

# crosscultour

TRANSROMANICA



## Invitation

### CrossCulTour Workshop and Final Event in Brussels

In cooperation with partners from the regions Modena (IT), Piedmont (IT), Carinthia (AT), Thuringia (DE) and from Slovenia, our Ministry of Regional Development and Transport of Saxony-Anhalt (DE) kindly invites you to join the workshop

#### “CrossCulTour Achievements, European Cultural Tourism and Best Practice in Heritage Management and Cultural Tourism Management”

**Date:** 7<sup>th</sup> September 2011

**Duration:** 1 pm to 4.30 pm

as well as the political debate and evening event including fire breather, medieval music and dance as well as regional specialities buffet

#### “TRANSROMANICA – A Fascinating Culinary and Cultural Journey Through Medieval Times”

**Date:** 7<sup>th</sup> September 2011

**Duration:** 6 pm to 9.30 pm

in our Brussels representation.

**Location:** Brussels representation of Saxony-Anhalt  
Boulevard Saint Michel 80  
1040 Brussels



Ministerium für Landesentwicklung und Verkehr des Landes Sachsen-Anhalt  
Turmschanzenstraße 30  
39114 Magdeburg  
Germany

Interpretation in the following languages will be provided: EN, DE, IT.

Based on the Romanesque heritage - here: TRANSROMANICA The European Routes of Romanesque Heritage - CrossCulTour embraces further stylistic periods and cultural elements of the regions, establishes collaboration with marketing partners linked to cultural heritage and promotes cross-sector cooperation. The workshop will present achievements of the project “CrossCulTour – Cross Marketing Strategies for Culture and Tourism”, as well as European cultural tourism networks and best practice examples within heritage management and cultural tourism marketing.

The afternoon workshop will be followed by an evening event at the same location. This will comprise a political debate on “future policies and funding for cultural tourism” with experts and politicians. We would like to cordially invite all participants to get to know the participating regions by offering a country buffet with regional specialities, a small tourism fair and medieval spectacle.

Please fill in the enclosed registration sheet and send it back to Julia Mayer, Ministerium für Landesentwicklung und Verkehr des Landes Sachsen-Anhalt (Lead Partner), Turmschanzenstrasse 30, DE-39114 Magdeburg

**by fax: +49-391-567 7529**

**by e-mail: [julia.mayer@mlv.sachsen-anhalt.de](mailto:julia.mayer@mlv.sachsen-anhalt.de)**

**until 26<sup>th</sup> August 2011 the latest.**

We are looking forward to welcoming you to our workshop and evening event and are at your disposal for any further questions.



The project CrossCulTour is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

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## AGENDA

12:30 – 13:00 light lunch

13:00 – 14:00 Introduction CrossCulTour and Transromanica, opening of exhibition

Presentation of the project outputs and results, final project exhibition.

14:00 – 16:30 Workshop-Sessions

Key Note: Marie Paule Roudil, *Head of the UNESCO Liaison Office in Brussels and UNESCO Representative to the European Union – European Heritage in Global Perspective*

Session I: The European Perspective on Cultural Tourism Networks, Lessons Learned and Outlook

- (1) ECTN – European Cultural Tourism Network (*John Winton, ECTN Coordinator*)
- (2) NECSTouR – Network of European Regions for a Sustainable and Competitive Tourism (*Alice Jude, NECSTouR Coordinator*)
- (3) Access for all to Cultural Tourism (*Mieke Broeders, Executive Secretary, European Network for Accessible Tourism*)
- (4) Cultural Tourism Projects within the CE programme (*Christophe Ebermann, Project Manager, JTS Central Europe*)

- Coffee break-

Session II: Best Practice in Heritage Management and Cultural Tourism Marketing

- (1) Management of UNESCO heritage in Italy and the case of Modena (*Mrs. Piccinini, steering committee UNESCO sites of Modena*)
- (2) Successful marketing of Cultural Routes (*Prof. Dr. Wolfgang Ebert, European Route of Industrial Heritage*)
- (3) Cultural Tourism 2.0 – The implications of Social Media and Mobile Internet (*Daniel Amersdorffer, TourismusZukunft*)

18:00 – 21:30 Evening Event “TRANSROMANICA – A Fascinating Culinary and Cultural Journey Through Medieval Times”

Political debate: “Future policies and funding for cultural tourism”. Round up and discussion with EU and regional decision makers:

Moderated by Mr. Wobben, Head of Representation Saxony-Anhalt in Brussels. Participants:

- Francesca Tudini, Head of Tourism Unit, European Commission, DG Enterprise
- Emma Udwin, Member of the Cabinet of Commissioner Hahn (tbc)
- Torsten Ganz, Director, Ministry of Regional Development and Transport of Saxony-Anhalt
- Michel Thomas Penette, Director European Institute of Cultural Routes
- Dr. Schnellhardt, MEP (Saxony-Anhalt)
- Emilio Sabattini, President of the Province of Modena

19:00: Opening of Spectacle/ Exhibition with medieval music and dance, fire breather and regional specialities buffet