



European Heritage Heads Forum (EHHF)
« Heritage and tourism : benefits and risks »

Meeting venue: Maison de l'Amérique Latine

217 Boulevard Saint-Germain - 75007 Paris

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EUROPEAN
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FORUM

Wednesday 2 June 2010

20:00 Opening Reception at the Maison de l'Amérique Latine, in the presence of M. Philippe BELAVAL, General Director of Heritage, Ministry of Culture and Communication (France)

Thursday 3 June 2010

9:00 Welcome

9:30 Chair welcome – Philippe BELAVAL, General Director of Heritage, Ministry of Culture and Communication (France)

9:45 General Introduction – Simon THURLEY, Chief Executive, English Heritage (United Kingdom)

10:00 Ann BRANCH, Head of Unit Culture “Programme and Actions”, European Commission – *Heritage, Tourism and the European Union*

10:30 Questions – Discussion

10:45 Coffee break

11:00 *Keynote speeches : Heritage and tourism : benefits and risks*

John HURD, Chairman, Advisory Committee of ICOMOS International, Member of the Executive Committee of ICOMOS UK

11:15 Isabelle LEMESLE, President of the Centre of National Monuments (France) – *The Centre of National Monuments, French cultural and tourist agency : example of mutualisation, network operator and manager of tourist flows*

11:45 Anne VOURC'H, Director of the network of the Grands Sites de France (France) : *French Great Sites : diversity, attractiveness and shared values*

12:00 Questions – Discussion

13:00 Lunch

14:30 –17:30 Round table: *European case studies* chaired by Isabelle MARECHAL, Head of the Heritage Service, General Directorate of Heritage, Ministry of Culture and Communication (France) and Tamás MEZŐS, President, National Office of Cultural Heritage (Hungary) :

- Jelka PIRKOVIC, former minister for Heritage, Director, Institute for the Protection of Cultural Heritage (Slovenia) : *Use and re-use of heritage for tourism – the case of Slovenia*
- Cees van't VEEN, Director, Service of cultural heritage, Ministry of Education, Culture and Sciences (Netherlands) : *interpretation of heritage : general public, public informed*
- Simon THURLEY, Chief Executive, English Heritage (United Kingdom) : *economic benefits of tourism for heritage*
- Elena KORKA, Director, Hellenic and Prehistoric Antiquities, Ministry of Culture (Greece) : *Mass tourism and the management of tourist flows*

17:00 – 18:30 Debate and discussions

19: 30 Guided visit and Diner at the Orsay Museum <http://www.musee-orsay.fr>

Friday 4 June 2010

Session chaired by Dr. Barbara NEUBAUER, President of the Federal Office for the Protection of Monuments (Austria) and Steen HVASS, General Director, National Agency of cultural Heritage (Denmark)

- 9:30 Inger LILIEQUIST, Director General of the National Heritage Board (Sweden) : *heritage and sustainable development*
Ángeles ALBERT de LEON, Director General of Fine Arts and Cultural Assets, Ministry of Culture (Spain) : *management of tourist and heritage infrastructures*
- 10:15 *Questions – Discussion*
- 11:00 *Coffee break*
- 11:15 Guy BRAECKMAN, Head of the Department of Town and Country Planning, Housing Policy and Immovable Heritage (Flemish Community Belgium): *Europe and cultural heritage: a challenge - Towards a European cultural heritage strategy ?* (on behalf of the incoming Belgian Presidency of the European Union)
- 11:30 Daniel THEROND, Head of the Cultural Heritage Division, Council of Europe and Bruno FAVEL, ex-President of the CDPATEP and Head of the Department for European and International affairs, General Directorate for Heritage, Ministry of Culture and Communication (France) : *News from the Council of Europe, Herein, Faro convention and the European Heritage Label*
- 12:00 Andreas LEHNE, Head of Department, Federal Office for the Protection of Monuments (Austria) : *Research project CHIC « Cultural Heritage Identity Card »*
- 12:15 Simon THURLEY, Chief Executive, English Heritage (United Kingdom) : *European Heritage Heads Forum 2009 - update, news, organisation and structure*
- 13:00 *Lunch*

Session President : Simon THURLEY, Chief Executive, English Heritage (United Kingdom)

- 14.30 *European Heritage Legal Forum (EHLF) - update* – Terje NYPAN, EHLF Chairman, *Presentation of global European figures on turnover generated by Cultural Heritage, Information on financial mechanisms in Europe* (Norway)
- 15:00 Isabelle MARECHAL, Head of the Heritage Service, General Directorate for Heritage, Ministry of Culture and Communication (France)
EHHF 2010 : Adoption of the Final statement of the EHHF on heritage and sustainable tourism
- 16:30 *Close*
- 18:00 Visit of the *Collège des Bernardins* (Cistercian Covent inside Paris, cultural and pedagogical project in three dimensions : art (exhibitions, music, cinema), meetings and debates (conferences, colloquies, seminars, ...) and theological and biblical training (cathedral school) - 20 rue de Poissy- 75005 Paris - Métro Cardinal Lemoine, Maubert-Mutualité



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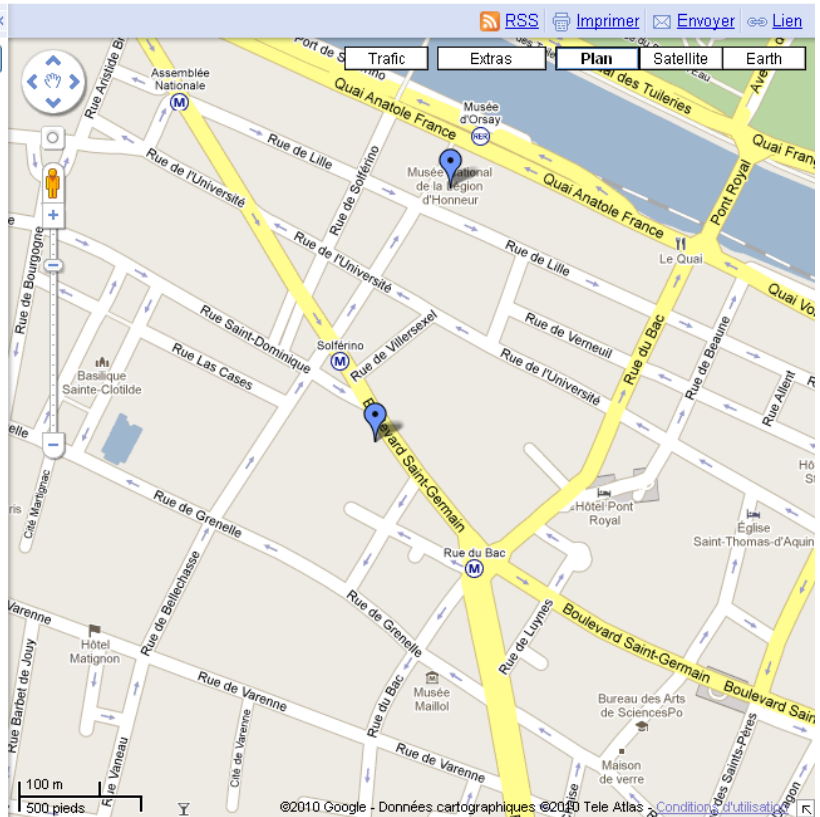
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