

**PICTURE FINAL CONFERENCE**  
**21-23 SEPTEMBER 2006**  
**Neumünster Abbey, Luxembourg**  
Auditorium Robert Krieps and rooms A21, A22



Project acronym: **PICTURE**

Full title:

Pro-active management of the Impact of Cultural  
Tourism upon Urban Resources and Economies

Contract with the European Commission :  
number 502491

Target of the Research Programme:  
Small and medium European cities with a running or  
foreseen cultural tourism project  
(minimum 10.000 and maximum 300.000 inhabitants)

Project website: [www.picture-project.com](http://www.picture-project.com)

## **DRAFT PROGRAMME**

(The conference will be in English and French – simultaneous interpretation)

### **Thursday 21 September 2006**

Registration : 8h15-8h45

9h00–9h15

Introduction : Dr. Michel THOMAS-PENETTE, Director of the European Institute of Cultural Routes, Luxembourg.

9h15-9h25

Welcome address by Octavie MODERT, Secretary of State for Culture, Higher Education and Research – Grand Duchy of Luxembourg

9h25-9h35

Welcome address by Fernand BODEN, Minister for Tourism – Grand Duchy of Luxembourg

### **State-of-the-art of cultural tourism on a European and international level**

9h35-9h50

“Cultural tourism and cultural heritage in the framework of the EU research programme”: Michel CHAPUIS, Research Programme Officer, and Project Officer for PICTURE, Unit I.2 « Environmental technologies and pollution prevention », DG Research European Commission.

9h50-10h00

Robert PALMER, Director of Culture and Cultural and Natural Heritage, DG IV « Education, Culture and Heritage, Youth and Sport», Council of Europe.

10h00-10h10

Eugenio YUNIS, Head of the Sustainable Development of Tourism Department, World Tourism Organisation.

10h10-10h20

Katerina STENOUE, Director of the Division of Cultural Policies and Intercultural Dialogue, UNESCO

10h20-10h30

Francesca TUDINI, Task Manager for “Cultural Heritage, regional issues, innovation, specific forms of tourism”, Unit I.1 Tourism, DG Enterprises and Industry, European Commission.

10h30-10h40

Representative of the DG Education and Culture and / or Regional Policy European Commission (tbc)

10h40-10h50

Bernd GENTGES, Vice-Minister-President and Minister of Education, Employment, Social Affairs and Tourism, German-speaking Community in Belgium.

10h50-11h30

Dr. Albert DUPAGNE / Elisabeth DUMONT, Researchers at Liege University, Architectural Methodological Studies Laboratory (LEMA) – project coordinators – PICTURE project and research results presentation.

11h30-12h30

Sorina CAPP (EICR) / Séverine PAILLE (CAUE de l’Oise) / Edith BESSON (ITAS) – “PICTURE website presentation: present content and future development, resource centre and participation of End-Users”

*12h30-14h00 - Lunch (buffet)*

## **14h00-16h00 SESSION 1** **Cultural tourism and urban quality of life**

General presentation and chairpersons : Dr. Tomke LASK, Consultant at gt-ASA, and Director of the Laboratory of Anthropology and Communication (LAC), Liege University, Belgium, and Elisabeth DUMONT, Researcher at Liege University, Architectural Methodological Studies Laboratory (LEMA).

### **Case studies:**

- Amiens, France -Point of view of the decision-making authorities :
  - Xavier BAILLY, Director of Heritage, Amiens Metropolis
  - Frédéric THOREL, Culture Councillor, Amiens Metropolis

- Mons and Liege, Belgium: Tomke LASK, Consultant at gt-ASA, and Director of the Laboratory of Anthropology and Communication (LAC).
- Belfast, UK, Luxembourg, Grand Duchy of Luxembourg and Bergen, Norway: Margaret SUTHERLAND, Research Associate, School of Architecture, Planning and Civil Engineering, Queens University Belfast (QUB), UK
- Luxembourg, G.D.Luxembourg: Dr. Robert L. PHILIPPART, Director of Luxembourg's National Tourist Office (ONT).

Point of view of the External Advisory Board of PICTURE project : Semia AKROUT YAICHE, Coordinator of the Regional Secretariat of the Organisation of World Heritage Cities for North Africa; Association for the Conservation of the Tunis Medina.

*16h00-16h15: Coffee break*

## **16h15-17h15 SESSION 2**

### **Cultural Tourism and Visitor Studies.**

General Presentation and chairperson: “Cultural Tourists in Europe”, by Claude ORIGET, C.O.C. Conseil, France.

#### **Case Studies:**

- “A general model to evaluate visitors in Cultural Tourism”: Dr. Mikel ASENSIO, Professor at the Universidad Autónoma de Madrid (UAM) and Manuel MORTARI, Researcher at the UAM, Spain.
- Avila, Spain - Point of view of the decision-making authorities: Dr. Francisco Javier MELGOSA ARCOS, ‘Tourism and Heritage Cities’ Councillor of Avila.

Point of view of the EAB: Terje NYPAN, Senior Advisor, Directorate for Cultural Heritage, Norway

**17h15-18h15 SESSION 3**  
**Cultural tourism and urban economies**

General presentation and chairperson: "Performance and strategy of Cultural Tourism: an economic point of view", by Ugo GASPARINO, Fondazione Eni Enrico Mattei, Italy.

**Case studies:**

- Syracuse, Italy: Giambattista BUFARDECI, Mayor of Syracuse (tbc)
- Elche, Spain: “*Urban cultural tourism in Elche. Current realities, future possibilities*”, by Jose Angel AZORIN, Researcher at the University of Alicante.

'Sustainable Cultural Tourism Development in Europe - Initial findings from the European Cultural Tourism Network's (ECTN's) INTERREG IIIC Project report': Julie RUSSEL, Coordinator of the European Cultural Tourism Network (ECTN)

Point of view of the EAB: Jean-Louis LUXEN, Director of CHEDI (Cultural Heritage and International Development).

**Conclusions of the day** : Dr. Michel THOMAS-PENETTE, Director of the European Institute of Cultural Routes, Luxembourg

**18h30-21h30 - 21<sup>st</sup> and 22<sup>nd</sup> of September**  
**First cultural tourism in small and medium size**  
**European cities' fair**  
**(10.000 – 350.000 inhabitants)**

Welcome and introduction of the fair by  
Erna HENNICOT-SCHOEPGES  
Member of the European Parliament  
Former Minister of Culture, Higher Education and  
Research  
(G.D. Luxembourg)

Presentation of the stands of cities and network of cities having participated in the PICTURE project or in the cultural routes programme of the Council of Europe. Possibility of discussion on future projects in the field of research in “cultural tourism in tomorrow’s Europe”.

The fair will be an integral part of the festival of cultural routes that takes place every year, gathering the different networks of European cultural routes.

Photograph exhibitions will be also displayed during the fair and conference days. (exhibition about unusual tourists in Liège, Belgium and exhibition about fortified heritage in Transylvania, Romania)

## Friday 22 September 2006

9h00-9h10

Introduction : Sorina CAPP, Deputy Director of the European Institute of Cultural Routes, Luxembourg

### 9h10-11h00 SESSION 4

#### Cultural tourism and good urban governance

General presentation and chairperson : Dr. Krassimira PASKALEVA-SHAPIRA, Senior Research Scientist, Institute for Technology Assessment and Systems Analysis (ITAS), Karlsruhe, Germany.

#### Case studies:

- Chantilly, France:
  - Point of view of a decision-making authority: Eric WOERTH, Mayor of Chantilly, President of the Community of the Communes of Aire Cantilienne, Former Secretary of State for the Reform of the State, France.
  - Point of view of the tourism development sector: Hubert MONZAT, Administration for the Foundation for the Protection and Development of Chantilly region. (public-private participation)
- Syracuse, Italy: Sergio CAMPANELLA, responsible for Task Force Europa and of the PICTURE project in the city of Syracuse.
- Active Influencing Small and Medium sized cities' tourism: the 'European Mozart-ways' cultural route case: Gerhard ZEINER, Responsible for Tourism of Salzburg city, Austria.

Point of view of the External Advisory Board of the PICTURE project: Eugenio YUNIS, Head of the Sustainable Development of Tourism Department, World Tourism Organisation.

11h00-11h15: Coffee break

## **11h15-13h15 SESSION 5**

### **Cultural tourism and diversity of built heritage**

General presentation and chairperson: Dr. Milos DRDACKY, Director ITAM-ARCCHIP, Academy of Sciences of the Czech Republic.

#### **Case studies:**

- Telč, Czech Republic : Tomas DRDACKY, Architect, Researcher at ITAM-ARCCHIP, Academy of Sciences of the Czech Republic.
- Třebíč, Czech Republic: Lubor HERZAN, Architect, Department of Development, Architecture and Tourism, City of Třebíč
- Roubaix, France (tbc) : Jean-François BOUDAILLIEZ, Councillor cultural heritage and tourism, City of Roubaix
- Presentation of the “Urban database project”: David MILES, Chief archaeologist, English Heritage.
- Presentation of the HEART project: *“Strategic approach to heritage led regeneration”*, by David LOVEDAY, Chief Executive, HEART.

Point of view of the Local and Regional authorities : Brian SMITH, Secretary General of the European Association of Historic Towns and Regions.

Point of view of the External Advisory Board: Vladimir KROGIUS, Deputy Director at INRECON (The Scientific and Design Institute on Reconstruction of Historic Towns), Russian Federation.

13h15-14h30 - Lunch (buffet)



## 14h30-16h30 SESSION 6

### **« European Capital of Culture » programme: impacts for cultural tourism development**

General presentation and chairperson : Margaret SUTHERLAND, Research Associate, School of Architecture, Planning and Civil Engineering, Queens University Belfast (QUB), UK; and Edith BESSON, Researcher at the Institute for Technology Assessment and Systems Analysis (ITAS), Karlsruhe, Germany.

Robert PALMER, Director of Culture and Cultural and Natural Heritage, DG IV « Education, Culture and Heritage, Youth and Sport», Council of Europe (tbc)

#### **Case studies:**

- Belfast, UK
- Luxembourg, GD Luxembourg:
  - “Election process for the « Luxembourg – Great Region – Sibiu (Romania)”: Guy DOCKENDORF, Director of Cultural Affairs at the Ministry of Culture, G.D. Luxembourg
  - “Presentation of the year 2007. Can we measure its impacts?”: Robert GARCIA, Coordinator of “Luxembourg and Greater Region European Capital of Culture 2007”.
  - Roland PINNEL, Director of the Luxembourg City Tourist Office (LCTO).
- Sibiu, Romania:
  - “The impact of being “European capital of culture” in a European Union acceding country”: Sergiu NISTOR, Coordinator of “Sibiu 2007”.

Point of view of the External Advisory Board of the PICTURE project : Jean-Pierre LAMBOT, Tourism General Commissioner, Walloon Region, Belgium.

#### **CONFERENCE CONCLUSIONS**

Michel THOMAS-PENETTE, Director of the European Institute of Cultural Routes, Luxembourg.

**Saturday 23 September**  
**Guided tours of Luxembourg city**

**in collaboration with LCTO - Luxembourg City Tourist Office-,**  
**Director - Roland PINNEL**

**Please subscribe if you want to participate in the visits:**

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