

Actions & Achievements of **CHARTS** Project



Thematic Workshop F: **Visitor Information**

Engaging Culture & Heritage for Sustainable Tourism Development

Manos Vougioukas, CHARTS Project Coordinator

9 September 2013
Vidzeme Tourism Association, Latvia

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.



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 Sub-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 Sub-Objectives

- **Transfer Good Practices (8 out of the 12)**
- **Deliver Implementation Plans (10, one for each partner area)**
- **Involve all key Stakeholders in Culture and Tourism**
- **Disseminate the project outputs to EU Institutions (European Parliament, Committee of the Regions, EC Tourism Policy Unit, Council of Europe, International bodies (UNWTO, UNESCO, WTTC) and relevant networks (Europa Nostra, NECSTouR, ECTN)**

“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

'TRANSFER' OF GOOD PRACTICES

Definition

- A practice introduced by one partner that has a concrete and measurable impact on another partner (e.g. through the initiation of a pilot project or through the adoption of a certain methodology by this other partner)
- *But: Dissemination of good practices or the intention of a partner to adopt a new practice is not sufficient to consider the practice as transferred*

CHARTS outputs

'Exchange of Experience' Process

*** DONE**

- 22 – 23 March 1st Inter-Regional Steering Committee Meeting** of CHARTS
South Pelion Municipality, Argalasti, GREECE (11 partners)
- 21 – 22 June Joint Training Seminar** "Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in European Regions"
for officers and policy makers
University of Barcelona - Ibertur, SPAIN (11 Partners)
- 24 September Thematic Workshop A: Climate Change** – Conwy (8 partners)
- 25 September Railway Heritage Site Visit** – North Wales (4 partners)
- 12-13 November Thematic Workshop B – Accessibility to Heritage,**
Tullamore, Midland Region, Ireland (11 partners)
2nd Inter-Regional Steering Committee Meeting (11 partners)
- 6-7 December 2012 Thematic Workshop C: Effective Partnerships, USERLA, Bulgaria** (6 partners)
- 28-29 March 2013 Thematic Workshop D: Host Communities for Responsible Tourism, Sibiu, Romania** (7 partners)
- Thematic Workshop E: Quality Criteria 29-30 April 2013, Västra Götaland Region, Goteborg, Sweden** (12 partners)
- 23-25 May 2013 Study Tour, Veneto Region, Italy** (12 partners)
- 7-10 June 2013 Thematic Workshops on Gastronomy, Traditional Skills & Railway Heritage** (7 partners)

CHARTS outputs 'Exchange of Experience' Process

* In Progress

- **Staff Exchanges programme Sept 2012 – December 2013**
- exchanges linked to specific GP topics **Place Marketing, Quality Criteria, Access to Heritage, Cultural Routes, Effective Partnership, Visitor Information, Railway Heritage, Traditional skills**

Press & media / Stakeholder briefing events in **5 partner regions**

(in local language):

- Romania, 12 Oct. 2012**
- USERLA, Bulgaria**
- South Pelion, 6 Feb. 2013**
- Midland Ireland, 4 March 2013**
- Vastra Gotaland, 17 April 2013**

Establish links with EP, CoR, EC Tourism Unit, UNWO, UNESCO, WTTC, EN)

Ibertur – University of Barcelona in UNWTO/UNESCO Conference in Bahrain

Participation in Tourism Fair Brussels, BELGIUM (Jan 2013, ECTN) and ITB Berlin (Mar. 2013, Pafos RBT)

CHARTS outputs 'Exchange of Experience' Process

* NOW

Workshops F: Visitor Information & L: Cycling for Tourists

Cesis, VTA Latvia

9-10 September 2013

* IN FUTURE in 2013

October

Workshop G: Marketing places and 4th SC meeting Pafos, CYPRUS
participation in **OPEN DAYS** 11th "European Week of Regions and Cities"

November

Workshop H: Cultural Routes Mallorca, SPAIN

Launch **Award** competition on achievement of **Good Practices Cultural Tourism** in regional development policies for non-partners

Participation in annual **European Tourism Forum 2013** – **European Tourism Day** and "**World Travel Market**" with exhibition stand London, UK (Nov. 2013)

Press & media events in 5 regions

Jul – Dec

Establish links with Europa Nostra and UN World Tourism Organisation (UNWTO) and brief + European Commission Tourism Unit

CHARTS outputs 'Exchange of Experience' Process

*** IN FUTURE in 2014**

Closing Conference and 5th SC meeting

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

Charter Launch event Belgium, BRUSSELS

Implementation Plans (10 partner regions)

Participation in BIT Tourism fair Milano, ITALY (March 2014)

Production of Video documentary on the project findings entitled: 'Culture, Heritage, Tourism Sustainability and Regional Development' for dissemination of the whole project results

Establish links with UNESCO, Committee of the Regions, European Parliament (Culture & Tourism Committees) and brief

Workshop F: Visitor Information (VI)

- ❑ **AIM: to transfer Good Practice on VI between partners**

Donors: **VTA, Vastra Gotaland Region**

Recipients: **Mallorca, SE Bulgaria, South Pelion**

Observers: **Wales, ECTN, Midland, ICNDT Romania, GNTO**

- ❑ **OUTPUTS: Web based toolkits**

- ❑ **Good Practice Guide**
- ❑ **Video Clip**
- ❑ **Leaflet (PDF)**
- ❑ **Presentation (PPT) overall**

as learning materials, to be used by other destination authorities, cultural and tourism organisations (project legacy)

Workshop L: Cycling for Tourists (CT)

□ **AIM: to transfer Good Practice on CT between partners**

Donors: **VTA, Veneto Region**

Recipients: **Pafos, SE Bulgaria**

Observers: **ECTN, ICNDT Romania, South Pelion**

COM(2010) 352 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

Promote the development of sustainable, responsible and high-quality tourism

ACTION 2: The Commission will launch an 'ICT and tourism' platform for stakeholders to facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies and improve their competitiveness by making the maximum use of possible synergies between the two sectors.