



ORGANIZATION OF  
WORLD HERITAGE CITIES

## OWHC Regional Conference 2018 Northwest Europe and North America

“Heritage & Tourism: Local Communities and Visitors –  
Sharing Responsibilities”

Amsterdam/Netherlands, November 27<sup>th</sup> – 29<sup>th</sup> 2018



✘ City of  
✘ Amsterdam  
✘



United Nations  
Educational, Scientific and  
Cultural Organization



Grachtengordel Amsterdam  
Werelderfgoed  
sinds 2010

## Programme

### DAY 1 – Tuesday 27 November 2018

#### Arrival of participants

##### 15:00 Welcome Coffee and registration

Welcome coffee/tea at the City Archives

*Meeting Point:*

*Vijzelstraat 32 – 3<sup>rd</sup> floor – World Heritage Office Amsterdam*

##### 16:00 Explore the City of Amsterdam

Boat Tour through World Heritage Canal District Amsterdam with Pieter Vlaardingerbroek, Office for Monuments and Archaeology

*Meeting Point: Herengracht 470*

##### 18:00 Welcome Reception & Dinner Event

Welcome by Deputy Mayor Touria Meliani  
(responsible for Arts and Culture and Digital City)

*Venue:*

*Cromhouthuis, Herengracht 368*



**DAY 2 – Wednesday 28 November 2018**

**Scientific Day “Heritage & Tourism”**

**Venue: Tolhuistuin, IJpromenade 2**

08:30 **Arrival at venue – Coffee and registration**

09:00 **Welcome**

**Mascha ten Bruggencate**, Chairwoman of the Central Borough of Amsterdam  
**Matthias Ripp**, OWHC Regional Secretariat, Regensburg  
**Denis Ricard**, OWHC General Secretariat, Québec

Introduction to the agenda  
**Prof. Kurt Luger, Moderator of the day**

09:30 **Setting the scene: Heritage & Tourism**

“Heritage & Tourism”: What is it about? What is the goal of it?  
**Prof. Kurt Luger, Salzburg University**

“Heritage & Tourism” Key note speech  
**Prof. Greg Richards, Tilburg University, Netherlands**

Q&A session and reflection by the participants about the comprehension of  
“Heritage & Tourism”

10:45 **Coffee Break**

11:00 **Presentations Member Cities: Heritage & Tourism**

**Bamberg, Patricia Alberth:**  
“Celebrating like a pro – World Heritage anniversaries as visitor experiences”

**Beemster, Janneke van Dijk:**  
“Touristic challenges: Visitor infrastructure of a World Heritage Site”

**Luxembourg, Guy Breden:**  
“Travel in Time – rediscover past heritage and make it accessible for visitors and tourists”

**Philadelphia, Zabeth Teelucksingh and Paul Steinke:**  
“How do we expand heritage tourism beyond the center of our city?”

**San Antonio, Colleen Swain:**  
“Leveraging Heritage & Culture for Sustainable Development”

**Wismar, Sibylle Donath:**

“Traffic and Tourism in Wismar – a challenge?”

13:00 **Lunch with group photo**

14:00 **Workshop session**

Introduction to the workshop session - **Prof. Kurt Luger**

Thematic Working groups (*max. 15 people – according to your pre-registration*)

1. General management/tourism management
2. Regional development/destination management
3. Communication and awareness

16:00 **Coffee Break**

16:15 **Reflection session**

Wallpaper reflection with found principles

17:00 **End of thematic day**

Optional tour to “This is Holland” ([www.thisisholland.com/en/home/](http://www.thisisholland.com/en/home/))  
for all participants who do not attend the Regional Delegates Meeting

17:15 **Regional Meeting for OWHC Member Cities in good standing**

*Venue: Tolhuistuin, convention room*

Status Report, finances, new projects, international projects of the General Secretariat

19:00 **Dinner**

*Venue: Tolhuistuin, IJpromenade 2*



**DAY 3 – Thursday 29 November 2018**

**Amsterdam Day - WE AMSTERDAM**

**Venue: Stadstimmeruin, Stadstimmeruin 2-4**

08:45 **Morning coffee get-together**

09:00 **Lectures about Amsterdam World Heritage & Tourism**

**Prof. Gabri van Tussenbroek**

“The many faces of Heritage: Conservation, tourism and the battle for the city centre.”

**Claartje van Ette**

“City in balance”

10:30-  
10:45 **Coffee Break**

**Mariken van den Boogaard**

“Citymarketing in Amsterdam”

**Peter Kranendonk**

“River Amstel, mirror of the city”

12:00 **Excursion to Rokin Station**

13:00 **Farewell Lunch**

*Venue:*

*City Archives, Vijzelstraat 32 – World Heritage Office Amsterdam*



## Our Experts and Specialists:

### *Prof. Kurt Luger – Moderator*



*Kurt Luger is a university professor of intercultural communication, he holds a UNESCO chair for Cultural Heritage and Tourism at the University of Salzburg/Austria, Department of Communication. He is also the chairperson of EcoHimal, Society for Cooperation Alps-Himalaya and the Interdisciplinary Institute for Tourism Research. Most recent publications: On Alpine Tourism (2017); Tourism and Mobile Leisure Time (2014); City in Danger (2014); Tourism, Culture and Development in the Himalayas (2014); Cultural Heritage and Tourism (2010); World Heritage and Tourism (2008). Photo private.*

### *Prof. Greg Richards – Keynote Speaker*



*Greg Richards is Professor of Placemaking and Events at Breda University and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism and leisure research and education. His recent publications include the SAGE Handbook of New Urban Studies (with John Hannigan), Reinventing the Local in Tourism (with Paolo Russo) and Small Cities with Big Dreams: Creative Placemaking and Branding Strategies (with Lian Duif). Photo private.*

### *Prof. Gabri van Tussenbroek*

*Gabri van Tussenbroek works as a building historian for the Office for Monuments and Archaeology of the City of Amsterdam. He is Professor of Urban Identity and Listed Buildings, in particular those of the City of Amsterdam, at the University of Amsterdam. This Chair is set up in collaboration with the Office for Monuments and Archaeology. His focus is on the question what we should preserve and transform from the historic city, in order to contribute to a balanced growth of the city which is attractive for both residents, entrepreneurs and visitors.*

### *Claartje van Ette*

*Since 2001, Claartje van Ette has been working for the City of Amsterdam, dealing with topics such as improving city's accessibility and strengthening Amsterdam's position as an attractive location for international companies. In 2013, she became program manager City marketing & tourism for the Economic Affairs department of the City of Amsterdam. While Amsterdam was keen on attracting more international companies and tourists to the city, it became clear that the growing number of citizens, commuters and visitors had its effect on the city's livability and people's daily life. That's why her interest has shifted to the issue: how can we manage the flip side of success to keep Amsterdam livable and lovable? It turned out to be one of the most important issues for citizens, the city council and local media. Nowadays the city takes firm measures to create a new balance, in which residents are put central while visitors remain welcome.*

### *Mariken van den Boogaard*

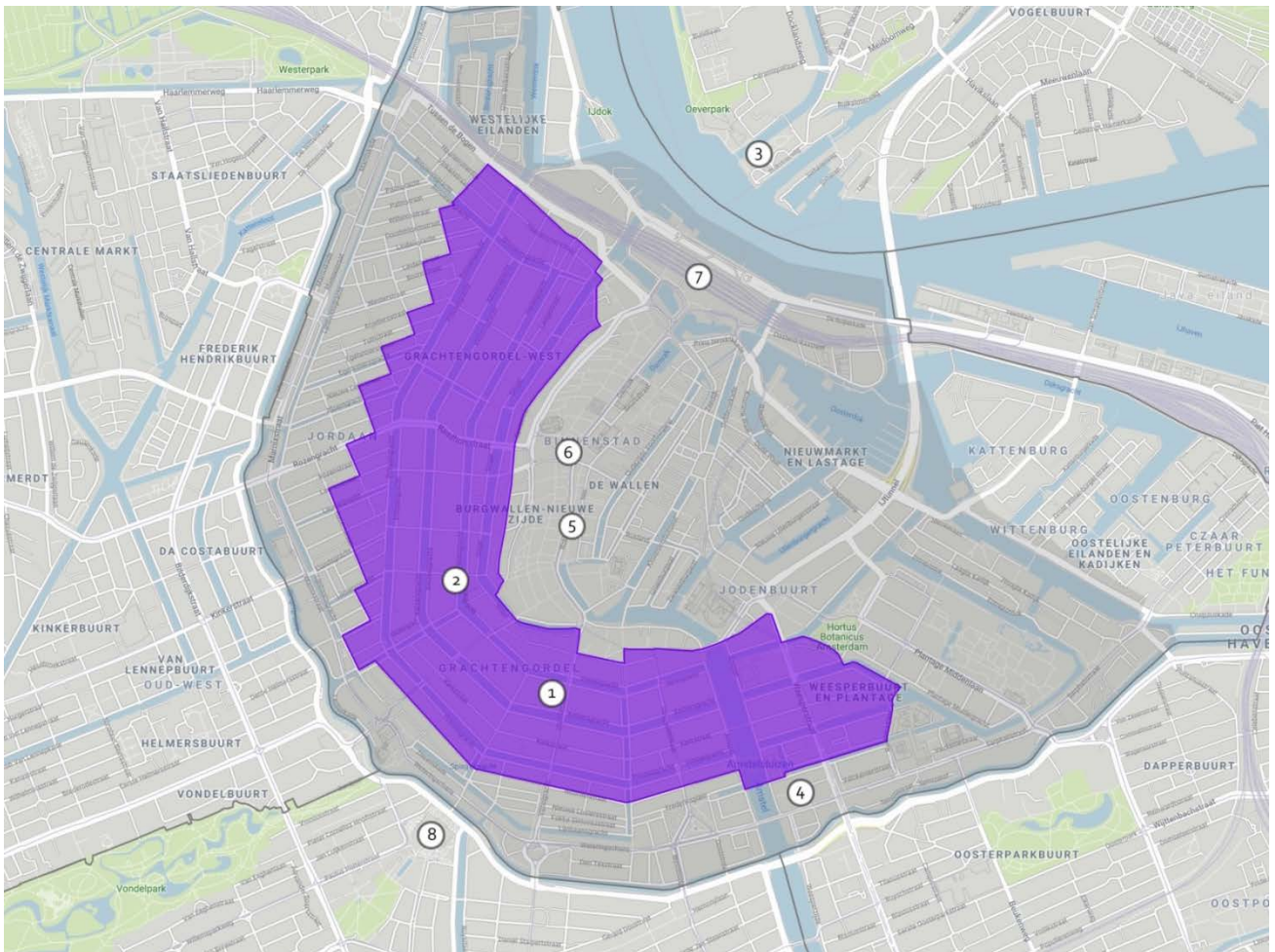
*Mariken van den Boogaard works in the strategy team of Amsterdam Marketing, where she is responsible for business marketing and talent. As a connector, she is equipped with an analytical mind and the know-how to translate complex challenges into concrete campaigns and means. Mariken knows how to get things done, and is an excellent stakeholder manager. With a master in Marketing Communications and a Bachelor in Communication & Journalism, Mariken worked in various consumer marketing positions. At Amsterdam Marketing, she leads the positioning of the Amsterdam Area as an international business region with the objective to attract corporates, startups, social enterprises and talent to the region. Mariken is responsible for the development of the new business proposition, marketing strategy and campaign for Amsterdam as a business hub. She was also responsible for the international living campaign focused at positioning the Amsterdam Metropolitan Area as a region to live based on the unique characteristics of the different areas within the region. Mariken works closely together with the department of Economic Affairs of the City of Amsterdam, the neighbouring municipalities and international corporates and startups. She has a wealth of experience in bringing public and private partners together.*

### *Peter Kranendonk*

*Peter Kranendonk works as senior archaeologist and project manager Archaeology North-South Line for the office for Monuments and Archaeology of the City of Amsterdam. On July 22nd the North-South metro line in Amsterdam opened for business. The line has seven new stations, from which two (Rokin and Vijzelgracht) are situated in the UNESCO World Heritage. Each station features a specially commissioned piece of artwork. At station Rokin the mural of marble and natural stones in the walls alongside the platform, by artists Daniel Dewar and Grégory Gicquel, is based upon 700,000 artefacts discovered during excavations at the metro line, in the former river bed of the river Amstel. About 9,500 archaeological finds are on view in two permanent displays situated between the escalators at the south and north entrances to the platforms. Together with the displays, the website <https://belowthesurface.amsterdam> was launched, providing access to more than 32,000 photographs and drawings of almost 20,000 objects and the dataset (135,000 records) of all (700,000) finds of the archaeological project of the North/South Metro Line. Furthermore, the documentary *Amstel. Mirror of the City* and the publication *Stuff – Catalogue Archaeological Finds Amsterdam's North/South Metro Line* were released.*

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**Orientation in Amsterdam**



**UNESCO World Heritage zones**

- Core zone
- Buffer zone

**Conference venues**

1. City Archives - Vijzelstraat 32 - World Heritage Office Amsterdam - November 27<sup>th</sup> - Welcome coffee and registration | November 29<sup>th</sup> - Farewell lunch
2. Cromhouthuis – Herengracht 368 - November 27<sup>th</sup> - Welcome Reception and Dinner Event
3. Tolhuistuin - IJpromenade 2 - November 28<sup>th</sup> - Scientific Day “Heritage & Tourism”
4. Stadstimmertuin - Stadstimmertuin 4-6 - November 29<sup>th</sup> - Amsterdam Day
5. Rokin metro station - November 29<sup>th</sup> - Excursion location

**Public buildings/tourist attractions**

6. Dam Square with Royal Palace - Dam
7. Central Station - Stationsplein
8. Rijksmuseum - Museumstraat 1

**Public Transport**

For your stay we recommend purchasing a combined ticket for three or four days (how long your stay will be). For three days (72 hours) a ticket will cost € 17.50. A Metro ticket will be needed for Day 3 when we’ll visit Station Rokin.