

## Find out more about the background to the event

### The European Historic Thermal Towns Association (EHTTA)

Founded in Brussels in 2009, this network brings together twenty-four spa towns in eleven European countries. The thermal resort of Spa is a founder member.

It aims to gain European Union recognition for the European thermal towns' specific culture and innovation, both historical and contemporary, with a view to developing their tourist activity as part of the new plan, "Destination Europe" to encourage cross-border tourism.

Each member town is an integral part of the historic thermal towns cultural route, one of the twenty-six cultural routes recognised by the Council of Europe since 1987.

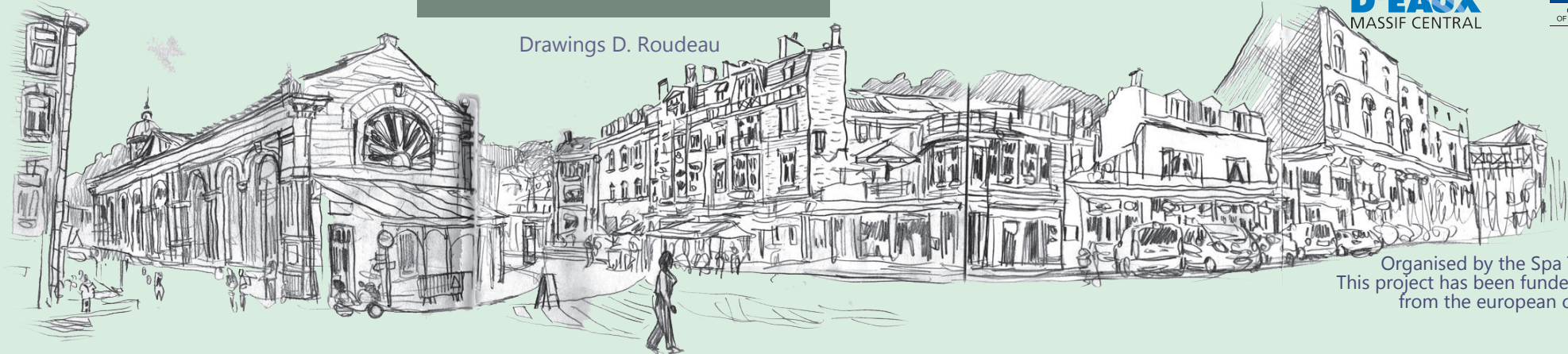
### Sources of Culture: the Cafés of Europe, a brand new European project

The 5th Café of Europe, "Hydrotherapy: the birth of modern tourism", is part of a two-year European project entitled "Sources of Culture: the Cafés of Europe".

This project involves eleven partners from six countries. Its aim is to raise awareness among European citizens of the wealth of cultural heritage in all thermal towns. As part of the project, a series of eight Cafés of Europe, multidisciplinary meetings for discussion and forward thinking, are to be held in several thermal towns. They will lead to the writing of a Blue Book on the thermal towns' essential place in the future of a people's Europe based on social dialogue, reinforced by the role of digital technology, and a sustainable cultural approach to tourist policy, based on reinterpretation of the birth of modern tourism.

[www.sources-of-culture.com](http://www.sources-of-culture.com)  
[www.facebook.com/sourcedeculture](http://www.facebook.com/sourcedeculture)

Drawings D. Roudeau



## Prolonging the expérience...



### Practical information

Information:  
Office du tourisme de Spa  
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Tél. 0032 87 79 53 53  
e-mail : [info@spatourisme.be](mailto:info@spatourisme.be)  
Find out more: [www.spatourisme.be](http://www.spatourisme.be)

An experimental tour of Spa linked to the interactive novel will take place on Saturday 7 June at 2.00 pm and Sunday 8 June at 11.00 am.

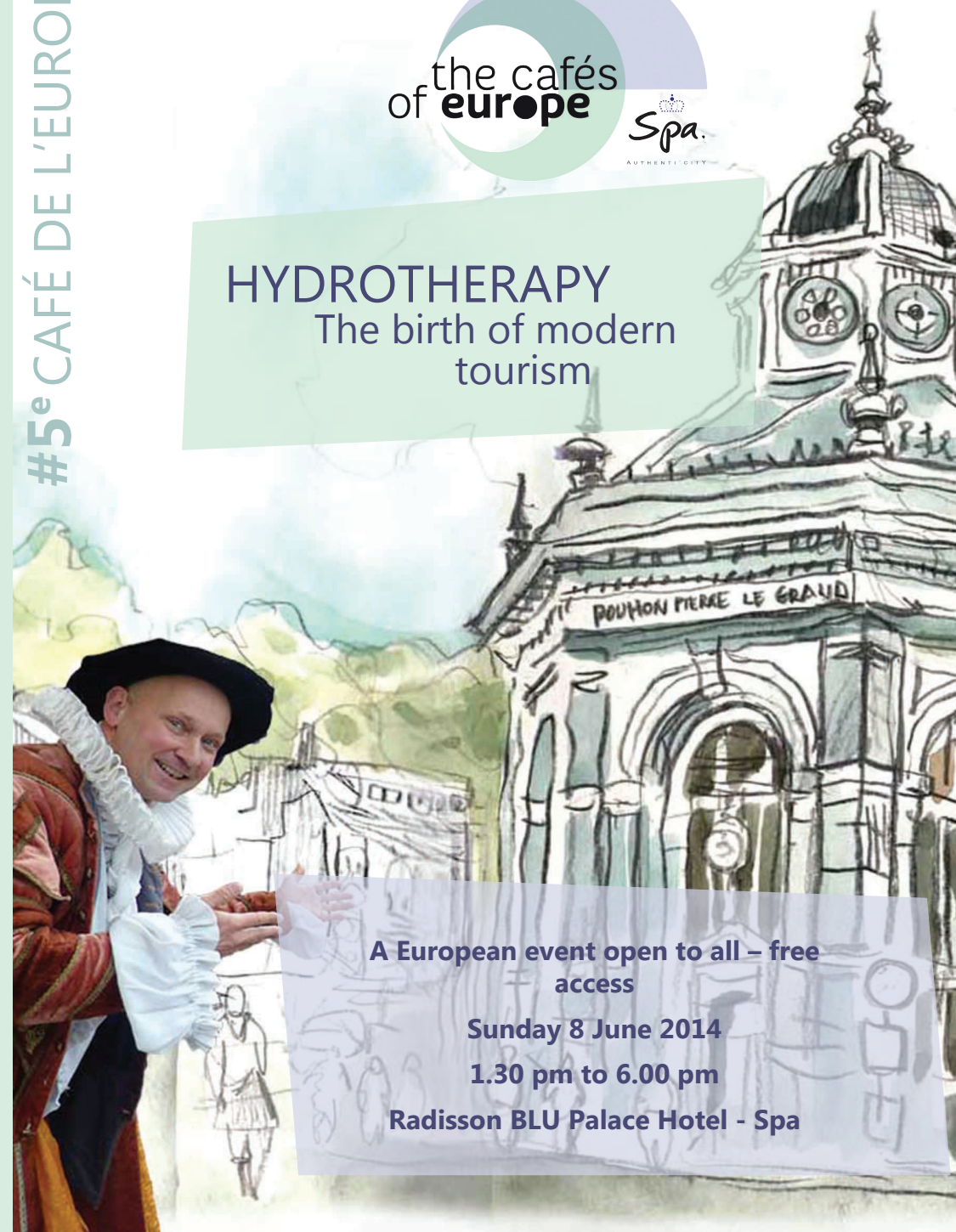


Organised by the Spa Tourist Office  
This project has been funded with the support  
from the european commission

#5<sup>e</sup> CAFÉ DE L'EUROPE



## HYDROTHERAPY The birth of modern tourism



A European event open to all – free  
access

Sunday 8 June 2014

1.30 pm to 6.00 pm

Radisson BLU Palace Hotel - Spa



## The cultural heritage of the historic thermal towns

The "Sources of Culture: the Cafés of Europe" project is a major European cooperation project forming part of the 2007- 2013 Culture Programme between eleven European partners which aims to use the rich cultural and intellectual past of Europe's thermal towns as the basis for a series of high-level meetings under the title of "The Cafés of Europe".

These meetings aim not only to return to the spirit of multidisciplinary debate that these towns enjoyed in the 18th and 19th centuries and reinterpret their essential role in the birth of modern tourism, but also to add to the discussion about changes in European intercultural creativity by presenting a "Blue Book" at the end of the two years that will offer the European Commission scenarios based on a summary of the reinterpretation of the origin and history of these thermal towns and a long-term view of the new European culture of the spa towns today.

The 5th "Café of Europe" is to take place in Spa, the birthplace of world hydrotherapy, and its theme is the birth of modern tourism.

We are delighted to be hosting a European event of this calibre in Spa, the original thermal town.

We hope that our national and international guests will enjoy a rewarding stay in this, the finest of thermal towns.

**Isabelle Grégoire**  
Tourist Office Director

**Charles Gardier**  
Vice-Chairman of EHTTA

**Giuseppe Bellandi**  
Chairman of EHTTA

**"In short, the European thermal towns' history is so rich in exchanges, cross-influences, a multiplicity of informal encounters, artistic creation, scientific and medical invention that the "Cafés of an elite Europe", as they were known in the past, may be reinterpreted and reconsidered with a view to creating new "Cafés of Europe": open to all, where, as a result of these multidisciplinary meetings, towns can rediscover their imagination. Cafés where the towns' decision-makers, inhabitants and visitors, imagine shared social scenarios, where the local dimension interacts with the European, and where governance goes hand in hand with imagination.**

**Michel Thomas-Penette,**  
EHTTA General Representative

**source**  
project

## Programme

How many towns can say that their name has passed into the common language? Spa is one of them, thanks to its spas, of course, but also thanks to prestigious past in which the leaders of this world met and nicknamed it the "Café of Europe".  
Kings, emperors, artists... the world's most famous, influential people stayed in Spa...  
And today: you are here!

### Opening speech

**Mr. Charles Gardier**, *Vice-Chairman of EHTTA & Spa Tourism Councillor*

**Mr. Charles Labalue**, *honorary General Secretary of the Belgian Thermal Federation*

**Mr. Eric Philippart**, *Deputy Unit Chief, European Commission DG Enterprise and Industry, Unit 2 Tourism and cultural instruments*

### Moderation

**Mr. Guy Lemaire**

### Theme 1 History and development of tourism



**Stéphanie Quériat**, *Brussels Open University*

What was Spa's role in the development of tourism in the Ardennes from its origins to 1914?

What role did hydrotherapy play in the development of tourism in the Ardennes, and what are the limits of tourist development linked to hydrotherapy?

**Professor Dominique Jarassé**, *Professor at the University of Bordeaux 3 and the Ecole du Louvre*

Hydrotherapy: one of the origins of tourism?

### Theme 2 Hydrotherapy, Health and Well-being



**Séverine Philippin**, *Managing Director of the Spa Thermal Baths*

Presentation of the development of hydrotherapy in Spa since the years 2000. What are the expectations of today's clients? How do we respond to them and how are the traditional treatments perceived today?

**Jean-Benoît Schrans**, *Director of communication, Spadel Group*

Presentation of the Spadel Group, the last major independent Belgian mineral water producer. From spring to bottle: the magical journey of Spa's natural mineral water. When man protects water, water protects man: the public-private partnership that sustainably manages the aquifers.

### Theme 3 Who is the consumer of tourist services?



**Professor Alain Decrop**, *Dean of the Faculty of Economic, Social and Management Sciences – University of Namur CeRCLe (Centre for Research into Consumption and Leisure)*

Who is the tourist consumer? Presentation on the development of tourist demand since the years 2000, the main travel and behaviour profiles. What are the decision-making processes that underpin this travel behaviour and what are the factors that influence them? Presentation of the new type of holidaymaker. Presentation of the major trends and marketing prospects that show how the sector responds to these new needs and types of behaviour.

**Léa Lemoine**, *Heritage and Digital Project Leader for the Massif Central Spa Towns Route*

The Massif Central Spa Towns Route: a digital and cultural tourist network  
Tourist practices and the digital sphere: the cultural tour in digital mode  
The territorial development of the Spa Towns Route: interpreting the spa heritage, innovative tools and participative territorial marketing.

**Jérôme Aussems**, *Head of the Promotion Department, Province of Liège Tourist Federation*

Online sales of tourist products : "the market-place"

### Theme 4 Quality in tourism



**Daniel Burckhardt**, *Manager daniel burckhardt projects*

"Wallonia: Quality Destination": Wallonia follows the Swiss model and takes a quality approach.

**Jérémy Dagnies**, *Lecturer at UCL / Science expert for, the CGT*

The importance and limitations of labelling in the tourist sector.

**José Clossen**, *honorary Director of the Walloon Tourist Engineering Centre*

The development of Quality Plans in Wallonia.



**The event will be attended by 24 European thermal towns, members of the European Historic Thermal Towns Association (EHTTA), representatives of the world of culture, heritage and tourism and members of the public keen to gain a better understanding of the challenges currently faced by Europe's thermal towns.**

**This debate is organised by the Spa Tourist Office in partnership with the European Historic Thermal Towns Association and the Massif Central Spa Towns Route, with the participation of the Well-being and Health Show.**