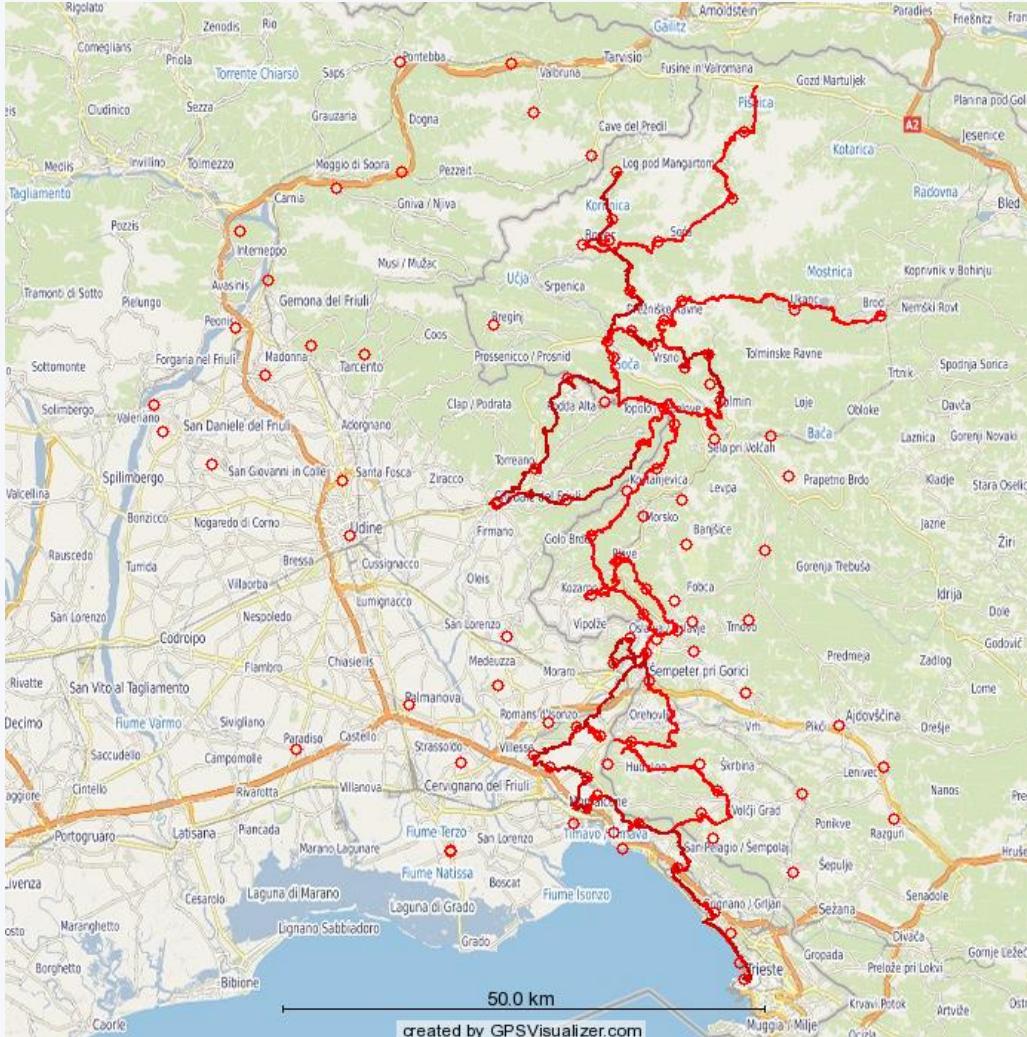


## EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM) BACK-TO-BACK WITH EUSDR PA3

# CYCLING TOURISM AND CULTURAL ROUTES WORKSHOP

# WALK OF PEACE BIKING, HIKING, CULTURAL CROSS BORDER TRAIL ALONG THE WWI HERITAGE



Paths which were once divided by WWI frontline shall bring us together today.

530 km cross border biking, hiking, cultural trail between Slovenia and Italy

Sustainable Tourism  
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Ministry of  
Tourism and Sport

# Walk of Peace idea - WWI heritage reuniting Europe

- Walk of Peace Foundation from Slovenia is coordinator of the European idea Walk of Peace and together with PromoTurismo Agency (Friuli Venezia Giulia) and Veneto Region from Italy leader for cross border trail
- Valorisation and protection of WWI heritage in ex WWI frontlines all around Europe
- Study - research activities
- Education activities
- Development of sustainable tourism, products and trails
- Common remembering, communication and marketing

# Target groups of visitors with different motivations and interests

- hikers and bikers
- soldier's relatives
- history enthusiasts and experts
- school groups
- families
- daily visitors

# Cooperation with

- Municipalities
- Tourism destinations
- NGOs
- Museums and Research Centres
- Tourism providers
- Institute for the heritage protection



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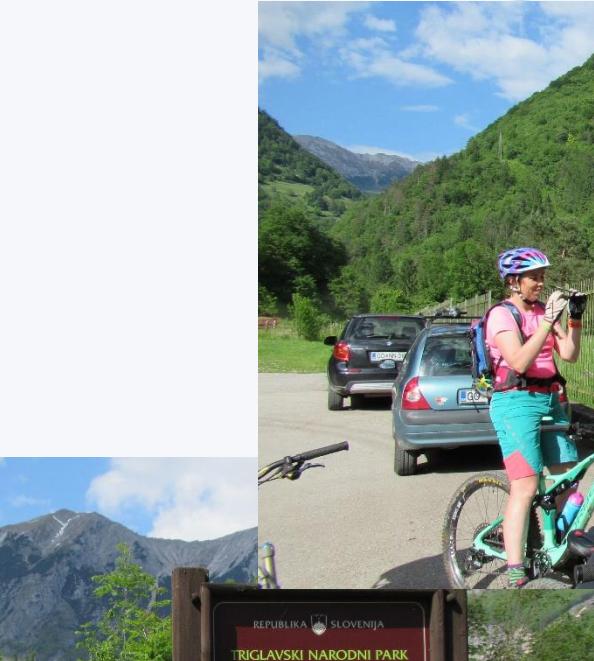


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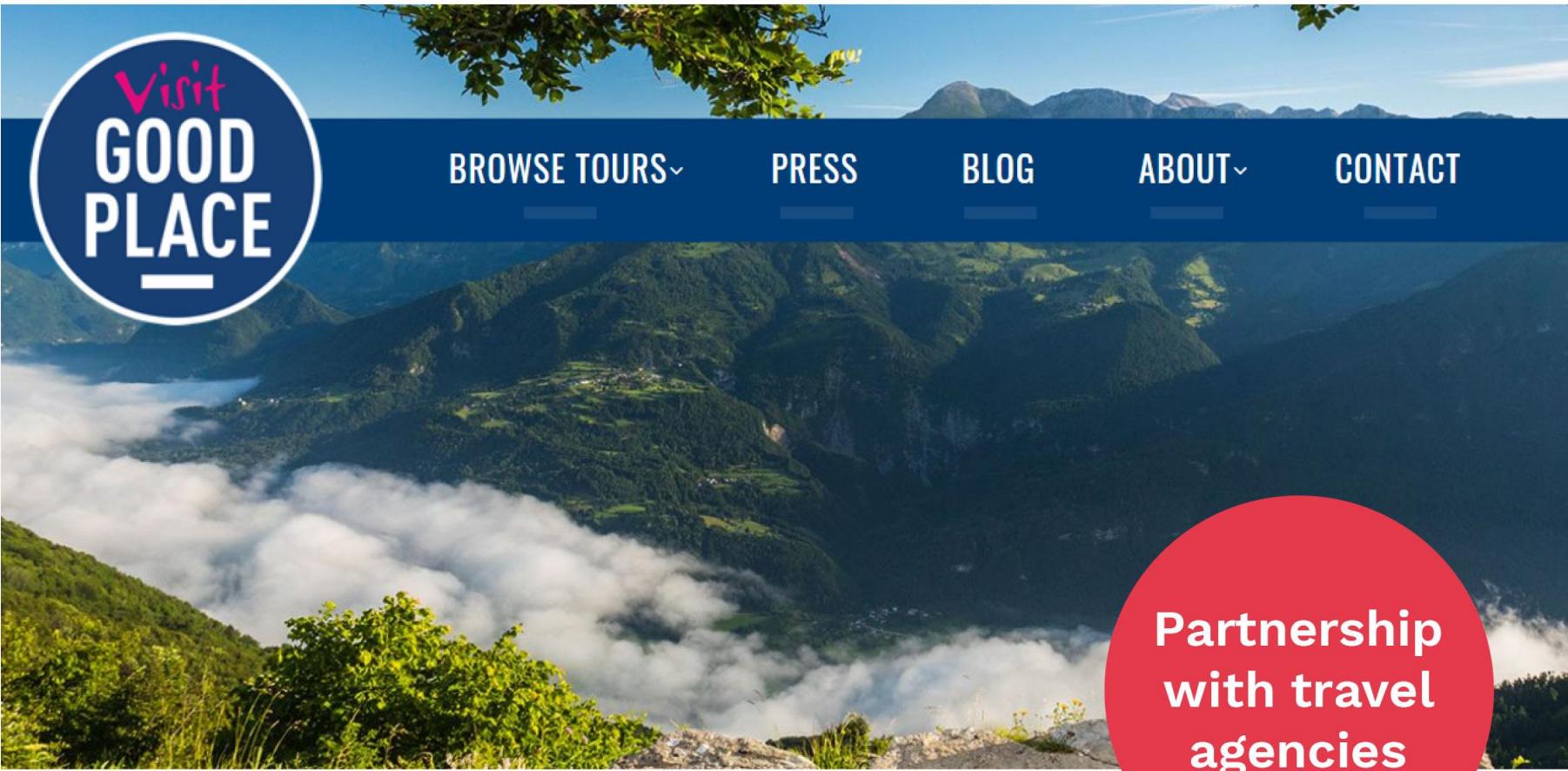








**Tour guide  
training  
programs**

[BROWSE TOURS](#)[PRESS](#)[BLOG](#)[ABOUT](#)[CONTACT](#)

Partnership  
with travel  
agencies

## HIKING ➤ WALK OF PEACE • HIKING TOUR

[DESCRIPTION](#)[ITINERARY](#)[DATES](#)[TOUR TYPE](#)[LOGISTICS](#)[BOOK](#)

DURATION

FITNESS LEVEL

**I FEEL SLOVENIA**

Doživetja Destinacije Potovalni načrt

**Pripoved vojaka s Soške fronte**

Zgodba o dediščini prve svetovne vojne povezane s sirarstvom, ki vas v Dolini Soče popelje vse od muzeja, strelskih jarkov pa do okušanja sira po starih pastirskih receptih.

**Slovenia Unique Experiences**

**MOJ NAČIN RAZISKOVANJA.**

**Družinske počitnice**  
Doživite Ljubljano  
Več **299,00 €**

**Aktivne počitnice**  
Skok na Gorenjsko  
Več **200,00 €**

**Mesta, kultura, festivali**  
Spoznajte Ljubljano na novo, 2 dnevni oddih  
Več **200,00 €**



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## This new hiking route follows a WWI front line

ALEX CREVAR *Lonely Planet Writer* 9 JULY 2020



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### Places from this story

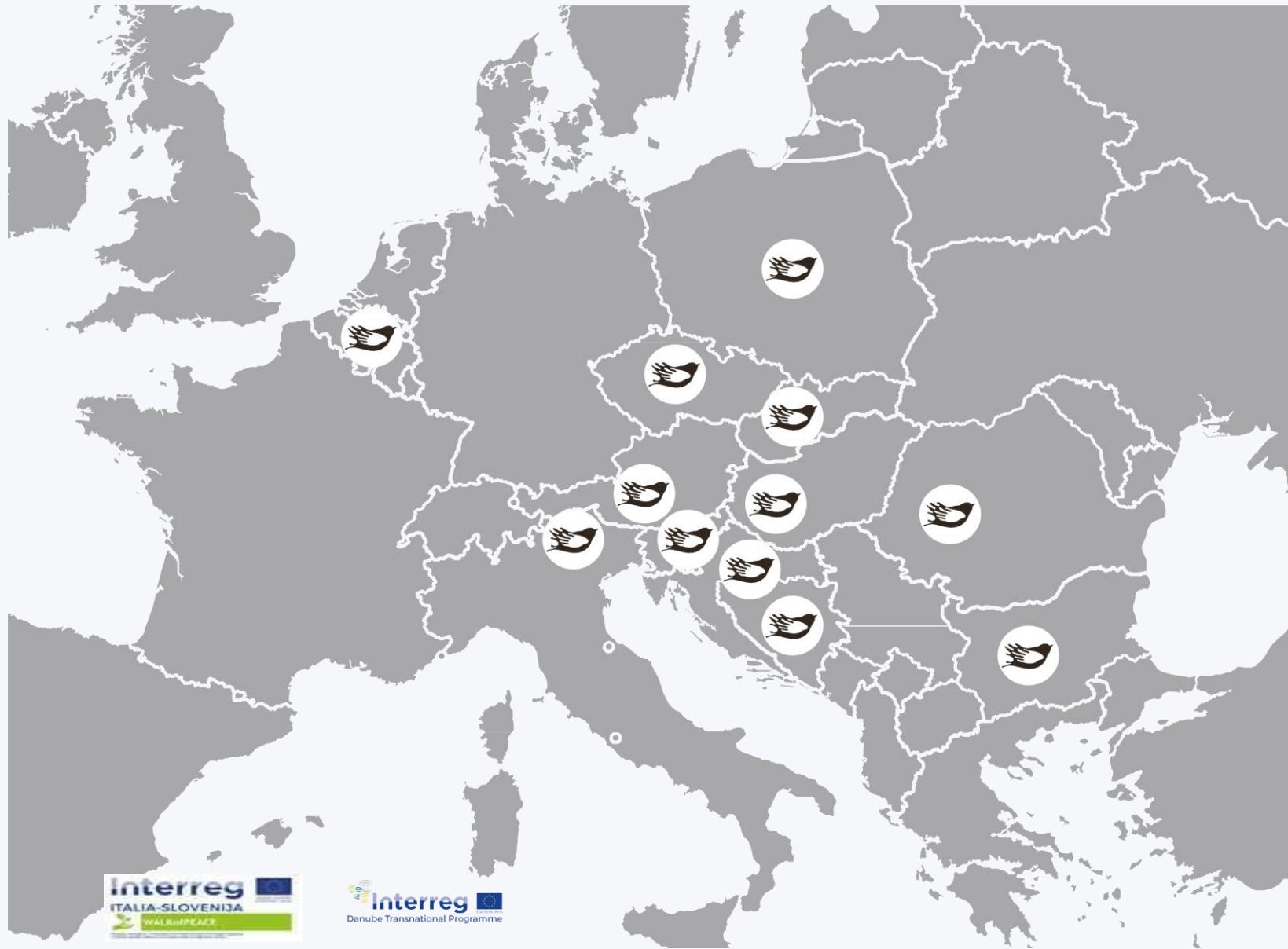


Slovenia  
Europe  
Country



Italy  
Europe  
Country

YOUR NAME, ...



**Interreg**  
ITALIA-SLOVENIJA  
WATERPEACE

**Interreg**  
Danube Transnational Programme

## WALK OF PEACE aims: from cross border to transnational trail and brand

- **CREATING** WWI heritage points of interest under the umbrella brand Walk of Peace
- **CONNECTING** tourism paths and trails in tourism products under the umbrella brand Walk of Peace
- **NETWORKING** institutions dealing with WWI heritage
  - **STIMULATING** youth participation in peace educational programme
- **DEVELOPING** cultural tourism of high quality and added value for visitors and local communities
- **REGISTERING** WWI heritage on UNESCO List
- **BECOMING** a part of CULTURAL ROUTES of the Council of Europe, European Heritage Label

- Walk of Peace : top 6 Interreg projects, Interreg Project Slam Competition, 30 years Together

Short promotional film:

<https://www.youtube.com/watch?v=UN7evq1A4PU>

Voting:

<https://www.facebook.com/InteractEU/videos/289131532532130>



WALK OF PEACE

