

CHRISTA voice



Issue 3

CHRISTA
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Interreg Europe CHRISTA Project Newsletter

Address of the President of Sibiu County Tourism Association at the event in Sibiu



On behalf of Sibiu County Tourism Association, it is my pleasure to welcome you to Sibiu. As you know, Sibiu was a European Capital of Culture in 2007, the first cultural capital in Romania. We are currently going forward with the European Region of Gastronomy for 2019 for the whole county and you will have the opportunity to sample this during your stay tomorrow.

We are very pleased to see the CHRISTA family doing so well in this project, exchanging our experience and good practices like we did in Guimaraes, Portugal, and in Vastra Gotaland, Sweden, and now in Sibiu. We shall have the opportunity to present and discuss about heritage interpretation facilities for sustainable cultural tourism, which is the topic on this event.

My thanks to the team that organised this event and I hope that you will enjoy your stay in Sibiu, so that you may come back not only as a guest, but as a visitor for cultural tourism!

Alin Chipăilă
President of
Sibiu County Tourism Association



CHRISTA is an interregional cooperation project for improving natural and cultural heritage policies in the Interreg Europe Programme, which helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place.

CHRISTA aims at protecting and preserving natural and cultural heritage assets and deploying them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation, innovation and digitisation

The CHRISTA project is co-funded by the European Regional Development Fund and made possible by the Interreg Europe programme

**Total budget: 1.77 M EUR
ERDF co-funding: 1.5 M EUR**

4 SPECIFIC THEMES OF CHRISTA PROJECT REGARDING SUSTAINABLE AND RESPONSIBLE CULTURAL TOURISM:

- 1. Intangible Heritage**
- 2. Industrial Heritage**
- 3. Interpretation facilities**
- 4. Innovation and Digitisation**

Study Tour in Veneto



The project partners and some key stakeholders met in Venice (IT) in order to focus on the exchange of experiences and good practices among the partners, on all 4 priority themes (Intangible Heritage, Industrial Heritage, Interpretation Facilities, Innovation & Digitization), which are considered as a tool for the touristic development planning.

23 guests representing 9 project partners and 4 people of the Veneto Region staff took part in the Study Tour. The Study Tour took place in different Islands of the Venetian Lagoon with transfers by boat. The Veneto Region staff showed to the partnership several points of interest of the Venetian heritage for the project activities, each of them connected to the 4I object of the project.

The first visit was the ancient Tenuta Venissa placed in the Mazzorbo Island. Historically, it was used as a monastery but nowadays it is an holiday resort for tourism "of excellence".

A visit was to the Life Vimine (4I: Innovation and digitalisation) followed, a project whose aims are to define and implement an integrated approach for the protection of salt marshes from erosion and landscape management in the northern part of the Venice Lagoon. The project Vimine works to protect few critical eroding spots on the salt marshes borders, to stop erosion before it degenerates, assigning a key role to the design, monitoring and maintenance phases of protection works (the day after the participants had the chance to directly see the works done thanks to the project).

Then the attention moved to the Centro Internazionale Civiltà dell'Acqua Onlus introduced mission, objectives and activities of the no-profit organisation, as well as the recent project over the use of digital tool, in particular digital Apps in order to promote and valorise the water stream of the Veneto Region (4I: Intangible heritage/Innovation and digitisation). The Water Museum of Venice and the new digital tools were presented. After, always in the frame of the digitisation of instruments for the touristic promotion, also the Musme – Museum of History of Medicine in Padua (4I: Innovation and digitisation/Interpretation facilities) was presented through a video.

At the end of the presentations, a guide led the group through a detailed visit of the Tenuta Venissa and its agricultural recovery through viticulture and horticulture, also experiencing the natural and traditional heritage of the ancient religious site. The tour ended with the lunch in the wine cellar.

After lunch, the group moved to the **Island of Burano**, renowned by its Intangible heritage of Lace. At first, the group was guided to a tour of the coloured Island, then the ancient tradition of the lace technique (4I: Intangible heritage) was presented at the **Lace Museum**, where the group had the opportunity to admire old women working on laces.

After having discovered the tradition of the lace at the Museum, the entire group moved to the **Shipyard Amadi** for a brief introduction of the traditional construction techniques of the typical lagoon boats, passed down generation by generation within the owner family (4I: Intangible heritage/Industrial heritage). Mr. Amadi explained to the group how a boat used to be build, the materials used as well as the instruments.

The last part of the Study Tour, consisting in the dinner at the typical Venetian restaurant: "Al Gatto Nero". Before the dinner, the Consorzio Venezia Nativa, explained its marketing project (4I: Interpretation facilities), and after the group had a social dinner, tasting the local traditional cuisine typical of the islands of the lagoon (4I: Intangible heritage).

The second day of the Study Tour started from San Giuliano to Burano Island. Once arrived in Burano Island, the group had at first a general **presentation about the fishing tourism** by representatives of the **Cooperativa Pescatori di Burano** and after a practical experience on a traditional lagoon fishing boat with demonstration of the ancient techniques used and the explanation about how the technique used nowadays are linked to the ones of the past (4I: Intangible heritage/Interpretation facilities/Innovation and digitisation).

The boat trip lasted around two hours during which the boats stopped twice in order to observe fishermen working. It also stopped in the area where the activities connected to the project Vimine, presented the day before, have been carried out, so that the group could directly see the effects of the project. After the boat experience, the group enjoyed the lunch tasting local traditional cuisine (4I: Intangible heritage) in a lagoon village called Treporti. The menu was composed by Venetian cuisine masterpieces such as pasta and "moeche".

In the afternoon, the participants boarded in Treporti to the next destination: the a and huge complex of shipyards and laboratories of Venice Arsenale (4I: Industrial heritage). After a brief introduction of the Arsenale, the participants had the opportunity to visit the "Tese" and the structures retrieved and reused always within the Arsenale. In particular, the Tesa 104, seat of the ISMAR the "Istituto delle Scienze Marine", a sample of industrial heritage restored and reused as research center, as well as the tower used as public space for events and exhibitions from where it is possible to admire a wonderful view over the Arsenale and the whole Island.

The Study Tour was concluded with a summing up of the policy learning implications and the next steps of the project in using this experience in the improvements to the policy instruments.

European Year of Cultural Heritage 2018

The **European Cultural Tourism Network** (ECTN) applied to the Call for Stakeholders for the '**European Year of Cultural Heritage 2018**' (EYCH) by the European Commission DG EAC. through the 'Voices of Culture' programme and has been selected as one of 30 European associations out of 310 applications. The first meeting took place in Brussels on 28 April 2017 where ECTN presented inter alia its role as advisory partner and communication manager of **CHRISTA Interreg Europe** project. The second meeting was held in Brussels on 7 September 2017 and on 8 September in a joint meeting with National Coordinators of EYCH 2018. ECTN established cooperation arrangements with other stakeholders such as **Europa Nostra, Interpret Europe, European Historic Houses Association European Landscape Convention (Civilscape), International Council of Museums**, in the frame of EYCH and for communication of the **CHRISTA** project results. ECTN with **CHRISTA** project is the only selected stakeholder of EYCH with a direct remit in sustainable tourism and through **CHRISTA** project will facilitate the 5th initiative of EYCH regarding 'Tourism and heritage: promotion of sustainable cultural tourism'. All **CHRISTA** project events in 2018 will be in the frame of EYCH.

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

3rd Thematic Workshop on Heritage Interpretation Sibiu, Romania, 19-21 September 2017

All partners participated in the 3rd Interregional Thematic Workshop on priority theme 'Heritage Interpretation facilities for cultural tourism' capacity building with study visits, held in Sibiu, Romania (organised by Sibiu County Tourism Association), on 19-21 September 2017. At this Workshop, partners discussed the latest issues and trends in the field of heritage interpretation and related facilities for sustainable and responsible tourism development and promotion. The Workshop was enriched with a study visits in Sibiu county. Several partners involved their stakeholders and external experts in the Workshop.

The Workshop was in two parts: firstly, as an internal, focused Workshop of partners and their stakeholders in which the good practices of heritage interpretation were presented in terms of sustainable tourism development and promotion, and secondly as an open event with external participants and other stakeholders in a conference. They showcased relevant experience, shared best practices, methods and concepts of successful implementation and provided practical recommendations to heritage interpretation to facilitate sustainable tourism development and promotion.

External speakers included representatives of the Committee of the Regions (video), European Travel Commission and Europe Nostra. The event concluded with a synthesis on the contribution of heritage interpretation to innovative, sustainable and responsible tourism development and promotion.

Keynote speaker was the Managing Director of Interpret Europe, invited and secured by advisory partner ECTN as external expertise.

Study visits in Sibiu County

The Workshop was enriched with study visits in Sibiu county, viz:

The Saxon heritage of Transylvania, fortified church of Cislădie/Heltau.

- New marketing tools-Cislădie city app, Transylvania card
- Local guides-how to involve the local community in providing tourist services
- Product diversification: how to organize a cultural agenda.

The Romanian heritage, Răşinari

The historic tram is connecting the city of Sibiu with the pastoral village of Răşinari, mainly used for tourism and culture activities.

ASTRA open-air museum - Learning DIVERSITY through play, the most important ethnographic museum in Romania.

- A ludic way to understand how people of different origins, cultures and religions used to live together in Romanian villages.
- Visitor center with focus on the program for heritage interpretation through cultural animations.



CHRISTA at the launch of Green Pilgrimage project

On 16 May 2017, advisory partner European Cultural Tourism Network (ECTN) presented the CHRISTA project aims and approach at the Launch conference of **Green Pilgrimage** Interreg Europe project, which supports and promotes sustainable pilgrimage tourism.

The conference was hosted at the Canterbury Cathedral Lodge by the Diocese of Canterbury, Kent County Council, lead partner of Green Pilgrimage.

The conference gathered experts from across Europe to share their experiences on developing 'green pilgrimage', to inspire others across Europe, as well as discussed the environmental, spiritual, community and economic benefits that pilgrimage can bring.

During the event, several priority themes of CHRISTA project were presented and synergies highlighted on common issues addressed in the both projects for natural and cultural heritage. Particularly, on local products and gastronomy with traditional skills as trades (intangible heritage), responsible tourism in terms of respecting traditions of residents by visitors (responsible tourism), as well as information for visitors including digital traveller (interpretation facilities and digitisation of cultural assets).



Both project CHRISTA and Green Pilgrimage look forward on how to explore opportunities on working together and exchange of experience and information in the future.

Tourism Manifesto for Growth & Jobs signed

The **European Tourism Manifesto for Growth & Jobs**, a recent document which highlights the EU policy priorities for the tourism sector and signed by several pan-European federations, associations and networks, has been adopted by CHRISTA partners as a new cooperation agreement, through advisory partner ECTN.

The Tourism Manifesto, coordinated by the European Travel Commission (ETC), includes references to preservation of cultural heritage, in terms of stronger awareness of European citizenship, as well as references to thematic tourism including culture, gastronomy and cycle routes, quality schemes including heritage, digitalisation, diversification, visitor economy, climate and job creation goals, local communities, visitor's experience, holistic European approach, topics of high relevance to CHRISTA project.

The Tourism Manifesto has been brought together with the **European Heritage Alliance 3.3** towards strengthening synergies between the tourism and the cultural sectors. The European Heritage Alliance 3.3 (EHA 3.3) is coordinated by Europa Nosta and includes some 40 pan-European networks and associations active in cultural heritage preservation and promotion. These key pan-European bodies (ETC and EHA 3.3) are important actors for the CHRISTA project dissemination, with value to other destination authorities. This interaction between Tourism Manifesto and EHA is expected to have further positive results in terms of policy learning towards sustainable cultural tourism in the CHRISTA project.

www.tourismmanifesto.eu



Next events and meetings

Joint Meeting on the preparation of the Action Plans	23-24 January 2018 Granada, Spain
4th Inter-regional Workshop on Innovation & Digitisation for Sustainable Cultural Tourism	20-21 March 2018 Vidzeme, Latvia
2 nd Dissemination events	October 2017 – March 2018 All partner regions
Event during the European Week of Regions and Cities	October 2017 Brussels
Project Meeting during Phase 2	October 2018 Pafos, Cyprus
Project Meeting during Phase 2	April 2019 Burgas, Bulgaria
Final high-level event, conference	September 2019 Place TBC



REGIONE DEL VENETO



VIDZEME TOURISM ASSOCIATION



Burgas Municipality



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