



INTERREG IIB CADSES



## *Cultural Tourism in the Experience Economy*

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Conference

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## **Transnational Cooperation in Cultural Tourism Development and Promotion:**

The CHIRON Project legacy and prospects for  
the experience economy

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# CHIRON Project

- ❑ Transnational cooperation project CHIRON (Cultural Heritage Promotion for Identity of Regions: Observatory and Networking for Cultural Tourism)
- ❑ Undertaken in the INTERREG III B CADSES programme of EU during 2006-2008, under Priority 3: Landscape, natural and cultural heritage Measure 3.1: Protecting and developing cultural heritage,
- ❑ Led by EKPOL Social & Cultural Council of the then Prefecture of Magnesia (merged into Thessalia Region since 2011), Greece





# CHIRON Partnership

- ❑ Partners from 7 EU Member States, out of which 3 were new (Hungary, Poland, Slovakia) and also 1 then Accession country (Bulgaria) and one neighbourhood country (Ukraine)
- ❑ Local government authorities or agencies, cultural and tourism organisations and experts
- ❑ Lead Partner EKPOL Cultural organisation of 2nd tier self-government (GR)
- ❑ Municipalities (HU, GR), local government Associations (PL, HU), Museum organisation (SK), Tourism agencies (PL, BG, UA) and consultancy





# CHIRON Networking

There was strong interest in the CHIRON project by authorities and agencies in other EU Member States (Italy, Finland, Sweden, Latvia, Cyprus, Malta) and then Accession countries (Romania, Croatia, FYROM) as well as neighbourhood countries (Serbia, Moldova)



Several organisations co-signed the Declaration of Magnesia





# CHIRON Objectives

- ❑ To develop the cultural tourism potential of several regions and cities based on common approach, methodology and pilot actions on protecting and preservation of cultural heritage, promotion and marketing of the cultural assets of the areas, demonstration projects, publicity and dissemination activities.
- ❑ To involve all the stakeholders active in cultural heritage and tourism development and promotion through a flexible and effective coordinating framework, including spatial planning and the involvement of the private sector as well as the voluntary sector.
- ❑ To disseminate the findings and tools to other regions, self-governments and agencies in the wider European space and to ensure a legacy of the project in the form of a permanent network of authorities and agencies on cultural tourism development and promotion.





# CHIRON Actions

- Identification and Assessment of Cultural Assets
- Preservation, Protection and Restoration of Cultural Heritage
- Development of Promotion and Place Marketing Strategies
- Establishment and Operation of Visitor Information Centres in each Partner Region
- Exchange of Experience
- Development and Application of Common Methodologies
- Participation in Tourism Exhibitions
- Press and Media Events
- Involvement of Stakeholders in each Partner Area through establishment of Cultural Tourism Forum
- Evaluation of Pilot Actions and Synthesis of Results
- Dissemination of Project Results
- Legacy in Establishing a Permanent Network of European Cultural Tourism Authorities and Regions (NECTAR)





# CHIRON Results



- ❑ Development Plans for Cultural Tourism
- ❑ Visitor Information Centres for Cultural Tourism
- ❑ Establishment of a 'Cultural Tourism Forum'
- ❑ Stands at Tourism Exhibitions (CultTour Koln, 2008; WTM London 2007 & 2009)
- ❑ Contribution to World Responsible Tourism Day (WRDT event at WTM, London 2007)
- ❑ Multilingual Guides, Books, Multimedia Audiovisual products, for Cultural Tourism Promotion
- ❑ Participation in the annual European Tourism Forum (Limasol, Cyprus, 2006; Portimao, Portugal, 2007)
- ❑ **Magnesia Declaration on Cultural Heritage and Tourism Development**
- ❑ Extended informal Network initiated with new participants from other countries, some of which have been involved in the follow-up project proposals CultRouteSEE, TransSEETour, CROUTE, SECRET EfC, CHARTS with ECTN. The CHIRON Network NECTAR has been merged into ECTN with EKPOL as founding member of ECTN association in 2009 and the other participants joining ECTN



# NECTAR AND OCTE



## NECTAR:

Network for European Cultural Tourism – Agencies and Regions

- ◆ Initial Network of 10 partners from 7 countries (Greece, Hungary, Slovakia, Poland, Germany, Bulgaria, Ukraine)
- ◆ Including Regional and Local Authorities, Agencies, Museums, Tourism Organisations
- ◆ Constituted with the “Declaration of Magnesia on Cultural Heritage and Tourism Development”
- ◆ Merged into ECTN in 2009 with EKPOL as founding member of ECTN



# THE SUCCESS OF THE CULTURAL TOURISM NETWORK OF CHIRON

- ▶ Connection of 7 countries of the Central and South-East Europe with common goal the development and promotion of cultural tourism
- ▶ Creation of a common policy framework for cultural tourism
- ▶ Creation of policies and methodologies, establishment of the basis for further development of cultural tourism in the partner areas
- ▶ Production of common deliverables and outputs
- ▶ Cooperation of local authorities and stakeholders in each partner area for the solution of common problems



# CHIRON Observatory

## OCTE: Observatory for Cultural Tourism in Europe

What is an **Observatory**?

- ◆ An organisation or institution designed and equipped for making observations of phenomena.
- ◆ A structure overlooking an extensive view.

The definition is used in OCTE, as a 'structure' that overlooks all the changes in Cultural Tourism throughout Europe.

# ACTIVITIES OF THE OBSERVATORY OF CULTURAL TOURISM

- ▶ Collection of information regarding cultural tourism in the European space
- ▶ Recording of important events
- ▶ Recording of European Commission papers
- ▶ Recording of Declarations of Cultural Tourism Networks
- ▶ Observation of the work of Cultural Tourism Associations, Agencies etc
- ▶ Collection of promotion material of cultural tourism destinations
- ▶ Creation of a database for cultural tourism destinations
- ▶ Link with the Visitor Information Centres for Cultural Tourism



# THE NECTAR AND OCTE AFTER THE CHIRON PROJECT

- ▶ The aim is to create an extended and permanent network for European Cultural Tourism, with the involvement of more partners
- ▶ Operation of the Observatory based in Volos, with feed back from all partners for at least 2 years after the completion of the project
- ▶ Participation in International Tourism Exhibitions
- ▶ Continuation of the transnational relationship amongst the partners and recruitment of new partners
- ▶ Submission of new project ideas with more extended schemes



## **FUTURE STEPS – PAN-EUROPEAN NETWORK OF CULTURAL TOURISM DESTINATIONS**

- ▶ Connection with the ECTN (European Cultural Tourism network), which is comprised by partners from the North-West and Central Europe and creation of a network that covers the whole European space
- ▶ Signing of the Declaration for the creation of the Network and dissemination of the Declaration to interested partners throughout Europe.



# CHIRON Legacy for the Experience Economy

Prospects for the **Experience Economy**: Cultural Tourism organisations can benefit from and contribute to the Experience Economy in the form of:

- e-tourism, ecotourism
- links with Responsible Tourism initiatives
- sports & leisure
- sustainable mobility of visitors
- video creative documentary production
- **creative tourism** actions and products

based on lessons learned in the CHIRON project and its legacy aim to establish a Pan European observatory as an NGO non-profit **Centre of Excellence for S E C R E T ...**





# CHIRON Centre for

**Sustainable  
Eco  
Cultural  
Responsible  
European  
Tourism**





# CHIRON Legacy as Support to ECTN outreach

## Establish an annual prize for Cultural Tourism Destinations



This Award is expected to enhance the visibility of **European cultural tourism destinations**, to create a platform for sharing experience and knowledge Europe-wide and to promote networking between awarded destinations and project partners

***There is no such award at present exclusive to Cultural Tourism – CHIRON proposal unique***







# CHIRON Legend



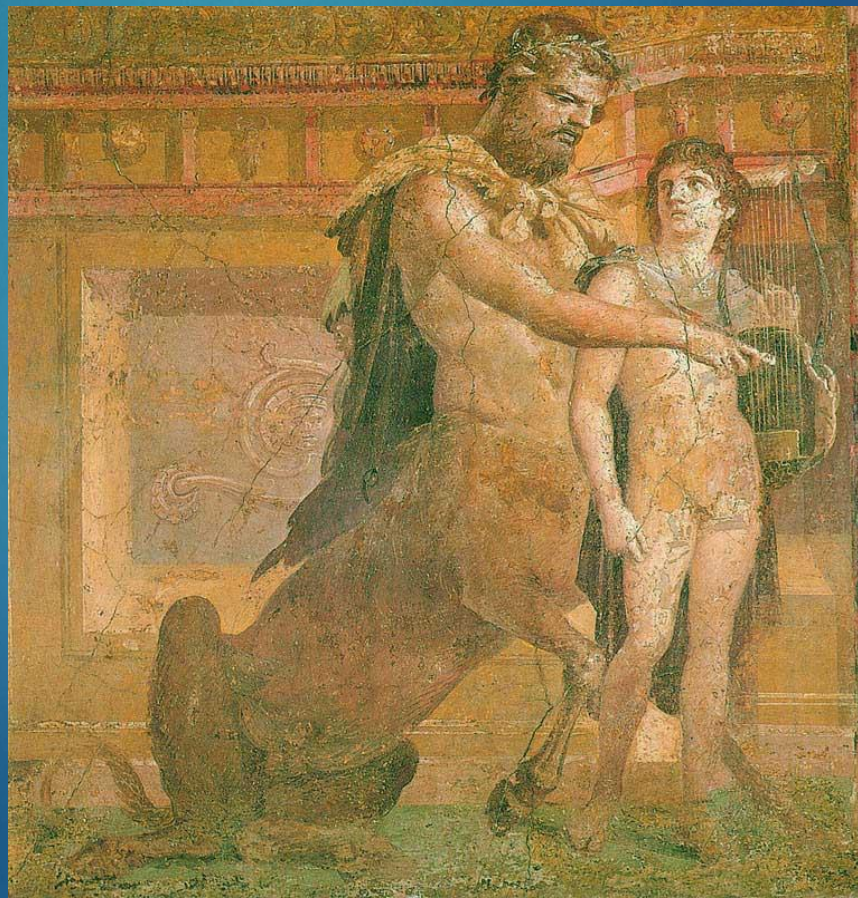
\* **Chiron**, meaning 'handed' or skilled, was a centaur (half man, half horse) in Greek mythology. He was the wisest and justest of all the centaurs, intelligent, civilised and kind, living on Mount Pelion in Thessaly, Central Greece. A great healer, and respected oracle, **CHIRON** the last remaining centaur, was most revered as a teacher and tutor. Some sources speculate that Chiron was originally a Thessaly God, later subsumed into the Greek pantheon as a centaur. Chiron in his Pelion cave mentored many great heroes, including Jason, Peleus, Asklepios, Aristaios and Achilles. Chiron Centaur depicted in some cases as a musician playing the ancient Lyra, was held to be the superlative centaur among his brethren. His skills tend to match those of Apollo, his foster father: art, music, poetry, oracles, sun, light and knowledge.





# CHIRON Prize image

*'The Education of Achilles by Chiron'  
fresco from Herculaneum (Museo  
Archeologico Nazionale, Naples)*





**Awaiting your ideas...**  
**Thank you for your support  
and cooperation !**

