



International FORTRESS TOURISM AND GUIDE CONGRESS

***EUROPEAN CULTURAL ROUTES  
„ADVANTAGES FOR TRANSNATIONAL  
COOPERATION***

\*\*\*

29 - 31 MARCH 2023 ŠIBENIK, CROATIA

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Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



## Key highlights:

- 48 certified Cultural Routes of the Council of Europe
  - Over 60 countries crisscrossed by Cultural Routes
  - 3000+ network members,
  - 1500+ local authorities
  - 90% are in the rural areas
  - 12% of local employment is linked to tourism
  - 1987: the Santiago de Compostela Pilgrim Routes became the first Cultural Route of the Council of Europe
- The Cultural Routes of the Council of Europe programme was launched in 1987 to demonstrate, via journeys through space and time, how the heritage of the different countries in Europe contributes to a shared cultural heritage.
  - The programme acts as a channel for **intercultural dialogue** and promotes better knowledge and understanding of **European cultural identity**, while preserving and enhancing natural and cultural heritage as a source of cultural, social and local development.

# BENEFIT OF BEING A

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



Capacity building

Networking

Visibility and  
communication

Certification and  
quality assurance

Advocacy

Sustainability

Funding  
opportunities

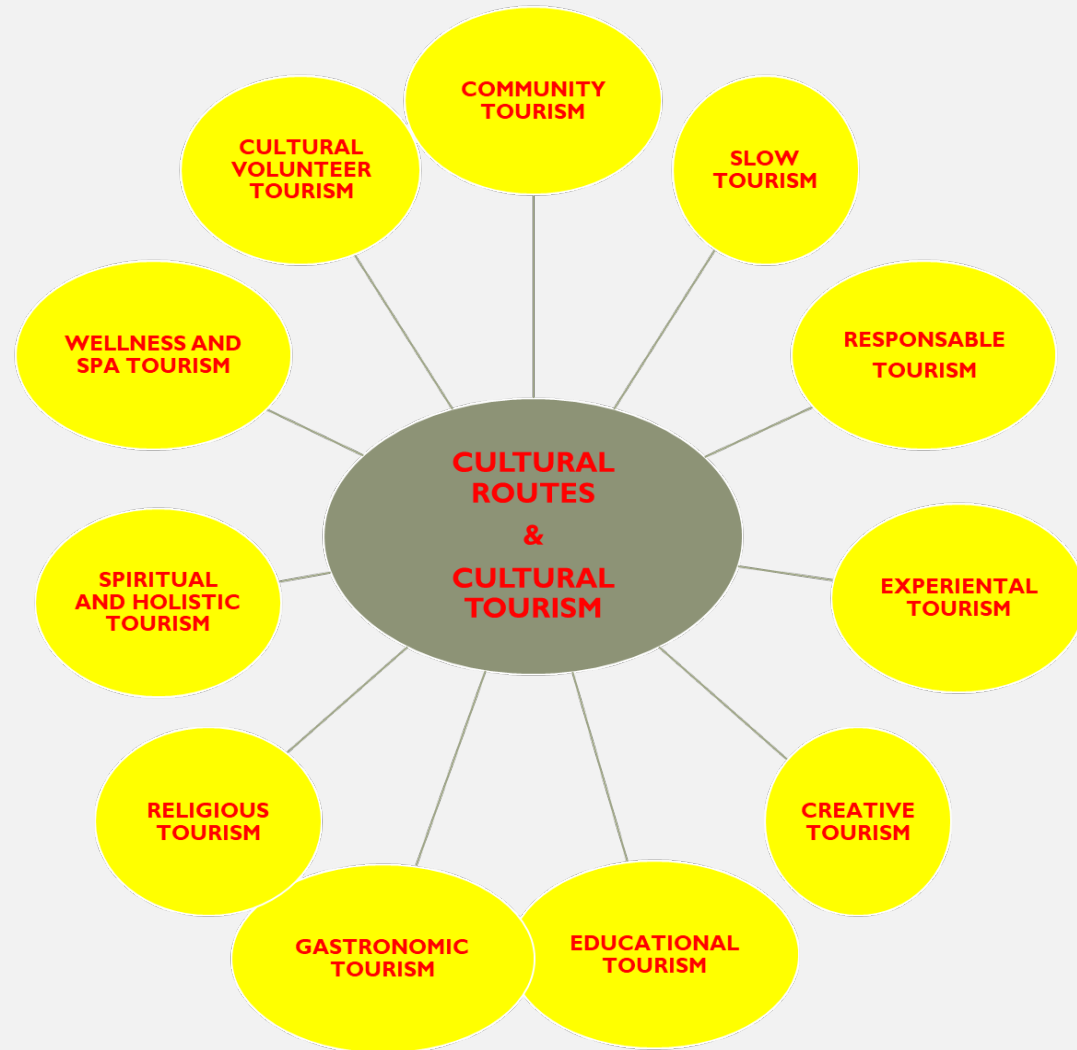
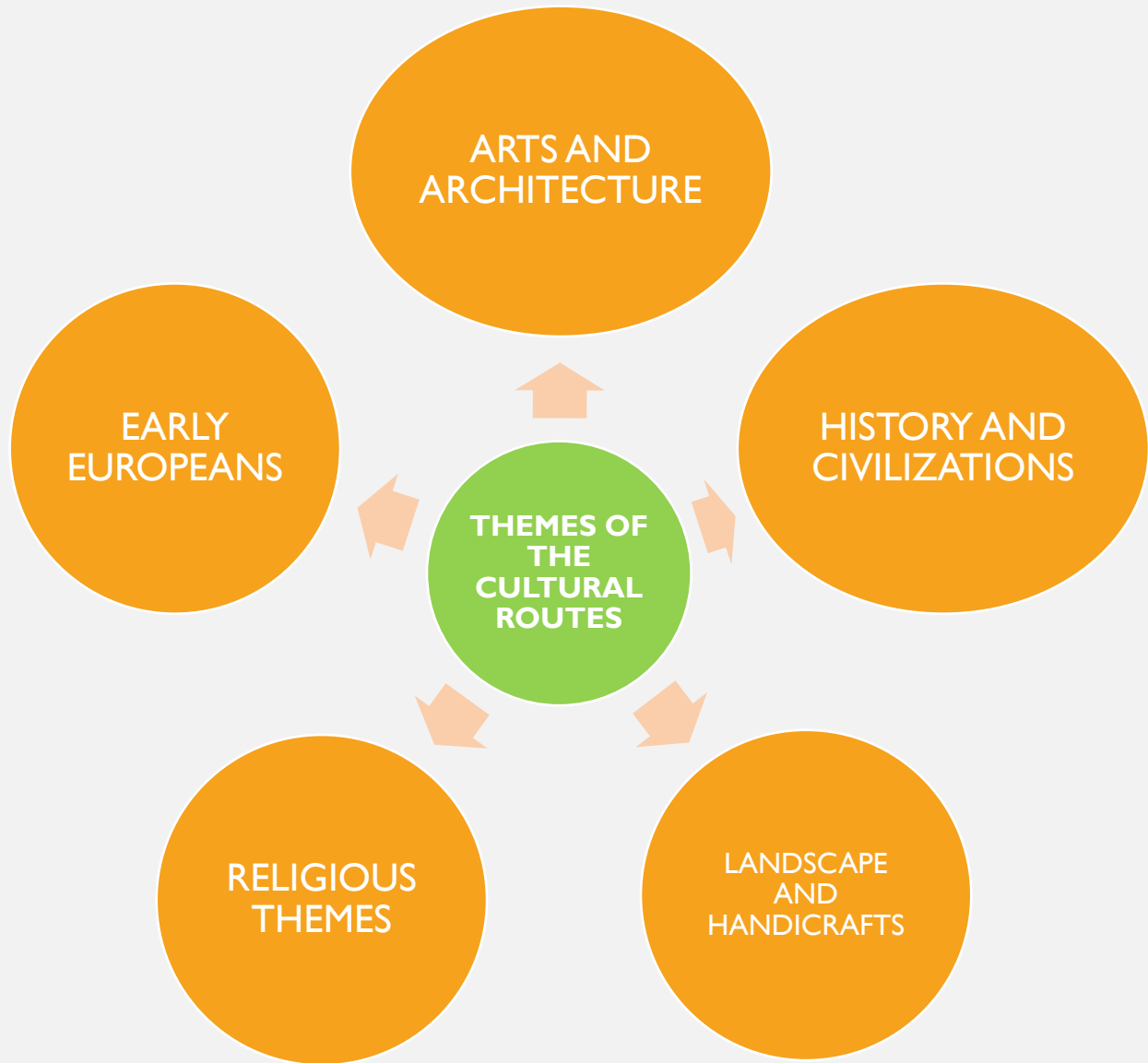
Network  
development

Community  
involvement

Sustainable  
cultural tourism

Scientific research

Access to  
Council of  
Europe events  
and trainings



## ELIGIBILITY CRITERIA FOR THEMES CM/RES (2013)61

- **THE THEME OF THE CR MUST BE:**
  - Representative of european values
  - Researched by multidisciplinary groups of experts
  - Illustrative of european memory, history and heritage deeply connected with todays' european cultural diversity
  - Fosters innovative initiatives in cultural tourism and sustainable cultural development

## PRIORITY FIELDS OF ACTIONS CM/RES (2013)67

- COOPERATION IN RESEARCH AND DEVELOPMENT
- ENHANCEMENT OF MEMORY, HISTORY AND EUROPEAN HERITAGE
- CULTURAL AND EDUCATIONAL EXCHANGES FOR YOUNG EUROPEANS
- CONTEMPORARY CULTURAL AND ARTISTIC PRACTICE
- CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

# ECONOMIC IMPACT OF CULTURAL ROUTES

CULTURAL  
ROUTES



TOURISM  
NETWORKS

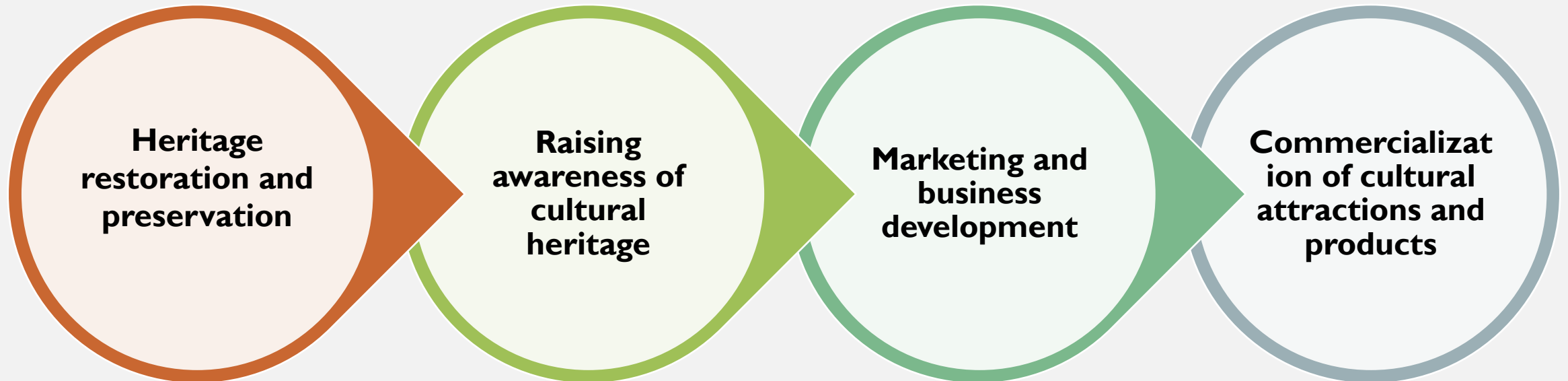


ECONOMIC  
DEVELOPMENT

CR PROVIDE  
CULTURAL  
TOURISM  
OFFERS

- Focus on remote and rural areas
- Cover a broad range of distinctive, cultural offers
- Implement a different fields of actions offering a variety of cultural experiences to tourists
- Offer a platform for cooperation and synergies between cultural, tourism and economic stakeholders

MEASURING THE CULTURAL ROUTES' IMPACT AND SMES' PERFORMANCE:  
THE ROUTES' ACTIVITIES CAN BE GROUPED INTO THE FOLLOWING BROAD  
CATEGORIES:



## INVOLVEMENT OF LOCAL COMMUNITIES

- the value of CR should be emphasized at the level of national tourist organizations and transnational organizations (networking).
- CR should be presented at the level of national tourism policies in individual countries and at the level of strategic marketing policies in these countries.
- The voluntary participation of citizens
- Bringing creative, cultural and tourism communities together, especially from peripheral areas requires high quality organisation. Clusters should be created within countries on a national and transnational level.
- Clear strategic orientation for CR, incorporated in the main local and national policies and strategies.

## FUNDING

- Each CR needs to cooperate better with tourist agencies and tour operators in terms of providing information on the work of CR and an operative platform for all cultural activities within the route needs to be developed so that agencies are supported in the development of their own tour packages.
- It is imperative to start working with tourism organisations at the local and national level.
- CR need to become more commercialised, in order to bring additional profit that could be used for improving marketing and cultural interpretation capacities.
- Organizing trainings at the level of each country and tourist agents on how to use cultural routes as a product and how to build stakeholder partnerships.



## MANAGEMENT

- Cooperation at the level of universities
- Regular meetings are essential for the coordination, maintenance and sustainability of the route, not only for board members but also more importantly for participants on a voluntary level.
- Developing tourism under the common regional brand will contribute to connecting the Region.
- Making the programme of the CR more visible among the general public and authorities
- Cooperation and cross-promotion between all Cultural Routes.
- The cultural route has to have a clear management structure (organization chart) which identifies the tourism-cultural product and knows how to create it. The value of this product relates to developing complex tourist products on the principle of special interest tourism

## ANSWERS TO NEEDS

- Actively sharing good practices among regions could facilitate the faster achievement of a successful tourism industry.
- Recurring events represent a high-level marketing instrument for the public recognition of the route and provide better possibilities for finding various companies as future sponsors and stakeholders.
- Consistent accessibility for visitors in terms of the sights/routes and websites must be a fundamental requirement (signposting).
- Interlink single projects and activities, based on the results develop new joint initiatives at the macro-regional level.
- Strengthen the use of available tools and instruments such as labelled cultural routes, single projects on a smaller scale, thematic networks, working groups, seminars, workshops, project clusters etc.

*Thank you!*

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