

*Cultural Tourism:
a Lever for Sustainable Development across Europe*

INDUSTRIAL HERITAGE FOR SUSTAINABLE TOURISM DEVELOPMENT IN EUROPE

Ieva Treija, Coordinator of ECTN

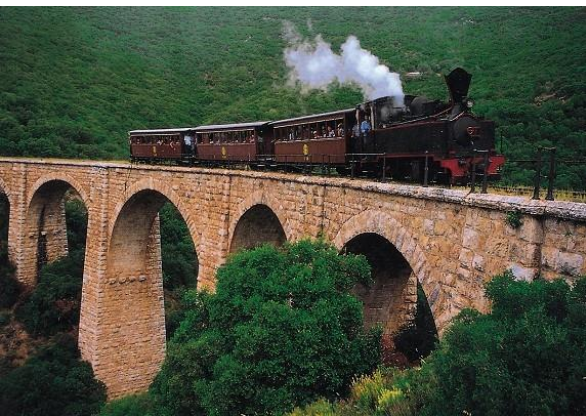
Start meeting in Brussels, organized by E-FAITH

6 March 2015

European Industrial and Technical Heritage Year 2015



ECTN
EUROPEAN
CULTURAL
TOURISM
NETWORK





the only pan-European Network for the development and promotion of Sustainable Cultural Tourism

- established in Brussels in **2009**
- ECTN is an **international association** registered under Belgian Law

brings together the **tourism and cultural industry professionals**
working in **different regions of Europe**
to **exchange experience** and **information** on **best practice**,
as well as to **develop new approaches** and **innovations**

- ECTN works through three groups:

Research group

Practitioners Group

Policy group

- **Membership from 14 countries**

NEWS CHALLENGES for SUSTAINABLE TOURISM DEVELOPMENT

together with INTERREG IVC CHARTS project and ECTN



ECTN is a partner in the CHARTS INTERREG IVC project



THESSALIA CHARTER

for 'Culture and Heritage' Added value to Regional Policies for Tourism Sustainability

A statement of the **main principles, features, findings** and **recommendations** on **good practices** in order to encourage **sustainable** and **responsible tourism policies** and **actions** across Europe and beyond, through **engaging culture and heritage**

The **THESSALIA CHARTER** includes:

the established **12 good practice themes** examined and documented in the CHARTS project and proposes further actions on the **9** following **themes**:

Industrial Heritage Tourism

Mobilizing Volunteers

Religious & Pilgrimage Tourism

Interpretation Facilities

Intangible Heritage

Sustainable Mobility within and for Access to Destinations

Cultural and Creative Industries

Experience Economy

Digitalization & Innovation in Cultural and Sustainable Tourism

NEW PROJECT PROPOSALS AND ACTIONS

based on **THESSALIA CHARTER**



Annual International Conference

Industrial Heritage:

Projects for Sustainable Tourism Development in Europe



18 – 19 September 2015
Riga – Vidzeme, Latvia

*in the framework of campaign
'European Industrial and Technical Heritage Year 2015'
by the E-FAITH*



Call for Speakers is OPEN!

www.charts-interreg4c.eu/partners/ectn



**DESTINATION
OF SUSTAINABLE
CULTURAL
TOURISM**

2015



ECTN
EUROPEAN
CULTURAL
TOURISM
NETWORK

ANNUAL AWARD CONTEST FOR DESTINATIONS ACROSS EUROPE

**Theme for 2015:
Industrial Heritage Tourism**





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CHARTSproject



CHARTS2014



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