

# SPOT-project: a cross-country study of Cultural Tourism in Europe and beyond.



Cultural Tourism:  
Let's SPOT it!

Program highlights:

- Registration & welcome coffee – starting from 9:00
- Presentation of main outcomes of SPOT project
- Press-conference & project exhibition in the lobby
- Round-table discussions with stakeholders
- Festive buffet lunch & networking – 13:30 to 15:00

PRELIMINARY REGISTRATION IS REQUIRED!

[\[LINK\]](#)

01 December 2022  
Conference-center EUROPAHAUS  
Linzer Strasse 429, Vienna 1140



# SPOT

- SOCIAL AND INNOVATIVE PLATFORM
- ON CULTURAL TOURISM
- AND ITS POTENTIAL TOWARDS
- DEEPENING EUROPEANISATION

**POLICIES AND PRACTICES OF CULTURAL TOURISM IN EUROPE:  
Public presentations and discussions in Vienna on 1st December 2022**



<http://www.spotprojecth2020.eu/>

**INVITATION to all professionals and scholars of Cultural Tourism in Europe and beyond**

Herewith we are happy to draw your attention to the public presentation of the main outcomes of the international research project **SPOT** ([www.spotprojecth2020.eu](http://www.spotprojecth2020.eu)). This project was implemented in 2020-2022 in 13 EU-countries, as well as in the UK (Scotland) and Israel, and funded through the Horizon 2020 program of the European Commission.

If you are committed to the organisation and promotion of **Cultural Tourism**, studies of **cultural landscapes and heritage**, political and social implications and the related business issues, such as **local and regional development** – you should not miss the public presentation of the outcomes and the discussion of practical recommendations of the SPOT-project!

The event takes place on **Thursday 01 December 2022** at the premises of the Conference Centre of the **EUROPAHAUS** (Linzer Straße 429, Vienna 1140 [www.europahauswien.at](http://www.europahauswien.at)) starting at 9:00 am – see the program details on the next page.

We expect the participation of 100 to 150 guests, including the members of the international **SPOT-project** consortium and external stakeholders coming from tourism business, research organisations and universities, professional and social media, as well as administrative and policy-making bodies.

The participation in the event is **free of charge**. Preliminary registration is required at [HERE](#).

Eventual co-sponsors are welcome – please contact the organizers to discuss the options by email: [milada.stastna@mendelu.cz](mailto:milada.stastna@mendelu.cz) and/or [chvorostov@gmail.com](mailto:chvorostov@gmail.com).

Journalists and representatives of media are especially invited. A press release and background information will be available at request. Besides, there will be a special time slot devoted to a press conference for journalists and representatives of social media.

In addition, the **SPOT** final event **on-site exhibition** offers:

- Project posters and selected handouts of project outcomes (Policy Briefs, recommendations, leaflets, etc.)
- Graphic and multimedia presentations of
  - Project case-studies
  - SPOT-IT innovative tool (a GIS-based platform to support the tourism development per location)
- Presentations and handouts of sponsors, stakeholders and further external partners



SPOT-project team is looking forward to welcoming you at our final project event!

Sincerely,  
Project Coordinator  
Prof. Milada Štátná  
Mendel University in Brno  
Czech Republic



Conference Centre of the **EUROPAHAUS** (Linzer Straße 429, Vienna [www.europahauswien.at](http://www.europahauswien.at))

Please visit the related section of our website <http://www.spotprojecth2020.eu/> for registration, updates and the further details.

9:00 to 9:30	<b>Registration, conference hand-outs, exhibition, coffee on-site</b>	
9:30 to 11:00	<b>Presentation of the SPOT project findings</b> <ul style="list-style-type: none"> <li>• <b>Official opening, greetings</b> (Coordinator, Mrs. Irina Kozma [the Ministry of Regional Development, RO], Mrs. Hana Štředová [the Mendel University in Brno, CZ]) and other officials and stakeholders</li> <li>• <b>Introduction into the SPOT project</b> (Prof. Milada Šťastná, Mendel University in Brno, CZ)</li> <li>• <b>Good practices and recommendations for the development of cultural tourism in Europe</b> (Drs. Marcel Pleijte, Wageningen University, NL)</li> <li>• <b>Practices and policies of Cultural Tourism in Europe and challenges related to COVID pandemic</b> (Prof. Claire Wallace, Aberdeen University, UK)</li> <li>• <b>Innovative GIS-based SPOT-IT tool and its practical applications in European countries and Israel</b> (Prof. Michael Sofer, Dr. Anat Tchetnik and Mr. Shilo Schiff, Bar-Ilan University, IL)</li> <li>• <b>SPOT Web-Resource Center and continued networking</b> (Prof. Tamás Hardi, KRTK, HU)</li> <li>• Questions and answers</li> </ul>	
11:00 to 12:00	<b>Press-conference and Networking coffee break</b> <b>Press-conference (big conference room):</b> <ul style="list-style-type: none"> <li>• Short introduction by the Project Coordinator and project experts</li> <li>• Questions from media and answers (up to 30')</li> <li>• Project experts available for individual interviews</li> </ul>	<b>Networking coffee break (lobby) and exhibition tour (teams by their stands and posters)</b>
12:00 to 13:30	<b>Round table for stakeholders of cultural tourism</b> <i>(two consecutive discussions streams)</i>	
<b>Theme One: Tourism and the promotion of European Values and cultural heritage</b> <u>Moderator:</u> Prof. Christian Haerpfer (the President of the World Value Survey Association, SE-AT) <u>SPOT Presenter:</u> Dr. Bas Pedrolí (Wageningen University, NL) <u>Discussant 1:</u> Mr. Peter Paul Klapwijk (Miller and inhabitant of Kinderdijk Windmill, NL) <u>Discussant 2:</u> Mr. Meelis Kuusk (Marketing director, Ida-Viru Tourism & Enterprise Center, EE)		
<b>Theme Two: Cultural Tourism, Regional Development and Stakeholders (&amp; COVID implications)</b> <u>Moderator:</u> Prof. David Campbell (University for Continuing Education, KREMS; the University of Applied Arts, Vienna) <u>SPOT Presenter:</u> Prof. Theano S. Terkenli (University of Aegean, GR) <u>Discussant 1:</u> Mr. Miha Bratec (UP FTŠ Turistica, Slovenia) <u>Discussant 2:</u> Dr. Michalis Tzatzanis (Research Promotion Agency, FFG-AT)		
<u><b>Format of the round table discussion:</b></u> (i) initial presentation by a SPOT expert (5-10'); (ii) feedbacks or discussion inputs from experts (researchers or stakeholders) outside of SPOT project: [Discussant 1] and [Discussant 2] (5-10' each); (iii) common discussion for both themes (up to 30').		
13:30 to 15:00	<b>Buffet lunch in the lobby + official Closing of the event</b>	
Eventual evening program or reception – to be announced later on		

# About the project

---

Europe is a key cultural tourism destination thanks to a remarkable cultural heritage that includes museums, theatres, archaeological sites, historical cities and industrial sites as well as music and gastronomy. The project provides an innovative response to recent problems by understanding cultural tourism across very different regions and countries and by integrating stakeholders and policy actors into the project and in feeding back to them the results. The SPOT project addresses the knowledge gaps by expanding and developing the idea of cultural tourism.

---

## FOLLOW US

 @SPOTprojectH2020

 @H2020Spo

**SPOT** 

[www.SPOTprojectH2020.eu](http://www.SPOTprojectH2020.eu)

## FUNDING



This project has received funding from the European Union's Horizon 2020 programme for research and innovation under grant agreement no. 870644

## Partners

Mendel University in Brno,  
Brno, Czech Republic

Bar Ilan University,  
Ramat Gan, Israel

Institute of Geography of the  
Romanian Academy,  
Bucharest, Romania

Leibniz Institute of Ecological Urban  
and Regional Development,  
Dresden, Germany

CERS Institute for Regional Studies,  
Győr, Hungary

Wageningen University & Research,  
Wageningen, Netherlands

Tallinn University,  
Tallin, Estonia

Karl Franzens University of Graz,  
Graz, Austria

University of Aberdeen,  
Aberdeen, United Kingdom

University of the Aegean,  
Lesvos, Greece

University of Barcelona,  
Barcelona, Spain

University of Verona,  
Verona, Italy

University of Wrocław,  
Wrocław, Poland

University of Ljubljana,  
Ljubljana, Slovenia

Constantine the Philosopher University,  
Nitra, Slovakia