



## FOR IMMEDIATE RELEASE

Brussels, Belgium (14 September 2016)

### **Conference on Intangible Heritage Tourism in the frame of Interreg Europe programme and Award of Sustainable Cultural Tourism Destination in Guimaraes**

**The 9th international conference for Cultural Tourism in Europe will take place in Guimaraes, Portugal on 23 – 24 September 2016, on the theme 'Intangible Heritage: Incomparable Asset for Sustainable and Responsible Tourism Development'.**

The conference is held within the framework of **Interreg Europe project CHRISTA (Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions)**, which started in April 2016 for 4 years, including Intangible Heritage as one of four priority themes.

This Conference on 23 September at the 'Platform for Arts and Creativity' centre in Guimaraes, will discuss the latest trends in the field of **intangible heritage**, including innovation, creativity, design, Research & Development and **sustainable and responsible** tourism product development.

Keynote speakers are: the Vice-Chair of the Commission for Natural Resources, Committee of the Regions, Mr. Anthony Buchanan who will speak about 'Tourism as a Driving Force'; Council member of Europa Nostra, Prof. Konraad Van Balen who will present the study 'Cultural Heritage Counts for Europe'; representative of the European Travel Commission Ms. Iulia Niculica, who will present 'The European Tourism Manifest for Growth & Jobs'; and the Chair of NECSTouR Working Group Cultural Tourism and Cultural Sustainability, Mr. Jose Luis Maestro Castineiras.

The conference will be addressed by video messages from Claudia Tapardel, Member of the European Parliament, Co-chair of the Intergroup for European Tourism Development, European Parliament Committee on Transport & Tourism Member and Carlo Corazza, European Commission, DG Growth, Head of the Tourism, Emerging and Creative Industries Unit.

The Director of European Institute of Cultural Routes Dr. Stefano Dominioni will make live intervention online.

Through a 'Call for Presenters', 20 presentations have been selected in the programme coming from 11 countries. Presentations will be made by 9 destinations, 12 universities and 3 consultancies. They will showcase relevant experience, share best practices, methods and concepts of successful implementation and provide practical recommendations to preserving, deploying and promoting intangible heritage for responsible and sustainable tourism development. The Conference will conclude with a debate on the potential of intangible heritage for innovative, sustainable and responsible tourism development.

During this Conference there will be a ceremony of the **ECTN Award prize for 'Destination of Sustainable Cultural Tourism 2016'** on the theme **'Intangible Heritage Tourism'**. There are 23 candidates for the Award coming from 9 countries across Europe.

The conference programme will be enriched with a Study Tour in Ave region on the next day 24 September, which will include visits to Guimaraes "Oficina" (traditional Needlework and "Lovers Pottery", the railway museum of Arco de Baúlhe and the Tamancos exhibition, to Casa da Lã - Bucos – Cabeceiras de Basto – project for the development of traditional wool craft, demonstrations of Luta do Pau - Bucos – Cabeceiras de Basto (traditional stick fight) and to Cabeceiras de Basto - Romaria of S. Miguel – Project Romarias do Minho.

- Ends -

### **Media contacts**

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### **Notes to Editors:**

1. European Cultural Tourism Network is the only pan-European network for Cultural Tourism Development and Promotion.
2. ECTN brings together the tourism and cultural industry professionals working in different regions of Europe to exchange experience and information on best practice and to develop new approaches and innovations.
3. More information about ECTN: <http://www.culturaltourism-network.eu/>
4. More information about the conference: <http://www.culturaltourism-network.eu/conference-2016.html>
5. More information about the ECTN Award: <http://www.culturaltourism-network.eu/award-2016.html>
6. More information about the Interreg Europe project CHRISTA: [www.interregeurope.eu/christa](http://www.interregeurope.eu/christa)