

Welcome to the 5th Edition of the last CHARTS project NEWSLETTER



Issue 5 – December 2014

In this edition: * CHARTS Closing Conference in Greece * CHARTS Award prizes go to Catalonia, Vidzeme and Veneto
* Charter launch marked new era in cultural and heritage sustainable tourism * CHARTS presented at international and local events
* Messages from Partners



"Dear Partners,

I was very happy to welcome such distinguished personalities to our CHARTS project closing Conference last September.

I would like to thank all participants for their contributions at the Conference, as all have been part of the project success. We were very pleased to welcome all participants to our land

which is full of myths, history and traditions, the Mount Pelion and peninsula, summer residence of the Gods of Olympus, home of the wise centaur Chiron. Wherever the visitor looks in our South Pelion Municipality, there are beautiful coastline, hamlets, architecture, historic mansions, cobblestone footpaths, alleyways, fishing villages, traditional cuisine, village squares, monuments, folk museums, art and letters, monasteries and churches, small islands, all attractions in all seasons of the year.

We have been proud to be the Lead Partner in the CHARTS project, in this long and pleasant journey, to learn from our partners and to jointly promote our culture and heritage for sustainable tourism development.

We feel that we gave true meaning and essential content to the European ideals and we look forward to exploiting the conclusions and results of the CHARTS project. We had the benefit of know-how, ideas and support from our partners for the development of our Municipality and we are grateful to all those who contributed to the project success.

We conclude this journey with the expectation of continuing with the partners towards implementing the project findings, leading to other joint efforts on sustainable tourism development for the benefit of our citizens and visitors."

Athanasios Fleris

*Vice-Mayor of South Pelion Municipality, Greece
CHARTS project Lead Partner*



March 2012
Argalasti, South Pelion



September 2014
Neochori, South Pelion



"Dear Friends and Readers,

This is the last newsletter coming from us and a farewell to CHARTS project.

We finished the biggest project for cultural tourism development and promotion so far with a sense of mission accomplished - **regional policies are enriched** with culture and heritage for **tourism sustainability** by **exchange of experience** amongst 14 partners on **12 Good Practices** on the sustainable management

of **culture, heritage and landscape**. **A strong base of knowledge is created** that spans well beyond the project's end.

We can be very proud not only for the activities organized and outputs produced but also commitments and hard work of CHARTS Partners.

Throughout three years we achieved more than planned and all our targets are exceeded. 85 (compared to target of 65) partner staff members benefited from the exchange of experience at 27 (compared to target of 10) organized interregional events. Around 465 (compared to target of 280) participants took part, from which 27 (compared to target of 10) came from non-partners. Partners organized 18 local events (compare to target of 12) for their stakeholders in local language with around 761 (compared to target of 450) participants at these events. Partners actively promoted project achievements, results and showcased expertise at 20 (compared to target of 5) external events in Brussels, Pafos, Colmar, Luxembourg, Palma de Mallorca, Barcelona, Naples, Florence, Bologna and even outside Europe - in the Arab Capital of Tourism 2013 Manama in Bahrain.

CHARTS was presented at 9 international tourism fairs in London, Berlin, Milano, Brussels, Riga, Bucharest, Nicosia, Dublin and Thessaloniki.

Project brought together three European Capitals of Culture: Sibiu 2007, Pafos 2017, Riga 2014 and 1 candidate: Burgas 2019. Project covered 12 UNESCO World Heritage Sites in 8 countries.

For the first time in Europe's history, Project organized an Award contest for tourism destinations across Europe for Cultural Tourism which will be continued annually by European Cultural Tourism Network in the years to come.

Partners produced Web-based toolkits on good practices for destinations use, transferred good practices in their regions and produced Implementation Plans for the coming next 10 years.

Project marked a new era in cultural and heritage sustainable tourism development and promotion in the EU by establishing the 'THESSALIA Charter'.

It was an honor and pleasure to work with CHARTS Partnership!

I would like to take this opportunity to express my sincere gratitude and wish spectacular success to all of you!

I am looking forward for the new challenges that can reunite us again by engaging culture and heritage for sustainable tourism development!"

Ieva Treija, Communication Manager
CHARTS Management and Coordination Unit

CHARTS CLOSING CONFERENCE in GREECE



Athens, Volos, Agria, Thessalia region, Greece

9 – 15 September 2014

In order to showcase the achievements, benefits, significant results and outputs produced by CHARTS project partners' regions and destinations, regarding exchange of experience on 12 good practice topics and sustainable tourism solutions, with various presentations and discussions, Partner European Cultural Tourism Network – ECTN organized the **Closing Conference "Engaging Culture and Heritage for Sustainable Tourism Development"** in close cooperation with Partners Greek National Tourism Organization, South Pelion Municipality and University of Thessaly.

The Conference was under auspices of the Greek Minister of Culture and Tourism.

The Conference addressed a whole range of relevant issues from the sustainability perspectives, identified specific challenges and examples of relevant actions by CHARTS Partners with invited keynote speakers from EC DG Enterprise and Industry Unit Tourism and Cultural Instruments, INTERREG IVC JTS, NECSTouR, Europa Nostra and external experts, academics and practitioners from Grigol Robakidze University, School of Business and Management (Georgia), Technological Institut Tourism and Management Department in Thessaloniki (Greece), Project SEEMORE of Mallorca Transport Consortium in Spain, company Questlayer (Greece) and organisation CarpatBike (Romania).

The Conference also provided an opportunity to discuss how regions and destinations can initiate and support sustainable tourism development in Europe through engaging culture and heritage (including contemporary culture and natural heritage); what is the contribution of Cultural, Heritage and Sustainable Tourism development in tackling the economic and

financial crisis and how Cultural, Heritage and Sustainable Tourism can contribute in the 'Experience Economy'.

Lubomira HROMKOVA, Head of Unit - Tourism and Cultural Instruments, DG Enterprise and Industry, European Commission, sent a video message to the delegates of the CHARTS Closing Conference <http://www.charts-interreg4c.eu/events/closing-conference/>

Akos SZABO, Project Officer of JTS INTERREG IVC introduced with EU Interregional Cooperation with State of play and perspectives and highlighted Policy learning among public authorities to improve performance of policies & programmes for regional development in particular Structural Funds programmes.

Miltiades LAZOGLOU, Representative of Europa Nostra Greece presented ENtopia Project – the newest program of Europa Nostra which was created in order to establish a pan-European Network of traditional settlements in different areas where population is less than 15.000 inhabitants.

Sandra de PUIG, Representative of NECSTouR Permanent Secretariat introduced with operation of NECSTouR in the field of sustainable tourism. The Conference was combined with pre- and post-Conference study visits and constituted a major event for Cultural Tourism in Europe with invited keynote speakers.

During this Closing Conference there was a **ceremony of the 'CHARTS Award 2014' prize** for "Destination of Sustainable Cultural Tourism" and the presentation and adoption of **CHARTS Charter** on "Culture and Heritage Added Value to Regional Policies for Tourism Sustainability".

The Conference was combined with pre- and post-Conference study visits and constituted a major event for Cultural Tourism in Europe.

More information on the events, presentations and findings: <http://www.charts-interreg4c.eu/events/closing-conference/>



CHARTS Award prizes go to Catalonia, Vidzeme and Veneto



The Winners of the CHARTS Award were announced at the prize ceremony on 12 September 2014 during project Closing Conference. It is very rewarding that this contest has been so successful upon its first time. CHARTS Award recorded a number of 27 applications from various destinations in 11 countries across Europe participating to promote their achievements, results and outputs on cultural tourism with focus on local and regional context.

The contest clearly showed interest in real achievements and results of creative solutions in cultural tourism and highlighted that Cultural Tourism must be sustainable and promoted more due our present difficulties, particular in fighting unemployment and to turn resources and solutions into realities.

The Award Commission has decided that with the Award "Destination of Sustainable Cultural Tourism 2014" with the **1st prize** is to be awarded to cultural route 'Way of Saint James' in **Catalonia, Spain**, with the **2nd prize** is to be awarded to **Limbazi city in Vidzeme region, Latvia** and with the **3rd prize** is to be awarded to **Cittadella city in Veneto region, Italy** for their achievements, results and outputs in cultural tourism.

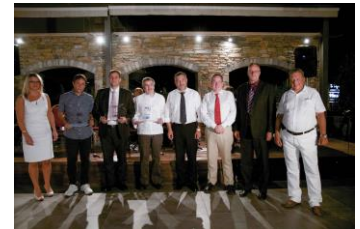
The CHARTS Award was based on a contest amongst destinations Europe-wide focused on 12 Good Practices themes of CHARTS.

The contest was launched in London, November 2013 during World Travel Market and remained open for 7 months and promoted at the tourism fairs across Europe - BaltTour 2014 in Riga, BIT 2014 in Milano, ITB 2014 in Berlin, Romanian Tourism Fair in Bucharest and other external events by project partners.

This competition is not seen as a one-off Award – European Cultural Tourism Network will take it over in the future in order to continue competition between destinations for Cultural Tourism promotion, as project legacy.

More information:

<http://www.charts-interreg4c.eu/events/charts-award-2014/>



Charter launch marked new era in cultural and heritage sustainable tourism

One of the main output of the project CHARTER is a statement of the main principles, features, findings and recommendations on good practices in order to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage.

The Project Partnership launched the Charter for 'Culture & Heritage Added-value to Regional policies for Tourism Sustainability', on 9 October 2014 in Brussels during 'Open Days - 12th European Week of Regions and Cities' with the participation of representatives from the European Commission services (DG Enterprise & Industry, Tourism & Cultural Instruments Unit), the European Economic & Social Committee, the Committee of the Regions, the European Parliament services, as well as officers from the European Institute of Cultural Routes (CERTES INTERREG IVC project, Luxembourg), the European Cyclists Federation, cultural bodies and other stakeholders.

Lubomira Hromkova, Head of Unit - Tourism and Cultural Instruments, DG Enterprise and Industry, European Commission presented developments in EU tourism matters and what they means in practice.

The **THESSALIA CHARTER** includes the established 12 good practice themes examined and documented in the CHARTS project and proposes further actions on the following themes: **Mobilizing Volunteers, Religious & Pilgrimage Tourism, Industrial Heritage Tourism, Interpretation Facilities, Intangible Heritage, Sustainable Mobility within and for Access to Destinations, Cultural and Creative Industries, Experience Economy, Digitalization and Innovation in Cultural and Sustainable Tourism.**

This **Charter** had been previously presented and discussed during the CHARTS Project Closing conference on 12th September 2014 with further clarifications and appropriate amendments, enhancements and additions.

The consultation period is open, with the final version of the Charter to be published soon, marking a new era in cultural and heritage sustainable tourism development and promotion in the EU and beyond.

The Charter launch event was organized by project partner European Cultural Tourism Network (ECTN).

More information: <http://www.charts-interreg4c.eu/events/thessalia-charter/>



**Public Consultation
on the THESSALIA CHARTER
is OPEN !**

**Visit our website and reply
to this consultation by completing
the online questionnaire!**

CHARTS presented at international and local events



European Tourism Forum 2014 Naples, Italy 30-31 October 2014

According to the work plan, Project Coordinator Mr. M.VOUGIOUKAS, Communication Manager Ms. I.TREIJA and ECTN President Mr. K.CHALEVAS

participated in the annual European Tourism Forum that focused on the synergies between culture and tourism for growth and employment with simultaneous panels and open discussions on Digitalization and Innovation in Tourism; Sustainable Mobility and Access to Destinations; Training and Education in Tourism and Actions to promote Europe as Tourist Destination. Event was held by the Italian Presidency of the Council of the European Union and was co-organised by the European Commission. Event brought together high level decision makers at ministerial and international level. Throughout the two days event CHARTS promoted its results with synergies to the agenda of EU.

More information:

http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7701



Local Conference in Vidzeme Valmiera, Latvia 5 November 2014

In order to summarize results on the activities done, outputs produced and benefits for region during spring 2012 to autumn 2014, Vidzeme Tourism

Association (VTA) held a conference for local stakeholders with media participation following 11 local meetings organised as a platform between VTA and stakeholders for exchange of experience in the framework of CHARTS.

60 regional stakeholders from Municipalities in Vidzeme, Vidzeme University of Applied Sciences and other relevant stakeholders were introduced with the main output of the project - the Implementation Plan for Culture and Heritage Actions towards Sustainable Tourism Development in North Latvia which was elaborated by VTA with the main stress of benchmark analyses of good practices from other CHARTS partner states.



World Travel Market 2014, London, UK 3-6 November 2014

For the second time, Partnership actively participated and had their own stand with Partner Greek National Tourism

Organization – GNT0 at the leading global event for the travel industry World Responsible Tourism Day, on 5th of November, London. During this event Partnership had discussions and negotiations with destinations on project results and disseminated results achieved so far, as well as established new contacts with these destinations and other relevant networks for cultural tourism promotion and development in the future.

WTM 2014 had 98,426 visitors and 51,965 delegates to the events.



Euromeeting 2014 Florence, Italy 26-27 November 2014

On behalf of CHARTS, Partner European Cultural

Tourism Network attended the XII Edition of the Euromeeting 2014 "Sustainable Tourism, Challenges and Opportunities in the 2014 - 2020 Planning Period". Event was organized by Tuscany Region in cooperation with NECSTouR dedicated to comparing the European regions with respect to sustainable tourism projects and activities, enhancing cultural heritage and promoting tourism for everyone.



INTERREG EUROPE launch event – Europe, let's cooperate! Bologna, Italy 2 – 3 December 2014

Project Coordinator Mr. M.VOUGIOUKAS and Communication Manager Ms. I.TREIJA actively participated at the Interregional cooperation

forum – launch event of the new programme INTERREG EUROPE organised by INTERREG IVC Joint Technical Secretariat. During this event achievements of the previous INTERREG IVC programme and some of the best project results were presented. Particular interest was on partner search opportunities provided, project idea generation and networking possibilities for project results capitalisation. CHARTS representatives focused on Industrial Heritage Tourism, Interpretation Facilities, Intangible Heritage Cultural and Creative Industries, as well as Digitalization and Innovation.

The event welcomed 800 participants - policymakers and practitioners from all over Europe working in any of the four selected topics under INTERREG EUROPE: research and innovation, competitiveness of SMEs, low-carbon economy, the environment and resource efficiency. The plenary sessions were web streamed and the online event was followed by over 1 000 people.

More information: www.interreg4c.eu/europecooperates/overview



From ENPI to ENI: NextMED Conference Rome, Italy 12 December 2014

Project Coordinator Mr. M.VOUGIOUKAS and Communication Manager Ms. I.TREIJA attended a new cross-border cooperation in

the Mediterranean programme ENI 2014-2020 information days, in order to capitalise CHARTS project results for sustainable tourism and cultural heritage. The event showcased the achievements of Cross-Border Cooperation in the Mediterranean region and highlighted coming challenges under the European Neighbourhood Instrument (ENI) by gathering a wide range of actors of the Euro-Mediterranean cooperation among political, EU and project representatives. Participants had an opportunity to increase their knowledge of the strategy, objectives and priorities of the new ENI CBC Med Programme. Exhibition also offered a journey through the 95 projects funded by the ENPI CBC Med 2007-2013 Programme.

Message from Cadw, Welsh Government's Historic Environment Department in UK:

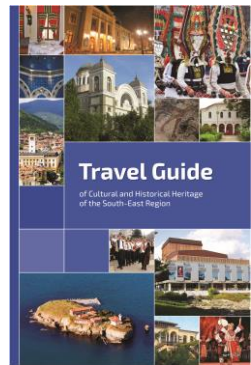


"Two years on from the Conwy workshop, when Cadw first welcomed project partners and friends to North Wales, we are taking stock of what the project has meant to us here in Wales. We have learnt so much, but one of the highlights has been the 'emotional mapping' technique brought to us from Vastra Götaland – it has guided the new interpretation approach at Wales's premier castle, Caernarfon, and more importantly during summer 2014 a number of Cadw's custodians across Wales have been trained in the process and encouraged to use the technique in their own properties and wider destinations. The Swedish approach to accessibility has also made its mark.

In turn Wales' delegates have been pleased to share information, arrange visits and give presentations on subjects as diverse as Climate Change, Access to Heritage, Sense of Place, Heritage Railways, Quality Criteria and Community Tourism.

As we near the end of the project, we have surveyed our stakeholders and partners to better understand what they have got out of Cadw's involvement and the results have been very positive - it is good to know that our input has been appreciated."

Message from Union of South-East Region Local Authorities in Bulgaria:



"The last six months of the CHARTS project turned out to be quite fruitful for the Union of South-East Region Local Authorities (USERLA) in a number of aspects.

Firstly, in terms of summarizing and outlining the basic results and output of the project for the partners, the Closing Conference in South Pelion was of great usefulness for USERLA. The event also gave a clear view of the future plans and horizons in developing future projects within the partnership.

Secondly, the basic output within the CHARTS project – A Sustainable Development Plan of Municipalities of Burgas, Sliven, Stara Zagora and Yambol in Southeastern planning region 2014 – 2024 in the field of heritage and cultural tourism was produced.

Last but not least, we succeeded to carry out an additional activity within the project directly corresponding to the CHARTS priorities – Travel Guide of and Historical Heritage of the South-East Region which promotes heritage sites, traditional local customs, museums, natural assets, leisure time activities for tourists and visitors of the four municipalities comprising the South-East Region of Bulgaria. To sum up, we define our participation in the CHARTS project as a quite important one and

vital as a prerequisite for boosting the development of culture and heritage tourism on the territory of south-east region of Bulgaria. It also paved the way for future activities connected with culture and heritage tourism promotion."

Message from Region Västra Götaland in Sweden:



"As a direct effect of the CHARTS-project - and the new insights and experiences that our partner regions have had with the Bo Bergman method of continuous quality improvements - the Region Västra Götaland Committee of Cultural Affairs has decided to increase its support within this field of action.

New resources have been made available for the stakeholders and a completely new function has been installed within the regional heritage organisation, Västärvet. This new service, targeting the cultural institutions of the region, the tourism destinations and municipalities of Västra Götaland, would not have been possible without the CHARTS project and the feedback we have gotten from our partners. This function will of course also be a national Swedish and European interregional resource for developing matters and tools for quality improvement. It's very fulfilling to already be able to see results from the

CHARTS-project locally and with the proven success and suggested improvements from Wales and other parts of Europe, our regional politicians feel encouraged to proceed along this path of methodology."

Message from Polis Chrysochous Pafos Region in Cyprus, Mayor Aggelos Georgiou:



"This project is undoubtedly very important. Through workshops we had opportunity to cover direct and personal contacts with European citizens that is important for European integration and creation of large multicultural society. Pafos, through this programme, has

gain know-how in several aspects very important for cultural tourism development and promotion. Tourism is the most important and profitable sector of economy and it is very well-known how tourism positive effects development of countries, especially for Mediterranean countries. During the present difficulties of economic crisis, Pafos found strengthening local and national economies giving the prospects and hopes to locals."

Message from Vidzeme Region in Latvia, Mayor of Ergli Municipality, Guntars Velcis:



"10 local municipalities of the region are members of the CHARTS project and have had the wonderful opportunity to learn and share experience of our culture and our heritage on the specific topics, as well as adopt the best practices of other partners locally.

This exchange will promote and protect our culture and heritage, create new opportunities for jobs in the tourism industry, improve environmental conditions, attract new visitors and involve all stakeholders and other interested parts for planning, conservation and environment protection in the regional, national and European level. The lessons learned from the CHARTS project will also allow us to better prepare for the next planning period and contribute towards Europe 2020 Strategy.

Continue to follow us



[CHARTS project](#)



[CHARTS2014](#)



[CHARTS project INTERREG IVC](#)

Let's capitalize our results together for European culture and heritage tourism !

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](#)

Newsletter 1 in English [here](#) in Catalan [here](#)
 Newsletter 2 in English [here](#)
 Newsletter 3 in English [here](#)
 Newsletter 4 in English [here](#)

Web-based Toolkits for Cultural Tourism Destinations [here](#)
 Implementation Plans [here](#)

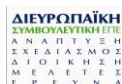
**Download and disseminate electronically
 project Newsletters and documents from our
 official website**

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

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@ymail.com
 Communication Manager Ieva Treija-Moraitis, e-mail: charts.mcu.ieva@gmail.com skype: [iev777](#)