

Council of Europe Cultural Routes Annual Advisory Forum Baku, 30-31 October 2014

Cultural routes: cultural tourism for intercultural dialogue and social stability

Workshop 2

The economics of social cohesion

Cultural Routes for sustainable social and economic development

In English without translation

«Technology and social organisation can be both managed and improved to make way for a new era of economic growth».

26 years ago, the Brundtland report ("Our Common Future", CMED 1988) suggested that a state of harmony between people and nature would favour sustainable development.

Sustainable development is often referred to in environmental terms, whereas the social and economic spheres remain open to broad interpretation, including with respect to the connections and causalities between them. How do Council of Europe cultural routes participate in creating this balance between people? What type of bargaining methods should be used to achieve social harmony? What could be the impact of such a state of social stability for the economic and environmental systems at local levels?

Moderator:

Patrizia Battilani, Bologna University (Italy)

Keynote speech:

Yoel Mansfeld, Haifa University (Israel), *How about "bottom up" rather than "top down"? Attaining Social Cohesion among Host Communities in Cultural Routes*

Presentations

Patrick Fritz, Silk Road programme, World Tourism Organisation (UNWTO): *The opportunities and challenges of developing thematic tourism routes along the Silk Road'*

Monica Visentin, European Route of Ceramic Cities: *The CERADEST project: creating new relations between visitors and inhabitants*

Gerhard Spitz, European Mozart Ways: *MOZART CONNECTS - Outreach on artistic excellence and social responsibility*



Ministry of Culture and Tourism
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Moderator and Speakers



Patrizia Battilani is Professor of Economic history at the University of Bologna (Italy), Department of Economics, where she has been working since 1998. She has published extensively on issues of economic and business history. Her more recent researches include the history and development of tourist industry, the evolution of cooperative enterprises in an international perspective and the transformation of welfare systems in Europe. She is also Director of the Degree program in Tourism Economics and she sits in the Scientific Board of the Postgraduate Master in Economia della cooperazione (Economics of cooperatives) at the University of Bologna. Since 2009 she sits in the Advisory Board of the Journal of Tourism History. In 2013 she has been visiting professor at the University of Sydney.



Yoel Mansfeld is a tenured Associate Professor of tourism studies at the Department of Geography and Environmental Studies, University of Haifa, Israel. He holds BA and MA (with distinction) from the University of Haifa, Israel and a PhD from the London School of Economics (LSE), University of London, UK.

His main areas of academic interests include: Management of cultural tourism; heritage tourism; community-based tourism; religious tourism; tourism planning and development; and sustainable tourism. Between 2005-2008 he acted as the Chair of the Department and since 2001 he has been the Program Leader of the Department's MA program on "Tourism Planning and Development". Yoel is also the founder and the Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CTPRR).



Patrick Fritz is a member of the team responsible for devising the long term strategies of the UNWTO Silk Road Programme, a collaborative platform of 31 countries.

He is in charge of the coordination and implementation of UNWTO Silk Road events and activities at, among others, ITB Berlin, WTM London and the annual Silk Road Task Force Meeting.

He coordinates capacity building and destination management projects across Silk Road countries.

He is graduated at the Trinity College Dublin (Ireland) and the University of Vienna (Austria).



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Monica Visentin is policy officer at the Municipality of Faenza (Italy) in the Economic Development and European affairs Department. She is currently in charge of European Union policy implementation at local level, with a focus on local economic development strategies. This activity includes projects development and management in relation with regional, national and EU levels. Monica Visentin holds a degree in International Political Sciences at the University of Bologna. Since 1996 she deals with EU policies communication and implementation at local level.



Born in Salzburg, **Gerhard Spitz** studied economics and social sciences at the University of Economics in Vienna and is a graduate of the certificate program for Cultural Management at the Johannes Kepler University Linz. Since 2002 he has been Secretary General of the Association European Mozart Ways based in Salzburg. Previously, he was Deputy General Manager of Mozart 2006 (Province of Salzburg), the International Centre for Culture and Management and head of the commercial management of the SZENE Dance Festival, all located in Salzburg. Furthermore Gerhard Spitz was mainly responsible for the Cultural Development Plan of the City of Salzburg, cultural work in the province of Salzburg at the Salzburg Education Centre and has developed a new organizational structure for the “*Jugendmusikfest in Deutschlandsberg*”, founded by Hans Werner Henze, in the framework of the Styrian Autumn Festival.