

CHRISTA voice



Issue 4



Interreg Europe CHRISTA Project Newsletter

CHRISTA project completed with achievements!

The CHRISTA project was properly completed at the end of March 2020 with significant achievements in the implementation of some 30 actions of the action plans in the nine partner regions, including three pilot actions in Pafos Cyprus, Granada Spain and Vidzeme Latvia.

The High level dissemination event / Final Conference held in Granada, Spain, gave the opportunity to reach a wider audience of practitioners, academics and policy-makers. The partners' key stakeholders actively participated, either as presenters in parallel sessions or in the discussions. Of particular importance was the policy debate held on the project legacy. Furthermore, contributions of keynote speakers from EU institutions (European Commission DG EAC and Committee of the Regions) as well as pan-European bodies (Europa Nostra, European Travel Commission, Interpret Europe) ensured that the project results may also influence future, relevant EU policies on culture & tourism, towards responsible and sustainable cultural tourism with innovations.

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



CHRISTA in close cooperation with the Cult-RInG project

CHRISTA & Cult-RInG Interreg Europe projects came together in Pafos, Cyprus, on 25-27 October 2018, to join forces for sharing and transferring best practices in the frame of the **European Year of Cultural Heritage 2018 (EYCH2018)**. This cross-fertilisation is based on transferring the results of CHRISTA project, already in Phase 2 implementation of the action plans, to European Cultural Routes (existing and new ones examined in Cult-RInG project). The cooperation has been facilitated by the common advisory partner, **European Cultural Tourism Network (ECTN)**, the main instigator and developer of both projects. Pafos **Regional Board of Tourism**, lead partner of **CHRISTA** and also a partner in Cult-RInG hosted the joint events in a conference that included parallel sessions on Intangible Heritage, Industrial Heritage, Interpretation, as well as Transnational Thematic Tourism products including Cultural Routes. This included contributions by external participants, experts, practitioners, researchers and academics.

The joint plenary sessions included presentations by:

- the European Commission DG EAC, EYCH task force representative, Ms Anne Grady, on the results of the Open Method of Coordination (OMC) for Sustainable Cultural Tourism (SCT),
- European Parliament member, former Chair of the Tourism and Transport Committee, Mr Michel Cramer (Green Party, Germany), video message,
- Europa Nostra Vice-President Mr Piet Jaspaert, on the 'Berlin Call to Action' regarding the legacy of EYCH,
- Committee of the Regions member, Mayor of Gabrovo Ms Tanya Hristova, on European identity,
- European Travel Commission, Partnerships Manager Ms Iulia Niculica, on the EU-China Tourism Year 2018 synergies with EYCH,



- NECSTouR (the Network of European Regions for a Competitive and Sustainable Tourism), Ms Sandra de Puig, Secretariat, on the 'Barcelona Declaration: Better places to live, better places to visit', as contribution to EYCH, in association with ECTN and Europa Nostra, and

- ECTN on the 3rd edition of the Charter for Sustainable Cultural Tourism, a contribution to EYCH2018, inter-alia bringing together the 'Berlin Call to Action' and the 'Barcelona Declaration', as well as updating the Charter with recent developments on 'European Capital of Smart Tourism', developments in Heritage Interpretation, 'Europeana' Policy Guidelines for Tourism, ICOM Declaration update and new European Cultural Routes of the Council of Europe.

A keynote address by former EU Commissioner for Culture, Mrs Androula Vassiliou, on culture and tourism synergies was the highlight of the conference. At the closing session Mrs Vassiliou was confirmed as an Honorary Member of ECTN.

At a panel session external experts of advisory partner ECTN for CHRISTA project (University of Barcelona for Intangible Heritage, University of Rijeka for Industrial Heritage, Interpret Europe for heritage Interpretation) debated with representatives of two Cultural Routes of the Council of Europe (The 'Phoenicians Route' and 'Iter Vitis', involved in Cult-RInG project), to identify synergies and cross-transfer of best practices that would enrich the action plan implementation and policy instrument enhancements.

CHRISTA and Cult-RInG projects have common partners Vastra Gotaland region, Sweden, Region of Central Macedonia Regional Fund, Greece, Vidzeme Tourism Association, Latvia, Pafos Regional Board of Tourism, Cyprus, as well as ECTN. The other partners of CHRISTA (Veneto IT, Granada ES, Sibiu RO, Burgas BG, CIM Ave PT) benefited by exposure to the work of Cult-RInG on cultural routes for growth and jobs, and the Cult-RInG other partners (Lazio IT, CIM Alto Minho PT) benefited by the work of CHRISTA action plans implementation on the 4 I's (Intangible heritage, Industrial heritage, Interpretation facilities and Innovation / digitisation).

Innovation and Digitisation Workshop held in Latvia

The 4th Interregional, Thematic Workshop on '**Innovation and Digitisation for Sustainable Cultural Tourism**', was held in Riga, Vidzeme, Latvia, in March 2018, organised by project partner **Vidzeme Tourism Association (VTA)**.

The venue was the **Riga Motor Museum**, of high relevance to the topic as it includes several innovative and digital applications for appreciating the exhibits. The Workshop included a study visit to the Museum. Riga Motor Museum is the largest and most diverse collection of antique motor vehicles in the Baltics; included in the list of the best technical museums. It was opened after a large-scale reconstruction in 2016. The museum has gained broader and modernized exposition space, a comfortable and enjoyable environment for visitors, as well as accessibility for everyone. An entirely new innovative exposition with interactive and multimedia solutions, highlighting the museum's collections and unique exhibits, enhances the visitor experience. Organically integrated in the museum's exposition the multimedia solutions complement the overall narrative. They allow the visitor to explore important topics in depth, engage creatively and gain visual enjoyment. Facilities include audio guide, augmented reality experience, video mapping show, workstations, visual projections, multimedia solutions, audio experience, hands-on exhibits and games.

At the Workshop, all CHRISTA partners presented their experiences regarding innovations and digitisation of cultural heritage in relation to the other three thematic priorities of CHRISTA project, namely intangible heritage, industrial heritage and interpretation facilities. These included the Archeological and Byzantine culture museums of Thessaloniki, Macedonia, Greece, the Venezia Nativia (the native Venice) in Veneto, Italy, the Prizma platform of industrial heritage in Västmanland region, Sweden, the St Anastasia Island in Burgas, Bulgaria, the Astra Museum complex in Sibiu, Romania, as well as the Europeana policy guidelines for tourism.



CHRISTA project presented at Interpret Europe Conference

The heritage interpretation aspects of the CHRISTA Project were presented by advisory partner **European Cultural Tourism Network (ECTN)** at the '**Interpret Europe**' Conference in Kőszeg, Hungary, in the frame of the **European Year of Cultural Heritage 2018 (EYCH2018)**. The Conference theme was '**Heritage and Identity**'. The question of identity is key when it comes to one's feelings towards Europe in all its diversity and one's relationship with single nation states, regions and local communities.

The title of the presentation was: "**Heritage Interpretation for Sustainable Cultural Tourism Policies: Interreg Europe CHRISTA Project**". The presentation highlighted the contribution of heritage interpretation to sustainable cultural tourism development and promotion, as well to identification of the tourist destination authorities' needs in terms of interpretation facilities, towards promoting regional and local identity from the visitor's perspective. It was based on results of the CHRISTA project in 9 destinations, supported by the ECTN in the frame of **EYCH2018**.

CHRISTA Project and ECTN brought the cultural tourism aspects into the Heritage and Identity Conference, the only presentation with a direct reference to **Sustainable Cultural Tourism policies**.

Interpret Europe, the European Association for Heritage Interpretation, had contributed to the CHRISTA project event in Sibiu, Romania, in September 2017. Interpret Europe and ECTN are members of the **EYCH Stakeholders Committee** selected by the European Commission DG EAC. Tibor Navracsics, EU Commissioner for Education, Culture, Youth and Sport opened the conference.

High-level dissemination event

Final Conference held in Granada

The CHRISTA project High-level dissemination event / final conference, held Granada, Spain, on 22-24 October 2019.

The high-level political dissemination event / final conference of CHRISTA project took place in Granada, Spain, on 24-26 October 2019, organised by advisory partner ECTN (European Cultural Tourism Network) and supported by partner 'Diputación de Granada'. The venue was the 'Museo Memoria de Andalucía Caja Granada Cultural Centre'. This final dissemination event gathered executives and policy-makers from the partner regions and from other relevant institutions, including several stakeholders and experts. The aim was to promote the project achievements and to disseminate the results of the action plan implementation to a wider audience, with particular reference to the selected pilot actions. Furthermore, to enhance the project legacy in terms of incorporating intangible heritage, industrial heritage, interpretation facilities and innovation/digitisation in responsible and sustainable cultural tourism development and promotion.

On the 1st day, the opening addresses were given by the delegate deputy of Employment & Sustainable Development of the Diputación de Granada and a member of the Board of the lead partner Pafos Regional Board of Tourism (PRBT), Cyprus. The keynote address was given by a Policy Officer of the European Commission Directorate-General Education & Culture (DG EAC), on 'Sustainable Cultural Tourism: follow up to the European Year of Cultural Heritage 2018', of which CHRISTA was one of the 6 Interreg Europe projects selected to support. The new Guidelines for Sustainable Cultural Tourism were presented, in relation to synergies with CHRISTA project results. The project coordinator presented the overall achievements and results of the CHRISTA project. A Policy Officer from the Interreg Europe JS presented the state of play of Interreg Europe programme. The opening session was moderated by the lead partner PRBT, Cyprus.

In the 2nd session, the project video documentary was shown and the results by project theme (4 I s) were presented by the responsible partners, viz:

- o Intangible Heritage, by Inter-Community of Ave, Portugal
- o Industrial Heritage, by Västra Götaland region, Sweden
- o Heritage Interpretation, by Sibiu County Tourism Association, Romania
- o Innovation and Digitisation, by Vidzeme Tourism Association, Latvia.



The 3rd session focused on action plans implementation & monitoring, including pilot actions in progress, in parallel sessions by theme. This included discussion on the project results between partners and stakeholders.

The 4th session was devoted to policy debate on action plans implementation and resulting policy implications by policy-makers and officers on: 'How can we ensure legacy of the CHRISTA project in policy change regarding the 4Is, towards sustainable cultural tourism development and promotion?'. The debate was moderated by the President of 'Sibiu County Tourism Association', Romania, project partner.

On the 2nd day, parallel sessions continued on the project themes, regarding trends, case studies, best practices, methods, concepts and results, with external contributors and discussion with project partners and stakeholders. The closing session was devoted to 'Synergies, Conclusions and the Way Forward - views and initiatives of EU institutions and pan-European bodies', with addresses by senior representatives of the EU Committee of the Regions (NAT Commission), Europa Nostra VP, European Travel Commission (ETC) and Interpret Europe (European Association for Heritage Interpretation). Closing remarks were made by the ECTN President and the Tourism deputy of the 'Diputación de Granada'. In the afternoon, there was a study visit to the museum 'Memoria de Andalucía'.

On the 3rd day there were study visits in Granada province, related to the CHRISTA action plan on Interpretation Centres & Good Practices.

CHRISTA as theme of the 6th Cultural Tourism Awards

The CHRISTA Project title has been selected as the main theme of the 6th edition of the **ECTN Awards 'Destination of Sustainable Cultural Tourism 2019'**. These Awards enhance the visibility of European cultural tourism destinations, create a platform for sharing experience and knowledge and promotes networking between destinations. The Awards have been organised since 2014 by ECTN around annual themes, for the benefit of destinations, communities, associations, businesses, citizens and visitors. The Awards form a legacy of the INTERREG IVC CHARTS Project.

The 2019 edition of the Awards was organised by ECTN in partnership with Europa Nostra, the European Travel Commission and NECSTouR. It follows on from the 2018 Awards as a contribution to the 'European Year of Cultural Heritage' (EYCH2018), by a similar partnership and aims to contribute towards the legacy of EYCH2018. The Awards are for achievements by cultural tourist destinations which have produced significant results related to enhancing visitor experience while respecting traditions and involving local communities.

The 2019 Awards addressed the following heritage-related aspects of sustainable cultural tourism (the first 3 in the frame of CHRISTA Project):

1. Intangible Cultural Heritage
2. Heritage Interpretation Facilities
3. Innovation and Digitisation in Cultural Tourism Development and Promotion
4. Transnational Thematic Tourism Products, including Cultural Routes (linked to Cult-RInG Interreg Europe project)
5. Culinary Heritage, Wine, Food and Gastronomy Tourism
6. Contributions by Cultural and Creative Industries (CCIs) to Cultural and Creative Tourism (linked to Cult-CreaTE Interreg Europe project)
7. Actions during the 'European Year of Cultural Heritage 2018', initiative on 'Tourism and heritage'.

Award winners will be recognised as examples of excellence inspiring other tourist destinations and stimulating further development of sustainable and responsible cultural tourism initiatives.

The Awards Jury is composed of experts from several European countries, appointed by **ECTN, Europa Nostra, the European Travel Commission** and **NECSTouR**. For 2019 the Jury also included the **European Commission DG Education & Culture** as well as **'Iter Vitis' Cultural Route of the Council of Europe**.



“Operatori Turismo Sostenibile della Laguna di Venezia” (OTS) - Association of Sustainable Tourism Companies in the Venice Lagoon, Veneto Region, Italy, has won one of the ECTN Awards 'Destination of Sustainable Cultural Tourism 2019', the 3rd prize in the category Intangible Heritage Tourism. The establishment of this Association is one of the actions in the Veneto Region action plan within the CHRISTA Interreg Europe project.



Phyti Community Council, Cyprus, won the 2nd prize in the ECTN Awards 'Destination of Sustainable Cultural Tourism 2019' in the intangible heritage category. The promotion of Phytiotiko traditional weaving is an action in the Pafos region Action Plan in CHRISTA project.

CHRISTA follow-up project proposal submitted to Horizon 2020 programme

Actions on Cultural Tourism Innovation leVeragE for Operations in Urban and Regional Development towards Effective Sustainable Tourist destinations (ACTIVE4OURDEST).

The overall objective is:

To examine, document, enhance, facilitate, assess and exploit the potential for social and economic development of European urban and rural areas thorough sustainable cultural tourism, with innovative operations on new tourism products and services, effective multilevel strategies for employment generation, digital agenda applications, European identity promotion, cultural heritage conservation and related policy formulation, towards efficient and smart destinations. With efficient use of EU Structural Funds, partnerships between EU and non-EU countries, engagement of public and private stakeholders, pilot testing and replication; including industrial heritage tourism, European cultural routes and European Heritage Label, as well as evaluation of cultural tourism impacts and improvements on sustainable cultural tourism policies and practices.

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CHRISTA Partnership



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VERY MACEDONIA
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GREECE



VÄSTRA GÖTALANDSREGIONEN



VIDZEME TOURISM
ASSOCIATION



Diputación de Granada
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