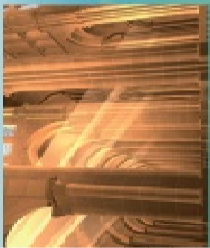


*Les Itinéraires Culturels
du Conseil de l'Europe:
l'Europe, un chemin....*

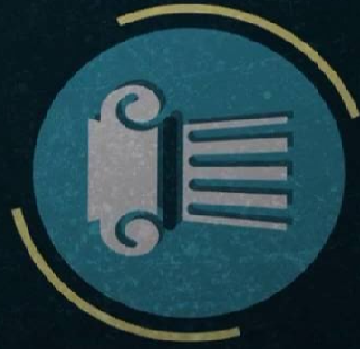
www.coe.int/routes



COUNCIL
OF EUROPE
CONSEIL
DE L'EUROPE

CULTURAL ROUTES

OF THE COUNCIL OF EUROPE



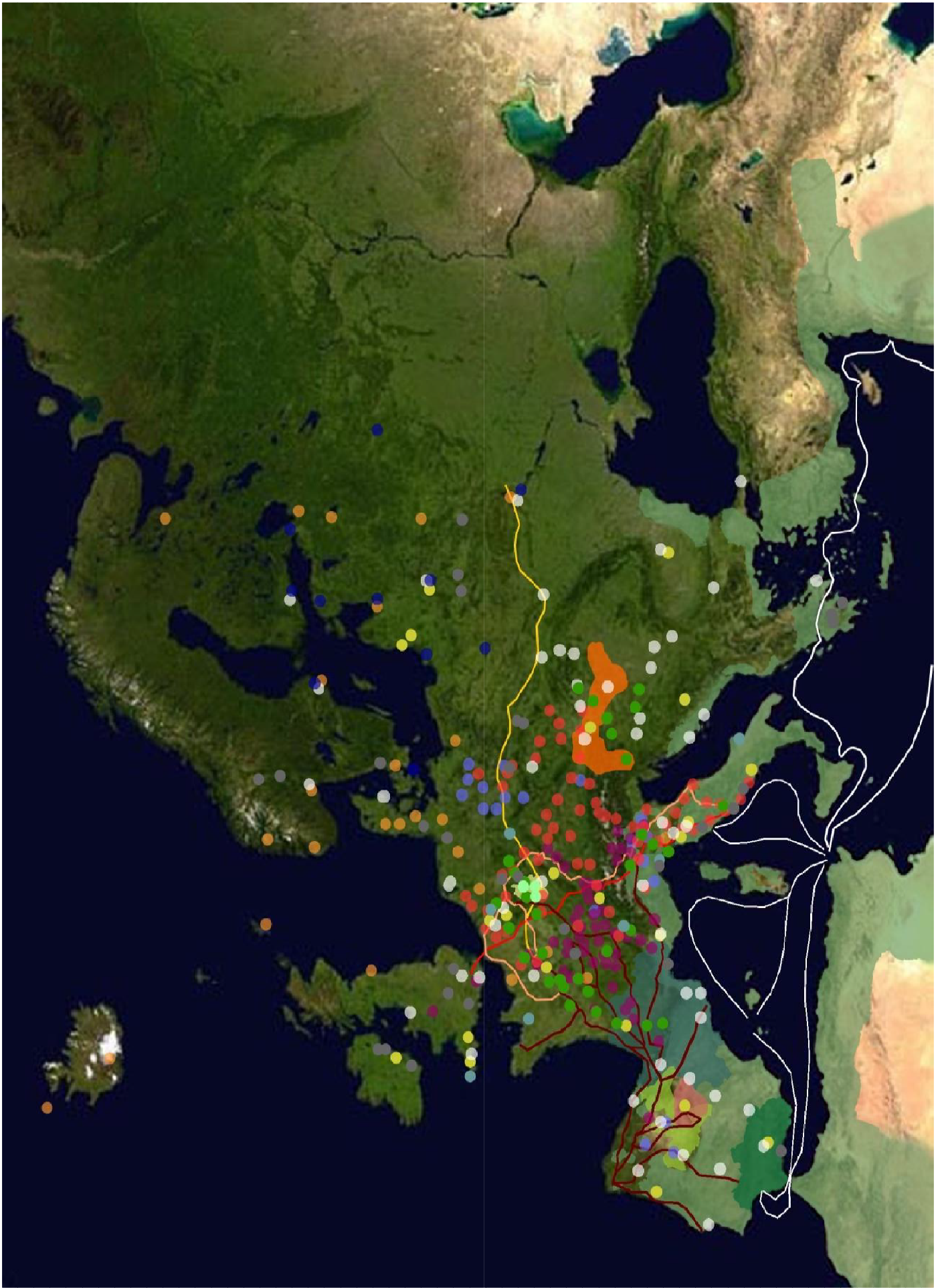
Council of Europe Conseil de l'Europe

47 Member States États membres

- | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|--|---|---|---|--|---|---|---|---|--|---|---|--|---|---|---|--|---|--|---|
| 
Albania - Albanie
shqipërisht - shqipërisht | 
Andorra - Andorre
andorrà - andorrà | 
Armenia - Arménie
հայերէն - հայեր | 
Austria - Autriche
österreichisch - österreich | 
Azerbaijan - Azerbaïdjan
azərbaycanca - azərbaycanca | 
Belgium - Belgique
nederlands - belgië
français - belgique | 
Bulgaria - Bulgarie
български - български | 
Croatia - Croatie
hrvatski - hrvatski | 
Cyprus - Chypre
κυπριακά - κυπριακά | 
Czech Republic - République tchèque
čeština - čeština | 
Denmark - Danemark
dansk - dansk | 
Estonia - Estonie
eesti - eesti | 
Finland - Finlande
suomi - suomi
suomalainen - suomalainen | 
France - France
français - français | 
Georgia - Géorgie
საქართველო - საქართველო | 
Germany - Allemagne
deutsch - deutsch | 
Greece - Grèce
ελληνικά - ελληνικά | 
Hungary - Hongrie
magyar - magyar | 
Iceland - Islande
islandais - islandais | 
Ireland - Irlande
gaelic - gaelic
irish - irlandais | 
Italy - Italie
italiano - italiano | 
Latvia - Lettonie
latviski - latviski | 
Lithuania - Lituanie
lietuviškai - lietuviškai | 
Luxembourg - Luxembourg
luxembourgeois - luxembourgeois |
| 
Malta - Malte
maltese - maltese | 
Moldova - Moldavie
română - română | 
Monaco - Monaco
monegasque - monegasque | 
Montenegro - Monténégro
crnogorski - crnogorski | 
Netherlands - Pays-Bas
nederlands - nederlands | 
Norway - Norvège
norsk - norsk | 
Poland - Pologne
polski - polski | 
Portugal - Portugal
português - português | 
Romania - Roumanie
română - română | 
Slovakia - Slovaquie
slovenský - slovenský | 
Slovenia - Slovénie
slovenski - slovenski | 
Spain - Espagne
español - español | 
Sweden - Suède
svenskt - svenskt | 
Switzerland - Suisse
schweizerdeutsch - schweizerdeutsch
französisch - schweizerdeutsch | 
Turkey - Turquie
türkçe - türkçe | 
Ukraine - Ukraine
українська - українська | 
United Kingdom - Royaume-Uni
anglais - anglais | | | | | | | |



Logo of the Council of Europe
www.coe.int





Key words for Cultural routes

Heritage

Appropriation

Discovery

Identification

Sharing

Solidarity

Memory

Knowledge

History

Participative democracy

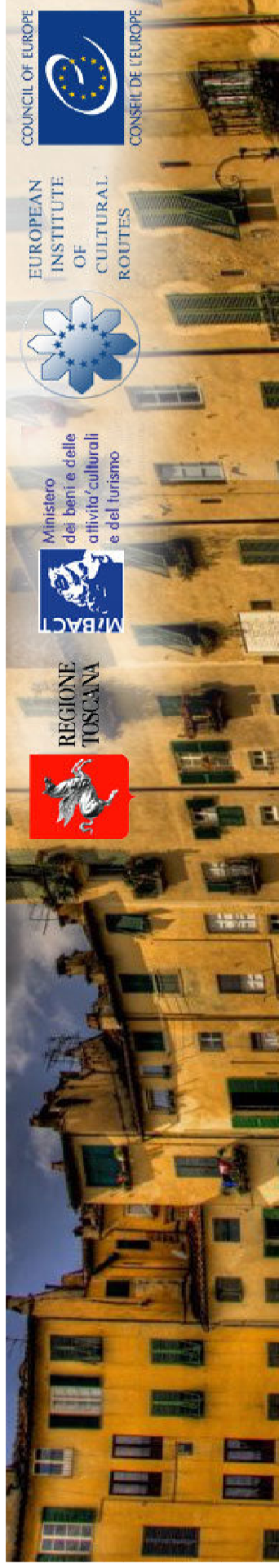


THE CULTURAL ROUTES PROGRAMME

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 Via Francigena;
- Mozart Ways;
- Martin of Tours Route
- Cistercians Route;
- Trans-Iron Route;
- Block Art Trails;
- Historical sites in Europe
- The Route of Saint Olav ways;
- The Routes of the Olive Tree;
- The Viking Routes;
- The Iter Vitis Route;
- The European Cemeteries route;
- The European Routes of Charles V;
- Transromanica-The Romanesque Routes of European heritage;
- The Routes of El Legado of Andalus;
- The European Route of Megalithic Culture;
- The Huguenot and Waldensian Trail;
- Atrium. On the Architecture of totalitarian regimes of the 20th century;
- The Réseau Art Nouveau network;
- Via Habsburg: see Europe through different eyes;
- The Roman Emperors and Danube Wine Route ;
- In the footsteps of R. L. Stevenson;
- Destination Napoleon;
- Route of fortified towns of the Greater Region;
- European Route of Historical Thermal Towns;
- The European Route of Jewish Heritage;
- The via Regia;
- European Route of Cistercian abbeys;
- The Casadean Sites
- The European Route of Ceramics;



THE COUNCIL OF EUROPE
CULTURAL ROUTES
LES ITINERAIRES CULTURELS
DU CONSEIL DE L'EUROPE



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





REGIONE DEL VENETO



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

- Marco Polo System EEIG (IT)
- UNWTO - United Nations World Tourism Organization (ES)
- Region of Crete (GR)
- Art Kontakt (AL)
- Municipality of Palmanova (IT)
- Forum of the Adriatic and Ionian Chambers of Commerce (IT)
- Venice International University (IT)
- Bilkent University - Department of History (TR)
- Občina Piran (SI)
- Mocha Tours (TR)
- Amatori Tour Operator (IT)
- Albanian Tourist Service Office (AL)
- Tourism Office Pala (HR)
- Fondazione Europa (AL)

Associated partners / Partner associati

- Ministry for Culture and Tourism of the Republic of Turkey (TR)
- Association of Chambers of Commerce of Veneto Region (IT)
- Italian Geographical Society (IT)
- Eraklion Chamber of Commerce and Industry (GR)
- Bashkia Lezhe (AL)
- Associazione culturale Aurora (IT)

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

Veneto Region - Tourism Department
 Palazzo Scriman, Cannaregio 168
 30121 Venezia
 segreteria.turismo@regione.veneto.it
 www.regione.veneto.it
 www.veneto.to



Obiettivo: Abitare Culture of Cities, unibocul.italy.it



with ERAC-ERAC-ERAC

This project is co-funded by the region (Dipartimento Turismo) in the framework of the Regional Operational Program (PROPR) 2014-2020. The project is co-funded by the region (Dipartimento Turismo) in the framework of the Regional Operational Program (PROPR) 2014-2020. The project is co-funded by the region (Dipartimento Turismo) in the framework of the Regional Operational Program (PROPR) 2014-2020.

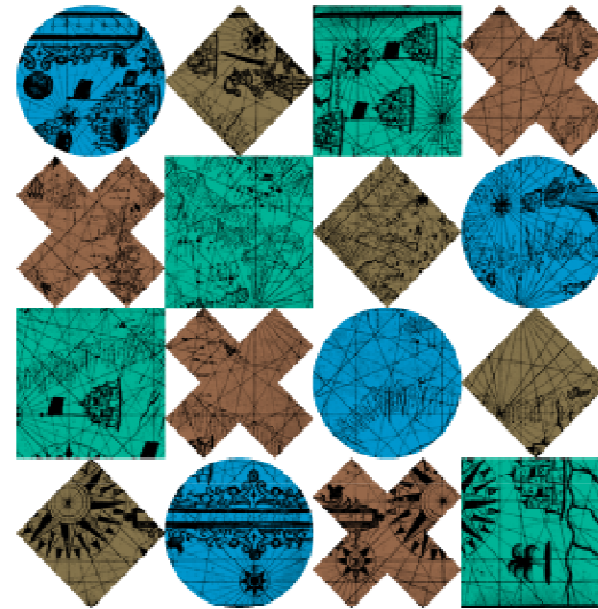
Coordinator



In cooperation with



ERAC-ERAC-ERAC



ENGLISH
ITALIANO





REGIONE DEL VENETO



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)

Fondazioni 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)

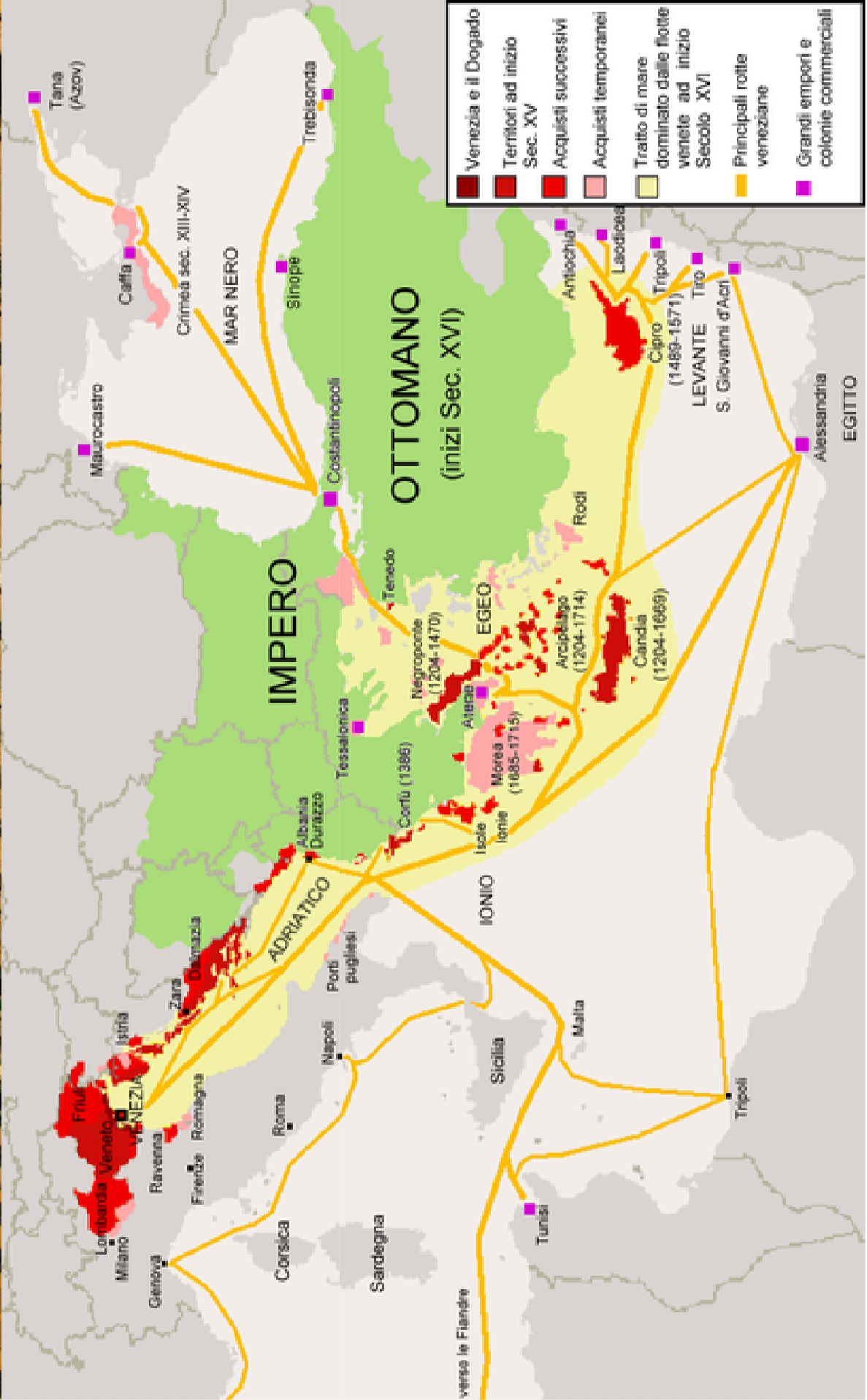
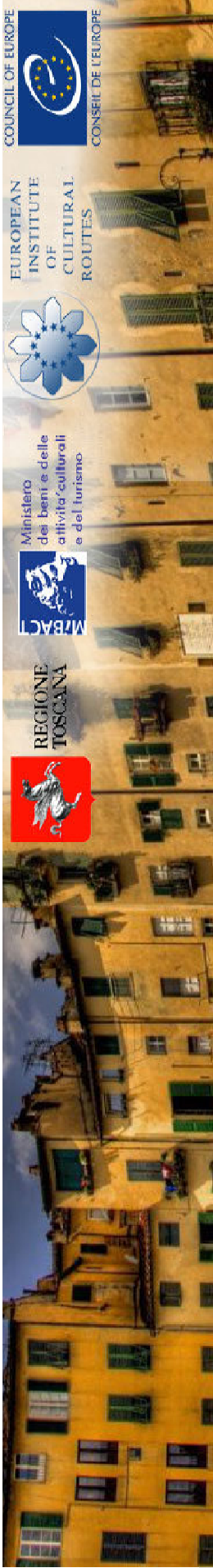
Municipality of Lezha (AL)

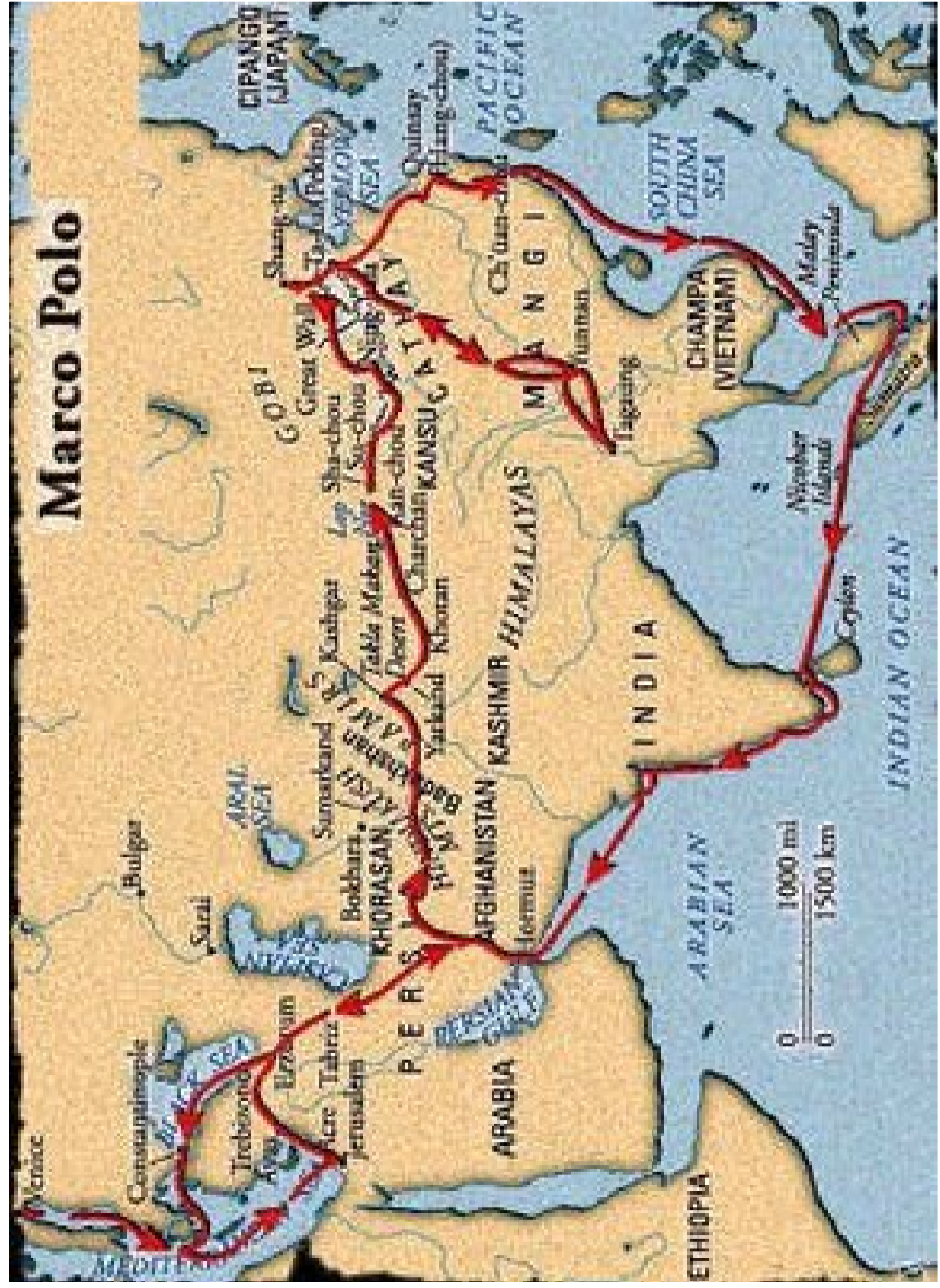
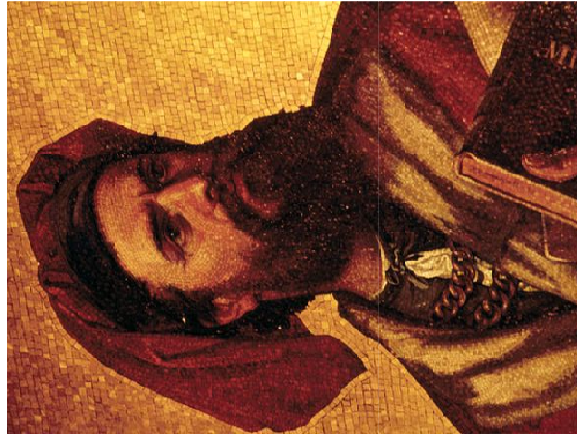
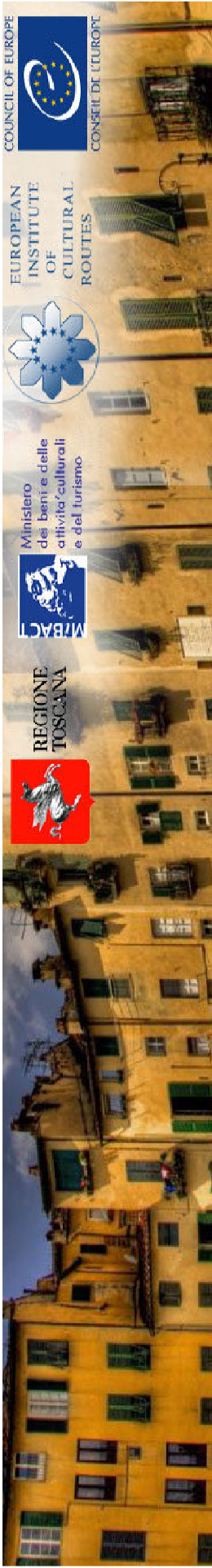
Associazione Aurora (IT)

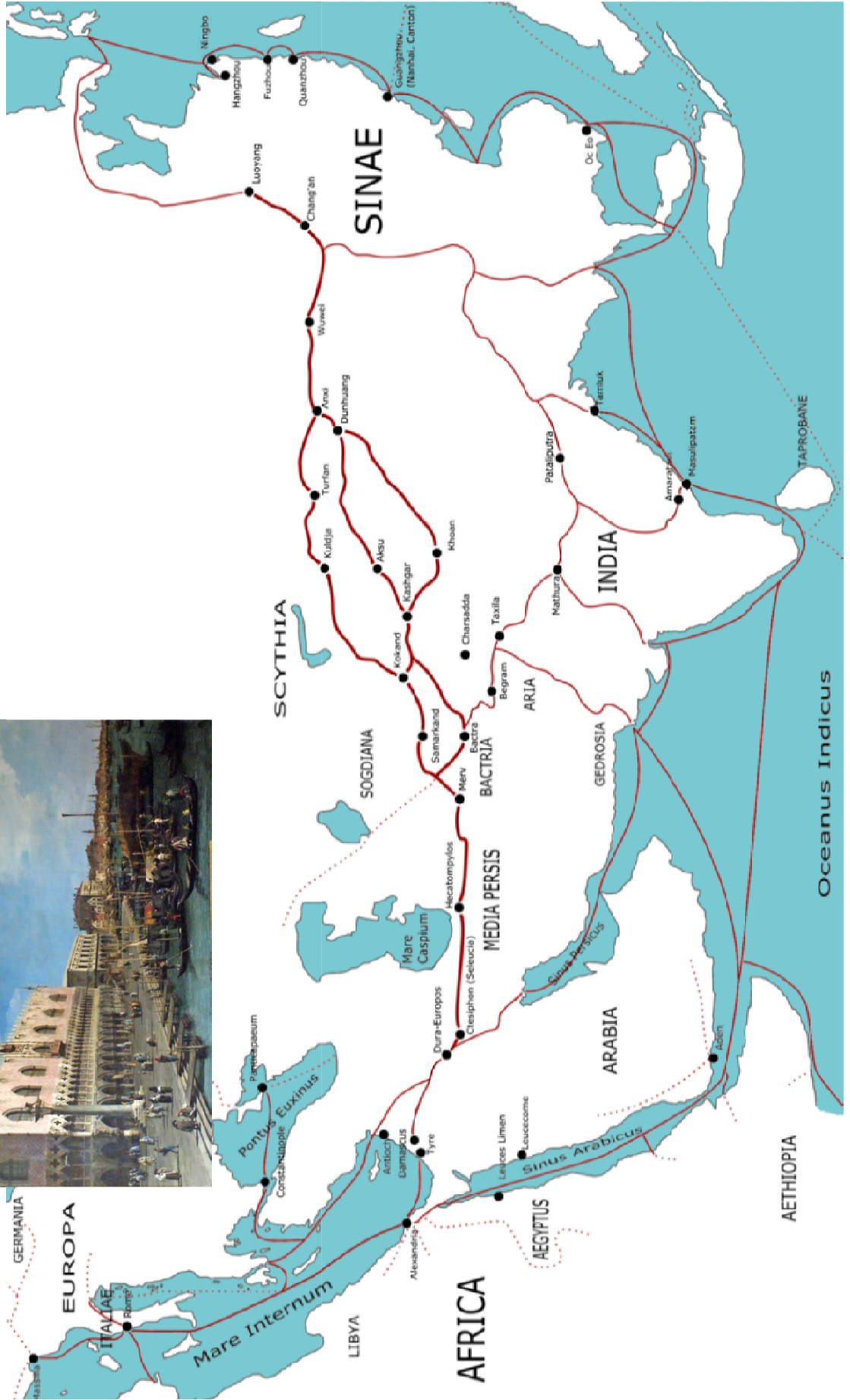
3) Supporting partners

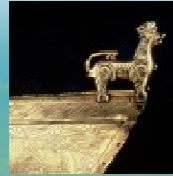
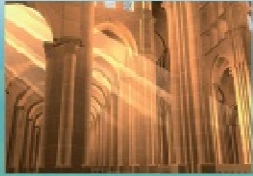
Council of Europe – Venice Office

UNESCO – Venice Office









*Les Itinéraires Culturels
du Conseil de l'Europe:
l'Europe, un chemin...*

www.coe.int/routes



COUNCIL OF EUROPE
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VeRoTour – Venetian Routes: enhancing a European shared multi- cultural sustainable tourism

VeRoTour Venetian routes : enhancing a European shared multi-cultural sustainable tourism



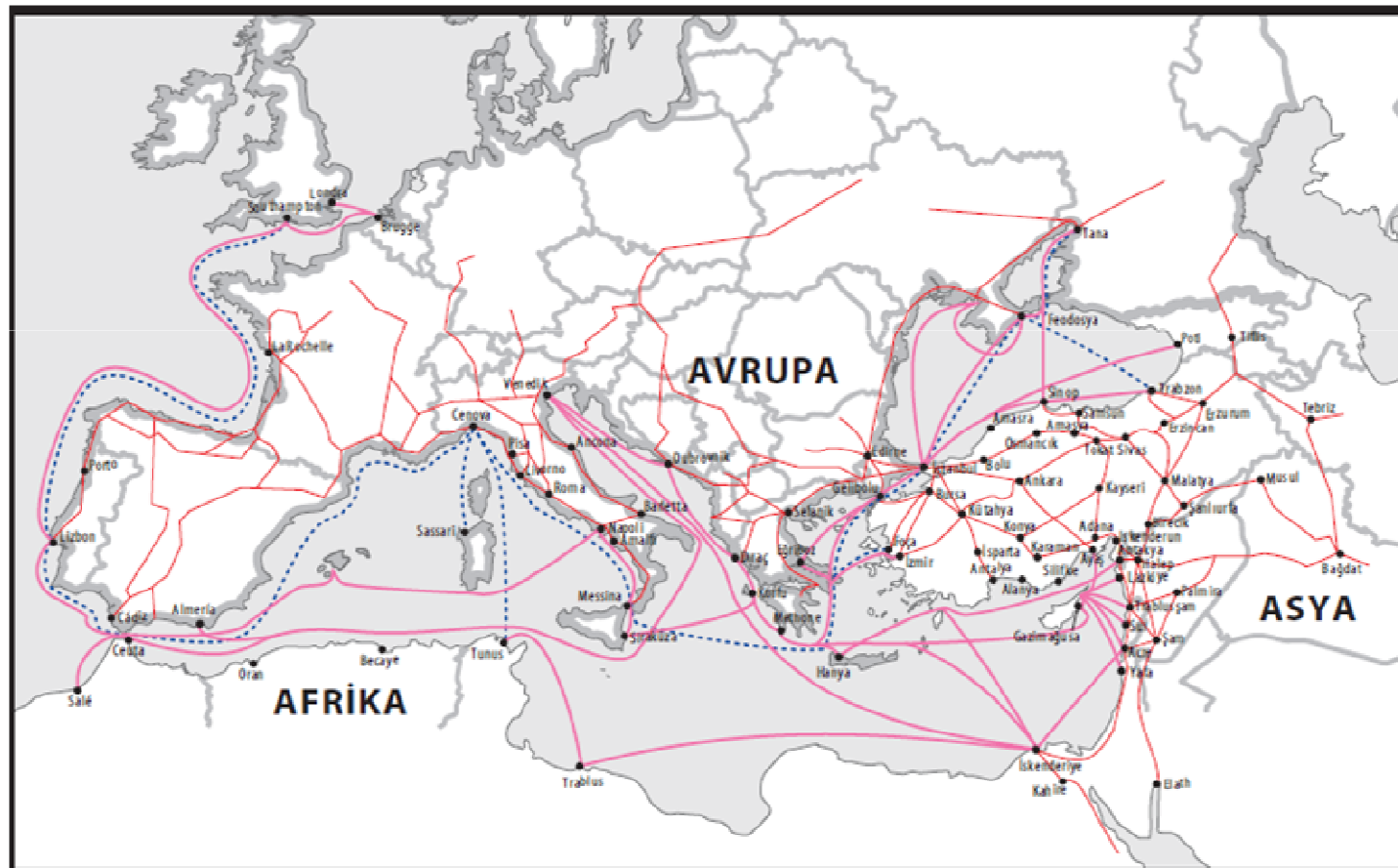
A trans-national thematic cultural route following the system of maritime routes, settlements, defensives fortifications and cultural heritage left by the Venetians under the rule of the Republic of Venetia (the so-called *Serenissima*) since 1300 and throughout almost five centuries



REGIONE DEL VENETO



Venetian Routes in Europe and the Mediterranean area



VeRoTouR - Venetian Routes : Enhancing a Shared European Multicultural Sustainable Tourism



REGIONE DEL VENETO



WHAT IS VEROTOUR ABOUT

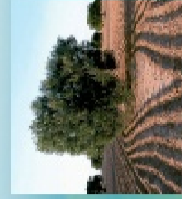
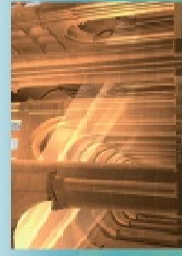
-Enhance the huge quantity of **cultural links** developed during the period in which the Republic of Venice (*Serenissima*) was continuously in contact with all peoples and countries of Europe and the Mediterranean area and whose signs are still visible nowadays.

-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



CONSEIL
DE L'EUROPE
COUNCIL
OF EUROPE





REGIONE DEL VENETO



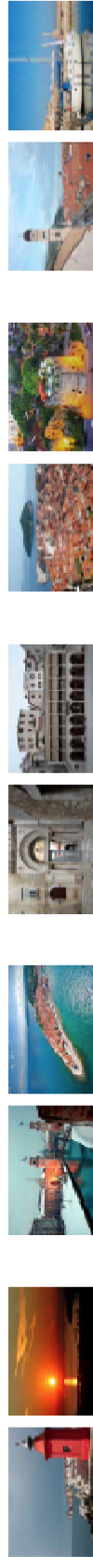
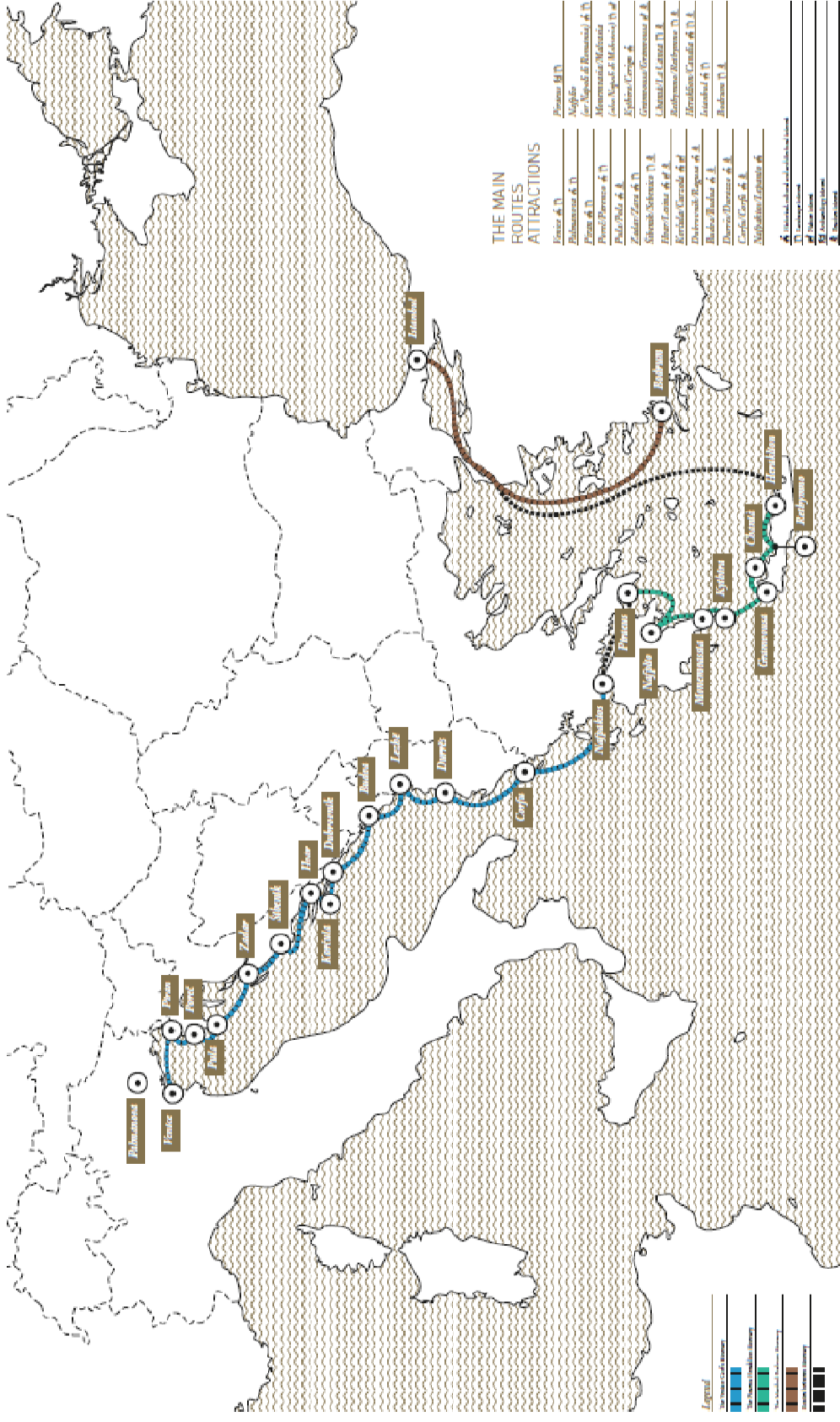
SUMMER 2014 (JUNE - SEPTEMBER) LAUNCH OF CULTURAL-TOURISTIC TRANS-NATIONAL PRODUCTS

**Three sailing boat
trips :**

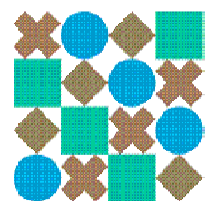
- 1) Venice – Corfu'**
- 2) Athens – Crete**
- 3) Bodrum - Istanbul**



**VeRoTouR - Venetian Routes : Enhancing a Shared European
Multicultural Sustainable Tourism**



VENETIAN ROUTES:
 ENHANCING A EUROPEAN
 SHARED MULTICULTURAL
 SUSTAINABLE TOURISM



verotour





The Cultural Routes of the Council of Europe 7th Advisory Forum - 30th Anniversary (1987-2017)

**“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



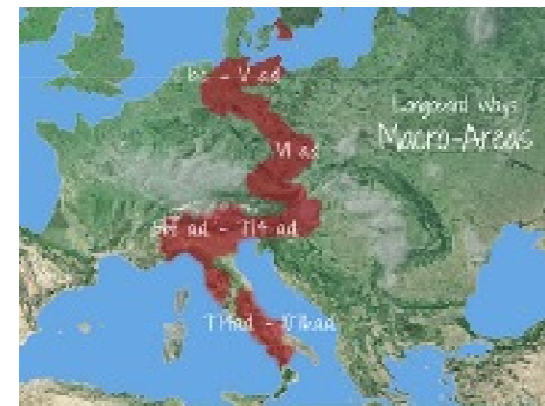
CANDIDATES ROUTES 2016-2017



**The European Route
of Impressionisms**



The Chocolate Way



**Longobard Ways
across Europe**



WORKSHOPS

- **Institutions and values**
- **Sustainable 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

**Alberto d'Alessandro
Director**

Operational Unit

VII FORUM of Cultural Routes in Lucca

forumeuropeo2017@gmail.com

Culturalroutes2017.beniculturali.it