

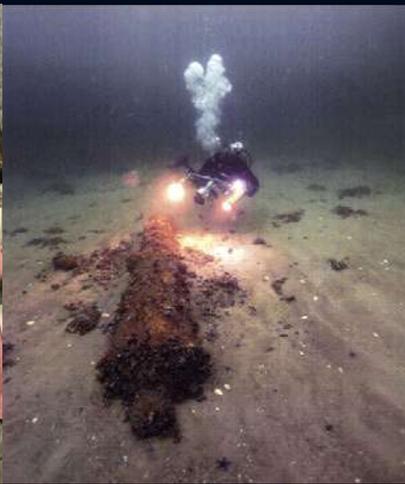
Baltic Nature Tourism Conference 2011

March 22-23, 2011 Riga, Latvia

**Mapping regional assets & best practices
by networking;
the Monitoring Group on cultural heritage
in the Baltic Sea States**

Alfredas Jomantas

**Department Of Cultural Heritage Under The Ministry Of Culture
Chair of the Monitoring Group
on Cultural Heritage in the Baltic Sea States**



Context of the presentation:

Cooperation on cultural heritage between the national heritage boards

The Monitoring Group was initiated by the respective Ministers of Culture in 1997 to encourage and develop collaboration in the field of cultural heritage protection on regional level

- 11 states (within the framework of the Council of the Baltic Sea States where Norway and Iceland are included)

The Monitoring group networking:

Common Sea - common culture, common problems - common solutions

■ *Thematic Working Groups*

- on underwater heritage
- on coastal culture and maritime heritage
- on building preservation and maintenance in practice
- on sustainable historic towns
- on cultural heritage education

■ *Topical initiatives*

- the potential and bearing capacity of local assets in tourist attractions
- the great potential of historic gardens
- digitisation – one of the main assets for accessibility and integrated management

■ *Regional platforms - Cultural Heritage Forum*

- The 1st Forum 2003 “Baltic Sea Identity – Common Sea Common Culture?”
- The 2nd Forum 2005 “Urban heritage – common privilege”
- The 3rd Forum 2007 “Cultural heritage and tourism: potential, impact, partnership and governance”
- The 4th Forum 2010 “Cultural heritage – contemporary challenge”
- The 5th Cultural Heritage Forum will be arranged 2013 in Estonia

3rd Forum on interaction between tourism and cultural heritage

- The conclusions and recommendations of the Forum could be applied to tourism based on "nature"
 - to promote integrated information, combined approaches and genuine tourism products

”nature” = cultural environment
that has interesting and credible stories, based on
its histories, to be told



Output of the 3rd Forum on cultural heritage and tourism

POTENTIAL by Prof Mike Robinson

TO ENLARGE THE CONCEPT OF HERITAGE
("heritage" could be compared with term
"nature")

- not only iconic heritage is heritage
- audiences for cultural heritage are changing
- visitors seek some form of personal connection to cultural heritage
- different ways in which cultural heritage is interpreted by an multi-cultural and multi-ethnic audience (the heritage of one society is not always that accessible to another society)

Clear understanding of the types of audiences engaged with heritage and how they actually experience it - what it means to them.



The importance of the cultural heritage of the “ordinary”; to mix heritage and local assets

- Tourists spend considerably less time than we may think in formal cultural settings galleries, museums and historic buildings
- Life in cafés, restaurants, shops, airports, streets, hotels-scenes of ordinary life that tourists absorb and on their return home constitute their narratives of memory of experience.

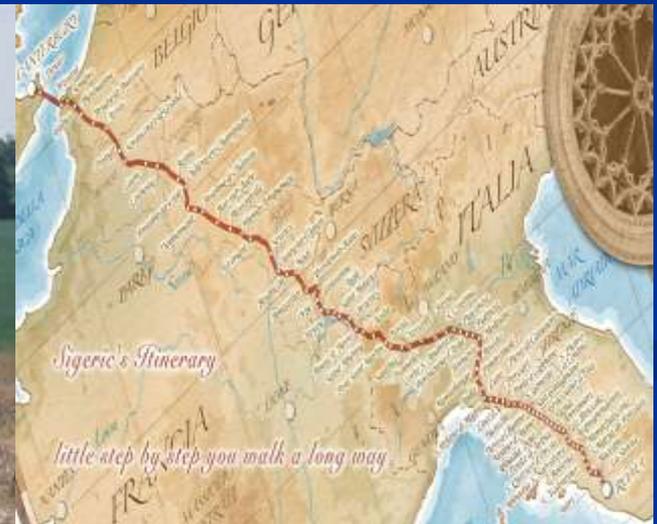


What is considered to be ordinary in one cultural setting is exotic to another.

Each generation produces its own cultures, the potential of which have still not been fully recognized by the tourism sector.

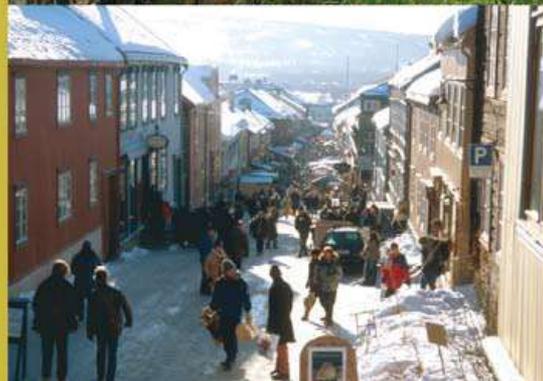
Cultural heritage, nature and tourism as a tool for international co-operation and local development: CULTURAL ROUTES

- The 1st European cultural route; a network of existing cultural itineraries to Santiago de Compostela
 - Via Francigena - The ancient pilgrim route from Canterbury to Rome, example of cooperation between 60 municipalities and 4 countries
 - Pilgrim routes in the BSR?



... lessons learned...

- how to overcome the difficulties of creating cooperation with different sectors; analyses and examples of good practices
- long term cooperation and municipal level important
- to think wide, link resources and competences
- criteria of sustainability should be one of the main targets



C

CULTURAL HERITAGE AND TOURISM

**POTENTIAL,
IMPACT,
PARTNERSHIP
AND GOVERNANCE**

A book
on cultural heritage
and tourism
to inspire policy makers
and practitioners
at all levels

The Monitoring
group activities
online:
mg.kpd.lt

<http://mg.kpd.lt/LT/11/Reports-and-publications.htm>