

Sharing the Future of Cultural Heritage

“Synergies between Heritage, Tourism and Digital Culture”

Day 1 - Tuesday, 10th April 2018
9.00am – 16.15pm

Hotel Dubrovnik Palace 5*
Dubrovnik, Croatia

WELCOME RECEPTION – MONDAY, APRIL 9th

Cocktail Reception: Networking

Venue: Sunset Lounge Bar 19:00 h

Distinguished Pianist: Marin Limic

“I do not want my house to be walled in on all sides and my windows to be stuffed. I want the culture of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any”

— Mahatma Gandhi

8 - 9:00 REGISTRATION

SESSION I SHARING THE FUTURE OF CULTURAL HERITAGE

CHAIR & KEYNOTE SPEAKER:

JOHN SELL

Vice President, EUROPA NOSTRA

PANEL:

Matthias Ripp, Andrea Bonifacio,
Karen Gysen, Christiano Lepratti,
Marco Acri, Malcolm Borg, Saviour
Formosa

9 - 10:00 OPENING REMARKS-

Ambassador of France, Sites&Cites
HUPG, Ministry of Internal Affairs
Police Museum, Europa Nostra
Europe for Citizens
Dubravka Šuica EP - Video Clip
City of Dubrovnik

10:00 EFFORTS, from stronghold to welcoming arms

Military heritage forms a special part of our cultural heritage and consequently of the collective memory of Europe. Preservation and re-use of this

ANDREA BONIFACIO Board member
KAREN GYSEN Board member
EFFORTS, Brussels
Belgium

City of Dubrovnik – HUPG - Sites & Cites

www.dubrovnik.hr – www.hupg-povijesnihgradovi.com - <http://www.sites-cites.fr/>

heritage is important because of the historic role it plays in communicating European history...

10.20

"Patrimoines et économie touristique : quels constats ? quelles synergies ? quelles suggestions" *Mr. Martin Malvy, also former minister, was given a mission by the French Minister of Foreign Affairs on "heritage and the tourist economy". In March 2017, he returned his report to the Minister, entitled "54 suggestions to improve the tourist traffic of France from our heritage". Mr. Martin Malvy will present the main findings noted in his report, but also the proposed suggestions, whether in terms of bringing together stakeholders in tourism and heritage, hospitality and tourism offer, balance of tourist flows, international promotion or training of professionals.*

MARTIN MALVY, President
Sites & Cites remarquables de France
Bordeaux, France

10.40

Learning and Having Fun: Visitor Centres Imparting Knowledge Using a New Format – Experience from the World Heritage Visitor Centre in Regensburg

In the past two decades information centres, or so-called visitor centres, which have their origins in English-speaking countries, have become common place in Germany.

MATTHIAS RIPP, WH Coordinator
City of Regensburg (UNESCO)
Germany

11.00

Conserving the Authenticity as Paradigm of Circular Models for Adaptive Built Heritage Reuse

The adaptive reuse of built heritage has become one of the key topics in Europe, given the economic crisis that has slowed down the building industry...

MARCO ACRI, Coordinator
ETCAEH Programme
University of Nova Gorica
Slovenia-Italy

11.20

Création de la Marque Ville Impériale, outil de développement culturel et patrimonial en matière de tourisme

The "Imperial City" brand was created at the initiative of the city of Rueil-Malmaison, in partnership with the cities of Compiègne, Fontainebleau and Saint-Cloud and was launched at the Château de Malmaison on October 21, 2011. With the desire to develop a real network across the French territory, the Ville Impériale brand aims to give real historical and touristic visibility to the member cities and to enhance their heritage linked to the First Empire and the Second Empire.

A real lever for economic development, this brand allows the setting up of tourist itineraries on the

PHILIPPE TROTIN, Deputy Mayor
Rueil-Malmaison
France

theme of Napoleon I and Napoleon III and naturally generates economic flows.

11.30

The Challenges of Mediterranean Historic Cities and Opportunities for Cooperation - MedCities *Learning from achievements and accompanying cities to sustainable development respecting their cultural and natural heritage and quality of life. Cities from all shores of the Mediterranean Sea share similar challenges and search for a balance between local development and heritage preservation.*

ORIO BARBA SUÑOL
MedCities, AMB Barcelona
Spain

11.40

COFFEE BREAK / PRESS (closed)

12.00

Bursa World Heritage Site: Expectations from Cultural Tourism
This study aims to evaluate the properties of Bursa, which was listed on UNESCO World Heritage List in 2014 for the outstanding universal value of its urban development system and examples of early Ottoman period architecture (Kulliyes, Khans Area, and Cumalıkızık village) within the period from the early 14th century to 15th century.

NESLIHAN DOSTOGLU, Dean
Faculty of Architecture, Istanbul Kultur
University, Istanbul
Turkey

12.20

New tools for Assessment for Fortified Towns: A Case Study, the South East Region and its Sister Cities – A Geo-Spatial Approach *This paper considers the assessment of 5 fortified cities in the South East Region which comprises; the Capital Valletta (WHC 1980) and its sister cities linked by 28 km of fortifications (UNESCO Tentative List). As a signatory to UN Global Cities Compact Programme the South East Region has been committed to assess regularly the performance of its Cities through applied diagnostics...*

MALCOLM BORG, Advisor
UN Global Compact Cities, Regional
Liaison: Australia
SAVIOUR FORMOSA
Faculty for Social Wellbeing, University of
Malta

12:40

A la découverte des grandes questions de notre héritage intellectuel avec Ruder Boskovic

A visitor living in Dubrovnik for an extended period of time could easily get bored. This may be true if we take a horizontal approach where the attractiveness of a city is measured by its size, the diversity of its population, its political and economic role, and so on. On the other hand, if we follow a vertical line, that is to say, when we go down the steps of history, even a small town like

FRANCIS BRASSARD, Associate Dean
General Education, RIT Croatia,
Dubrovnik
Croatia

Dubrovnik can lead us on a journey of fascinating discoveries.

13.00

Considerations on Sea Level Rise and the Future of our Old Coastal Cities *In the world within 2050, about 550 million people are expected to live only in coastal cities. By the end of this century, many of the dense urban tissues will in fact be invaded by seawater, with serious consequences for both the anthropic and natural system. What should we do to ensure the survival of coastal cities on acceptable terms by transforming the threat into a development challenge and a positive reorganization opportunity?*

CHRISTIANO LEPRATTI

**Polytechnic University of Genoa
Italy**

13.20

PANEL DISCUSSION, Q & A

13.40-14.30

BUFFET LUNCH

**SESSION II SYNERGIES BETWEEN HERITAGE,
TOURISM & DIGITAL CULTURE**

CHAIR:

ELIZABETH LAWLEY

PANEL:

**JELKA TEPSIC, ANITA
MARTINČEVIĆ, FRANCIS
BRASSARD, IDA SIMONELLA**

14.30

**Respect the City: Challenges & Digital
Solutions**

In general, the "Respect the City" project deals with innovative integrated development, which focuses on the sustainable development of tourism in the city. It represents a collection of short-term and long-term initiatives aimed at addressing the key development issues of Dubrovnik and its surroundings.

**JELKA TEPSIC, Deputy Mayor
City of Dubrovnik
Croatia**

14.50

Game Design & Tourism: Conceptual Overlaps and Collaborative Opportunities

With the growing popularity of location-based games and augmented reality applications, an opportunity has arisen for tourism destinations to work with game designers and developers to shape tourist experiences. Game-based mobile applications can engage tourists in exploring and learning about the places they visit, and can even be used to shift tourist behavior in ways that benefit the destination.

ELIZABETH LAWLEY, Lecturer
RIT New York
USA

15.10

Integrating energy management of buildings and distribution grids – the 3Smart project

The main idea of the project Smart Building – Smart Grid – Smart City (acronym: 3Smart), which is funded through Interreg Danube Transnational Programme, is the development of an integrated building-grid energy management platform by recognizing the buildings as market participants and flexibility providers. The 3Smart platform is organized in software modules meant for easy add-on to the existing automation systems in buildings and grids... Thus, smart and non-invasive integrated management of buildings and grids presents a significant potential for surpassing the infrastructure bottlenecks and improvement of energy performance in these areas while leaving them visually intact.

ANITA MARTINČEVIĆ
Faculty of Electrical Engineering & Computing, University of Zagreb
Croatia

15.50-16.15

PANEL DISCUSSION, Q & A END OF DAY 1

17.30

Bus: Guided tour of Old Town, free time

20.00

Social Dinner, Hotel Pucic Palace, Old Town

DRESS CODE: Smart Casual