



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 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**
- **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, , Daria Jaremen, Julita Zaprucka, 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>Maritime traditions and strategies for tourism development: 'Aldeias de Mar' an integrated approach project in North Portugal Goretti Silva, Instituto Politécnico de Viana do Castelo (IPVC), Carla Gomes / Cecilia Marques, CIM Alto Minho, Portugal</p> <p>Seasonality of costal and maritime tourism as a challenge Dace Vainio 9TUULTA (start-up enterprise, inbound cultural tourism) Finland</p> <p>INSIGHTS: INTEGRATED Slow, Green and Healthy Tourism Strategies in Danube regions Thor Morante, Vivien Vati CEEweb for Biodiversity, Hungary</p>	<p>European Cultural Route of Reformation Sarah Duryea Association for Rural Development Thuringia (ThLG), Germany</p> <p>Waking with myths. Renewing old symbols in the Camino de Santiago José Tono Martinez Helicon Axis, Spain</p> <p>Cultural Routes as vehicle of growth and regional cooperation in the Western Balkans Milena Filipović Regional Cooperation Council, Triple P Tourism Project, Bosnia and Herzegovina</p> <p>Creating a Cultural Dipole of two cross-border cities, Serres (El) and Petrich (BG) Prof Aristotelis Naniopoulos, Aristotle University of Thessaloniki, Athina Kokkinidou, Municipality of Serres, Greece</p> <p>Valorising the common European heritage through transnational networks Natasa Urosevic Juraj Dobrila University of Pula, Croatia</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 Project Workshop 3
<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>Interpretive Hosts in transboundary Prespa Park Valya Stergioti Interpret Europe</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>New Cultural Routes development: 'In the footsteps of St Paul, the Apostle of the nations'</p> <p>Central Macedonia Region, Greece</p> <p>Lazio Region, Italy</p> <p>Pafos Regional Board of Tourism, Cyprus</p> <p>European Cultural Tourism Network (ECTN), Belgium</p>

<p>Ancient Georgian architecture's role in tourism Rusudan Kvaratskhelia Caucasian International University, Georgia</p> <p>Granada Geopark Project Trinidad Manrique de Lara Vilchez, County Council of Granada, Spain CHRISTA Project Partner</p> <p>Saint Anastasia island, Burgas Kamer Ahmedov, Burgas Municipality, Bulgaria CHRISTA Project partner</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>	<p>Extensions and improvements to existing Pilgrimage Cultural Routes:</p> <ul style="list-style-type: none"> ▪ St Olaf Ways in West Sweden, Vastra Gotaland region, Sweden ▪ Route of St James in North Portugal, CIM Alto Minho, Portugal <p>Cult-RInG project partners</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 Project Workshop 3</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, Białystok University of Technology, Poland</p> <p>Challenges of Tourism Business on the Example of Georgia's Capital – Tbilisi Maka Piranashvili, GTU, Tamar Koblianidze, GTU/GEOMEDI Teaching University, Cofounder of CNPRC, Lamara Kadagidze, Gr. Robakidze University, Dimitri Sukhanovi, GTU, Georgia 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>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>New Cultural Routes development:</p> <p>EuroVelo 13 – Iron Curtain Trail – the reunification of Europe cultural route European Cyclists Federation, Belgium Vidzeme Tourism Association, Latvia Philippe Cerny, Assistant to Michel Cramer MEP</p> <p>Afrodite's trail Cultural Route from her birthplace in Pafos to Europe Pafos Regional Board of Tourism Cyprus</p> <p>The 'Argonautica' Cultural Route development based on intangible heritage for transnational tourism Manos Vougioukas, Giorgos Lagdaris Argonautica Network, Greece</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: Nicolas Tsifoutis - Pafos Regional Board of Tourism

- **European Parliament TRAN Committee (Transport & Tourism) Michael Cramer MEP**
- **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 Heritage Alliance 3.3, Europa Nostra and ECTN: thriving forces behind EYCH 2018 & the Berlin call to action, Piet Jaspaert** - Vice-President, Europa Nostra
- **China outbound tourism from the European perspective in the light of the 2018 EU-China Tourism Year** - Iulia Niculica, Partnerships Manager, European Travel Commission
- **Council of Europe – Enlarged Partial Agreement on Cultural Routes**, Margarita Petrovits
- **The Barcelona Declaration of Tourism and Cultural Heritage: Better places to live, better places to visit** – Sandra de Puig, NECSTouR Secretariat

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** Interreg Europe 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 Mayor of Geroskipou, Mr Michalis Pavlidis

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

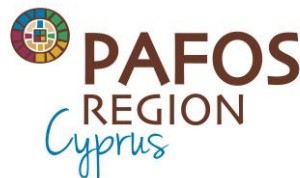
In the footsteps of St Paul the Apostle of the nations

- 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

