

Railways' Industrial & Cultural Heritage for Sustainable Tourism Development in Europe



*8th European Cultural
Tourism Conference*

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Railway Heritage in Europe

- Railways are an important part of Europe's industrial and cultural heritage



- Railway heritage assets are proven very attractive and highly suitable for the development of European sustainable cultural tourism
- Strong European significance

Cultural & Heritage Tourism

- **Great proven potential of Heritage Railways for developing sustainable cultural tourism**



- **Especially in post industrial regions and/or declining regions**
- **Attracting new visitors and creating new niche tourism markets, contributing to sustainable development through cultural, industrial heritage and creative tourism**

Sustainable Tourism Development

- Tackling 'seasonality' in popular destinations outside the high peak times of traditional summer and winter tourism resorts
 - Facilitating the diversification of tourism demand over space and time, away of mass tourism honeypots and peak seasons
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CHARTS Project INTERREG IVC on Sustainable Cultural Tourism



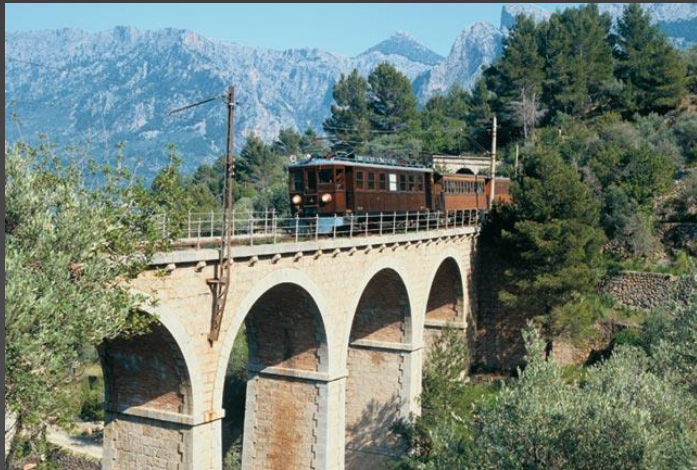
- **12 Good Practices examined, exchanged and transferred between 9 EU partner regions in 2012-2014**
- including '**Railway Heritage**' Good Practice introduced by Wales
- based on the very successful restoration and operation of North Wales Railways (Ffestiniog Railway)



CHARTS Project INTERREG IVC Railway Heritage Good Practice

- Preservation and Promotion for Cultural and Industrial Tourism
- Promoting the Industrial Heritage of Steam Railways
- Twinning between heritage railways
- Joint marketing
- Adoption of the '**Riga Charter**' for conservation, restoration, maintenance and repair of historic railway equipment, by FEDECRAIL





New Project Application EU COSME Programme



- **Aim: to develop transnational itineraries/trails/tourism offers related to:**
 - **cultural aspects of industrial heritage of railways, in all forms and expressions**
 - **combination of industrial heritage and living industry, “experience-based” tourism (e.g. when tourists live for a moment the life of the hosting community)**

COSME Project Objectives

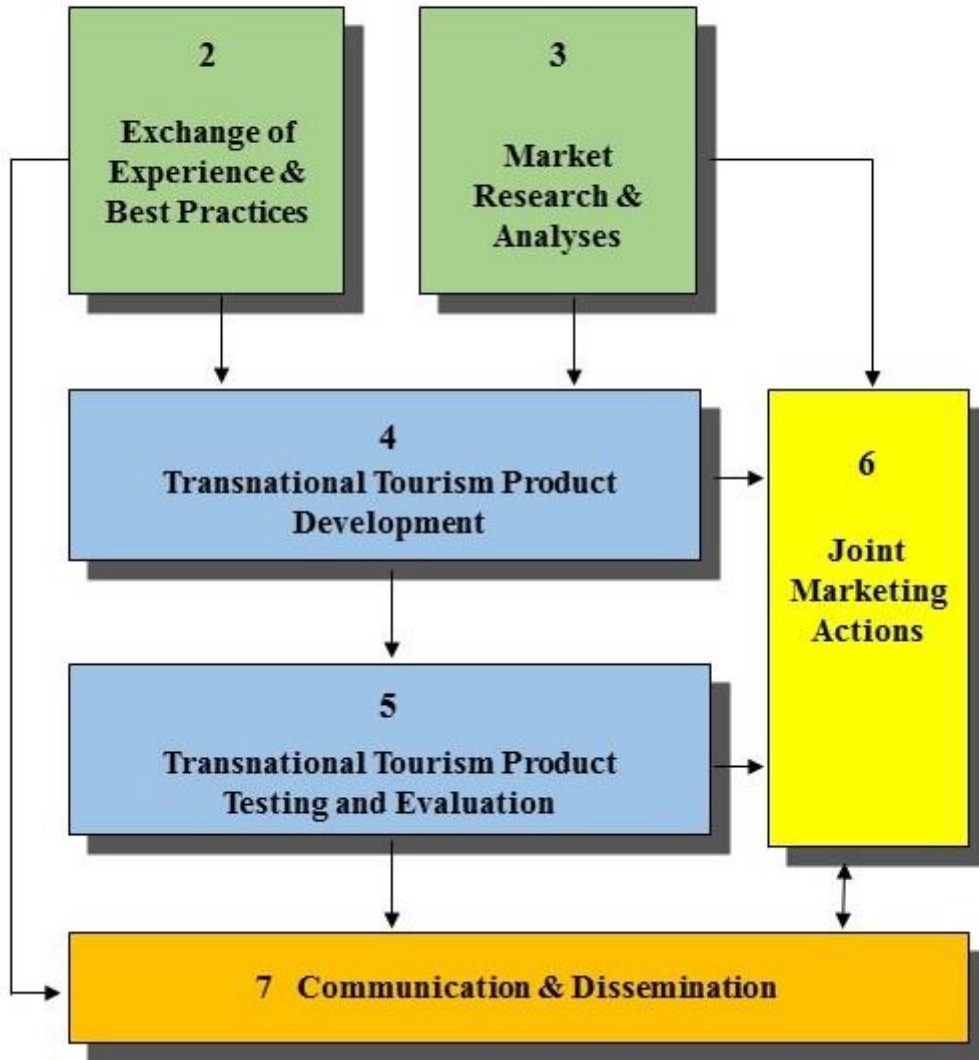
- **Strengthen transnational cooperation**
- **Encourage the diversification of the supply of tourism products and services**
- **Strengthen management skills**
- **Better market uptake and visibility of transnational tourism offer**
- **European industrial heritage potential for cultural tourism development**
- **Economic regeneration and job creation in declining (post) industrial regions**

Proposed Activities



- 1. Development of transnational tourism products**
- 2. Thematic Workshops & Study Tour (for design of transnational tourism product)**
- 3. Market Research & Analyses**
- 4. Joint Marketing Actions**
- 5. Training seminars (inc. webinars)**
- 6. Video production**
- 7. Publications**
- 8. Joint Participation in Tourism fair WTM in London**
- 9. Tourist Information tools**
- 10. International Conference**

1 Project Management & Coordination





Project Partnership

■ **Greece:** EKPOL Thessalia Region



SOCIAL & CULTURAL COUNCIL
PREFECTURE OF MAGNESIA

(Pelion Railway)



■ **Spain:** Mallorca Island Council (Ferrocarril de Soller)



■ **Latvia:** Vidzeme Tourism Association (Banitis)



■ **Romania:** NIRDT & Vaser Valley Railway 'Mokanita'



■ **Belgium:** ECTN





Thank you !

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