

# TRANSROMANICA

The Romanesque Routes of European Heritage

## TRANSROMANICA Congress

**Cultural Heritage and Cultural Tourism Development  
– a chance for a growing Europe –**

**1<sup>st</sup> to 3<sup>rd</sup> September 2005**

**Hotel Maritim in Magdeburg, Germany**



*Project part-funded by the European Union*



**SACHSEN-ANHALT**

# TRANSROMANICA

The Romanesque Routes of European Heritage

I am pleased to invite you to attend this important congress on “**Cultural heritage and cultural tourism development – a chance for a growing Europe**” that will take place in Magdeburg from 1<sup>st</sup> to 3<sup>rd</sup> of September 2005.

This congress is part of the transnational project TRANSROMANICA. Five destinations – Saxony-Anhalt and Thuringia in Germany, the Province of Modena in Italy, Carinthia in Austria and Slovenia – cooperate to build up the **first network of the Romanesque heritage in Europe**. This network aims at reinforcing sustainable regional development and promoting spatial cohesion through cultural tourism on the common basis of European heritage of the Romanesque.

The congress aims at bringing together professionals and academics from France, Italy, Austria, Slovenia, Great Britain, Spain and Germany to an interdisciplinary exchange of know-how and experiences in order to improve the preservation of our cultural heritage and the tourism site management. Among this, cultural routes and networks will be a focus of the discussion.

Enclosed you will find the detailed programme providing all necessary information about the contents and speakers. As you will see, four workshops will be held - two of them in parallel. Please choose the two workshops you would like to attend when registering. Simultaneous translation in English and German will be provided.

As a highlight we have planned another special event to take place on Friday evening. It will be the visit of the exhibition “Magdeburg 1200” \* followed by a rustic medieval event in the court of the museum.

To help us with the organisation of the congress, we would be grateful if you could complete and return us the attached registration form **until 31<sup>st</sup> of July 2005**.

For any further information, please do not hesitate to contact Mr Frank Thäger [thaeger@mbv.isa-net.de](mailto:thaeger@mbv.isa-net.de) or Mrs Célia Galeotti [c.galeotti@dwif.de](mailto:c.galeotti@dwif.de).

A warm welcome to Magdeburg!

Yours sincerely,

Frank Thäger  
LEAD-Partner TRANSROMANICA

\* This year we are celebrating the 1200 year-long history of Magdeburg – celebrate with us!  
<http://12hundert.magdeburg.de>



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## Programme

- Date:** 1<sup>st</sup> to 3<sup>rd</sup> September 2005
- Location:** Maritim Hotel Magdeburg, Germany  
Otto-von-Guericke-Strasse 87  
D-39104 Magdeburg
- Target groups:** Representatives from partner regions (CADSES area), tourism organisations, clerical institutions, cultural sector and heritage conservation organisations, museums, science and education, administration officials and political decisionmakers, representatives from other INTERREG-projects.
- Languages:** Simultaneous translation in English and German
- Documentation:** In English and German
- Organizer/host:** Ministry of Building and Transport Saxony-Anhalt (LEAD-Partner) /  
Ministry of Economics and Labour Saxony-Anhalt

### Questions / Contact:

**Ministry of Building and Transport  
Saxony Anhalt**  
Frank Thäger  
Turmschanzenstrasse 30  
D-39114 Magdeburg  
Phone: +49 / 391-567 35 01  
Fax: +49 / 391-567 75 29  
thaeger@mbv.lsa-net.de

**dwif - Consulting GmbH  
Project bureau Magdeburg**  
Célia Galeotti  
Gerhart-Hauptmann-Strasse 34  
D-39108 Magdeburg  
Phone: +49 / 391-73 87 95  
Fax: +49 / 391-73 87 99  
c.galeotti@dwif.de

## Thursday, 1<sup>st</sup> of September 2005

- 11.00 Registration
- 13.00 **Official opening**, Prof. Dr. Wolfgang Böhmer, Prime Minister of Saxony-Anhalt
- 13.30 **Welcoming**, Axel Noack, Bishop of the Protestant Church of Saxony
- 13.45 **Official speech**, Prof. Dr. Dagmar Schipanski, President of the Landtag (State Parliament) of Thuringia



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- 14.30      **Lecture: Cultural tourism in Europe**, Dr. Mathias Feige, Managing Director, *dwif*-Consulting GmbH (German Economic Institute for Tourism Research)
- 15.15      **TRANSROMANICA presents:** Travel through time in Europe – presentation of Romanesque Highlights, Ao. Univ.-Prof. Mag. Dr. Johannes Grabmayer, University of Klagenfurt, Austria
- 15.45      Coffee break
- 16.15      **Lecture: Culture policy in Europe**, Dr. Horst Schnellhardt, Member of the European Parliament
- 16.45      **Panel discussion “Cultural heritage and cultural tourism development - a chance for a growing Europe”** with international representatives  
Moderation: Dr. Manfred Zeiner, *dwif*-Consulting GmbH
- 18.00      End of opening session
- 20.00      Dinner in pleasant atmosphere with evening programme  
Welcoming by Dr. Karl-Heinz Daehre, Minister of Building and Transport Saxony-Anhalt and Dr. Horst Rehberger, Minister of Economics and Labour Saxony-Anhalt

## **Friday, 2<sup>nd</sup> of September 2005**

09.00 – 12.00 Workshops 1 and 2 (parallel)

### **Workshop 1: Cultural routes and cultural landscapes - driving factors for successful organisation, cooperation and marketing**

**Chairman:** Dr. Christian Antz, Head of Unit, Ministry of Economics and Labour Saxony-Anhalt

#### ***European cultural routes***

Michel Thomas-Penette, Director, European Institute of Cultural Routes at the European Council

#### ***Tourism marketing of cultural routes and –networks in Europe***

Thomas Hagel, Senior Consultant, *dwif*-Consulting GmbH

#### ***Cooperation and functionings of Via Imperialis***

Padre Gerfried Sitar, Marketing Manager Via Imperialis, Director cathedral chapter St. Paul, Austria

#### ***Chemins du roman en Bourgogne du Sud***

Dr. Hannelore Pepke-Durix, Centre d'Etudes des Patrimoines, France

#### ***The Way of St. James***

Isabel González Alvariño, Spanish Foreign Tourist Board, Frankfurt/Main, in cooperation with the S.A. de Xestión do Plan Xacobeo and the Ministry for Culture, Communication and Tourism of the Autonomous Government of Galicia



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**Workshop 2: Cultural tourism marketing and religious tourism in Europe**

**Chairman:** Janez Sirse, Managing Director, International Tourism Institute, Slovenia

***The European market for cultural tourism***

Rolf D. Freitag, Managing Director, IPK International World Tourism Marketing Consultants

***Klöster-Reich***

Hermann Paschinger, Institute for Tourism Development and Public Relations Austria

***From the perspective of a religious oriented tour operator***

Petra Ganz, Product Manager, Bavarian Bureau for Pilgrimage

***A tour operator in bus and cultural tourism in south eastern Europe***

Alfred Springer, Managing Director, Springer Travel, Austria

- 10.40 Coffee break
- 11.00 Discussion and summary by the chairman
- 12.00 Lunchtime
- 13.15 – 16.30 Workshops 3 and 4 (parallel)

**Workshop 3: Visitor management and innovative site presentation**

**Chairman:** Dr. Wolfgang Isenberg, Director, Thomas-Morus-Academy

***Erlebniswelt Renaissance® - World of experience of the Renaissance***

Thomas Gersmeier, Project Manager, World of Experience of the Renaissance Project Development

***Guided tours through history***

Dr. Ute Jäger, member of the Managing Board, Federal Tourist Guide Association Germany

***Medieval events/historic reenactment and tourism marketing***

Johannes F. Faget, Managing Director, Fogelvrei Productions

***Festival Mecklenburg-West Pomerania – a classical festival and its tourism marketing***

Dr. Sebastian Nordmann, Director, Festival Mecklenburg-West Pomerania



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**Workshop 4: Preservation by use - concepts for a successful management of cultural heritage**

**Chairman:** Werner Rauch, Administrator, Château du Haut-Koenigsbourg, France

***Preservation of cultural heritage and tourism***

Dr. Holger Rescher, German Foundation for Monument Preservation

***The Chorus System***

Luca Baldin, Director, Chorus – Associazione Chiese di Venezia, Italy

***Cathedrals and treasures – how to present and protect them***

Georg Graf von Zech-Burkersroda, Dechant, United Chapter of Merseburg and Naumburg and the Collegiate Zeitz

***Cultural networks as an instrument for preservation of sites in Europe***

Esteve Mach, Museu d'Història de Catalunya, Spain

***National Trust: Volunteersystem and qualification programme***

Jenny Baker, Head of volunteering, National Trust, Great Britain

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|-------|--|
| 15.30 | Coffee break   |
| 15.50 | Discussion and summary by chairman   |
| 16.30 | Lessons learned in the perspective of TRANSROMANICA, presentation by each chair for 10 min and summary by the moderator of the congress              |
| 17.30 | End of working sessions  |
| 18.00 | Guided tour through the exhibition:<br>„Magdeburg 1200 – medieval metropolis, prussian stronghold, state capital – the history of the city 805-2005“ |
| 20.00 | Rustical medieval event in the “Megedeborch” and buffet (museum of cultural history Magdeburg)   |

**Saturday, 3<sup>rd</sup> of September 2005**

- |       |   |
|-------|---|
| 09.00 | Part-time excursion “Cathedrals and their treasures – highlights of Saxony-Anhalt”, guided tours of the cathedral of Halberstadt and of the Collegiate Church of Quedlinburg (UNESCO world heritage site) |
| 13.00 | Return to Magdeburg and end of congress   |

The programme may be subject to changes.



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## TRANSROMANICA Congress Cultural Heritage and Cultural Tourism Development - a Chance for a growing Europe -

1<sup>st</sup> to 3<sup>rd</sup> September 2005  
Maritim Hotel in Magdeburg

### Registration Form

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**Please complete a separate form per participant.  
Please type or write in capital letters and return this form  
until 31<sup>st</sup> July 2005 to:**

**Ministerium für Bau und Verkehr des Landes Sachsen-Anhalt**  
(Ministry of Building and Transport Saxony-Anhalt)  
Project TRANSROMANICA, Frank Thäger  
Turmschanzenstrasse 30 - D-39114 Magdeburg  
Phone: +49 / 391-567 35 01 Fax: +49 / 391-567 75 29  
E-mail: [thaeger@mbv.lsa-net.de](mailto:thaeger@mbv.lsa-net.de) or [heidler@mbv.lsa-net.de](mailto:heidler@mbv.lsa-net.de)

### Registration details

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Mrs    Mr

Surname ..... First name .....

Position ..... Organisation.....

Telephone ..... Fax.....

E-mail .....

Address where information should be sent to:

.....

.....



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• **Accompanying person(s)**

1. Surname ..... First name .....

2. Surname ..... First name .....

- Do you have any special requirements, do you need special diet (vegetarian, no pork meat etc.), facilities for disabled people or anything else?

.....  
 .....

**Registration fee**

The fee for this conference amounts **60,00 €**. Accompanying persons pay the same fee.

The registration fee covers documentation, coffee breaks, lunch, welcome reception, visit of the exhibition “Magdeburg 1200” and dinner on 2<sup>nd</sup> of September 2005 as well as the excursion on 3<sup>rd</sup> of September 2005.

**Payment information, bank account:**

Recipient: Landeshaupkasse Dessau, BBK Magdeburg  
 Account number: 810 015 00  
 BIC: MARKDEF 1810  
 I-BAN: DE 21810000000081001500  
 Intended Purpose: 1401-52905

**Working groups**

Please select the 2 workshops you wish to attend. The workshops 1 and 2 as well as the workshops 3 and 4 will be running in parallel.

**I want to attend these two workshops: (please tick)**

**Morning session**

<input type="checkbox"/> <u>Workshop 1</u> : Cultural routes and cultural landscapes – driving factors for successful organisation, cooperation and marketing	<b>or</b>	<input type="checkbox"/> <u>Workshop 2</u> : Cultural tourism marketing and religious tourism in Europe
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**Afternoon session**

<input type="checkbox"/> <u>Workshop 3</u> : Visitor management and innovative site presentation	<b>or</b>	<input type="checkbox"/> <u>Workshop 4</u> : Preservation by use – concepts for a successful management of cultural heritage
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## ***Cultural programme***

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A dinner will be organised on Thursday. A buffet will be organised on Friday after the visit of the exhibition "Magdeburg 1200". Please let us know by indicating with ticking one of the boxes below if you want to join the dinner and visit the exhibition.

	Dinner, Thursday, 1 <sup>st</sup> September 2005	Exhibition Friday, 2 <sup>nd</sup> September 2005	Dinner, Friday, 2 <sup>nd</sup> September 2005	Excursion, Saturday, 3 <sup>rd</sup> September 2005
Delegate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accompanying person 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accompanying person 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ***Hotel Accommodation***

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We booked an allotment of rooms in the congress hotel (until July 31<sup>st</sup> 2005). Prices are per room and night and include breakfast and all taxes. **Please book your hotel room directly.**

### **Maritim Hotel**

Otto-von-Guericke-Strasse 87

**96,00 €** (cue: „TRANSROMANICA“)

39104 Magdeburg

Phone: +49 / 391-5949 0

Fax: +49 / 391-5949 990

E-mail: [info.mag@maritim.de](mailto:info.mag@maritim.de)

<http://www.maritim.de/deutsch/hotels/hotels/magdeburg.html>

Other hotels are available on demand.

.....

Date .....

Signature .....

**Stamp of your organisation**

Please return to:

### **Ministerium für Bau und Verkehr des Landes Sachsen-Anhalt**

(Ministry of Building and Transport Saxony-Anhalt)

Project TRANSROMANICA, Frank Thäger

Turmschanzenstrasse 30 - D-39114 Magdeburg

Phone: +49 / 391-567 35 01 Fax: +49 / 391-567 75 29

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