

PERSONAL REGISTRATION FOR THE CONGRESS

With this personal invitation, you can attend the congress and the accompanying programme free of charge. The only exception is the accommodation fee and we would be glad to assist you with that. We have compiled a selection of 3 and 4 star hotels specifically for participants in the congress.

For more information and booking, please contact:

**Dachstein Salzkammergut Holiday Region
Tourism Association Inner Salzkammergut
Mag. Cristiana Campanile**
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PROGRAMME: see back page

The full information as well as brief profiles of the speakers are available at: www.welterberegion.at

Registration:

Yes, I wish to attend the congress

First name:

Surname:

Salutation & title:

Organisation:

I will attend on the following days (please mark as appropriate):

Thu, 06.10.2011 LAUNCH

Evening reception in Gasthof Kirchenwirt, Gosau

Fri, 07.10.2011 CONFERENCE

Inigorating encounters – optional

Dir. Dr. Peter Brugger, Bad Goisern State Music

School:

“Opportunities for the international educational tourism in the World Heritage Region Inner Salzkammergut”

Gerlinde Ferdin, Tourism Association Inner

Salzkammergut:

“‘Active world heritage’: supervised school project weeks as a best-practice example for World Heritage Education”

HR Dr. Anton Kern, Vienna Museum of Natural

History and **Dir. Rudolf Gamsjäger**, Hallstatt Museum:

“The findings from the Hallstatt era as a starting point for the tourist development of the region and their current significance for tourism”

Evening reception in the Obertraun National Sports

and Recreation Centre

Sat., 08.10.2011 SIGHTSEEING

Guided tour of the prehistoric Hallstatt – burial site and salt mine

Address:

Street, No.:

Postal code, place:

Tel.:

E-mail:

Please contact me for room reservation

Please submit the filled-out form until 26.09.2011

by fax to +43 (0) 6131/342 - 22

You can send your e-mail registration including the data above

to campanile@dachstein-salzkammergut.at

Invitation to the World Heritage Congress 06.–08.10.2011

Knowledge – The 4th dimension of world heritage.

Again, as in past years, experts in tourism, culture and labour market policy will meet in the UNESCO world heritage region of Hallstatt-Dachstein/Salzkammergut to share their creative insights on a number of topics. There is certainly a need for serious discussion. Once again, the world heritage is a major topic of conversation, especially considering the recent interest from Asia about the creation of an adventure centre in Hallstatt Look. In the meanwhile, international tourism marketers are unanimous that visitors demand, above all, an authentic multi-dimensional experience, i.e. an all-embracing experience of architecture, music, tradition, handicraft, etc. One thing is certain – the interaction of people and traditions, business and education in a world heritage region paint a very special picture. We are glad that social minister Rudolf Hundstorfer has agreed to become patron of the event and we also would like to express our gratitude to culture minister Dr. Claudia Schmied for supporting the congress.



Bad Goisern



Hallstatt



Gosau



Obertraun

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You can find the registration form at

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PROGRAMME

Festive kick-off on Thursday, 6.10.2011

- 16:00 Festive opening in the Gosau Culture Centre, with food, beverages & music, 4824 Gosau 620
 Opening: Mag. Gabriele Eschig, Secretary General of the Austrian UNESCO Commission
 Host: Mag. Günther Madlberger, ORF Upper Austria
 Music programme: Bad Goisern State Music School under the direction of Dr. Peter Brugger
- 19:00 Opening dinner in Gasthof Kirchenwirt, 4824 Gosau 2

Conference on Friday, 7.10.2011, from 09:30 a.m. until 04:00 p.m.

- 09:00 Arrival & registration in the Hallstatt Congress Hall, Seestraße 169, 4830 market town of Hallstatt
 09:30 Welcome address & Introduction by the professional presenter Mag. Marion Schadler
 Opening by Alexander Scheutz, mayor of Hallstatt

Speakers & Presentations (Conference languages: German, English)

Prof. Dr. Marie-Theres Albert , BTU Cottbus, UNESCO Chair in World Heritage Studies	<i>Studying world heritage – theory, practice and labour market orientation of the World Heritage Studies course at the BTU Cottbus</i>
Prof. Dr. Kurt Luger , Salzburg University UNESCO Chair in “Cultural Heritage and Tourism”	<i>World Heritage Sites as starting points for mediating culture and education</i>
MinR Dr. Christian Dorninger , BMUKK	<i>Vocational training and educational development for culturally protected regions</i>
Univ.-Doz. Dr. Karl Stocker , FH Joanneum Graz	<i>The “Regensburg World Heritage Visitor Centre” as a model for the promotion of cultural and educational tourism</i>
Mag. Christian Wörister , GF Nationalpark Hohe Tauern GmbH	<i>Educational tourism based on the example of the Mittersill Visitor Centre - Hohe Tauern National Park Worlds</i>

12:00 - 13:15 Lunch in the Hallstatt Congress Hall

GL Jacqueline Beyer , AMS Gmunden and Regional Director Robert Oberfrank , WKO Gmunden	<i>Opportunities for vocational training and further education in the Gmunden district</i>
Prof. Dr. Karl Müller , GF Wisdom Institute	<i>Model development in the region Inner Salzkammergut</i>
Dr. Friedrich Idam , HTBLA Hallstatt	<i>Vocational training in the World Heritage Region based on the example of HTBLA Hallstatt</i>
Dr. Walter Reiter , GF L&R Social Research	<i>Conception of an international World Heritage Education</i>

Inigorating encounters – optional

Examples for the successful establishment of educational institutions in connection with the material world heritage and the intangible cultural assets from the Inner Salzkammergut region:

Dir. Dr. Peter Brugger , Bad Goisern State Music School	<i>Opportunities for the international educational tourism in the World Heritage Region Inn Salzkammergut</i>
Gerlinde Ferdin , Tourism Association Inner Salzkammergut	<i>“Active world heritage”: supervised school project weeks as a best-practice example for further education</i>
HR Dr. Anton Kern , Vienna Museum of Natural History and Dir. Rudolf Gamsjäger , Hallstatt Museum	<i>The findings from the Hallstatt era as a starting point for the tourist development of the region and their current significance for tourism</i>

19:00 Evening reception in the Obertraun National Sports and Recreation Centre, Winkl 49, 4831 Obertraun

Sightseeing on Saturday, 8.10.2011 from 09:00 until approx. 15:00

Tour through prehistoric Hallstatt – burial site and salt mine – under the guidance of HR Dr. Anton Kern and Mag. Johann Reschreiter, Vienna Museum of Natural History
 Lunch for all participants in Bräugasthof am Hallstättersee, Seestraße 120, 4830 market town of Hallstatt

Bus transfers are available for the guests throughout the congress.