

# “Developing excellent cultural destinations”

## IV EUROPEAN CULTURAL TOURISM NETWORK CONFERENCE

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

Organised by



Generalitat de Catalunya  
**Departament d'Innovació,  
Universitats i Empresa**



With the collaboration of



### 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 Catalan 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			
		9:30 – 11:00 h	General Assembly (only for members of ECTN)	Annual meeting	Meeting	Members of the Net Session coordinated by - Nigel Adams & John Winton (Directive Board, European Cultural Tourism Network, Wales, UK)
		11:00 – 11:30 h	Coffee break			
		11:30 – 12.00 h	Opening			- Nigel Adams (Directive Board, European Cultural Tourism Network, Wales, UK)  - Joan Carles Vilalta (General Director of Tourism, Ministry of Innovation, Universities and Enterprise, Generalitat de Catalunya, Catalonia, Spain)  - M <sup>a</sup> Àngeles del Rincón (Dean, Faculty of Geography and History, Universitat de Barcelona, Catalonia, Spain)  - Àlex Susanna (Director, Fundació Caixa de Catalunya, Catalonia, Spain)
	12:00 – 13.00 h	Session I	Overview of market trends in cultural tourism	Keynote speech	- Greg Richards (ATLAS Cultural Tourism Research Group, Catalonia, Spain)	
	13.00 – 15.00 h	Lunch				
	15.00 – 16.00 h	Session II	Cultural destination management	Keynote speech	-Michael Day (Royal Palaces in Britain, England, UK)	
	16.00 – 16.30 h	Coffee break				
	16.30 – 18.30 h	Session III	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)	
	18.30 – 19.00h	Session IV	Cultural Tourism a politician's perspective		- Rhodri Glyn Thomas AM, the Minister for Heritage, Welsh Assembly Government (Wales, UK)	
	Cova del Drac Pl.Adrià – Vallmajor,33 Barcelona	21:00 h	Cocktail			

23/11/07	Aula Magna - Faculty of Geography and History – Universitat de Barcelona	9:00-10:30 h	Session I	Management of cultural tourism destinations	Workshop	- Moderators – Blanca Cros (Turisme de Catalunya, Catalonia, Spain) + Annette Cole (South West Tourism, England, UK)
	Montalegre,6 Barcelona	10:30 – 11:00 h	Coffee break			
		10:30 – 12.00 h	Session II	Cultural Tourism Policies Group 3 –	Workshop	-Moderators – Lluís Bonet (Universitat de Barcelona, Catalonia, Spain)+ Tomas Olsson (Cultural Affairs Directorate, Region Vastra Gotaland, Sweden)
		12:00 - 13:30 h	Session III	Research in Cultural Tourism	Workshop	-Moderators – Marien André (Observatori de Turisme - Generalitat de Catalunya, Catalonia, Spain) + Joan Carles Matamala (Fundació Bosch Gimpera – Universitat de Barcelona, Catalonia, Spain)
		13:30 – 15.30 h	Lunch			
	MACBA Museum of Contemporaneous Art – Barcelona Montalegre, 11 Barcelona	15.30 – 17:30 h	Session III	The role of International and European institutions in the development of cultural tourism.	Round table	- Marien André, (Observatori de Turisme - Generalitat de Catalunya, Catalonia, Spain)  - Antonio Barone (Rotta dei Fenici / European Institute of Cultural Itinéraires – Council of Europe, Sicily, Italy )  - Monica Lacarrieu (Universidad de Buenos Aires / IBERTUR Network “Heritage, tourism and Sustainable Development”)  - Jordi Tresserras (Universitat de Barcelona / UNESCO Chair “Culture, tourism and development + UNITWIN Network”)  - Octavi de la Varga (Arc Llatí, Diputació de Barcelona, Catalonia, Spain)*  - Moderator: John Winton (Executive Board, European Cultural Tourism Network , Wales, UK)
			Coffee break			
		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)
		19:00 h	Session V	General Conclusions & Closure		- John Winton (Executive Board, European Cultural Tourism Network, Wales, UK)  - Jaume Font, Sub-director of Tourism, Generalitat de Catalunya, Catalonia, Spain)  - Xavier Roigé (Vice Dean, , Faculty of Geography and History, Universitat de Barcelona, Catalonia, Spain)
24/11/07			Art Ticket	Barcelona	Visit to Barcelona Art Museums	Free visit to Art Ticket Museums Network
			City Tour	Barcelona	Optional Tours	1.Barcelona – Boqueria Market & Gastronomy Tour 2. Barcelona – Gaudi & Modernist Tour - 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