



Sveučilište u Rijeci
University of Rijeka



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
GRADIŠĆA, CROATIA



MUZEJ GRADA RIJEKE



15th International Conference for Cultural Tourism in Europe

Relaunching European Tourism through Cultural Heritage & Digitalisation

19 – 22 October 2022 | Krk / Rijeka - Croatia



Krk Town Hall, Croatia

PROGRAMME

Day 1 – Wednesday, 19th October 2022

17:30 Registration

18:00 – 19:30 **Opening Ceremony**

Moderator: Manos Vougioukas, ECTN Secretary-General

- ECTN video clip (3')
- **Welcome address by the ECTN President, Mr Nasos Hadjigeorgiou - Executive Manager, Pafos Regional Board of Tourism, Cyprus**
- **Opening address by the Mayor of Krk, Mr Darijo Vasilić, Croatia**
- **Address by University of Rijeka, Faculty of Tourism and Hospitality Management, Prof. Zrinka Zadel, Head of Tourism Department, Croatia**
- **Address by European Association of Archaeologists, Prof. Hrvoje Potrebica, EAA Vice-President**
- **Address by Interpret Europe, Ms Helena Vičić, Managing Director, European Association for Heritage Interpretation**
- **Keynote Address: "The importance of Cultural Heritage in Relaunching Sustainable Tourism", Mr Piet Jaspaert, Vice-President of Europa Nostra, ECTN Honorary member, Belgium**
- **Address by representatives of the European Commission DG EAC and DG GROW (invited)**
- **Address by Krk Tourist Board and Krk island Tourist Board**

20:00 – 22:00 **Cocktail Reception at Maritim Hotel**
By Invitation

Day 2 – Thursday, 20th October 2022

Parallel Sessions: Trends, case studies, best practices, methods, concepts, results

09:00 Registration

Main Hall

Meeting Room

Volsonis

09:30 **SESSION 1**

IMPACTOUR Horizon 2020 Project	Cooperation between museums and heritage sites	Medieval Heritage and Archaeology
<p>IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas</p> <p>“Advanced innovative Cultural Tourism tools for Europe’s economic Recovery”</p> <p>Presenters:</p> <p>João Martins, IMPACTOUR Project Co-ordinator; lead partner, Instituto de Desenvolvimento de Novas Tecnologias (UNINOVA)</p> <p>Graham Bell, Board Member, Europa Nostra</p> <p>Cecilie Smith-Christensen, ICOMOS; expert advisor to the UNESCO World Heritage & Sustainable Tourism Programme</p> <p>Milena Popova, Programme & Business Development Manager, Europeana Foundation</p> <p>www.impactour.eu</p>	<p>Prehistory Adventure – an experiential walk-through prehistoric heritage: Digitalization of museums as interpretative and communication mediators of cultural heritage Margareta Biškupić-Čurla, Vesna Župetić, Museum of Turropolje, Velika Gorica, Croatia</p> <p>New European Heritage Label site – The Historic Centre of Turaida Gunta Zakite, Turaida Museum Reserve, Latvia</p> <p>Reimagining Shqipëria: The Rebirth of Albania as an International Nexus for Sustainable Heritage Tourism, Digital Ingenuity and International Cultural Engagement Andrew Paul Millar, United Nations, Italy / Albania / United Kingdom</p> <p>From Dusk till Dawn - Presentation of the Valuable Archaeological Heritage in the Municipal Library Janja Mavrović Mokos, Franka Ovčarić, University of Zagreb, Mirko Škoc, Ante Kovačić Municipal Library, Croatia</p>	<p>The Role of Non-government Organisations in Cultural Tourism: a ZipArh case study Valentina Lončarić, Dalibor Branković, Center for Scientific Research and Popularization of Archaeology-ZipArh, Croatia</p> <p>Archaeology in the Tourist Offer of Tuzla City Amra Jaganjac, Tourist Board of the City of Tuzla, Bosnia and Herzegovina</p> <p>On the urbanism of Krk - recent archaeological findings Matija Makarun, Arheo Kvarner d.o.o., Croatia</p> <p>Rauna Medieval Castle – an example of good practice for the preservation, research and promotion of Medieval Cultural Heritage Marta Vika, Department of Culture and Tourism, Smiltene region, Latvia</p>

11:00 – 11:30 *Coffee break*

11:30 **SESSION 2**

SmartCulTour Horizon 2020 Project	Cooperation between museums and heritage sites	European Year of Youth
<p>Smart Cultural Tourism as a Driver of Sustainable Development of European Regions</p> <p>Supporting community-supported tourism development through the double-diamond design model Bart Neuts, KU Leuven, Belgium</p>	<p>Small cultural heritage associations and their stakeholder network in peripheral regions in the case of the Styrian Iron Route Joern Harfst, University Graz, Institute of Geography and Regional Science, Austria</p>	<p>The role of educational motivation in Religious Tourism among young tourists: the case of UNESCO sites Danijela Pantović, University in Kragujevac, Faculty of Hotel Management and Tourism, Serbia</p>

<p>The SmartCulTour Game: A Serious Game to support stakeholder interactions Jessika Weber Sabil, Breda University of Applied Sciences, Netherlands</p> <p>Dynamic House of Quality to rationalize decision making in cultural tourism development Simone Moretti (Breda University of Applied Sciences)</p> <p>Assessing the impacts of cultural tourism Blanka Šimundić, Faculty of Business, Economics and Tourism, University of Split, Croatia</p> <p>www.smartcultour.eu</p>	<p>The Danube Limes Museum Cluster Veselin Vasilev, National Tourism Cluster "Bulgarian Guide", Bulgaria</p> <p>Guideline for Contemporary Tourism in Museums and Cultural Heritage Sites. Tools and Directions for an Integrated Strategy Matilde Ferrero, Università Magna Graecia di Catanzaro, Italy</p> <p>Heritage interpretation through digital media: unravelling the mountain layer by layer Mateja Kuka Brkić, Muze/Muses, Croatia</p>	<p>A song that unites a community Mirna Draženović, Muze / Muses, Croatia</p> <p>Services of National Library of Latvia from the perspective of young audience Linda Veliverronena, Vidzeme University of Applied Sciences, Latvia</p> <p>Georgia's Participation in the Promotion of European Heritage for Young Visitors and Travelers Nona Gelitashvili, Tbilisi Humanitarian Teaching University, Georgia</p>
---	---	---

13:00 – 14:30 Lunch

14:30 SESSION 3

ReInHerit Horizon2020 Project	Digitalisation Smart Tourism Destinations	
<p>Redefining the future of cultural heritage, through a disruptive model of sustainability</p> <p>Introduction to ReInHerit Project Coordinator, Bank of Cyprus Cultural Foundation, Cyprus</p> <p>Cultural Heritage Management Framework and Sustainable Cultural Tourism, ECTN</p> <p>ReInHerit Toolkit University of Firenze, Italy</p> <p>ReInHerit Digital Hub University of Graz, Austria</p> <p>Smart Tourism Policy Implications, ECTN, Belgium</p> <p>Discussion between the above 3 Horizon2020 projects (IMPACTOUR, SmartCulTour, ReInHerit), on the future of Sustainable Cultural Tourism and Smart Destinations</p> <p>www.reinherit.eu</p>	<p>Reshaping tourist's destinations through virtual means Adam Ruxandra, Timis County Council, Romania</p> <p>Application of virtual and augmented reality (VR & AR) technology in cultural tourism: a critical overview Daniela Garbin Praničević University of Split, Faculty of Economics, Business and Tourism, Croatia</p> <p>Smart Cultural Tourism and a Promoter of Sustainable Development in Albania Anisa Hykaj, Institute of Education, Heritage and Tourism (IETT), Albania</p> <p>Digital tools as the springboard to cognitive tourism. Critical appraisal and a case study Irene Pinto, University of Catanzaro "Magna Graecia", Italy</p> <p>Support of EU Structural Funds in Digitisation of Cultural Tourism Activities Davorka Mikulić, Faculty of Economics, Business and Tourism, University of Split, Croatia</p>	

16:00 – 16:30 Coffee break

16:30 SESSION 4

Transnational Thematic Tourism Products	Digitalisation Smart Tourism Destinations	
<p>A new perspective in Wine Tourism: 'Iter Vitis' where taste meets beauty Emanuele Panke, President of Iter Vitis Cultural Route of the Council of Europe, Italy</p>	<p>Smart Tourism and Digitalisation: exploring the future of smart tourism in Scotland's tourism industry Stephanie Garrison, University of Aberdeen, UK</p>	
<p>(Re)discovering the Danube Desislava Mincheva-Yordanova National Tourism Cluster "Bulgarian Guide", Bulgaria</p>	<p>"Go!ng places" – a Virtual Guide to Sustainable Travel Marko Romanjik; Mirna Romanjik; Mia Uremović, Digital Infinity d.o.o., Croatia</p>	
<p>Literary Festivals - A Hidden Gem in Cultural Tourism? Mary McGuckin, Atlantic Technological University, Ireland</p>	<p>Digitalization in cultural heritage tourism as a game changer for peripheral regions? Aiming for sustainable regional development in the case of the Styrian Iron Route Jasmin Sandriester, University Graz, Institute of Geography and Regional Science, Austria</p>	
<p>Wine tourism as part of transnational theme-based tourism for Georgia and Azerbaijan Maia Meladze, Grigol Robakidze University, Georgia</p>	<p>The Oradea Life Nouveau campaign - free museum passes and public transport for tourists, all done digitally Alexandru Chira, Oradea Destination Management Organisation – Visit Oradea, Romania</p>	
<p>Kvarner Maritime Heritage Irena Peršić Živadinov Kvarner Region Tourist Board, Croatia</p>	<p>How to present the lost cultural heritage in a compelling way? Egle Rääsk, BLUERAY Ltd., Estonia</p>	

18:00 End of Day 2 Sessions

20:30 Conference Gala Dinner at Maritime Hotel, Krk

By Invitation only

Including:

- **Awards ceremony for 'Destination of Sustainable Cultural Tourism 2022'**
ECTN in partnership with **Europa Nostra**, **European Travel Commission** and **NECSTouR**, supported by, the **European Association of Archaeologists (EAA)** and **Interpret Europe**, supported by **ReInHerit Horizon2020 CSA**
- **Cultural programme**

23:30 End



Day 3 – Friday, 21st October 2022 – Plenary Sessions

09:30 SESSION 5: ECTN and related projects and initiatives

Moderator: Ema Makarun, ECTN Board Member, Rijeka City Museum Senior Curator

- **Keynote Address by Croatian National Tourism Board Director, Mr Kristijan Staničić**
- **CHRISTA Interreg Europe extended Project Results and continuation regarding pandemic impacts and tourism regeneration through 'Smart Destinations'**
- **Cult-CreaTE Interreg Europe project – final results on Cultural and Creative Tourism Development based on CCIs**
- **European Cultural Route: 'The return of the Argonauts', by Argonautica Network**
- **Smart Tourism European Capital / Smart Destinations UNWTO**
- Rijeka 2020-21 European Capital of Culture (tbc)
- **Destination management of sustainable cultural tourism – from the idea to a competitive tourist product**, Dr Zrinka Zadel, associate professor, Head of the tourism department, Faculty of tourism and hospitality management, University of Rijeka, Croatia

11:00 *Coffee Break*

11:30 SESSION 6: Synergies, Conclusions and the Way Forward for the post-pandemic Relaunching of Tourism through Cultural Heritage and Digitalisation

Moderator: Raitis Sijats, Chairman Vidzeme Tourism Association (VTA), Latvia
ECTN Immediate Past President

"Safeguarding Cultural Heritage for relaunching Sustainable Cultural Tourism"

Ms. Anne Grady, Seconded National Expert on Cultural Heritage working with CULT Committee of European Parliament

Views and initiatives of pan-European bodies - Address by:

- **European Travel Commission - Exploring Consumer Travel Attitudes and Expectations to Drive Tourism Recovery** Iulia Niculica, Head of Administration, European Travel Commission
- **European Association of Archaeologists - The Role of Archaeology in Reinventing Tourism**, Prof. Hrvoje Potrebica, EAA Vice-President
- **Interpret Europe - European Association for Heritage Interpretation - Through interpreting heritage towards sustainable tourism**, Helena Vičić, Managing Director Interpret Europe
- **IMPACTOUR Project Summary**, João Martins, Instituto de Desenvolvimento de Novas Tecnologias (UNINOVA), Portugal
- **SmartCulTour Project Summary**, Bart Neuts, KU Leuven, Belgium
- **ReInHerit Project Summary**, Joern Harfst, University Graz, Institute of Geography and Regional Science, Austria

Rijeka City Museum (Study visit on 22 October)

Conference venue for 2023

Closing remarks – Nasos Hadjigeorgiou, ECTN President

13:00 *End of Conference - Lunch*

15:00 – 18:00 Study Visits in Krk

Castle, Cathedral, Glagolitic square with monasteries, Maritime Interpretation Centre

Organised by Krk Tourism Board

Day 4 – Saturday 22nd October – Study Visits

Rijeka (European Capital of Culture 2020-2021)

09:00 Depart to Rijeka

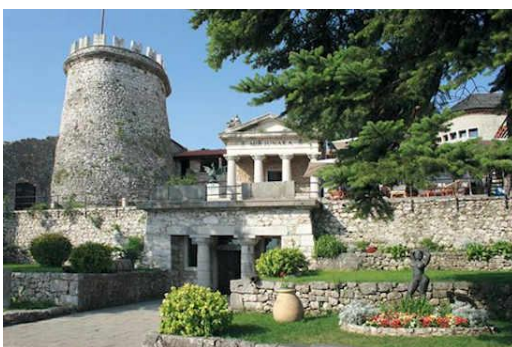
10:30 Visit to Rijeka City Museum

The City Museum of Rijeka acts as a live memory place of the surroundings in which it is located. The Museum is an inspiring, professional and esteemed flywheel of activities significant in the process of recognition, study, conservation and promotion of cultural and historical heritage of Rijeka. The Museum is to act for the good of all members of the community that it makes part of, helping Rijeka become an empowered city that respects the values that have formed it. The Museum also acts as a reminder of the actual significance of the city heritage, considering it to be a well of experiences useful in the endeavour for Rijeka to open new development pages.



12:30 Visit to Trsat Castle

The hill-fortress-castle of Trsat is a recreation area, historical monument and pilgrimage site all at once. Perched high on a hill overlooking all of Rijeka, this 13th-century hill-fortress enjoys a strategically crucial position. There has been a look-out tower at Trsat from the pre-historical epoch. Trsat Castle whose site has been used since Roman times to be an easy place from which to control access to the sea along the Rječina River, is situated on the steep hill overlooking the Rječina Gorge on its left bank, just above the city of Rijeka.



13:00 Farewell lunch

15:00 Return to Krk or departures