

Culture and Heritage Added value to Regional policies for Tourism Sustainability

CHARTS Project Actions & Achievements



Engaging Culture & Heritage for Sustainable Tourism Development

Manos Vougioukas
CHARTS Project Coordinator

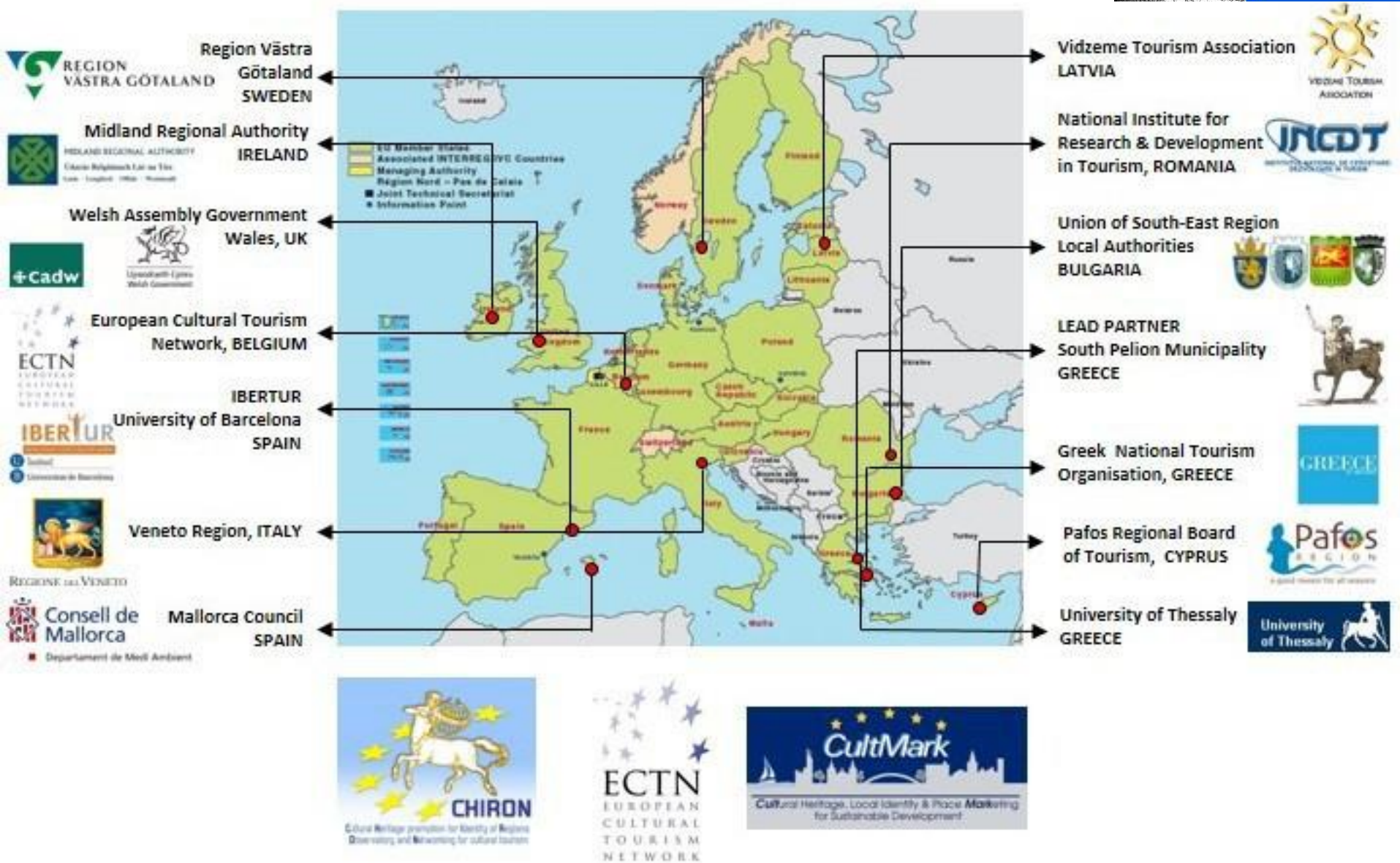
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Background

- Role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies.
- How improved management of cultural tourism destinations contribute to protection and enhancement of cultural heritage & landscape, as well as sustainable regional development policies, especially in relation to challenges of **climate change** and the **economic crisis**.
- Two existing networks: the **European Cultural Tourism Network (ECTN)**, legacy of an INTERREG IIIC operation, and **CHIRON** (Cultural, Heritage promotion of Identity of Regions Observatory and Networking for cultural tourism) IIIB CADSES, coming together to work jointly, with Place Marketing delivered by the IIIC **CultMark** operation and other Initiatives inc. Cultural Routes of the Council of Europe.

Mission Statement

To enrich regional policies with culture and heritage as added value for tourism sustainability by exchange experience amongst the partners in established Good Practices on the sustainable management of culture, heritage and landscape through communication and collaboration, whilst bearing in mind the effects of innovation and creating a base of knowledge that can span well beyond the project's end





Definitions

Culture: Cultural Heritage & Modern Cultural Activities
&
Heritage: Cultural & Natural Heritage

CHARTS Main Objectives

- **Build on experiences**
- **Exploit the outputs, methods, results, policies and strategies of previous projects and initiatives in the field of culture, heritage and sustainable tourism development strategies**
- **Transfer highly relevant Good Practices between the participating regions and Europe-wide as added-value to regional policy making and implementation**
- **Contribute to the Lisbon and Gothenburg Agendas**

CHARTS Objectives

- ☐ **Exchange of experience amongst the partners in established Good Practices (12)**
 - A. Climate Change**
 - B. Accessibility to Heritage**
 - C. Effective Partnerships**
 - D. Host Communities & R T**
 - E. Quality Criteria**
 - F. Visitor Information**
 - G. Place Marketing**
 - H. Cultural Routes**
 - I. Railway Heritage**
 - J. Local Products & Gastronomy**
 - K. Traditional Skills & Trades**
 - L. Use of Bicycles**
- ☐ **Use best practice from previous projects and the current exchange of experience to refine and consolidate a policy framework to improve the sustainable management of culture & heritage tourism destinations**
- ☐ **Capitalise on the results of relevant initiatives taken at EU level (ie Qualitest, EDEN, Cultural Routes of Council of Europe, European Tourism Forum, Culture Forum) and support the application of these approaches to EU Mainstream Programmes (EU Structural Funds for the next programming period 2014-2020) & Europe 2020**

CHARTS outputs 'Exchange of Experience' Process

**Staff Exchange Programme:
23 persons in 9 Good Practices**

Press & media / Stakeholder briefing events in each partner region

Links with EP, CoR, EC Tourism Policy Unit, UNWTO, UNESCO, WTTC, EN)

Participation in Tourism Fairs:

- **Philoxenia, Greece (Nov 2012 South Pelion Municipality LP)**
- **Brussels, BELGIUM (Jan 2013, ECTN)**
- **World Travel Market - London (Nov 2013, GNT0)**
- **Milano BIT (Feb 2014, Veneto Region)**
- **ITB Berlin (Mar. 2014, GNT0, Pafos RBT)**

Closing Conference, Greece, 10-14 September 2014



Awarding prize for achievement on GP for Cultural Tourism development and promotion to non-partners

Implementation Plans (10 partner regions) for funding actions in 2014-2020

Charter Launch event Belgium, BRUSSELS (Open Days Oct 2014)

Thank You !

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CHARTS project



CHARTS2014



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