ECTN
European
Cultural
Tourism
Network

IMPACTOUR

Managing Tourism IMPACT on Cultural Tourism Destinations in European regions and areas

IMPACTOUR is at:
www.impactour.eu

Contact IMPACTOUR:
impactour_geral@uninova.pt

Directions to Círculo de Bellas Artes:
https://www.circulobellasartes.com/visitas/

Conference contact:
comunicacion@santamarialareal.org

IMPACTOUR Conference

Madrid,
20 - 21 June 2023

EUROPEAN CAPITAL OF SMART TOURISM
PAFOS 2023

ReInHerit
Redefining the Future of Cultural Heritage

Manos Vougioukas
ECTN Secretary-General

www.culturaltourism-network.eu

European Cultural Tourism Network (ECTN)

the only pan-European network
of destinations, regional and local authorities,
tourism boards and associations,
Universities and research institutes that brings
together the cultural and tourism sectors to
cooperate for
Sustainable Cultural Tourism
development and promotion

Formed in Brussels in May 2009, as a merger of 2 previous networks
39 members in 21 countries, including 6 Non-EU countries

Founding member of the European Heritage Alliance 3.3
Signatory of the European Tourism Manifesto

European Cultural Tourism Network (ECTN)

- Granada Diputacion, Spain
- Veneto Region, Italy
- Vastra Gotaland region, Sweden
- CIM do Ave and CIM Alto Minho, Portugal
- Bremerhaven, Germany
- Cork, Ireland
- Sibiu, Romania
- Burgas, Bulgaria
- Pecs, Hngary
- Vidzeme, Latvia
- Central Macedonia Region, Greece
- Pafos and Nicosia, Cyprus

Including European Capitals of Culture:
Timisoara 2023, Rijeka 2020, Pafos 2018, Guimaraes 2012,
Maribor 2012, Pecs 2010, Sibiu 2007, Cork 2005

European Cultural Tourism Network (ECTN)

Vision

ECTN aims to achieve a high level of collaboration between Members in the field of Cultural Tourism and to establish a close cooperation with the institutions of the European Union and other international organizations and networks

Mission

ECTN mission is to bring together the tourism and cultural industry professionals working in different regions of Europe to exchange experience and information on best practice and to develop new approaches and innovations

Objectives

- **ensure close cooperation and integration between the tourism and cultural sectors at all levels**
- **facilitate sharing of research results**
- **facilitate the development of transnational and interregional cooperation projects**
- **develop and improve training opportunities**
- **enable exchange of experience and best practice**
- **develop common responses to European Commission and other EU institutions consultations**
- **link with other networks**
- **create new and innovative approaches and tools**

ECTN a member of the Stakeholders Committee European Year of Cultural Heritage 2018 selected by the European Commission DG AEC

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

EYCH 2018 - 10 European Initiatives including Tourism:

Ten initiatives, four objectives

ENGAGEMENT

Shared heritage: cultural heritage belongs to us all
Heritage at school: children discovering Europe's most precious treasures and traditions
Youth for heritage: young people bringing new life to heritage

SUSTAINABILITY

Heritage in transition: re-imagining industrial, religious, military sites and landscapes
Tourism and heritage: responsible and sustainable tourism around cultural heritage

PROTECTION

Cherishing heritage: developing quality standards for interventions on cultural heritage
Heritage at risk: fighting against illicit trade in cultural goods and managing risks for cultural heritage

INNOVATION

Heritage-related skills: better education and training for traditional and new professions
All for heritage: fostering social innovation and people's and communities participation
Science for heritage: research, innovation, science and technology for the benefit of heritage

ECTN
European Cultural Tourism Network

Annual Awards since 2014:
Destination of Sustainable Cultural Tourism

Since 2018 EYCH in partnership with:

EUROPA NOSTRA

EUROPEAN TRAVEL COMMISSION

NECSTouR
European Regions for Competitive and Sustainable Tourism

Supported by other European Networks, Associations and Cultural Routes

Annual Conference on Cultural Tourism

ECTN
EUROPEAN CULTURAL TOURISM NETWORK

ECTN Awards
10th
Destination of Sustainable Cultural Tourism
2023

EUROPA NOSTRA

EUROPEAN TRAVEL COMMISSION

NECSTouR
European Regions for Competitive and Sustainable Tourism

Transition Pathway for Tourism

EUROPEAN YEAR OF SKILLS

Pafos Municipality

EUROPEAN CAPITAL OF SMART TOURISM

PAFOS 2023

DEPUTY MINISTRY OF TOURISM
REPUBLIC OF CYPRUS

LOVE CYPRUS

PAFOS REGION
Cyprus

16th International Conference for Cultural Tourism in Europe

Smart Tourism | Smart Destinations

Cultural Heritage & Creativity | Digitalisation | Sustainability

18-21 October 2023 | Pafos | Cyprus

HORIZON 2020

ReInHerit
Redefining the Future of Cultural Heritage

ECTN Charter for Sustainable Cultural Tourism

Output of CHARTS INTERREG IVC Project 2012-2014

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

Main Objectives:

- **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 implementation of the Lisbon and Gothenburg Agendas**

ECTN
European
Cultural
Tourism
Network

Charter

A Statement of principles on 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

Purpose of the Charter

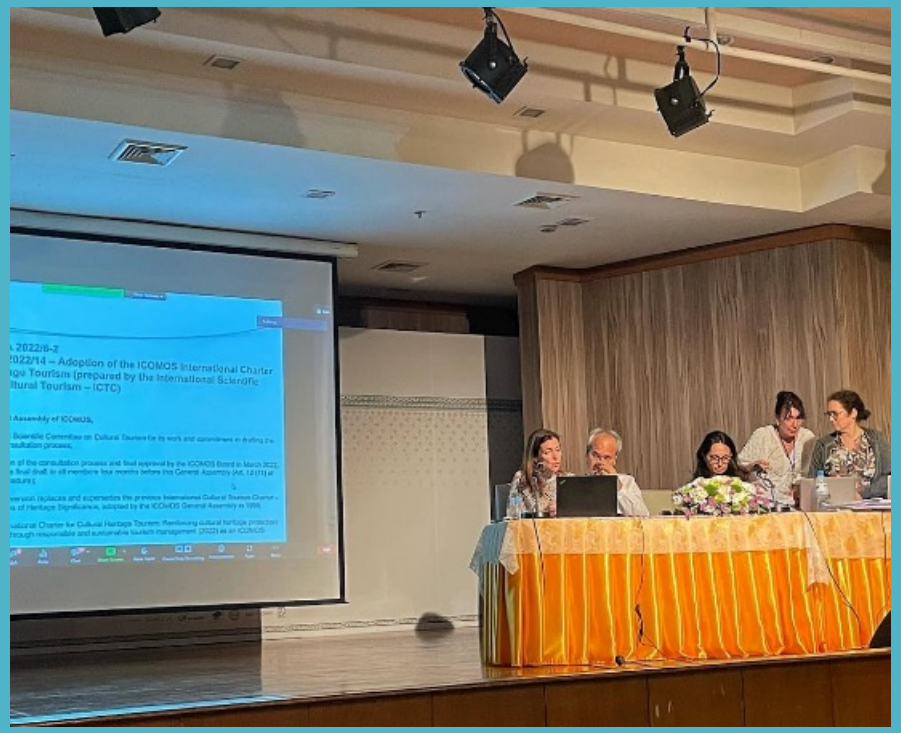
- To bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding **Culture & Heritage Tourism**.

- **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**

ECTN
European
Cultural
Tourism
Network

ICOMOS Charter for Cultural Heritage Tourism



During the 2022 ICOMOS Annual General Assembly in Bangkok, Thailand, Resolution AGA 2022/14 - Adoption of the ICOMOS International Charter for Cultural Heritage Tourism was presented. Voting for the resolution happened between October 31 to November 6, 2022. On November 10, 2022, the ICOMOS Secretariat announced that the resolution adopting the Charter was approved.

https://www.icomosictc.org/2022/11/the-icomos-international-cultural.html

Priorities for Cultural Tourism

1. Involving Innovative and Digital Media, inc. AR/VR
2. Cultural Routes of the Council of Europe
3. Promoting *Creative Tourism based on Cultural & Creative Industries (CCIs)*
4. European Heritage Label sites
5. Enhancing Heritage Interpretation
6. Climate Action (Climate Heritage Alliance)
7. Transformation towards 'Smart Tourism' and 'Smart Destinations', including Sustainability, Accessibility, Digitalisation, Culture and Creativity

ReInHerit
Redefining the Future of Cultural Heritage

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN HERITAGE LABEL

interpret europe
European Association for Heritage Interpretation

Climate Heritage NETWORK
Mobilising arts, culture & cultural heritage for #climateaction

EUROPEAN CAPITAL OF SMART TOURISM
INITIATIVE OF THE EUROPEAN UNION

Updating of the ECTN Charter

1. Legacy of EYCH2018 (EC DG EAC)
2. Smart Tourism Capital – Cultural Heritage and Creativity
3. Transition Pathway for Tourism (EC DG GROW)
4. UN Sustainable Development Goals (SDGs) 2030
5. UNWTO Smart Destinations, Wine & Gastronomy Tourism
6. UNESCO Creative Cities Network & Sustainable Tourism
7. European Travel Commission – Tourism Manifesto etc.
8. Council of Europe Cultural Routes Declarations
9. Cultural Diplomacy (Committee of the Regions)
10. Europa Nostra Manifestos
11. Europeana Network etc.
12. ICOMOS ICTC Charter 2022

ReInHerit
Redefining the Future of Cultural Heritage

ECTN
European Cultural Tourism Network

Stakeholders engagement

UNWTO:
"Smart destinations can make tourism governance more inclusive through inclusive entities, such as boards, trusts or foundations, which represent all public/private stakeholders in the destination."

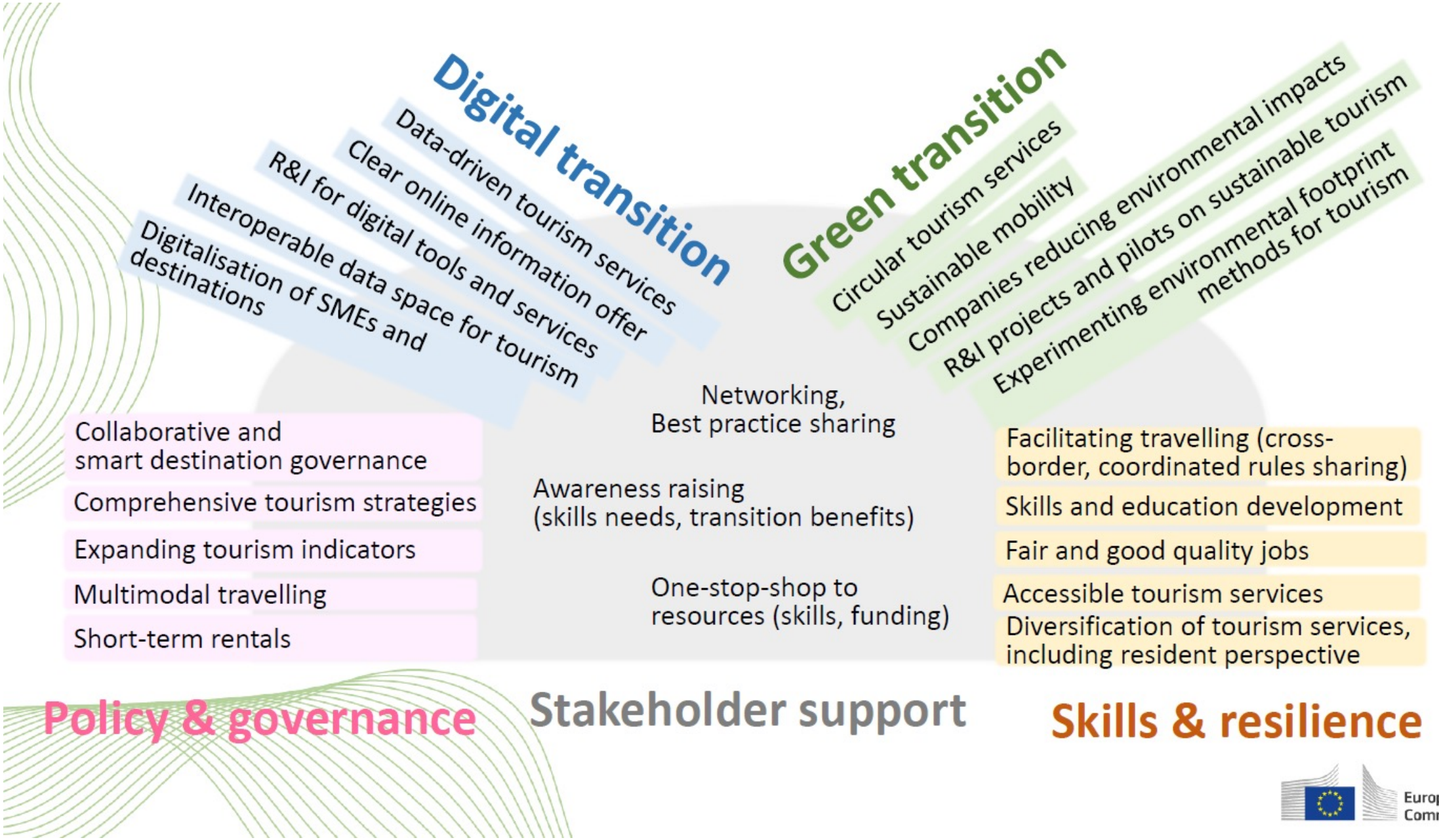
Successful Example: **Tourism Boards in Cyprus**
President from Chamber of Commerce and Industry
Vice-President from Municipality
Members: Hoteliers, Travel Agends, other Municipalities and Communities, Central Government (DM of Tourism)

Transition pathway for tourism published 4/2/2022

- Policy and governance
- Green transition
- Digital transition
- Resilience
- Funding
- Monitoring and co-implementation

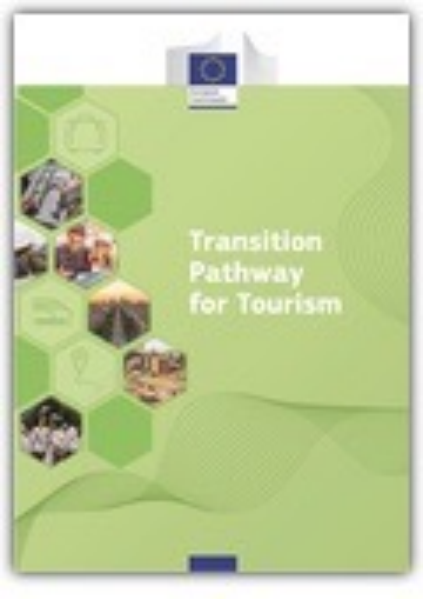
Transition Pathway report at EU Publications Office portal: https://op.europa.eu/s/vNbN available in 22 languages

European Commission



European Commission

Transition Pathway for Tourism



Several and highly relevant references on:

virtual and augmented reality services provide new ways to help preserve natural and cultural resources at risk, while enabling real-like visitor experiences

linking with the objectives of European data space for cultural heritage to **digitise cultural heritage assets**, R&I in this area could provide new innovative, sustainable and accessible forms of tourism services

innovative tourism services using advanced technologies (virtual reality, augmented reality, AI) and digitized cultural heritage

develop and implement **smart** and sustainable tourism strategies at the right level in order to emphasise local identity specialities by encouraging the promotion and quality craftsmanship, especially for regions that highlight their gastronomy, local knowledge and traditions.

ECTN
European
Cultural
Tourism
Network

ReInHerit Horizon 2020 CSA

Digital Hub

Tools and resources (on training, tourism, conservation, preservation, knowledge creation, content use/ reuse, illicit trafficking of goods) necessary for sustainable management will be shared through the digital platform that will host the ecosystem. This ecosystem will also be the experiential open-ended space that will support and generate entrepreneurial initiatives, knowledge produced through co-creation, curation of digital content and visitor experiences

ECTN offers its substantial EU network for further project scientific results dissemination & exploitation & communication, particularly in relation to cultural heritage tourism

https://culturaltourism.awardstage.com/#!/p1

Submission online till 30 June

Also Abstracts for the Conference:

https://auth.oxfordabstracts.com/?redirect=/stages/6036/submitter

Categories and Themes 2023

1.Digitalisation advances and digital transition in Sustainable Cultural Tourism, including Smart Tourism and Smart Destinations initiatives closely involving culture and heritage.

2.History and Heritage: ancestry and heritage-related experiences in connection with historic places and events (places of memory, contemplation and commemoration), which exerted an influence in history.

3.Riverside heritage: sites and territories that have valorised a strong relation with their river through activities and experiences that both take the economic and social role of fluvial culture and heritage in tourism actions.

4.Transnational Thematic Tourism Products, on culture and heritage, including those related to European Cultural Routes, European Heritage Label and/or cross-border cultural tourism initiatives (involving at least two European countries, not necessarily neighbouring).

5.Religious, Pilgrimage and Spiritual Tourism: places of worship, travel for religious or spiritual purposes, walking tourism, visiting religious monuments, festivals and artefacts.

6.Traditional Skills, Crafts and Creativity in Smart and Sustainable Cultural and Creative Tourism activities (add-on to the European Year of Skills 2023).

1.Smart and Sustainable Tourism at UNESCO World Heritage Sites and UNESCO Geoparks.
2.Legacy of European Capitals of Culture for Smart and Sustainable Cultural Tourism advances.
3.Smart and Sustainable Cultural Tourism Synergies with the EU 'Transition Pathway for Tourism' and co-implementation prospects.

Categories and Themes 2023

Additional Conference themes

1.Smart and Sustainable Tourism at UNESCO World Heritage Sites and UNESCO Geoparks.

2.Legacy of European Capitals of Culture for Smart and Sustainable Cultural Tourism advances.

3.Smart and Sustainable Cultural Tourism Synergies with the EU 'Transition Pathway for Tourism' and co-implementation prospects.

Thank you!

info@culturaltourism-net.eu

EUROPEAN HERITAGE ALLIANCE 3.3

ReInHerit
Redefining the Future of Cultural Heritage

TourismManifesto FOR GROWTH & JOBS

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

ECTN European Cultural Tourism Network

www.culturaltourism-network.eu