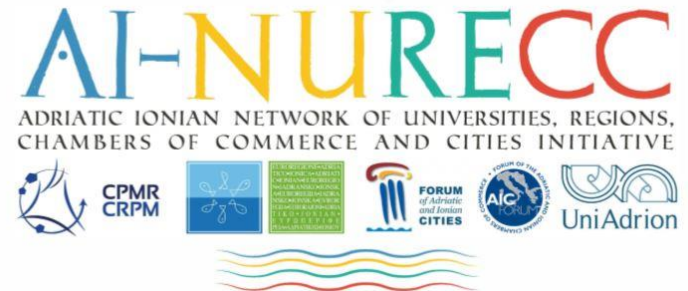


Cultural Tourism – a lever for sustainable development



WORKGROUP FOR SUSTAINABLE TOURISM
Creative cultural tourism and sustainable EUSAIR destinations' within the AI NURECC initiative
SPLIT, 17 October 2018

Manos Vougioukas
ECTN Secretary-General



www.culturaltourism-network.eu

European Cultural Tourism Network (ECTN) AISBL



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

the only pan-European network
of destinations, regional and local
authorities, NGOs and research institutes
for **Sustainable Cultural Tourism**
development and promotion



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OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

EYCH 2018 - 10 European Initiatives

Ten initiatives, four objectives

ENGAGEMENT

Shared heritage: cultural heritage belongs to us all

Heritage at school: children discovering Europe's most precious treasures and traditions

Youth for heritage: young people bringing new life to heritage

SUSTAINABILITY

Heritage in transition: re-imagining industrial, religious, military sites and landscapes

Tourism and heritage: responsible and sustainable tourism around cultural heritage

PROTECTION

Cherishing heritage: developing quality standards for interventions on cultural heritage

Heritage at risk: fighting against illicit trade in cultural goods and managing risks for cultural heritage

INNOVATION

Heritage-related skills: better education and training for traditional and new professions

All for heritage: fostering social innovation and people's and communities participation

Science for heritage: research, innovation, science and technology for the benefit of heritage

Cultural Tourism –
a Lever for Sustainable Development



3rd edition

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

October 2018

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Charter

**A Statement of principles
on regional policies and
strategies**

**which guide the
development, planning,
management, operations
and promotion of
cultural and heritage
tourism in the European
Union and beyond**

**for the benefit of
destinations, communities,
businesses, citizens
and visitors**

Charter: an output of the CHARTS INTERREG IVC Project 2012-2014



Main Objectives:

- ☐ to build on experiences and exploit the outputs, methods, results, policies and strategies of previous projects and initiatives
- ☐ in the field of culture, heritage and sustainable tourism development strategies and
- ☐ to potentially transfer highly relevant Good Practices between the participating regions and Europe-wide,
- ☐ as added value to regional policy formulation and implementation, as well as contributing to the Lisbon and Gothenburg Agendas

12 CHARTS Good Practices:

*identified, examined, discussed,
exchanged, documented and transferred
in the partner regions*



1. Climate Change
2. Accessibility to Heritage
3. Effective Partnerships
4. Host Communities & Responsible Tourism
5. Quality Criteria
6. Visitor Information
7. Place Marketing
8. Cultural Routes
9. Railway Heritage
10. Local Products & Gastronomy
11. Traditional Skills & Trades
12. Cycling for Tourists

www.charts-interreg4c.eu

Purpose of the Charter

The purpose of this **Charter** is to bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding **Culture & Heritage Tourism**.

This **Charter** aims to build on all relevant previous initiatives, declarations, convention, resolutions, opinions and charters, to exploit synergies and facilitate implementation of recommendations by national, regional and local destinations authorities and agencies.

The overall aim is to encourage **sustainable and responsible tourism** policies and actions across Europe and beyond, through **engaging culture and heritage with innovation and cohesion**.

Principles of the Charter

- From previous declarations, including from ECTN & CHIRON projects, ICOMOS, UNESCO, UNWTO, Europa Nostra, FEDECRAIL, etc
- From European Commission Communications
- Responses and Resolutions of the European Parliament, the Committee of the Regions and the European Economic & Social Committee
- European Tourism Forum
- Culture Forum
- European Heritage Alliance 3.3

➤ Priority Themes for Sustainable Cultural Tourism

Additional Priority Themes in Charter

1. Intangible Heritage Assets for Sustainable & Responsible Tourism
2. Industrial Heritage Assets for Tourism
3. Heritage Interpretation Facilities for Visitors
4. Digitalization & Innovation in Cultural, Heritage & Sustainable Tourism
5. Sustainable Mobility, Accessibility and Responsible Travel, within Destinations and for Access to Destinations - Connectivity
6. Cultural & Creative Industries Synergies with Tourism
7. Mobilizing Volunteers in Cultural & Heritage Tourism
8. Religious & Pilgrimage Tourism
9. 'Experience Economy' Synergies with Cultural Tourism



Second Edition – November 2016

- Need to include developments over the previous 2 years.
- Need to further the scope with additional priority themes, according to ECTN member requirements and proposals
- Further consultation with stakeholders, European Union institutions, UNWTO / UNESCO, European Travel Commission, Tourism Manifesto signatories, Europa Nostra / European Heritage Alliance 3.3, local and regional authorities, tourism boards and associations, research institutes and NGOs
- Link Charter to UN #IY2017 and EYCH 2018, as ECTN's contribution regarding Sustainable Cultural Tourism aspects and initiatives

Charter for Sustainable Cultural Tourism – Second Edition – November 2016



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



ECTN
EUROPEAN
CULTURAL
TOURISM
NETWORK

The Charter 3rd edition as a contribution to **EYCH 2018**

European Initiative:

Tourism and heritage:

promoting sustainable cultural tourism
responsible and sustainable tourism around cultural
heritage (out of 10 initiatives)

**Including latest developments, new Agenda
for Culture, EYCH legacy, ICOM declaration
Berlin Call to Action by Europa Nostra
Barcelona declaration**



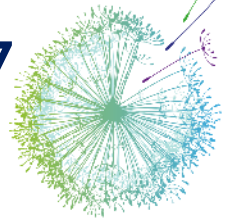
Important Additions

- Siem Reap and Muscat Declarations' on Tourism and Culture (UNWTO/UNESCO)



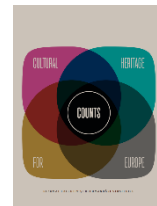
2018
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OF CULTURAL
HERITAGE
#EuropeForCulture

- UN IYSTD 2017



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

- 'Cultural Heritage Counts for Europe' (Europa Nostra)



- 'European Tourism Manifesto for Growth & Jobs' (ETC)



EUROPEAN
TRAVEL
COMMISSION

- Committee of the Regions Opinion 'Tourism as a driving force for regional cooperation across the EU'



European Committee
of the Regions

- Smart Tourism Capital Awards



www.smarttourismcapital.eu
THE EUROPEAN UNION
INITIATIVE OF



Additional Priority Themes

- 10. Maritime, Coastal & Aquatic Heritage for Tourism
- 11. **Creative Tourism**
- 12. Education & Training for Cultural & Heritage Tourism
- 13. Age – friendly Tourism, Silver Tourism
- 14. Youth Incentives for Cultural Tourism through Heritage appreciation
- 15. Wine Tourism
- 16. Conservation and its contribution to Cultural Tourism
- 17. Sharing Economy impacts on Cultural Tourism
- 18. Enhanced Governance for Cultural Tourism, including Funding aspects



2018 
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OF CULTURAL
HERITAGE
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Culture & Heritage for Responsible Innovative and Sustainable Tourism Actions



CHRISTA aims at protecting and preserving European intangible and industrial cultural heritage assets, and deploying them for the development and promotion of innovative, sustainable and responsible tourism strategies, including heritage interpretation and innovation / digitisation

Outputs:

- Policy Guidelines
- Action Plans
- Improved Policy Instruments (ROPs, Strategies, Plans)
- Pilot Actions
- Capacity building (Staff and Stakeholders)

www.interregeurope.eu/christa



Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

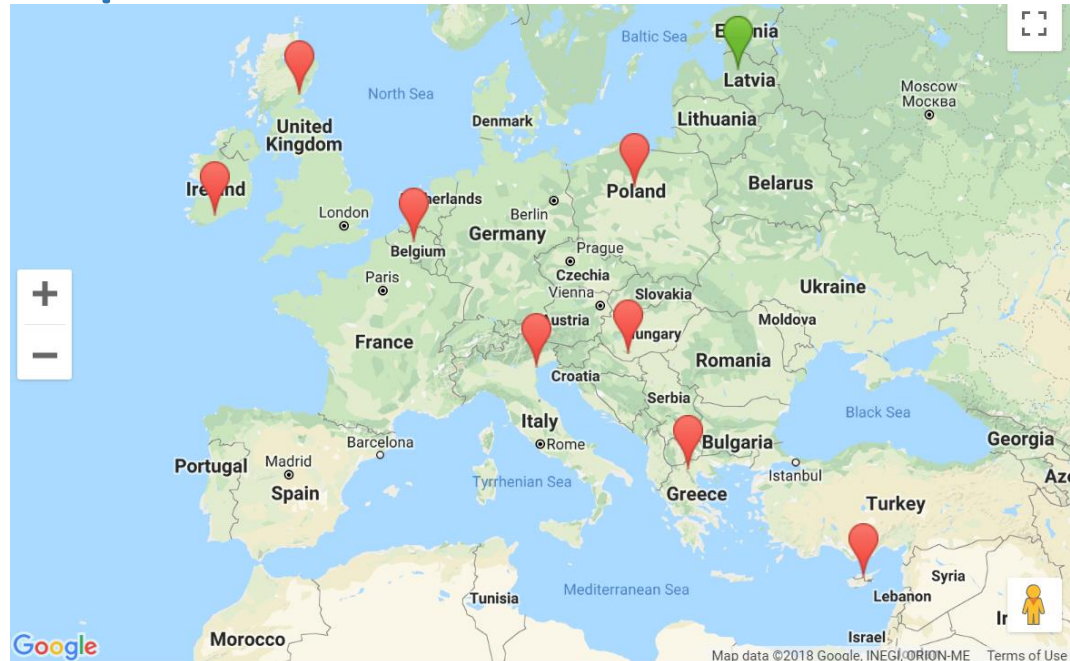
Cult-CreaTE deploys cultural and creative industries for the development and promotion of cultural and creative tourism strategies

- A. Identification of CCI and potential contribution to CCT development**
- B. Best practices of CCT based on CCIs**
- C. CCT product development based on CCIs**
- D. Governance and Business Models related to CCIs for CCT**

www.interregeurope.eu/cult-create



9 partners from 9 EU countries



■ Lead Partner ■ Partner

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

1.51 M € ERDF
Jun 2018 - Nov 2022

SME competitiveness

Vidzeme Tourism Association (LV)

European Cultural Tourism Network (ECTN) (BE)

Nicosia Tourism Board (CY)

Municipality of Naoussa (EL)

Chamber of Commerce and Industry of Pecs-Baranya (HU)

Cork City Council (IE)

Veneto Region (IT)

Kujawsko-Pomorskie Region (PL)

Dundee City Council (UK)

Thank you!

info@culturaltourism-net.eu

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund



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