

“Developing excellent cultural destinations”

IV EUROPEAN CULTURAL TOURISM NETWORK CONFERENCE

Barcelona (Catalonia, Spain)
November , 22 & 23, 2007

Organised by

European Cultural Tourism Network
Generalitat de Catalunya
Universitat de Barcelona

With the collaboration of

Fundació Caixa de Catalunya
IBERTUR

Definition:

During the last ECTN meeting in Brussels the net has decided to organize the IV ECTN Conference in Barcelona on November 22 and 23, 2007. *“Developing excellent cultural destinations”* will be the central topic of this conference.

This event will be hosted by the Catalonian National Government (Generalitat de Catalunya) and the University of Barcelona in collaboration with the members of ECTN and Fundació Caixa de Catalunya.

Goals

- Exchange experiences on the development of European Cultural Tourism
- Learn about the management of cultural tourism destinations in Europe
- To develop a project to pilot a cultural tourism destination management model, which can be submitted for European Funding.

Activities

Day	Place	Time	Activity	Subject	Format	Speaker
22/11/07	Aula Magna - Faculty of Geography and History – Universitat de Barcelona	9:00- 11:30 h	Registration & installation of posters at the exhibition area			
		10:00 – 11:30 h	General Assembly	Annual meeting	Meeting	Members of the Net Session coordinated by - Nigel Adams & John Winton (Directive Board, European Cultural Tourism Network, Wales, UK)
		11:30 – 12:00 h	Coffee break			
		12:00 – 12.30 h	Opening			- Nigel Adams (Directive Board, European Cultural Tourism Network, Wales, UK) - Àlex Susana (Director, Fundació Caixa de Catalunya, Catalonia, Spain) - Josep Huguet (Minister of Innovation, Universities and Enterprise, Generalitat de Catalunya, Catalonia, Spain)* - M ^a Àngeles del Rincón (Dean, Faculty of Geography and History, Universitat de Barcelona, Catalonia, Spain)
		12:30 – 13.00 h	Session I	Cultural tourism in Europe	Keynote speech	-Lena Mossberg (Goteborg University, Sweden)
		13:00 – 15.00 h	Lunch			
		15.00 – 15.30 h	Session II	Overview of market trends in cultural tourism	Keynote speech	- Greg Richards (ATLAS Cultural Tourism Research Group, Catalonia, Spain)
		15.30 – 16.00 h	Session III	Cultural destination management	Keynote speech	-Michael Day (Royal Palaces in Britain, England, UK)
			Coffee break			
		16.30 – 19.00 h	Session IV	Innovative experiences in Cultural Tourism in European Regions	Round table	- Miranda Bird (Cornwall Arts Marketing, England, UK) - Cornwall Arts 'Region of Culture' and how the community see the culture of Cornwall - Alessia Mariotti (Alma Mater Studiorum - Università di Bologna, Emilia-Romagna, Italy). Innovation in cultural tourism in Emilia-Romagna. - Jaume Font (DG Tourism, Generalitat de Catalunya, Catalonia, Spain) – Innovation experiences for cultural tourism development in Catalonia Moderator: Jordi Tresserras (Universitat de Barcelona, Catalonia, Spain)
		19.00 h	Session V	Presentation of Poster Session	Poster Session	
	21:00 h	Gala Dinner				

23/11/07	<p>Group 1 – Sala Entresòl - Fundació Caixa de Catalunya – La Pedrera (World Heritage Site)</p> <p>Group 2 – Aula Magna - Faculty of Geography & History</p> <p>Group 3 – Sala de Juntes - Fundació Caixa de Catalunya – La Pedrera (World Heritage Site)</p>	9:00-11:00 h	Session I	<p>Lesson Learned: Case of good practices in Cultural Tourism</p> <p>Group 1 - Management of cultural tourism destinations</p> <p>Group 2 – Cultural Tourism Policies</p> <p>Group 3 – Research in Cultural Tourism</p>	<p>Short presentation of experiences (10')</p> <p>8 experiences presented in each group by members of the net and associates</p>	<p>- Moderators Group 1 – Enric González Milà (DG Tourism, Generalitat de Catalunya, Catalonia, Spain) + Annette Cole (South West Tourism, England, UK)</p> <p>-Moderators Group 2 – Lluís Bonet (Universitat de Barcelona, Catalonia, Spain)+ Tomas Olsson (Cultural Affairs Directorate, Region Vastra Gotaland, Sweden)</p> <p>-Moderators Group 3 – Marien André (Observatori de Turisme - Generalitat de Catalunya, Catalonia, Spain) + Joan Carles Matamala (Fundació Bosch Gimpera – Universitat de Barcelona, Catalonia, Spain)</p>
		11:00 – 11.30 h	Coffee break			
	<p>Group 1 – Sala Entresòl - Fundació Caixa de Catalunya – La Pedrera (World Heritage Site)</p> <p>Group 2 – Aula Magna - Faculty of Geography & History</p> <p>Group 3 – Sala de Juntes - Fundació Caixa de Catalunya – La Pedrera (World Heritage Site)</p>	11:30 - 13:30 h	Session II	<p>Workshops for future projects</p> <p>Group 1 - Develop a project to pilot a model for the management of cultural tourism destinations</p> <p>Group 2 – Cultural tourism as a stimulus to the cultural and creative industries</p> <p>Group 3 – Indicators to analyze cultural itineraries or routes</p>	Workshops	<p>- Moderators Group 1 – Josefina Díez (DG Tourism, Generalitat de Catalunya, Catalonia, Spain) + Annette Cole (South West Tourism, England, UK)</p> <p>-Moderators Group 2 – Lluís Bonet (Universitat de Barcelona, Catalonia, Spain)+ Tomas Olsson (Cultural Affairs Directorate, Region Vastra Gotaland, Sweden)</p> <p>-Moderators Group 3 – Marien André (Observatori de Turisme - Generalitat de Catalunya, Catalonia, Spain) + Joan Carles Matamala (Fundació Bosch Gimpera – Universitat de Barcelona, Catalonia, Spain)</p>
		13:30 – 15.30 h	Lunch			
MACBA		15.30 – 17:30 h	Session III	The role of International and European institutions in the development of cultural tourism.	Round table	<p>- Marien André, (Observatori de Turisme - Generalitat de Catalunya, Catalonia, Spain)</p> <p>- Antonio Barone (Rotta dei Fenici / European Institute of Cultural Itineraires – Council of Europe, Sicily, Italy)</p> <p>- Bernard Morucci (UNESCO Chair “Culture, tourism and development + UNITWIN Network” / World Heritage Centre, UNESCO, Paris, Ile-deFrance, France)</p> <p>- Octavi de la Varga (Arc Llatí, Diputació de Barcelona, Catalonia, Spain)*</p> <p>- Moderator: John Winton (Executive Board, European Cultural Tourism Network , Wales, UK)</p>

			Coffee break			
	MACBA	18.00	Session IV	An analyse of UNESCO report on 'Tourism, Culture and Sustainable Development'	Keynote speech	- David Picard (Centre for Tourism and Cultural Change, Leeds Metropolitan University, England, UK)
	MACBA	19:00 h	Session V	Workshop conclusions		
	MACBA	19:30 h	Session VI	General Conclusions & Closure		- John Winton (Executive Board, European Cultural Tourism Network, Wales, UK) - Àlex Susana (Director, Fundació Caixa de Catalunya, Catalonia, Spain) - Joan Carles Vilalta, Managing Director of Tourism, Generalitat de Catalunya, Catalonia, Spain)* - Xavier Roigé (Vice Dean, , Faculty of Geography and History, Universitat de Barcelona, Catalonia, Spain)
	MACBA	20:00 h	Cocktail			
24/11/07			City Tour	Barcelona Tarragona	Optional Tours	1.Barcelona – Boqueria Market & Gastronomy Tour 2. Barcelona – Gaudi & Modernist Tour - UNESCO World Heritage 3. Tarragona – Roman City – UNESCO World Heritage

Audience

- Members of the ECTN
- Professionals in Arts, Museums & Heritage Management
- Professionals and Researchers in Cultural Tourism
- Audience expected: 120
- Simultaneous translation to Catalan, English & Spanish

* To confirm

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REGISTRATION

Please return by e-mail or regular mail with a copy of the payment of your registration by bank transfer

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Personal information

Last Name: _____

Given name: _____

NIF: _____

Institution: _____

Address : _____

Post Code: _____ Place: _____

Region: _____ Country:: _____

Work telephone: _____

Mobile phone : _____

Fax: _____ E-mail : _____

Short presentation of experiences (10')

Poster
Case-Studies

- Short presentation of experiences (10') for the Session « Lesson learned : Case of good practices in Cultural Tourism »
- Poster. We will have an exhibition area at the Faculty of Geography and History for posters, rollers and displays with information about destinations, studies or projects.
- Case-studies. If you are interested in to present a short case-study on the subject of this conference to be published in the acts it will be wellcomed.

All these contributions could be published in the acts of this IV ECTN Conference Book.

Title

Author (s)

Abstract

Keywords

References

Registration fees

- OPTION A - 180 euros –Registration for ECTN members(conference registration, documentation, 2 lunches, coffee breaks, cocktail, visits)
- OPTION B - 200 euros – Registration for non-ECTN members (conference registration, documentation, 2 lunches, coffee breaks, cocktail, visits)
- 50 euros – Gala dinner 22 November

FREE VISITS – Saturday 24th November

BARCELONA Gourmet. MOORNING

BARCELONA World Heritage Sites: Gaudi and Modernist architects. MOORNING

TARRAGONA Word Heritage City based on archaeological sites from Roman period. ALL DAY

SPECIFIC FOOD DETAILS

Halal Kosher Celiac Vegetarian

TOTAL _____ EUROS

Send te total amount by bank transfer to:

Beneficiary: IBERTUR

Bank: IBAN ES89-2100-3138-3622-0011-2748

Swift: CAIXESBBXXX

I will need an official receipt of the payment

Tourist information

For practical and tourist information about Barcelona, you can visit:

www.barcelonaturisme.es

www.gencat.net/turistex_nou

**GRÀCIES!
THANK YOU!**

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