

Issue 1, July 2004

## Background/about the network.

The European Cultural Tourism Network (ECTN) is being established to provide a link between the cultural and tourism sectors across Europe.

The main objectives are:

- To enable the exchange of experience and best practice.
- To enable the sharing of research.
- To facilitate transitional working.
- To ensure increased co-operation and integration between the tourism and cultural sectors.
- To develop common positions to EU consultations.
- To link with other networks.

For more information about the network, contact:

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## European Cultural Tourism Network Seminar Barcelona, Catalunya, 23-25th August 2004



Organised by Fundació Interarts, Barcelona  
With the support of Turisme de Catalunya

<http://interarts.net>

[http://www.gencat.net/turistex\\_nou/](http://www.gencat.net/turistex_nou/)

The aim of the first seminar of the European Cultural Tourism Network will be to focus on a range of relevant issues in cultural tourism development, management and marketing, using Catalunya as a practical case study. The seminar will be held during the Forum Barcelona 2004, offering delegates a chance to experience this event as first hand, and to gather wider perspectives on cultural development, cultural management and cultural rights.

The seminar will also feature specific presentations on issues of relevance in Catalunya, including the development of religious heritage and the emergence of creative tourism, both of which offer alternatives to the traditional sun and sand product. Delegates will have the chance to experience the cultural tourism product of Catalunya at first hand during the excursion to Girona, a major historic city with extensive Jewish heritage. Workshops will give members of the network the opportunity to



### Workshop speakers will include

Mr Francesco Ianniello, newly appointed Head of the European Commission's Tourism Unit providing an update of work of the Tourism Unit and results of recent Networking study  
EUFED Executive Committee Member and Managing Director of the Spanish Youth Hostel Association (REAJ),  
Nuria Lledó Tarradell will talk on the theme of Youth Hostelling for Humanity and Tolerance, Peace and International Understanding <http://www.eufed.org>.  
Churches Tourism Network Wales, John Winton, exploring Alternative use for Religious heritage <http://www.ctnw.fsnet.co.uk/>

Register [here](#)

### Regional Open Days 28-30 September 2004

The ECTN will be meeting at the Aosta Region Brussels Office during the regional open days, to discuss funding and transnational projects.

Input of interest in joint/transnational project opportunities is invited from all member regions, all members were invited to do the same. Please contact [julie.russell@tourism.wales.gov.uk](mailto:julie.russell@tourism.wales.gov.uk) with area of interest and potential speaker from your region.

Information about the regional open days is available at:

[http://europa.eu.int/comm/regional\\_policy/opensdays/](http://europa.eu.int/comm/regional_policy/opensdays/)

### Tourism Seminar at House of Netherlands Provinces November 2004

The Dutch Regions have invited ECTN members to contribute to presentations at a tourism seminar, during the first week of November 2004.

Please advise Annelies Bakker ([annelies.bakker@skynet.be](mailto:annelies.bakker@skynet.be)) of interest and potential presentation topics at Tourism Seminar



**European Cultural Tourism Network Seminar  
Barcelona, Catalunya 23-25 August 2004**

**Organised by Fundació Interarts, Barcelona, with the support of Turisme de Catalunya**

**interarts**



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The working language of the programme will be English.

### **Programme**

Monday 23 August 2004

**14.00 Welcome buffet at Fundació Interarts**

**16.00 Plenary session: Developing cooperation between the tourism and cultural sectors**

The initial session will concentrate on issues of networking, with a particular focus on practical case studies from Catalunya.

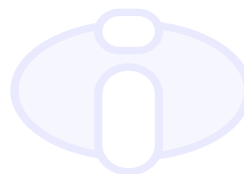
Welcome and introductions

Ignasi de Delas, Director, Turisme de Catalunya  
Ramon Cosialls, Director, Interarts

Case study: Ibertur Network

Case Study: Jewish Heritage in Catalunya

Emerging Issues: Creative Tourism



Tuesday 24 August 2004

**AM**

Excursion to Girona  
City visit, including members of the network Girona Museums and presentations of the individual museums and the network.

Meeting with local tourism representatives.

**Lunch**

**PM**

16:00 Plenary session

Welcome from ECTN, brief introduction & network raison d'etre Nigel Adams, Wales Tourist Board

Presentation from Francesco Ianniello, Head of the Tourism Unit, DG Enterprise, European Commission

17:00 Case study presentations: parallel workshops

Workshop A

Myles Pepper  
Artswave Wales

*Cultural Tourism:  
developing culture as an  
industry*

Workshop B

Julie Russell

*World Heritage  
Sites*

John Winton  
Churches Tourism  
Network Wales

*Alternative use for religious  
heritage*

Malcolm Cooper

*Cultural Tourism  
in Okinawa*

European Network  
Project: Welsh  
Language Board

*Cultural Tourism and  
languages*

Nuria Lledo Taradell  
EUFED

*Tourism and  
cultural  
understanding*

18.00 Break

Case study presentations (2)

Workshop A

Nigel Adams, Wales  
Tourist Board

*The market for cultural  
tourism*

Workshop B

ATLAS/Interarts

*European Cultural Tourism  
Research*

Stephanie Wait,  
Wales Tourist Board

*Fundraising and  
transnational projects*

19.30 Plenary session, discussion of outcomes from workshops

**20.00 'Doors of Remembrance' tour in the old Jewish Quarter**

**22.00 Dinner**

Wednesday 25 August 2004

**Barcelona Forum 2004**

A seminar in the context of the *Congress on Cultural Rights and Human Development*, organised by the Spanish Agency for International Co-operation (AECI), Interarts Foundation and UNESCO.

**AM Plenary Session**

In the morning, we will join the main congress session to gain an impression of some of the main issues in cultural development from those actively engaged in different parts of the world.

**10:00-12.30**

**Culture and Development. Voices from the field**

- Masayuki Sasaki, University of Osaka , Japan
- Lupwishi Mbuyamba, Observatory of Cultural Policies in Africa, Mozambique
- Carlos Felipe Ximenes Belo, Nobel Laureate, Timor
- Johan Galtung, Transcend: A peace and Development Network, Norway
- Sydney Bartley, Ministry of Culture, Jamaica
- Professor Amareswar Galla, The Australian National University & Asia Pacific Observatory for Culture in Development

**12.30 Lunch break** – delegates can chose from the wide range of catering options at the Forum

**14.30 Workshop**

*Cultural rights, tourism and human development indicators*

Culture is increasingly becoming not just a tool for human development but also a source of economic development. The growth of cultural tourism has placed many elements of tangible and intangible heritage at the service of the global tourism industry, which in turn has stimulated economic growth in many regions. As local culture becomes something to be 'consumed' by tourists, this raises important questions about the relationships of the tourists as consumers and the local people as producers of cultural experiences. In analysing tourism, the emphasis is usually placed on the tourists' right to travel and to have access to cultural sites and manifestations in the places they visit. But what about the cultural rights of the local people? Do they also have the right to enjoy their own culture without competition for scarce cultural resources from visitors? At what point does cultural tourism begin to detract from the cultural richness and vitality of the places visited by tourists? How can we develop indicators that will allow us to make decisions about these issues?

These issues will be debated by an international audience representing the cultural and tourism sectors, policy makers, researchers and representatives of civil society. The invited speakers are:

**Dr Greg Richards**, Research Fellow at the Interarts Foundation, and leader of the ATLAS Cultural Tourism Research Programme.

**Professor Michael Hall**, Otago University, New Zealand, international expert on tourism, culture and heritage.

The discussion will be facilitated by an analysis of the context of culture and tourism consumption, which will be circulated in advance of the event.

**After the discussion, a concluding session will be held for the ECTN delegates**

## Who is the seminar aimed at?

The issues to be discussed in the seminar will be of particular relevance to those involved in the development of cultural tourism products, particularly those in public administrations, and the managers of cultural attractions.

## Seminar Fee

The cost of the seminar, including coffee breaks, lunches on Monday and Tuesday, dinner on Tuesday, entry to Forum Barcelona 2004 and the excursion will be €130. Delegates will need to pay for their own accommodation, other meals and transport to Barcelona.

## Accommodation

Please use the attached hotel booking form if you want us to reserve hotel accommodation for you. We can arrange accommodation at the following hotels:

<b>4 star</b>	single	double	breakfast
Hotel Vinicci Maritimo (Forum Zone)	€99	€99	€11 per person
Hotel Duques de Bergara (Placa Catalunya)	€116	€116	Breakfast included
Hotel Neri (Barri Gotic)	€150	€150	€15 per person
<b>3 star</b>	single	double	breakfast
Hotel Condado (Aribau/Diagonal)	€70	€70	€10,50 per person
Hotel Actual (Pg de Gracia/Rossello)	€108	€119	€10 per person

(All the prices are exclusive of 7% VAT)

## Registration

The number of places at the seminar will be limited in order to guarantee optimum conditions for discussion and small group interaction.

If you wish to attend the seminar, please complete the attached registration form. This should be returned to Interarts at the address below as soon as possible.

Payment of the fee should be made by bank transfer to Interarts before 14 August 2004.

Please send your payment to:

Bank: La Caixa  
Agency no: 3460  
Address: Pau Claris 162, 08037 Barcelona  
Account number: 2100 3460 16 2200083646  
IBAN (for international transfers) ES792 2100  
3460 16 2200083646  
SWIFT Code: CAIX ES BB

Please quote payment reference: ECTN meeting

# European Cultural Tourism Network Seminar Barcelona, Catalunya, 23-25th August 2004

## Registration Form

Name, surname :

\_\_\_\_\_

Organisation :

\_\_\_\_\_

Function :

\_\_\_\_\_

Address :

\_\_\_\_\_

Email : \_\_\_\_\_ Telephone : \_\_\_\_\_

Fax : \_\_\_\_\_

Date of Birth : \_\_\_\_\_ Place of Birth : \_\_\_\_\_

Nationality : \_\_\_\_\_

Passport/identity card number :

\_\_\_\_\_

*(Please note that you must provide all the above details in order to obtain admission to the Forum site)*

I confirm that I am aware of the conditions of registration and I accept responsibility for payment of the meeting fee.

Date : \_\_\_\_\_

Signature : \_\_\_\_\_

### Conditions

Full payment of the meeting fee should be made to Interarts before August 14th 2004. After this date any unpaid registrations will be canceled. In case of cancellation by the delegate, no refunds will be made, but an alternative delegate may named.

**Please send this form to Interarts - fax no 00 - 34 - 93 - 487 - 2644  
Email [interarts@interarts.net](mailto:interarts@interarts.net)**

# ECTN Meeting: Accommodation booking form

If you want hotel accommodation to be booked for you, please complete the information below. Rooms will be available to ECTN delegates at the price quoted until 7th August. After this date we will be unable to arrange accommodation for you. All bookings are subject to availability. Delegates will be responsible for their own accommodation costs, and a credit card will be required to secure the booking.

Name, surname :

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Organisation :

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Function :

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Address :

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Email : \_\_\_\_\_ Telephone : \_\_\_\_\_

Fax : \_\_\_\_\_

Please book the following hotel accommodation :

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Date of arrival : \_\_\_\_\_ Approximate time of arrival : \_\_\_\_\_

Date of departure : \_\_\_\_\_ No. Of nights : \_\_\_\_\_

Accommodation preference :

## 4 Star

Hotel Vinicci Maritimo	(forum zone)	<input type="checkbox"/>
Hotel Duques de Bergara	(Placa Catalunya)	<input type="checkbox"/>
Hotel Neri	(Barri Gotic)	<input type="checkbox"/>

## 3 Star

Hotel Condado	(Aribau/Diagonal)	<input type="checkbox"/>
Hotel Actual	(Pg de Gracia/Rossello)	<input type="checkbox"/>

Single room       **Double room**

Please reserve the accommodation indicated above against the following credit card:

Type of card (Visa, Euro or Mastercard) : \_\_\_\_\_

Card no. : \_\_\_\_\_

Expiry date : \_\_\_\_\_

*All rooms booked will be charged for if not cancelled at least 72 hours before the arrival date*

Date : \_\_\_\_\_ Signature : \_\_\_\_\_

**Please send this form to Interarts - fax no 00 - 34 - 93 - 487 - 2644  
Email [interarts@interarts.net](mailto:interarts@interarts.net)**