

Final report: AIR Cultural Routes

„Adriatic – Ionian Region Cultural Routes Tourism Governance Model:  
An Opportunity for the EUSAIR Area”

## Appendix 2

### Project flyer

# AIR Cultural Routes

## Adriatic – Ionian Region Cultural Routes Tourism Governance Model: An Opportunity for the EUSAIR

The objective of the project is to identify and develop a new governance model for Cultural Routes in the AIR countries. The project was designed within the Sustainable Tourism pillar of the European Adriatic-Ionian Macro-Regional Strategy EUSAIR.

Cilj projekta je identifikacija i razvoj novog modela upravljanja kulturnim rutama u zemljama Jadransko-jonske regije. Projekt je osmišljen u okviru stupa održivog turizma Europske jadransko-jonske makroregionalne strategije EUSAIR.

**72**  
UNESCO  
sites

**9**  
countries

**34**  
European  
cultural  
routes

Cultural Routes of the Council of Europe per EUSAIR countries/ Kulturne rute vijeća Europe prema EUSAIR zemljama



Cultural routes are the strategy for slow and sustainable tourism, enhancing relationships with local culture, contributing to reduction of seasonality and increase of local employment.

Kulturne rute su strategija sporog i održivog turizma, potiču suradnju s lokalnom zajednicom, doprinose smanjenju sezonalnosti i povećanju zaposlenosti lokalnog stanovništva.

The Cultural Routes of the Council of Europe cover a range of different themes including European memory, history, art, cultural and natural heritage.

Kulturne rute Vijeća Europe obuhvaćaju širok raspon različitih tema uključujući Europska sjećanja, povijest, umjetnost, kulturnu i prirodnu baštinu.



Tourism season all year around  
Cjelogodišnja turistička sezona



Diversification of tourist offer  
Diverzifikacija turističke ponude



Brand-building of tourism products/services  
Brendiranje turističkih proizvoda i usluga



Improving competitiveness and sustainability of cultural tourism. /  
Povećanje konkurentnosti i održivosti