

EU Presidency
Tourism Conference

25 April 2013



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Fáilte Ireland

National Tourism Development Authority



Welcome

I am delighted to invite you to join us at a significant tourism event which will be held in Dublin Castle on 25th April next. The conference event, which is being held within the context of Ireland's Presidency of the European Union, will address the theme of heritage and culture as an important strand within the tourism experience, and one which has perhaps more to offer in terms of realising the full economic potential of tourism in Ireland. Given the particular context of the EU presidency, this theme represents a common platform for many of the older tourism destinations and countries across Europe as they seek to remain competitive and relevant in a global tourism market which is likely to grow most strongly outside Europe.

Clarity of thought is the core attribute in any business strategy. In planning for future growth, Irish tourism must be crystal clear on what it has to offer, what it is particularly good at, and indeed what it is better at than most competing destinations. Like any business, Irish tourism needs to be clear on how it can stand out from the crowd, and distinguish itself as a leading player against competing destinations. In responding to this challenge, we can quickly find at least three strong candidates that could allow Ireland to achieve that distinctiveness – our natural heritage, our built heritage, and our cultural heritage. In addition, our annual surveys of overseas visitors to Ireland point to a fourth strength – the warmth and welcome of the Irish people. These are the assets then that we have to work with – and our distinctive culture and heritage are a very important part of that mix.

It is important also to retain a focus on what makes the tourism experience in Ireland distinctive. In a globalised world, an increasing part of the consumer's experience has become commoditised and many international travellers can encounter a dull familiarity as they see the same brands, the same processes and the same old business model. Irish heritage and culture are by definition unique to this country. It cannot be found elsewhere, and so it can serve a source of true distinctiveness for the visitor to Ireland. How to make it accessible to, and engaging for, that visitor is something that we need to consider further.

As a contribution to this debate, we are bringing together on April 25th next a distinguished group of commentators and practitioners who have been actively involved in these issues and who will share their thoughts with us on how our unique Irish heritage and culture can in fact serve as a growing economic engine for Irish tourism. I look forward to meeting you in Dublin Castle on April 25 for what promises to be an interesting and stimulating discussion.

A handwritten signature in white ink, appearing to read 'Shaun Quinn', with a long horizontal stroke extending to the right.

Shaun Quinn
Chief Executive - Fáilte Ireland



Olivia O'Leary - Conference Chairperson

Olivia has presented television and radio programmes over the years for both RTE and the BBC including BBC's Newsnight and RTE's Prime Time. She has presented the Sony Award winning 'Between Ourselves' discussion programme for BBC Radio 4, and the recent 'One to One' interview series. She does a weekly political column for RTE Radio 1's Drivetime. Two collections of her radio columns have been published by O'Brien Press.

Introduction



Fáilte Ireland is delighted to extend a 'Céad Míle Fáilte' and welcome you to Dublin Castle for an international tourism conference to mark the Irish Presidency of the EU.

The theme of this conference is **Culture & Heritage: An Emerging Economic Engine?** Given the EU Presidency context and the common importance placed on heritage and culture across many European countries, this conference will explore the relationship between the tourism industry and the heritage and culture sector.

This conference is being held at a time when cultural and heritage tourism is emerging as one of the largest and fastest growing tourism markets. Many destinations are now actively developing their heritage and cultural assets as a means of developing a source of sustainable comparative advantage in an increasingly competitive tourism marketplace.

Leading international speakers will provide innovative examples and insights in the context of culture and heritage tourism. The afternoon session will be a curated event which will explore Ireland's intangible cultural assets and will facilitate a conversation on how to make these intangibles more accessible to leisure visitors.

We invite you to play an active part in the conference discussions and hope that the feedback which emerges from the conference will inform future debate on the role of culture and heritage in tourism development.

We wish you a very successful and enjoyable conference.



Conference Programme

Welcome and Opening

9.00 – 9.10	Welcome and Opening Address	Redmond O'Donoghue, <i>Chairman Fáilte Ireland</i>
9.10 – 9.15	Official Opening	Michael Ring TD, <i>Minister of State for Tourism and Sport</i>
9.15 – 9.30	Address on behalf of the European Commission	Fabrizia Benini, <i>Member of the Cabinet of the Vice-President of the European Commission</i>

Session 1: Culture & Heritage Tourism in an Economic Context

9.30 – 10.00	Heritage and Tourism – Who needs Whom?	Loyd Grossman, <i>Chairman of the UK Heritage Alliance</i>
10.00 – 10.30	Culture and Tourism – A Naturally Strengthening connection?	Greg Richards, <i>OECD Tourism Consultant</i>
10.30 – 11.00	Cultural Tourism – Can it contribute to economic development?	Annick Schramme, <i>University of Antwerp</i>

11.00-11.30 *Coffee Break*

Session 2: Culture & Heritage Tourism in an Innovation Context

11.30 – 12.00	Supporting Tourism Through Urban and Built Heritage – Barcelona's Story.	Ignasi de Delàs i de Ugarte, <i>Deputy General Manager Tourism Barcelona</i>
12.00 – 12.30	Literary Heritage & Innovative Tourism Development	Pierre Schlosser, <i>Head of Project GrimmHeimat NordHessen, Germany</i>
12.30 – 13.00	Cultural Tourism's Next Wave – the impact of Technology and Digital Media.	Mark Nagurski, <i>Director, CultureTECH, Derry.</i>
13.00 – 13.15	Open Forum	

13.15 – 14.30 *Lunch*

Session 3: Culture & Heritage Tourism in an Irish Context

14.30 – 15.50	In conversation with Philip King Ireland's Folklore & Storytelling ... Ireland's Literary Tradition ... Ireland's Music & Song Open Forum	Nuala Hayes Maureen Kennelly Niall Stokes
15.50 – 16.00	Closing Address	Leo Varadkar TD, <i>Minister for Transport Tourism & Sport</i>

Speakers



Loyd Grossman is a writer and presenter whose work, broadcast and in print, reflects his lifelong interest in history, arts and heritage. He has held high profile roles at UK institutions such as the Museums & Galleries Commission, English Heritage, the Royal Commission on the Historical Monuments of England and the Museums, Libraries and Archives Council. He is a powerful ambassador for the independent heritage movement. In 2007 he was appointed Chairman of The Churches Conservation Trust, and in 2009 Chairman of The Heritage Alliance which represents some 90 of the non-governmental and voluntary organisations working in the heritage sector.



Greg Richards is Professor of Leisure Studies at the University of Tilburg and Professor of Events at Breda University of Applied Sciences in The Netherlands. He has worked on tourism, culture and creativity in many different European countries. He is co-author of the book *Eventful Cities: Cultural Management and Urban Revitalisation* and is currently working with the OECD on a study of *Tourism and the Creative Economy: Policies and Practices*. He has worked extensively on the evaluation of cultural events, most notably the European Capital of Culture, analyzing the effects of the events in Rotterdam, Porto, Salamanca, Sibiu, Guimarães and Maribor.



Annick Schramme is Professor and Academic Director of the Master in Cultural Management (Faculty of Applied Economics) at the University of Antwerp and the Antwerp Management School. She is Director of the Competence Center Management, Culture & Policy (University of Antwerp) and of the Competence Center Creative Industries & Entrepreneurship (Antwerp Management School and Flanders District of Creativity). Over the last few years she has published on arts policy in Flanders, creative industries, cultural entrepreneurship, the creative city, sustainability, public-private partnerships in the heritage sector and heritage policy from an international perspective. From 2004 until 2013 she was also advisor-expert to the Vice-Mayor for Culture and Tourism of the City of Antwerp. Finally she is member of several boards of cultural organisations and advisory committees in Flanders and the Netherlands.



Ignasi de Delàs i de Ugarte graduated in Economics and Management Sciences at the University of Barcelona. From 1983 to 1991, he worked as a consultant to different private companies including WTO (World Tourism Organisation) and UNDP (United Nations Development Program). From 1992 to 1993 he was appointed Director for Tourism at the Barcelona Chamber of Commerce, contributing to the creation and development of Turisme de Barcelona, the private-public tourist board of the city where he worked until 2004. Other appointments include; Member of the Board (2000-2004) and Vice-president (2002-2004) of ECM (European Cities Tourism) and Director of the Catalan Tourism Board (2004-2011). At present he is the Deputy General Manager of Turisme de Barcelona.

Speakers



Pierre Schlosser Since 2009, Pierre Schlosser has been Head of Project GrimmHeimat NordHessen. He is responsible for the German Fairy Tale Route in the Kassel region. This 600 kilometer route established in 1975, runs through central Germany. Tourist attractions along the route are focused around the stories written by the Grimm brothers, locations associated with their life, as well as sites linked to their fairy tales. The Fairy Tale Route has a purposeful strategy of using the global popularity of Grimm's fairy tales to promote the region which has proven to be very successful in attracting visitors. Development in the region is strongly supported by a network of partners across different sectors. Pierre is a graduate of Kassel and Munich University (LMU) where he studied Philosophy, Politics and Economics.



Based in Derry, N. Ireland, **Mark Nagurski** is the Director of CultureTECH, a week-long festival of digital media, technology and music. CultureTECH features over 100 individual events with a total expected audience of over 30,000 people, making it one of the biggest digital events in the country. In addition to the festival, Mark also manages CultureTECH, a year-round programme of events and activities designed to foster innovation at the crossroads of culture and technology. Prior to launching CultureTECH, Mark served as Derry-Londonderry's first Digital Champion and currently sits on multiple boards and advisory groups across both technology and the arts.



Philip King has been closely involved with the arts in Ireland as a filmmaker and musician for over 20 years. He has presented a number of acclaimed radio programmes including An Droichead Beo produced by Harry Bradshaw; The Green Groves, produced by Julian Vignoles and a more recent weekly show from the Radio na Gaeltachta studios in Baile na nGall, The South Wind Blows. Philip's television career spans almost three decades. His most notable production, Bringing it All Back Home, received a National Primetime Emmy. Since then, he has produced many successful series including The Raw Bar and Sé Mo Laoch. He is the co-founder of Other Voices, a renowned music event and television series which has been filmed for the last 11 years in Dingle, Co. Kerry.



Nuala Hayes is an Actor/ Storyteller and Independent Radio Producer. She has a particular interest in Irish Myths, Legends and Folklore and the manner in which the oral retelling of these stories shape us. She has been involved in story recording projects in the Midlands and also on Cape Clear Island, off the West Cork coast. She has organised and curated many storytelling gatherings and festivals including Scéalta Shamhna and the Farmleigh Festival of Story and Song. As a performer she enjoys collaborating with Irish musicians and artists, most recently the Harper Anne Marie O'Farrell and the Clarinettist Paul Roe, and the visual artist , Rita Duffy.



Maureen Kennelly is a freelance arts producer and programmer. She is currently Acting Artistic Director of the Mermaid Arts Centre, Bray. She is also Primary Curator with the Mountains to Sea Books Festival, Dun Laoghaire. In 2010, she established Spool Communications with Fergus Cronin, a company dedicated to the production of live literature events and other arts projects. Current projects include *The Science of Flann O'Brien* and *Whole World Round*, both of which continue to tour nationally and internationally. She was Programme Director of the Cúirt International Festival of Literature for 2009 and 2010. She was previously Director of Kilkenny Arts Festival, Artistic Director of the Mermaid Arts Centre, Bray and she has also worked with Fishamble, Druid, the Crafts Council of Ireland, The Arts Council and the Irish Youth Choir.



Niall Stokes is founder and Editor of Hot Press. He was lynchpin of the RTÉ music series *From A Whisper To A Scream*; author of a best-selling book about U2, *Into The Heart*; publisher of the Irish No.1, *My Boy*; creative director of the award-winning Philip Lynott Exhibition (Dublin 2011, London 2012) and founder of The Music Show. Named Editor of the Year and Publisher of the Year, he received a Meteor Award (2009) and a Lifetime Achievement Award (2011). As Chair of the IRTC (BAI) Niall oversaw the introduction of Independent National Radio, the launch of TV3, and the establishment of community radio in Ireland.



Fabrizia Benini Member of the Cabinet of Vice-President Tajani of the European Commission, Fabrizia studied law at the University of Florence, Italy and European Law at the ULB, Institut d'Etudes Européennes in Brussels. She joined the EU Commission in 1991 and since then has held positions in the Directorate General Internal Market and Financial Services, and the Directorate for Competition. Before joining the cabinet of Vice-President Antonio Tajani, Fabrizia was Head of Unit at Directorate-General for Maritime Affairs and Fisheries.



General Information

Mandatory Registration/ Accreditation Form

In order to comply with Garda Síochána security requirements, access to Dublin Castle for this conference is by photo accreditation only.

This conference is by invitation only.

No last minute access will be permitted on the day.

Delegates who wish to register for the conference must complete the on-line booking form which is available by clicking on the **BOOKING** link on the invitation email. This application **MUST** include a photograph in the following format: jpg, png, gif, bmp, Maximum weight: 3 MB, Recommended size: 480*640 pixels

Registration and Accreditation

For further information and assistance in completing the registration and accreditation procedure, please contact Mary Cosgrave or Aileen Kelly at the contact details below.

Mary Cosgrave

Email: mary.cosgrave@failteireland.ie

Tel: +353-1-8847145

or

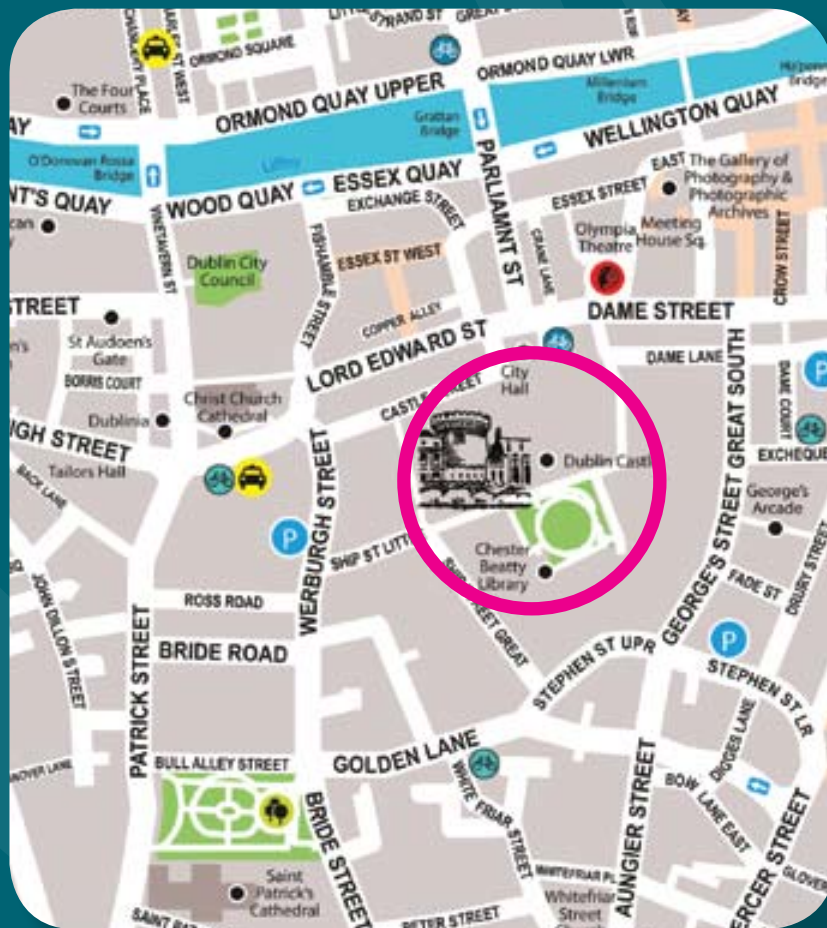
Aileen Kelly

Email: aileen.kelly@failteireland.ie

Tel: +353-1-8847205

Completed forms **MUST** be submitted to Mary Cosgrave or Aileen Kelly

Fully completed forms should be returned by
Wednesday, 17 April, 2013.



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