

**EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)  
BACK-TO-BACK WITH EUSDR PA3**

**CYCLING TOURISM AND CULTURAL ROUTES  
WORKSHOP**

**CULTURAL ROUTES IN EUSAIR AND EUSDR**

**HUMAN RIGHTS,  
DEMOCRACY  
AND THE RULE OF LAW**

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**DROITS DE L'HOMME,  
DÉMOCRATIE  
ET ÉTAT DE DROIT**

# THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

CONNECTING EUROPEAN HERITAGE THROUGH SPACE AND TIME

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Director, European Institute of Cultural Routes

STEFANO DOMINIONI



## THE COUNCIL OF EUROPE



Founded  
in  
1949

47 Member  
States

Headquarters:  
Strasbourg  
(France)

Core  
values

Human Rights  
Democracy  
Rule of Law



# CULTURAL ROUTES OF THE COUNCIL OF EUROPE



when

since 1987



what

COOPERATION PROJECT \_ heritage - culture - tourism

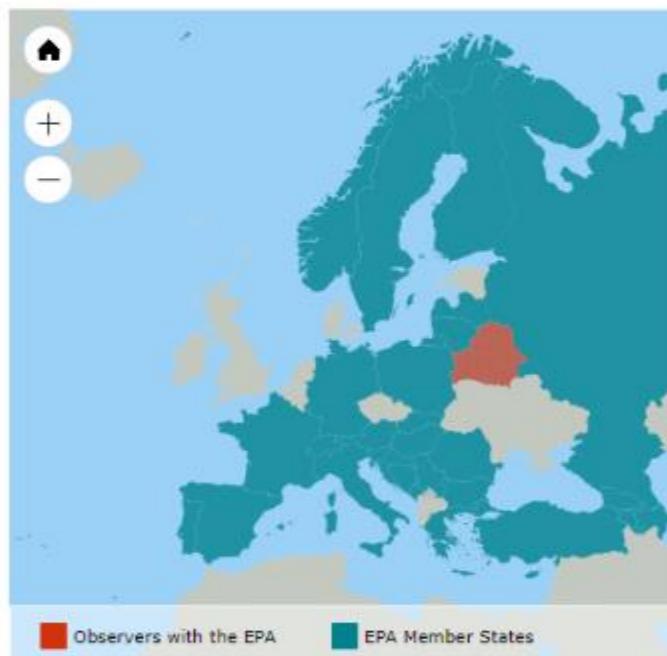
how  
where38 CERTIFIED ITINERARIES  
crossing EUROPE & reaching even BEYOND

why

- promote & understand EUROPEAN HERITAGE & CULTURAL IDENTITY
- enhance DEMOCRATIC CULTURAL EXCHANGES & CULTURAL TOURISM
- support SUSTAINABLE LOCAL DEVELOPMENT
- foster ACTIVE PARTICIPATION



# ENLARGED PARTIAL AGREEMENT ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



## EPA MEMBER STATES

Andorra (2012)	Germany (2013)	Portugal (2011)
Armenia (2015)	Greece (2011)	Romania (2013)
Austria (2011)	Holy See (2018)	Russian Federation (2011)
Azerbaijan (2011)	Hungary (2013)	San Marino (2017)
Bosnia and Herzegovina (2016)	Italy (2011)	Serbia (2012)
Bulgaria (2011)	Latvia (2019)	Slovak Republic (2014)
Croatia (2016)	Lithuania (2012)	Slovenia (2011)
Cyprus (2011)	Luxembourg (2011)	Spain (2011)
Finland (2018)	Monaco (2013)	Sweden (2020)
France (2011)	Montenegro (2011)	Switzerland (2013)
Georgia (2016)	Norway (2011)	Turkey (2018)
	Poland (2017)	

## OBSERVERS WITH THE EPA

Belarus (2020)
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# THE EUROPEAN INSTITUTE OF CULTURAL ROUTES (EICR)

since 1998  
**TECHNICAL AGENCY**



**MONITORING & EVALUATION**

**ADVISING**

**TRAINING of  
CR MANAGERS**

**VISIBILITY EVENTS**

**COORDINATION of university &  
research centers NETWORK**



## 38 CULTURAL ROUTES OF THE COUNCIL OF EUROPE



# CULTURAL ROUTES\_ THEMATIC CLUSTERS

## RELIGIOUS HERITAGE

- The Santiago De Compostela Pilgrims Route
- The Via Francigena
- the Route of Saint Olav Ways
- The Cluniac Sites in Europe
- The European Route of Cistercian Abbeys
- The Saint Martin of Tours Route
- The European Route of Jewish Heritage
- The Huguenot and Waldesin Trail

## EARLY EUROPEANS

- Prehistoric Rock Art Trails
- The European Route of Megalithic Culture

## LANDSCAPE & HANDICRAFTS

- The Routes of the Olive Tree
- The Iter Vitis Route
- The Pyrenean Iron Route
- The European Route of Ceramics

## HISTORY & CIVILIZATIONS

- The European Route of Emperor Charles V
- The Phoenician Route
- The Hansa
- The Viking Route
- The Habsburg
- The Roman Emperors and Danube Wine Route
- Destination Napoleon
- Via Regia
- The Route of El-Legado of Andalusi

## ARTS & ARCHITECTURE

- European Mozart Ways
- The Réseau Art Nouveau Network
- In the Footsteps of Robert Louis Stevenson
- Route of the Fortified Towns of the Greater Region
- European Route of Historical Thermal Towns
- Atrium
- Transromanica
- The European Cemeteries Route



## CULTURAL ROUTES\_ TYPOLOGIES

### LINEAR ROUTES



#### Historical Infrastructure

- The Via Francigena
- The Phoenicians Route
- The Santiago De Compostela Pilgrim Routes

### TERRITORIAL ROUTES



#### Territorial Contiguity

- Iter Vitis
- The Routes of El Legado of Andalusi
- The Routes of the Olive Tree

### RETICULAR PATTERN

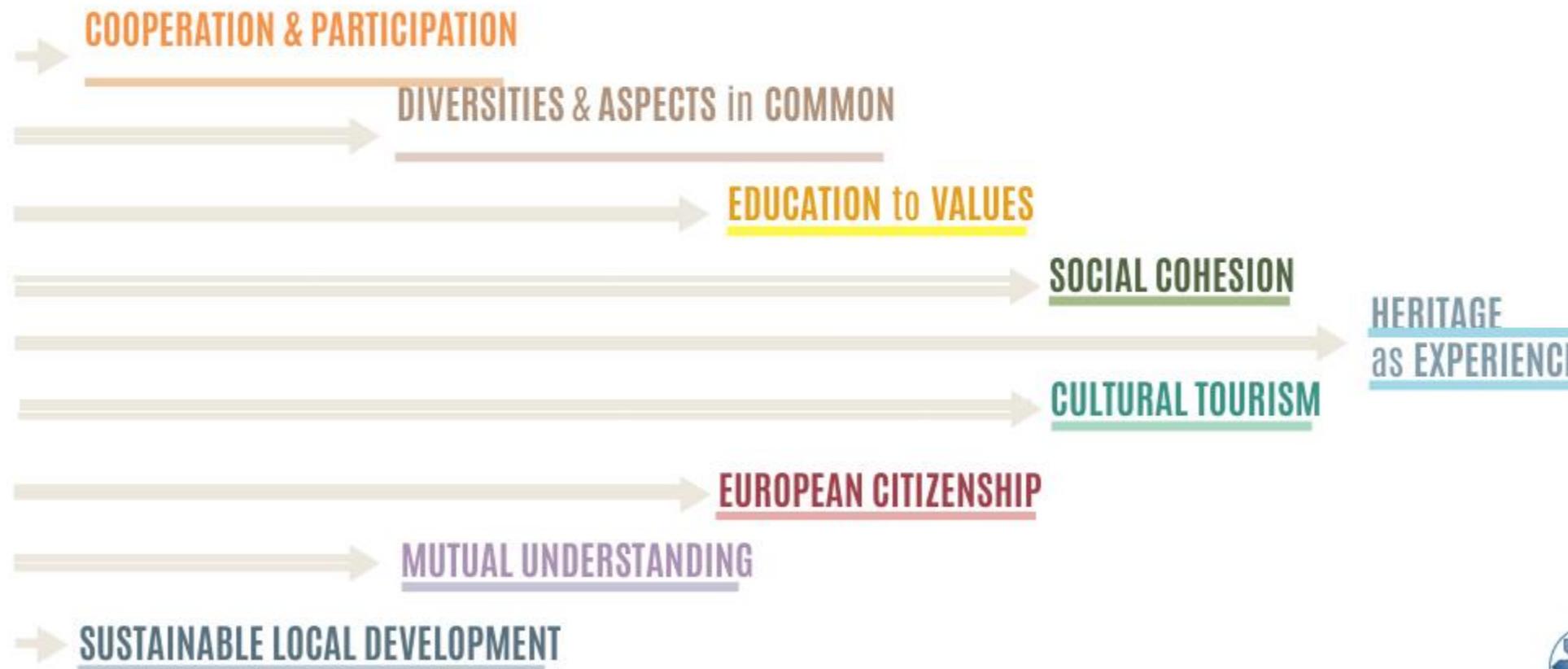


#### "Virtual" Routes

- The Hansa
- European Mozart Ways
- The European Route of Jewish Heritage



## CULTURAL ROUTES FOR ALL





## CULTURAL HERITAGE AND TOURISM



STRENGTHEN ATTRACTIVENESS AND COMPETITIVENESS OF REGIONS AND COUNTRIES



SUPPORT CULTURAL CREATIVITY AND ENTREPRENEURSHIP



WIDESPREAD ECONOMIC, CULTURAL AND SOCIAL BENEFITS



POLICIES LINKING HERITAGE & TOURISM → PRIORITY AT EUROPEAN, NATIONAL AND REGIONAL LEVEL



Tourist destinations → COMPETITION TO ATTRACT VISITORS AND INVESTMENT



NETWORK CONNECTED PERSPECTIVE → SYNERGIES BETWEEN CULTURE AND TOURISM



# CULTURAL ROUTES AND ECONOMIC GROWTH



90% CULTURAL ROUTES CROSS RURAL AREAS



INTEGRATION OF LESS KNOWN AREAS



SYNERGIES & COOPERATIVE STRATEGIES



ENGINE FOR SUSTAINABLE DEVELOPMENT



IMPROVEMENT OF LOCAL ECONOMIES AND EMPLOYMENT





## ROUTES4U PROJECT

### JOINT PROGRAMME COUNCIL OF EUROPE - EUROPEAN UNION



Fostering regional development through the Cultural Routes of the  
Council of Europe programme in the four EU macro-regions,  
according to the Faro Convention.



(2009)

EUSBSR  
EU STRATEGY  
FOR THE BALTIc  
SEA REGION

(2010)



(2014)

EU Strategy  
for the Adriatic  
and Ionian Region  
**EUSAIR**

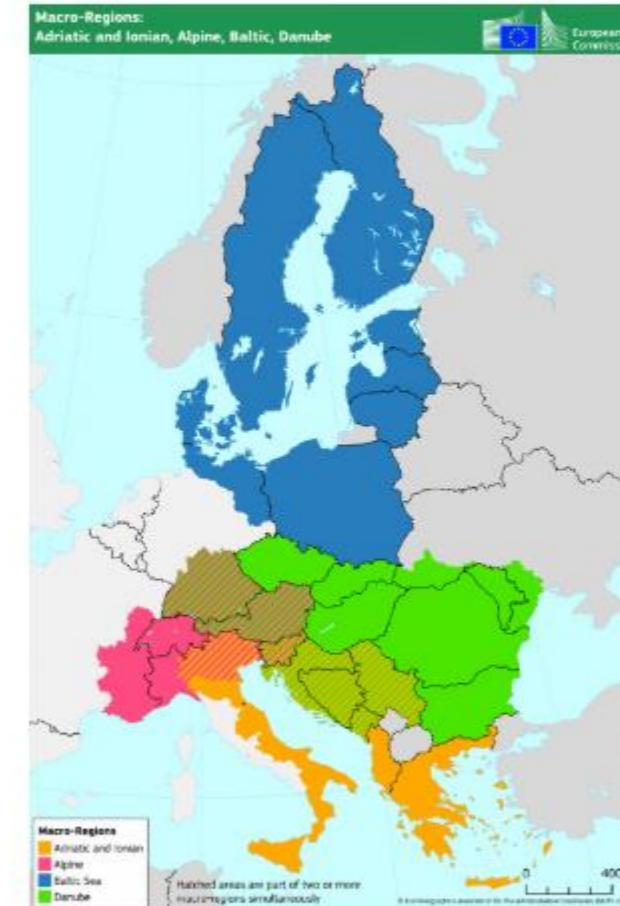
(2015)

EUSALP  
EU STRATEGY  
FOR THE ALPINE  
SPACE**- REGIONAL DEVELOPMENT****- CULTURAL COOPERATION****- SOCIAL COHESION**



## 23 ROUTES CROSS EUSAIR AND EUSDR

- Santiago de Compostela Pilgrim Routes (1987)
- Phoenicians' Route (2003)
- European Mozart Ways (2004)
- European Route of Jewish Heritage (2004)
- Saint Martin of Tours Route (2005)
- Cluniac Sites in Europe (2005)
- Routes of the Olive Tree (2005)
- TRANSROMANICA - The Romanesque Routes of European Heritage (2007)
- Iter Vitis Route (2009)
- European Route of Cistercian Abbeys (2010)
- European Cemeteries Route (2010)
- European Route of Historic Thermal Towns (2010)
- European Route of Ceramics (2012)
- Huguenot and Waldensian Trail (2013)
- ATRIUM - Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory (2014)
- Réseau Art Nouveau Network (2014)
- Roman Emperors and Danube Wine Route (2015)
- Destination Napoleon (2015)
- Impressionisms Routes (2018)
- European Route of Industrial Heritage (2019)
- Iron Curtain Trail (2019)
- Liberation Route Europe (2019)Routes of Reformation (2019)





## EXAMPLES OF ROUTES IN EUSAIR AND EUSDR



European Route of  
Jewish Heritage  
2004



Routes of the Olive Tree  
2005



Iter Vitis Route  
2009



atrium  
2014



Destination Napoleon  
2015



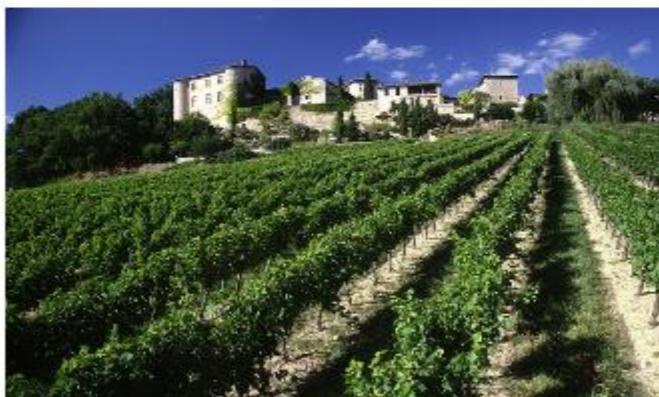
European Route of  
Industrial Heritage  
2019



European Route of  
Historic Thermal Towns  
2010

Sustainable Tourism  
EUSAIRConnecting the Region  
EUSAIRREPUBLIC OF CROATIA  
Ministry of  
Tourism and Sport

## THE ITER VITIS ROUTE



**NATURAL, MATERIAL, IMMATERIAL HERITAGE**  
wine biodiversity uniqueness  
cultivation techniques, vinification,  
myths and symbols  
**EXPERIENTIAL TOURISM**

viticultural landscapes  
culture of winemaking  
great human achievement  
shaping territories and people

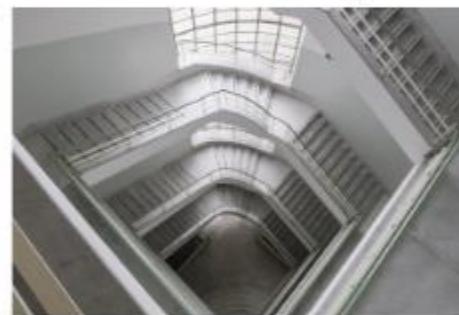
**SYMBOL OF EUROPEAN IDENTITY**



carrier network: Federazione Internazionale "Iter Vitis"  
Sambuca di Sicilia (ITALY)



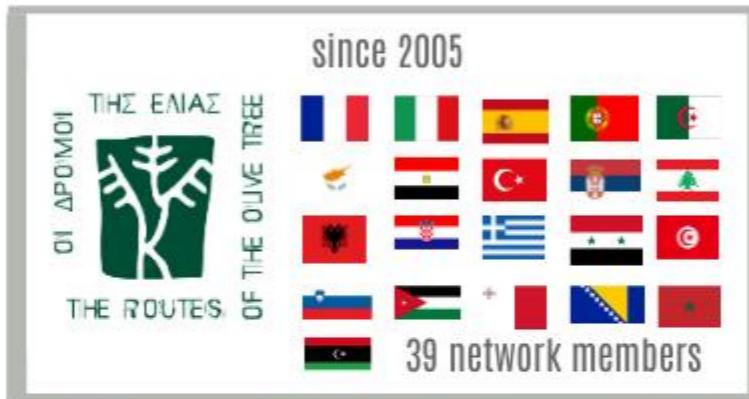
## atrium-Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory



carrier network: ATRIUM Association  
Forlì (ITALY)

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## THE ROUTES OF THE OLIVE TREE



**LIVING CULTURAL HERITAGE**  
product, traditions, gastronomy,  
art...

**REMOTE AREAS COOPERATION**  
defend the right to work,  
in times of crises



mythical and sacred tree,  
universal Symbol of peace

landscape and life  
of Mediterranean people

**OLIVE TREE CIVILIZATION**



carrier network: "The Routes of the Olive Tree" Cultural Foundation  
Verga Kalamata (GREECE)

## CYCLING ON THE ROUTES

### THE ROUTES OF THE OLIVE TREE



ΟΙ ΔΡΟΜΟΙ  
THE ROUTES OF THE OLIVE TREE

### IRON CURTAIN TRAIL



### EUROPEAN ROUTE OF INDUSTRIAL HERITAGE



Thank you for your kind attention

## CULTURAL ROUTES OF THE COUNCIL OF EUROPE

[www.coe.int/routes](http://www.coe.int/routes)



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