

Provisional Programme

Final Conference on sustainable cultural tourism
under the H2020 SmartCulTour project

Culture as Catalyst: Redefining Cultural Tourism for Sustainable Destinations

24 May 2023

Herman Teirlinckgebouw (Havenlaan 88, 1000 Brussels)

Objective: Although a variety of tourism trends post-COVID are based on more general changes in consumer behaviour, like the emphasis on health, safety, and well-being, and the rising use of digital technologies, cultural tourism continues to be one of the main motivations for travel.

In other areas, visitors increasingly seek out destinations that prioritize environmental sustainability and responsible tourism practices. Outdoor and natural attractions such as national parks, gardens, and scenic routes are expected to continue to be popular among tourists.

The trend for local and authentic experiences will also accelerate as international travel increases and visitors seek to immerse themselves in the local culture and interact with locals, learning about local traditions and sharing their own experiences.

By introducing the SmartCulTour project tools and sharing the different experiences of the Living Labs with key target audiences, the conference will explore these emerging trends and identify priorities for destinations to harness the power of culture and local values to redefine the visitor experience.



08.45	Welcome & Registration
09.15	Introduction to the day – Jan van der Borg, KU Leuven University
9.20	<p>Opening session</p> <ul style="list-style-type: none"> • Jan van der Borg, KU Leuven University • Opening statement by EP Committee on Culture and Education • Louise Haxthausen, Director, UNESCO Liaison Office with the European Union in Brussels • Kirsti Ala-Mutka, DG GROW – European Tourism Agenda 2030 and Transition Pathway to tourism – the role of cultural tourism in the European Tourism Agenda 2030 and in the Transition Pathway to tourism • Jordi Tresserras, ICOMOS España – International Council on Monuments and Sites (ICOMOS)
10.30	Coffee break
11.00	<p>Culture and tourism – An integrated approach to enrich the visitor experience As cultural tourism becomes increasingly competitive, there is likely to be a greater focus on innovation and creativity in product development and marketing. This could include the development of new cultural experiences, routes and itineraries, events and products, as well as new marketing channels such as influencer marketing and experiential marketing.</p> <ul style="list-style-type: none"> • Greg Richards, Breda University of Applied Sciences • Sneška Quaedvlieg-Mihailović, Secretary General, Europa Nostra • Fabrizio Orlando, Global Director, Industry Affairs, Trip Advisor • Matthew Rabagliati, Head of Policy, Research and Communications, UK National Commission for UNESCO • Max Dubravko Fijacko, Tourism Expert, Interpret Europe • Tamara Nikolić Đjerić, President of the Batana Ecomuseum <p>Chair and rapporteur: Peter Debrine, UNESCO</p>
12.15	Lunch



13.45

Urban cultural tourism – Business as usual and back to unsustainable overtourism? Taking stock of Summer 2022 trends – post-COVID!

- Iris Kerst, Rotterdam Living Lab manager and programme manager of the Expertise Network Sustainable Urban Tourism
- Lidija Petrić, FEBT, Split Living Lab
- Tim Fairhurst, European Tourism Association
- Daniel Basulto, TExTOUR coordinator

Chair and rapporteur: Ko Koens & Jeroen Klijs, Breda University of Applied Sciences

14.30

The future of rural cultural tourism and its potential to promote rural development

- Fernando Blasco, Huesca Living Lab and TuHuesca manager
- Polihron Karapachov, DG AGRI, European Commission
- Guillaume Corradino, EUROMONTANA
- Klaus Ehrlich, RURALTOUR

Chair and rapporteur: Alun Jones, CIHEAM Zaragoza

15.15

Interactive workshop on the SmartCulTour tools and methods to achieve Sustainable Cultural Tourism

Arts-based and design-sciences-based methods and tools for social interventions are both very useful, but different. Why should you mix these two approaches? Placemaking as an art-based method combined with service design methods like the House of Quality and the Ideation Washing Machine are introduced in this interactive workshop by using a user-case. .

Chair and rapporteur: Ella Björn, University of Lapland & Bert Smith, Breda University of Applied Sciences

16.00

Participatory decision-making approaches in cultural tourism policy-making

Participatory decision-making approaches can help ensure that cultural tourism policies and initiatives are sustainable and aligned with local priorities and values. By involving local communities and other stakeholders in the decision-making process, policymakers can better understand the social, cultural, and environmental impacts of tourism, and develop policies and initiatives that promote sustainable development.

- Tamara Nikolić Đjerić, President of the Batana Ecomuseum
- Griet Geudens, Scheldeland Living Lab Manager
- Astrid Dickinger, Modul University
- Martina De Sole – European Network of Living Labs

Chair and rapporteur: Matteo Rosati and Costanza Fidelbo, UNESCO



16.45	Coffee break
17.15	Closing Plenary Policy Round Table on the future of cultural tourism <ul style="list-style-type: none">• Manos Vougioukas, European Cultural Tourism Network• Dr. Germán Ortega Palomo, University of Málaga• Simone Moretti, Breda University of Applied Sciences• Antonia Gravagnuolo, Be.CULTOUR coordinator• Cultural Policies Unit, DG EAC (TBC)• European Parliament, Cultural Secretariat (TBC) <p>Questions and participation from audience</p> <p>Chair and rapporteur: Bart Neuts, SmartCulTour Project Coordinator</p>
18.15	Closing remarks – Bart Neuts, SmartCulTour Project Coordinator
18.30	Light networking buffet

