

## SECreTour at the 17th ECTN conference for smart and sustainable tourism



The 17th annual conference of the European Cultural Tourism Network (ECTN) held in Dublin from 23 to 25 October 2024 concluded with a great success.

The conference was dedicated this year to European cooperation for smart and sustainable tourism and it was supported by the Dublin City Council-European Capital of Smart Tourism 2024.

Together with very interesting communications from projects and local innovative initiatives, several representatives from very important bodies and organizations of the European Union attended and addressed the conference including UN Tourism, European Travel Commission, ENAT (European Network for Accessible Tourism) Europa Nostra, Committee of the regions and others.

The ECTN conference provided the opportunity to bring together a wide range of stakeholders and experts from both the cultural and tourism sectors with 45 presentations from 19 countries.

There were discussions and presentations on the latest trends in the field of cultural heritage, smart and sustainable tourism, including innovation, digital transformation and the development of transnational cultural tourism products.

The European Cultural Tourism Network (ECTN) was founded in 2009, it is based in Brussels and is the only pan-European in this field.

[SECreTour](#) participated in the conference with two presentations.

One presentation was delivered by Antonella Fresa of [Promoter Srl](#), who talked about **Tourism, archives, and culture: a digitally mediated relationship between preservation and experience**. The presentation is available for [download >>>](#)

The other presentation was delivered by John Tierney of [EACHTRA](#), who talked about **Hyperlocal tourism intelligence; Ireland Historic Graves - Sustainable and Accessible**.

The participation in the conference offered a great opportunity to establish many new contacts with organisations and projects from all over Europe, in the scope of contributing to the SECreTour networking efforts.



For any inquiry about the SECreTour Network, please contact us at the following email address:

**Secretour-network@promoter.it**