



FORTE CULTURA  
Annual Congress 2023

INTERNATIONAL

# FORTRESS TOURISM AND GUIDE CONGRESS

Šibenik / Knin 29. - 31.3.2023.



**European  
Cultural Route  
Fortified Monuments**

# FORTE CULTURA

## European Cultural Route of Fortified Monuments

*Development of sustainable fortress tourism  
Tools and methods for fortresses*

**Dirk Röder**  
**FORTE CULTURA e.V.**  
Vice President

[www.forte-cultura.eu](http://www.forte-cultura.eu)

FORTE CULTURA  
Annual Congress 2023  
30<sup>th</sup> March 2023, Šibenik (HR)



# Agenda

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Tourism

Strategy

Sustainability

# FORTE CULTURA

Marketing

Regional cluster

Methods

Tools



# Cultural Tourism Sustainable Tourism



## Offers:

tangible and  
intangible  
Cultural Heritage

- *one of the most important ways of transformation of culture historic values or events for the following generations*

- to experience or learn about the culture of a travel destination  
*lifestyle, history, art, architecture, religion*



## Cultural Tourists:

- ❖ most purchasing tourist target group
- ❖ high demands on the quality of cultural experiences and tourist offers

➤ *economic factor and engine for the local and regional development*

- + *Income effects for cultural sites*
- + *Jobs*
- + *Tax income*
- + *Tourism infrastructure*
- + *Gastronomy*
- + *Accommodation*
- + *Retail trade*
- + *Transport industry*
- + *Service provider*
  
- + *Regional identity*
- + *Recreational value*
- + *Life quality*





World Tourism Organisation, 2004

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*



## Visitors :

impressions, memories, knowledge, well-being, health

## Environment :

climate and resource friendly, nature-friendly, decentralising

## People :

inclusive, education, exchange and mutual understanding of peoples (history, traditions, culture)

## Community :

sustainable incomes and quality of life for all occupational and educational groups

ECOTOURISM

RESPONSIBLE TOURISM

COMMUNITY-BASED TOURISM

FAIR TRADE IN TOURISM

PRO-POOR TOURISM

# Cultural routes - labels and catalysts for cultural tourism



- provide impulses for the preservation and use of cultural heritage
- mobilise the regional, national and European cultural heritage as economic factor
- make cultural heritage visible and tangible
- have sustainable effects



The **Cultural Route Programme** of the Council of Europe supports and certifies European Cultural Routes.





# FORTE CULTURA

## Cultural Route Fortified Heritage

# FORTE CULTURA® - Cultural Route of Fortified Monuments



European  
Cultural Route  
Fortified Monuments



**CONTENT:** The **cultural heritage fortified monuments** in Europe and beyond

- Unique **Architecture**
- European **History**
- Fascinating **Stories** and **Personalities**
- Beautiful **Fortress Landscapes** and **Nature**
- Exciting **Experience World** in **Fortresses**

**AIM:** **Preservation** and **use** of the cultural heritage of fortified monuments and support in the **development of sustainable tourism**, knowledge exchange, marketing and promotion, network and communication.

**INSTRUMENTS:**

- powerful tourism brand
- wide spectrum of marketing instruments
- effective promotion activities
- travelling programme
- strong partner network and support by the EU



Member of





Initiated from ECCOFORT  
(founder of FORTE CULTURA)

**13 partner from 8 countries**  
**7 associated partner**

- **Basic development of the Cultural Route**
- **Founding of the Fortress Network**  
Kostrzyn and Odra (PL) November 2014  
*European Fortress Tourism and Fortress Marketing Network (FORTS-2-MARKET)*

#### Partner Fortresses :

- Fortress Hohensalzburg (AT)
- Fortress Kufstein (AT)
- Fortified Ideal City Josefov (CZ)
- Fortress Rosenberg, Kronach (DE)
- Fortress Königstein (DE)
- Fortress Komárom (HU)
- Fortified Region Verona (IT)
- **Fortified System Kostrzyn nad Odra (PL), Lead Partner**

#### Partner Organisations / Institutes :

- Austrian State Archives (War Archive) Vienna (AT)
- **ECCOFORT- European Cooperation Centre for Fortified Heritage (DE)**
- Humboldt-University at Berlin (DE)
- TIAW - Thuringian Institute for further education (DE)
- Hungarian Tourism Agency (HU)
- National Fortress Association Italy (IT)
- European Institute of Cultural Routes (LUX)
- Institute for the Protection Cultural Heritage of Slovenia (SLV)



## FORTE CULTURA

- ✓ European Cultural Route Fortified Monuments
- ✓ Network

founded 2014, NGO, non-profit

(European Fortress Tourism and Fortress Marketing Network, "FORTS-2-MARKET")



Network Office Berlin (DE)

Albertinenstr. 1, D-13086





European  
Cultural Route  
Fortified Monuments

50 network members in 12 countries representing

# 53 Cultural Route Stations in 11 countries

Status March 2023



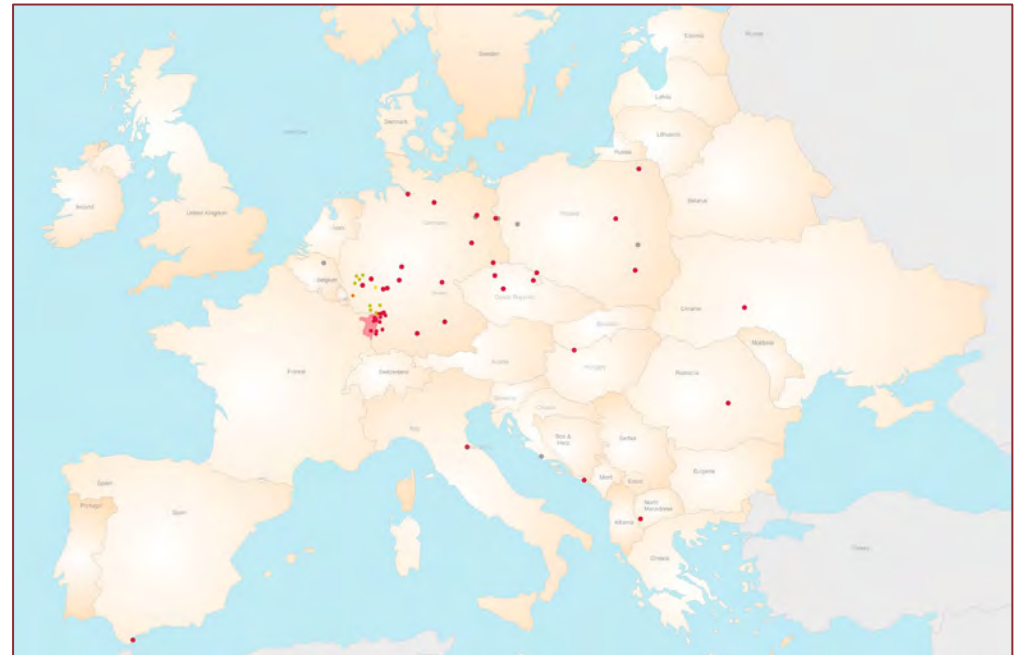
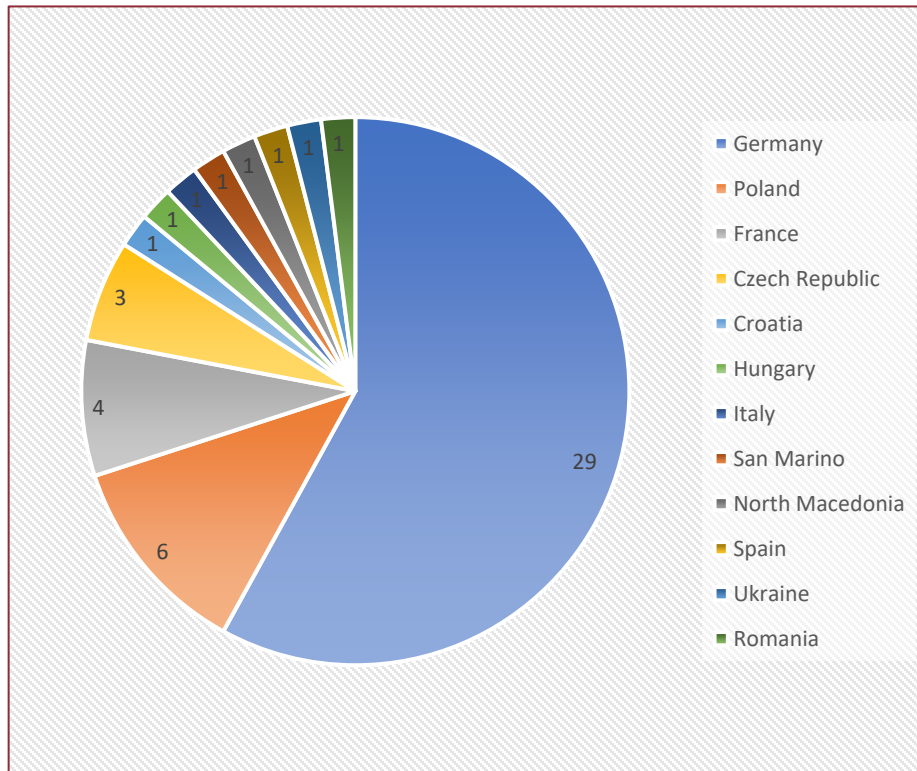
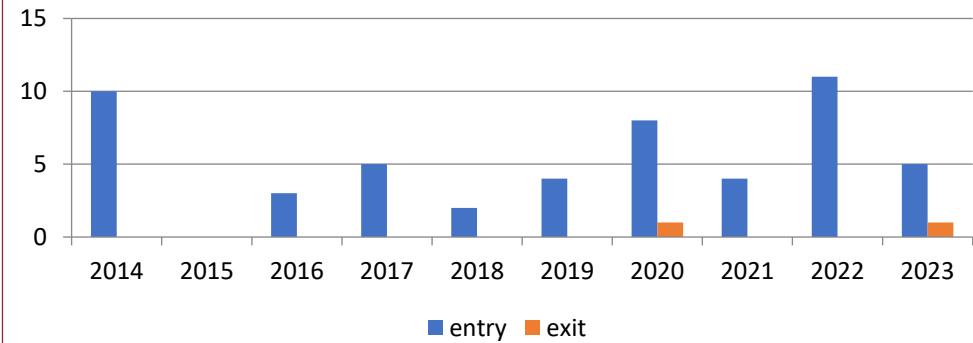


50 network members in 12 countries representing **53 Cultural Route Stations in 11 countries**

## New member 2023

- Fort Gorgast, DE
- Republic of San Marino
- City of Ingolstadt, DE
- Fortress Rasnov, RO
- Maximilian Schuster, Ingolstadt, DE

## Membership Development





European  
Cultural Route  
Fortified Heritage

- Cultural Heritage
- Experience World
- Travel World

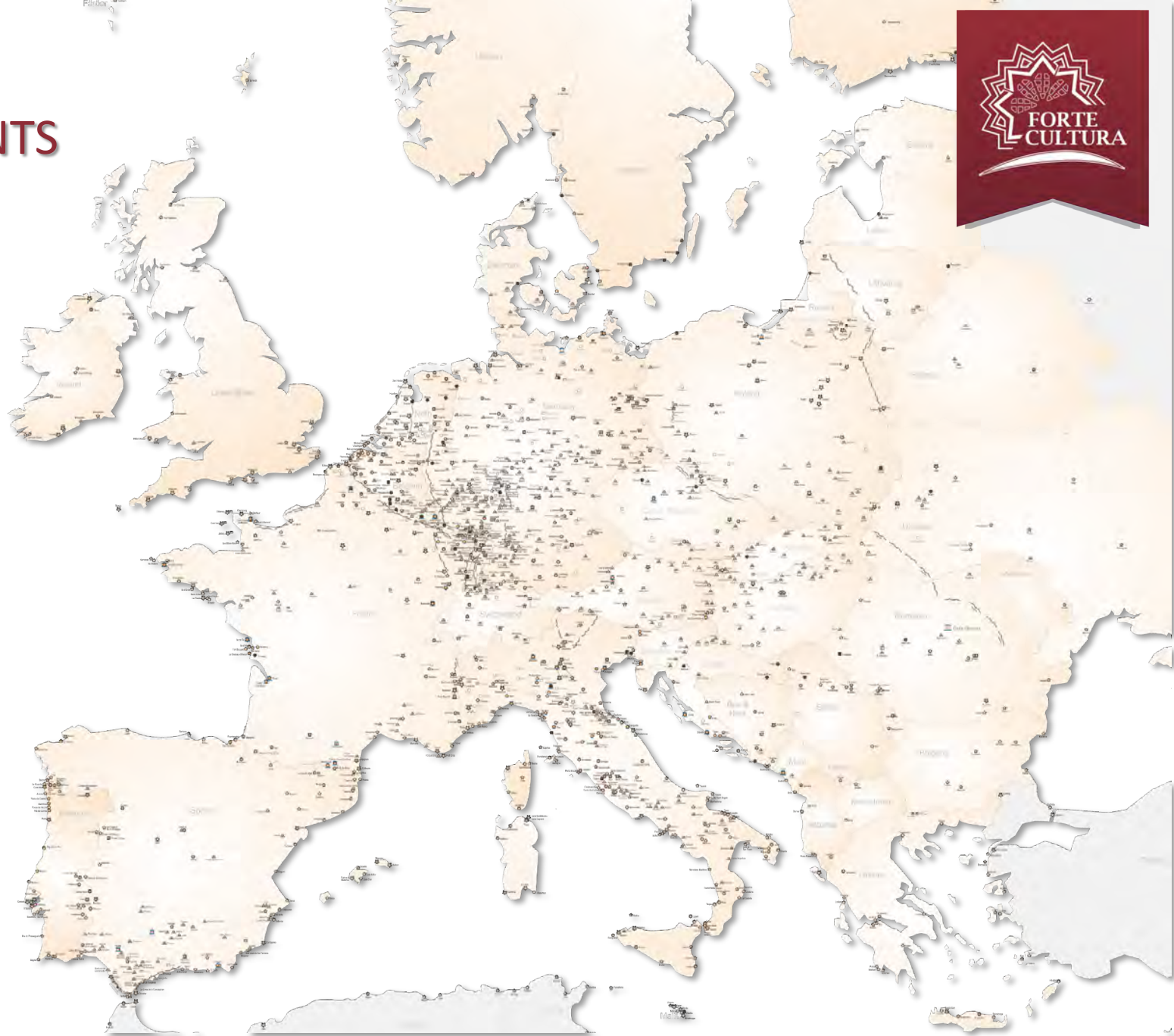
*“architectura militaris”*  
**FORTIFIED MONUMENTS - FULL OF LIFE**

# CULTURAL HERITAGE FORTIFIED MONUMENTS



from the upcoming of firearms  
until the end of the Cold War

- Fortified castles
- Fortified palaces
- Fortified churches
- Fortresses
- Fortified cities
- Fortified ideal cities
- Fortress systems
- Bunker
- Defensive lines





# Cultural Heritage Fortified Monuments

Great potentials for sustainable cultural tourism

500-1500



Medieval  
Fortress



Tower line

15<sup>th</sup>– 19<sup>th</sup> Century



Single  
Fortress



Fortified  
City



Fortified  
Ideal City



Fortress  
System



Fortified  
Castle/  
Palace



Fortified  
Sacral  
Building



Defense  
Line

World War I+II



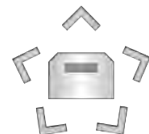
Military  
Bunker



Air raid  
shelter



Armament  
Industry  
Bunker



Bunker  
System



Defense  
Line

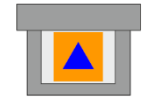
Cold War



Military  
Bunker



Government  
Bunker



Civil  
Bunker



Defense  
Line



# Fortified Heritage HR – BA – ME



Fortress  
Systems

*Pula*  
*Kotor*  
*Šibenik*  
*Dubrovnik*



Military  
Bunker



Fortified  
Cities

*Zadar*  
*Split*  
*Korcula*  
*Ulcinj*  
*Herceg Novi*



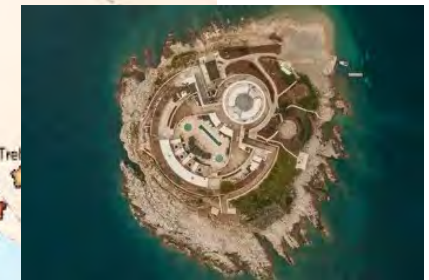
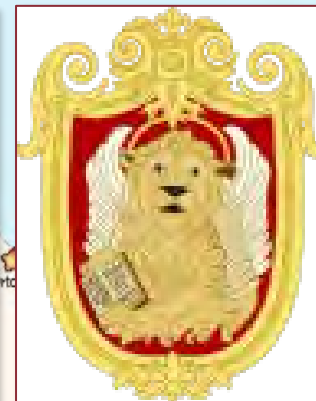
Single  
Fortresses

*Knin*  
*Banja Luka*  
*Klis*  
*Hvar*



Fortified  
Ideal Cities

*Karlovac*  
*Ston*  
*Osijek*  
*Slavonski Brod*





European  
Cultural Route  
Fortified Heritage

- Cultural Heritage
- Experience World
- Travel World

*“architectura militaris”*  
**FORTIFIED MONUMENTS - FULL OF LIFE**



European Fortress  
Summer

Events in Monuments

Museums &  
Exhibitions

Family & Kids

Fortresses Active

Military History

Medieval Spectacle

Reside & Enjoy

Nature Experience

Parks und Gardens

Secret Architectures

Memorials





European Fortress  
Summer

Events in Monuments

Museums &  
Exhibitions

Family & Kids

Fortresses Active

Military History

Medieval Spectacle

Reside & Enjoy

Nature Experience

Parks und Gardens

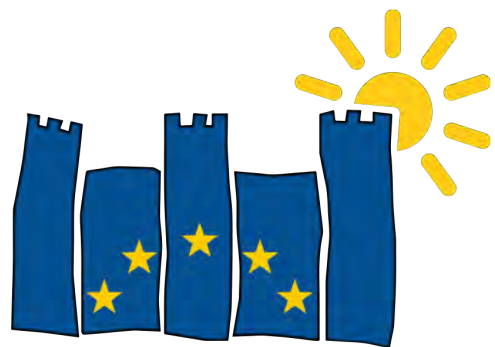
Secret Architectures

Memorials





# WORLD OF EXPERIENCE – cultural and experience offers in fortresses



## EUROPEAN FORTRESS SUMMER

powered by  
FORTE CULTURA & EFFORTS





European  
Cultural Route  
Fortified Heritage

- Cultural Heritage
- Experience World
- **Travel World**

*“architectura militaris”*  
**FORTIFIED MONUMENTS - FULL OF LIFE**





## Culture Journeys

- heritage & history
- education
- experience
- culture & art
- events
- remembrance
- people, traditions
- cities, regions, landscapes
- wellness & recreation
- culinary, etc.

## Active Tourism

- cycling
- hiking
- boating
- sports, adrenalin sport
- caravanning
- biking
- nature tours, etc.



Culture  
History  
Nature  
Sport  
Events

# FORTE CULTURA Elbe Fortresses

The map shows the Elbe Fortresses route along the Elbe river, starting from Grauerort in Germany and ending in Prague, Czech Republic. Key locations marked include Grauerort, Dömitz, Magdeburg, Torgau, Stolpen, Dresden, Königstein, Pirna, Terezin, Josefov, and Prag. An aerial view of a fortress is shown in the top right corner.

**Festungserbe Elbe/Labe**  
Die Geschichte der Euroregion anhand seiner Festungsmonumente erleben

**Fortress Heritage Elbe/Lab**  
Experience the history of the Euroregion through its fortified monuments

**Pevnostní památky na La**  
Poznejte historii zdejšího euroregionu prostřednictvím pevností

**EUROPEAN CULTURE ROUTE FORTIFIED MONUMENTS**

**Cultural Ribbon of Fortified Monuments on the Elbe**

Culture - ArrafArchitecture - Travelforbyman  
2022  
www.forte-cultura.eu





# Famous European Citadels



Culture  
History  
Cities  
Events

**Namur, BE**

**Kopenhagen**

**Dömitz**

**Prag Vyšehrad, CZ**

**Budapest**

**Jülich**

**Erfurt**

**Namur**

**Prague**

**Mainz**

**Strasbourg**

**Budapest**

**Pamplona**

**Besancon**

**Belfort**

**Budapest**

**Oradea**

**Pamplona, ES**

**Alessandria**

**Belfort, FR**

**Oradea**



# REGIONAL FORTRESS CLUSTER REGION UPPER RHINE (DE-FR)

30 fortress monuments and museums represent the history of fortress construction over the last 350 years



[www.forte-cultura.eu](http://www.forte-cultura.eu)



# Travel recommendations for Andalusia



Culture trip Iberian Peninsula

## Fortress Giants along the Spanish South Coast 1000 years change of *arquitectura militar* to defend the coast line

Journey through religions, cultures and architectures in famous Andalusian fortified coastal towns



### Our Travel Recommendation

**Cádiz - Tarifa - Gibraltar - La Linea - Malaga**

One of the most wonderful defense heritage is encountered in the Spanish Andalusian coast, where they had to fortify themselves in order to be safe from the attacks and invasions. From Cádiz to Granada you'll get to know impressive constructions from the Moorish epoch until the Spanish civil war:

With an extraordinary location and rich amount of heritage the **City of Cádiz** two fortresses which were the key for the defense of the bay against the pirates and invasions, one found inland and the other one found in an island.

In **Tarifa** the lowest point of the Iberian Peninsula always considered a strategic point has an incredible and exciting story about the rules of Castillo de Guzmán a fortified castle who had to face the Moorish, pirate and Catholics invasions and defense operations.

One of the best defensive lines from the Medieval Ages until the Spanish civil war persists in **La Linea de la Concepción**, from watchtower from the 16<sup>th</sup> century to fight against the pirates, to a defense line with two forts and five batteries was developed known with the name of La Linea de Contravalación de Gibraltar after Spain reclaim the rock of Gibraltar to England but they didn't success.

This coast city, **Málaga**, has one of the most impressive constructions, where the Al-Andalus (Muslim Ruled Iberia) and the Catholic architecture and influences are mixed up, there stands up the Alcazaba and the Gibralfaro castle both where connected to each other through the Coracha Terrestre, a neighborhood which no longer persists nowadays.



European Culture Route  
Fortified Monuments

[www.forte-cultura.eu](http://www.forte-cultura.eu)



*Monuments of Power - full of Life*

This travel recommendation is without obligation and liability for the contents.





# Travel recommendations for Andalusia



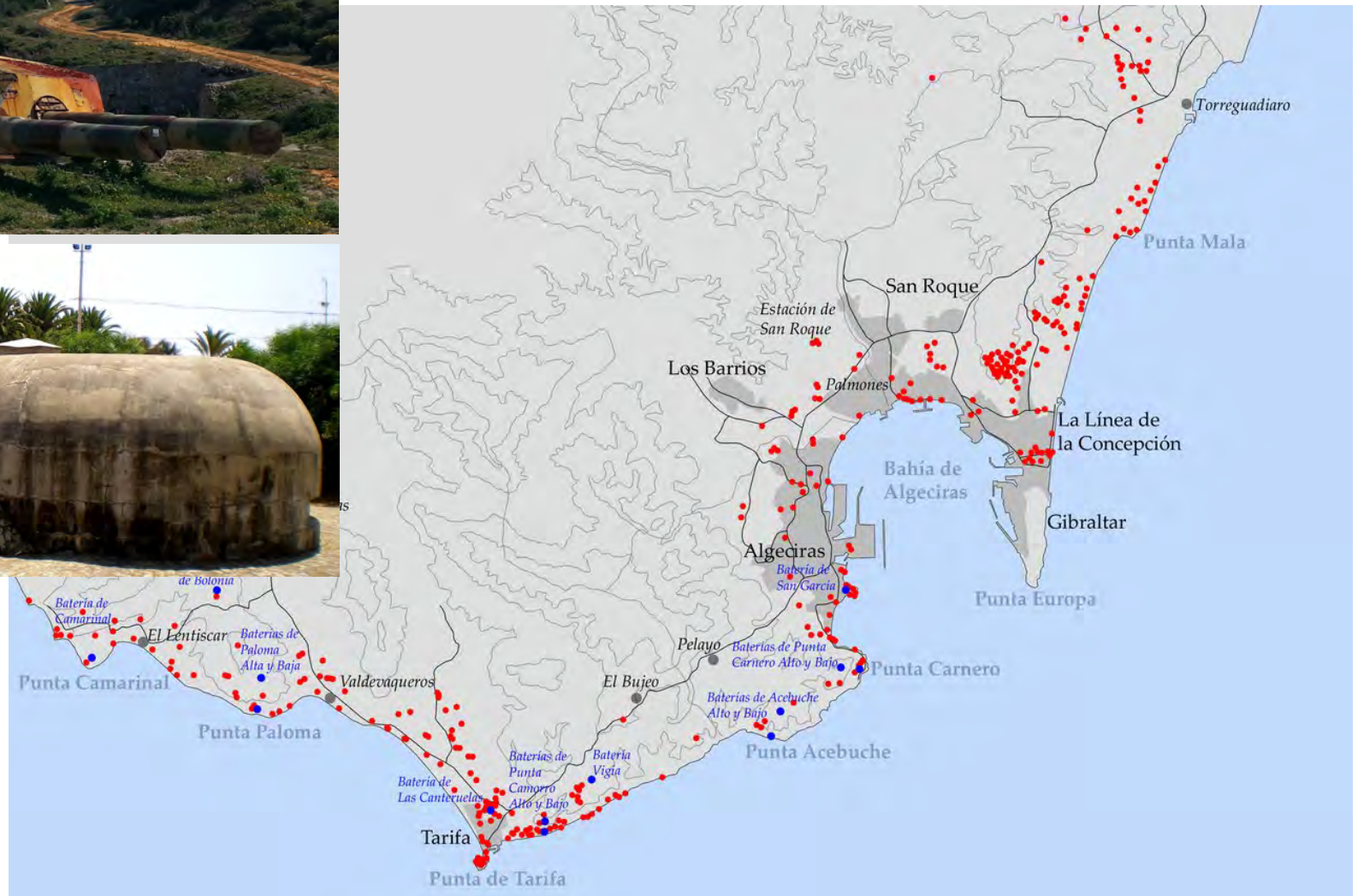
Tarifa



La Línea de la Concepción



Tarifa



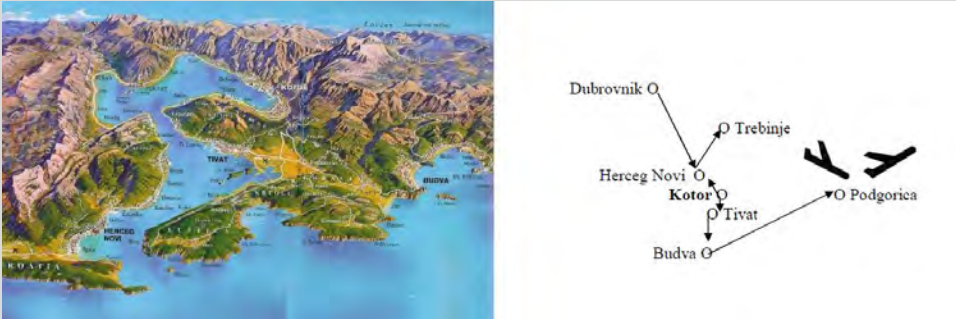


# FORTE CULTURA – Fortress Study and Pilot Tours 2022-23



*Dr. Hans-Rudolf Neumann is a founding member and scientific advisor of FORTE CULTURA. As a scientist, he regularly conducts fortress study tours around the world. These expertly accompanied pilot trips are often the occasion and the beginning of a cooperation between FORTE CULTURA and the fortifications in order to jointly develop the cultural heritage of the fortifications and to sustainably secure and use it for the future.*

## Montenegro - Croatia - Bosnia Herzegovina



realized by Dr.-Ing. Hans-Rudolf Neumann

## Armenia



**Next Stops : Morocco, April 2023  
Rome, September 2023**





European  
Cultural Route  
Fortified Heritage

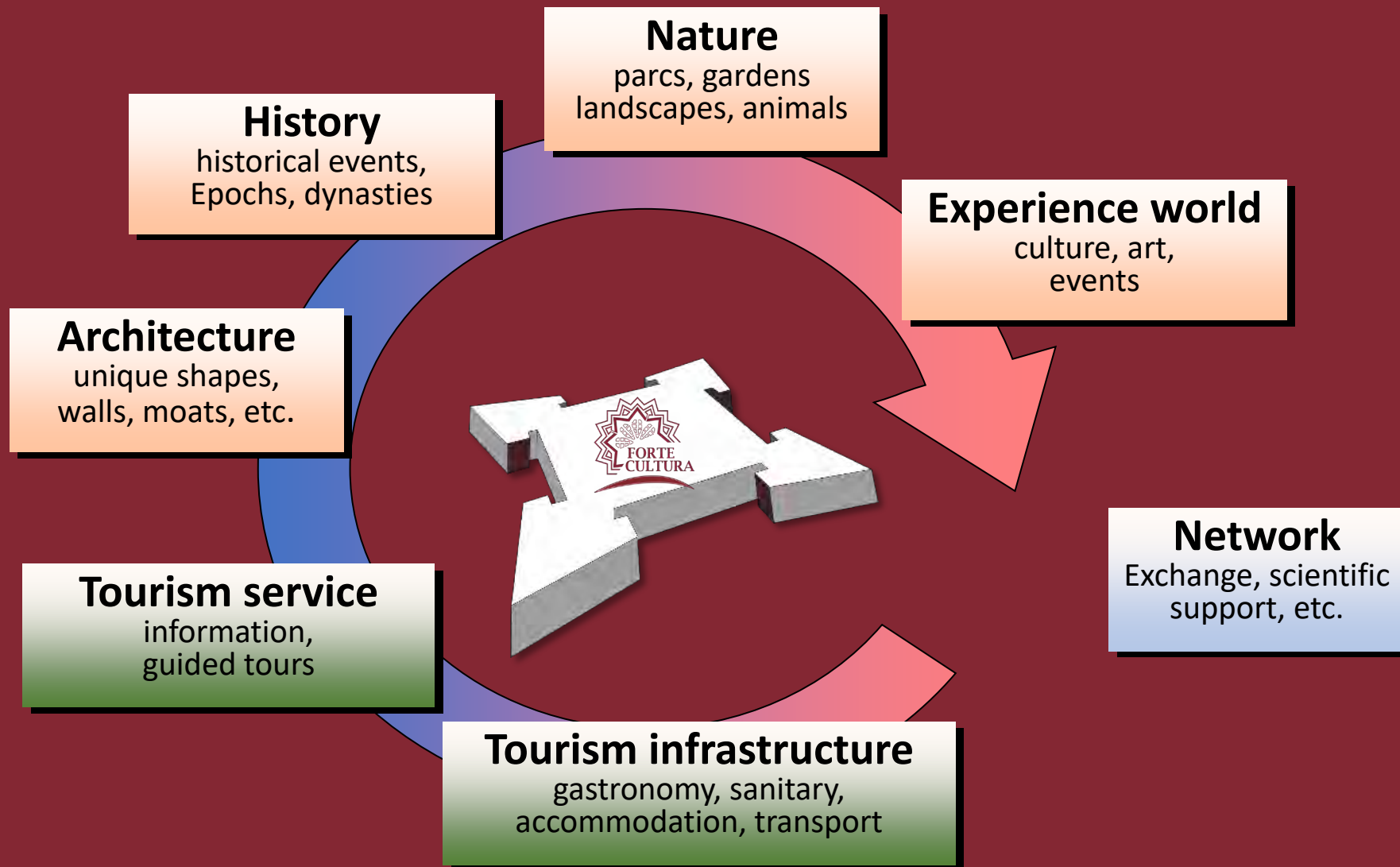


# Powerful Tourism Brand

Heritage – Experience – Travel

*“architectura militaris”*  
**FORTIFIED MONUMENTS - FULL OF LIFE**

# FORTE CULTURA - Brand of an attractive tourism product





# FORTE CULTURA - Brand with individual identities



## European Cultural Route

regional, national and thematic Sub Label

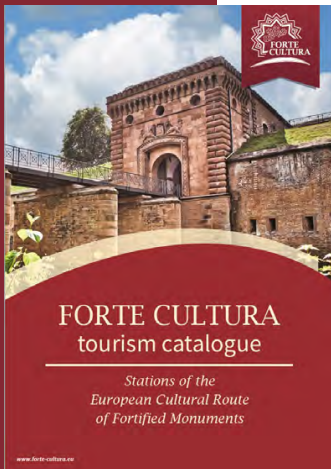





# **Tools and Instruments** for **FORTE CULTURA Stations**



## for FORTE CULTURA Stations only



Germany, Rhineland-Palatinate
Fortress Region Upper Rhine


**Fortress Town Gernersheim**

**Rhine Fortress in Line of the Rhine Fortress Chain of the German Confederation**

Already during Roman times and in the Middle Ages, the major trade routes touched Gernersheim and left their mark on the town. By the 2nd century AD at the latest, there was a Roman camp on the left bank of the Rhine, in a forward position. As early as the reign of Emperor Konrad II (1024 - 1039), a castle is said to have been built in Gernersheim, which was often the residence of German emperors and kings. In 1276, King Rudolf of Habsburg granted Gernersheim town charter.

According to a resolution passed by the German Confederation in 1815, Gernersheim was to be developed into a strong fortress and, together with Landau, protect the left bank of the Rhine against France. Work on building the fortress began in 1834 and lasted until 1861. The construction of the fortress was not only of great importance for the town, but still defines the townscape today.

With its cultural-historical and architectural sights, the many beautiful alleys, squares and charming corners, the multitude of cultural and tourist attractions, it makes you want to discover the city with its imposing fortress and the surrounding nature.

**World of experience**

Very well preserved fortress town from the 19th century, restored fortress architecture, thematic guided tours, barrier-free offers, cultural events, active offers (hiking, cycling, water hiking), nature experience Rhine (boat trips, hikes), museums, enjoyment and recreation, military history, regional history, German-French neighbourhood

**Highlights of the fortress town**

<b>Weissenburg Gate</b>	The town gate is one of the most beautiful buildings of the fortress complex and the landmark of the town of Gernersheim. It was built in 1839 and today houses the tourism, culture and visitor centre, the permanent exhibition Fortress Stories; the fortress registry office and the haunted theatre.
<b>Fronte Beckers</b>	The once strongest section of the fortress is completely preserved over a length of 250 metres. The 2-legged moat defence, the main ramparts with traverses, the poterne installations as well as the underground infantry gallery and the mine system are outstanding. Today, the site is used for cultural purposes, with a sculpture park and a music school with a regular cultural programme.
<b>Ludwig Gate</b>	The northern city gate of the Gernersheim fortress was completed in 1840. The life-size figures on the gate depict King Ludwig I. as the builder and Colonel Schmauß, the fortress architect. In the historic gatehouse, the town and fortress museum invites visitors to marvel, e.g. with the large model of the fortress.
<b>Armoury</b>	The monumental building with a front length of 73 metres, moat weir and Carnot's wall once housed weapons and equipment. Today it houses the German Road Museum, a large model railway layout with currently around 700 metres of track and exhibition rooms of an art association.

**Tours and information**

A wide range of guided tours for individual travellers, families and groups.  
Information and booking via the Tourist Information, e.g. guides with FORTE CULTURA certificate:

120 min	Classic city and fortress tour	4€ p.p. / 60€ Groups up to 25 persons / Children up to 14 years free
120 min	City walk with midwife Josefine	5€ p.p. / 70€ Groups up to 25 persons / Children up to 14 years free
90 min	Guided tour by lantern - night walk through the fortress town	5€ p.p. / 70€ Groups up to 25 persons / Children up to 14 years free
120 min	Guided tour „From gate to gate“	6€ p.p. / 95€ Groups up to 25 persons / Children up to 14 years free

**Services for people with disabilities:**

45 min	Small tour of the fortress	for blind and visually impaired people with audio guide and tactile stations, free of charge
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**Tourist infrastructure:**

Tourist information, hotels, gastronomy, event rooms, car parks, railway station, bus station, taxi, sanitary facilities, caravan and camping site, shopping and buying

**Languages:**

German, English, French

**Euro / special offers:**

Tour Souvenir Note Gernersheim (FORTE CULTURA Edition)  
...

**Information for tour operators:**

City of Gernersheim (approx. 20,000 inhabitants)  
Segway provider, passenger boat tour Karlsruhe

**Places of interest in the surrounding area:**

Speyer, Heidelberg, Palatinate Forest, Rhine, West Wall, Black Forest, Queich, Queichthal cycle path (Gernersheim to Hauenstein), various hiking trails (e.g. to Wörth am Rhein), Southern Wine Route  
France: Alsace, Vosges, Maginot Line,

**FORTE CULTURA Tour recommendations around Gernersheim**

From the fortified town of Gernersheim to the fortified castles and palaces in the natural paradise of the Palatinate Forest Gernersheim - Landsack Castle - Trifels Castle - Dahn Castle Massif - Hombach Castle - Hordenburg Castle and Fortress Fortresses of the German Confederation 1815-1859 Luxembourg - Mainz - Landau - Rastatt - Ulm - Gernersheim
--



**Fortress-Events**

Special bike fair	April
Whitsun market	Pentecost
Fortress Festival	June
Gernersheim Summer of Culture	June/July
Street festival	September

**Contact Tourist Info:**

Tourismus-, Kultur- und Besucherzentrum  
Weissenburger Tor  
Paradeplatz 10  
76726 Gernersheim  
Tel: +49 (0) 7274 960 301, -302, -303  
Mail: fvos-firmkes@gernersheim.eu  
Web: www.gernersheim-erleben.eu

**Opening hours Tourist Info:**

Mo-Fr	10:00 - 17:00 Uhr
Sa	10:00 - 14:00 Uhr
Su	10:00 - 15:00 Uhr

**Languages:**

German, English, French

**How to get here:**

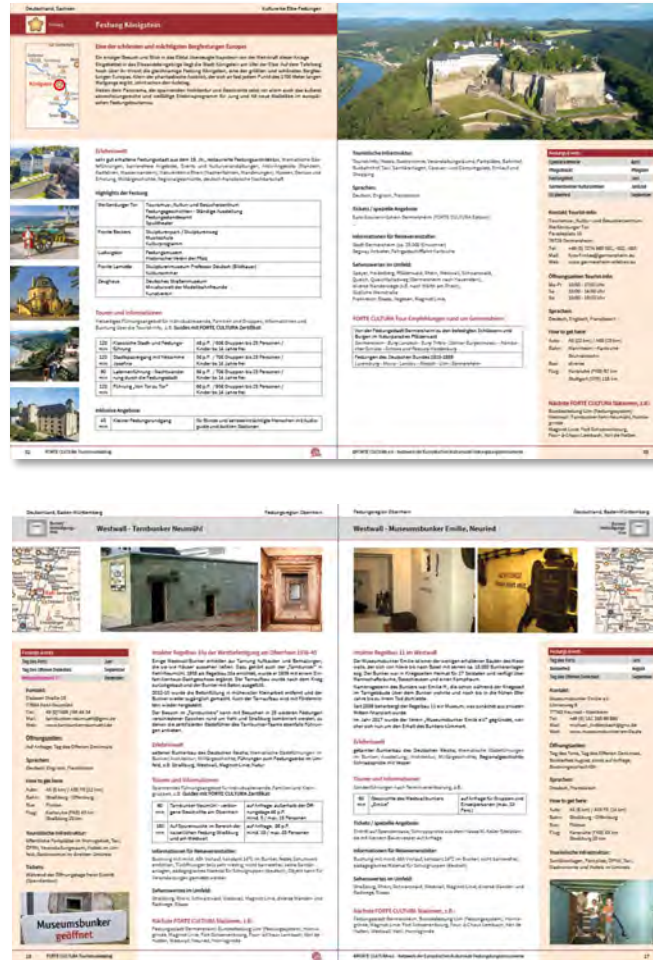
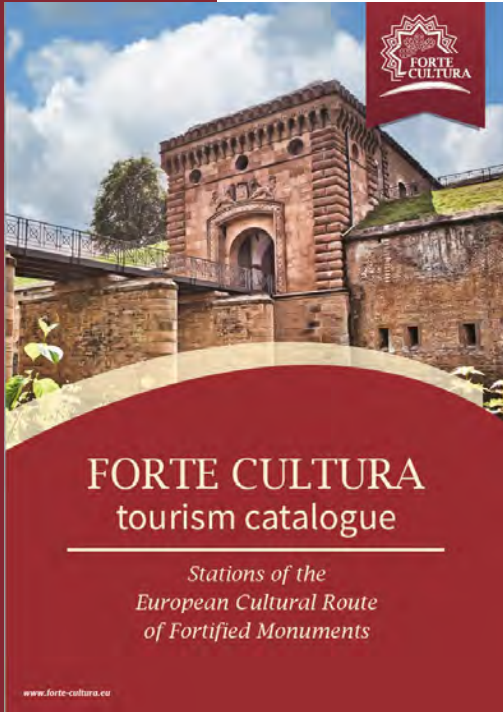
Car: A5 (22 km) / A65 (23 km)  
Railway: Mannheim - Karlsruhe  
          Bruhrainbahn  
Bus: diverse  
Flight: Karlsruhe (FKB) 67 km  
          Stuttgart (STR) 115 km

**Next FORTE CULTURA stations, e.g.:**

Federal fortress Ulm (fortification system)  
West Wall: camouflage bunker Kehl-Neumühl,  
Hornisgrinde  
Maginot Line: Fort Schoenenbourg,  
Four-à-Chaux, Lembach, Abri de Hatten



for FORTE CULTURA Stations only



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60	- Fortress Rüsselsheim		
62	- Water fortress Ziegenhain		
64	- Fortress City Koblenz		
66	- Fortress system Mainz		
68	- Federal bank bunker Cochem		



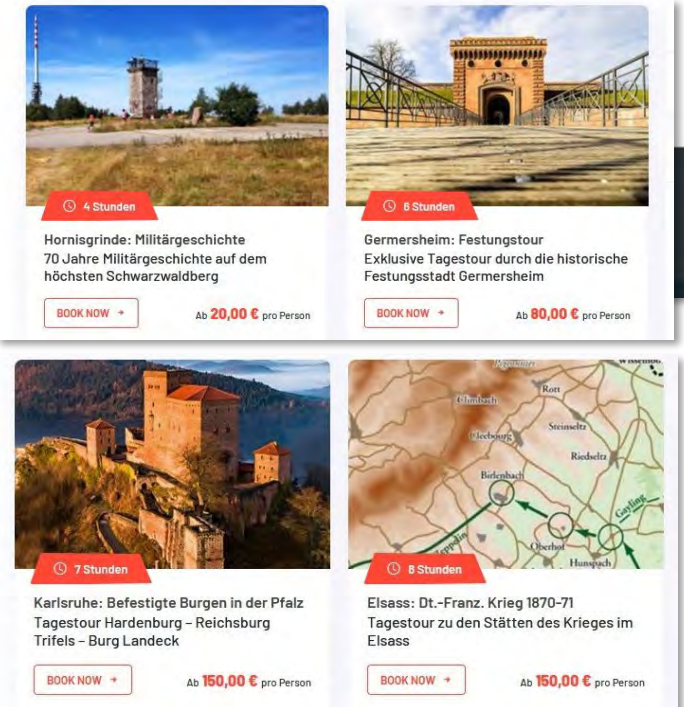
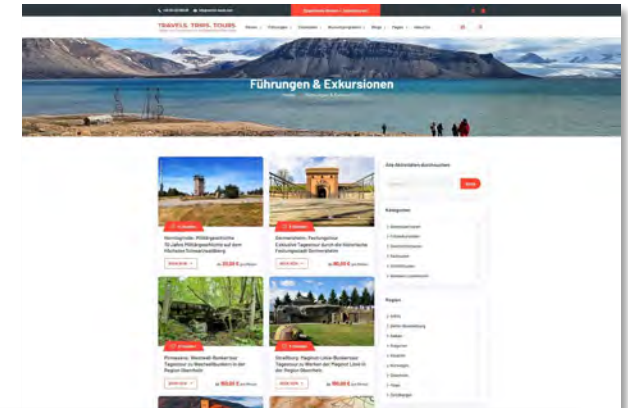
## for FORTE CULTURA Stations only

### Advantages for tourists

- Thematic travel modules for individual compilation
- Request your own travel program
- Linked with hotel bookings
- Everything from one source / one invoice

### Advantages for suppliers

- Individual modules (trips, excursions, guided tours, events) with fixed dates / guaranteed implementation dates can be stored.
- Programs bookable for groups: the system generates enquiries which only become binding bookings once they have been confirmed by the provider
- No liability according to the Package Travel Act (provided by MK Travel)
- High range of offers




# Actionbound App

for FORTE CULTURA Stations only

## A 2023

by FORTE CULTURA




★★★★★




Welcome to the European Fortress Summer Kick-off Event Bound in Šibenik, Croatia! Get ready to explore the city's stunning fortresses and soak up the Mediterranean sun. This actionbound will take you on a journey through the history and culture of Šibenik, as you complete challenges and uncover hidden gems. Start with a tour of the city center, where you will discover croatian royalty and important historical facts. Then, make your way to St. Nicholas's Fortress, where you'll learn about the history of this impressive structure and answer some questions to move on to the next challenge. Next up is the excursion to Knin Fortress, where you'll discover the secrets of this hidden gem and complete a scavenger hunt. Along the way, you'll learn about the history and culture of Šibenik, and get to know the city like a local. So gather your friends and family, and let's kick off the summer in style with the European Fortress Summer Kick-off Event Bound in Šibenik, Croatia!

🏠 Create Bound Challenge

📖 Start guide

🌐 <https://www.forte-cultura.eu/de/festunnessommer/efs>




Scan this Code with the Actionbound App to start the Bound.

📌 Educational, Events, Cities

📌 sibenik, europeanfortresssummer, fortecultura, knin, fortifiedheritage

📍 Admiral, Šibenik, Croatia  
43.733844, 15.896186

👤 Multiplayer Bound



🚩 3 stages

👤 1 information

**No annual license fee  
for FORTE CULTURA members !  
(saving €500 p.a.)**

<https://en.actionbound.com>



✓ for Cultural Route

✓ for Member (as individual route stations)

✓ for Network

- FORTE CULTURA® web portrait
- individual FORTE CULTURA® location flyer
- FORTE CULTURA® travel recommendations
- FORTE CULTURA® online event calendar
- FORTE CULTURA® guided tours
- Print and online materials, merchandises, videos etc.



# (New) Tools for FORTE CULTURA Stations only

## ➤ Euro-banknote-souvenir “FORTE CULTURA edition”



- ✓ *individual layout (main image)*
- ✓ *buy 5,000 / 10,000 pieces (ca. €1 per piece)*
- ✓ *sell up to 5€ per piece*
- ✓ *marketing support by printing company*

**5% discount**  
**for FORTE CULTURA members !**  
*(saving up to €500)*









1. Member Documents
2. Network Activities
3. Fortress Marketing
4. Online Fortress Portrait
5. Guide Certification
6. Fortress Tourism
7. Fortress Regions
8. Event Calendar
9. Social Media
10. Network Development





European  
Cultural Route  
Fortified Monuments

# FORTE CULTURA Network

Member of



[www.forte-cultura.eu](http://www.forte-cultura.eu)

FORTE CULTURA  
Annual Congress 2023  
30<sup>th</sup> March 2023, Šibenik (HR)





# Network Conferences 2022

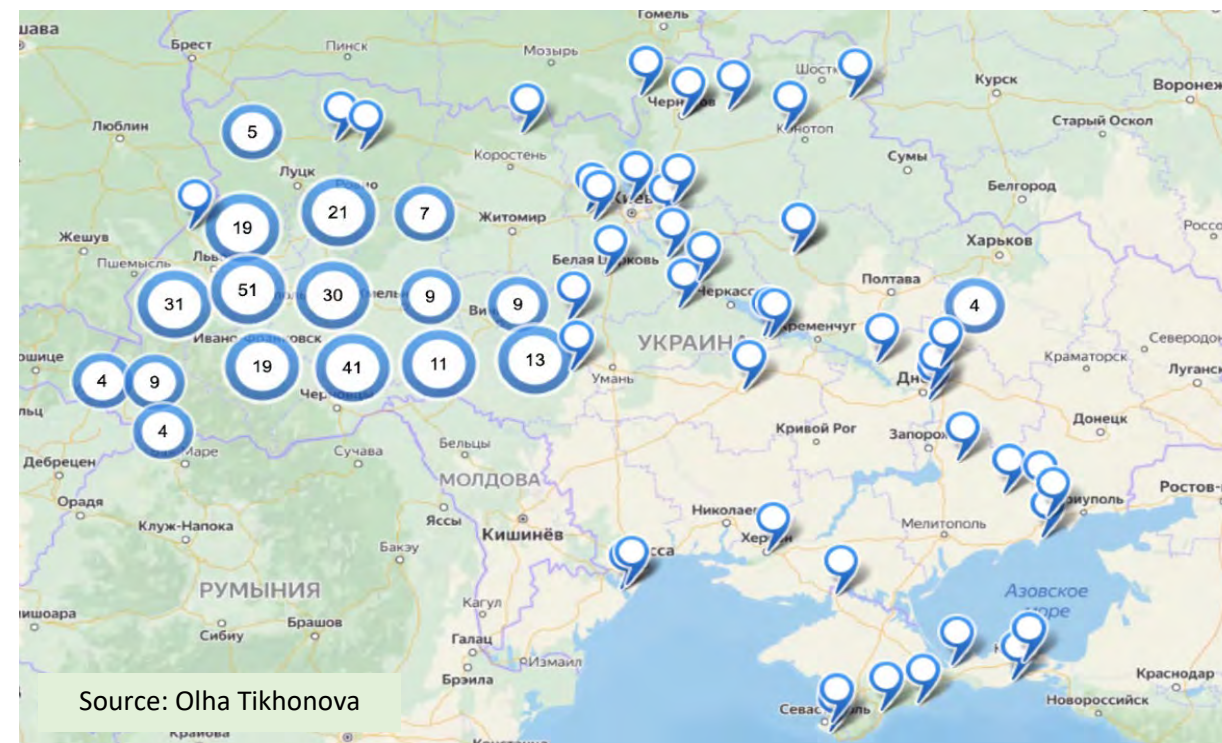
- Terezín (CZ), Elbe
- Banja Luka (BIH), FORTITUDE
- Germersheim (DE), Upper Rhine
- Venice (IT), SC/JSC
- Kaunas (LT), EFFORTS Congress 2022
- Chania (GR), EICR





# Network Activities “Stand with Ukraine”

- ✓ **Declaration** against war, for human rights and democracy (with EFFORTS at Terezín conference 2022)
- ✓ Fortress **Medzhybizh** (UA) official member and **station** of FORTE CULTURA (without fee)
- ✓ **Fortress Twinning** programme between Ukrainian and European Fortresses (with EFFORTS)
- ✓ Campaign to collect money and goods to support Ukrainian museums in fortresses.





# Outlook 2023 : activities

*Sustainable Tourism and Inclusion along the Cultural Route*

*Sustainable growth of Cultural Route and implementation of effective tourism products*

*Scientific Support and knowledge exchange*

## Activities to continue

- ✓ European Fortress Summer
- ✓ Stand with Ukraine
- ✓ Network development and clusters
- ✓ Cooperation with EFFORTS
- ✓ Scientific support and knowledge exchange

## Projects

- Forts Unchained 2
- European Fortress Summer
- Aktion Mensch
- European Fortress Festival 3

## Activities to establish

- ❖ Tourism catalogue
- ❖ Travel sales platform
- ❖ Actionbound app

## Other activities

- Negotiations related to Certification as Cultural Route of the Council of Europe
- New tourism website and FORTE CULTURA web app

# FORTE CULTURA Fortress Cluster



Method for sustainable regional development





# FORTE CULTURA CLUSTER ELBE FORTRESSES (CZ-DE)

- Cluster of 12 fortresses along the river Elbe
- 7 of them are FORTE CULTURA stations

- ❖ 2020: Interreg VA Elbe-Labe project (promotion materials, conference)
- ❖ Terezín Conference April 2022
  - Brochure Elbe-Labe Fortresses
  - Settlement of the funded project
- ❖ Culture Summer Elbe Fortress as part of the European Fortress Summer
- ❖ 2021: University Project with Warsaw Technical University (PL) and Fortress Dömitz (DE)



5-7 April 2022

- International Fortress Conference
- Fortress Forum and Exhibition
- Start of EFS 2022
- Start of Ukraine initiative
- Sight visits Terezín Fortified Ideal City, Terezín Memorial, National Monument Fortress Prague Vyšehrad



Ahoj sousede. Hallo Nachbar.  
Interreg V A / 2014 – 2020



<https://www.forte-cultura.eu/en/netzwerk-en/conferences/terezin22-en>



Strategic goals and advantages  
of local, regional and cross-border  
cluster cooperation

- local fortress heritage brand
- new offers on fortress tourism
- image, attention and outreach
- visitor numbers (in situ and online)
- sustainability and inclusion
- research and innovation,  
knowledge transfer
- etc.



## FORTE CULTURA FORTRESS CLUSTER

### Strategic goals and advantages of cluster cooperation with FORTE CULTURA

Goals	Advantages
Establish network of local fortifications	Together strong...
Involve local businesses, sciences, politics, population, etc.	Sustainability, support, strengthen local economy, etc.
Generate and disseminate knowledge on the local fortress heritage, learn from each other / from European best practices	new “experts” and multiplier, education of local people, recruit next generation, etc.
Create common tourism offers (events, guided tours, etc.) and label it	Better occupancy of local destinations, local network, awareness, image, stories, etc.
Invest in tools for promotion and communication	Reaching international tourism market and new target groups,
Invest in local tourism infrastructure and services (?)	consolidation, user experience, returning and longer-staying visitors, strengthen local economy, etc.





European  
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Fortified Monuments

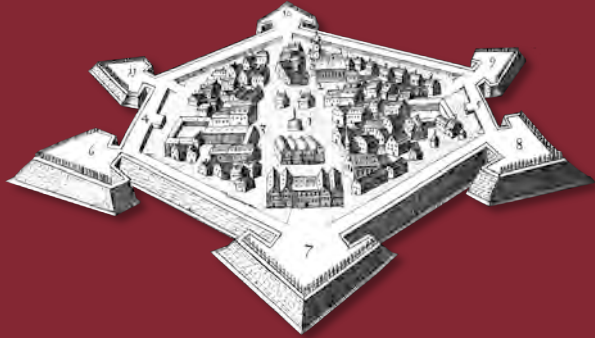
# Conclusion and Recommendations

[www.forte-cultura.eu](http://www.forte-cultura.eu)

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# Impact of the Cultural Heritage of Fortified Monuments



**Economy**  
tourism, monument management, strategy

**Digitization**  
Archiving and Research

**Culture and Arts**  
culture, art, events

**Sociology**  
European identity, tolerance and dialogue, education

**Nature**  
parks, garden, wildlife, military landscapes

**Politics**

**Archaeology**

**Network**  
Exchange, best practice, project development

**European History**  
Empires, dynasties, nations, regions, politics, war and conflicts, religions

**Digitalization**  
Information, Product development, marketing

**Research and Development**

**Architectura militaris**  
Monument protection, restoration, etc.





Regional  
Fortress Cluster

**BALKAN REGION**  
**HR - BA - MN**



# FORTE CULTURA CLUSTER BALKAN REGION



# Recommendations



- 1. Join FORTE CULTURA**  
*(support, best practices, concepts, marketing tools, tourism development)*
2. Identify and categorize fortified sites for tourism and educational purposes  
*(immediately usable – light/medium/strong development effort – etc.)*
3. Create a local stakeholder group / network and define responsibilities, goals, schedules
4. Educate local tour guides on fortified heritage, certify and network them with FORTE CULTURA
5. Use FORTE CULTURA marketing tools  
*(fortress portrait, etc.)*
- 6. Register for European Fortress Summer 2023**
7. Find financial support for development and promotion  
*(cross-border projects, national/regional funds, crowd funding, ...)*
8. ...





European  
Cultural Route  
Fortified Monuments

# Thank you very much.

Dirk Röder

Vice president FORTE CULTURA / board member EFFORTS

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