9th International Conference for Cultural Tourism in Europe

INTANGIBLE HERITAGE: INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

23 - 24 September 2016, Guimaraes, Portugal

Venue: PLATAFORMA DAS ARTES E DA CRIATIVIDADE
Avenida Conde de Margaride 175, 4810-535

PROGRAMME

Day 1 – Conference – Friday, 23rd September

9:00 Registration

9:30 SESSION 1: Opening, Welcoming, Introductions

Moderator – Raitis Sijats, President of ECTN

- Welcome address by Domingos Braganca, Chairman of the Intermunicipal Community of Ave Region (CIM AVE), Mayor of Guimaraes, PT
- Claudia Tapardel, Member of the European Parliament, Co-chair of the Intergroup for European Tourism Development, European Parliament Committee on Transport & Tourism (TRAN) Member (video message)
- Carlo Corazza, European Commission, DG Growth, Head of the Tourism, Emerging and Creative Industries Unit (video message)
- ‘Tourism – a driving force for regional growth’, Anthony Buchanan, Vice-Chair of the Commission for Natural Resources (NAT), Committee of the Regions
- ‘Cultural Heritage Counts for Europe’, Koenraad Van Balen, Council member of Europa Nostra, Director of the Raymond Lemaire International Centre for Conservation at KU Leuven, BE
- ‘European Tourism Manifesto’, Iulia Niculica, Administration Project Manager, European Travel Commission
- ‘Intangible heritage in NECSTouR regions, strategy, good practices and results’, Jose Luis Maestro Castineiras, NECSTouR Working Group Cultural Tourism and Cultural Sustainability, Tourism of Galicia, Director of Competitiveness, ES
- Stefano Dominioni, Director of European Institute of Cultural Routes (video message)
- The CHRISTA project Interreg Europe, Ieva Treija, Communication Manager of CHRISTA project

11:00 Coffee break
### 11:30 SESSION 2: Trends, case studies, best practices, methods, concepts

#### Parallel Workshop A
**Oral traditions & Communities**

Mount Khvamli - a Cultural-Mystical Product for the Development of Sustainable Tourism in Georgia
Maka Piranashvili, Lamara Kadaglidze, Nodar Grdzelishvili
Grigol Robakidze University, Davit Agmashenebeli University of Georgia

People, Places & Stories: the case of West Sweden digital museum of industrial heritage
Johan Lindblom, Västarvet, Region of Västra Gotaland (CHRISTA project), SE

Cultural Routes development based on Intangible Heritage: Mythology, Poetry and Visual Arts
Manos Vougioukas, EuroTrans Consulting / 'Argonautica' Network, EL

Intangible Heritage of the historic City – Paradigms, Perception and Cohesion. The Case of the Ancient City of Nessebar
Teodora Konach, Jagiellonian University, PL

Interreg Europe project IMPACT: Innovative Models for Protected Areas: exChange and Transfer
Cristina Lixandroiu
National Institute for Research and Development in Tourism (IMPACT project partner), RO

#### Parallel Workshop B
**Social practices, rituals & festive events**

Ritualization and patrimonialization in ways of pilgrimage. A comparative international study from the Strategic Partnership Cultiour+
Martin Gómez-Ullate, Xerardo Pereira Pérez, Pilar Barrios Manzano, Juana Gómez Pérez
University of Extremadura, UTAD, ES

Encounter between religion, culture and tourism: the case of Santa Maria Adelaide
Jorge Coelho, Institute of Higher Studies of Fafe, PT

Cascamorras’s Festival, a 500 year old tradition now opened to the world
Pascual Rivas Palomo
Provincial Tourist Board of Granada (CHRISTA stakeholder), ES

Preservation of the Intangible Cultural Heritage in the Turaida Museum Reserve
Gunta Zakite
The Turaida Museum Reserve (CHRISTA stakeholder), LV

#### Parallel Workshop C
**Traditional craftsmanship**

Vila do Conde-harbor to the world
Ivone Pereira, County of Vila do Conde, PT

Making Hay and Profit. Traditional farming practices as a factor of tourism development in mountain areas of southern Poland
Michał Ryszard Kaskowski
Warsaw School of Tourism and Hospitality Management, PL

The Phytiotiko weaving Intangible Cultural Asset
Nasos Hadjigeorgiou
Pafos Regional Board of Tourism (CHRISTA partner), CY

Intangible cultural heritage: Fishing and knitting of fishing tackle - millennium craft in the Burgas Bay
Radovesta Stewart
Regional historical museum Burgas (CHRISTA stakeholder), BG

Intangible Heritage of the Venetian Lagoon
Caterina Parlante
Veneto Region (CHRISTA project), IT

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13:00 Lunch

### 14:00 SESSION 3: AWARD Ceremony ‘Destination of Sustainable Cultural Tourism 2016’

Moderator – Ieva Treija, Coordinator of ECTN
### Parallel Workshop D
#### Gastronomy & Wine

**Med Diet Route: a cooperation strategy for the cultural and economic appreciation of the Mediterranean Diet, Intangible Cultural Heritage (UNESCO)**
Artur GREGORIO, Associação In loco, PT

Local products and traditional cuisine as a driving force for sustainable gastronomy tourism development: the case study of the Mediterranean coastal village of Tossa de Mar
Jordi Tresserras, Isaac Candelario, MªÀngels Pujals, Juan Carlos Matamala
LABPATC - Lab of Heritage and Cultural Tourism - Universitat de Barcelona; Museu de la Cuina de la Costa Catalana, Ajuntament de Tossa de Mar, ES

**Georgia’s Traditional Winemaking Method and Enotourism Potential**
Ekaterine Sukhishvili
Sukhishvili Teaching University, GE

**Traditional ‘tsipouradika’ in Volos (Greece): eno-gastronomy for inclusion in the List of Intangible Heritage of UNESCO**
Ieva Treija
Communication Manager of CHRISTA project

### Parallel Workshop E
#### Performing arts

**Thessaloniki Biennale of Contemporary Art: Old Intersections-Make it New**
Miltiadis Nikolaou, Region of Central Macedonia (CHRISTA partner), EL

**Musical territory in the Colombian Pacific Coast**
Sigrid Yanara Palacios-Castillo
University of Valencia-Econcult, ES

**Animate ASTRA National museum - a friendly way of living the valuable traditions**
Marian Ovidiu Baron
ASTRA National Museum Complex, RO

### Parallel Workshop F
#### Knowledge & Practices

**Commoditization of Intangible Cultural Heritage in Georgian Mountainous Regions: The Positive and Negative Effects**
Maia Meladze
Caucasus International University, GE

**Creativity: A driving force for urban regeneration and sustainable tourism development in the historical centre of Athens**
Ioannis Spyropoulos, Anastasia Toufengopoulou, Sofia Avgerinou Kolonias
National Technical University of Athens, EL

**Intangible Cultural Heritage safeguarding policies and sustainable creative tourism development: a strategic cooperation model**
Nikolai Vukov; Rossitza Ohridska-Olson
Bulgarian Academy of Sciences; Vizantia International EOOD

**Transforming the World. Traditional and modern industrial social worlds coexistence in Portugal**
Paulo Costa-Pinto
Comunidade Intermunicipal do Ave (CHRISTA partner), PT

### 15:45 Coffee break

### 16:00 SESSION 5: Conclusions, Panel Debate ‘Intangible Heritage for Sustainable and Responsible Tourism Development’

**Moderator** - Manos Vougioukas, Policy Advisor

- Europa Nostra / European Heritage Alliance
- European Travel Commission
- Committee of the Regions
- University of Barcelona LabPATC/Ibertur
- ECTN President / Vice-President

### 17:00 End
Day 2 – Study Visits – Saturday, 24th September

10:00  Leaving from ‘Plataforma Das Artes E Da Criatividade’ (the conference venue)

10:30  Visit to Guimarães Casa De Memoria (traditional Needlework and “Lovers Pottery”
Guimarães

12:00  Visit to the railway museum of Arco de Baulhe and the Tamancos exhibition

13:30  Lunch at the restaurant O Botas – mountain traditional gastronomy

15:30  Visit to Casa da Lã - Bucos – Cabceiras de Basto – project for the development of
traditional wool craft. Demonstrations of Luta do Pau – A Badim – Cabceiras de Basto
(traditional stick fight)

17:00  Visit to Cabceiras de Basto - Romaria of S. Miguel

18:00  End

Cultural Tourism – a Lever for Sustainable Development

www.culturaltourism-network.eu

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CHRISTA project is made possible by the financial support from the European Union –
the Interreg Europe programme and European Regional Development Fund (ERDF)

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to develop and deliver better policy