>
<th>Stream E Industrial Heritage Tourism</th>
<th>Stream F Cult-RiNG - St Paul’s footsteps CR</th>
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</thead>
</table>
| Matera 2019: cultural landscape, cinema and tourism  
Delio Colangelo and Angela Pepe  
Eni Enrico Mattei Foundation, Italy | Touristic valorisation of the representative monuments of the industrial heritage of Rijeka – renovation of motor boat „Seagull“  
Kristina Pandža  
Center for Industrial Heritage, University of Rijeka, Croatia | Central Macedonia Region  
Lazio Region  
Pafo |
| The innovative promotion of local food cultures in the Carpathian destinations through the creation of a trip planner  
Laura Cismaru  
Transilvania University from Brasov, Romania | Architectural and landscape interventions in lignite mines, in Ptolemais, for cultural tourism development  
Iliana Koutani & Anna Baltzi  
Democritus University of Thrace, Architecture Department, Greece | ECTN  
Extensions and improvements to existing Cultural Routes:  
- St Olaf Ways, Vastra Gotaland region, Sweden  
- Route of St James, CIM Alto Minho, Portugal |
16:00  Coffee break

**SESSION 4: Trends, case studies, best practices, methods, concepts**

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<thead>
<tr>
<th>Stream G</th>
<th>Stream H</th>
<th>Stream I</th>
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<tbody>
<tr>
<td>Historic Houses, Villages &amp; Cities</td>
<td>Cultural &amp; Creative Industries</td>
<td>Cult-RinG - Iron Curtain Trail CR</td>
</tr>
<tr>
<td><strong>Historic houses as a great opportunities for Georgian tourism development</strong>&lt;br&gt;Maia Meladze / Ketevan Shoshiashvili / Mariam Oklishvili&lt;br&gt;Grigol Robakidze University / Caucasus International University, Georgia&lt;br&gt;The role of rural cultural heritage in building the region’s brand&lt;br&gt;Ewa Gilska&lt;br&gt;Bialystok University of Technology, Poland&lt;br&gt;Challenges of Tourism Business on the Example of Georgia’s Capital – Tbilisi&lt;br&gt;Maka Piranashvili&lt;br&gt;Technical University of Georgia, Georgia</td>
<td><strong>Greetings from Zagreb – innovative digital cultural tourism product of the National and University Library in Zagreb</strong>&lt;br&gt;Sofija Klarin Zadravec, Dragana Koljenik, Tamara Ilić-Olujić&lt;br&gt;National and University Library in Zagreb&lt;br&gt;Nicosia: A cultural and creative tourism destination&lt;br&gt;Antigone Heraclidou&lt;br&gt;Nicosia Tourism Board, Cyprus&lt;br&gt;Scenics arts engine of cultural tourism: Insertus, orange tourism in South West Spain&lt;br&gt;Montaña Granados Claver&lt;br&gt;INSERTUS, Spain</td>
<td><strong>European Cyclists Federation</strong>&lt;br&gt;Vidzeme Tourism Association, Latvia&lt;br&gt;Philippe Cerny, Assistant to Michel Cramer MEP</td>
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</tbody>
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**END of 1st day**

**20:30 Gala Dinner**
ECTN Awards ceremony for ‘Destination of Sustainable Cultural Tourism 2018’<br>in partnership with Europa Nostra and European Travel Commission, supported by NECSTouR<br>Special edition as a contribution to EYCH2018
Day 2 – Conference – Friday, 26th October 2018

9:30  SESSION 5: Plenary – The views of EU Institutions and pan-European bodies

Moderator – Pafos Regional Board of Tourism

- European Parliament TRAN Committee (Transport & Tourism) Michael Cramer MEP
- Committee of the Regions, Commission for Natural Resources (NAT)
- Committee of the Regions, Commission for Social Policy, Education, Employment and Culture (SEDEC) - Mrs Tanya Hristova, Mayor of Gabrovo, CoR Member and rapporteur on “Strengthening European Identity through Education and Culture”
- European Economic and Social Committee (tbc)
- European Heritage Alliance 3.3, Europa Nostra and ECTN: thriving forces behind EYCH 2018 & the Berlin call to action, Piet Jaspaert - Vice-President - Europa Nostra
- Promoting Europe as a sustainable cultural tourist destination & EU-China Tourism Year 2018 - Iulia Niculica, Partnerships Manager - European Travel Commission
- Council of Europe – Margarita Petrovits
- The Barcelona Declaration of Tourism and Cultural Heritage: Better places to live, better places to visit - Patrick Torrent, NECSTouR Presidency

11:00  Coffee break

11:30  SESSION 6: Conclusions and the Way Forward

Culture & Heritage for Sustainable Tourism - Synergies and the way forward’
European Year of Cultural Heritage 2018 - Initiative on Tourism & heritage: responsible & sustainable tourism around cultural heritage’

Moderator - Manos Vougioukas, ECTN Secretary-General, CHRISTA Project Coordinator

Keynote Address by Androula Vassiliou, former European Commissioner for Culture, Vice-President of Europa Nostra
“Synergy between Tourism and Cultural Heritage as a rewarding challenge”

The 4 I s of CHRISTA Project: lessons for sustainable cultural tourism development:

- Intangible Heritage – University of Barcelona ES
- Industrial Heritage - University of Rijeka HR
- Interpretation facilities – Interpret Europe
- Innovation & Digitisation – Europeana

Cultural Routes of the Council of Europe – Stakeholders in Cult-RinG Project

- Iter Vitis, Emanuela Panke
- The Phoenicians Route, Antonio Barone

Presentation and adoption of the ECTN ‘Charter for Sustainable Cultural Tourism’ – 3rd edition, as a contribution of ECTN to EYCH2018

Closing address by Cyprus Tourism Organisation (CTO)

13:00  End of Conference

Lunch

15:00  ECTN General Assembly (ECTN members only)
Day 3 – Study Visits – Saturday 27th October

Depart Aliathon at 09:00

**Group A: CHRISTA project**
**Pafos City Tour**
- Archaeological Park (UNESCO WHS), Site of CHRISTA pilot action by LP PRBT
- Ancient Harbour/Medieval Castle
- Old Town Pafos
- Pafos 2017 ECoC legacy
- Archaeological Museum

**Group B: Cult-RInG project**
**In the footsteps of St Paul the Apostle of the nations**
- Byzantine Museum
- St Paul’s pillar
- Chryssopolitissa Church
- Archaeological Park (UNESCO WHS)
- Ancient Harbour/Medieval Castle

13:00 Lunch at a restaurant, local products, gastronomy, intangible heritage

End of Conference programme

Departures

Cultural Tourism – a Lever for Sustainable Development

[www.culturaltourism-network.eu](http://www.culturaltourism-network.eu)