CHRISTA project
Inauguration

1st Steering Group Meeting
23 – 24 May 2016, Thessaloniki, Greece

Partner 1

15 Destinations   & 8 universities/research institutes

11 EU Members States: EL, LV, CY, BG, RO, ES, PT, HR, PL, UK
4 other countries: ME, AL, RS, GE

Vidzeme Tourism Association	Latvia
Region Vastra Gotaland	Sweden
Pafos Regional Board of Tourism	Cyprus
Burgas Municipality	Bulgaria
Sibiu County Tourism Association	Romania
Provincial Council of Granada	Spain
Intermunicipal Community of Ave region	Portugal
Region of Central Macedonia	Greece
EKPOL - Social and Cultural Council of Thessalia Region	Greece
Tourism Organisation of Kotor	Montenegro
Regional Council of Durres	Albania
City of Dubrovnik Development Agency	Croatia
Regional Development Agency Zlatibor	Serbia
City of Jastrebarsko	Croatia
Podkarpackie Regional Tourism Board	Poland

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University of Barcelona/IBERTUR	**Spain**
National Institute for Research and Development in Tourism	**Romania**
University of Thessaly	**Greece**
Institute of Tourism Warsaw Tourism & Hospitality Management	**Poland**
University of Rijeka	**Croatia**
Bournemouth University	**UK**
University of Gothenburg, Conservation Department	**Sweden**
Caucasus International University	**Georgia**

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the only pan-European network for
sustainable Cultural and Heritage Tourism Development and Promotion

**brings together the tourism and cultural industry professionals in European regions
to exchange experience and information on best practice,
to influence policymaking and to develop new approaches and innovations.**

ROLE:

1. Communication Manager

2. Coordinate the interregional exchange of experience policy learning process supported by external expertise

3. Guarantees durability of CHRISTA results

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ROLE and RESPONSIBILITIES:

1. Communication Manager

- organise 1st Steering Group meeting (kick-off)

- establish the Project Communication strategy

- lead on and coordinate the implementation of the Communication
  strategy

- **Produce communication & dissemination & information materials** (NLs, PRs, posters, leaflets, templates, website, social media, etc.)

- produce an overall video documentary about the project results

- organise the Final Conference in Phase 2

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2. Coordinate the interregional exchange of experience policy learning process supported by external expertise

- technical assistance to the Partners on the specific exchange of experience topics through external expertise (on 4 I's)

- Guidelines on the policy learning process

- Guidelines for the development of Action Plans

- Joint seminar on the development of the Action Plans oversee the implementation of the Action Plans with common monitoring framework

- Ensure innovative approaches throughout

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3. Secure durability of project results through continuity in policies, responsible tourism actions beyond the project end

1. Making the policy learning and capacities available to other destination authorities & potential new members

2. Respond to the consultations of EU institutions

3. Reinforce the efforts for the dissemination of CHRISTA results (sustainability & durability/legacy

4. Ensure durability of CHRISTA results by seeking future sponsorship from the private sector

5. Policy Learning Guidelines on the '4 I's' published for a wider audience in digital format & included in the 'Good Practice Database'

6. Established links will continue

7. Promote & make available additionally through **www.culturaltourism-network.eu**

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