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EUHeritage TOUR

Name of the project: Network for European Cultural Heritage Tourism
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EUROMED2014 WORKSHOP

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1. Objectives.

The overall objective of the EUHeritageTOUR Workshop to be held at the EUROMED 2014 Conference is to involve the international Stakeholders and PRO / expert in the field of Culture, Tourism, Education to present the EUHeritage Tour project and to provide stimulus for purposeful discussion about heritage and tourism, in particular as regard the industry application field.

2. **Minimum number of attendees:** from 50 up to 100 stakeholders
3. **Prerequisites:** written and spoken English language, ITT tools

4. Workshop topic and details

Main Topic Title *(WHS) World Heritage Sites as trans-national vehicle for the European cultural identity, and a lever for sustainable tourism development for the local communities.*

Introduction.

Cultural Heritage (CH) is widely recognised as a vehicle for **cultural identity**. EU's cultural legacy is one of the world's most diverse, drawing millions every year to our monuments, museums, libraries, concert halls and festivals. It is both the accumulation of past artistic achievements and the expression of continuing tradition and creativity; a very dynamic economic trigger, reinforcing social and territorial cohesion of EU.

Culture is playing a growing role towards Europe's integration. Indeed, the attempt to bring together people with their different habits, traditions and languages has clearly a cultural dimension, culminated with the adoption of the **European Agenda for Culture** approved by the Council of Ministers in 2007. EU supported more than 200 intangible/tangible CH projects, huge assets forming **the Digital CH (DCH) era**.

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Today, **trans-nationality** is the key to reinforce **intercultural dialogue** by the **exchange of international experiences**. With this aim, **The EUHeritage-Tour** project will create a transnational route about the UNESCO CH sites in Europe, contributing to the **Unitarity of the EU cultures**.

“Distinctions” and “Commonalities” of national/regional/local peculiarities represent the key-code to understand the “beauty of multiplicity” of the EU cultural identity and to enhance the knowledge capitalization, thus providing benefit to the communities who adopt this approach in developing their touristic plans.

It is only from the adoption of the harmonic “assimilate-differentiate” mechanism, and the shared promotion of the local intrinsic peculiarities of the EU heritage that social cohesion could happen, stimulating citizens/visitors to a renewed sense of collective EU identity - a “G-local” one - standing as that organic *antidote* to marginalisms resulting in *isolation and invisibility*. According to this new approach, mixing together the expertise, background, contributes and interests of the various players within a community (private and public stakeholders, associations, experts, practitioners, networks, citizens), a concrete contribute to the rise of local/inter-regional social cohesion will be achieved, enhanced by a **stronger local-collective pride and a greater sense of EU identity**.

By tracing the experience drawn from the EUHeritageTOUR project, the workshop will analyse and discuss the following topics:

Panels:

- i. **World Heritage sites in Europe:** a strong market niche to be enhanced and exploited
- ii. **The power of youth travel:** a growing market sector, an opportunity for Intercultural Dialogue and Exchange
- iii. **Community based criteria:** from a trans-national approach to an effective glocal vision in tourism development
- iv. **Private-Public-Partnerships:** a key for a successful tourism development based on Socially Responsible Itineraries
- v. **Capacity Building:** a shift from traditional training to a new paradigm in managing and promoting WH sites