

PRESS RELEASE

« HERITAGE, TOURISM AND LOCAL DEVELOPMENT » INTERNATIONAL TRAINING WEEK OF SITES & CITES REMARQUABLES DE FRANCE NOVEMBER 15-19th IN BORDEAUX | ONLINE

In partnership with the Ministry of Foreign Affairs, the Ministry of Culture and with the support of the city of Bordeaux and of the embassies of the partner countries, Sites & Cités remarquables de France organizes the 7th edition of its International Training Week, from November 15 to 19 2021.

The sanitary crisis disrupted the tourism sector and led to a strengthened interest for a local and sustainable tourism, that draws on the heritage richness of the territories.

In this context, the International Training Week will focus on: « **Heritage, Tourism and Local Development** ».

Through indoors workshops and field visits, the Week will provide a tangible and complete training to 15 international project managers on the following thematic:

- Creation and development of a heritage tourism offering
- Implement and strengthen strategies in order to promote heritage
- Bring together the actors, initiatives, and networks in favour of heritage tourism
- Integrate heritage as a local development lever

Since 2015, the International Training Week is organized and constitutes the annual meeting of project managers contributing to the heritage enhancement and protection. It provides a tangible training to international project managers, contributes to develop and international platform on the heritage thematic, allow to exchange skills, know-how and experiences developed by the French and international local authorities, participates to the international influence of the French territories, and fosters the development of decentralized cooperation.

Since its creation, the six editions of the International Training Week have gathered more than 7° project managers and local decision-makers, more than 30 different nationalities, more than 120 French participants and more than 20 cities member of Sites & Cités.

Practical information

Place: Organized in a hybrid format – in person and online – the International Training Week will take place in Bordeaux for 15 participants and a transmission on the online platform Zoom will be assured. For face-to-face participants, a visit outside the city is scheduled on Tuesday October 16 and Friday afternoon, October 19.

Conditions: Persons wishing to participate to the International Training Week in Bordeaux must send their resume and a letter explaining their motivation for the training to Sites & Cités (addressed to j.fedy@sites-cites.fr) **before October 1st 2021**.

Persons wishing to participate to the International Training Week online (Zoom platform) must register to the following email address, **before November 8 2021**: j.fedy@sites-cites.fr.

A simultaneous interpreting will be assured in English. The participants must be either francophones and anglophones.

The face-to-face training is limited to 15 participants.

Budget (only for the face-to-face participants): The participation to the formation includes the plane ticket from the origin country to Bordeaux and the Visa (if necessary). These fees can be covered by the partner local authority or an extern institution (Embassy, Institut français). The organiser takes in charge the six hotel nights (from Sunday to Saturday), the meals, the travel costs in Bordeaux and for the field visit.

Sanitary conditions: The International Training Week will be organized in accordance with the sanitary standards in force in France. International participants are invited to inquire about their travel conditions to France. Sites & Cités remarquables de France cannot be held responsible, on the one hand, for problems of access to France and return to the participants' countries of origin and, on the other hand, for possible contamination with COVID-19 during the International Training Week.

In the event of an epidemic outbreak and depending on the sanitary restrictions on French territory, Sites & Cités reserves the right to transform the International Training Week into a fully digitalized edition.

/ CONTACT

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Sites & Cités remarquables de France

L'Association des Villes et Pays d'art et d'histoire et des Sites patrimoniaux

Sites & Cités remarquables de France brings together more than 300 cities and territories with the label "Ville et Pays d'art et d'histoire" (City and Country of Art and History), or with a Remarkable Heritage Site (former safeguarded sector, ZPPAUP / AVAP), who wish to share their questions and their experiences on the policies of protection and enhancement of heritage.

Since 2000, the Association has been working to promote a broad and decompartmentalized vision of heritage-related issues. Sites & Cités develops dialogue with different Ministries, the National Assembly and the Senate, in order to reinforce the legislative, legal and financial framework for the protection and enhancement of heritage, architecture and town planning.

With its members, Sites & Cités remarquables de France mobilizes a network of competences on heritage and heritage urbanism, in terms of restoration, regulation, training of professionals, research and public awareness.

Main missions of Sites & Cités

- **Networking** of cities and territories, their elected officials and technicians, and all the actors and experts, around heritage.
- **Exchanges:** Workshops, working groups, training courses: real spaces for debate on current heritage issues.
- **Studies:** on cities and countries of art and history, remarkable heritage sites and their evolution.
- **Expertise:** to accompany cities and territories in the implementation of their heritage policy, with nationally recognized experts or from the network.
- **Capitalization of experiences:** a platform of updated information through the website, a real toolbox
- **Monitoring and forecasting:** on current events and the future of heritage



International action of Sites & Cités

Sites & Cités remarquables de France mobilizes its partners on issues related to heritage as a development tool for territories.

At the international level, it supports its members in the development of their decentralized cooperation, mobilizes its network for expertise, proposes pilot operations, supports the constitution of networks of heritage cities and develops exchanges around an international platform on heritage.

These ambitions are broken down into six major themes of action:

- Heritage, urban governance and integrated urban development
- Ancient city, sustainable city
- Heritage mediation, awareness and involvement of citizens in the future of their living environment
- Economic development based on heritage
- Heritage and cultural tourism
- Networking of communities around heritage

Website of Sites & Cités remarquables :

<http://www.sites-cites.fr/>



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