WORLD HERITAGE AND TOURISM.
EUROPEAN PERSPECTIVES

Provisional Programme

7th Seminar of the UNESCO Chair on Culture, Tourism and Development
University of Paris I Panthéon-Sorbonne
in collaboration with
UNESCO World Heritage Centre
ICOMOS France
ASSOCIATION OF FRENCH WORLD HERITAGE PROPERTIES

Wednesday 14 December 2016, 9 a.m. to 5.30 p.m.
UNESCO, Room XI

9 A.M.: OPENING
Mechtild Rössler, Director of the UNESCO World Heritage Centre
Georges Haddad, President of the University of Paris I Panthéon-Sorbonne
Catherine Coutant, Deputy Mayor of Rheims and Treasurer, Association of French World Heritage Properties
ICOMOS France

9.30 A.M.: INTRODUCTION
Maria Gravari-Barbas and Sébastien Jacquot, UNESCO Chair on Culture, Tourism and Development, IREST, EIREST, University of Paris I Panthéon-Sorbonne.

10 A.M. - 12 P.M.: First Round Table, Networking UNESCO world heritage sites
Moderator: Bénédicte Selfslagh, former Secretary-General of ICOMOS, Vice-President of ICOMOS Belgium, President of the European Heritage Label.

10 a.m. - 10.45 a.m.: Presentation of the project to create thematic cultural routes linking world heritage sites in Europe (EU DG Growth and UNESCO World Heritage Centre): Eric Philippart, EU DG Growth; Peter Debrine (UNESCO World Heritage Centre).

10.45 a.m. - 11.25 a.m.: National associations of world heritage properties in Europe. What approaches can be used to network with a view to developing tourism strategies?
*Angel Rosado Martinez, Grupo Ciudades Patrimonio de la Humanidad de España (to be confirmed)
*Claudia Schwarz, President, UNESCO-Welterbestätten Deutschland

11.25 a.m. - 12 p.m.: Sébastien PENARI, Routes of Santiago de Compostela, site on the UNESCO World Heritage List, “Synergies and tourist governance of Routes of Santiago de Compostela stakeholders”.

12 p.m. - 12.30 p.m.: Discussion

12.30 p.m. - 2 p.m.: Lunch break
2 P.M.-5.00 P.M.: Second Round Table. Opening European world heritage sites to international tourism. Challenges and strategies.

Moderator: Bénédicte Selfslagh, former Secretary-General of ICOMOS, Vice-President of ICOMOS Belgium, President of the European Heritage Label.

2 p.m. – 2.20 p.m.: Mike Robinson, Director of the Ironbridge Institute, University of Birmingham “European industrial sites in UNESCO’s world heritage, prospects for the development of tourism”.

2.20 p.m. – 2.40 p.m.: Xavier Bailly, Administrator of the Abbey of Mont-Saint-Michel, “Mont-Saint-Michel, iconic site of European cultural tourism”.

2.40 p.m. – 3 p.m.: Jordi Tresserras, University of Barcelona, IBERTOUR, “Tourist development of Gaudi sites, Barcelona”.

3 p.m. – 3.20 p.m.: Bénédicte Gandini, Fondation Le Corbusier, “The heritage of Le Corbusier tested by tourism”.

3.20 p.m. – 3.40 p.m.: Maria DALLA FRANCESCA, board of Directors, Associazione Ville Venete, “Using the villas of the Veneto for tourism”.

3.40 p.m. – 4 p.m.: Ian Morrison, Chief Executive, The Architectural Heritage Fund, “Challenges of sustaining world heritage sites outside of major tourist destinations”.

4 p.m. – 4.20 p.m.: Michael COUZIGOU, directeur, Amphitheatre of Nîmes and the Roman Theatre of Orange (tbc)

4.20 p.m. – 4.40 p.m.: Debate

4.40 p.m. – 5.00 p.m.: CONCLUSION AND PROSPECTS
Maria Gravari-Barbas and Sébastien Jacquot