
LABPATC

Laboratory of Heritage and Cultural Tourism

University of Barcelona (UB) - IBERTUR

Created and developed under the project CHARTS - *Culture and Heritage Value to Regional Policies for Tourism Sustainability*. Funded by the Interreg IVC program of the European Union.



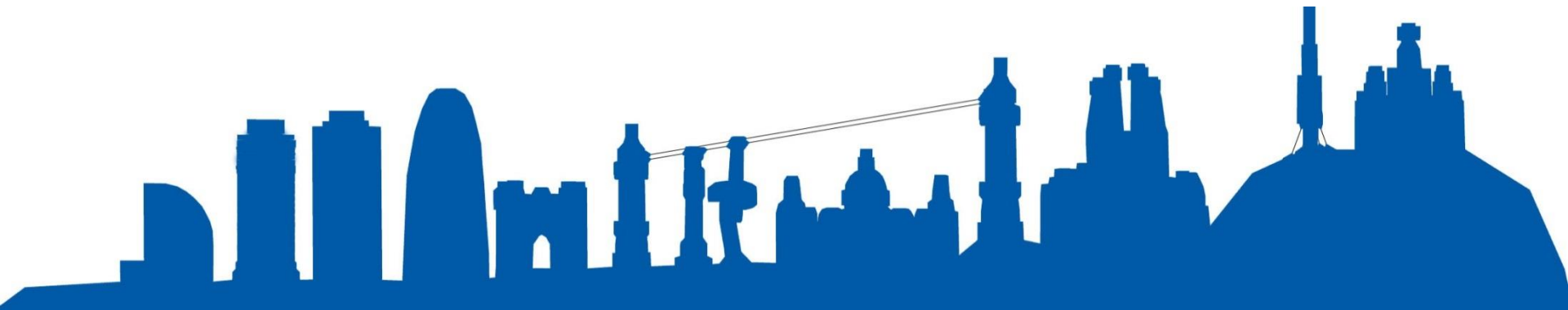
CONCEPT

The Laboratory of Heritage and Cultural Tourism - LAB PACT is an **innovative initiative**, **created under CHARTS project** and promoted by a multidisciplinary group of professionals, researchers, educators, consultants, postgraduate students and PhD candidates linked to the University of Barcelona (UB).

LAB PATC has also the support of the **IBERTUR Network – (Heritage, Tourism and Sustainable Development Network)** and encourages research, specialized training and development projects and consultant in collaboration with other academic institutions, public and private organizations, companies and international organizations in the areas of heritage, cultural tourism and sustainable development.

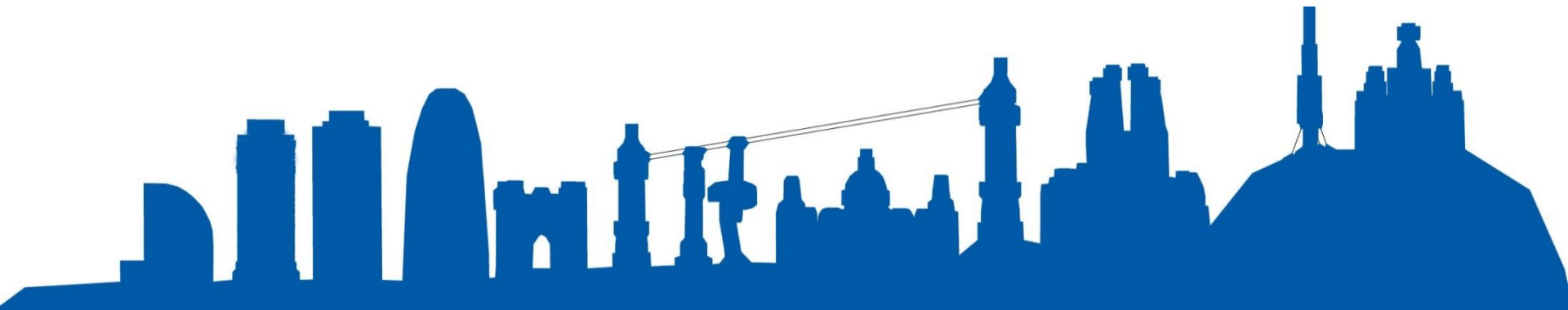


The LAB PACT philosophy is based on **co-working** and **networking methods** and it is presented as a permanent space for **exchanging experiences and developing partnerships, research and projects**, promoting the culture of innovation and entrepreneurship and proposing high quality training opportunities.



MEMBERS

The LAB PACT has **more than 40 members from 17 different nationalities**: Brazil, Cabo Verde, Colombia, Spain, United States, Russia, France, Gambia, Italy, Mauritania, Mexico, Peru, Puerto Rico, Chile, Uruguay, Bolivia and Venezuela.



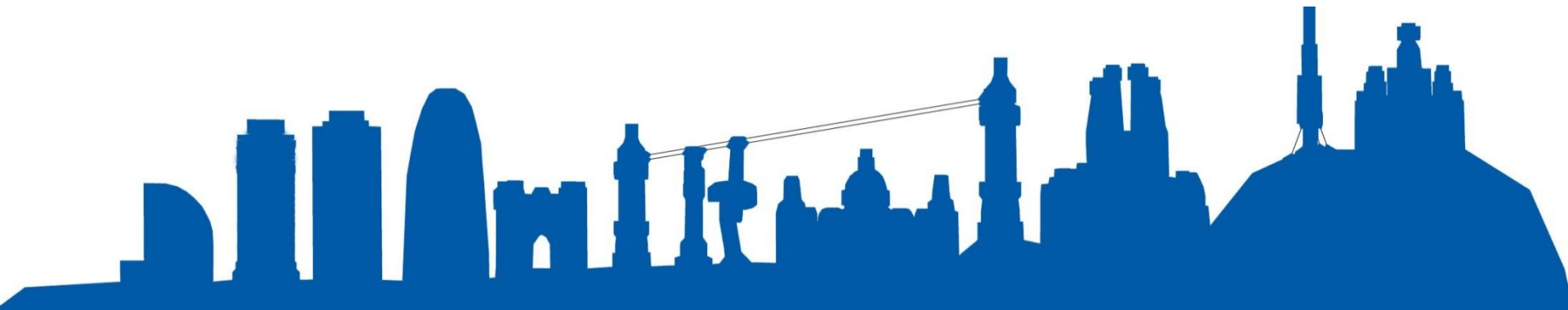
LEADING ORGANISATIONS

UNIVERSITY OF BARCELONA (UB)

In 1989, The UB promoted an innovative plan of specialized training under the **Graduate and PhD Program in Culture and Heritage management**, involving different faculties and colleges. Today it has become one of Europe's most well known programs with a significant participation of international students.

IBERTUR – Heritage, Tourism and Sustainable Development Network

IBERTUR is an organization formed by professionals from different Latin American and African universities, developing applied research initiatives, training and projects development, **focused on cultural heritage management and sustainable tourism**. It was created during the *II Iberoamerican Campus of Cultural Cooperation*. Cartagena de Indias (Colombia), in December 2001.



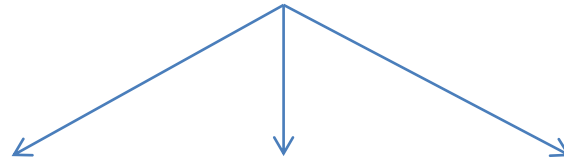
OBJECTIVES

- Become a national and international reference in the promotion and development of **applied research projects in the fields of heritage, culture and sustainable tourism**.
- Promote **synergies, networking, and partnerships** to strengthen relationships between university, private sector and society.
- Become a vehicle for the articulation of **corporate spin-offs** arising from projects created under the postgraduate programs in heritage, museums and cultural tourism offered by the University of Barcelona.
- Develop and consolidate a regular educational program to provide **specialized training to cultural industry professionals, focusing on topics related to cultural heritage, sustainable tourism and innovation**.



WORKING AREAS

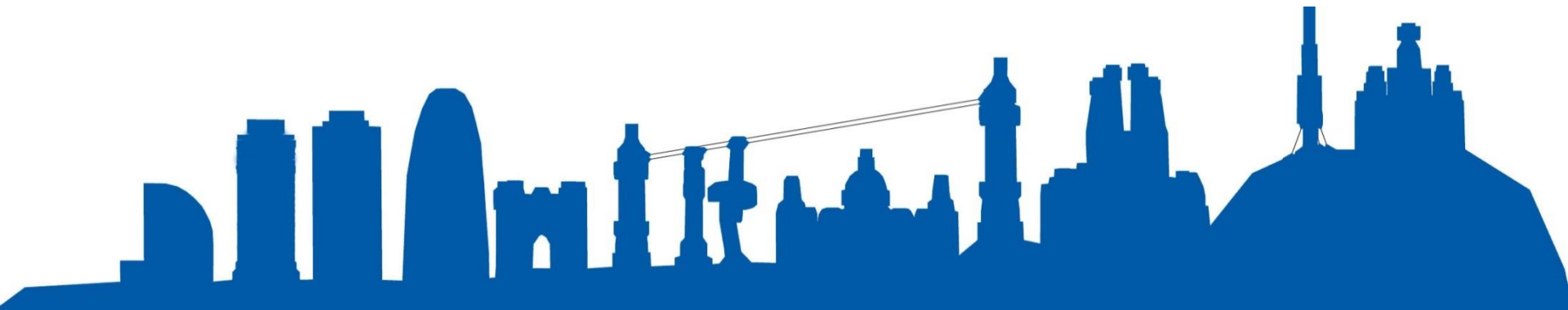
LAB PATC



RESEARCH

TRAINING

**PROJECTS AND
CONSULTING**

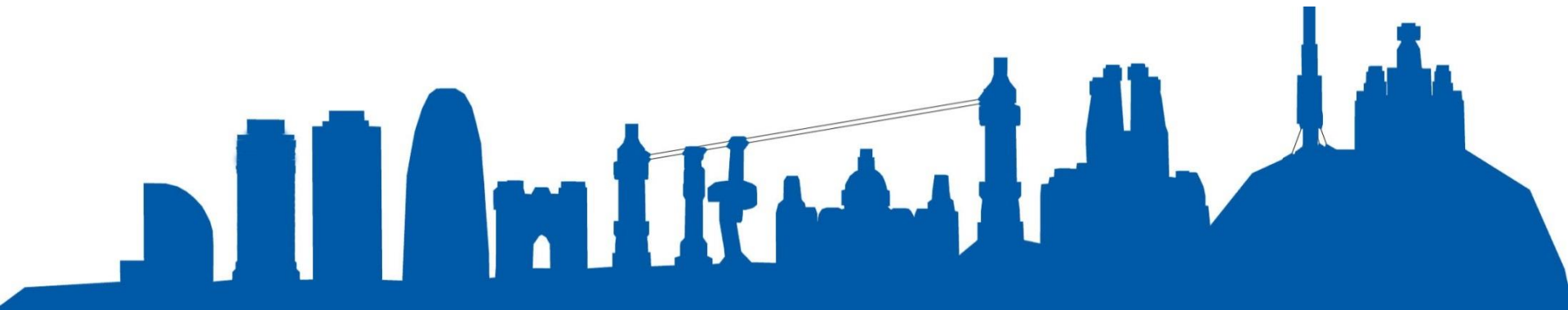


RESEARCH

The LAB PACT promotes applied research and transfer of knowledge (*know how*) with other national and international educational organizations and its members.

Lines of research :

- Museology, management and interpretation of cultural heritage
- Cultural routes and itineraries
- Archaeological heritage and sustainable development
- Culinary heritage and tourism
- Information technology and communication in the field of heritage and culture
- Cultural Tourism
- Cultural diplomacy and cultural cooperation for development



TRAINING

This line of work responds to the training needs of professionals, associations, organizations and institutions of the heritage and cultural tourism sector.

From the LAB PATC we design and develop courses, seminars, thematic, workshops, etc.

LAB PATC SUMMER SCHOOL (2 weeks // June 2013):

- Cultural tourism and regional development in Europe
- QR Codes in heritage institutions, museums and cultural tourism initiatives
- Design and management of cultural routes and itineraries
- Heritage management and sustainable tourism in protected areas
- New audiences for museums: working strategies
- Catalan cuisine: strategies for recovery and activation of gastronomic heritage in Catalonia
- Communication and cultural journalism in the digital age
- Marketing 2.0 for heritage and museums
- Diplomacy and cultural cooperation: new challenges



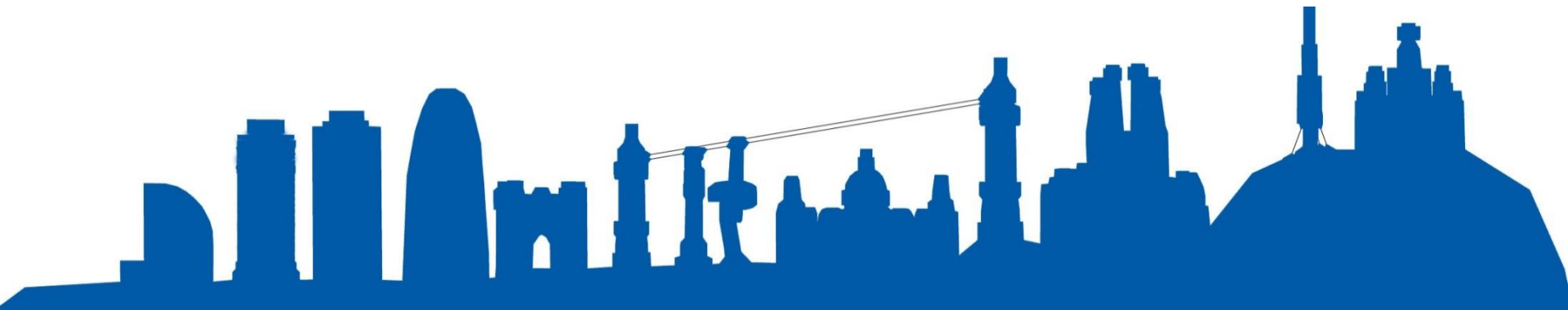
PROJECT DEVELOPING AND CONSULTING

The LAB PACT promotes collaborating projects in the fields of heritage, culture and sustainable tourism, incorporating innovative elements in its development and implementation. We also offer consulting services

Projects are funded by public funding programs, agreements with the private sector, and self-generated resources.

Current collaborations

- Vic - Candidate city to be a *UNESCO Creative City*
- Candidacy of Catalan cuisine to UNESCO's intangible heritage (Foundation Institute of Catalan Cuisine and Culinary Culture)
- Study of experiences and good practice in cultural tourism in Iberoamerica (OEI – Iberoamerican States Organization)
- Loops Festival Educational Program (Loops Video Arts Festival)



CONSULTING AREAS

Strategies for tourism planning

Elaboration of strategic plans

Planning and management of cultural and heritage destinations

Inventory and assessment of cultural tourism resources

Cultural management and museography

Conceptualization and design of museology and museography projects

Design and creation of heritage interpretation centers

Management of curated thematic exhibitions

Value generation and product development

Planning cultural itineraries and routes

Design and development of cultural tourism products

Creating innovative and unique tourism products based on authenticity and territorial identity

Creating experiential tourism products with high added value

Marketing and communication for cultural tourism

Identity and branding

Design communication strategies and promotion of products and destinations

Development of marketing plans

Development of communication materials



NETWORKING

The LAB PACT / University of Barcelona belongs to the following university networks:

- **AAAE** - Association of Arts Administration Educators
- **ATLAS** - Association for Tourism and Leisure Education
- **COODTUR** - International Network of Researchers on Tourism Cooperation and Development. Universitat Rovira i Virgili (Tarragona)
- **ECRUN** – European Cultural Routes Universities Network - Instituto Europeo de Itinerarios Culturales del Consejo de Europa
- **ENCATC** - European Network of Cultural Administration Training Centers
- **REIC** – Spanish Network of Cultural Routes (Caminos del Arte Rupestre)
- **EUNEK** – European Universities Network of Knowledge – Università di Bologna
- **Red UNITWIN** - UNESCO Chair in Culture, Tourism and Development. Université Paris 1 Panthéon-Sorbonne (Francia)
- **LERU** – League of European Research Universities – University College of London
- **Spanish Network for innovation in cultural routes and itineraries**– Universitat de Barcelona
- **Ibero-american Network of Heritage Tourism**– Universidad de Lanús (Argentina)
- **University Network for Sustainable Tourism**– Universidad Central de Chile



CONTACT

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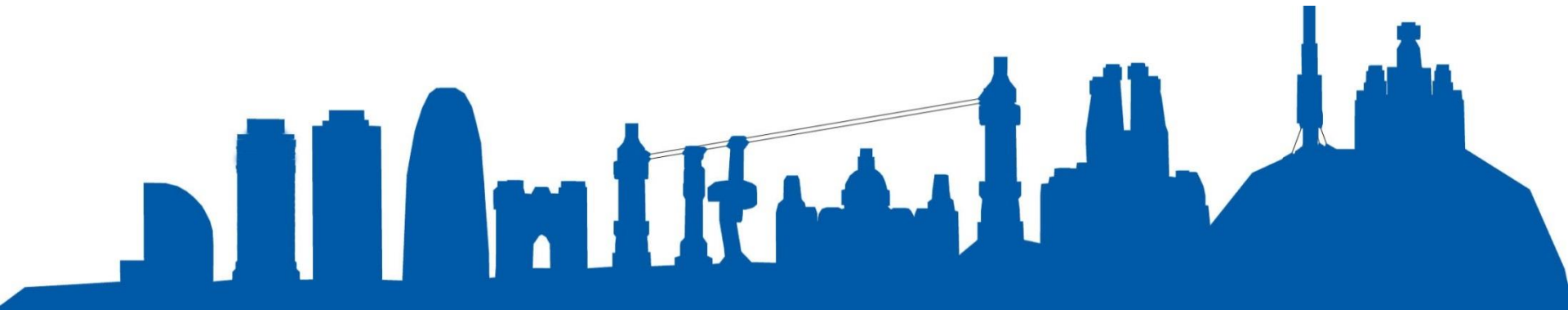
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PROJECTS COORDINATOR

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Thanks for your attention!!

