17th International Conference for Cultural Tourism in Europe

European Collaboration for Smart and Sustainable Cultural Tourism Destinations

23-26 October 2024 | Dublin | Ireland

Under the aegis of the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Ireland

PROGRAMME

Day 1 – Wednesday, 23rd October 2024

Venue: Custom House Quay (CHQ) Dublin 1, Liffey Corner

17:30 Registration

18:00 – 19:30 **Opening Ceremony**

Moderator: Manos Vougioukas, ECTN Secretary-General

- ECTN video clip
- Opening address by the Chief Executive of Dublin City Council, Mr Richard Shakespeare
- Welcome address by the ECTN President, Mr Nasos Hadjigeorgiou - Executive Manager, Pafos Regional Board of Tourism, Cyprus
- Address by Fáilte Ireland (Welcome Ireland), National Tourism Development Authority, Mr Paul Keely, Director of Commercial Development
- Address by World Tourism Association for Culture and Heritage (WTACH), Mr Chris Flynn, President
- Address by Europa Nostra, Mr Piet Jaspaert, Vice-President, ECTN Honorary Member
- Keynote Address by Ms Anne Grady, Seconded Expert to CULT Committee of the European Parliament, ECTN Honorary Member: 'Safeguarding cultural heritage for future generations: walking the fine line of cultural tourism, sustainability and access'
- Address by Dublin City Council, European Capital of Smart Tourism 2024, Mr Barry Rogers, Head of Tourism Unit
- Dublin 2024 European Capital of Smart Tourism Video

20:00 – 22:00 **Visit to EPIC Museum, Welcome Reception** (by invitation)

Day 2 – Thursday, 24th October 2024

Venue: Custom House Quay (CHQ) Dublin 1

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

09:00 Registration

A. Innovation Hub **B. Annie Moore Room** **C. Liffey Corner**

09:15 **SESSION 1**

Accessibility to Heritage - Accessible Cultural Tourism	Intangible Heritage Tourism and Festivals	Digitalisation – Smart Tourism
From the Middle Ages to the Future: an accessible Montagnana for all Dr Elisa Rossetto Comune di Montagnana, Montagnana, Italy	**The International Youth Art Festival "Kaleidoscope"** Amra Jaganjac Tourism Board of the City of Tuzla, Tuzla, Bosnia and Herzegovina	**Leveraging AI for Bio Contamination Detection in Art Preservation** Simone Brazzo Independent Researcher, Verona, Italy
Enhancing Accessibility and Sustainability at the 'Orheiul Vechi' Cultural-Natural Reserve Solomon Izman Solomon, Daniela Nastas Hadîrcă Cultural - Natural Reserve "Orheiul Vechi", Orhei, Republic of Moldova	**Recognising Ireland's Literary Festivals as Cultural Hubs and Sustainable Tourism Assets** Mary McGuckin, Atlantic Technological University, Sligo Margaret Linehan, Rose Leahy, Munster Technological University, Cork, Ireland	**From Past to Present: The Digital Documentation of Fikardou Village** George Savva, Elena Karittevli, Mr Drew Baker, Panayiotis Panayiotou, Marinos Ioannides UNESCO Chair on Digital Cultural Heritage, Cyprus University of Technology, Limassol, Cyprus
Community ownership of heritage data and associated tourism intelligence (Historic Graves Ireland) John Tierney, Martha Hannon, Jacinta Kiely, Eachtra Archaeological Projects, Ardmore, Ireland. Maurizio Toscano, Eachtra Archaeological Projects, Granada, Spain	**House of the Halubaj Bell Ringers and the Bell Ringers Route** Dominik Damiš, House of the Halubaj Bell Ringers Irena Peršić Živadinov Kvarner Region Tourist Board, Croatia	**Innovative Raudondvaris: Harmonizing Digital Experiences and Cultural Heritage** Snieguole Navickiene PI Raudondvario dvaras, Kaunas region, Lithuania
Empowering Inclusion: AISM's Commitment to Accessible Cultural Heritage in Italy Rachele Paolucci AISM – Italian Multiple Sclerosis Society, Rome, Italy	**Establishing an Ecosystem for Open Event Data** Beat Estermann Association Opendata.ch, Basel, Switzerland	**The role of digital marketing in tourism businesses: empirical investigation** Anastasia Velentza, University of Thessaly, Volos, Greece
	Smart Festivals: freedom of creating the future Stefania Temelkova Daniela Todorova-Koleva, Member of the Management Board Association Festivals in Bulgaria Bulgaria	**Digital Authenticity: Transforming Heritage Tourism Through Extended Reality** Anna Vichnevetskaia, Nicholas Webb, University of Liverpool, United Kingdom Yue Li, Xian Jiaotong-Liverpool University, Suzhou, China

11:00 – 11:15 Coffee break

11:30 SESSION 2

Accessibility to Heritage – Accessible Cultural Tourism	Transnational Thematic Tourism – Cultural Routes	Digitalisation – Smart Tourism
Digital Sándor. Out of the box, out of the museum	**The cultural route of the ruler Stephen the Great and Saint**	**Tourism, archives, and culture: a digitally mediated relationship**

Eszter Edina Molnár Petőfi Literary Museum, Hungary	Elena Balatel, Valentin Ceban, National Tourism Office, Chisinau, Republic of Moldova	**between preservation and experience** Antonella Fresa Promoter srl, Peccioli, Italy
San Marino: a smart destination accessible to all visitors Rachele Paolucci AISM – Italian Multiple Sclerosis Society, Rome, Italy Alessandra Renzi, Republic of San Marino	**Literature as a Tourist Product: The Concept of the Polish-German Tourist Trail** Julita Zaprucka, Karkonosze Museum, Jelenia Góra, Poland Daria Jaremen Wroclaw University of Economics and Business, Wrocław, Poland	**From Postcard to Hologram: Affordable Digital Storytelling for Small Cultural Tourism Destinations** Alexandru Stan, IN2 Digital Innovations, Lindau, Germany Matevž Straus, ARCTUR d.o.o., Nova Gorica, Slovenia
The impact of visiting architectural attractions on 5 basic human senses Mariya Abramovich European Humanities University, Vilnius, Lithuania	**Cycling for Inclusion: Enhancing Social Connectivity and Heritage in Remote Border Areas** Cristina Lixandroiu, National Institute for Research and Development in Tourism (INCDT), Romania	**Digital Culture and Heritage of Timisoara City** Diana Andone Politehnica University of Timisoara, Timisoara, Romania
Emotion tracking: intellectual accessibility of our built heritage during professional urban walks János Klaniczay Department of Urban Planning and Design, Faculty of Architecture, Budapest University of Technology and Economics, Budapest, Hungary	**The impact of experiences on Italian Pathways on subjective well-being** Alessandra Marasco, National Research Council - Institute of Heritage Science (CNR ISPC), Napoli, Italy Valentina Marchi, National Research Council of Italy BioEconomy Institute (CNR IBE), Firenze, Italy	**Playing with Cultural Heritage: A Prototype Location-Based Game Integrating Advanced Object Detection** Jessika Weber Sabil, Wesley van Gaalen, Rebecca Borski, Borislav Nachev, Juan Pachano Landazuri, Bram Heijligers, Frederike van Ouwerkerk Breda University of Applied Sciences, Breda, Netherlands
	The 'Return of the Argonauts' European Cultural Route Manos Vougioukas, Coordinator Argonautica Network Greece-Georgia-Romania-Bulgaria-Serbia-Croatia-Slovenia-Italy-France	**"Go!ng Places" - a Virtual Guide to Sustainable Travel** Marko Romanjik, Mirna Romanjik, Mia Uremovic Digital Infinity Ltd., Zagreb, Croatia

13:00 – 14:00 Lunch

14:00 SESSION 3

Transition Pathway for Tourism - Sustainable Development Goals	Coastal and Maritime Heritage Tourism	ReInHerit Horizon 2020 CSA Results for Cultural Tourism
Culture and Heritage as Place Identity for an SME Regenerative Tourism Approach Aisling Ward, Munster Technological University, Cork, Ireland Fiona Scott Hayward, Munster Technological University, Tralee, Ireland	**Ostia port and gateway to Rome: the great infrastructures of the Emperors** Marina Lo Blundo, Cristina Genovese Archeological Park of Ostia antica, Rome, Italy	**The ReInHerit Project: Collaboration in the service of Cultural Heritage** Bank of Cyprus Cultural Foundation, Nicosia, Cyprus (ReInHerit Coordinator)
Boosting MSMEs in Tourism with Green and Digital Transformation Enabling Public Authorities and MSMEs to Develop Twin Transition Strategies in the INTERREG EUROPE Project TOURBO Franziska Stenzel, Experience Bremerhaven, Germany Claudia Harms, City of Bremerhaven, Germany	**Crafting a Maritime Legacy - The Lambousa Fishing Trawler** Stelios Fotiou, Ioannides Giorgos Neofytou, Panayiotis Panayiotou, Elena Karittevli, Drew Baker, Marinos Ioannides UNESCO Chair on Digital Cultural Heritage, Cyprus University of Technology, Limassol, Cyprus	**ReInHerit Digital Hub** Centre for Information Modelling & Department of Geography and Regional Science, University of Graz, Austria

Global Tourism Crash 2020-2022, Consequences and Prospects: The case of Pelion Charikleia Mamali University of Thessaly, Volos, Greece	**Laz Boatbuilding Traditions Reviving the Maritime Legacy of Ancient Colchis** Lamara Kadagidze Grigol Robakidze University, Tbilisi, Georgia	**Handbook on Cooperation and Communication between Museums and Heritage Sites – Sustainable Cultural Tourism** Jordi Tresserras, Ibertur Network/University of Barcelona Spain
From cultural element to cultural tourism asset Nick Bogiazides University of Thessaly, Volos, Greece	**A COAST | A CAR | AN AUDIO GUIDE Cultivating a Maritime Cultural Landscape** Deborah Schull RDI Hub, Killorglin, Ireland	**Smart Tourism Apps Guidelines** European Cultural Tourism Network (ECTN) Belgium
Community Tourism Planning – A Town Centre First Approach, Killala, Co Mayo, Ireland Mary O'Keeffe Atlantic Technological University, Sligo, Ireland	**National Maritime Museum of Ireland** (tbc)	**ReInHerit Smart Tourism Apps for Florence, Athens and Nicosia** Media Integration and Communication Center (MICC) University of Florence, Italy

15:30 – 15:45 Coffee break

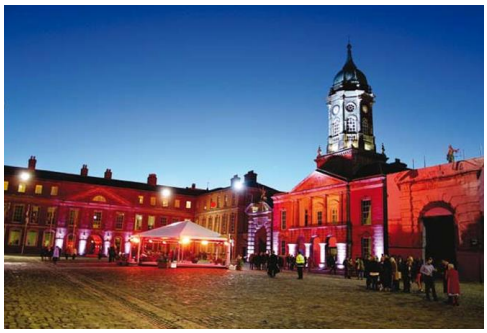
15:45 SESSION 4 Plenary - Liffey Corner

Presentations by Finalists of ECTN Awards 2024

Moderator: Piet Jaspaert, ECTN Honorary member, Europa Nostra Vice-President, Jury Chair

1. **Accessibility to Heritage**, in partnership with **ENAT - European Network for Accessible Tourism**.
2. **Intangible Heritage**, including **Festivals**, for Sustainable Cultural Tourism.
3. **Digitalisation** advances and digital transition in Smart and Sustainable Cultural Tourism.
4. **Transnational Thematic Tourism Products**, on culture and heritage.
5. **Coastal and Maritime Heritage** for Sustainable Cultural Tourism.

17:30 End of Day 2 Sessions



20:00 - 23:00 Conference Gala Dinner at Dublin Castle, Portrait Gallery

By invitation, including:

- **Awards ceremony for 'Destination of Sustainable Cultural Tourism 2024'**

  ECTN in partnership with **Europa Nostra**, **European Travel Commission**, **European Network of Accessible Tourism** and **European Maritime Heritage**, supported by **Dublin European Capital of Smart Tourism 2024**

- **Cultural programme**

Day 3 – Friday, 25th October 2024 – Plenary Sessions

Custom House Quay (CHQ), Liffey Corner

09:30 SESSION 5: Smart Tourism Initiatives and Developments for Cultural Tourism

Moderator: Barry Rogers, Head of Dublin City Tourism Unit

European Capitals of Smart Tourism – Experiences and Prospects

- Pafos 2023
- Bremerhaven (2024 finalist)
- **Dublin 2024**
- DG GROW Tourism Unit (tbc)

Keynote address:

"Accessibility - a Foundation Stone for Cultural and Heritage Smart Tourism", European Network for Accessible Tourism (ENAT), Ivor Ambrose, Managing Director

Launch of the updated 'ECTN Charter for Sustainable Cultural Tourism', 10 years (2014-2024), ECTN Secretariat on behalf of ECTN Board 2020-2024

11:00 Coffee Break

11:15 SESSION 6: International Cooperation for Smart & Sustainable Cultural Tourism

Moderator: Manos Vougioukas, ECTN Secretary-General

- **UN Tourism** (formerly UNWTO), Amb. Ion Vilcu, Director of Affiliate Members Department
- **World Tourism Association for Culture and Heritage (WTACH),** Chris Flynn, President

Views and initiatives of pan-European bodies:

- **EU Committee of the Regions**, "Tourism and Rural Development: a new perspective", Mr Lorenzo Galligani, Natural Resources Commission member and European Capital of Smart Tourism Jury member
- **European Travel Commission (ETC), "Destination Europe: Promoting responsible travel behaviours",** Matteo Nardin, ETC Marketing Project Manager
- **Europa Nostra**, **"European Heritage Hub",** Graham Bell, Europa Nostra Board member
- **European Tourism Association (ETOA), "Tourism Manifesto - A new Consensus for Change - EU Mandate 2024 – 2029"**, Tim Fairhurst, ETOA Director General
- **European Maritime Heritage, President** (tbc)

Concluding remarks, Dublin City Council and ECTN President

Conference venue for 2025: Sibiu, Romania - Simina Manea, ECTN Vice-President

13:30 End of Conference - Lunch

14:30 – 16:30 ECTN General Assembly (ECTN members only)

Optional study visits to museums and heritage sites

Day 4 – Saturday 26th October 2024 – Study Visits (optional)

Suggested places to visit:

- **Kilmainham Gaol**
  https://www.kilmainhamgaolmuseum.ie/

- **National Maritime Museum of Ireland**
  mariner.ie

No admission fees sites:

- **14 Henrietta Street,** a social history museum of Dublin life, from one building's Georgian beginnings to its tenement times
  https://14henriettastreet.ie

- **National Museum of Ireland (Three sites in Dublin)**
  www.museum.ie

- **Chester Beatty Library (Museum of the Year in 2002)**
  https://chesterbeatty.ie/?gad_source=1&gclid=EAIaIQobChMIoo2z-YuGhwMVpqaDBx2wtQL0EAAYASAAEgIc1PD_BwE

- **National Library of Ireland**
  https://www.nli.ie/
  Also https://www.nli.ie/exhibitions-events/exhibition-seamus-heaney-listen-now-again

- **National Gallery of Ireland**
  https://www.nationalgallery.ie/art-and-artists/exhibitions/upcoming-exhibitions/real-life?gad_source=1&gclid=EAIaIQobChMI0reo04yGhwMVf5poCR0-LAk1EAAYASAAEgIbEfD_BwE

- **Irish Museum of Modern Art**
  https://imma.ie/

- **Hugh Lane Gallery**
  https://hughlane.ie/whats_on/more-power-to-you-sarah-purser-a-force-for-irish-art/

- **National Botanic Gardens**
  https://www.botanicgardens.ie/

- **National Print Museum**
  https://www.nationalprintmuseum.ie/

Useful websites:
https://www.visitdublin.com/
https://heritageireland.ie/visit/places-to-visit/

Delegates should make their own arrangements for visiting the suggested museums and heritage sites of their interest.