

**Interreg
Europe**



European Union | European Regional Development Fund



Policy Brief on Sustainable Tourism: an opportunity for regions to preserve and value their cultural and natural heritage

Learning from good practices, interesting approaches,
and policies linked to
Interreg Europe's projects on cultural heritage

29 May 2018



Objective of the policy brief



- Provides definitions
- Explores links between cultural and natural heritage and sustainable tourism
- Overview of policies and initiatives in the field
- Provides policy recommendations



Cultural heritage



Expression of the way of living passed through the generations

Tangible: built environment and artefacts

Intangible: habits, traditions, oral history



Medina of Tetouan, Unesco Cultural Heritage (Morocco)
Photo credit: Ruslan Zhechkov

Natural capital



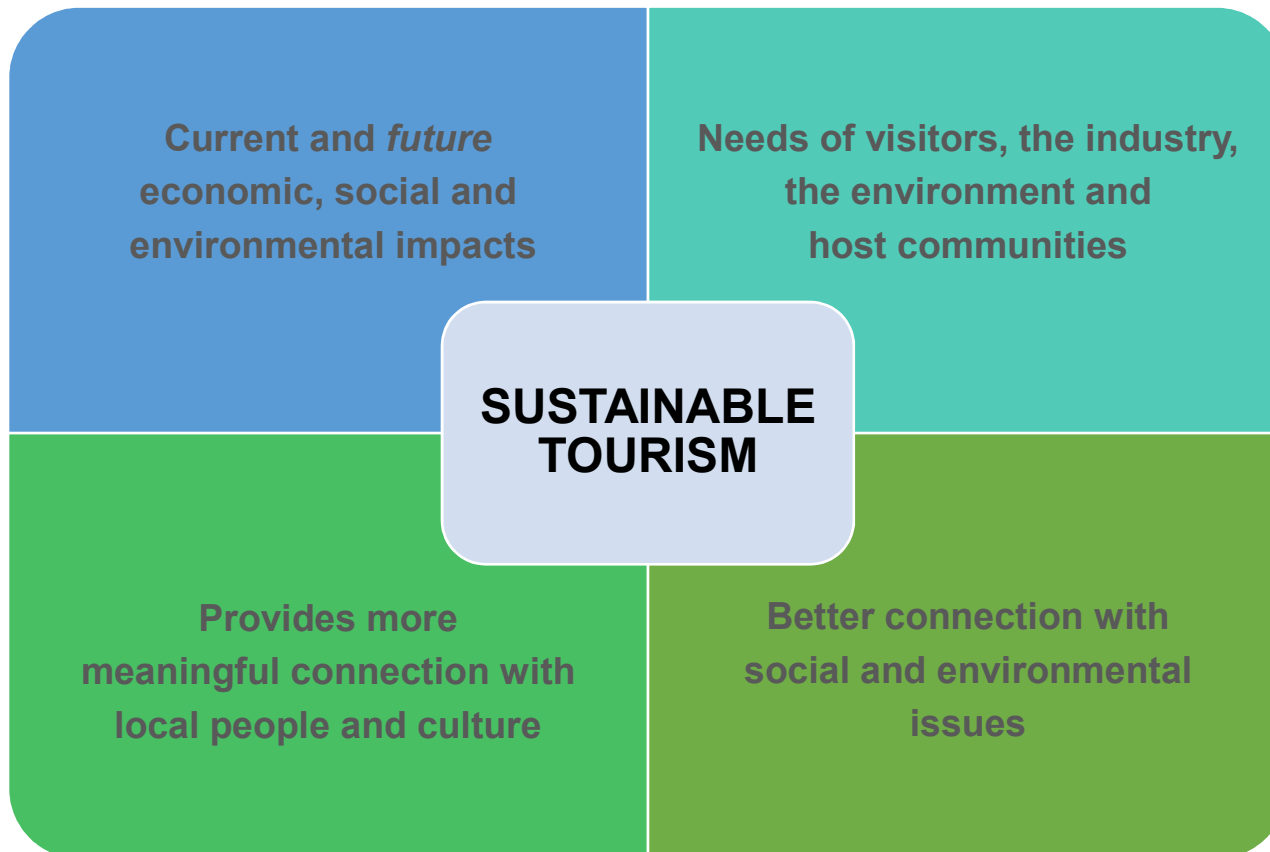
**Natural resources, land
and ecosystems**

**Essential for delivering
ecosystem services that
underpin our economy**



Pasture in Peak District Natural Park (UK)
Photo credit: Ruslan Zhechkov

Sustainable tourism



Impact of cultural heritage on regional development



Shift in the heritage discourse from a *conservation-oriented* approach to a *value-oriented* approach



Tourist-induced pressures



Tourist activities can create additional environmental and identity pressures:

- Land use changes
- Disturbances of species
- Waste or pollution



La Forge Cement Factory, Peak District (UK)
Photo credit: Ruslan Zhechkov

EU Work Plan for Culture (2015-2018)



**Participatory
governance of cultural
heritage; skills, training
and knowledge transfer**

**Risk assessment and
prevention for
safeguarding cultural
heritage**

**Focus on cooperation
between countries**



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Agenda for a sustainable and competitive European tourism



Right balance between the welfare of tourists, the needs of the natural and cultural environment and the development and competitiveness of destinations and businesses

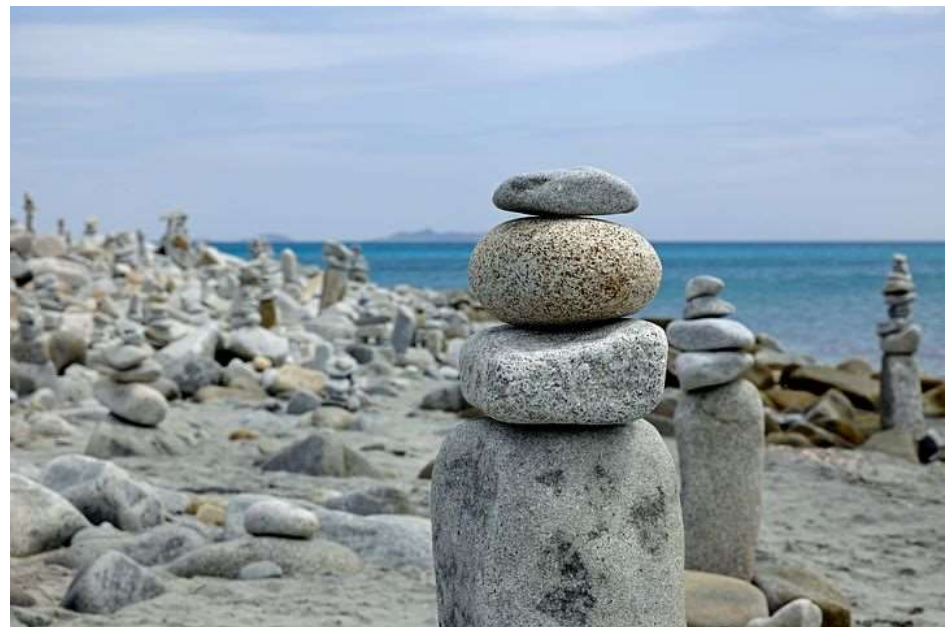


Photo credit: Pixabay



EU Ecolabel



**Voluntary tool
available to tourism
accommodation**

**Tourist
Accommodation
Services**

Camp Site Services



Eco-management and Audit Scheme (EMAS)



Allows actors in the tourism sector to improve their environmental performance and promote the quality of their services

Sectoral Reference Document

Best Environmental Management Practice in the Tourism Sector



Performance,
Credibility,
Transparency



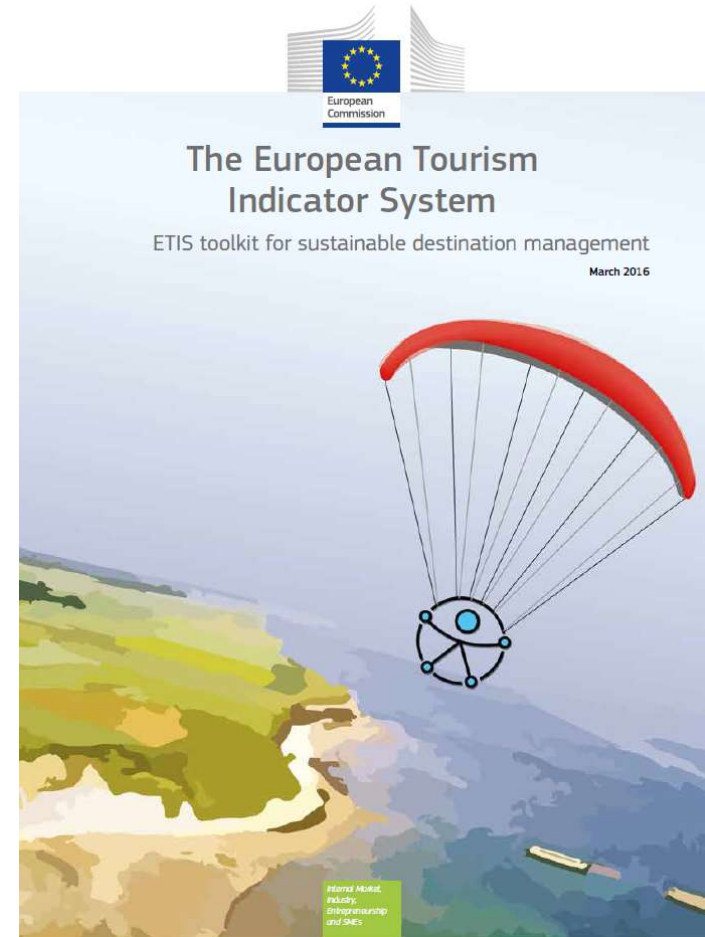
European Tourism Indicators System for sustainable destination management (ETIS)



A management tool, supporting destinations who want to take a sustainable approach to destination management

A monitoring system, easy to use, for collecting data and detailed information and to let destinations monitor their performance from one year to another

An information tool useful for policy makers, tourism enterprises and other stakeholders.



Funding



- **European Union Prize for Cultural Heritage and the European Heritage Label**
- **Creative Europe**
- **2018, European Year of Cultural Heritage**
- **European Structural and Investment Funds (ESIF);**
- **Connecting Europe Facility;**
- **COSME;**
- **‘Europe for Citizens’ Programme;**
- **Horizon 2020**



Photo credit: iStockphoto

Ways ahead: cultural and natural heritage as an opportunity for regional development



Existence of economically disadvantaged regions with valuable cultural and natural heritage development.

Cultural and natural heritage are a potential source for regional economic development their value should be revealed, promoted and treasured.



Photo credit: Brian Ceccato



Ways ahead: manage pressures cause by tourism



Careful management at local and regional level is needed to prevent and manage pressures:

- including minimisation of resource use,
- proper waste management,
- introduction of sustainable forms of transport, etc.

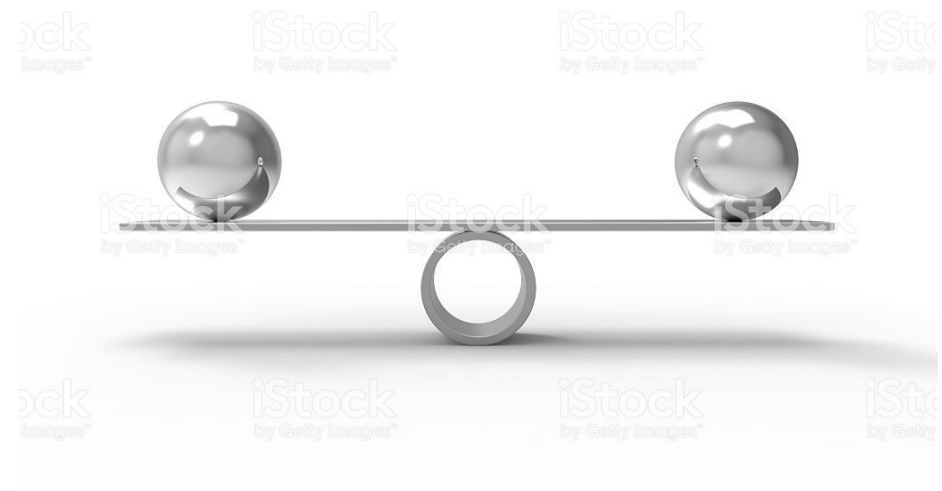


Ways ahead: balance between economic activities and protection



Striking the right balance between engaging into profitable activities and at the same time not damaging the assets at stake.

Finding this balance requires high level of awareness among citizens and policy makers of the vulnerability of the assets and the careful approach which goes with it.



Ways ahead: increase use of ICT



- **Growing broadband and mobile connectivity, the access to online data determine also the future of the environmental and cultural assets management.**
- **Regions and cities need to take advantage of the opportunities that digitalisation provides for better access to heritage assets and engagement of audiences.**
- **Tools like the “See for Me” interactive guide adds to the personalisation of visitors’ experience.**



Ways ahead: participatory governance



- **Sustainable tourism development requires working with bottom-up approach**
- **Active participation of all relevant stakeholders including businesses**
- **Strong political leadership to ensure wide participation and consensus building is also essential**
- **Exchange of successful models, initiatives, tools and approaches is key to that**
- **All Interreg Europe projects cater for this objective.**



Ways ahead: conservation



Cultural heritage is a valuable asset in need of proper conservation, preservation and restoration

Conservation know how exists which needs to be available to regional authorities

Conservation requires skilled professionals who are able to evaluate the state of the cultural heritage and are able to deploy state-of-the-art techniques



Church in Armenia
Photo credit: Ruslan Zhechkov



INTERREG EUROPE Projects & Cultural Heritage



First call

- **CD-ETA:** Collaborative Digitalisation of Natural and Cultural Heritage
- **CHRISTA:** Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions
- **Hericoast:** Management of heritage in coastal landscapes

Second call

- **CRinMA:** Cultural resources in the mountain areas
- **CultRing:** Cultural Routes as Investment for Growth and Jobs
- **EPICAH:**
- **Green Pilgrimage:** Green Pilgrimage Supporting Natural and Cultural Heritage
- **SHARE:** Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

Third call

- **INNOCASTLE** - Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens
- **CHERISH** - Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe
- **ThreeT** - Thematic Trail Trigger
- **OUR WAY** - Preservation and promotion of cultural and natural heritage through Greenways
- **KEEP ON** - Effective policies for durable and self-sustainable projects in the cultural heritage sector

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