



In the frame of:

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



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

Stream A Religious & Pilgrimage	Stream B Military & Maritime Heritage	Stream C Cult-RInG Project – TTTPs & CRs
<p>The economic dimension of religious tourism Józef Zaprucki Karkonosze College in Jelenia Góra, Poland</p> <p>Where pilgrimage and military heritage tourism meet: case study of Ghimeș-Făget (Gyimesbükk), Romania Gábor Szalkai Eötvös Loránd University, Hungary</p> <p>The importance of intangible cultural heritage in the development of religious tourism Maia Tadumadze Caucasus International University, Georgia</p> <p>Demand, offer and compatibility of religious and natural tourism: Guadalupe Monastery (UNESCO WHS) and the UNESCO Villuervas Geopark, Ibores, Jara Carlos Jurado Rivas Extremadura University, Spain</p>	<p>WW1 Centenary lessons learned in Flanders Fields Lea Winkeler VISITFLANDERS, Belgium</p> <p>From decay to the world-known military heritage site: new life of the old story for cultural tourism Irena Romanovska Lielvarde municipality, Latvia</p> <p>Seasonality of coastal and maritime tourism as a challenge Dace Vainio 9TUULTA (start-up enterprise, inbound cultural tourism) Finland</p> <p>Maritime Heritage in Alto Minho, Portugal Goretti Silva</p>	<p>European Cultural Route of Reformation Sarah Duryea Association for Rural Development Thuringia (ThLG), Germany</p> <p>Valorising the common European heritage through transnational networks Natasa Urosevic Juraj Dobrila University of Pula, Croatia</p> <p>Cultural Routes as vehicle of growth and regional cooperation in the Western Balkans Milena Filipović Regional Cooperation Council, Triple P Tourism Project, Montenegro</p> <p>Waking with myths. Renewing old symbols in the Camino de Santiago José Tono Martínez Helicon Axis, Spain</p> <p>The 'Argonautica' Cultural Route development based on intangible heritage for transnational tourism Manos Vougioukas, Giorgos Lagdaris Argonautica Network, Greece</p>

13:00 Lunch

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

Stream D Cultural Landscapes	Stream E Industrial Heritage Tourism	Stream F Cult-RInG - St Paul's footsteps CR
<p>Matera 2019: cultural landscape, cinema and tourism Delio Colangelo and Angela Pepe Eni Enrico Mattei Foundation, Italy</p> <p>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</p>	<p>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</p> <p>Architectural and landscape interventions in lignite mines, in Ptolemais, for cultural tourism development Iliana Koutani & Anna Baltzi Democritus University of Thrace, Architecture Department, Greece</p>	<p>Central Macedonia Region</p> <p>Lazio Region</p> <p>Pafos</p> <p>ECTN</p> <p>Extensions and improvements to existing Cultural Routes:</p> <ul style="list-style-type: none"> ▪ St Olaf Ways, Vastra Gotaland region, Sweden ▪ Route of St James, CIM Alto Minho, Portugal

<p>Interpretive Hosts in transboundary Prespa Park Valya Stergioti Interpret Europe</p> <p>Ancient Georgian architecture's role in tourism Rusudan Kvaratskhelia Caucasian International University, Georgia</p>	<p>Sustainability of Tourism Activities in Uplistsikhe – Georgian Cave Town-Fortress Maia Meladze, Ekaterine Sukhishvili, Tamar Bukia, Grigol Robakidze University, Euroregional Teaching University, Georgia</p> <p>The contribution of ancient mines and industrial facilities to the Lavrion economic and touristic development Georgia Cheirchanteri University of West Attica, Greece</p>	
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16:00 Coffee break

16:30 SESSION 4: Trends, case studies, best practices, methods, concepts

<p>Stream G Historic Houses, Villages & Cities</p>	<p>Stream H Cultural & Creative Industries</p>	<p>Stream I Cult-RInG - Iron Curtain Trail CR</p>
<p>Historic houses as a great opportunities for Georgian tourism development Maia Meladze/ Ketevan Shoshiashvili/ Mariam Olkishvili Grigol Robakidze University/ Caucasus International University, Georgia</p> <p>The role of rural cultural heritage in building the region's brand Ewa Glińska Bialystok University of Technology, Poland</p> <p>Challenges of Tourism Business on the Example of Georgia's Capital – Tbilisi Maka Piranashvili Technical University of Georgia, Georgia</p>	<p>Greetings from Zagreb – innovative digital cultural tourism product of the National and University Library in Zagreb Sofija Klarin Zadravec, Dragana Koljenik, Tamara Ilić-Olujić National and University Library in Zagreb Institute for Librarianship, Croatia</p> <p>Nicosia: A cultural and creative tourism destination Antigone Heraclidou Nicosia Tourism Board, Cyprus</p> <p>Scenics arts engine of cultural tourism: Insertus, orange tourism in South West Spain Montaña Granados Claver INSERTUS, Spain</p> <p>The Award-winning Innovative Multidisciplinary Event (Scientific Program / Educational Workshop): "Junior Tourist - A traveling Suitcase" Eleftheria Gkrimpa Hellenic Ministry of Tourism and Open University of Patras, Greece</p> <p>The Language of Music – From the Cultural Identity to Nation Branding Anastasia Aslanides Advanced Media Institute, Cyprus</p>	<p>European Cyclists Federation</p> <p>Vidzeme Tourism Association, Latvia</p> <p>Philippe Cerny, Assistant to Michel Cramer MEP</p>

18:00 End of 1st day

20:30 Gala Dinner

ECTN Awards ceremony for 'Destination of Sustainable Cultural Tourism 2018'
in partnership with **Europa Nostra** and **European Travel Commission**, supported
by **NECSTouR**
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 Adress 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

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OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

