Successful Workshop on cultural tourism at Euromed2024





Opening speech from the President of Blue Shield Prof. Peter G Stone, UNESCO Chair in Cultural Property Protection and Peace
The Workshop on cultural tourism, organised by the Horizon Europe SECreTour project, in collaboration with the UNESCO Chair on digital cultural heritage, took place in Limassol (Cyprus) on 3/12/2024, in the ambit of the international conference EUROMED2024.

European Projects, research centres, experts and professionals on cultural tourism got together to discuss about Cultural and Creative Tourism as a Diver for Sustainable Development.

The workshop was opened by the inspiring speech of Prof. Peter G Stone, President of the Blue Shield initiative. The presentation of Prof. Antonella Fresa of Promoter srl, partner of the SECreTour project, "Cultural tourism: bridging heritage and places, learning and
promoting sustainable practices" addressed the question of the role of cultural tourism, intended as the tool to bridge heritage and places, learning and sustainable practices (Presentation is available for download >>). The opening session concluded with the very comprehensive and interesting speech of Giuliana De Francesco, Policy Officer at the European Commission, who presented the policy framework of the EU supporting innovation in the tourism sector.

Then, 13 presentations explored the theme of cultural tourism from many different perspectives, demonstrating the richness of the research in Europe.

Three pilots of SECreTour have presented their approaches in Ireland, Switzerland and Central Slovakia.

Three sister projects, SECreTour, CULTURALITY and TOURAL met at the workshop, contributing the the clustering of their activities.

Pictures of the event:



Giuliana De Francesco, EC Policy Officer



Audience at the opening



Antonella Fresa, Network Manager of the SECreTour Project, introducing the Projects' presentations session



Manos Vougioukas, ECTN Secretary General



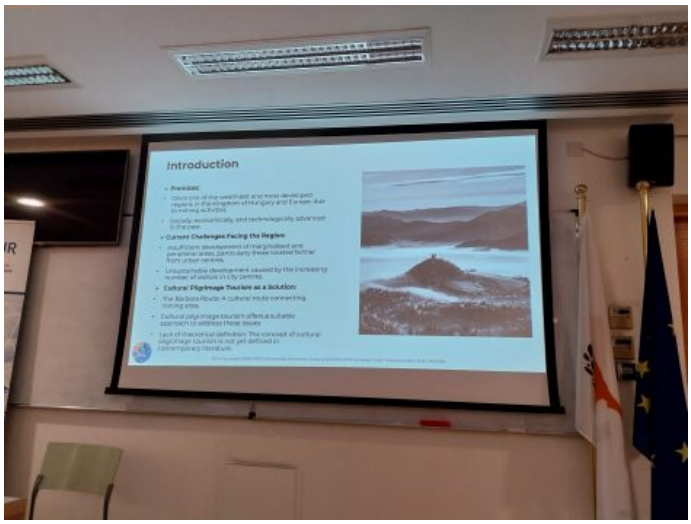
Representatives of SECreTour, CULTURALITY. TOURAL sister projects and UNESCO Chair on Digital Cultural Heritage



Video of the USI Team presenting the SECreTour pilot in Switzeland



John Tierney presenting the SECreTour pilot in Ireland



Video presentation of University Matej Bell about the SECreTour pilot in Central Slovakia

Follow SECreTour online also on the SECreTour project's website.