



**MONUMENTS BOARD
OF THE SLOVAK REPUBLIC**
Cesta na Červený most 6, 814 06 Bratislava

Bratislava, January, 29th, 2010

Dear Madam / Sir,

We are writing to you on behalf of the organizers of the International Training Workshop concerning preparation of **“European Meeting for Improvement of Tourism and Visitor Management Skills“**.

This will be the sub regional training for site managers of the Central and South – Eastern Europe Region and its surroundings.

The organizing bodies are the Monuments Board of Slovak Republic and Slovak National Commission for UNESCO, Ministry of Culture of the Slovak Republic and Bardejov Town in cooperation with UNESCO and World Heritage Centre.

Training Workshop will take place at **Bardejov – part Bardejovské Kúpele (Bardejov Spa), Astoria hotel, Slovak Republic from March 23rd, till March 26th, 2010.**



The main objective of the workshop is to improve the state of conservation of the world heritage by enhancing the quality of tourism and visitors management tools. The aim of the workshop is to develop and strengthen capacities and skills in tourism management at sub-regional level to safeguard and improve the state of conservation of cultural and natural sites inscribed on the List of the World Heritage and the sites on the Tentative List in countries of the Central and South – Eastern Europe Region and its surroundings.

The workshop will focus on the capacity-building in the question how can tourism contribute to the management and conservation of the immovable cultural and natural sites. It will help the site managers to improve the management and the state of conservation of specific World Heritage sites. The issue of partnership with the tourism industry in the purpose of improving the management will be included.

The workshop will be concluded by feed-back providing participants an opportunity to exchange knowledge and best practices. This workshop will be follow up of the series of workshops organized by the World Heritage Centre and UNESCO to generate common tourism policies and methods that will be used to guide WH tourism interventions at WH sites. It will be following on the theme of tourism at World Heritage sites, after workshops in France (March

2008), Switzerland (October 2008), India (April 2009) and China (September 2009). The Slovak Workshop is fully integrating in the World Heritage Tourism Initiative.

Objectives:

- To improve the state of conservation of world heritage by enhancing the quality of tourism management tools – sub-regional training for site managers,
- To develop knowledge management tools and increase the network of partners,
- To strengthen national expert capacities for the conservation and management of heritage properties,
- To empower sustainable tourism promotion and local communities in cultural and natural sites,
- To debat issues of possible partnership with the tourism industry,
- To receive and to exchange experience;
- To establish basic framework for cooperation,
- To discuss major common problems from the aspect of the participating countries,
- To prepare a follow up action plan to improve visitors management planning at WH sites, etc.

Seminars participants:

- cultural and natural heritage sites managers from the Central and South - Eastern Europe Region and its surroundings: Albania, Austria, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Former Yugoslav Republic of Macedonia, Germany, Hungary, Montenegro, Poland, Romania, Slovakia, Slovenia, Serbia and Ukraine.
 - each of participants will be asked to report on their development or management tools in case on objectives of workshop and discuss the encountered difficulties
- Tour Operators and Hotels
- UNESCO, WHC, ICOMOS, IUCN, ICCROM and UNWTO

We are able to cover expenses for food and accommodation during the period of the workshop for limited participants (about 3 participants from each country – it depends on the number of World Heritage sites).

The participants should pay their travel cost to Bardejov – Bardejovské Kúpele (Bardejov Spa) and back.

Duration of training workshop:

4 days – workshop and ½ day excursion /WHS – the Bardejov Town Conservation Reserve, Wooden Churches of the Slovak Part of Carpathian Mountain Area – churches in surroundings/



Date: March 23rd – 26th 2010

Working language: Slovak, English

Important Dates:

- ***7 February 2010*** - Deadline for submitting proposals of participants from National Commissions for UNESCO and from National Monuments Offices /about 3 participants from each country – it depends on the number of World Heritage sites/, calls for papers,
- ***14 February 2010*** – Deadline for returning the registration form,
- ***21 February 2010*** - Notification of those participants, which will have covered expenses for food and accommodation by the organizers - Scientific Committee's evaluation,
- ***7 March 2010*** - Deadline for selected participants to send short abstracts.

*We ask you kindly to forward this invitation to every interested party and inform us about your proposal of participants as soon as possible, but no later than **February 14th 2010** to our e-mail address.*

*Should you have any further question about the training workshops, please contact with **Lubica Pinčíková** from Monuments Board of the Slovak Republic (Lubica.Pincikova@pamiatky.gov.sk , +421 2 20 6 4340).*

With best regards

PhDr. Katarína Kosová
General Director



Bardejov Town, Main Square