

INTERACTIVE WORKSHOP

'Contribution of Tourism Promotion to Cultural Heritage'

21ST JUNE

SCANDIC HOTEL POTSDAMER PLATZ, BERLIN



Organised by the European Travel Commission (ETC) and supported by Europa Nostra

Stockholm Room, 3rd floor, Scandic Hotel Potsdamer Platz, Berlin 21st June 2018

14.30 – 17.00 including complimentary lunch from 13:30 – 14:30 at 3rd floor

Master of ceremony: Annabelle Canwell, Senior Vice-President Global Partnerships, National Geographic, Europe & Africa.

Programme

14.30 – 14.40: Arrival of participants and registration

14.40 – 14.50: Introduction and Welcome Remarks

Iulia Niculica, Partnerships Manager, European Travel Commission

14.50 – 15.05: Presentation of the European Year of Cultural Heritage 2018 initiative 'Tourism and heritage: responsible and sustainable tourism around cultural heritage'

Anne Grady, National Expert, Unit D.1 – Cultural Policy, Directorate-General for Education and Culture (DG EAC), European Commission

15.05 – 15.35: Best practice sessions

Participants will be presented with some best practices that showcase successful cooperation and integration between the cultural heritage and tourism sectors; how to maintain a balance between visitors and preservation efforts, how to ensure authenticity and create a storytelling narrative, and more.

15.05 – 15.20: *Annabelle Canwell, Senior Vice-President Global Partnerships, National Geographic, Europe & Africa.*

15.20 – 15.35: *Dr. Gabriele Horn, Head of Protection and Preservation, Directorate General, Prussian Palaces and Gardens Foundation Berlin-Brandenburg*

15.35 – 16.30: Group discussion

There will be 4 groups, each of which will focus on a key topic related to the synergies between cultural heritage and tourism.

Participants are invited to choose one group on arrival to the workshop and will have the opportunity to switch groups after the first round of discussion. Please note that each group cannot exceed 15 participants. There will be a series of relevant questions, which the moderators and participants will discuss for 20 minutes. The moderators will later present the discussions' conclusions to the whole audience.

Your input will very valuable as the conclusions of the discussion will be used for the improvement of the *Barcelona Declaration of tourism and cultural heritage 'Better places to live, better places to visit'*, launched by NECSTouR in April 2018.

GROUP 1: Marketing & promotion of cultural heritage. Smart governance.

Moderators: Manos Vougioukas, Secretary-General, European Cultural Tourism Network (ECTN) and Iulia Niculica, Partnerships Manager, European Travel Commission (ETC)

GROUP 2: Contribution of tourism to Social & Cultural sustainability.

Moderator: Sandra De Puig, Coordinator, Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)

GROUP 3: Tourism as an asset for the Preservation & Conservation of cultural heritage.

Moderator: Piet Jaspaert, Vice-President, Europa Nostra

GROUP 4: Going forward: fostering cooperation between the two sectors.

Moderator: Anne Grady, National Expert, Unit D.1 – Cultural Policy, Directorate-General for Education and Culture (DG EAC), European Commission

15.35 – 15.55: First round of group discussion

15.55 – 16.00: Participants change group of discussion

16.00 – 16.20: Second round of group discussion

16.20 – 16.30: Further free discussion by participants and wrap-up by moderators

16.30 – 16.45: Wrap up session

16.45 – 16.50: Closing Words

17.00: END OF WORKSHOP