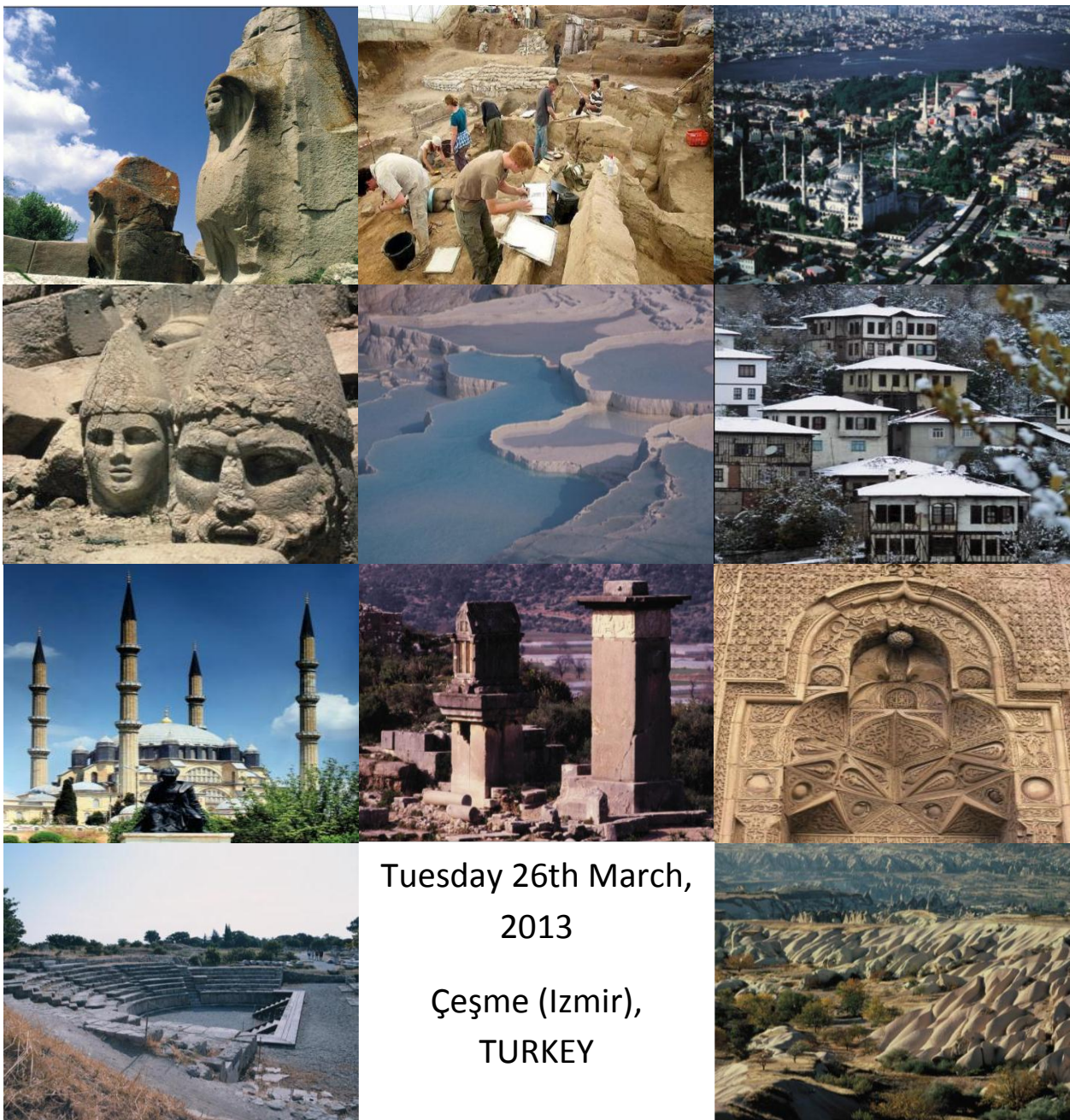




Seminar on Tourism at World Heritage Sites Challenges and Opportunities



Tuesday 26th March,
2013

Çeşme (Izmir),
TURKEY

Venue:
Radisson Blu Resort & Spa, Çeşme

Seminar on Tourism at World Heritage Sites

Challenges and Opportunities

Overview

Tourism has grown at an accelerated pace over the last few decades - *1 billion international travellers crossed borders in 2012* - and forecasts indicate an ever faster rate of growth. Travel experiences that were once limited to a relatively small number of people are now within reach of millions. One of the pillars of the tourism industry has been mankind's inherent desire to see and learn about the cultural identity of different parts of the world. Natural and cultural heritage sites, including scenic landscapes and revitalized historic towns, are now major components of the world's tourism assets, representing a large and increasing source of business for the tourism sector.

Awareness of natural and cultural heritage is growing across most facets of the tourism market. The tourist's personal compulsion to visit a heritage site is highly influenced by their specific knowledge or previous experience of similar places, as much as by the messages they have absorbed from friends and relatives, from the media, or through travel promotions. Therefore effective communication of heritage sites is absolutely crucial for winning the hearts and minds of visitors.

Cultural heritage attractions are, by nature, unique and fragile. Therefore, it is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long-term. With almost 1,000 natural and cultural sites already inscribed on the World Heritage List, the current challenge for the different international organizations is to ensure that the values for which these sites were listed are maintained in the context of a rapidly changing and globalized world.

Thus, the aim of the conference is to showcase the cultural, natural, historical richness and heritages of the European Region by presenting case studies and country experiences on successful policies, guidelines for sustainable sites management, preservation and strategies for cultural tourism development.

PROGRAMME

08:30-09:00	Registration
09:00-10:00	Official Opening <ul style="list-style-type: none">• <i>Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)</i>• <i>Mr. Özgür Özaslan, Undersecretary, Ministry of Culture and Tourism of Turkey</i>• <i>Mr. Kishore Rao, Director, World Heritage Centre, UNESCO</i>
10:00-10:30	Keynote Speech: <i>Mr. Jean-Louis Luxen, Senior legal expert - Euromed Heritage: Safeguarding heritage assets for a sustainable tourism</i>
10:30-11:00	Coffee break
11:00-12:45	Panel 1: Sustainable management of heritage sites <i>Moderator: Mr. Marjan Hribar, Director General, Tourism and Internationalization Directorate, Ministry of Economic Development and Technology, Slovenia</i> <p>Tourism resources belong to the common heritage of mankind. One of the consequences of the growth in world tourism has been that the wonders of the world have attracted huge numbers of visitors. This accelerated and massive growth in worldwide tourism has fundamental implications. While tourism can be a vehicle for both heritage protection and local development, unplanned or mismanaged tourism can be economically, socially and culturally disruptive. Responsible management of tourism is one of the most pressing challenges concerning the future of the World Heritage Sites.</p>

	<ul style="list-style-type: none"> • <i>Dr. Franz Sattlecker, Director General, Schloß Schönbrunn Kultur- und Betriebsges.m.b.H, Austria</i> • <i>Mr. Osman Murat Süslü, General Directorate for Cultural Heritage and Museums, Ministry of Culture and Tourism ,Turkey</i> • <i>Ms. Renata Pindzo, Deputy Minister, Ministry of Finance and Economy, Serbia</i> • <i>Mr. Todor Chobanov, Deputy Mayor of Sofia, Bulgaria</i> • <i>Mr. Henryk Handszuch, Head of Scientific Council, International Documentation and Research Centre on Industrial Heritage for Tourism In Zabrze, Poland:</i>
12:45-13:10	Q&A
13:15 -14.30	Lunch Break
14:30-15:00	Keynote Speech: <i>Mr. Graham Brooks, President Emeritus, ICOMOS International Cultural Tourism Committee</i>
15:00-16:45	Panel 2: <i>Communicating our world heritage</i> <u>Moderator:</u> <i>Mr. Graham Brooks, President Emeritus, ICOMOS International Cultural Tourism Committee</i> <p>Visiting heritage attractions can be an intrinsic part of a trip and a major motivator for selecting a destination. Heritage Communication adds value by building an understanding and emotional attachment. The panel will address issues regarding the potential that effective communication has in enhancing and conserving cultural heritage and will discuss means and tools for evaluating the ways that messages regarding the conservation of our common cultural heritage are currently conveyed to the general public. Panelists will share their reflections on selected foreign case studies, exploring how and why communication strategies are necessary for cultural heritage.</p> <ul style="list-style-type: none"> • <i>Mr. Nazim Samadov, Deputy Minister of Culture and Tourism, Azerbaijan</i> • <i>Prof. Yaniv Poria, Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management, Department of Hotel and Tourism Management, Israel</i> • <i>Mr. Spyridon Parthenis, Head of the Department of Bilateral Relations and International Organizations, Ministry of Tourism, Greece</i> • <i>Mr. Faruk Pekin, President, Festtravel, Tour Operator, Turkey</i> • <i>Ms. Isabella Brega, Managing Editor, National Geographic Touring</i>
16:45-17:10	Interactive discussion
17:10-17:20	<i>Coffee break</i>
17:20-17:45	The role of IT in enhancing the visitor experience in the 21st century <i>Mr. Douglas Pritchard, Director, CyArk Europe Ltd.</i>
17:45-18:00	Conclusions
18:00	End of Seminar