Cultural Routes of the Council of Europe: A new approach to cultural heritage and cultural tourism

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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.

Annexe Resolution CM/Res(2013)66

- **European Theme**

- **Different fields of action**
  - Research
  - Interpretation | Narrative function
  - European citizenship | Young people
  - Creation of new economies
  - Contemporary cultural and artistic practice
  - Sustainable tourism and development

- **European Network**
33 cultural routes crossing the whole of Europe
33 Cultural Routes of the Council of Europe

1987 - Santiago De Compostela Pilgrim Routes
1990 - European Mozart Ways
1992 - Hanseatic Sites and Monuments - Heinrich Schickhardt Route, Viking Routes
1994 - Via Francigena - Phoenicians’ Route
1995 - Vauban and Wenzel Routes
1997 - Routes of El Legado Andalusi
2004 - Pyrenean Iron Route - Cluniac Sites in Europe - European Route of Jewish Heritage
2005 - Saint Martin of Tours Route - Routes of the Olive Tree - Via Regia
2007 - Transromanica
2009 - Iter Vitis
2010 - European Route of Cistercian abbeys - European Cemeteries Route - Prehistoric Rock Art Trail - European Route of Historical Thermal Towns - Saint Olav Ways
2012 - Casadean Sites - European Route of Ceramics
2013 - Sur les pas des Huguenots et Vaudois – Route des Megalithes
2014 - ATRIUM, Art Nouveau Network, Via Habsbourg
2015 –Charles V, Destination Napoleon, Roman Emperors and wine along the Danube, In the footsteps of R.L. Stevenson
A new approach to cultural heritage and cultural tourism
Cultural Routes of the Council of Europe: innovation hubs

Cultural routes are not business organisations, but are considered as innovation hubs

- routes lend themselves to long-term European co-operation programmes
- such co-operation mobilises and brings together a large number of stakeholders
European Routes of Jewish Heritage (2004)

**European Day of Jewish Culture**

30 European countries

16\textsuperscript{th} edition in 2015

158604 visitors in 306 cities and towns

1136 activities and events in 2015

Involvement of local people
El Legado Andalusì Route (1997)

Conoce tu Provincia

165 itineraries in August-September 2015

104 municipalities involved

9,000 visitors

Involvement of local producers

Artistic and traditional handicraft along the Routes
Olive Tree Routes (2005)

The AGORA project

Collective actions of solidarity: the best way to beat the crisis
A cultural itinerary promoting intercultural dialogue and sustainable development in European cities which aims to:

- promote the Mediterranean culture of the olive tree, his unknown regions and all those who work to preserve this important and endangered cultural asset (artists, producers and craftsmen);
- enhance opportunities for the small businesses of the Mediterranean space, helping them to stand out in an increasingly competitive environment.
Via Francigena (1994)

A creative laboratory for young entrepreneurs

Creation of “Products Club” along the Route

Consortium “Ospitalità Francigena”

Artistic handicraft along the Via Francigena

Guides and guides-lecturers consortia

Theatre and performance companies
European Route of Historic Thermal Towns (2010)

The Source project
Source of Inspiration and Creation

Festivents: Festivals and Exhibitions
Interactive novel
Travel diaries
Celebration@source
Source center

of the cafés of Europe
Royat - Chamalières
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http://culture-routes.net/

www.coe.int/ROUTES