

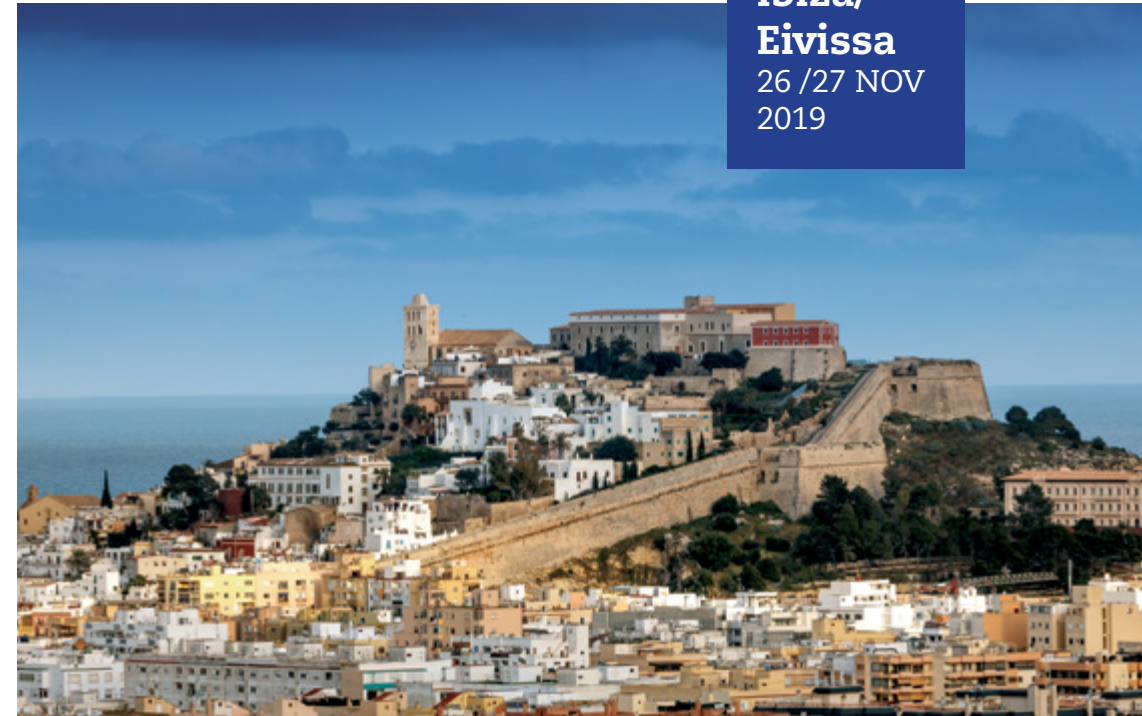


EUROPEAN MEETING OF WORLD HERITAGE ASSOCIATIONS

ENCUENTRO EUROPEO DE ASOCIACIONES DE PATRIMONIO MUNDIAL

TROBADA EUROPEA D'ASSOCIACIONS DE PATRIMONI MUNDIAL

Ibiza/
Eivissa
26 /27 NOV
2019



Con la colaboración de:



Con la colaboración:



Universitat de les Illes Balears

#UIB_5segles_40anys



THE SUSTAINABLE MANAGEMENT OF EUROPEAN WORLD HERITAGE: An economic, social and environmental approach to Tourism

The objective of the V European Meeting of World Heritage Associations is to share and exchange examples of good practices implemented in this area by members of our networks. Through critical analysis, exchange of ideas and the identification of challenges and opportunities the managers of our cities and Sites, and also our visitors, will find the conclusions of the Encounter as a guide in the way to achieve a more sustainable tourism, as a generator of wealth and at the same time as respectful with our Cultural Heritage.

PROGRAMME

26th NOVEMBER

Morning: Arrival of the participants

16.00 h: Credential Collection at Universitat de les Illes Balears (UIB). C/ del Calvari 1. Ibiza

16.30 h: Official Opening

17.00 h: Elena Valdés del Fresno, Head of the area of Cultural Tourism and Content Marketing.

17.30 h: Presentation of the European World Heritage Association Project (Scientific committee and other associations representatives)

Visit to Dalt Vila, concert and dinner.

26th NOVEMBER

9.00 h: Panel one: Economic Approach

Key Speaker **Giovanni Liberatore** – Professor of financial accounting University of Florence

- **Best practises presentations:**

World Heritage a New Opportunity for Global Tourism. **Chris Blandford** – President of World Heritage UK.

Heritdata. **Gumersindo Bueno** – General Director of Heritage, Castilla y León Regional Government and **Juan Carlos Prieto** – General Director of the Santa María la Real Foundation of Historical Heritage. Spain

World Heritage in Portugal : Challenges and Oportunities. **Bruno J. Navarro** – Director of Fundação Cõa Parque and **Helena Martelo** – Culture Regional Management of Açores. Portugal

11.00 h: Coffee break

11.30 h: Panel two: Social Approach

Key Speaker **Prof. Dr. Jutta Ströter-Bender** – Professor emeritus of art and its didactics at the Department of Art, University of Paderborn. Germany

- **Best practises presentations:**

“Tourism and Right To The City: The Case Of Santiago De Compostela”. **Xosé Allegue** – Chief Arquitect from Santiago de Compostela Consortium. Spain

Su Nuraxi Archaeological Area of Barumini. From conservation to enhancement of Nugaghi when culture creates value. **Cintia Corona** – Responsible of Cultural Heritage of the Municipality of Barumini. Italy

Workcamp. World Heritage volunteers. **Claudia Schwarz** – President of the German UNESCO World Heritage Sites Association. Germany

13.30 h: Buffet lunch

14.30 h: Panel three : Environmental Approach

Key Speaker **Sra. Anne Vourc’h** – Former Director of the « Grands Sites de France » network. France

- **Best practises presentations:**

Torre de Hercules, a commitment place between citizens and environment. **Ana María Santorum** – Torre de Hercules Managing Director. Spain

Chaîne des Puys. An Integrated strategy for managing tourism. **Gregoire Michau** – Director Chaîne des Puys-Limagne Fault World Heritage Site. France

Pont Du Gard. **Rachel Peltier** – Pont Du Gard World Heritage and Labels Responsible. France

16.30 h: Coffee break

17.00 h: Debate: Creation of the European World Heritage Association

17.30 h: Conclusions and Final Statement of the V Meeting