



Barcelona (Catalonia, Spain), 20-22th June 2012

PROGRAM

Wednesday, 20th June 2012

17.00 h – Urban gastro-tour “Sweet Barcelona” by Barcelona Gourmet Discoveries

This is a spin-off project promoted by Universitat de Barcelona. Meeting point: Hall at the Hotel Layetana Palace. Optional visit for invited speakers and participant members of CHARTS Project

20.30 h – Welcome Dinner

Presentation of the Catalan Cuisine Project, the first regional cuisine with a Guarantee Brand proposed also to be included in the UNESCO Immaterial Heritage List. The project is promoted by the Catalan Institute for Cuisine and Gastronomy

Restaurant Matamala

Rambla Catalunya, 13
Esquerra de l'Eixample
08007 – Barcelona

<http://www.matamalarestaurant.com/>

This restaurant is member of the Catalan Institute for Cuisine and Gastronomy

Thursday, 21th June 2012

8.30 h - Registration

Museu d'Història de Catalunya

Plaça de Pau Vila, 3

La Barceloneta

08039 Barcelona

www.mhcat.net

9.00 h - Inaugural session

- Mrs. Magda Gassó, Departament de Cultura, Generalitat de Catalunya
- Mr Kostas Papamarkakis, Chairman of South Pelion Municipal Council, CHARTS Project Lead Partner, South Pelion Municipality, Greece
- Mr. Kostas Chalevas, President of EKPOL, Delegate for European Cultural Tourism Network (ECTN)
- Dr. Jordi Tresserras, Universitat de Barcelona-IBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development

9.30 h - Introductory presentation. The CHARTS project and the aim of the Joint Training Seminar

- Mr. Manos Vougioukas, CHARTS Project Coordinator

9.45 – 11.00 h - Session 1 - Place Marketing and Tourism Marketing Strategies for European Regions. The role of culture

Moderator: Dr. Jordi Tresserras, Universitat de Barcelona-IBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development

- *The experience of Turisme de Barcelona as case-study.* Mr. Ignasi Delàs, Subdirector, Turisme de Barcelona
- *Pafos region marketing strategy as case-study.* Mr. Nasos Hagjigeorgiou, Tourism Manager, Pafos Regional Board of Tourism

11.00 -11.30 h - Coffee break

11.30 -13.30 h - Session 2 – Cultural and Tourism Policies and Strategies for a Good Governance, Sustainable Tourism and Regional Development in Europe. The importance of International and European Cultural Labels¹

Moderator: Dr. Fiorella Dallari, Università di Bologna / UNITWIN UNESCO Chair Culture, Tourism, Development

- *UNESCO Sustainable Tourism Programme* Mr. Peter DeBrine, UNESCO
- *UNESCO Immaterial Heritage List: strategies and opportunities for preservation and development,* Mr. Luís Pablo Martínez, Generalitat Valenciana / UNESCO Immaterial Heritage List Expert

¹ UNESCO (World Heritage List, Immaterial Heritage List, Intercultural Dialogue Routes, Creative Cities), Council of Europe (European Cultural Routes) and European Commission (European Heritage Labels, European Capital of Culture, European Destinations of Excellence Network)

- *Heritage programs and funding strategies at Council of Europe and European Union.* Dr. Jordi Tresserras, Universitat de Barcelona-IBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development

13.30 h Cultural activity. Presentation of Vic-Osona as candidate to UNESCO Creative City for Gastronomy

- Mr. Francesc Ayats, Director, Fundació Osona Gastronomia
- Mr. Joan Naudó, President, Gremi d'Hostaleria d'Osona

14.00 h - Lunch

Restaurant 1881 – Museu d'Història de Catalunya

Catalan and Mediterranean food

15.00 – 15.45 h - Session 3 - EU initiatives on sustainable and responsible tourism (COM 352, Quality label, Charter, CALYPSO Social tourism, etc)

- Mr. Manos Vougioukas, CHARTS Project Coordinator & Mrs. Ieva Treija, Vidzeme Tourism Association

15.45 h – 19.00 h - Session 4 – Experiences and best practices in Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in Europe

Moderator: Dr. Juan Carlos Matamala, Laboratory/Observatory in Heritage and Cultural Tourism, Universitat de Barcelona-IBERTUR

BULGARIA

The Role of Innovative Services in the Tourism Market to Support Regional Development, Mrs. Atanaska Nikolova, Burgas Municipality / Union of South East Region Local Authorities, Bulgaria

"Green Corridors" - promotion of cultural, natural and historical heritage in the border region of Burgas and Kirkclareli Project, Mrs. Atanaska Nikolova, Mrs. Yordanka Ananieva and Mrs. Magdalena Manolova, Burgas Municipality

FINLAND

Turku's Chain of Culture project (Culture DQN)- Cultural destination management process based on quality and networking, Mrs. Päivi Lappalainen (presented by Mr. Peter Cole, Regional Strategy Director, Capital Region Tourism, Wales)

GREECE

Use of Shared / Communal Bikes in Heritage Destinations for Sustainable Mobility and Responsible Tourism, Mr. Kostantinos Petrakis, CHARTS MCU

17.00 – 17.15 h - Coffee break

LATVIA

Cultural Tourism and Heritage policies in Latvia and example from North Latvia (Vidzeme), Prof. Jānis Kalnačs, Dean of the Faculty of Tourism Management and Hospitality, Vidzeme University College.

Cycling routes in Baltic, Mr. Raitis Sijats, Vidzeme Tourism Association

ROMANIA

Eco-Museum - Instrument for Sustainable Development, Mrs. Adriana Halmaghi, Sibiu Regional Ecomuseum Association

SPAIN

Dry Stone Route: Heritage and sustainable tourism in Mallorca, Mr Miquel Angel Salvà (Environment Department, Consell de Mallorca)

ArtTicket BCN – Be part of the Art. One ticket to visit the **7** leading art centres in Barcelona. Mrs Maria Ribas, CCCB, Barcelona.

SWEDEN

Weather islands – a visit site far out – Culture, nature and cooperation, Lars-Erik Hammar, from Region Västra Götaland.

WALES

Tourism and Climate Change on behalf of Wales, Mr. Peter Cole, Regional Strategy Director, Capital Region Tourism

‘Creative Explorer’ challenge and response. Wales’ Sense of Place initiative, Mr. Peter Cole, Regional Strategy Director, Capital Region Tourism

20.00 h - Cultural Program. Activity with “Castellers” (human towers builders), included in the UNESCO Immaterial Heritage List. Castellers de Castelldefels. Museu d’Historia de Catalunya.

20.30 h - Dinner

Restaurant Can Solé

Carrer de Sant Carles, 4

Barceloneta

08003 Barcelona

<http://www.restaurantcansole.com>

This restaurant is also member of the Catalan Institute for Cuisine who promotes the “Catalan Cuisine” to the UNESCO Immaterial Heritage List and

Barceloneta Cuina – The Sea on the Table, a project promoted by fishermen, in association with the neighbour's chefs, give us the opportunity to sample all the richness of the traditional Mediterranean seafood dishes

Friday, 22th June 2012

9.30 – 11.00 h - Session 4 – Workshop- How we can define common indicators for cultural tourism in Europe?

Moderator: Dr. Jordi Tresserras, Universitat de Barcelona-IBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development

- Dr. Ekaterina Baranova, Russian International Academy for Tourism / UNESCO Chair in Cultural Tourism for Peace and Development / UNITWIN UNESCO Chair Culture, Tourism, Development
- Mr. Peter Cole, Regional Strategy Director, Capital Region Tourism / European Network of Cultural Tourism - ECTN
- Dr. Juan Carlos Matamala, Laboratory/Observatory in Heritage and Cultural Tourism, Universitat de Barcelona-IBERTUR

11.00 -11.30 h - Coffee break

11.30 – 13.00 h - Session 5 – Cultural and Creative Industries in Tourism Strategies

Moderator: Mrs. Diane Dodd, Artidea / ConnectCP / IFACCA

- *Creative tourism: experiences and networking*. Mrs. Caroline Couret, Creative Tourism Network
- *The UNESCO Creative Cities Network: the experience of Östersund*. Mr. Dag Hartman, Project Coordinator. Östersund UNESCO City of Gastronomy, Jämtlands County Council Institute of Rural Development

13.00 h - Synthesis, Conclusions and Next steps sessions

Mr. Manos Vougioukas, CHARTS Project Coordinator

13.30 h - Closing Session

- Mr Kostas Papamarkakis, Chairman of South Pelion Municipal Council, CHARTS Project Lead Partner, South Pelion Municipality, Greece
- Mr. Peter Cole, Regional Strategy Director, Capital Region Tourism / European Network of Cultural Tourism - ECTN
- Dr. Xavier Roigé, Dean of the Faculty of Geography and History and Director of the Master and Doctorate Program in Cultural Heritage, Universitat de Barcelona
- Dr. Jordi Tresserras, Universitat de Barcelona-IBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development
- Mr. Manos Vougioukas, CHARTS Project Coordinator

14.00 h – Lunch

Restaurant 1881 – Museu d'Història de Catalunya

Catalan and Mediterranean food

15.00 h – Meeting for CHARTS Members

Moderator: Mr. Manos Vougioukas, CHARTS Project Coordinator

17.00 – 20.30 h

Optional guided walking tour – Modernisme/Art Nouveau in Barcelona by ICONO

This is an enterprise member of the Cultural Tourism Club – Catalan Tourism Board. The tour will depart from the Museum of History of Catalonia until the closing dinner site.

20.30 h – Closing Dinner for CHARTS Project members

Fonda Espanya

Carrer Sant Pau, 9-11

08001 – Barcelona

<http://www.hotelespanya.com/en/fonda-espanya/restaurant-fonda-espanya-56/>

The restaurant is located in the Modernist/Art Nouveau dining room originally designed and decorated by the architect Domènech i Montaner, a rich environment of historical value in which the older features enhance and inspire the new.

Secretary of the Meeting

Laboratory/ Observatory of Heritage and Cultural Tourism

Universitat de Barcelona

Facultat de Geografia i Historia

Montalegre, 6

08001 – Barcelona

Catalonia, Spain

The Laboratory/ Observatory of Heritage and Cultural Tourism is a new initiative created in 2012 by Universitat de Barcelona and IBERTUR Network for the implementation of the applied research program and technical assistance associated to the CHARTS project and the European Cultural Tourism Network.

The Training Course will produce learning materials and a handbook which can be useful for the Workshops, as well for wider dissemination.

A short interview to the participants will be recorded in order to videos associated to the training materials

Organizing Committee

Mrs. Pepa Aymamí, Institut Català de la Cuina / Catalan Cuisine Institute

Mr. Manel Casanovas, Turisme de Barcelona

Mrs. Blanca Cros, Agència Catalana de Turisme / Catalan Tourism Board

Mrs. Magda Gassó, Departament de Cultura, Generalitat de Catalunya

Dr. Joan Carles Matamala, Ibertur / Universitat de Barcelona

Dr. Jordi Tresserras, Ibertur / Universitat de Barcelona

Financed by



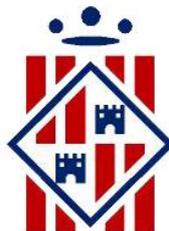
Organisation



Partners



European Cultural Tourism Network



Consell de Mallorca (Spain)



Greek National Tourism Organization (Greece)



MIDLAND REGIONAL AUTHORITY
Údars Rígiúnach Lár na Tíre

Laois | Longford | Offaly | Westmeath

Midland Region (Ireland)



National Institute for Research & Development in Tourism (Romania)



Pafos Region (Cyprus)



South-East Region (Bulgaria)



South Pelion - Thessaly Region (Greece)



Vastra Gotland (Sweden)



Veneto Region (Italy)



Vidzeme Tourism Association (Latvia)



Welsh Assembly Government - Wales (United Kingdom)

With the support of



Generalitat de Catalunya
Departament de Cultura



**Agència Catalana
de Turisme**

With the collaboration of



Organisation
des Nations Unies
pour l'éducation,
la science et la culture



Chaire UNESCO de tourisme culturel



Institut Català
de la Cuina



**CUINA CATALANA
PATRIMONI
DE LA HUMANITAT
CANDIDATURA
UNESCO 2013**



**barceloneta
CUINA**



**Barcelona
Turisme**



**CLUB DE
TURISME**

CULTURA



Under the auspices of



Meeting place



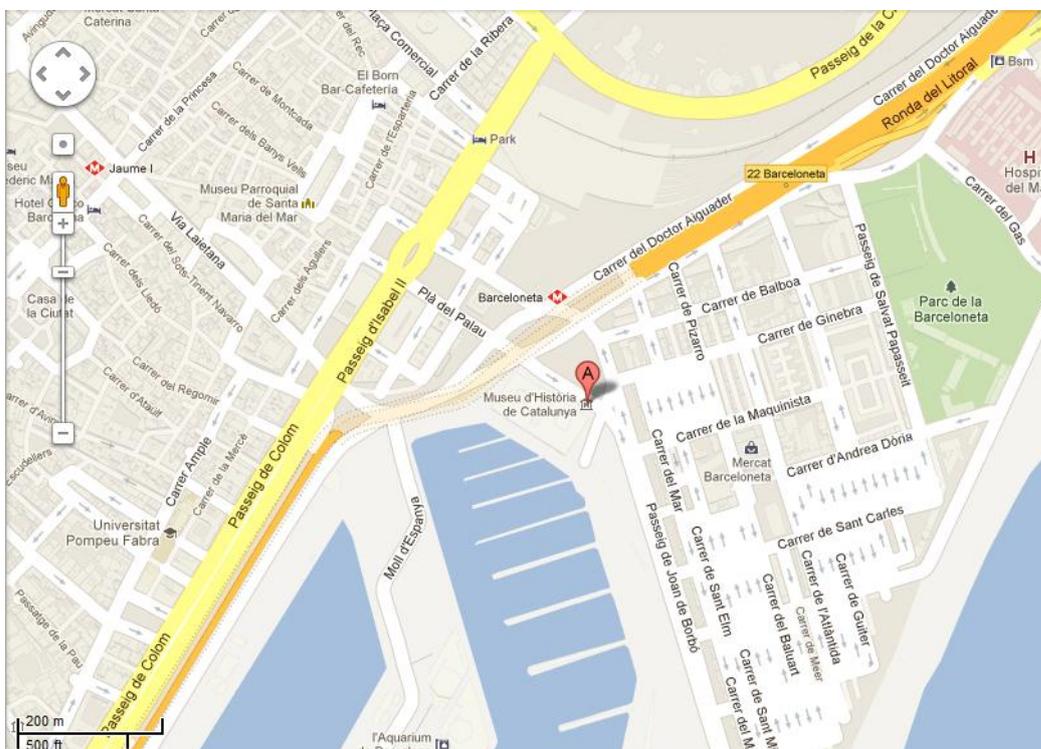
Museu d'Història de Catalunya

Plaça de Pau Vila, 3

La Barceloneta

08039 Barcelona

www.mhcat.net



Lodgements in the area of the Barcelona Old Port and Barceloneta

University Residence

Residència Campus de Mar
Passeig de Salvat Papasseit, 4
08003 Barcelona

[www.resa.es/Residencias/Campus-del-Mar/alojamiento-diario/\(reservas\)/Diario/\(sec\)/full](http://www.resa.es/Residencias/Campus-del-Mar/alojamiento-diario/(reservas)/Diario/(sec)/full)

You need to detail that you are participating in Workshop organized by Universitat de Barcelona

Hotels, Pensions, Apartment Accommodation and Youth Hostels

Turisme de Barcelona

http://www.barcelonaturisme.com/Where-to-sleep/_3Ngb8YjSpL0PIICYsPhH_Td5EJCxUiHy3DwlsS9r0xl

There are several sites near the Museu d'Història de Catalunya. The area name is Barceloneta. You can search as "Ciutat Vella" or "Façana Marítima".

Some recommended hotels are:

Hotel Layetana Palace****

<http://www.eurostarshotels.com/eurostars-laietana-palace.html>

Hotel Barcelona Colonial 4****

<http://es.hotusa.com/hoteles/espana/barcelona/barcelona/hotel-barcelona-hotel-colonial.html>

Hotel Suizo 3***

<http://es.hotusa.com/hoteles/espana/barcelona/barcelona/hotel-suizo.html>

For reservations contact with our official travel agency

Emma Aguirrezábal
Checkpoint Charlie
emma@checkpointcharlie.es

Note for invited speakers and members of CHARTS Projects

For the guided visit for 20th June

We will meet with the interested participants at 17.00 h at Hotel Layetana Palace (Via Laietana, 17 Barcelona)

We will finish this walking tour at the Restaurant Matamala for the welcome dinner.

For people interested in to go directly the meeting point is at 20.30 h

Restaurant Matamala

Rambla Catalunya, 13
Esquerra de l'Eixample
08007 – Barcelona

<http://www.matamalarestaurant.com/>

