

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions



**Burgas
Municipality**



THESSALIA CHARTER

completed INTERREG IVC CHARTS project 2012 – 2014

4 priority themes (out of 9)

exchange

capitalize

follow

adopt

apply

promote

Interregional cooperation project for improving natural and cultural heritage policies in the Interreg Europe Programme

Interreg Europe programme helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place

Common Challenges

- **Natural & Cultural Heritage assets in EU regions are valuable treasures, sometimes in danger and in need of proper conservation, preservation and/or restoration**
- **These assets can be deployed for the purposes of sustainable and responsible tourism, namely cultural tourism, heritage tourism and ecotourism**
- **The tourism potential of these assets may facilitate the preservation and restoration efforts if performed in a sustainable and responsible way**
- **Innovation can contribute greatly towards improving cultural and natural heritage policies**

To **protect** and **preserve** natural and cultural heritage **assets** and **deploy** them for
the **development** and **promotion** of **innovative**,
sustainable and **responsible** tourism strategies,
including **intangible** and **industrial heritage**, through
interpretation and **digitisation**,
with **capitalisation** of **good practices**, **policy learning**,
policy implementation and **capacity building**

Identified Priority themes: of high value to cultural tourism development: 4 I`s



1. Intangible Heritage
2. Industrial Heritage
3. Interpretation Facilities
4. Innovation and Digitisation

The latest developments of **4 I`s** will be

- ✓ Identified
- ✓ Documented
- ✓ Presented & applied to partner destinations with innovative character

through activities:

- **4 Interregional Workshops -> *production of 4 'Policy Learning Guidelines'***
- **Staff Exchange programme**
- **Study Tour**
- **Development and Implementation of 9 Action Plans** for policy instruments

EXPECTED RESULTS

- Capacity building of partner`s key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges
- Better cooperation/partnerships between public and private sectors, tourism and cultural sectors
- Improved 9 policy instruments will ensure sustainable regional development and influence policy makers in other regions
- Added value to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes



CHRISTA
Interreg Europe



European Union
European Regional
Development Fund

Thank you!

@CHRISTA project

Ieva Treija
CHRISTA Communication Manager
European Cultural Tourism Network

Email: coordinator@culturaltourism-net.eu

www.interregeurope.eu/christa