



Magnesia Declaration on CULTURAL HERITAGE AND TOURISM DEVELOPMENT

Discussed, agreed and signed at the final conference of CHIRON project, co-funded by the European Union INTERREG IIIB CADSES Programme, on 'Cultural Heritage and Tourism Development', held in Agria, Magnesia, Greece, on 3-5 July 2008

Having regard to:

- ❑ the **International Cultural Tourism Charter** 'Managing Tourism at Places of Heritage Significance' (1999) by the International Council on Monuments and Sites (ICOMOS)
- ❑ the **Cardiff Declaration** of European Cultural Tourism Network (ECTN) on Cultural Tourism (July 2005)
- ❑ the **Malta Declaration** on Cultural Tourism: its Encouragement and Control, by the Europa Nostra Congress (May 2006)
- ❑ the **Gothenburg Declaration** of the European Cultural Tourism Network (ETCN) on Cultural Tourism (November 2006)
- ❑ the results of the **5th European Tourism Forum** – New Instruments and Innovative Partnerships and New Trends New Markets Workshops, held in Limassol, Cyprus, November 2006 and the **6th European Tourism Forum** – Management and Conservation of Natural and Cultural Heritage Workshop, held in Portimao, Portugal, October 2007.

whereas:

- ❑ Cultural Tourism is the fastest growing sector of European tourism and can contribute to the sustainability and competitiveness of tourism in the European Union and its neighbouring countries
- ❑ Europe has the richest Cultural Heritage and Identity in the world which enriches visitors and contributes to inter-cultural dialogue and understanding, including between EU member states, candidate and neighbouring countries
- ❑ The tourism sector can facilitate the conservation of cultural heritage, a process that requires responsibility, integrity, cooperation and commitment by all concerned
- ❑ Local communities should be fully involved in conserving cultural heritage sites and in the promotion of sustainable tourism
- ❑ The development of tourist destinations is linked to their cultural distinctiveness
- ❑ Creating the right balance between the needs of the cultural environment and the development of competitiveness of destinations requires an integrated approach where all shareholders share the same objectives
- ❑ Sustainable tourism is crucial for the preservation and enhancement of Europe's cultural heritage
- ❑ Concrete benefits to the tourism sector may be achieved by facilitating partnerships at all levels and with all actors, including transnational partnerships
- ❑ The creation of new tourism products, such as cultural tourism, plays an important role in increasing tourism participation
- ❑ There is a need to plan towards sustainable development of tourism and in particular the development of cultural tourism.

We declare:

To adopt the above relevant previous Declarations and in addition:

- ❑ To strengthen the planning procedures and instruments for cultural tourism, particularly in the form of strategy plans for the spatial development planning of cultural tourism
- ❑ To strengthen the information means, channels and materials for the promotion, education, study and awareness-raising of prospective visitors before, during and after their visits, including creation of multilingual material and Visitor Information Centres
- ❑ To create place marketing frameworks, strategies, plans and channels for cultural tourism in all forms
- ❑ To strengthen the sustainability and competitiveness of European tourism through cultural routes and cultural landscapes
- ❑ To encourage and facilitate the networking of cultural tourism destinations.

The **CHIRON** Project Partnership, strongly calls upon Destinations:

- ❑ To establish an enlarged Network of Cultural Tourism Destinations that will apply, update, enhance and further disseminate the project's outputs
- ❑ To work together towards the development and promotion of Cultural Tourism, in accordance with relevant documents, instruments and initiatives of the European Union
- ❑ To raise awareness for the preservation of Cultural Heritage for Tourism Development, in increasing social and economic cohesion, sustainability and competitiveness of European tourism.

Furthermore, **CHIRON** Project Partnership, strongly calls upon European Union Institutions:

- ❑ To assist, fund, facilitate and support schemes, initiatives and pilot actions in the field of cultural tourism development and promotion
- ❑ To support the work of pan-European Networks for the development and promotion of Cultural Tourism
- ❑ To promote the advantages of Cultural Tourism in relation to sustainable development, the environment, climatic change, employment creation, cohesion and competitiveness
- ❑ To facilitate the co-funding of actions and services of Quality Cultural Tourism, particularly in Central and Eastern Europe including candidate and neighbouring countries, on the basis of the expected sustainability, cohesion and competitiveness benefits.

*Towards the above goals, the CHIRON Partnership hereby agrees to establish a **Network of European Cultural Tourism Agencies and Regions (NECTAR)** and an **Observatory for Cultural Tourism in Central and South East Europe (OCTE)**.*

We encourage other local and regional authorities, cultural associations, tourism promotion agencies and NGOs throughout Europe to adopt this declaration and to join us in the establishment of the enlarged Network through NECTAR, working together for the development and promotion of Cultural Tourism in Europe.

Agria, Magnesia, Greece
4 July 2008

SIGNATURES OF THE CHIRON PARTNERSHIP

- 1. Magnesia Prefectural Tourism Promotion Committee**
Mrs Evi Adamaki-Tzavella, President and Deputy Prefect for Tourism

- 2. Social and Cultural Council of the Prefecture of Magnesia (EKPOL), Greece**
Mr Pantelis Mastrogiannis, President of EKPOL

- 3. Municipal Enterprise of Projects, Planning, Development and Studies of Municipality of Agria (DETEPAM), Greece**
Mr Thomas Papaeuthimiou, Mayor of Agria

- 4. Self-government of Szentgotthard, Hungary**
Mr Tibor Viniczay, Mayor of Szentgotthard

- 5. Self-governing Association for Regional Development, Szentgotthard, Hungary**
Mr Zsolt Ferenc Kocsis, Vice-President

- 6. Museum of Povaske, Zilina, Slovakia**
Mr Lubomir Polacek, Director

- 7. Bielsko-Biala Regional Development Agency, Poland**
Mr Stanislaw Ginda, Director

- 8. Bielsko-Biala Association: "Tourism Enterprise and Local Development Centre", Poland**
Mr Andrzej Chrapek, Director

- 9. DKM Consulting, Germany**
Mr Peter Dietrich, Director

- 10. Bulgarian Association of Tourism Development Funds, Bulgaria**
Mr Julian Dimov, Director

- 11. Carpathian Tourism Board, Ukraine**
Mrs Nataliya Gasyuk, Director

- 12. CHIRON Management and Coordination Unit-NECTAR Secretariat**
Mr Manos Vougioukas, Project Leader