



# INTERREG IVC project CHARTS

## Closing Conference

### "Engaging Culture and Heritage for Sustainable Tourism Development"

11 – 15 September, 2014

Valis Resort, Agria, Volos, Thessalia Region, Greece



based on capitalizing results from previous projects:



**INTERREG IVC project CHARTS Closing Conference**  
**'Engaging Culture and Heritage for Sustainable Tourism Development'**  
**PROGRAMME**

11 – 15 September, 2014, Valis Resort, Agria, Volos, Thessalia Region, Greece

**THURSDAY September 11th**

**SESSION 1: Opening Ceremony**

**9:00**

**Registration**

**9:30**

**Opening Session**

Chair: Mr. Konstantinos Chalevas, President of European Cultural Tourism Network, Councillor of Thessalia Region, President of EKPOL, Greece

- CHARTS Project Actions & Achievements, by Mr. Manos Vougioukas, CHARTS Project Coordinator

**Opening addresses**

- Minister of Tourism, Greece (invited)
- Mr. Ferdinando Nelli Feroci, Commissioner for Tourism (invited)
- Ms. Androulla Vassiliou, Commissioner for Culture (invited)
- Mr. Konstantinos Agorastos, Governor of Thessalia Region, Greece
- Mr. Athanasios Fleris, Deputy Mayor of South Pelion, Greece
- Senior representatives of CHARTS Partner delegations:
  - Mr. Gwilym Hughes, Cadw Welsh Government, UK
  - Mr. Lars Nordström, VP Councillor, Västra Götaland Region, Sweden
  - Mr. Aggelos Georgiou, Mayor of Polis Chrysochous, Cyprus
  - Mr. Nicola Panarello, Veneto Region, Italy
  - Mr. Guntars Velcis, Vidzeme Tourism Association, Latvia
  - Ms. Cristina Lixăndroiu, NIRDT, Romania
  - Ms. Margalida Pocoví, Consell de Mallorca, Spain
  - Ms. Ruska Boyadzhieva, USERLA, Burgas Municipality, Bulgaria
  - Dr. Jordi Tresserras, Ibertur-University of Barcelona, Catalonia, Spain
  - Prof. Georgios Petrakos, Rector of the University of Thessaly, Greece
- UNESCO / UNWTO (messages)
- Mr. Akos Szabo, Project Officer, INTERREG IVC JTS „EU Interregional Cooperation. State of play and perspectives"

11:00

*Coffee break*

**SESSIONS 2 - 5**

**Sustainable Tourism solutions for regions and destinations**

**11:30**

**Parallel Session 2**

<b>Climate Change</b>	<b>Accessibility to Heritage</b>	<b>Effective Partnerships</b>
<p style="text-align: center;"><b>Organised by CADW, Welsh Government's Historic Environment Department, UK</b></p> <p>'Preparing the historic environment to meet the challenges of climate change', Gwilym Hughes, CADW                      Gunilla Eliasson and Tomas Olsson, Västra Götaland Region, Sweden</p>	<p style="text-align: center;"><b>Organised by University of Thessaly (UTH), GR</b></p> <p>Dr. Nicolaos Vogiazides, UTH                      Sandra Rainero, Veneto Region                      Representative of VTA                      Dimitris Apostolou, ECTN / EKPOL</p>	<p style="text-align: center;"><b>Organised by Union of South-East Region Local Authorities (USERLA), BG</b></p> <p>Ivelina Strateva, USERLA Bulgaria                      Dr. Pavlos Arvanitis, South Pelion/MCU</p>
	<p>Sandra de Puig, Project Officer of NECSTouR, BE: „Culture and Heritage for All: a Roadmap for Accessible Tourism Destinations"</p>	<p>Maia Meladze, PhD, Associate Professor, Grigol Robakidze University, School of Business and Management, GE: „The Modern Trends of Partnership in Georgian Cultural Tourism Management"</p>

13:00

Lunch

14:00 – 15:30

Parallel Session 3

<b>Host Communities and Responsible Tourism</b>	<b>Quality Criteria</b>	<b>Visitor Information</b>
<p><b>Organised by National Institute for Research and Development in Tourism (NIRD), RO</b></p> <p>Marioara Musteata-Pavel, Cristina Lixăndroiu, Adriana Radu, Doru Tudorache and Marius Halmaghi, NIRD Georgi Sakaliev, USERLA Dr.Pavlos Arvanitis, South Pelion/MCU</p>	<p><b>Organised by Västra Götaland Region, SE</b></p> <p>Tomas Olsson and Bo Bergman, VG Region David Penthberty, CADW Wales Demetrius Vassiliades, GNT0 GR</p>	<p><b>Organised by Vidzeme Tourism Association (VTA), LV</b></p> <p>Raitis Sijats, VTA Miguel Angel Salvà, Mallorca Representative of South Pelion</p>
<p>Spyros Avdimiotis, MBA, PhD, Alexander Technological Institut, Tourism &amp; Management Department, Thessaloniki, GR: „Development of a sustainable spatial plan in the region of N.E. Halkidiki” Maka Piranashvili, PhD, Associate Professor and Lamara Kadagidze, Phd, Full Professor, Grigol Robakidze University, GE: „The Significance of UNESCO World Heritage List for the Development of Responsible Tourism in Georgia”</p>	<p>Viktoria Taktikou, EKPOL presentation on ETIS and European Heritage Label proposals for Pelion</p>	<p>Antoni Bosch Oliver, Mobility Planning Expert of Mallorca Transport Consortium, ES: „Project SEEMORE mobility package: Design of tourists and mobility routes around Mallorca” Ilias Katsikaros and Iris-Efcharis Katsikarou, Co-founders of Questlayer, GR: „Questlayer: Circulation by Motivation”</p>

15:30 – 17:00

Parallel Session 4

<b>Place Marketing</b>	<b>Traditional Skills and Trades</b>	<b>Railway Heritage</b>
<p><b>Organised by Pafos Regional Board of Tourism, CY</b></p> <p>Nicolas Tsifoutis, Pafos RBT Prof. Alex Deffner, UTH Representative of Mallorca</p>	<p><b>Organised by European Cultural Tourism Network – ECTN</b></p> <p>Introduction by UTH Representative of South Pelion Nasos Hadjigeorgiou, Pafos RBT</p>	<p><b>Organised by South Pelion Municipality, GR</b></p> <p>Kostas Petrakis, MCU</p>
	<p>„Valences tourism of Romanian traditional crafts” by representatives of NIRD, RO</p>	<p>Ioannis Antoniadis, OSE</p>

17:00 – 18:30

Parallel Session 5

<b>Local Products and Gastronomy</b>	<b>Cultural Routes</b>	<b>Cycling for Tourists</b>
<p><b>Organised by IBERTUR/University of Barcelona, ES</b></p> <p>Jordi Tresserras, Ibertur/UB</p>	<p><b>Organised by Mallorca Council, Environment Department, ES</b></p> <p>Miguel A. Salva Capo, Mallorca Representative of VG Region Dimitris Apostolou, ECTN</p>	<p><b>Organised by Veneto Region, IT</b></p> <p>Laura Burighel, Irene Teso, Veneto Nicolaos Tsifoutis, Pafos RBT Kamer Ahmedov, USERLA Kostas Petrakis, MCU</p>
<p>Kostas Arvanitis, academic, freelance</p>	<p>Troude Alexis, Representative of Sorbonne University, FR (tbc): „Cultural routes and inter-cultural dialogue in Serbia” Viktoria Taktikou, EKPOL presentation on project CLEAR SEE</p>	<p>Ionut Maftei, Consultant of CarpatBike, RO: „Non-conventional promotion of an existing Heritage trail”</p>

21:00

Gala Dinner

Ceremony of the 'CHARTS Award 2014' prizes for  
“Destination of Sustainable Cultural Tourism”

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**FRIDAY September 12<sup>th</sup>**

**SESSION 6**  
**Cultural Tourism in Europe**

- 9:00** Keynote Speakers
- European Parliament (Transport and Tourism Committee, invited)
  - Committee of the Regions / European Economic and Social Committee (invited)
  - Dr. Apostolos Papatolias, General Secretary of Union of Regions, Greece
  - DG Enterprise and Industry, Tourism Policy Unit / Tourism and cultural instruments (video message)
  - Mr. Miltiadis Lazoglou, Europa Nostra
  - Ms. Sandra de Puig, Project Officer of NECSTouR  
"The Tourism of Tomorrow: European Regions as Drivers of Sustainable Change"
  - Creative Tourism Network (tbc)
- 10:30 – 11:00** **Conclusions on the 12 Good Practices themes** (parallel sessions), University of Thessaly
- 11:00** *Coffee Break*

**SESSION 7**  
**Closing Ceremony**

- 11:30** Panel Debate  
**"Capitalisation of results and Implementation in the 2014 – 2020 period"**
- 12:30** Presentation, Discussion and Adoption of the **Charter** on "Culture and Heritage Added Value to Regional Policies for Tourism Sustainability"  
Closing of the Conference by Minister of Culture, Greece (t.b.c.)
- 13:00** **Press Conference**
- 13:30** *Lunch*
- 15:00** **CHARTS Steering Committee Meeting** (for CHARTS Partners)
- 16:30** **Consultative Board Meeting** (end project review, for Members of CB)
- 17:00** **ECTN General Assembly** (for Members of ECTN)
- 19:00** *End*

**SATURDAY September 13<sup>th</sup>**

*(programme to follow)*

**Study Visit in South Pelion Municipality**

**SUNDAY September 14<sup>th</sup>**

*(programme to follow)*

**Post-conference. Study Tour in Volos**

**MONDAY September 15<sup>th</sup>**

**Optional Study Tour to Meteora, Thessalia Region**

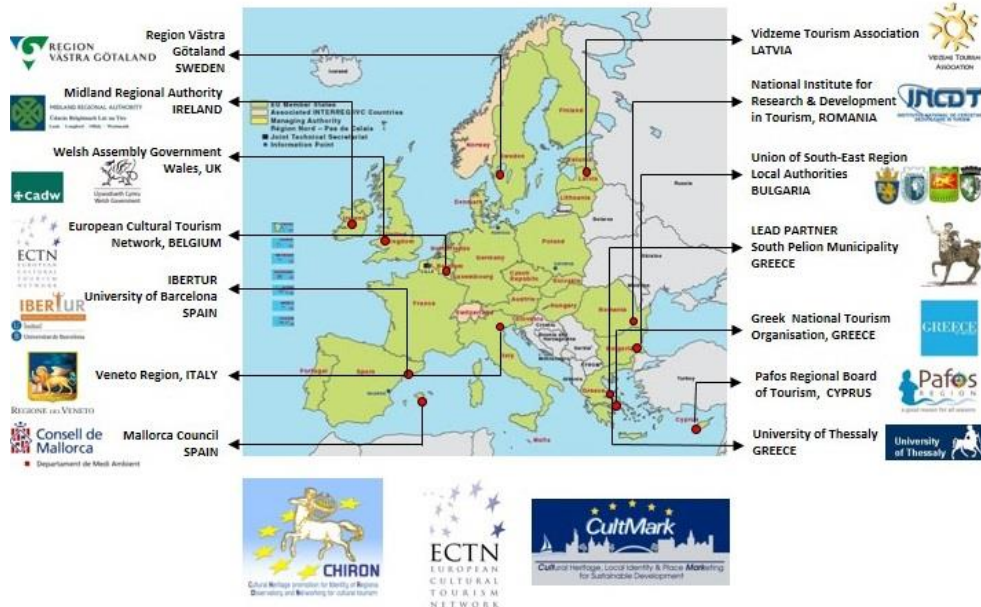


**INTERREG IVC project CHARTS Closing Conference is hosted by European Cultural Tourism Network Presidency EKPOL – Thessalia Region Social and Cultural Council**



**Co-organisers:** South Pelion Municipality  
Greek National Tourism Organisation  
University of Thessaly

**CHARTS Partnership:**



[www.charts-interreg4c.eu](http://www.charts-interreg4c.eu)



CHARTS project



CHARTS2014



CHARTS project INTERREG IVC

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