

WORLD HERITAGE AND TOURISM. EUROPEAN PERSPECTIVES

Provisional Programme

7th Seminar of the UNESCO Chair on Culture, Tourism and Development
University of Paris 1 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 1 Panthéon-Sorbonne
Catherine Coutant, Deputy Mayor of Reims 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 1 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 Nimes 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