

# International Day for Monuments and Sites: Campaigns and activities to promote cultural tourism within the framework of European H2020 projects

3rd SmartCulTour sub-regional workshop  
18 April 2023 - Madrid (Spain)

8.30	<b>Welcome coffee</b>
9.15	<b>Welcome</b> - Juergen Foecking (Public and Institutional Relations, European Parliament) and Raúl Compés (Director, CIHEAM Zaragoza)
9.30	<b>Opening words</b> - Daniel Martínez (Deputy Regional Minister of Culture and Tourism of the Region of Madrid)
9.45	<b>Culture as a major element of the tourism experience</b> – Peter Debrine, UNESCO
10.00	<p><b>Session 1 – Setting the scene in cultural tourism</b></p> <ul style="list-style-type: none"> <li>• Culture as a major element of the tourism experience – Santiago Sierra, Secretary General a.i. of the UNESCO National Commission</li> <li>• International Day for Monuments and Sites – Jordi Tresserras Juan, President ICOMOS (International Council of Monuments and Sites)</li> <li>• The role of cultural tourism in the European Tourism Agenda 2030 and in the Transition Pathway to Tourism – Kirsti Ala-Mutka, Policy Officer DG GROW</li> <li>• Envisioning the futures of cultural tourism – Alun Jones, SmartCulTour WP leader Dissemination (CIHEAM Zaragoza)</li> </ul>
10.50	<b>Coffee break</b>
11.10	<p><b>Session 2 – Communicating the value of culture in the sustainable tourism offer – cultural value communication campaigns</b></p> <ul style="list-style-type: none"> <li>• Improving Sustainable Development Policies and Practices to assess, diversify and foster Cultural TOURism in European regions and areas (IMPACTOUR) - Joaquín García, Camino de Santiago in Castilla y León pilot</li> <li>• Beyond CULTURAL TOURism: human-centred innovations for sustainable and circular cultural tourism (Be.CULTOUR) – Laura Gascón, The Cultural Park Of The Río Martín pilot (Aragón)</li> <li>• Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes (rurALLURE) – Martín López, Project Coordinator</li> </ul> <p>Round table and Q&amp;A from the audience</p>
12.20	<p><b>Session 3 – Sustainability in cultural tourism – Greenwashing or added value as promotion tools?</b></p> <ul style="list-style-type: none"> <li>• Smart Cultural Tourism as a Driver of Sustainable Development of European Regions (SmartCulTour) – Fernando Blasco, TuHuesca Manager and Huesca Living Lab</li> <li>• Visiting the margins: INnovative CULTURAL ToURism in European peripheries (INCULTUM) – José M<sup>a</sup> Martín, Project Coordinator</li> <li>• Rethinking Cultural Tourism in Europe and beyond (TEXTOUR) – Daniel Basulto, Project Coordinator</li> </ul> <p>Round table and Q&amp;A from the audience</p>
13.30	<b>Closing remarks – European institutions</b>
14.00	<b>Light networking lunch</b>