

## **RAILWAY AND TOURISM : A CULTURAL PERSPECTIVE**

Videoconference - 26 october 2021 - 14.00 - 17.30

Moderated Nacima Baron (Univ Eiffel) et Vanessa Perez (UIC)

How railway industry and cultural and heritage bodies develop innovative methods in order to foster railtourism attractiveness ? What tools can be used to create quality and valuable experiences for the rail passengers ? How can digitalization add value in landscape exploration and consumption ? Railtoland European Competitive project associates 4 countries - 6 universities in a virtual lab for landscape from rail visualization. Toprail is the International Railway Union programme which coordonates railway tourism passenger experience innovation projects. Both offer a common webinar, meant as a divulgation event, in order to present recent results and to strengthen cooperation among the key stakeholders in the fields of rail industry, tourism and culture, and to compares the best practices in the tourism rail sector all around the world.

### **Programme**

14.00 TOPRAIL (Carlos Casas, Chairman ) and RAILTOLAND R (Claza Zamorano U. Politecnica. Madrid) presentations

15.30 How railway companies enhance the railtourist perception and experience (V. Perez moderator)

- M. Van Hagen, NS Netherlands Rail passenger experience and needs revisited
- N. Morgani SNCF Research&Innovation How cognitive psychology and behavioural science illuminate passenger experience
- JC. Gouveia CP Innovation for strategic planning Digital tool to add value to train cruises
- 15.45. UNESCO landscapes as a resource for rail tourism (N. Baron Moderator)
- A. Abdollahi RAI Why was the transiranian railway labelled by UNESCO ?
- JA Rivalrola Incarail The 360 ° Machu Picchu train and how it promotes and protects heritage site
- E. Kirill RZDTour Le tourisme et la culture, leviers pour valoriser et préserver les infrastructures (pont sur le lenisseï)
- K. Wijn Nobel (Fedecrail) L'orientation touristique des musées ferroviaires en Europe
- M. Garrec (Cornwall County) Railtourism, territorial planning and local sustainability

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