

Welcome to the 3rd Edition of the CHARTS project NEWSLETTER



Issue 3 – December 2013

In this edition: * Thematic Workshops on 'Visitor Information' and 'Cycling for Tourists' in Latvia, 'Place Marketing' in Cyprus and 3 ECoC in the 'Experience Economy', 'Cultural Routes' in Mallorca * International events with CHARTS * Upcoming activities January-June 2014 * Upcoming tourism events * CHARTS AWARD – the 1st contest in cultural tourism for destinations



"Dear Partners and Friends!

All Partners, during two years at 14 project events have been keen to exchange their specific good practices and share their knowledge, which now are strongly supporting to achieve the main project task – to build regional policies and strategies in the field of culture, heritage and sustainable tourism development strategies by transfer of exchanged good practices between project

regions. I would like to express my appreciation and say a big THANK YOU to all those supported our inter-regional events and who took time to attend it so far and continuously supporting our steps towards for more sustainable tourism in regions. We treasure the enthusiasm and effort that has go into the entries. It really took time and energy for Partners to organize such a significant events for the benefit of our citizens and visitors.

I wish to all Partners good luck to start producing final project outputs for destinations use and achieve sustainable tourism in our regions!"



Athanasios FLERIS
Deputy Mayor of South Pelion, Greece
CHARTS project Lead Partner



"Dear Friends,

Cultural Tourism is today one of the most important and rapidly expanding economic and social phenomena of the contemporary world. Recently the UNWTO identified a shift in tourism behaviour towards culture and a more sophisticated tourist. Also, UNESCO recognizes the strong links between tourism, culture and development. A truly authentic tourist experience is steeped in culture and history and it needs a focused attention.

As Pafos Regional Board of Tourism, we give great attention to the sustainability and sustainable tourism development in order amongst project Partners and experts to help local people benefit from tourism, preserve local culture, protect and enhance the natural environment of the region and the island in general.

I am certain that experience and know-how exchanges between all Partners and other participants provided valuable information and experience to all of us and also to the most important subjects of the next coming years and next programming period 2014-2020.

I would like to wish you be productive on producing project outputs and be successful to reach all objectives!"



Georgios LEPTOS
Chairman of Pafos Regional Board of Tourism, Cyprus
CHARTS project Partner



"I am very pleased that the CHARTS Partnership during the past two years has completed all thematic workshops related to 12 good practices and Staff Exchange programme with 23 persons. I would like to thank all partners, experts and associates for their cooperation in the CHARTS project successful implementation and achievements so far. During 2013 we had a 'marathon' regarding the project events to organise and with partners support and commitment

we have completed all events according to the work plan.

On behalf of the project Partnership, LP MCU participated in external events together with ECTN and some other partners, viz: Open Days 2013 in Brussels, World Travel Market in London where Project Partnership officially supported WTM World Responsible Tourism Day and launched **CHARTS project Award**, European Tourism Day 2013 on Accessible Tourism in Brussels, Europa Nostra 50th Anniversary closing event in Brussels and Eurometing 2013 in Brussels on 'Tourism 2014-2020 for a sustainable growth' (CoR, NECSTouR).

In the coming months during the first quarter of 2014 we will focus on finalizing production of Web-based toolkits in the topic of partner responsibility and 10 Implementation Plans (one in each region) that will specify actions in future regional policy."



Manos VOUGIOUKAS
CHARTS Project Coordinator



"Dear Partners and Dear Friends,

It is my great pleasure and honor, on behalf of the Members of Vidzeme Tourism Association to welcome you at the CHARTS 3rd Newsletter.

Since project started, we attended all planned project events by involving decision makers and people who work daily in tourism. I truly believe that our experience, expertise and readiness to share our knowledge and ideas in past events

are highly valuable to all partners in order to reach project objectives.

By entering to final step of this project, we start properly facilitate cultural tourism development, entrepreneurship and economic growth in region by producing guides for destinations use and preparing Implementation Plans which will give opportunities for new EU funding in the period 2014-2020.

I wish to all of us success in order to produce project outputs for our shared future!"



Guntars VELCIS
Mayor of Ergli Municipality, Latvia
Board Member of Vidzeme Tourism Association
CHARTS project Partner

WORKSHOP ON VISITOR INFORMATION IN LATVIA



Vidzeme region, 9 – 10 September 2013

The 9th Thematic Workshop took place in Cesis, Vidzeme region (Latvia) to exchange experience between project partners and experts on visitor information in the destinations, all together 37 participants including representatives from Latvian Tourism

Development Agency and European Capital of Culture Riga 2014 Foundation. Event started with optional tour to the "BANITIS FESTIVAL" for Celebration 110 Anniversary of the Narrow gauge Railway BANITIS. At the workshop the following Initiatives were presented:

- Collaboration with regions at national level, associations, TIC. Latvia's Model on visitor information from a practical side of view by Ms. Inese SIRAVA, Latvian Tourism Development Agency, Ministry of Economics of the Republic of Latvia
- VTA experience, models, real examples with demonstration on visitor information by Mr. Raitis SIJATS, Head of the Board of the Vidzeme Tourism Association, Latvia
- Visitor Information through Vidzeme Coastal Cluster by Ms. Ilze MILLERE, Limbazi Tourism Information Centre and Ms. Venta PASTARE, Carnikava Tourism Information Centre, Latvia

Head of European Cultural Capital "Foundation Riga 2014" Aiva ROZENBERGA:

"The main task is to prepare program for the whole year. It includes 127 big projects with sub-projects. Program must be interesting for different groups of people at European level. The theme is "Force majeure – culture is a positive force."



- Riga - Culture Capital 2014: challenges of information dissemination by Ms. Aiva ROZENBERGA, Head of the programme of Foundation Riga 2014, Latvia
- Experience of South Pelion Municipality (Greece), Vastra Gotland Region (Sweden) and Mallorca (Spain)
- Visitor Information in Digital Era. VisitGreece approach by Ms. Eleftheria FILI, Greek National Tourism Organisation, Greece
- Tourist Information Centres – Priceless Gems or Unaffordable Luxuries by Ms. Conny BOERSMA, Coordinator of European Cultural Tourism Network, Belgium
- Vidzeme Cultural Game as information dissemination to tourists by Ms. Marija MARKULE, Student of Vidzeme University of Applied Sciences, Latvia
- Mobile App's – Latvia.Travel as real practice by Mr. Armands SLOKENBERGS, Director of Latvian Tourism Development Agency, Ministry of Economics of the Republic of Latvia
- Open discussions on Mobile Information and Information Centres chaired by Ms. Anna KUPCE, Mr. Janis SIJATS, Ms. Ieva TREIJA and M. MARKULE (Latvia)

What is Good Practice on Visitor Information?

- Enhanced information to Visitors through Information Centres & Info Kiosks
- ICT applications, DVD Video documentaries, Multimedia production
- New Media Tools, Virtual Reality, 3D Animation, Creativity

What is Good Practice on Cycling for Tourists?

- Promotion of Cycling in cultural tourism destinations for sustainable mobility
- Communal, shared bike schemes for tourists and visitors
- Cycle trails as cultural tourism attractions

These two workshops were hosted by Partner Vidzeme Tourism Association (Latvia) and concluded with the commitment of Lead Partner to start pilot implementation of visitor information centre in South Pelion Municipality, and commitment of Pafos to implement bike schemes in Pafos for visitors based on the good practices experience of Vidzeme Tourism Association in Latvia. These workshops were supplemented by study visits in 5 Tourism Information Centres, Bike Museum and cycling tour in Saulkrasti.

WORKSHOP ON CYCLING FOR TOURISTS IN VIDZEME



Vidzeme region, 10 September 2013

The 10th Thematic Workshop on cycling for tourists took place in Turaida in order to exchange experience on cyclotourism on cycling for tourists in the destinations between 29 participants, including partners and experts.

The following Initiatives were presented:

- Cycling in EU, LV and Vidzeme by R. Sijats,

Chairman of the Board of Vidzeme Tourism Association, ICT 13 Project Coordinator in Latvia and EuroVelo 13 Project Coordinator in Latvia

- Cycling in Gauja National Park and Sigulda (Vidzeme region). Opportunities and threats by Ms. Dana SPULLE, Sigulda Tourism Development Agency, Latvia
- Open discussions on workshop topic



On 11 September 2013, the Organization "Cultural Capital of Europe Pafos 2017" met "Foundation Riga 2014" in Riga (Latvia) in order to share experience and discuss on organisational matters with particular

reference to the idea of 'Open Air Factory'.

The meeting took place within the frame of CHARTS INTERREG IVC project, arranged by Latvian partner Vidzeme Tourism Association. Representatives of both organisations shared their experiences regarding organizational matters, relations with local authorities and central government, funding issues from various sources and practical organization of artistic activities. They are agreed that they would develop more relationships with each other, via interactions and posts on the websites of the two organizations and frequent contacts on both sides.



WORKSHOP ON PLACE MARKETING IN CYPRUS



Pafos, 24 – 26 October, 2013

A special session was held in Pafos, Cyprus, as part of the 11th interregional thematic Workshop on Place Marketing innovative strategies based on cultural heritage, local distinctiveness, regional identity and synergies with the 'experience economy', all together 41 participants

including representatives from two universities: Neapolis University in Pafos and Thessalia University from Greece.

The following initiatives were presented:

- Cultural Tourism and Business Opportunities by Mr. Andreas MASOURAS, Lecturer of Neapolis University in Pafos, Cyprus
- Branding GREECE through the Culture and Heritage by Mr. Demetrios VASSILIADIS, Greek National Tourism Organisation, Greece
- Place Marketing, Innovative Strategies based on cultural heritage, local distinctiveness and regional identity by Mr. Nasos HADJIGEORGIOU, Pafos Regional Board of Tourism, Cyprus
- INTERREG IIIC project CultMark by Dr. Nicholas VOGIAZIDIS, University of Thessalia, Greece
- Overall discussions in groups on thematic topic and transfer of good practice

The event was organized by project partner Pafos Regional Board of Tourism and supplemented by study visits at UNESCO sites in Pafos in the last day. Workshop was concluded with the commitment of relevant project partners to start transfer of place marketing strategy in Mallorca region in order to promote Dry Stone Rout GR221 and possibly in South-East region in Bulgaria based on the good practice experience of Pafos region. Afterwards, Workshop was extended to a conference on 'Cultural Tourism in the Experience Economy' (see Page 4).



Deputy Mayor of Pafos Municipality, Makis ROUSIS:

"The organization of the workshop in our city, within the framework of the CHARTS is undoubtedly an important and very worthwhile event. Because through meeting and interaction among partners offered the possibility of direct and personal contacts between European citizens, thus

enhancing the vision of European integration which is a Europe of equal opportunities: European people and cultures, democracy and justice, prosperity and peace, friendship and solidarity, institutions and values – a Europe we all dream of."



Director of Pafos Regional Board of Tourism, Nasos HADJIGEORGIOU:

"Our organization is the official tourism body representing under one umbrella where all sectors involved in the tourism industry at a regional level. It's a synergy of the private sector and local authorities, as organization ruled by private law but focus on public interest! We has managed to create

collateral material for the region, sharing the same vision and strategic planning amongst all stakeholders in order to reposition Pafos in the world tourism map. We participate in fairs and exhibitions and joint promotions with airlines and other partners. This has lead to the creation of a destination brand name which has been the output of the work of Board. Our marketing strategy consists of direct marketing, trips, TV productions, undertake surveys and market research.

What is Place Marketing?

Place marketing is particularly appropriate for places that are not so widely known, but have rich cultural heritage and in particular specialised cultural assets, such as industrial heritage, maritime heritage, local cuisine/products/gastronomy, sports events, leisure facilities and cultural festivals.

It is an **innovative tool** for local authorities and agencies and can form the basis of a sustainable development strategy of an area

- ❖ **Cultural Heritage** is an important factor in creating the **local identity** of a place
- ❖ There are elements that can function as "**Branding Devices**" for places and should be exploited
- ❖ The implementation and continuation of the pilot actions in each partner contributes to the enhancement of the **image of the place** and the **attractiveness of the region**
- ❖ The next steps should include a learning and **feedback process**, as well as consultation and cooperation with local authorities and authorities
- ❖ The promotion of local identity and cultural heritage in an interregional operation supported by the European Union has given the **opportunities** for less well-known Municipalities and Regions to **implement pilot actions** that would not otherwise be possible

CultMark INTERREG IIIC Operation, 2006

What is Good Practice on Place Marketing?

- Place Marketing Innovative Strategies based on cultural heritage, local distinctiveness and regional identity
- Branding procedures with culture and heritage synergies
- Marketing actions for all year round sustainable and cultural tourism development



EUROPEAN CAPITALS of CULTURE HIGHLIGHTS the BENEFITS in the EXPERIENCE ECONOMY



Thematic Workshop on place marketing for destinations was extended in 'experience economy' with a Conference "Cultural tourism in the experience economy". Representatives from Romania experience of **Sibiu 2007 – City of Culture-City of Cultures**,

Cyprus regarding the winning experience and preparations for **Pafos 2017 – The Way Forward** and Bulgaria regarding the **Burgas 2019 – Cultural Collider** candidature presented and exchanged their experiences with the ECoC at various stages: ex-post evaluation, ex-ante in preparation and in bidding process.

Androulla Vassiliou, European Commissioner responsible for Culture, has sent a video message to the delegates of the International Conference <http://www.youtube.com/watch?v=KlaQUghpUho>. She emphasized that cultural tourism has huge potential for developing experience economy, stimulating regional growth, creates connections between cultural and creative industries and cultural heritage and tourism promoting innovative business models.

Mr. Yiannis KOUTSOLAMBROS, Member of the **Pafos 2017** Board presented the winning bid book '**Open Air Factory**'. He outlined how Pafos is planning to cope with substantial budget reduction due to the banking crisis since winning the bid.

Ms. Atanaska NIKOLOVA, Deputy Mayor of Burgas and Secretary of USERLA-Union of South-East Region Local Authorities (Bulgaria) presented the proposals for **Burgas 2019** and stressed the benefits of being a candidate city.

The CHARTS Project Coordinator M.VOUGIOUKAS was chairing the special session in Pafos and announced his **initiative for Volos to bid for the 2021 ECoC** in the next EC programme. If Volos wins, Greece will have it's 4th ECoC after the 1st ever in Athens in 1985, Thessaloniki in 1997 and Patras in 2006. He said: "Volos has a lot to learn from the experience Sibiu, Riga, Pafos and Burgas as presented and exchanged within the CHARTS project under good practice transfer on Host Communities & Responsible Tourism as well as Place Marketing & the Experience Economy."

European Commission opened Public consultation on the "Experience Economy" as an emerging industry from 12/07/2013 to 31/10/2013. Public consultation was opened for all citizens and organisations in order to better understand the relevance of setting up specific policy initiatives related to the "Experience Economy" and how to support the development of new industrial value chains.

The results from this public consultation will be used to prepare future actions aimed at promoting the emergence of new industrial value chains under Horizon 2020, the Framework Programme for Research and Innovation 2014-2020 or for specific actions under the Programme for the Competitiveness of enterprises and SMEs (COSME) 2014-2020 and published soon.

Representative of ECoC 'Sibiu 2007'
Rodica TRIFANESCU:



"The influence of ECoC had on the local community even after 5 years. Since 2001 the number of hotels has more than doubled and the total registered accommodation units have grown by 40% to fit the increased demand. The total tourism spending was €26 Million in 2010. The number of visitors – locals and tourists – has constantly increased: the National Bruckenthal Museum had almost 3 million visitors (one of the most frequently visited museums in the country) and ASTRA Museum had 250,000 visitors."



Member of the 'Pafos 2017 Board'
Y. KOUTSOLAMBROS:



"It started from our shortcomings, no infrastructure for cultural events. We took what we had and made it look and work like a million dollars. Open in all respects. Open to nature, culture, people and individuals. The city becomes the stage – every square, archaeological space, the sea, the streets and the traditional centre. Culture from Europe and from the whole of world will be at your doorstep."



This is how we beat the last remaining divided capital of Europe, Nicosia. It is the victory of those who took it personally and fought with passion and vision to the very end by using whatever inspiring ingredients we had."

Deputy Mayor of Burgas Municipality
and representative of candidate city for
ECoC 'Burgas 2019' A.NIKOLOVA:



"Association for Development of Burgas City and Region (ADBCR) was founded in February 2013 with main goal - to promote the cities from the region and their cultural and social identity, as well as to prepare the application of Burgas for ECoC 2019.

Burgas Cultural Collider will function through 'Flows', 'Spheres' and 'Projects'. The 'Flows' will be sped up in the Cultural Collider in order to collide in the 'Spheres' and produce the 'Projects'. The cyclic nature of the model creates a state which we called 'sustainable dynamics'."



What is 'Experience Economy'?

"Experience Economy" is defined as the interactions between related industries, notably cultural and creative industries, leisure and sport, tourism, entertainment and eco-industries.



WORKSHOP ON CULTURAL ROUTES IN MALLORCA



Palma del Mallorca, 28 – 29 November, 2013

The last 12th Thematic Workshop of CHARTS took place in Palma del Mallorca, Spain, for exchange of knowledge and experience between partners and experts on good practice on cultural routes according to certified cultural routes by Council of Europe, creation, development and promotional strategies of routes, impacts on cultural dialogues, creativity, innovation and

competitiveness as well as supporting transnational tourism products with discussion between 28 participants.

The following Initiatives were presented:

- Cultural Routes - State of the Art by Ms. Ieva Treija, CHARTS Communication Manager
- Hiking and Cultural routes in Mallorca by , Mr. Josep Antoni AGUILO, Head of Service of Environment Department, Consell de Mallorca, Spain
- Serra de Tramuntana, Worlwide Heritage of UNESCO alive by Mr. Bartomeu DEYA, Director of Serra de Tramuntana Consortium
- Supporting Cultural Routes by Mr. Luis RULLAN, President of Hotel Assosiation of Sóller village Hotel Federation of Mallorca, Spain
- Cultural route of Sóller train railway heritage by Mr. Oscar MAYOL, President of Ferrocarrils de Soller S.A, Spain

Cultural route:

road/trajectory covering one or more countries, connecting several cities, villages, rural communities across continent, organised around topics with significant historical and artistic background

European Cultural Routes:

a title awarded to cultural routes recognised as significant throughout Europe by the Council of Europe (*representing Europe as a single tourism destination*)

European Institute of Cultural Routes:

the body established to help the Council of Europe co-ordinate the development of cultural routes

The "cultural routes of the Council of Europe ":

tools of the European cultural cooperation implemented by the Council of Europe with the „European cultural convention“ (1954)

- Euroregion Mills Route: another view by Mrs. Jerònia Florit ZUAZAGA, Consell de Mallorca, Historical Industrial Heritage Unit, Spain
- The Raven Walk - Old routes with new thinking in south Wales by Mr. David PENBERTHY, Head of Interpretation, Cadw, UK
- CULTURAL ROUTES IN THE VENETO REGION by Ms. Francesca BONESSO, European Programmes and Projects Office Veneto Region –Tourism Department, Italy
- Cultural Routes in Greece by Ms. Penelope NOMPILAKI and Ms. Ioanna KATRANTZI, Greek National Tourism Organisation, Greece
- Cultural routes in South-East Region of Bulgaria by Ms. Reni ADONOVA, USERLA, Bulgaria
- Transnational cultural routes in Europe: opportunities for CHARTS and ECTN regions" by Mr. Jordi TRESSERRAS, IBERTUR/Barcelona University, Spain
- St. Olav Ways – Pilgrim Routes in Scandinavia – Connecting people by Ms. Maria NORDSTROM, Västra Gotland Region, Sweden

This Workshop was the final thematic workshop of project which was strongly supplemented by technical visit at Dry Stoune Route GR221 which, as method, will be transferred to North Wales, UK and Vastra Gotland region in Sweden. Thematic workshop with study visits was organized by project partner Consell de Mallorca, Spain.



Departament de Medi Ambient

What is Good Practice on Cultural Routes?

- Cultural Routes – according to Council of Europe / European Institute of Cultural Routes
- Preparatory actions for creation and designation of Cultural Routes
- Development and promotional strategies of Cultural Routes
- Impacts on inter-cultural dialogue, creativity, innovation and competitiveness
- Contribution to initiatives for supporting transnational tourism products



Head of Service of Environment Department, Consell de Mallorca, Josep Antoni AGUILO:

"The cultural routes in Mallorca are planned to discover rural areas by walking based on the high quality area with exceptional landscapes and cultural value. Dry Stone Route GR-221 runs 271 km with dry stone elements and 8 refuges, connecting all villages in the UNESCO site Serra de Tramuntana and 15 municipalities. Regarding this route, in 2012 we had 9 million visitors in the whole island mostly from Germany, UK and Spain. Cultural Route is sustainable model which also contributes to diversification from seasonal tourism and discover non-known rural areas."



REGIONAL AND INTERNATIONAL EVENTS with CHARTS

- **13 September 2013** - IBERTUR/Barcelona University and Consell de Mallorca participated at local seminar of **CERTESS project 'Cultural routes in Balearic Islands, new touristic potential for the competitiveness'** in Parc BIT, Palma de Mallorca, Spain. 60 participants from cultural and tourism and private and public sector from Mallorca, Menorca and Ibiza assisted to the event with debates on topic. Best experience selected for the seminar was the Route of the Dry Stone, promoted by the Consell de Mallorca and presented by Mr Josep Antoni AGUILO, Mallorca Council.
- **7–10 October 2013** – CHARTS MCU participated at the **11th Open Days European Week of Regions and Cities** in Brussels. The CHARTS Management & Coordination Unit (MCU) participated at the opening of the INTERREG IVC and related programmes exhibition '100 EUrban solutions' on the results of the Programme Capitalisation in 12 specific topics, including Creative Industries which are related to CHARTS project and workshops. Project Coordinator together with project Communication Manager and an expert from Thessalia University gave a recorded studio interview about impressions on Open Days 2013 and project plans in the future <http://www.youtube.com/watch?v=fMhHfgOb9vE&list=UU9dA7E0J4-zH-QTFfNdhPwg> CHARTS project plans to organise a seminar or side event at next year 's Open Days 2014 in relation to the anticipated Charter on Engaging Culture & Heritage for Sustainable Tourism Development.
- **4-7 November 2013** project Partnership actively participated at **World Travel Market** in London with stand and officially supported World Responsible Tourism Day on 6 November. During this event was **launched first contest in cultural tourism CHARTS Award** for tourism destinations across Europe.
- **3–4 December 2013** - Project Coordinator Mr. M.VOUGIOUKAS and Communication Manager Ms. I.TREIJA attended **EU Joint Conference: EU Day of People with Disabilities and European Tourism Day** together with Ms. C.BOERSMA, Coordinator of European Cultural Tourism Network (ECTN) and project partner Ms. A.NIKOLOVA – Deputy Mayor of Burgas Municipality and Secretary of Union of South East Region Local Authorities, Bulgaria. Two days event was focused on the access and accessibility for tourists and residents from the users's point of view with examples of good practices of Tourism for All and possible solutions for the obstacles most frequently encountered.
- **5 December 2013** – CHARTS attended **Europa Nostra closing event and Citizens Dialogue** in Brussels. MCU participated at the European Policy Conference on EU Strategy for Cultural Heritage **"Cultural Heritage for Europe, Europe for Cultural Heritage"** in order to establish links with Europa Nostra which safeguarding cultural and natural heritage in Europe and knowing as an important lobby for cultural heritage in Europe. At the conference were demonstrated multiple values of heritage and outlined strategies for the future by bringing together eminent experts, decision-makers and top-level representatives from EU institutions. New programme of the 7 Most Endangered Sites and Monuments in Europe was launched. Event was followed by the opening of the photo exhibition on the European Union Prize for Cultural Heritage/Europa Nostra Award at the headquarters of the European Commission, hosted by **Androulla VASSILIOU**, European Commissioner for Education, Culture, Multilingualism and Youth and honored with presence of **Jose Manuel BARROSO**, President of the European Commission. Day was closed by Citizens Dialogue and a special concert "European Inspirations" at the BOZAR, the Belgian Centre for Fine Arts.
- **13 December 2013** –ECTN, Vidzeme Tourism Association and Veneto Region, together with MCU participated at **11th Edition Euromeeting: Tourism 2014 – 2020 for a sustainable growth: The Role of the Regions in the programming of the European Funds** in Committee of Regions, Brussels. Event was organized by Region of Tuscany - NECSTouR Presidency in partnership with the Committee of Regions with focus on the possible tourism investments within the European Multiannual Financial Framework 2014-2020. Meeting gathered Regional Authorities competent in tourism, representatives of the European Institutions and tourism stakeholders in Brussels. Partner Veneto Region presented how they mainstream the European tourism policy and integrate it in the new programming period, while the European Commission services illustrated the possible tourism investments within the ERDF, EARDF, ESF. DG Enterprise will continue to support the ongoing measures undertaken by the Tourism Unit for the last years.



Upcoming activities January – June 2014

- **Award** contest for tourism destinations across Europe. Submission until 31 March
- **Dissemination events for local stakeholders and media in 5 partner regions** – Wales, Pafos, Veneto, Mallorca, SE Bulgaria
- Exhibition stand in **BALTTOUR** on **7-9 February** with support of Vidzeme Tourism Association, Latvia
- Exhibition Stand in **Milan BIT** on **13-16 February** with support of Veneto Region, Italy
- Exhibition Stand in **ITB Berlin** on **5-9 March**, with support of Greek National Tourism Organisation, Greece and Pafos RBT, Cyprus
- **Closing Conference** (date and venue will follow) with Award ceremony
- **CHARTS Charter** on "Culture and Heritage Added Value to Regional Policies for Tourism Sustainability, Dissemination event in Brussels, (dates and venue will follow)

Upcoming events

- Culture and Creativity: Europe's regions and cities making a difference on 29 January 2014 in Committee of the Regions, Brussels
- 6th European Summit of Regions and Cities: "European Recovery, Local Solutions", 7-8 March, Athens, Greece
- 2nd UNWTO Global Knowledge Network Forum - Innovation in Tourism: Bridging Theory and Practice, 28-30 May, Anahuac, Mexico
- 3rd International Conference UNITWIN UNESCO Network "Culture, Tourism, Development" focused on Tourism and Gastronomy heritage, 16-20 June, Barcelona, Spain

1st Contest in CULTURAL TOURISM for DESTINATIONS open until March 31, 2014

CHARTS Award 2014

The Award for Cultural Tourism
Development and Promotion
in Europe

for Tourism Destinations across Europe



www.charts-interreg4c.eu

About the CHARTS Award 2014

- **Culture** and **Heritage** are important factors for sustainable development; contributing to the protection of natural and cultural heritage, the extension of tourism period as well as increase awareness of tourists and host communities, regional GDP and multiplier effects
- The **CHARTS Award** is based on a contest in accordance with the CHARTS project in order to involve several regions across Europe, other than project partners
- The **CHARTS Award** is aimed at tourism destinations Europe-wide, on achievements of results and outputs in 12 good practice themes on **cultural tourism**, concerning results of actions which have been implemented and which have produced significant results and achievements
- Winners will be recognised as **examples of excellence** inspiring other tourism destinations, in local and regional contexts and stimulating further development of regional initiatives
- The Award will enhance the visibility of European cultural tourism destinations

WHO CAN APPLY?

- The CHARTS Award is open to **all tourism destinations across Europe** with its 28 Member States, incl. **Norway and Switzerland**
- You may apply covering at least 3 of the 12 themes
- No paper version of the application is needed!

Timing & Application forms

- Download the application form at www.charts-interreg4c.eu
- Applications will be accepted until **31 March 2014 24.00 CET**

WE LOOK FORWARD TO RECEIVING YOUR APPLICATION!



The Award is an action of CHARTS project,
made possible by the EU INTERREG IVC programme and
co-financed by the European Regional Development Fund

www.charts-interreg4c.eu

CHARTS project Leaflet (in English) in pdf format [here](#)
CHARTS project Leaflet (in Romanian) in pdf format [here](#)
Vidzeme (Northern Latvia) Cultural Tourism Map in pdf format [here](#)
Mallorca The Dry Stone Trail (GR221) Map in pdf format [here](#)

Web-based Toolkit on **Climate Change** for Cultural Tourism Destinations [here](#)
Digital Guide to the Midland Region [here](#)
Newsletter 1 in English [here](#) Newsletter 2 in English [here](#)
Newsletter 1 in Catalan [here](#)

Get more information about:

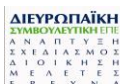
INTERREG IVC programme 2007-2013: <http://www.interreg4c.eu/>

European Regional Development Fund: http://ec.europa.eu/regional_policy/index_en.cfm

 [CHARTS project](#)  [CHARTS2014](#)  [CHARTS project INTERREG IVC](#)

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

Project Management and Coordination by **EuroTrans Consulting Ltd.**, Koumoundourou 61, Volos 38221 Greece, Tel.+30 242107627



with support from



www.uth.gr/en

CONTACT DETAILS Project Coordinator Manos Vougioukas, e-mail: charts_mcu@yahoo.com
Communication Manager Ieva Treija-Moraitis, e-mail: charts.mcu.leva@gmail.com skype: [iev777](#)