



EUROPEAN TRAVEL COMMISSION



DUBLIN 2024

17th International Conference for Cultural Tourism in Europe

European Collaboration for Smart and Sustainable Cultural Tourism Destinations



An Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

23-26 October 2024 | Dublin | Ireland



With the aegis of the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Ireland

PROGRAMME

Day 1 – Wednesday, 23rd October 2024

Venue: Custom House Quay (CHQ) Dublin 1, Liffey Corner

17:30 Registration

18:00 – 19:30 **Opening Ceremony**

Moderator: Manos Vougioukas, ECTN Secretary-General

- ECTN video clip
- Welcome address by the ECTN President, Mr Nasos Hadjigeorgiou - Executive Manager, Pafos Regional Board of Tourism, Cyprus
- **Opening address by the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Ms Catherine Martin (tbc)**
- Opening Address by the Lord Mayor of Dublin, Mr James Geoghegan
- Address by the President of the European Parliament Tourism & Transport Committee, Ms Elisa Vozemberg MEP, Greece (tbc)
- Address by the EU Committee of the Regions (tbc)
- Address by representatives of the European Commission DG GROW & DG EAC (tbc)
- Keynote Address by Ms Anne Grady, ECTN Honorary Member: Safeguarding cultural heritage for future generations: walking the fine line of cultural tourism, sustainability and access
- Address by Dublin European Capital of Smart Tourism 2024, Mr Barry Rogers
- Dublin 2024 European Capital of Smart Tourism Video

20:00 – 22:00 **Visit to EPIC Museum, Welcome Reception** (by invitation)



Parallel Sessions: Trends, case studies, best practices, methods, concepts, results

09:00 Registration

A. Innovation Hub

B. Annie Moore Room

C. Liffey Corner

09:15 **SESSION 1**

Accessibility to Heritage - Accessible Cultural Tourism	Intangible Heritage Tourism and Festivals	Digitalisation – Smart Tourism
<p>From the Middle Ages to the Future: an accessible Montagnana for all Dr Elisa Rossetto Comune di Montagnana, Montagnana, Italy</p> <p>Enhancing Accessibility and Sustainability at the 'Orheiul Vechi' Cultural-Natural Reserve Solomon Izman Solomon, Daniela Nastas Hadîrcă Cultural - Natural Reserve "Orheiul Vechi", Orhei, Republic of Moldova</p> <p>Community ownership of heritage data and associated tourism intelligence (Historic Graves Ireland) John Tierney, Martha Hannon, Jacinta Kiely, Eachtra Archaeological Projects, Ardmore, Ireland. Maurizio Toscano, Eachtra Archaeological Projects, Granada, Spain</p> <p>Empowering Inclusion: AISM's Commitment to Accessible Cultural Heritage in Italy Rachele Paolucci AISM – Italian Multiple Sclerosis Society, Rome, Italy</p>	<p>The International Youth Art Festival "Kaleidoscope" Amra Jaganjac Tourism Board of the City of Tuzla, Tuzla, Bosnia and Herzegovina</p> <p>Recognising Ireland's Literary Festivals as Cultural Hubs and Sustainable Tourism Assets Mary McGuckin, Atlantic Technological University, Sligo Margaret Linehan, Rose Leahy, Munster Technological University, Cork, Ireland</p> <p>House of the Halubaj Bell Ringers and the Bell Ringers Route Irena Peršić Živadinov Kvarner Region Tourist Board, Opatija, Croatia</p> <p>Establishing an Ecosystem for Open Event Data Beat Estermann Association Opendata.ch, Basel, Switzerland</p> <p>Association Festivals in Bulgaria Daniela Todorova-Koleva, Member of the Management Board Bulgaria</p>	<p>Leveraging AI for Bio Contamination Detection in Art Preservation Simone Brazzo Independent Researcher, Verona, Italy</p> <p>From Past to Present: The Digital Documentation of Fikardou Village George Savva, Elena Karittevli, Mr Drew Baker, Panayiotis Panayiotou, Marinos Ioannides UNESCO Chair on Digital Cultural Heritage, Cyprus University of Technology, Limassol, Cyprus</p> <p>Innovative Raudondvaris: Harmonizing Digital Experiences and Cultural Heritage Snieguole Navickiene PI Raudondvario dvaras, Kaunas region, Lithuania</p> <p>The role of digital marketing in tourism businesses: empirical investigation Anastasia Velentza, University of Thessaly, Volos, Greece</p> <p>Digital Authenticity: Transforming Heritage Tourism Through Extended Reality Anna Vichnevetskaia, Nicholas Webb, University of Liverpool, United Kingdom Yue Li, Xian Jiaotong-Liverpool University, Suzhou, China</p>

11:00 – 11:15 *Coffee break*

11:30 **SESSION 2**

Accessibility to Heritage – Accessible Cultural Tourism	Transnational Thematic Tourism – Cultural Routes	Digitalisation – Smart Tourism
<p>Digital Sándor. Out of the box, out of the museum Eszter Edina Molnár</p>	<p>The cultural route of the ruler Stephen the Great and Saint Elena Balatel,</p>	<p>Tourism, archives, and culture: a digitally mediated relationship between preservation and</p>

<p>Petőfi Literary Museum, Hungary</p> <p>San Marino: a smart destination accessible to all visitors Rachele Paolucci AISM – Italian Multiple Sclerosis Society, Rome, Italy</p> <p>The impact of visiting architectural attractions on 5 basic human senses Mariya Abramovich European Humanities University, Vilnius, Lithuania</p> <p>Playing with Cultural Heritage: A Prototype Location-Based Game Integrating Advanced Object Detection Wesley van Gaalen¹, Rebecca Borski², Ouwerkerk², Dr Jessika Weber Sabil² 1 Borislav Nachev¹, Juan Pachano Landazuri¹, Bram Heijligers², Frederike van . 2Breda University of Applied Sciences, Breda, Netherlands</p> <p>Emotion tracking: intellectual accessibility of our built heritage during professional urban walks János Klaniczay Department of Urban Planning and Design, Faculty of Architecture, Budapest University of Technology and Economics, Budapest, Hungary</p>	<p>Valentin Ceban, National Tourism Office, Chisinau, Republic of Moldova</p> <p>Literature as a Tourist Product: The Concept of the Polish-German Tourist Trail Julita Zaprucka, Karkonosze Museum, Jelenia Góra, Poland Daria Jaremen Wroclaw University of Economics and Business, Wrocław, Poland</p> <p>The impact of experiences on Italian Pathways on subjective well-being Alessandra Marasco, National Research Council - Institute of Heritage Science (CNR ISPC), Napoli, Italy Valentina Marchi, National Research Council of Italy BioEconomy Institute (CNR IBE), Firenze, Italy</p> <p>The 'Return of the Argonauts' European Cultural Route Manos Vougioukas, Coordinator Argonautica Network Greece-Georgia-Romania-Bulgaria-Serbia-Croatia-Slovenia-Italy-France</p>	<p>experience Antonella Fresa Promoter srl, Peccioli, Italy</p> <p>From Postcard to Hologram: Affordable Digital Storytelling for Small Cultural Tourism Destinations Alexandru Stan, IN2 Digital Innovations, Lindau, Germany Matevž Straus, ARCTUR d.o.o., Nova Gorica, Slovenia</p> <p>Wikitorism: Wikipedia applied to smart tourism Ismael Olea LaOficina Producciones Culturales, Almería, Spain</p> <p>The Use of Artificial Intelligence Systems in Georgian Tourism Maia Meladze Grigol Robakidze University, Tbilisi, Georgia</p> <p>"Go!ng Places" - a Virtual Guide to Sustainable Travel Marko Romanjik, Mirna Romanjik, Mia Uremovic Digital Infinity Ltd., Zagreb, Croatia</p>
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13:00 – 14:00 Lunch

14:00 SESSION 3

Transition Pathway for Tourism - Sustainable Development Goals	Coastal and Maritime Heritage Tourism	ReInHerit Horizon 2020 CSA Results for Cultural Tourism
<p>Culture and Heritage as Place Identity for an SME Regenerative Tourism Approach Aisling Ward, Munster Technological University, Cork, Ireland Fiona Scott Hayward, Munster Technological University, Tralee, Ireland</p> <p>Global Tourism Crash 2020-2022, Consequences and Prospects: The case of Pelion Charikleia Mamali University of Thessaly, Volos, Greece</p> <p>Boosting MSMEs in Tourism with Green and Digital Transformation Enabling Public Authorities and MSMEs to Develop Twin Transition</p>	<p>Ostia port and gateway to Rome: the great infrastructures of the Emperors Marina Lo Blundo, Cristina Genovese Archeological Park of Ostia antica, Rome, Italy</p> <p>Crafting a Maritime Legacy - The Lambousa Fishing Trawler Stelios Fotiou, Ioannides Giorgos Neofytou, Panayiotis Panayiotou, Elena Karittevli, Drew Baker, Marinos Ioannides UNESCO Chair on Digital Cultural Heritage, Cyprus University of Technology, Limassol, Cyprus</p>	<p>The ReInHerit Project: Collaboration in the service of Cultural Heritage Bank of Cyprus Cultural Foundation, Nicosia, Cyprus (ReInHerit Coordinator)</p> <p>ReInHerit Digital Hub Centre for Information Modelling & Department of Geography and Regional Science, University of Graz, Austria</p>

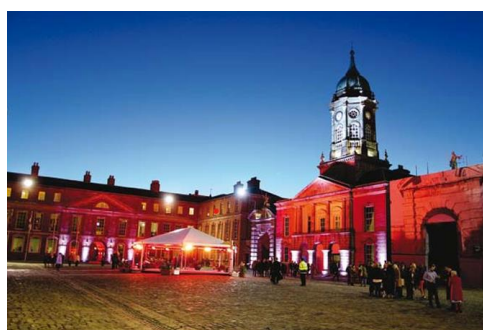
<p>Strategies in the INTERREG EUROPE Project TOURBO Franziska Stenzel, Experience Bremerhaven, Germany Claudia Harms, City of Bremerhaven Germany</p> <p>From cultural element to cultural tourism asset Nick Bogiazides University of Thessaly, Volos, Greece</p> <p>Community Tourism Planning – A Town Centre First Approach, Killala, Co Mayo, Ireland Mary O’Keeffe Atlantic Technological University, Sligo, Ireland</p>	<p>Laz Boatbuilding Traditions Reviving the Maritime Legacy of Ancient Colchis Lamara Kadagidze Grigol Robakidze University, Tbilisi, Georgia</p> <p>A COAST A CAR AN AUDIO GUIDE Cultivating a Maritime Cultural Landscape Deborah Schull RDI Hub, Killorglin, Ireland</p> <p>National Maritime Museum of Ireland (tbc)</p>	<p>Smart Tourism Apps Guidelines European Cultural Tourism Network (ECTN) Belgium</p> <p>ReInHerit Smart Tourism Apps for Florence, Athens and Nicosia Media Integration and Communication Center (MICC) University of Florence, Italy</p>
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15:30 – 15:45 *Coffee break*

15:45 SESSION 4 Plenary - Liffey Corner

Presentations by Finalists of ECTN Awards 2024
<p>Moderator: Piet Jaspaert, ECTN Honorary member, Europa Nostra Vice-President, Jury Chair</p> <ol style="list-style-type: none"> 1. Accessibility to Heritage, in partnership with ENAT - European Network for Accessible Tourism. 2. Intangible Heritage, including Festivals, for Sustainable Cultural Tourism. 3. Digitalisation advances and digital transition in Smart and Sustainable Cultural Tourism. 4. Transnational Thematic Tourism Products, on culture and heritage. 5. Coastal and Maritime Heritage for Sustainable Cultural Tourism.

17:30 *End of Day 2 Sessions*



20:00 - 23:00 Conference Gala Dinner at Dublin Castle, Portrait Gallery

By invitation, including:

- **Awards ceremony for 'Destination of Sustainable Cultural Tourism 2024'**
ECTN in partnership with **Europa Nostra**, **European Travel Commission**, **European Network of Accessible Tourism** and **European Maritime Heritage**, supported by **Dublin European Capital of Smart Tourism 2024**
- **Cultural programme**

Day 3 – Friday, 25th October 2024 – Plenary Sessions

Custom House Quay (CHQ), Liffey Corner

09:30 SESSION 5: Smart Tourism Initiatives and Developments

Moderator: Barry Rogers, Head of Dublin City Tourism Unit

European Capitals of Smart Tourism – Experiences and Prospects

- Pafos 2023
- Seville 2023 (tbc)
- Bremerhaven (2024 finalist)
- Cork (2024 finalist, tbc)
- **Dublin 2024**

Keynote address:

Accessibility - a Foundation Stone for Cultural and Heritage Smart Tourism
European Network for Accessible Tourism (ENAT), Ivor Ambrose, MD (confirmed)

11:00 *Coffee Break*

11:15 SESSION 6: International Cooperation for Sustainable Cultural Tourism

Moderator: Manos Vougioukas, ECTN Secretary-General

- **World Tourism Association for Culture and Heritage (WTACH)**
- **UNWTO** (tbc)
- **Global Sustainable Tourism Council (GSTC)** (tbc)

Views and initiatives of pan-European bodies:

- **European Travel Commission (ETC), Destination Europe: Promoting responsible travel behaviours**, Matteo Nardin, Marketing Project Manager
- **Europa Nostra, European Heritage Hub**, Graham Bell, EN Board member
- **European Tourism Association (ETOA), Tourism Manifesto - A new Consensus for Change - EU Mandate 2024 – 2029**, Tim Fairhurst
- **European Maritime Heritage, President** (tbc)
- **Updated 'ECTN Charter for Sustainable Cultural Tourism', 10 years (2014-2024)**

Concluding remarks, Dublin City Council and ECTN President

Conference venue for 2025: Sibiu, Romania - Simina Manea, ECTN Vice-President

13:30 *End of Conference - Lunch*

14:30 – 16:30 ECTN General Assembly (ECTN members only)

Optional study visits to museums and heritage sites

Day 4 – Saturday 26th October 2024 – Study Visits (optional)

Suggested places to visit:

- **Kilmainham Gaol**
<https://www.kilmainhamgaolmuseum.ie/>
- **National Maritime Museum of Ireland**
mariner.ie

No admission fees sites:

- **National Museum of Ireland (Three sites in Dublin)**
www.museum.ie
- **Chester Beatty Library (Museum of the Year in 2002)**
https://chesterbeatty.ie/?gad_source=1&gclid=EALaQobChMl0o2z-YuGhwMVpqaDBx2wtQL0EAAYASAAEglc1PD_BwE
- **National Library of Ireland**
<https://www.nli.ie/>
Also <https://www.nli.ie/exhibitions-events/exhibition-seamus-heaney-listen-now-again>
- **National Gallery of Ireland**
https://www.nationalgallery.ie/art-and-artists/exhibitions/upcoming-exhibitions/real-life?gad_source=1&gclid=EALaQobChMl0reo04yGhwMVf5poCR0-LAk1EAAYASAAEglbEfD_BwE
- **Irish Museum of Modern Art**
<https://imma.ie/>
- **Hugh Lane Gallery**
https://hughlane.ie/whats_on/more-power-to-you-sarah-purser-a-force-for-irish-art/
- **National Botanic Gardens**
<https://www.botanicgardens.ie/>
- **National Print Museum**
<https://www.nationalprintmuseum.ie/>

Useful websites:

<https://www.visitdublin.com/>
<https://heritageireland.ie/visit/places-to-visit/>

Delegates should make their own arrangements for visiting the suggested museums and heritage sites of their interest.

