

CHARTS

Culture and Heritage Added value to Regional policies for Tourism Sustainability

REPORT

on the

Joint Training Seminar

"Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in European Regions"

Organized by:	CHARTS project partner PP13 IBERTUR/Barcelona University
Venue:	Museu d'Història de Catalunya, Plaça de Pau Vila, 3 La Barceloneta Barcelona, Spain
Date	21 – 22 June, 2012

June, 2012

I GENERAL

The Joint Training Seminar was follow-up to the 1st Inter-Regional Steering Committee Meeting in Greece organized by project CHARTS Lead Partner South Pelion Municipality during 22 – 23 March, 2012 in Greece.

Joint Training Seminar ""Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in European Regions" was organized by Project Partner IBERTUR-Network of Heritage, Tourism and sustainable development/University of Barcelona in collaboration with the Catalonia government under project Component 3: Exchange of experiences dedicated to the identification and analysis of good practices for officials and policy-makers.

Joint Training Seminar was organized by following 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

With the support of 2 institutions: Generalitat de Catalunya Department de Cultura
Agència Catalana de Turisme

and with collaboration with UNESCO, Creative Tourism Network, European Network of Cultural Administration Training Centre, Bologna University, Institute Català de la Cuina, Barcelona Turisme, Casas Singulares de Barcelona, etc.

The seminar was held 2 days on June 21-22, 2012, at the Barcelona University, Barcelona, Spain.

The objectives of the Seminar were:

- to benefit the staff of the partner regions in culture and heritage inputs to tourism sustainability regional policies and related innovations
- to provide a better understanding of the wider issues involved in heritage tourism and destination management
- to acquire knowledge and increase partners capacities

During seminar participants attended urban-gastro tour „Sweet Barcelona” by spin-off project “Barcelona Gourmet Discoveries” promoted by Barcelona University and get acquainted with special Catalonian local products with Guarantee Brand presented and promoted by Catalan Institute for Cuisine and Gastronomy included in the UNESCO Immaterial Heritage List.

All seminar participants were attracted by Catalan culture tradition building Castell human tower. For participants was organized guided walking tour Modernisme/Art Nouveau by ICONO, member of Catalan Tourism Board.

Seminar was attended by 10 invited speakers, representatives/experts from UNESCO, Creative Tourism Network, Creative Cities Network, EKPOL. Total number of participants 52 of project partners regions and institutions from 11 EU countries – Greece, Spain, Bulgaria, United Kingdom, Belgium, Italy, Cyprus, Romania, Latvia, Ireland and Sweden.

II SEMINAR PROGRAMME AND SPEAKERS

The seminar discussed a wide range of issues pertaining to the heritage and cultural policies and strategies, challenges they face in compiling culture and heritage in Europe and exchanged views on how to encourage the use of the good practices in Regional Tourism policy / Implementation plan.

The seminar was organised in 6 Sessions, apart from Inaugural Session and Closing Sessions. Each Session was managed by Moderator.

In the end of Sessions was organized Meeting for Project partners where was discussed about Project working plan and activities in future. Partners meeting were moderated by Project Coordinator M.Vougioukas.

DAY 1: 21 June, 2012

The Inaugural Session was addressed by:

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

Session 1: Place Marketing and Tourism Marketing Strategies for European Regions. The role of culture

This session attracted by experience as case-study on Place Marketing and Tourism Marketing Strategies for European Regions and the role of culture presented by Turisme de Barcelona organization and Pafos Regional Board of Tourism.

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 Labels

This session was dedicated on Cultural and Tourism Policies and Strategies for a good governance, sustainable tourism and regional development in Europe and the Importance of International and European Cultural Labels (UNESCO, European Cultural Routs, European Heritage Labels, European Capital of Culture, EDEN). Representatives from UNESCO Mr. Peter DeBrine presented UNESCO Sustainable Tourism Programme, Immaterial Heritage List expert Mr. Luis Pablo Martines presented UNESCO strategies and opportunities for preservation and development and Mr. Jordi Tresserras introduced with UNESCO Heritage programs and funding strategies at Council of Europe and European Union.

Session 3: EU initiatives on sustainable and responsible tourism (COM 352, Quality label, Charter, CALYPSO Social tourism, etc)

This session concentrated on EU initiatives on sustainable and responsible tourism, Culture & Heritage Tourism impacts and synergies with CHARTS Project in accordance with Europe Commission Communication 352 "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe".

Session 4: Experiences and best practices in Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in Europe

Session was dedicated on experience exchange on good practices in Heritage and Cultural Policies and Strategies for sustainable tourism promotion and development in Europe. Under this topic project partners from Bulgaria exchanged with experience on Partnership as a key factor to integrated approach and sustainable tourism and presented case-study "Green Corridors" as promotion of cultural, natural and historical heritage in the border region of Burgas and Kirkclare project.

Regional Strategy Director of Capital Region Tourism of Wales and project partner Mr. Peter Cole introduced participants with Finland national project Culture DQN what is about Cultural destination management process based on quality and networking in Turku, Finland. Additionally he shared experience on Climate Change and the Historic Environment of Wales and Creative Tourism as Sustainable tourism.

Representative of CHARTS Management Coordination Unit Mr. Konstantinos Petrakis shared knowledges on communal Bikes in Heritage Destinations for Sustainable Mobility and Responsible Tourism.

Representatives from Latvia presented Cultural Tourism and Heritage Protection Policies in Latvia and showed some examples of good practice from North Latvia (Vidzeme) and cycling routes in the Baltics.

Representative from Romania presented Regional Eco-Museum as Instrument for Sustainable Development. Project partner from Mallorca, Spain exchanged experience on Heritage and Sustainable tourism by showing "The Dry Stone Route" (GR-221): Recovery and restoration of dry stone heritage and traditional paths to promote hiking activities.

Representative from Russian International Academy of Tourism/UNESCO Chair in Cultural Tourism for Peace and Development shared experience with indicators of cultural tourism in Russia.

DAY 2: 22 June, 2012

Session 5: Workshop- How we can define common indicators for cultural tourism in Europe?

This session was dedicated on Cultural and Creative Industries in Tourism Strategies where was presented experiences and networking in Creative Cities Network from UNESCO city of Gastronomy Östersund.

Session 6: Cultural and Creative Industries in Tourism Strategies

This Session was dedicated on creative tourism experience by representatives from Creative tourism Network and UNESCO Creative Cities Network.

Closing Session

The Closing Session was addressed by:

- Mr Kostas Papamarkakis, Chairman of South Pelion Municipal Council, CHARTS Project Lead Partner, 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

III DOCUMENTS

Joint Training Seminar was recorded in video. After Seminar, participants had opportunity to give video interviews on INTERREG IVC programme, project CHARTS and benefits from Joint Training Seminar. Video interviews will be published in Youtube, account "CHARTS Bcn".

Video of Seminar will be published in social network YOUTUBE and project website www.charts-interreg4c.eu.

Photos from Seminar will be published in project website and other dissemination materials.

Seminar presentations are collected and placed for using in common project Dropbox online with access to all seminar participants.

Seminar organizers will produce learning materials in DVD which be useful for later for the Workshops on good practices and wider dissemination to project partners and stakeholders.





Wednesday, 20th June 2012

0.30 h - Registration

Museu d'Història de Catalunya

Passeig de Pau Vila, 3

La Barceloneta

00030 Barcelona

www.mhc.cat.net

0.00 h - Inaugural session

- Mrs. Magda Gavril, Department of Culture, Generalitat de Catalunya
- Mr. Kostas Papamalis, Chairman of South Pelion Municipal Council,

CHARTS Project Lead Partner, South Pelion Municipality, Greece

- Mr. Kostas Chatzidakis, President of EPOC, Delegation for European Cultural Tourism Network (ECTN)

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

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

- Mr. Marcos Voudjouka, 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-HUBERTUR / UNITWIN UNESCO Chair Culture, Tourism, Development

- The experience of Turisme de Barcelona as case-study. Mr. Ignasi Del Mi, Subdirector, Turisme de Barcelona

- Plataforma marketing estratégico. Mr. Nelson Huidobro, Director, Patron 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 Labels

Moderator: Dr. Feliueta Dols, Universitat de Barcelona / UNITWIN UNESCO Chair Culture, Tourism, Development

- UNESCO Sustainable Tourism Programme. Mr. Peter Corboeuf, UNESCO - UNESCO International Handicrafts and Opportunities and Opportunities for preservation and development. Mr. Luis Pablo Martínez, Comisión Iberoamericana UNESCO International Heritage Site Expert.

UNESCO (World Heritage Unit, International Intercultural Dialogue Routes, Creative Cities), Council of Europe (European Cultural Routes) and European Commission European Institute of Cultural and Creative Economy (Instituto Europeo de Cultura y Economía)

Restaurant Matemània
Rambla de Catalunya, 13
Eixample de l'Eixample
08007 - Barcelona
+34 934 61 10 00

This restaurant is member of the Catalonia Institute for Culture and Gastronomy



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

PROGRAM

Wednesday, 20th June 2012

17.00 h - Welcome Dinner

Title: A school of thought promoted by Universitat de Barcelona. Melting point of Discoveries
This is a school of thought promoted by Universitat de Barcelona. Melting point for invited speakers and participant members of CHARTS Project

20.30 h - Welcome Dinner

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

22.00 h - Conference

Restaurant Matemània
Rambla de Catalunya, 13
Eixample de l'Eixample
08007 - Barcelona
+34 934 61 10 00

- 17.00 – 17.15 h - Coffee break
- LAOS**
Cultural Tourism and Heritage policies in Laos and example from North Laos
(Ms. Somsak, Prof. Jittra Kourous, Director of the Faculty of Culture in Management and Hospitality, Vientiane University College).
- Cycling routes in Laos:** Mr. Rattana Sene, Vientiane Tourism Association
- ROMANIA**
EcoMuseum – Institute for Sustainable Development, Mrs. Adriana Haiman, Sibiu Regional Economic Association
- SPAIN**
Dry Stone Route: Heritage and sustainable tourism in Majorca, Mr. Miguel Angel Salva (Environment Department, Consell de Mallorca)
- Art & Art BCN – Be part of the Art One Biennale via the 7 leading art centers in Barcelona, Ms. Maria Pascual, COOB, Barcelona.
- SWEDEN**
Wether Islands – a visit after art – Culture, nature and cooperation, Lars Erik Hammar, form Region Västra Götaland.
- WALES**
Tourism and Climate Change on behalf of Wales, Mr. Peter Cole, Regional Strategy Director, Cultural Region Tourism
Cymru Explore! Challenge and response, "Welsh" Stories of Place Initiative, Mr. Peter Cole, Regional Strategy Director, Cultural Region Tourism
- 20.00 h – Cultural Program, Activity with "Castellorion" (Roman town buildings), included in the UNESCO Imperial Heritage List, Castellers de Gironellars, Museu d'Història de Catalunya.
- 20.30 h – Dinner
- BULGARIA**
The Role of Innovative Services in the Tourism Market & Support National Development, Mrs. Alenka Ninkova, Baroque 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 Varna, Alenka Ninkova, Ms. Yordania Andreeva and Ms. Magdalena Mihalova, Burgas Municipality
- FINLAND**
Tourist Chain of Culture project (Culture 001) – Cultural destination management process based on quality and networking, Mrs. Päivi Lappalainen (University of Jyväskylä, Regional Strategy Director, Cultural Region Tourism, Wales)
- GREECE**
Use of Shared / Community Signs in Heritage Destinations for Sustainable Mobility and Responsible Tourism, Mr. Konstantinos Petridis, CHARTS MOU
- The restaurant is also member of the Cultural Institute for Odessa who promotes the "Cyrano Cuisine" to the UNESCO Immortal Heritage List and



Bacalhaueta Culin - The Sea on the Table, a project promoted by Refreshment, in association with the member's chief, given us the opportunity to taste all the richnesses of the traditional Mediterranean seafood dishes

Friday, 22nd 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. Eva-Maria Baranova, Russian International Academy for Tourism / UNITWIN UNESCO Chair in Cultural Tourism for Peace and Development / UNITWIN UNESCO Chair Culture, Tourism, Development / Mr. Peter Gie, Regional Strategy Director, Cultural Region Tourism / European Network of Cultural Tourism-ETN / Dr. Juan Carlos Marmilla, Laboratori d'Observatori in Heritage and Culture Tourism, Universitat de Barcelona-IBERTUR

11.00-11.20 h - Coffee break

11.20 - 13.00 h - Session 5 - Cultural and Creative Industries in Tourism

Strategic

Moderator: Ms. Diane Diod, Antica Camera d'Affari / IRCCOA - Creative tourism experiences and networking. Ms. Conchi Casull, Creative Tourism Network - The UNESCO Creative Cities Network, the experience of Oviedo and Mr. Dag Harman, Project Coordinator, Cultural UNESCO City of Gastronomy, Ireland and Cork Council Institute of Rural Development

13.00 h - Seminars, Conclusions and Next steps sessions

Mr. Manel Valls i Valls, CHARTS Project Coordinator

14.00 h - Lunch

14.00 h - Museu d'His Bruts de Catalunya / Catalan and Mediterranean Food

15.00 h - Meeting for CHARTS Members

Moderator: Mr. Manel Valls i Valls, CHARTS Project Coordinator

17.00 - 20.30 h - Optional guided walking tour - Modernisme i Art Nouveau in Barcelona By ICIONO 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 end of the site.

20.30 h - Closing Dinner for CHARTS Project members

From: Esplanade Carrer Sant Pau, 9-11
08001 - Barcelona
<http://www.hotelcanvia.com/en/indexes/carrer-sant-pau-9-11/>

The restaurant is located in the Modernisme Art Nouveau dining room originally designed and decorated by the architect Domènec J. Montaner, a rich environment of historical value in which the older features enhance and inscribe the new.

Secretary of the Meeting

Laboratori d'Observatori de Heretatge i Turisme
Universitat de Barcelona a Montjuïc
Facultat de Geografia i Història
Montjuïc, 6
08007 - Barcelona
Catalonia, Spain

The Laboratory Observatory of Heritage and Cultural Tourism is a new initiative created in 2012 by Universitat de Barcelona and IBERTUR to: 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 used for the Workshops, as well as for wider dissemination.

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



Note for invited speakers and members of CHARTS Projects

For the guided visit for 28th June

We will meet with the interested participants at 17:00 h at Hotel Layetana Palace on Via Laietana, 17 Barcelona

We will take the walking bus at the Restaurant Matilda for the welcome dinner.

For people later on bed in to go directly the meeting point at 20.30 h

Barcelona Matilda 4*
Barcelo Catalonia 4*
Estrella de Mar 4*
Hotel Barceloneta 4*
www.mylifeinbarcelona.com



Lodgements in the area of the Barceloneta Old Port and Barcelona La

University Residence
Residencia Campus de Mar
Paseo de Sant Joan, 4
08023 Barcelona
www.unir.es/barcelona/estadounidense.html

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

Hotels, Pensões, Apartment Accommodation and Youth Hostels

Turisme de Barcelona

www.barcelonaturisme.com/visitabcn/destinos/centro/carrer-de-la-cultura.html
tel. +34 93 410 02 00

There are several areas near the Museu d'Història de Catalunya. The areas name
is Barceloneta. You can search as "Catalunya" or "Fin gran Marítim".
Some recommended hotels are:

Hotel Layetana Palace***

www.santanderhotels.com/contenidos/datospublicos.html

Hotel Barcelona Colònial 4***

www.santanderhotels.com/contenidos/datospublicos.html

Hotel Sants 3***

www.santanderhotels.com/contenidos/datospublicos.html

For reservations contact with our official travel agency

Emma Acuñazada
Globus Travel
emma.acunzada@tia.ee

Lists of participants

Participants

CHARTS PROJECT	Signature	21/06/2012	22/06/2012
ANANIEVA, Yordanka	X	Burgas Municipality. Union South east region Local Authorities, Bulgaria	
ARETTA, Sophia		South Pelion Municipality (Greece)	Yes
BOGIAZIDES, Nikолос		Department of Planning and Regional Development, University of Thesaly	Yes
COLE, Peter		Regional Strategy Director, Capital Region Tourism, Wales (UK)	Yes
CHALEVAS, Costas		EKPOL (Greece) - ECTN	Yes
FERRER GARCIA, Isabel		Consell Insular de Mallorca (Spain)	Yes
FRIDVALDE - ANDERSONE, Ella		The Council of the Vecpiebalga Region (Vidzeme)	Yes
HADJIGEORGIOU, Nasos		Pafos Regional Board of Tourism (Cyprus)	Yes
HALMAGHI, Adriana		Sibiu Regional Econuseum Association (Romania)	Yes
HAMMAR, Lars-Erik		Västervet / Bohusläns museum	Yes
HARUU, Astrida		The Council of the Ape Region (Vidzeme)	Yes
MILLERE, Ilze		The Council of the Limbaži Region - Tourism information Centre (Vidzeme)	Yes
KALNĀČS, Jānis		Vidzeme University of Applied Sciences (Latvia)	Yes
KOSTIBA, Andromahī		South Pelion Municipality (Greece)	Yes
LIXANDROIU, Cristina Florentina		National Institute for Research and Development in Tourism - INCDT (Romania)	Yes



MANOLOVA, Magdalena	Burgas Municipality. Union South east region Local Authorities, Bulgaria		Yes
MORGAN, Sarah	Midland Regional Authority (Ireland)		Yes
NIKOLOVA, Atanaska	Burgas Municipality. Union South east region Local Authorities, Bulgaria		Yes
PAPAMARKAKIS, Kostas	South Pelion Municipality (Greece)		Yes
PAVEL, Marioara	National Institute for Research and Development in Tourism - INCDT (Romania)		YES
PETRAKIS, Konstantinos	MCU		yes
PUDZIS, Edgars	Carnikava Municipality Council (Latvia)		yes
RYDBERG, Claes	Region Västra Götaland (Sweden)		yes
SALVÀ CAPÓ, Miguel Angel	Consell Insular de Mallorca (Spain)		yes
SIJATS, Raitis	Vidzeme Tourism Association/MCU (Latvia)		yes
SKOG, Björn	Region Västra Götaland (Sweden)		yes
TREIJA, Ieva	Vidzeme Tourism Association/MCU (Latvia)		yes
TSIFOUTIS, Nicolas	Pafos Regional Board of Tourism (Cyprus)		yes
VOUGIOUKAS, Manos	South Pelion Municipality - Charts Project Coordinator (Greece)		yes

CHARTS PROJECT

Joint Training Seminar “Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in European Regions”

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

LIST OF PARTICIPANTS

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