

## Welcome to the 1<sup>st</sup> Edition of the CHARTS project NEWSLETTER



**Issue 1 – December 2012**

This is the first issue of the CHARTS project Newsletter.

The Newsletter will be issued every 6 months in order to inform and promote the results and outputs of the project CHARTS

**In this edition:** \* Introducing the project partners \* Kick-off meeting \* Joint Training Seminar \* Thematic Workshops on climate change, accessibility to heritage and effective partnerships \* Staff Exchange programme \* Participation in European Tourism Day 2012 and The 11th European Tourism Forum \* Local dissemination event in Sibiu \* Upcoming activities January-June 2013



"Dear Readers and Partners,

I am very pleased to welcome you to our project CHARTS "**Culture and Heritage Added value to Regional policies for Tourism Sustainability**", in the Interregional Cooperation Programme INTERREG IVC of the European Union.

I believe in collective effort and I think that our collaboration within the project CHARTS will benefit all of us as a partnership,

achieving and demonstrating in each of the partner regions all those competitive advantages that will work for the benefit of our citizens and visitors."

Nikolaos Fortounas  
Mayor of South Pelion, Greece



"Welcome to the CHARTS project 1st Newsletter, the INTERREG IVC regional initiative that actively engages culture and heritage for sustainable tourism!

In this project we are transferring good practices between the partner regions and producing valuable web based tools for use by destination authorities in developing their cultural tourism potential. It is a great honour and pleasure to be the coordinator of such a widespread and competent partnership, working

together on a theme of strong European significance bringing together culture and tourism sectors. Based in Volos, the ancient city of Iolkos, the CHARTS Management & Coordination Unit (MCU) is at the service of all project partners and stakeholders for a cultural journey like new Argonauts..."

Manos Vougioukas  
CHARTS Project Coordinator

**CHARTS** project is a Regional Initiative focused on the 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 Europe Union policies.

CHARTS project duration: January 2012 – June 2014

**CHARTS** mission is to enrich regional policies with culture and heritage as added value for tourism sustainability by exchanging experience amongst the partners in established 12 Good Practices on sustainable management of culture, heritage and landscape, communication and collaboration, keeping in mind the effects of innovation while creating a knowledge base that can span well beyond the project's end.

The 13 partners of the CHARTS project are drawn from 11 states and 10 regions of Europe Union; in particular: 3 regional authorities, 3 local government bodies, 2 national agencies / institutes, 2 regional tourism boards, 1 authorities union, 1 University and 1 Network.

In this project, the previous **INTERREG IIIC Operation ECTN**, **INTERREG IIIB CADSES** Project **CHIRON** and **CultMark IIIC Operation** came together to share, transfer and capitalize produced outputs, relevant identified and piloted Good Practices.

### CHARTS project KEY OBJECTIVES:

- To **exchange experience** amongst the partners on sustainable management of cultural heritage and landscape
- To **use best practices** from previous projects and the current exchange of experience within 10 regions from 11 different EU countries
- To **transfer 12 Good Practices** between 10 regions in the field of climate change, accessibility to heritage, effective partnerships, host community & responsible tourism, quality criteria, visitor information, place marketing, cultural routes, railway heritage, local products & gastronomy, traditional skills & trades and cycling for tourists
- To **support and provide added value** from initiatives at EU Level
- To **deliver 10 Implementation Plans** (1 in each partner region)
- To **involve all key stakeholders** in culture and tourism in all partner regions
- To **disseminate the outputs and results** beyond the interregional partnership and influence policy makers in other regions, EU institutions, international bodies and relevant networks

Project is co-financed by [European Regional Development Fund](#) and made possible by the [INTERREG IVC programme](#) 2007 – 2013



### INTRODUCING THE PARTNERS



#### **Municipality of South Pelion (Greece) Lead Partner**

The Lead Partner, Municipality of South Pelion is a newly established local authority in Magnesia, as a result of the recent local government administrative reform in Greece (January 2011), formed from the union/merger of five previous local authorities (Afetes, Sipiada, Argalasti, Milies Municipalities and Trikeri Commune). The Lead Partner developed its competences in culture & interregional cooperation as a partner in INTERREG IVC CeRamiCa project (Ceramics and Crafts Industries' Increased Cooperation), on preservation and revitalisation of European Cultural heritage (former Municipality of Milies). [www.dimosnotioupiliou.gr](http://www.dimosnotioupiliou.gr)



MIDLAND REGIONAL AUTHORITY  
Údarás Réigiúnach Lár na Tíre  
Laois | Longford | Offaly | Westmeath

#### **Midland Regional Authority (Ireland)**

The MRA is the regional body with statutory functions in regional planning and economic development and promotes the co-ordination of the provision of public services at regional level. [www.midlands.ie](http://www.midlands.ie)



#### **Veneto Region – Department of Tourism (Italy)**

Veneto Region Veneto is among the wealthiest, most developed and industrialised regions of Italy. The Tourism Department of Veneto Region has recently elaborated a plan for sustainable and competitive tourism that includes incentives for EMAS and ECOLABEL certifications. The Region is preparing and submitting Legislative proposals as well as taking Administrative measures on tourism.

[www.regione.veneto.it](http://www.regione.veneto.it)



#### **National Institute for Research-Development in Tourism (Romania)**

NIRDT is a research centre for tourism development and planning - a body governed by public law, being in coordination of the Ministry of Tourism. NIRDT offers projects of valuing the tourist potential in territory; business plans, feasibility studies; marketing research, strategies and policy for the tourist services.

[www.incdt.ro](http://www.incdt.ro)



#### **Welsh Assembly Government CADW (Wales, UK)**

CADW is the Managing Authority for structural funds in Wales and has considerable experience in using structural funds to implement policies in the fields of tourism, heritage and economic development. The Welsh Assembly Government is directly responsible for the development and implementation of policies for economic development, tourism, culture and heritage within Wales. [www.wales.gov.uk](http://www.wales.gov.uk)



#### **Region Västtra Götaland (Sweden)**

VG Regional authority is responsible for the economic development, tourism, culture, quality assurance and marketing in the region. VG Regional authority influences and consults on a broad range of strategies and has an extensive list of partners and stakeholders in the region, nationally and in Europe. [www.vgregion.se](http://www.vgregion.se)



#### **Vidzeme Tourism Association (Latvia)**

VTa is a regional tourism authority that brings together people, governmental institutions and businesses working in tourism sector in order to collectively advertise and promote Vidzeme (North Latvia) region, as well as to allocate financial resources from the EU and state for tourism development.

[www.vidzeme.com](http://www.vidzeme.com)



#### **Consell de Mallorca (Spain)**

Consell de Mallorca is a supramunicipal public entity with government and administrative functions, representative of the island of Mallorca with 56 municipalities. The Environment Department has competences to develop actions and measures linked to sustainable development and environment preservation.

[www.conselldemallorca.net](http://www.conselldemallorca.net)



#### **Greek National Tourism Organization (Greece)**

GNTOT is a Public Entity supervised by the Ministry of Culture and Tourism. The role of the GNTOT is to develop, coordinate, promote and disseminate the tourism sector and use the comparative advantages of natural and cultural assets in Greece. It disseminates the tourism policies on European level.

[www.visitgreece.gr/portal/site/eot/](http://www.visitgreece.gr/portal/site/eot/)



#### **ECTN – European Cultural Tourism Network (Belgium)**

ECTN is the only network which brings the tourism and cultural industry professionals working in different regions of Europe together to exchange experience and information on best practices. ECTN is a not-for-profit organization under Belgian Law with three strands to work: Research, Practice and Policy.

[www.ectn.eu.com](http://www.ectn.eu.com)



#### **Pafos Regional Board of Tourism (Cyprus)**

Pafos RBT is the official body representing under one umbrella all sectors involved in the tourism industry in the region of Pafos in Cyprus. The role of Pafos RBT within the region is to develop and coordinate activities, to promote the region as a quality tourist destination, to coordinate activities between the private and government sectors especially for problem solving related to the tourism industry and to increase flights to and from Pafos airport. [www.visitpafos.org.cy](http://www.visitpafos.org.cy)



#### **Union of South-East Region Local Authorities (Bulgaria)**

USERLA is an association created by the 4 biggest municipalities in the Region: Burgas, Yambol, Stara Zagora and Sliven with a goal to promote the sustainable economic, social and ecological development of the Region through successful partnerships with other regions, European institutions, international organizations, NGOs, and business. USERLA works on sustainable development, one of which is cultural heritage preservation and promotion as a tool for sustainable tourism achievement.

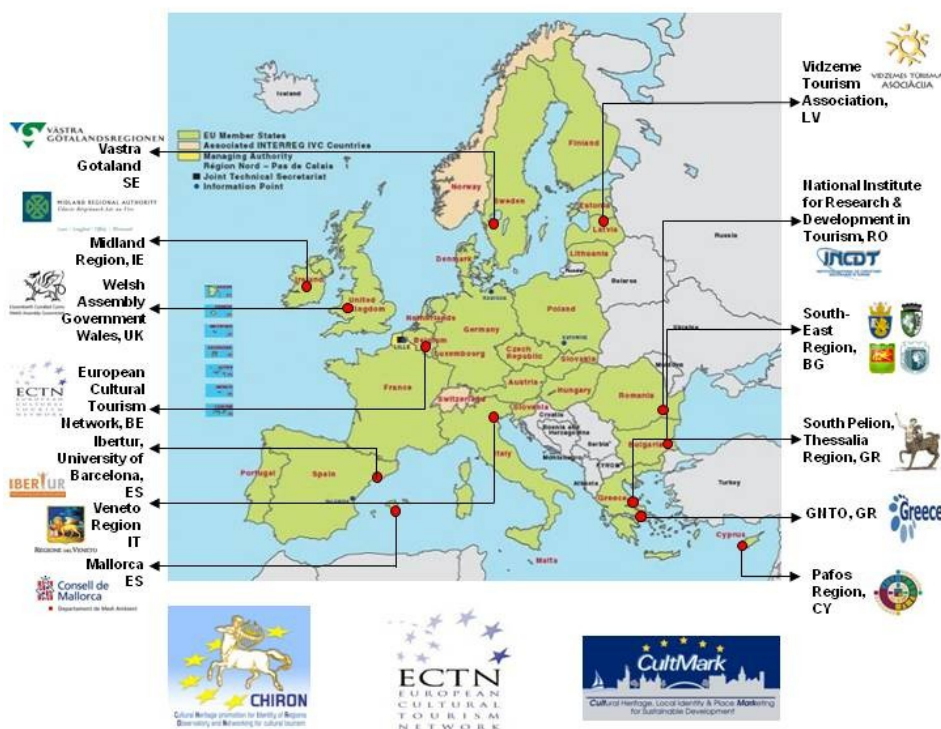


#### **IBERTUR- University of Barcelona (Spain)**

IBERTUR Network is one result of the Alfa Project on Cultural Tourism in Europe and Latin America. IBERTUR is a member of ENCATC with active participation in the UNESCO Chair Culture, Tourism and Development and its UNITWIN Network; Cultural Tourism Product Club, as advisors of the Turisme de Barcelona, a public-private body for the promotion and commercialisation of Barcelona as tourism destination. IBERTUR works with the Ministry of Culture and Tourism in order to promote cultural tourism in country.

[www.gestioncultural.org/ibertur](http://www.gestioncultural.org/ibertur)





### What is Cultural Tourism?

“Cultural tourism can be briefly defined as tourism based on local and regional cultural resources. These include cultural traditions, language, history, cultural landscapes, built environment, archaeological sites, museums and cultural activities such as festivals, galleries, art attractions, theatres, as well as attractions related to primary production, crafts, manufacturing, social history and life. Cultural tourism is related to human activities and history in a broad to sense”

### Who is the cultural tourist?

“The **‘pure’** culturally motivated tourist: selects a holiday on the basis of the cultural opportunities the destination offers

The **‘casual’** culturally inspired tourist:

Spend a relatively large proportion of their time visiting place of interest when on a holiday or break

The **‘accidental’** culturally attracted tourist:

pay little attention to specific cultural aspects of places of interest before deciding on a destination”.

*ECTN INTERREG IIIC Project Report  
December 2006*

## The Project KICK-OFF

Argalasti Meeting 22-23 March, 2012

The project kick-off meeting took a place in Argalasti, South Pelion in Greece aiming to bring the partners together in order to plan how the project will be delivered over the next two and half years.

Meeting activities included:

- Introduction of participants and project partners
- Presentation of results, outputs and lessons learned from INTERREG IIIC Operation ECTN, INTERREG IIIB CADSES Project CHIRON and CultMark IIIC Operation
- Set up a project Management and Coordination Unit (MCU)
- 12 Good Practices for transferring between partners
- Working plan for 2,5 years
- Press Conference with Secretary-General of the Union of Regional Authorities of Greece, Mr Apostolos Papatolias
- 2 Tours of South Pelion - Milies village (cultural capital of the Municipality of South Pelion), with guided visits to the historic library, local museum, 16th century church and display of folk dancing; Trikeri village, with cultural visits to the old community centre, historic cathedral church, tower mansion (the last habitable tower mansion in Greece).

Meeting was organized by Lead Partner Municipality of South Pelion and project Management and Coordination Unit..



### Joint Training Seminar in Barcelona



**Barcelona Meeting**  
21-22 June, 2012

**CHARTS implemented its first activity Joint Training Seminar on "Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in European Regions" with 52 participants and elected representatives.**

The seminar aimed to benefit staff of the partner regions in culture and heritage inputs to tourism sustainability regional policies and related innovations, to provide a better understanding of the wider issues involved in heritage tourism and destination management, to acquire knowledge and increase partner's capacities. Two days seminar was dedicated to:

- Place Marketing and Tourism Marketing Strategies for European Regions. The role of culture.
  - Cultural and Tourism Policies and Strategies for Good Governance, Sustainable Tourism and Regional Development in Europe. The importance of International and European Cultural Labels
  - EU initiatives on sustainable and responsible tourism (COM 352, Quality Label, Charter, CALYPSO Social tourism, etc.)
  - Experiences and best practices in Heritage and Cultural Policies and Strategies for a Sustainable Tourism Promotion and Development in Europe
  - Workshop: How we can define common indicators for cultural tourism in Europe?
  - Cultural and Creative Industries in Tourism Strategies
- Seminar was organized by project partner IBERTUR / University of Barcelona in collaboration with the Catalonia government.

### Workshop on climate change in North Wales



**Conwy Meeting**  
24 September, 2012

**The 1st workshop on climate change in cultural tourism destinations took place in Conwy, North Wales, UK to exchange knowledge, experience and transfer**

**good practice on climate change risks assessments, adaptation and mitigation in cultural tourism destinations for tourism sustainability with 29 participants.**

The following Initiatives were presented to the partners:

- Climate Change & Tourism Overview by Nigel Adams, ECTN
- Impact of Climate Change and Measures to minimise the impact of

- Climate Change in the Historic Buildings of Wales by John Edwards, Assistant Director Properties in care
  - Preparing for Climate Change in the Historic Environment by Jill Bullen, Senior Landscape Specialist, Countryside Council For Wales
  - The National Trust Approach in preparing for Climate Change by Paul Southall, National Trust
  - The Offaly 3D Laser scanning project – Recording of Carved Stone by Amanda Pedlow, Heritage Officer, Offaly County Council, Ireland
  - The role of Destination Management In preparing tourism destinations for climate change: The Welsh model by Peter Cole, Regional Strategy Director, Capital Region Tourism and ECTN Board Member
  - Achieving effective destination management on the ground by George Brookes, Destination Manager, Conwy County Borough Council
- Thematic workshop was organized by Welsh Government CADW.

### Workshop - technical visit on railway heritage



**Great Little Trains of Wales 25 September, 2012**

**Project participants visited narrow gauge heritage railways Ffestiniog and Welsh Highland Railway with 12 participants organized by CADW with ECTN assistance.**

During the one long day visit lessons learned:

1. The importance of having societies supporting the railways which can provide support through fund raising and volunteers

2. The need to involve the younger generation as volunteers through providing a 'kids training week'
3. To work with similar railways in marketing consortia, and to promote the other attractions of the area in marketing literature
4. Providing appeal envelopes in the carriages
5. To have a long term plan and vision in place
6. To measure the wider economic impact on local communities in terms of jobs supported and additional visitor spending to justify public funding support and as a means of ensuring the support of the local community
7. Offering a quality experience to customers

### Workshop on accessibility to heritage



**Tullamore Meeting**  
12-13 November 2012

**The 2nd Workshop took place in Midland region, Ireland for exchange of knowledge, experience and transfer good practice on intellectual and physical accessibility to heritage in cultural tourism destinations with 41 participants.**

The following Initiatives were presented to the partners:

- Creativity is the key to understanding: Experiences with media to connect with audiences by Ms Marilyn Lewis, Director of CADW and Mr. David

- Penberthy, Head of Interpretation of CADW
  - Project CLEAR – physical accessibility to/and in cultural values; accessibility to knowledge & information on culture; economic accessibility; psycho-social accessibility and socio-cultural accessibility by Dimitris Apostolou, Director of EKPOL – Social and Cultural Council, Region of Thessaly, Greece
  - Placebooks: The Challenges and Opportunities of Digital Collaborative Tools for the creation of, and Access to, Digital Cultural Tourism Resources by Tom Pert
  - The Pilgrim's Path Project 2000-2012 by Amanda Pedlow, Heritage Officer, Offaly County Council, Ireland
  - Tillgänglighets Databasen - Access to Public Institutions by Åsa Kågeson, Vastra Gotland region, Sweden
- Thematic workshop was organized by Midland Regional Authority.



### Workshop on effective partnerships



**Burgas Meeting**  
6 – 7 December, 2012

The 3rd Workshop took place in Burgas, Bulgaria in order to exchange knowledge, experience and transfer good practice to project partners on effective partnerships at destination level between cultural and tourism

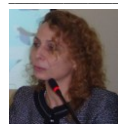
sectors, improving the offers and develop innovative pilot projects that encourage visitors to stay longer and engage with local culture with 25 participants.

The following Initiatives were presented to the partners:

- Links of CHARTS Project with EU Tourism Policy (COM 352) by Ieva Treija Moraitis, CHARTS MCU Communication Officer and Public Relations specialist at Vidzeme Tourism Association, Latvia
- Partnership as a key factor to integrated approach and sustainable tourism by Atanaska Nikolova, Deputy Mayor of Burgas Municipality, Secretary of USERLA, Bulgaria
- Tourism sector partnerships by Nasos Hadjigeorgiou, Director of Pafos Regional Board of Tourism, Cyprus

- Effective partnerships in Vidzeme by Janis Sijats, specialist at Vidzeme Tourism Association, Latvia
- Tourism development, effective partnerships and regional airports by Pavlos Arvanitis, Researcher at the University of the Aegean, Greece
- Burgas: Candidate for European Capital of Culture 2019: effective partnerships – the way to success by Kristina Valcheva, senior expert of "Public Relations", Burgas Municipality, Bulgaria
- Tourism development and experience in Sliven municipality by Krasimir Marchev, Chief Expert of "Projects, programs and economic development", Sliven Municipality, Bulgaria
- Effective Partnerships for Regional Development Project by Reni Andonova, Chief Expert of "Sustainable Development and Eurointegration" Department, Stara Zagora Municipality, Bulgaria
- "The masquerade festival Kukerlandia- symbol of Yambol traditions around the world: culture partnerships" by Galina Karadzova, Junior Expert of "Strategies and programs" Directorate, Yambol Municipality, Bulgaria

Thematic workshop was organized by project partner USERLA.



**A. Nikolova: "Effective Partnerships for Sustainable Tourism Development is a dynamic stakeholder's collaboration process at different levels and different stages of planning and implementation of local and regional strategies".**

### 3 Staff Exchanges: 3 raised skills levels for partners

In 2012 CHARTS implemented 3 Staff Exchanges:

- Staff members from Veneto Region and Vidzeme Tourism Association went to the Midland Regional Authority in the beginning of November 2012 under good practice on accessibility to heritage
- two members of USERLA staff went to Veneto Region under good practice on cycling for tourists.



**Officer of Veneto Region, Giuseppe Voltolina: "A fundamental component of accessibility considered in the broad sense of access to information. It can allow finding out ideas for the implementation of the good practice on accessibility to heritage. Technology can be considered as one of the main drivers of accessibility for a sustainable development of tourism, so I would like to say that in both regions there are only strengths to use it."**

Staff exchange programme is a knowledge transfer between partners in order to provide hands-on experience, skills and expertise to the sending partner's key staff responsible for policy implementation in heritage tourism management through staff exchanges and training under established good practices.

Staff Exchange opportunities open to all, irrespective of gender, preferences, colour or creed.

Staff Exchange programme duration:  
September 2012 – March 2013



**CHARTS Project Coordinator M. Vougioukas, Project Communication Manager I. Treija-Moraitis, ECTN President C. Boersma, ECTN Coordinator J. Winton and T. Olsson from Region Västra Götaland joined at the European Tourism Day on 27 September 2012 in Brussels.**

The conference was dedicated to the issues of "seasonality, maritime and coastal tourism". Vice President of the European Commission, Antonio Tajani underlined how necessary it is to make tourism an all-year activity to ensure sustainable and long-term employment for the tourism industry and better conditions for the tourists themselves. A number of stakeholders presented and discussed their experience and best practices in the field. The afternoon session was dedicated on the new Commission Communication for Coastal and Maritime Tourism in Europe and how it will promote dedicated sea-basin approaches and synergies between regions and across borders. During the conference was stressed that real country growth should be responsible for sustainable growth.

### Cultural Tourism – one of the main markets in Europe

*Interview with Director at DG Enterprise Mr. Pedro Ortún by Ieva Treija-Moraitis*



#### What is European opinion connecting with cultural tourism?

This is one of the main markets that should be developing even further. It is a part of main of tourism policy at European level objective: to take profit, to promote and to protect our culture heritage national culture demand.

That is why we are embarked in several projects dealing with cultural tourism. It is demanded with enjoined agreement with council of Europe. We launched a call for proposals last year and another one this year on cultural tourism projects and we are very much pushing for it always to European emerge not only to dealing with cultural tourism at national and regional level. Promoting cooperation between different member states and public-private partnerships, public authorities, industry is a main issue in our policy.



## The 11th European Tourism Forum

CYPRUS PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION

Our project partner's representatives from Pafos RBT joined at European Tourism Forum 2012 on 25-26 October in Nicosia, Cyprus.

The Forum was dedicated on two topics "Promotion of Europe as a Tourist Destination", and "Facilitation of Tourism Flows to Europe" bringing together leading representatives from the tourism industry, civil society, European Institutions, national and regional authorities dealing with tourism, and international organizations with opportunity to exchange views, best practices and experiences and discuss the challenges, opportunities, changes and future perspectives of the tourism sector.

The first topic of discussion was towards to BRICS countries and how to create a true "Europe brand" and distinguish Europe from other international destinations by involvement of the private sector. CHARTS contributes in this topic with good practices on place marketing, cultural routes, local products & gastronomy, traditional skills and quality criteria at tourism destinations. With elaborated 10 Implementation Plans in the end of project CHARTS can contribute in discussions of EC on the integration and coordination of policies impacting on tourism, including facilitation of the tourism flows, especially on visa policy.

Forum was organized by Cypriot Presidency of the Council of the European Union, together with the European Commission.

The 12th European Tourism Forum will be in Lithuania on 2013.

## Dissemination event for local stakeholders in Sibiu



National Institute for Research and Development in Tourism NIRD, organized a press and media event in the Sibiu County, Mosna locality, Romania for journalists and local stakeholders to raise awareness about CHARTS project.

This event was linked with a local event named "Festivalul verzei - Cabbage Festival".

## Upcoming project activities January – June 2013

- 4th Thematic Workshop "Engaging Host Communities for Responsible Tourism" on 28-29 March 2013 at Sibiu, Romania
- 5th Thematic Workshop "Quality Criteria" on 29-30 April 2013 at Västra Götaland, Sweden
- Study Tour on 22-25 May 2013 at Veneto Region, Italy
- Three thematic Workshops "Railway Heritage", "Local Products & Gastronomy" and "Traditional Skills" on 8 – 11 June 2013 at South Pelion, Greece
- Dissemination events for local stakeholders in 5 partner regions
- Staff Exchange programme activities
- Participation in ITB Tourism Fair on 6-10 March 2013 at Berlin, Germany
- Announcement of The CHARTS Award competition for tourism destinations across Europe

Get involved in the CHARTS project through:

**Workshops**  
**Good Practice Web based Toolkits**  
**Expert papers**  
**Newsletters and articles**  
**Local & International events**

Get more information about:

INTERREG IVC programme 2007-2013: <http://www.interreg4c.eu/>

European Regional Development Fund: [http://ec.europa.eu/regional\\_policy/index\\_en.cfm](http://ec.europa.eu/regional_policy/index_en.cfm)

Download and disseminate electronically project Newsletters and documents from our official website:

[www.charts-interreg4c.eu](http://www.charts-interreg4c.eu)

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