



In the frame of **European Heritage Days 2016 & European Cooperation Day 2016**

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 hosts Intermunicipal Community of Ave Region, 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)
- Anthony Buchanan, the 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
- Jose Luis Maestro Castineiras, NECSTouR Group of Culture, Tourism of Galicia, Director of Improvement Services, ES
- João Carlos Santos, representative of the European Heritage Days in Portugal, the Deputy Director of the General Directorate of Cultural Heritage
- Stefano Dominiononi, 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	Parallel Workshop B Gastronomy & Wine	Parallel Workshop C Knowledge & Practices
<p>Mount Khvamli - a Cultural-Mystical Product for the Development of Sustainable Tourism in Georgia Maka Piranashvili, Lamara Kadagidze, Nodar Grdzelishvili Grigol Robakidze University, Davit Agmashenebeli University of Georgia</p> <p>People, Places & Stories: the case of West Sweden digital museum of industrial heritage Johan Lindblom, Västarvet, Region of Vastra Gotaland (CHRISTA project), SE</p> <p>Cultural Routes development based on Intangible Heritage: Mythology, Poetry and Visual Arts Manos Vougioukas, EuroTrans Consulting / 'Argonautica' Network, EL</p> <p>Intangible Heritage of the historic City – Paradigms, Perception and Cohesion. The Case of the Ancient City of Nessebar Teodora Konach, Jagiellonian University, PL</p> <p>Intangible Heritage of the Venetian Lagoon Caterina Parlante Venetor Region (CHRISTA project), IT</p>	<p>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</p> <p>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, M^aÀngels 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</p> <p>Georgia's Traditional Winemaking Method and Enotourism Potential Ekaterine Sukhishvili Sukhishvili Teaching University, GE</p> <p>Traditional 'tsipouradika' in Volos (Greece): eno-gastronomy for inclusion in the List of Intangible Heritage of UNESCO Ieva Treija Communication Manager of CHRISTA project</p> <p>CHRISTA partner Vidzeme Tourism Association, LV (ppt title tbc)</p>	<p>Commodification of Intangible Cultural Heritage in Georgian Mountainous Regions: The Positive and Negative Effects Maia Meladze Caucasus International University, GE</p> <p>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</p> <p>Archaeological Open-Air Museums: An Alternative, Sustainable, & Renewable Stage for Intangible Heritage Tourism Paul Edward Montgomery University of York, UK</p> <p>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</p> <p>Transforming the World. Traditional and modern industrial social worlds coexistence in Portugal Paulo Costa-Pinto Comunidade Intermunicipal do Ave (CHRISTA partner), PT</p>

13:00 Lunch

14:00 SESSION 3: AWARD Ceremony 'Destination of Sustainable Cultural Tourism 2016'

Moderator – Ieva Treija, Coordinator of ECTN



Parallel Workshop D Social practices, rituals & festive events	Parallel Workshop E Performing arts	Parallel Workshop F Traditional craftsmanship
<p>Interpreting Dissonance in Intangible Heritage-Based Tourism Products Sabina Owsianowska Faculty of Tourism and Leisure, University of Physical Education in Krakow, PL</p> <p>Ritualization and patrimonialization in ways of pilgrimage. A comparative international study from the Strategic Partnership Cultour+ Martín Gómez-Ullate, Xerardo Pereiro Pérez, Pilar Barrios Manzano, Juana Gómez Pérez University of Extremadura, UTAD, ES</p> <p>Encounter between religion, culture and tourism: the case of Santa Maria Adelaide Jorge Coelho, Institute of Higher Studies of Fafe, PT</p> <p>Cascamorra's Festival, a 500 year old tradition now opened to the world Pascual Rivas Palomo Provincial Tourist Board of Granada (CHRISTA stakeholder), ES</p>	<p>Thessaloniki Biennale of Contemporary Art: Intersections-Make it New Miltiadis Nikolaou, Region of Central Macedonia(CHRISTA partner), EL</p> <p>Recovering Malaga's folklore and flavour: the case of Verdiales ritual dance and Sabor a Malaga Antonio Carlos Ruiz Soria, Justyna Ewa Molendowska-Ruiz Economia Creativa Consultancy, ES</p> <p>Musical territory in the Colombian Pacific Coast Sigrid Yanara Palacios-Castillo University of Valencia-Econcult, ES</p> <p>Animate ASTRA National museum - a friendly way of living the valuable traditions Marian Ovidiu Baron ASTRA National Museum Complex, RO</p>	<p>Vila do Conde-harbor to the world Ivone Pereira, County of Vila do Conde, PT</p> <p>Making Hay and Profit. Traditional farming practices as a factor of tourism development in mountain areas of southern Poland Michał Ryszard Koskowski Warsaw School of Tourism and Hospitality Management, PL</p> <p>The Phytiotiko weaving Intangible Cultural Asset Nasos Hadjigeorgiou Pafos Regional Board of Tourism (CHRISTA partner), CY</p> <p>Intangible cultural heritage: Fishing and knitting of fishing tackle - millennium craft in the Burgas Bay Radovesta Stewart Regional historical museum Burgas (CHRISTA stakeholder), BG</p>

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

9:00 Meeting point to follow
9:15 – 19:00 Study visits in Ave region. Programme tbc

Cultural Tourism – a Lever for Sustainable Development