Key words for Cultural routes

Heritage
Discovery
Identification
Sharing
Memory
Appropriation
Solidarity
Knowledge
History
Participative democracy
THE CULTURAL ROUTES PROGRAMME
The Santiago Declaration

“May the faith which has inspired pilgrims throughout history, uniting them in a common aspiration and transcending national differences and interests, inspire us today, and young people in particular, to travel along these routes in order to build a society founded on tolerance, respect for others, freedom and solidarity.”
Santiago de Compostela where it all began 30 years ago...

Santiago Declaration 1987

Lucca towards the new Santiago Declaration 2017
Providing an evidence on the efficacy of Cultural Routes

MISSION BALANCE for Crs

- **Cultural Balance**
  Valorisation and preservation of cultural and natural heritage

- **Social Balance**
  improving intercultural dialogue, citizenship, mobility of cultural operators, exchange know how

- **Economic Balance**
  development of tourism and cultural industries, creative industries, jobs, employment, local and regional development
A SHARED DEFINITION OF CULTURAL ROUTE

COE, GR-C (2010) Cultural Routes

a cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values
32 CERTIFIED CULTURAL ROUTES

The Santiago De Compostela Pilgrim Routes; The European Route of Megalithic Culture;
The Via Francigena; The Huguenot and Waldensian Trail;
Mozart Ways; Atrium. On the Architecture of totalitarian regimes of the 20th
Saint Martin of Tours Route century;
The Phoenicians Route; The Réseau Art Nouveau network;
The Pyrenean Iron Route; Via Habsburg: see Europe through different eyes;
Prehistoric Rock Art Trails; The Roman Emperors and Danube Wine Route;
The Huguenot and Waldensian Trail; In the footprint of R. L. Stevenson;
• The European Route of Megalithic Culture; Destination Napoleon;
• The Huguenot and Waldensian Trail; Route of fortified towns of the Greater Region;
• Atrium. On the Architecture of totalitarian regimes of the 20th
European Route of Historical Thermal Towns; European Route of Jewish Heritage;
century; The European Route of Jewish Heritage;
The Cluniac sites in Europe The via Regia;
• The Cluniac sites in Europe European Route of Cistercian abbeys;
• The Cluniac sites in Europe The Casadean Sites;
• The Cluniac sites in Europe The European Route of Ceramics;
• The European Route of Ceramics;
• The European Route of Ceramics;
The European Institute of Cultural Routes in Luxembourg

**technical agency of the programme**

- funded by Luxembourg (culture ministry)
- directed by the EPA Executive Secretary

**- main tasks:**
  - assist cultural routes training
  - capacity-building
  - documentary resources and research coordination
  - evaluate conformity with Resolution (2013)67
  - assess and advise new projects
Providing an evidence on the efficacy of Cultural Routes

**Economic Impact:**
- Impact on SMEs innovation and competitiveness
- Regional economic development
- Create new jobs

**Social Impact**
- sustainable and inclusive growth
VeRoTour
Venetian Routes: Enhancing a shared European multicultural sustainable Tourism

WTM – London 2013

European Union Competitiveness and Innovation Framework Programme, call for proposals "Support to transnational thematic tourism products“ 43/G/ENT/CIP/12/B/N02S022
VENETIAN ROUTES

Coordinator / Coordinatore
Veneto Region - Tourism Department (IT)

Partners / Partner
- Mars Poli System FP9 (IT)
- UNWTO - United Nations World Tourism Organization (ES)
- Region of Crete (GR)
- Art konzert (AT)
- Municipality of Palmanova (IT)
- Forum of the Adriatic and Ionian Chambers of Commerce (IT)
- Venice International University (IT)
- Bilanci University - Department of History (IR)
- Univer Sano (SLO)
- Medicina (IT)
- Aurum Tour Operator (IT)
- Alainan Touristic Office, Service Office (AL)
- Tourism Office Pula (HR)
- Fondazione Europ (AL)

Associated partners / Partner associati
- Ministry for Culture and Tourism of the Republic of Turkey (TR)
- Association of Chambers of Commerce of Commercial Chambers Region (IT)
- Italian Geographical Society (IT)
- Toblino Chamber of Commerce, and Industries (GR)
- Stabilimento Lefeb (AL)
- Associazione naturale Aurora (IO)

Supporting partners / Partner di supporto
- Council of Europe - Venice Office (IT)
- UNESCO Regional Bureau for Science and Culture in Europe - Venice (IT)

WWW.VEROTOUR.EU

Contacts / Contatti
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VENETIAN ROUTES: ENHANCING A EUROPEAN SHARED MULTICULTURAL SUSTAINABLE TOURISM

ENGLISH
ITALIANO
PARTNERSHIP

Coordinator:
Regione Veneto – Tourism Directorate

1) Co-beneficiaries
Marco Polo System EEIG (IT)
UNWTO - United Nations World Tourism Organisation (ES)
Region of Creta (GR)
Art Kontakt (AL)
Municipality of Palmanova (IT)
**Forum of Adriatic and Ionian Chambers of Commerce (IT)**
Venice International University (IT)
University of Bilkent (TR)
Municipality of Piran (SI)
Mocha Tours (TR)
Amatori Tour Operator (IT)
Albanian Tourist Service Office (AL)
Tourism Office Pula (HR)
Fondacioni Europa (AL)
PARTNERSHIP

2) Associated partners
Ministry for Culture and Tourism of the Republic of Turkey (TR)
Unioncamere del Veneto (IT)
Società Geografica Italiana (IT)
Eraklion Chamber of Commerce (GR)
Municipality of Lezha (AL)
Associazione Aurora (IT)

3) Supporting partners
Council of Europe – Venice Office
UNESCO – Venice Office
VeRoTour – Venetian Routes:
enhancing a European shared multi-cultural sustainable tourism

A trans-national thematic cultural route following the system of maritime routes, settlements, defensives fortifications and cultural heritage left by the Venetians under the rule of the Republic of Venetia (the so-called Serenissima) since 1300 and throughout almost five centuries
Venetian Routes in Europe and the Mediterranean area

VeRoTouR - Venetian Routes : Enhancing a Shared European Multicultural Sustainable Tourism
WHAT IS VEROTOUR ABOUT

- Enhance the huge quantity of **cultural links** developed during the period in which the Republic of Venice (**Serenissima**) was continuously in contact with all peoples and countries of Europe and the Mediterranean area and whose signs are still visible nowadays.

- Develop a **trans-national route** and **sustainable tourism products**

- Venetian routes connect to the Silk Road

VeRoTouR - Venetian Routes : Enhancing a Shared European Multicultural Sustainable Tourism
Les Itinéraires Culturels du Conseil de l'Europe: l'Europe, un chemin... www.coe.int/routes
SUMMER 2014 (JUNE - SEPTEMBER)
LAUNCH OF CULTURAL-TOURISTIC TRANS-NATIONAL PRODUCTS

Three sailing boat trips:

1) Venice – Corfu’
2) Athens – Crete
3) Bodrum - Istanbul

VeRoTouR - Venetian Routes: Enhancing a Shared European Multicultural Sustainable Tourism
The Cultural Routes of the Council of Europe

“30 years of Cultural Routes of the Council of Europe:
Building dialogue and sustainable development through European values and heritage”

27-29 September 2017, Lucca, Italy

History and European identity

Accessibility

Participation
CANDIDATES ROUTES 2016-2017

The European Route of Impressionisms

The Chocolate Way

Longobard Ways across Europe
WORKSHOPS

- Institutions and values
- Soutainable tourism and cultural tourism
- Best practices, branding, products
Lucca Forum - agenda
(27-29 September 2017)

Wednesday 27th September 2017 – Palazzo Ducale

Thursday 28th September 2017 – Real Collegio

Friday 29th September 2017 – Real Collegio
THANK YOU FOR YOUR ATTENTION

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