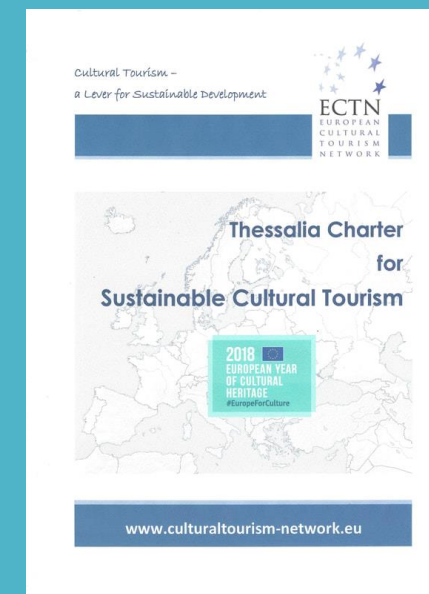# A Charter for Sustainable Cultural Tourism development, management and promotion in Europe latest developments and prospects

Manos Vougioukas
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ECTN Board member

www.culturaltourism-network.eu

European Cultural Tourism Network (ECTN)

the only pan-European network
of destinations, regional and local authorities,
tourism boards and associations,
Universities and research institutes that brings
together the cultural and tourism sectors to
cooperate for
Sustainable Cultural Tourism
development and promotion

Formed in Brussels in May 2009, as a merger of 2 previous networks
39 members in 21 countries, including 6 Non-EU countries

Founding member of the European Heritage Alliance 3.3
Signatory of the European Tourism Manifesto

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EUROPEAN HERITAGE ALLIANCE 3.3

TourismManifesto
FOR GROWTH & JOBS

European **C**ultural **T**ourism **N**etwork (**ECTN**)

Vision

ECTN aims to achieve a high level of collaboration between Members in the field of Cultural Tourism and to establish a close cooperation with the institutions of the European Union and other international organizations and networks

Mission

ECTN mission is to bring 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

Objectives

- ensure close cooperation and integration between the tourism and cultural sectors at all levels
- facilitate sharing of research results
- facilitate the development of transnational and interregional cooperation projects
- develop and improve training opportunities
- enable exchange of experience and best practice
- develop common responses to European Commission and other EU institutions consultations
- link with other networks
- create new and innovative approaches and tools

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ECTN a member of the Stakeholders Committee European Yer of Cultural Heritage 2018 selected by the European Commission DG AEC

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

EYCH 2018 - 10 European Initiatives including Tourism:

Ten initiatives, four objectives

ENGAGEMENT

Shared heritage: cultural heritage belongs to us all
Heritage at school: children discovering Europe's most precious treasures and traditions
Youth for heritage: young people bringing new life to heritage

SUSTAINABILITY

Heritage in transition: re-imagining industrial, religious, military sites and landscapes
Tourism and heritage: responsible and sustainable tourism around cultural heritage

PROTECTION

Cherishing heritage: developing quality standards for interventions on cultural heritage
Heritage at risk: fighting against illicit trade in cultural goods and managing risks for cultural heritage

INNOVATION

Heritage-related skills: better education and training for traditional and new professions
All for heritage: fostering social innovation and people's and communities participation
Science for heritage: research, innovation, science and technology for the benefit of heritage

ECTN European Cultural Tourism Network

Annual Conference on Cultural Tourism

ECTN EUROPEAN CULTURAL TOURISM NETWORK

ECTN Awards
Destination of Sustainable Cultural Tourism
2022

EUROPEAN YEAR OF YOUTH 2022

EAA European Association of Archaeologists

ie interpret europe
European Association for Heritage Interpretation

CIB CENTRE FOR INDUSTRIAL HERITAGE

HORIZON 2020

ReInHerit
Redefining the Future of Cultural Heritage

KRK grad povijesti i kulture

15th International Conference for Cultural Tourism in Europe

Relaunching European Tourism
through Cultural Heritage & Digitalisation

19 – 22 October 2022 | Krk / Rijeka - Croatia

Sveučilište u Rijeci
University of Rijeka

UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATIJA, CROATIA

MGR MUZEJ GRADA RIJEKE

Annual Awards since 2014:
Destination of Sustainable Cultural Tourism

ECTN Awards

Destination
of Sustainable
Cultural Tourism

2022

Since 2018 EYCH in partnership with:

EUROPA NOSTRA

EUROPEAN
TRAVEL
COMMISSION

NECSTouR
European Regions for
Competitive and Sustainable Tourism

Supported by other European Networks, Associations and Cultural Routes

Cultural and Creative Tourism

What is cultural tourism?

Cultural tourism is sustainable tourism and a generator of cultural, economic and social development based on responsible tourism management of cultural heritage (tangible and intangible), artistic production and cultural and creative industries.

Cultural tourism is an articulator and enhancer of the creative economy, helping to generate opportunities for the local community based on its identity and through the configuration of cultural destinations, territories or tourist clusters with cultural identity.

and creative tourism?

Creative tourism was added to the concept of cultural tourism as *"tourism that offers travelers the possibility of developing their creative potential by actively participating in courses or experiences characteristic of the place of their stay"*. It is a tourist modality focused on creativity that implies the participation and interactivity of the tourist who usually wants to not even be a tourist, wants to be a traveler or feel like a local. This type of tourist develops their creative potential through learning, creating or displaying their talent through the format of unique tourist experiences.

UNWTO Cultural Tourism Definition

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

The convergence between tourism and culture, and the increasing interest of visitors in cultural experiences, bring unique opportunities but also complex challenges for the tourism sector.

UNWTO Global Code of Ethics for Tourism

According to the **UNWTO Framework Convention on Tourism Ethics:** "Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving monuments, worship sites, archaeological and historic sites as well as upgrading museums which must be widely open and accessible to tourism visits"

Benefits of Cultural Tourism

According with UNESCO: Inclusive economic development - promoting equitable economic development, productive and decent employment and income-generating activities for all.

World Heritage and Sustainable Development Policy (2015)

- **Promoting growth, employment, income and livelihoods**
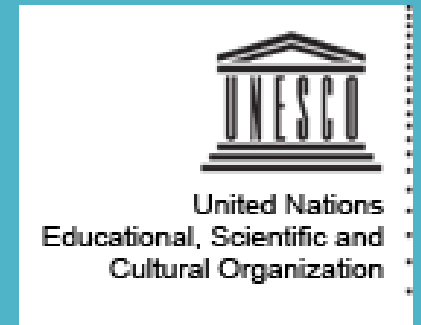Balance efficient market mechanisms and public policies, to provide economic incentives and benefits sharing
- **Promoting economic investment and quality tourism**
Develop inclusive and equitable income for use of local communities including marginalized population
- **Strengthening capacity-building, innovation and local entrepreneurship**
Developing educational and capacity-building programmes based on innovation and local entrepreneurship

When the United Nations approves the 2030 Agenda and the 17 associated SDGs, they are coordinated by UNESCO with a transversal view of the cultural conventions and in relation to the objectives of inclusive economic development of the World Heritage and Sustainable Development Policy (2015) they are articulated mainly with SDG 8, 11, 12 and 14. Some examples will be presented below.

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

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Benefits of Cultural Tourism

Benefits of Cultural Tourism

- **SGD 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**
- **Target 8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- **Indicator 8.3.1** Proportion of informal employment in non-agriculture employment, by sex

Main sources of employment related to cultural and creative tourism that you can as manager can develop in your place

- **Creative clusters and/or creative districts or territories and Tourism Destination Management Organizations with Cultural Tourism units**
- **Cultural and creative institutions and companies with an offer with cultural experiences for tourists**
- **Festival and cultural events with tourist vocation**
- **Tourism companies with cultural and creative tourism experiences**
- **Travel agencies specialized in cultural and creative tourism (that is, e.g. heritage tourism, musical tourism, painting holidays, food and gastronomic tourism, ...)**
- **Guides with a specialization focused on heritage, arts, cultural and creative industries and / or gastronomy**
- **Cultural hotels (heritage / historic hotels, art hotels, design hotels, gastronomy hotels)**
- **New profiles (e.g. cultural concierges in cultural hotels).**

Benefits of Cultural Tourism

- **SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable**
- **Target 11.4** Strengthen efforts to protect and safeguard the world's cultural and natural heritage
- **Indicator 11.4.1.** Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship)

Cultural hotels: heritage, arts, crafts, design and gastronomy. You can create a coordinated action with the existing offer in your area

The Hotel Casa Nazarenas (Cusco, Peru) has a curator on staff who also organizes visits for visitors and local community

The **hotel cultural** seeks its positioning and differentiation through its connection with the territory and its cultural identity, a hotel that bets on **heritage (hotels with history, heritage hotels), creativity (art, craft or design hotels) or gastronomy (gastronomic hotels)** and that have cultural concierge(s), concierge, an annual cultural program and an offer of experiences to generate the WOW effect, museums and cultural spaces, unique shops,) ... In fact, they are destination hotels that have the **cultural and creative economy** as one of their axes of endogenous development and generate a sufficient attraction capacity to induce a traveler to make the necessary efforts to stay in it.

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Benefits of Cultural Tourism

Paradores de Turismo: a public company that collaborates with local SMEs that provide products and services

Public hotel chain founded by King Alfonso XIII in 1928 with the challenge of preserving heritage and offering quality cultural and nature tourism. Hotels are usually located in castles, palaces, fortresses, convents, monasteries and other adapted historical buildings. They include cultural and gastronomic experiences in the interior and in the surroundings. It currently has 97 establishments classified into three categories: 'Esentia' - monumental and historical hotels, 'Civia' - urban hotels, and 'Naturia' - hotels near the coast and nature, with an average of 65 rooms. It offers employment to more than 4,000 professionals and with an average accommodation in 2019 of 1.5 million clients.

Benefits of Cultural Tourism

Alhambra, Generalife and Albayzin, Granada (Andalucia, Spain)

Challenges: maintain the International Festival of Music and Dance, the oldest festival in Spain, which took place in the Alhambra in Granada.

Risks: excessive reliance on public funds and economic crisis that endangered the continuity of the festival

Results: creation a group of 30 enterprises as sponsors of this Festival promoting a system of **Corporate Cultural Responsibility (CCR**). An active and voluntary contribution to the cultural sector by enterprises, that generally aimed to improve competitive advantages and an added value. It is complementary to the Corporate Social Responsibility (CSR) because sometimes culture can be included within the framework of the social purposes. It should also be noted that cultural enterprises and institutions can also promote CSR.

Benefits of Cultural Tourism

- **SDG 12. Ensure sustainable consumption and production patterns**
- **Target 12b** Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
- **Indicator 12b.** Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

Shopping with identity

Shops with identity. *Original design based in the combination of tradition and innovation offered in a shop with identity and alliances with local designers*

Benefits of Cultural Tourism

- **SDG 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development**
- **Target 14.7** By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.
- **Indicator 14.7.** Sustainable fisheries as a percentage of GDP in small island developing States, least developed countries and all countries.

Balfego SA - Tuna tour at sustainable bluefin tuna fisheries (L'Ametlla de Mar, Catalonia, Spain)

***Network of traditional maritime and fishing villas of Catalonia** (Spain), some of them in a project of the Costa Brava landscapes for the World Heritage tentative list and candidates to a Globally Important Agricultural Heritage systems (GIAHS), a Food and Agriculture Organization of the United Nations initiative*

Recovery of the traditional cuisine of fishermen with a greater diversity of marine species. The boat cuisine was made with cast iron pots, called "Catalan casserole" which has been recovered for the local community, restaurants and as a souvenir with identity.

Benefits of Cultural Tourism

Palm grove of Elche - UNESCO World Heritage Site as Cultural Landscape in Elche (Spain)

Challenges: preserving the palm grove of Elche generated opportunities for community development
Risks: loss of the spirit of place, agricultural diversity and the negative effects of uncontrolled tourism.
Results: A legal framework to protect and manage the site from the sustainability; branding for the products of palm groves farms: palm leaves (for religious tradition of the Christian Holy Week), dates, pomegranate, jujuba, citric fruits,…; infrastructures as the Hotel Huerto del Cura (1972) - integrated to the landscape - and the Palm Grove Museum; promoting a traditional and creative gastronomy based mainly in dates; and developing tourism experiences as demonstration to up to the palm: historical and actual, harvesting dates and palm leaves, agri-food festival,...

Global Sustainable Tourism Charter

Basque Country, Spain – November 2015 (renovation of the former Charter of Lanzarote 1995)

http://sustainabletourismcharter2015.com

Key-elements for cultural and creative tourism proposed by Jord Tresserras as member of ECTN:

Cultural and Creative Tourism as a driving force for a sustainable tourism development through a responsible management of cultural heritage –material and immaterial - , arts and cultural and creatives industries, from a transversal and overall vision of UNESCO cultural conventions.

ECTN Charter for Sustainable Cultural Tourism
Output of CHARTS INTERREG IVC Project 2012-2014

Culture and
Heritage
Added value to
Regional policies for
Tourism
Sustainability

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

Main Objectives:

❑ **to build on experiences and exploit the outputs, methods, results, policies and strategies of previous projects and initiatives**

❑ **in the field of culture, heritage and sustainable tourism development strategies and**

❑ **to potentially transfer highly relevant Good Practices between the participating regions and Europe-wide,**

❑ **as added value to regional policy formulation and implementation, as well as contributing to implementation of the Lisbon and Gothenburg Agendas**

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2018
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OF CULTURAL
HERITAGE
#EuropeForCulture

3rd edition   October 2018

www.culturaltourism-network.eu

Charter

A Statement of principles on policies and strategies

which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond

for the benefit of destinations, communities, businesses, citizens and visitors

Purpose of the Charter

- To bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding **Culture & Heritage Tourism**.

- **Charter** aims to build on all relevant previous initiatives, declarations, convention, resolutions, opinions and charters, to exploit synergies and facilitate implementation of recommendations by national, regional and local destinations authorities and agencies.

- The overall aim is to encourage **sustainable and responsible tourism** policies and actions across Europe and beyond, through **engaging culture and heritage with innovation and cohesion**

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Principles of the Charter

- **From previous declarations, including from ECTN & CHIRON projects, ICOMOS, UNESCO, UNWTO, Europa Nostra, FEDECRAIL, etc**
- **From European Commission Communications**
- Responses and Resolutions of the **European Parliament, the Committee of the Regions and the European Economic & Social Committee**
- **European Tourism Forum**
- **European Travel Commission**
- **European Heritage Alliance 3.3**

> **Priority Themes for Sustainable Cultural Tourism Development and Promotion**

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Background   1/3

- The **International Cultural Tourism Charter 'Managing Tourism at Places of Heritage Significance'** (1999) by the **International Council on Monuments and Sites (ICOMOS)**, which appreciates tourism to be among the foremost vehicles for cultural exchange, constituting a positive force for natural and cultural conservation

- The **Cape Town Declaration** on **'Responsible Tourism in Destinations'** (2002), at an event preceding the **World Summit on Sustainable Development**, which agreed that responsible tourism makes positive contributions to the conservation of natural and cultural heritage embracing diversity

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- The **Malta Declaration** on **'Cultural Tourism: its Encouragement and Control'**, by the **Europa Nostra** Congress (May 2006), which recognizes cultural heritage as a distinct feature of the European Identity that should be safeguarded

- The **Declaration of the Council of Museums (ICOM) and the World Federation of Friends of Museums (WFFM) for worldwide Sustainable Cultural Tourism** (December 2007), which states that museums and friends of museums can make a significant educational, cultural and political contribution to the sustainable development of tourism''

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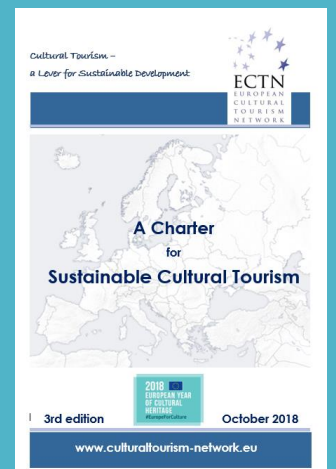Network

Background   3/3

- The **'Siem Reap and Muscat Declarations on Tourism and Culture** by **UNWTO and UNESCO,** World Conference on Tourism and Culture

- The **'Tourism Manifesto for Growth and Jobs'** led by the **European Travel Commission**, which includes 'preservation of cultural heritage' including quality schemes, digitalisation, diversification, visitor economy, climate and job creation goals, local communities, visitor's experience, holistic European approach, EU funding and integrated approach to the travel and tourism sector.

- Several Declarations by ECTN since 2006

12 CHARTS Good Practices:

*identified, examined, discussed, exchanged, documented
and transferred in the partner regions*

1. Climate Change
2. Accessibility to Heritage
3. Effective Partnerships
4. Host Communities & Responsible Tourism
5. Quality Criteria
6. Visitor Information
7. Place Marketing
8. Cultural Routes
9. Railway Heritage
10. Local Products & Gastronomy
11. Traditional Skills & Trades
12. Cycling for Tourists

Culture and Heritage Added value to Regional policies for Tourism Sustainability

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

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Additional Priority Themes in Charter

1. **Intangible Heritage Assets for Sustainable & Responsible Tourism**
2. **Industrial Heritage Assets for Tourism**
3. **Heritage Interpretation Facilities for Visitors**
4. **Digitalization & Innovation in Cultural, Heritage & Sustainable Tourism**
5. **Sustainable Mobility, Accessibility and Responsible Travel, within Destinations and for Access to Destinations – towards SMART Destinations**
6. **Cultural & Creative Industries contribution to Cultural and Creative Tourism**
7. **Mobilizing Volunteers in Cultural & Heritage Tourism**
8. **Religious & Pilgrimage Tourism**
9. **'Experience Economy' Synergies with Cultural Tourism**

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Second Edition – November 2016

- Need to include developments over the previous 2 years.

- Need to further the scope with additional priority themes, according to ECTN member requirements and proposals

- Further consultation with stakeholders, European Union institutions, UNWTO / UNESCO, European Travel Commission, Tourism Manifesto signatories, Europa Nostra / European Heritage Alliance 3.3, local and regional authorities, tourism boards and associations, research institutes and NGOs

- Link Charter to UN #IY2017 and in preparation for EYCH 2018, as ECTN's contribution regarding Sustainable Cultural Tourism aspects and initiatives

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

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The Charter 3rd edition as a contribution to:

European Year of Cultural Heritage 2018 (EYCH2018)

European Initiative:

Tourism and heritage:
promoting sustainable cultural tourism
responsible and sustainable tourism around cultural
heritage (out of 10 initiatives)

**Including latest developments, new Agenda for
Culture, EYCH legacy, ICOM declaration
Berlin Call to Action by Europa Nostra
Barcelona declaration**

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Important Additions

- Siem Reap and Muscat Declarations' on Tourism and Culture (UNWTO/UNESCO)

- UN IYSTD 2017

- 'Cultural Heritage Counts for Europe' (Europa Nostra)

- 'European Tourism Manifesto for Growth & Jobs' (ETC)

- Committee of the Regions Opinion 'Tourism as a driving force for regional cooperation across the EU'

- Smart Tourism Capital Awards

Additional Priority Themes

10. Maritime, Coastal & Aquatic Heritage for Tourism
11. Creative Tourism
12. Education & Training for Cultural & Heritage Tourism
13. Age – friendly Tourism, Silver Tourism
14. Youth Incentives for Cultural Tourism through Heritage appreciation
15. Wine Tourism
16. Conservation and its contribution to Cultural Tourism
17. Sharing Economy impacts on Cultural Tourism
18. Enhanced Governance for Cultural Tourism, including Funding aspects

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Legacy of EYCH 2018   1/3

New Definition of Sustainable Cultural Tourism

"Sustainable Cultural Tourism is the integrated management of cultural heritage and tourism activities in conjunction with the local community creating social, environmental and economic benefits for all stakeholders, to actieve tangible and intangible cultural heritage conservation and sustainable tourism development"

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European Framework for Action on Cultural Heritage

- balancing access to cultural heritage with sustainable cultural tourism and natural heritage.
- **improving policies and practices on sustainable cultural tourism,** and promoting practices and approaches that are sustainable, smart and innovative; actions will also promote **Europe's natural heritage** as a factor of competitiveness and of sustainable and inclusive growth

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Legacy of EYCH 2018   3/3

- contribution of sustainable cultural tourism to urban and regional development (H2020)
- promoting the Council of Europe's cultural routes and other sustainable tourism initiatives developed by the EU, such as the European Destinations of Excellence (EDEN) Awards and European Capital of Smart Tourism
- "Barcelona Declaration" to improve sustainability and competitiveness of the social and cultural impacts of tourism in Europe (NECTouR, EN & ECTN)

ICOMOS Charter for Cultural Tourism

The revision of the ICOMOS International Charter for Cultural Tourism (1999) pursues several objectives:

1) **Update the Charter to include among its principles the current trends of identification, protection, dissemination and sustainable and participatory development of heritage:**
   - Participation and equal benefits in the framework of tourism: including the equality of men and women and the inclusion of the most vulnerable social groups.
   - Strengthen support for citizens, indigenous groups and communities of all kinds that are affected by / participate in tourism.
   - Raise awareness among all the actors involved about the different degrees of tourist impact (positive and negative) in the different heritage assets and destinations.
   - Make carrying capacity the central axis of visitor management.
   - Professionalize the dissemination and interpretation of heritage within the framework of tourism.- Sensitize the tourism sector and private investment regarding conservation priorities and their responsibility in this regard.
   - Promote dialogue between all the actors involved in tourism and heritage as a basic planning tool.

ICOMOS Charter for Cultural Tourism

2) Analyze and achieve the confluence of the document with the principles emanating from ICOMOS and other organizations in the matter: Heritage Impact Assessment, Approaches Based on Rights, and ICOMOS doctrinal documents; Agenda 2030, Sustainable Development Goals and UN Climate Change Policy; UNWTO doctrine and recommendations; World Heritage and Sustainable Tourism Program, future Visitor Management Assessment Tool (VMAT) and UNESCO recommendations, among others.

3) Produce an updated doctrinal document capable of: deal with the many, complex and multidimensional facets of the relationship between heritage protection and visitor management. increase the credibility and relevance of ICOMOS and the ICTC in a tourism context that has changed dramatically in this century and that often makes decisions about tourism development without considering its impact on heritage.

ICOMOS Charter for Cultural Heritage Tourism

During the 2022 ICOMOS Annual General Assembly in Bangkok, Thailand, Resolution AGA 2022/14 - Adoption of the ICOMOS International Charter for Cultural Heritage Tourism was presented. Voting for the resolution happened between October 31 to November 6, 2022. On November 10, 2022, the ICOMOS Secretariat announced that the resolution adopting the Charter was approved.

https://www.icomosictc.org/2022/11/the-icomos-international-cultural.html

Transition Pathway for Tourism

Several and highly relevant references on:

virtual and augmented reality services provide new ways to help preserve natural and cultural resources at risk, while enabling real-like visitor experiences

linking with the objectives of European data space for cultural heritage to **digitise cultural heritage assets**, R&I in this area could provide new innovative, sustainable and accessible forms of tourism services

innovative tourism services using advanced technologies (virtual reality, augmented reality, AI) and digitized cultural heritage

develop and implement **smart** and sustainable tourism strategies at the right level in order to emphasise local identity specialities by encouraging the promotion and quality craftsmanship, especially for regions that highlight their gastronomy, local knowledge and traditions.

Priorities for Cultural Tourism

1. Involving Innovative and Digital Media, inc. AR/VR
2. Cultural Routes of the Council of Europe
3. Promoting *Creative Tourism based on Cultural & Creative Industries (CCIs)*
4. European Heritage Label sites
5. Enhancing Heritage Interpretation
6. Climate Action (Climate Heritage Alliance)
7. Transformation towards 'Smart Tourism' and 'Smart Destinations', including Sustainability, Accessibility, Digitalisation, Culture and Creativity

Updating of the ECTN Charter

1. Legacy of EYCH2018 (EC DG EAC)
2. Smart Tourism Capital – Cultural Heritage and Creativity
3. Transition Pathway for Tourism (EC DG GROW)
4. UN Sustainable Development Goals (SDGs) 2030
5. UNWTO Smart Destinations, Wine & Gastronomy Tourism
6. UNESCO Creative Cities Network & Sustainable Tourism
7. European Travel Commission – Tourism Manifesto etc.
8. Council of Europe Cultural Routes Declarations
9. Cultural Diplomacy (Committee of the Regions)
10. Europa Nostra Manifestos
11. Europeana Network etc.
12. ICOMOS ICTC Charter 2022

Thank you!

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