



2018 
 EUROPEAN YEAR
 OF CULTURAL
 HERITAGE
 #EuropeForCulture

TOURISM AND HERITAGE: PROMOTING SUSTAINABLE CULTURAL TOURISM • SUSTAINABILITY PILLAR

WHY? • OBJECTIVES

The Year provides many opportunities to explore the relationship between cultural heritage and cultural tourism. During the Year, discussions around the concept of the sustainability of cultural heritage along with the economic benefits of tourism will take place. The combination of these two can be a powerful economic driver; but only if managed in a way that benefits communities.

FOR WHOM? • TARGET GROUPS

Policymakers, cultural heritage professionals, research communities, local communities, and tourism organisations.

WHAT? • CONTENT OF THE INITIATIVE

This initiative has four main components:

COMPONENT I - TOWARDS POLICY RECOMMENDATIONS ON SUSTAINABLE CULTURAL TOURISM

An EU Member States expert group will examine sustainable cultural tourism across Europe and identify good practices. At the end of 2018, the group will present policy recommendations and guidelines for regional and local authorities, and stakeholders.

KEY DATES:

- **March 2017 October 2018**
meetings of EU Member States expert group on Sustainable Cultural Tourism
- **19 April 2018**
Network of European Regions for Competitive and Sustainable Tourism (NECSTouR) Workshop in Barcelona, Spain

• 21 June 2018

Interactive workshop to discuss the 'Declaration of Tourism and Cultural Heritage' organised by several stakeholders (ETC, ECTN, NECSTouR and Europa Nostra)

• 25-26 October 2018

ECTN conference in partnership with Europa Nostra and the ETC. Award ceremony for 'Cultural Heritage as an Asset for Responsible and Sustainable Tourism' and the launch of the 'Declaration of Tourism and Cultural Heritage' along with NECSTouR, Pafos, Cyprus

• 5-6 November 2018

Presentation of the EU Member States expert group policy recommendations in Florence, Italy

COMPONENT II - NATURAL HERITAGE AND NATURA 2000

Sustainable conservation areas under the European network Natura 2000. Special EYCH-related activities include:

- Evaluation of **overlaps** between Natura 2000 and cultural heritage areas and sharing of good **practices and case studies** on integrated management by the end of EYCH, as outlined in the 2017 European Commission 'Action Plan for Nature, People and the Economy'.
- Links with the **Natura 2000 Awards**, which recognise excellence in the management and conservation of Natura 2000 sites.
- Other relevant activities in connection with the EYCH such as the **Green Week 2018's** sustainable cities theme and the **European Green Capitals 2018**.

KEY DATES:

- **17 May 2018**
Natura 2000 Award Ceremony in Brussels, Belgium
- **21 May 2018**
Natura 2000 Day
- **22 May 2018**
International Day for Biodiversity
- **21-25 May 2018**
EU Green Week, including events in Brussels and across Europe and EU Green Cities high-level conference on 22-24 May 2018 in Brussels
- **5 June 2018**
World Environment Day (UN)
- **June 2018**
European Green Capital and European Green Leaf Awards Ceremony in Brussels, Belgium

COMPONENT III - PROMOTING EUROPE'S CULTURAL ROUTES

Sustainable cultural routes will receive a boost in 2018 through the following initiatives:

- **Cultural routes with the Council of Europe:** 31 certified Cultural Routes invite Europeans to explore various themes of European history, landscape and heritage.
- **UNESCO World Heritage Journeys in the EU:** this project aims at developing four trans-European Cultural Routes around World Heritage sites, highlighting a clear European dimension.
- **The Balkans itineraries:** the European External Action Service is implementing the 'Balkans Heritage Route', which consists of several events connected to heritage in Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Kosovo, Montenegro and Serbia.

COMPONENT IV - AWARDING EXCELLENCE – EUROPEAN DESTINATION OF EXCELLENCE AWARD

The 2017 edition of the Commission's European Destinations of Excellence (EDEN) awarded 18 destinations for their excellence in tourism offers based on cultural heritage assets. The EDEN awards promote sustainable tourism and draws attention to non-traditional, little-known European destinations that are off the beaten track. A total of 158 destinations from 27 participating countries have been awarded the EDEN prize since 2007.

KEY DATES:

- **Throughout 2018**
valorisation of awarded sites
- **22 March 2018**
EDEN Award Ceremony in Brussels, Belgium

PARTNERS

- Within the European Commission, services dealing with tourism, environment and culture
- The European External Action Service and EU Delegations in the Western Balkans
- UNESCO
- Council of Europe Cultural Routes Institute
- European Cultural Tourism Network (ECTN)
- Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)
- European Travel Commission (ETC)
- EDEN Network Association
- Member State authorities/agencies in charge of Natura 2000 management
- NGOs

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