

**Venue: Odisee – KU Leuven, Brussels Campus
Hermes Building, Warmoesberg 43, 1000 Brussels, Belgium
Room 6306, 6th floor**

Day 1 – Academic sessions – 27 June 2023

9:00	Welcome coffee & Registration
9:30	Introduction to the day – Jan van der Borg, KU Leuven
9:45	Keynote: The creativity of cultural tourism: Innovative routes to sustainability and inclusion? – Greg Richards, Tilburg University
10:15	Session 1: Participatory approaches to cultural tourism management Chair: Antonia Gravagnuolo <ul style="list-style-type: none"> ▪ Challenges in developing sustainable tourism locally: viewpoints from the ground – Hanna Szemző ▪ How cultural tourism management initiatives come to light starting from local needs: the case of the Crespi d’Adda company town – Matteo Tabasso, Roberta De Bonis Patrignani, Serena Cecere, & Elena Bussolati ▪ Co-Creation Method for Fostering Cultural Tourism Impact - Shabnam Pasandideh, João Martins, Pedro Pereira, Alessandra Gandini, Mikel Zubiaga De La Cal, Tarmo Kalvet, Tatjana Koor, Amaia Sopenana, & Amaia Lopez de Aguilera
11:00	Coffee break
11:30	Session 2: Responsible, circular, and human-centred regional development potential Chair: Milada Šťastná <ul style="list-style-type: none"> ▪ A Framework for Responsible Tourism in Scotland’s Historic Environment: Experiences from Transforming Tourism at a Film-induced Heritage Visitor Attraction - Vanessa Glindmeier, & Gary Treacy ▪ Heritage and Territory: Tangible and Intangible Cultural Resources as Drivers of Regional Development in Croatia - Zvonimir Kuliš ▪ Stakeholder engagement processes for co-creation of strategic action plans for circular and human-centred cultural tourism in European heritage sites - Małgorzata Ćwikła, Cristina Garzillo, Martina Bosone, & Antonia Gravagnuolo

	<ul style="list-style-type: none"> ▪ Towards a Circular Cultural Tourism Impact Assessment framework for decision support in less-known and remote destinations - Ludovica La Rocca, Francesca Buglione, Eugenio Muccio, Martina Bosone, Maria Cerreta, Pasquale De Toro, & Antonia Gravagnuolo
12:30	Lunch
14:00	Keynote: Data space for cultural heritage for sustainable cultural tourism – Milena Popova, Europeana
14:30	Session 3: New data methods and digital tools Chair: João Martins <ul style="list-style-type: none"> ▪ SPOT-IT: An advanced tool for dynamic cultural tourism management and regional development - Anat Tchetchnik, Shilo Shiff, Yaron Michael, Michael Sinclair, Irit Cohen-Amit, Irit Shmuel, & Micheal Sofer ▪ The holistic, digital Cultural Heritage Documentation of the Fikardou traditional village in Cyprus - Elina Argyridou, Orestis Rizopoulos, Maria Hadjiathanasiou, Panayiota Samara, Marinos Ioannides, Eleni Nikita, Elena Karittevli, Ioannis Panayi, Marina Mateou, Iliana Koulafeti, Marios Koundouris, Drew Baker, & Kyriakos Efstathiou ▪ Identifying cultural tourists via computational text analysis and association rule mining – Bart Neuts ▪ Methodology and application of 3D visualisation in sustainable cultural tourism planning - Peter Nijkamp, Karima Kourtit, Henk Scholten, & Yneke van Iersel
15:30	Coffee break
16:00	Session 4: A future outlook to cultural tourism trends and policies Chair: Daniel Basulto <ul style="list-style-type: none"> ▪ Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective - Vasiliki Georgoula & Theano S. Terkenli ▪ Recommendations for Cultural Tourism Development - Milada Šťastná & Antonín Vaishar ▪ Cultural Heritage Management Guidelines for Sustainable Cultural Tourism Development and Promotion - Ema Makarun, Ivana Golob Mihić, & Manos Vougioukas ▪ Redefining Cultural Tourism Leadership: Innovative Approach and Tool - João Martins, Pedro Pereira, Shabnam Pasandideh, Kashyap Raiyani, Tarmo Kalvet, Mikel Zubiaga De La Cal, & Alessandra Gandini
17:00	End of day

9:00 Welcome coffee & Registration

9:30 Keynote – Ronald de Bruin (COST – European Cooperation in Science & Technology)

10:00 Session 1: Lessons learnt from six Horizon 2020 projects in the field of cultural tourism

General overview of the outcomes of the six organizing Horizon 2020 projects, identifying good practices based on the finalized and ongoing experimentations in diverse European regions

- Milada Šťastná (SPOT)
- João Martins (IMPACTOUR)
- Antonia Gravagnuolo (Be.CULTOUR)
- Daniel Basulto (TeXTOUR)
- Jose Maria Martin Civantos (INCULTUM)
- Bart Neuts (SmartCulTour)

10:30 Coffee break with demos of project results

11:00 Session 2: Panel discussion

Chair: Rodrigo Martín Galán

session on contemporary and future cultural tourism trends and policy strategies, identifying current state-of-the-art, remaining gaps of knowledge to be bridged and their integration in European policies and executive branches

- Oriol Freixa Matalonga (UNESCO)
- Iulia Niculica, (European Travel Commission)
- Manos Vougioukas (European Cultural Tourism Network)
- Graham Bell (Europa Nostra)
- Christina Sarvani (Directorate General for Research and Innovation)
- Mariachiara Esposito (Directorate General for Education and Culture)
- Eric Philippart (Directorate General for Internal Market, Industry, Entrepreneurship and SMEs)

12:30 End of day

Profiles of keynote speakers

Prof. Dr. Greg Richards (Tilburg University)



Greg Richards is Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism research and education, with previous posts in the UK and Spain. His current research interests centre on the creative use of space for cultural, social and economic development.

Milena Popova (Europeana)



Milena is Programme & Business Development Manager at Europeana Foundation. She leads a team responsible for the coordination of a wide range of projects with Europeana Foundation (EF) participation, funded under EU programmes, such as data space for cultural heritage, Horizon Europe, and Erasmus+. Her team also aims to explore and ensure new funding streams for EF through the development of new partnerships and project proposals. Before this position, she worked as Head of the Re-use services team at Europeana to increase re-use of digital cultural content in education, research and by the creative industries.

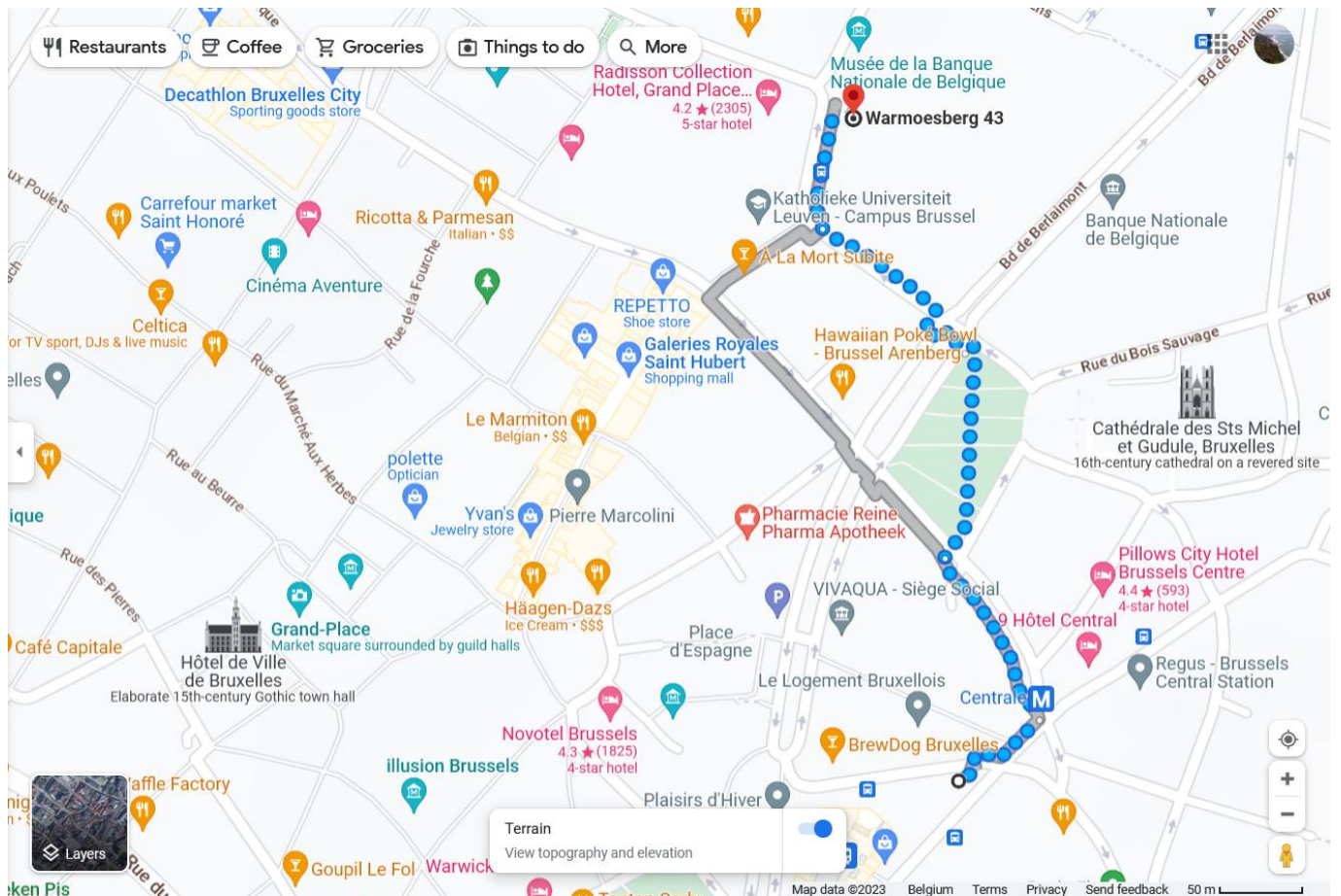
Dr. Ronald de Bruin (COST – European Cooperation in Science & Technology)



Dr. Ronald de Bruin has been Director of the COST Association since June 2016. Before joining the Association, Ronald was Director of the European Institute of Innovation and Technology (EIT) and Head of Department of the European Network and Information Security Agency (ENISA). Prior to this, he was Deputy Director of a public-private partnership platform for the Information Society in the Netherlands, with his main responsibilities including drafting the annual work programs, implementing national multi-stakeholder projects, and coordinating EU-funded projects. He further worked at a global .COM company, at KPMG, and served for three years as Policy Advisor for the Dutch national government. Dr. De Bruin has authored several books on servant-leadership, digital television, online consumer trust and computer security. He holds a PhD in Law and Computer Science, an MSc in Technology Management and a BSc in Electronic Engineering.

Conference location

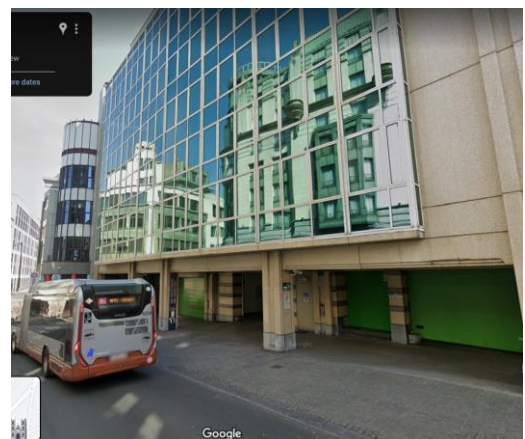
The conference will take place on the Odisee – KU Leuven Brussels campus in the Brussels Central district. The campus consists of four buildings: Hermes, Erasmus, T'Serclaes and Terranova. The conference will take place in the Hermes building, located at **Warmoesberg 43, 1000 Brussels**. The building is approximately six minutes away on foot from the Brussels Central train and metro station, and similarly about six minutes away from the Brussels City Hall and Grand Place.



Below you can find a picture of the **Hermes building**. Participants are advised to not enter via the main entrance, but to enter via the side entrance (about 50 m to the left of the main entrance). This side entrance is inconspicuously located between the entrance and exit to the underground parking garage of the building and opposite of the Radisson Collection hotel.



View on main entrance



Side entrance

Via the side entrance, participants can take an elevator that directly takes them to **room 6306, on the 6th floor** where all sessions will be held. Registration and coffee breaks will be provided in the Foyer adjacent to the room.

For more information on the “**International Conference on Cultural Tourism Advances**” please go to the conference webpage: <https://ees.kuleuven.be/en/culturaltourismconference>

Main organizer:

KU LEUVEN

The Conference will be organized in collaboration with the European Research Executive Agency and:



All six projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreements No. 870747, 870708, 870644, 101004687, 101004552 and 101004627.