

## CreativeCH Workshop

Industrial Cultural Tourism, Fira Modernista, Terrassa, Spain, 10th May 2013

### Workshop agenda:

09:30–09:45	<b>Welcome</b> by Jaume Perarnau, Director, Museu de la Ciència i de la Tècnica de Catalunya
09:45–10:00	<b>Industrial Heritage Tourism in Europe</b> <i>Mr. Wolfgang Ebert, European Route of Industrial Heritage (ERIH), Germany</i>
10:00–10:15	<b>A cultural city coal park in the making in Zabrze (Poland) – should it attempt to apply for the World Heritage status to attract attention?</b> <i>Mr. Henryk Handszuh, Coal mining museum of Zabrze, Poland</i>
10:15-10:30	<b>Reviving rural industrial heritage - towards an economic valorization of art-craft traditions</b> <i>Mr. Ion Imbrescu, West University of Timisoara (UVT), Romania</i>
10:30–11:00	<b>Moderated discussion</b> <i>How to strike the right balance between tourism development and heritage conservation and promote responsible and sustainable cultural tourism?</i> <i>Moderator - Mr. Franco Niccolucci, University of Florence, Italy</i>
11:00-11:30	<b>Break</b>
11:30–11:45	<b>Discovering a city (Portimão)</b> <i>Mrs. Carla Vieira, Teia D’Impulsos, CHIEF award winner, Portugal</i>
11:45-12:00	<b>XATIC, a net to promote Industrial Tourism in Catalonia</b> <i>Mr. Jordi Garreta, Tourism Terrassa Council, Catalonia</i>
12:00-12:15	<b>Title to be confirmed</b> <i>To be confirmed, Department of Heritage - Ministry of Culture, Catalonia</i>
12:15-12:30	<b>Industrial tourism today: is it an opportunity?</b> <i>Mr. Josep M. Pey Cazorla, El Generador - Industrial and Cultural tourism Consultant, Catalonia</i>
12:30–13:00	<b>Moderated discussion</b> <i>How to develop CH experiential values beyond stereotypic expectations (i.e. the typical “tourist gaze”)? How to attract more interest in less know and/or relax the pressure on overcrowded cultural tourism areas?</i> <i>Moderator: Mr. Eusebi Casanelles, mNACTEC, Catalonia</i>
13:00-13:15	<b>Summary of discussion results</b> <i>What did we learn today? Key workshop takeaway points and future directions</i> <i>Mr. Eusebi Casanelles, mNACTEC, Catalonia</i>