



Lessons in the 12 Good Practices Charter for Sustainable Cultural Tourism and new Interreg Projects CHRISTA & Cult-RInG

**Launch of Green Pilgrimage Interreg Project
15 – 19 May 2017 | Canterbury, UK**



CHARTS Main Objective



- ☐ to build on experiences and exploit the outputs, methods, results, policies and strategies of previous projects and initiatives
- ☐ in the field of culture, heritage and sustainable tourism development strategies and
- ☐ to potentially transfer highly relevant Good Practices between the participating regions and Europe-wide,
- ☐ as added value to regional policy formulation and implementation, as well as contributing to the Lisbon and Gothenburg Agendas



“GOOD PRACTICE” Definition

- ☐ **Initiative (e.g. methodologies, projects, processes and techniques)**
- ☐ **Undertaken in one of the programme's thematic priorities (Innovation & Environment)**
- ☐ **Already proved successful (i.e. tangible and measurable results in achieving a specific objective)**
- ☐ **Potential to be transferred to a different geographic area**

12 CHARTS Good Practices:

*identified, examined, discussed,
exchanged, documented and transferred
in the partner regions*



1. Climate Change
2. Accessibility to Heritage
3. Effective Partnerships
- 4. Host Communities & Responsible Tourism**
5. Quality Criteria
6. Visitor Information
7. Place Marketing
- 8. Cultural Routes**
9. Railway Heritage
- 10. Local Products & Gastronomy**
- 11. Traditional Skills & Trades**
12. Cycling for Tourists

* Topics included in new projects

www.charts-interreg4c.eu

CHARTS Good Practices 'Web-based Tool kits'

- ❑ **Good Practice Guide**
- ❑ **PowerPoint Presentation supporting the Guide**
- ❑ **Leaflet summarizing the Guide**
- ❑ **Video clip**



Engaging
Culture
and
Heritage
for
Sustainable
Tourism
Development



National Institute for
Research and
Development in
Tourism

Good Practice Guide

*Host Communities
and
Responsible Tourism*



June, 2014

Available for download from:

www.charts-interreg4c.eu

CHARTS Good Practices: Relevance to Green Pilgrimage



1. Climate Change: adaptation and mitigation measures
2. Accessibility to Heritage: physical & intellectual
3. Effective Partnerships: PPPs inc. voluntary sector
4. Host Communities & Responsible Tourism: to respect traditions of residents by visitors
5. Quality Criteria: schemes
6. Visitor Information: inc. digital traveller
7. Place Marketing: branding of destinations
8. Cultural Routes: promotion and development
9. Railway Heritage
10. Local Products & Gastronomy: intangible heritage
11. Traditional Skills & Trades: intangible heritage
12. Cycling for Tourists: sustainable mobility & cyclo-tourism

Cultural Tourism –
a Lever for Sustainable Development



Statement of principles on regional policies and strategies

**which guide
the development,
planning,
management, operations and
promotion of
cultural and heritage tourism
in the European Union
and beyond**

**for the benefit of
destinations, communities,
businesses,
citizens and visitors**



2nd edition

November 2016

Purpose of the Charter

The purpose of this **Charter** is to bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding **Culture & Heritage Tourism**.

This **Charter** aims to build on all relevant previous initiatives, declarations, convention, resolutions, opinions and charters, to exploit synergies and facilitate implementation of recommendations by national, regional and local destinations authorities and agencies.

The overall aim is to encourage **sustainable and responsible tourism** policies and actions across Europe and beyond, through **engaging culture and heritage with innovation and cohesion**.

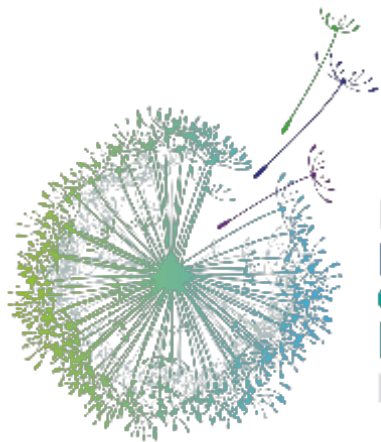
Additional Priority Themes

1. Intangible Heritage for Sustainable & Responsible Tourism
2. Industrial Heritage Tourism
3. Heritage Interpretation Facilities
4. Digitalization & Innovation in Cultural & Sustainable Tourism
5. Sustainable Mobility, Accessibility and Responsible Travel, within Destinations and for Access to/Connectivity of Destinations
6. Cultural & Creative Industries Synergies with Tourism
7. Mobilizing Volunteers in Cultural & Heritage Tourism
- 8. Religious & Pilgrimage Tourism**
9. Experience Economy Synergies with Cultural Tourism



Additional Priority Themes 2nd Edition

- 10. Maritime, Coastal & Aquatic Heritage for Tourism
- 11. Creative Tourism
- 12. Education & Training for Cultural & Heritage Tourism
- 13. Age – friendly Tourism, Silver Tourism
- 14. Youth Incentives for Cultural Tourism through Heritage appreciation
- 15. Wine Tourism
- 16. Conservation and its contribution to Cultural Tourism
- 17. Sharing Economy impacts on Cultural Tourism
- 18. Enhanced Governance for Cultural Tourism, including Funding aspects



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

NEW HASHTAG!

#EuropeForCulture

European Year of Cultural Heritage
2018

 #EuropeForCulture 

Key Area 4: (out of 5) Cultural Values, Diversity and Heritage

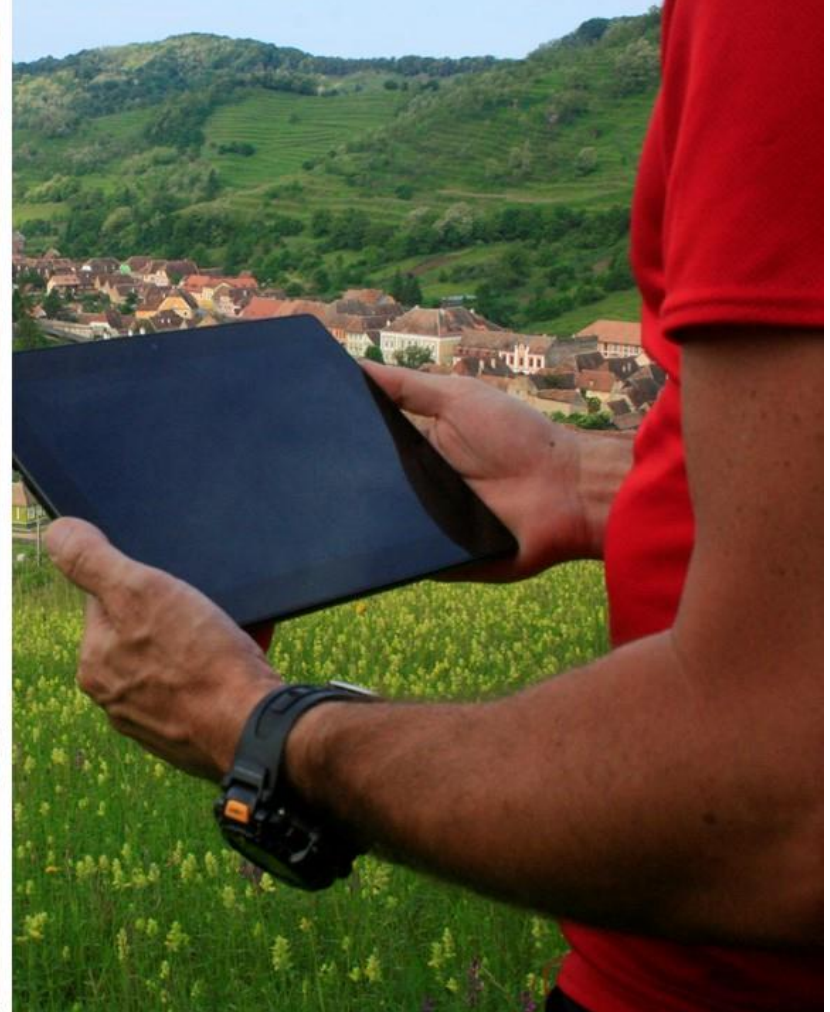
European Initiative:

Tourism and heritage:
promoting sustainable cultural
tourism
(out of 10)

Consultation:

www.culturaltourism-network.eu/thessalia-charter.html





Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

CHRISTA
Interreg Europe



European Union
European Regional
Development Fund

MAIN OBJECTIVE



To **protect** and **preserve** natural and cultural heritage assets
and **deploy** them for the **development** and **promotion** of
innovative, sustainable and **responsible** tourism strategies,

including **intangible** and **industrial heritage**,
through **interpretation, innovation & digitisation**

4 I`s

10 Partners 9 EU destinations = 9 EU regions



CHRISTA
Interreg Europe



REGIONE DEL VENETO



Diputación de Granada



VERY
MACEDONIA
REGION OF CENTRAL MACEDONIA
GREECE



REGION
VÄSTRA GÖTALAND



VIDZEMES TŪRISMA
ASOCIĀCIJA



SIBIU
See you in Transylvania!



Община Бургас



Comunidade Intermunicipal
do Ave

MAIN ACTIVITIES

- 4 Thematic Workshops on 4 I's with study visits & external experts 2016 - 2018

Intangible heritage; Industrial heritage, Interpretation facilities, Innovations & digitisation

- 36 Local/regional stakeholders meetings
- 1 Study Tour for policy makers '4 I's on the ground'
- 9 Staff Exchanges
- 9 Action Plans for policy instruments
- 19 Local Dissemination events
- Event during the European Week of Regions & Cities 2017
- Final Conference, September 2019

EXPECTED RESULTS

- **Capacity building of partner`s key staff, stakeholders and policy makers - will enhance their ability to identify and meet policy instrument improvement challenges**
- **Better cooperation/partnerships between public and private sectors, tourism and cultural sectors**
- **Improved 9 policy instruments - will ensure sustainable regional development and influence policy makers in other regions**
- **Added value to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes**



Cultural Routes as Investment for Growth and Jobs

Cult-RInG
Interreg Europe



European Union
European Regional
Development Fund

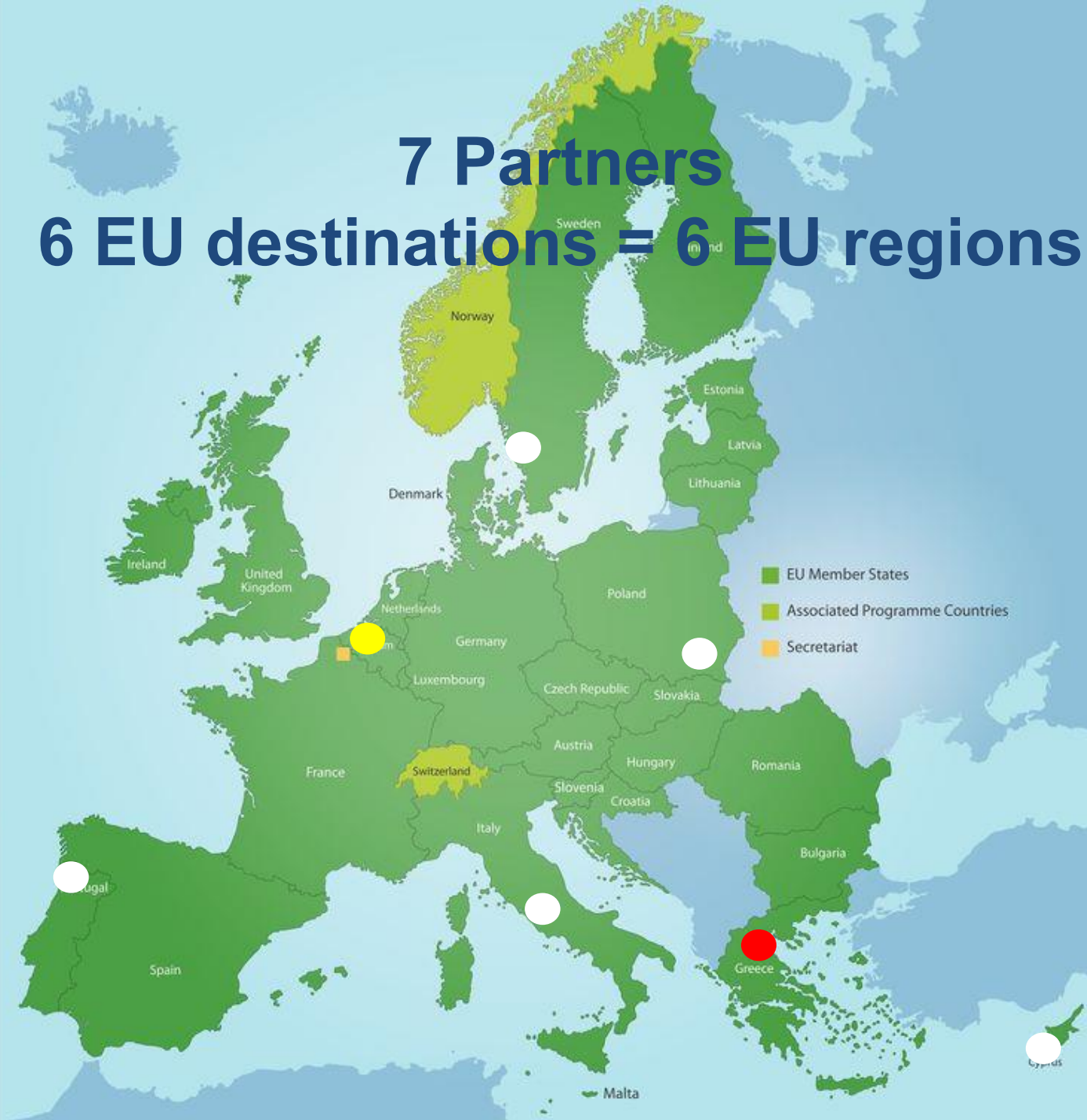
MAIN OBJECTIVE



to highlight the **value of investments in European Cultural Routes**, in terms of their contribution to **Growth & Jobs** and the development of new cultural routes

7 Partners

6 EU destinations = 6 EU regions



MAIN ACTIVITIES

- **3 Workshops with technical visits** (Poland, Sweden, Cyprus)
 - **Study Tour in Lazio region**
 - **18 Regional stakeholders group meetings**
 - **Staff Exchange programme**
 - **6 Action Plans** (incl. new cultural routes development, enhanced visibility of existing routes with links to SMEs, host communities, sustainable cultural tourism development)
-
- **12 Regional dissemination events**
 - **Event during European Week of Regions and Cities 2018**
 - **Final Conference, Spring 2020**
 - **Translated materials** (English, Greek, Italian, Swedish, Polish, Portuguese)

the only project in the Interreg Europe programme that focuses on 6 Cultural Routes of the Council of Europe through the project partner regions selected

❖ **Assessment of 6 existing certified cultural routes**

in terms of socio-economic development, direct & indirect benefits for Growth & Jobs

Via Francigena
Saint Olav Ways

Via Regia

Santiago De Compostela

Phoenicians

Iter Vitis/wine routes

Lazio Region

Vastra Gotaland region

Podcarpatckie region

CIM Alto Minho

Pafos

Central Macedonia

Italy

Sweden

Poland

Portugal

Cyprus

Greece

❖ **Development of new interregional cultural routes**

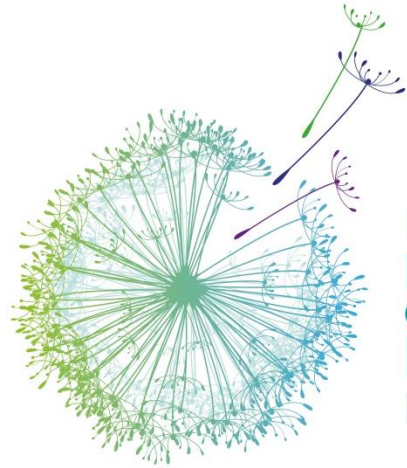
e.g. **St Paul's steps** (through Pafos - Cyprus, Macedonia - Greece and Lazio, Rome - Italy)

MAIN EXPECTED RESULTS

- **Capacity building of partners' key staff, stakeholders & policy makers** on CRs
- **Better cooperation/partnerships** between public and private sectors, tourism and cultural sectors
- **Improved policy instruments** (ensure sustainable regional development & influence policy makers in other regions)
- **Enhanced education and training opportunities** on CRs
- **Results will provided added value to the initiatives at EU level** with improved policy instruments and will influence other European Structural and Investment Funds programmes
- **The results may be included in the agenda** of relevant EU institutions, European and international organisations and other relevant stakeholders by discussions and consultations

CHRISTA & Cult-RinG

INCORPORATE AND COOPERATE



2017
**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**



EUROPEAN UNION



Committee of the Regions



European Heritage Days
Journées européennes
du patrimoine

NEW HASHTAG!

#EuropeForCulture

European Year of Cultural Heritage
2018

#EuropeForCulture f

EUROPEAN HERITAGE ALLIANCE 3.3



United Nations
Educational, Scientific and
Cultural Organization

SAVE THE DATES!

Call for Presentations



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



10th International Conference for Cultural Tourism in Europe

CULTURAL VALUES, DIVERSITY AND HERITAGE:
Pillars of Sustainable Tourism for Development

20 – 21 September 2017 | Sibiu, Romania



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

CONFERENCE 2017

AWARD 2017



8 themes:

1. Cultural values contribution to sustainable tourism
2. Cultural diversity: synergies or barriers for tourism development?
3. Heritage interpretation facilities for cultural tourism
4. Sustainable management of heritage sites
5. Cultural tourism as a driver for sustainable development
6. Smart destinations: requirements for cultural tourism
7. Place marketing and branding of cultural destinations
8. European Heritage Label initiatives

www.interregeurope.eu/christa

www.interregeurope.eu/cult-ring

Ieva Treija

**CHRISTA & Cult-RInG Communication Manager
Coordinator of ECTN**

coordinator@culturaltourism-net.eu

www.culturaltourism-network.eu



Supporter of UN International Year of Sustainable
Tourism for Development - 2017

Member of the European Heritage Alliance

Signatory of the European Tourism Manifesto for Growth
& Jobs

Member of the Stakeholders committee for the
European Year of Cultural Heritage 2018

Partner of Interreg Europe project CHRISTA

Partner of Interreg Europe project Cult-RInG

Partner of Interreg DTP project NETWORLD

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coordinator@culturaltourism-net.eu

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