

Engaging Culture and Heritage for Sustainable Tourism Development

Cultural Tourism:

- contributing to protection of natural and cultural heritage
- contributing to extension of tourism period
- contributing to increase the awareness of tourists and host communities
- contributing to regional GDP

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CHARTS project

ECTN



CHARTS2014



CHARTSproject INTERREG4C



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SAVE THE DATE!

International Conference
"Industrial Heritage: Prospects for Sustainable Tourism Development in Europe"
18 - 19 September 2015 | Riga, Viatzeme, Latvia
experiences, recommendations, Award ceremony, study tour



2015 European Industrial and
Technical Heritage Year 2015
www.industrialheritage2015.eu

New Challenges

Sustainable Tourism Development for

- regional & local authorities
- destination management authorities
- tourism associations, boards, bodies and networks
- cultural networks
- citizen society
- community groups, NGOs
- associations of SMEs
- EU institutions
- international bodies
- relevant stakeholders

together with



CHARTS is Regional Initiative project focused on the role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies

During 2,5 years, CHARTS Project enriched regional policies with culture and heritage as added value for tourism sustainability by exchange experience amongst the 14 partners in established 12 Good Practices on the sustainable management of culture, heritage and landscape through communication and collaboration, keeping in mind the effects of innovation and creating a base of knowledge that can span well beyond the project's end.

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THESSALIA CHARTER

for 'Culture and Heritage Added value to Regional Policies for Tourism Sustainability

- A statement of the main principles, features, findings and recommendations on good practices in order to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage

The **THESSALIA CHARTER** a key output of **CHARTS** project includes the established 12 good practice themes examined and documented in the CHARTS project and proposes further actions on the following themes:

- **Industrial Heritage Tourism**
- **Mobilizing Volunteers**
- **Religious & Pilgrimage Tourism**
- **Interpretation Facilities**
- **Intangible Heritage**
- **Sustainable Mobility within and for Access to Destinations**
- **Cultural and Creative Industries**
- **Experience Economy**
- **Digitalization & Innovation in Cultural and Sustainable Tourism**

More information on the web:

www.charts-interreg4c.eu/events/thessalia-charter/

New project proposals and actions by ECTN based on Thessalia Charter in:



ECTN –

European Cultural Tourism Network

The only pan-European Network for the development and promotion of Cultural Tourism

Annual Award contest for Destinations across Europe



Theme for 2015: Industrial Heritage Tourism

Become a member of ECTN and:

- join partnerships for EU funded projects
- promote your destination / organisation in the EU
- play a part in the work of the sub groups
- learn from best practices
- work with others on a European funded Projects
- influence ECTN's response to EU institutions and discussions
- join others from across Europe in subject/theme-specific workshops
- take part in exchange visits

Contact Us

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ECTN

ECTN is a partner in the CHARTS INTERREG IVC project