

Schedule Tuesday 3rd December 2024

Workshop 2: Cultural & Creative Tourism as a Driver for Sustainable Development

Tuesday 3rd December: 2024 09:30-17:00

Cultural Heritage has always been a net attractor for tourists from ancient times (Pausanias' Description of Greece 2nd century AD) through to the medieval pilgrimages (*Codex Calixtinus: Iter pro peregrinis ad Compostellam – Pilgrim's Guide to Santiago de Compostela* 12th century AD) and from the "Grand Tour" of the 17th and 19th centuries to modern bucket list destination package deals. Figures for EU tourism in 2019 placed the value of the whole EU tourist market sector at approximately €572 billion, and that 40% of all destination selections are based on cultural offerings.

Tourism can significantly contribute to local economies, bring investment and infrastructure developments into regions and support employment. As a tool to revitalise marginalised or underdeveloped regions and promotion of cultural tourism can bring significant benefits to communities, but this is not without risk or consequences. Notably since the anthropause of the global pandemic, there has been a global backlash to tourism from local residents with high profile destinations like Venice, Italy, Mount Fuji, Japan and The Canary Islands, Spain, rethinking tourist activities and access.

This workshop will consider the role that Digital Cultural Heritage can play in supporting informed, responsible and sustainable Cultural Tourism from both sides the service provider and the consumer tourist.



Antonella Fresa

Workshop Organiser

Horizon Europe SECReTOUR Project, Italy
Director of Design & General Manager, Promoter srl, Italy

In cooperation with

- The UNESCO Chair on Digital Cultural Heritage

Workshop
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09:30-17:45



Time	Paper Title & Speaker
08:30-09:00	Registration
09:00-09:30	Saving Cultural Property in Armed Conflict: The Work of The Blue Shield <i>Peter Stone, UNESCO Chair in Cultural Property Protection & Peace at Newcastle University, Blue Shield International, The United Kingdom</i>
09:30-09:50	Cultural Tourism: Bridging Heritage & Places, Learning & Promoting Sustainable Practices <i>Antonella Fresa, Promoter srl, Italy</i>
09:50-10:30	TBC <i>Giuliana De Francesco, Policy Officer, European Commission, DG Research & Innovation, Belgium</i>
10:30-11:00	Coffee Break (30 minutes)
11:00-11:15	A Charter for Sustainable Cultural Tourism: Co-creation of the Updated Edition

	<i>Manos Vougioukas, The European Cultural Tourism Network (ECTN), Belgium</i>
11:15-11:30	Tourism as a New Market in the Data Space for Cultural Heritage <i>Jolan Wuyts, Europeana Foundation, The Netherlands</i>
11:30-11:45	Preserving the Past, Shaping the Future: Cultural Heritage Tourism in Malta <i>Tony Cassar, Heritage Malta, Malta</i>
11:45-12:00	Building an Enhanced Visitor Experience Through Cultural Memory: eFikardou <i>Elena Karittevli, Cyprus University of Technology, Cyprus</i>
12:00-12:15	3D Big Data for Digitally Enhanced Cultural Tourism <i>Sander Münster, Time Machine, Austria</i>
12:15-13:00	All participants: Discussion & Brain Storming Session <i>Rapporteur: Carolina Islas Sedano, University of Turku, Finland</i>
13:00-14:00	Lunch Break (60 minutes)
14:00-14:15	Participative Interpretation using Interactive Digital Storytelling <i>Jonathan Barbara, Saint Martin's Institute of Higher Education, Malta</i>
14:15-14:30	The Evolving Concept of Authenticity in Heritage and Cultural Tourism <i>Anna Vichnevetskaia, Xi'an Jiaotong-Liverpool University, China</i>
14:30-14:45	Every Contact Leaves a Trace: QR Codes & Bottom-up Tourism Intelligence- The Historic Graves Case Study <i>John Tierney, Eachtra Archaeological Projects, Ireland</i>
14:45-15:00	Interested or Just Curious? Irish Graveyards: From Community-led Heritage Projects to Community-led Tourism Experiences <i>Maurizio Toscano, Eachtra Archaeological Projects, Ireland</i>
15:00-15:15	Llar Trad Fest: Enhancing Audience Connection with AI-Driven Sentiment Analysis in Music Festivals <i>Marta Fernandez Vilar, University of Oviedo, Spain</i>
15:15-15:30	Public Renaissance: Location-based Interpretation of Early Modern Urban Space <i>Fabrizio Nevola, University of Exeter, The United Kingdom</i>
15:30-16:00	Coffee Break (30 minutes)
16:00-16:15	Communicating (Digitally) the Natural & Cultural Heritage of Monte San Giorgio (Switzerland) <i>Lorenzo Cantoni, UNESCO Chair in ICT to develop & promote sustainable tourism in World Heritage Sites at the USI, Switzerland</i>
16:15-16:30	Crafting Landscapes <i>Sharon Pisani, University of St Andrews, The United Kingdom</i>
16:30-16:45	Be-Cultour Project: A Co-creation Experience on Circular & Sustainable Tourism in Algarve Portugal <i>Daniela Toledano, University of Algarve, Portugal</i>
16:45-17:00	Barbora Route: Cultural Pilgrimage Tourism as a Catalyst for Sustainable Development in Central Slovakia <i>Darina Rojíková, Matej Bel University in Banská Bystrica, Slovakia</i>
17:00-17:15	Multidimensional Approach Fostering Sustainable Tourism Growth in Rural & Remote Regions <i>Evdoxia Eirini Lithoxidou, Centre for Research and Technology Hellas, Greece</i>
17:15-17:45	All participants: Discussion & Brain Storming Session <i>Rapporteur: TBC.</i>
17:45-18:00	Closing Comments