

European Cultural Routes

Cultural tourism



EVROPSKÁ UNIE
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MŠMT
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MLÁDEŽE A TĚLOVÝCHOVY

European Cultural Routes

Tourism is a complex of products and services from various fields of industry:

1. Accommodation and hospitality
2. Rail, road, boat and air transportation of people
3. Attractions (cultural activities, cultural products)
4. Travel agencies
5. Organizations of public, private and tertiary sector.

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Tourism sector

- Can be defined as a complex of products and services of the sectors that fulfil the demand of the visitors.
- Also, these sectors are highly dependent on the visitors who represent a significant part of their customers. (UNWTO, 2015)

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Fundamentals

- Tourism belongs among dominant industries in the world economy.
- This sector is heavily influenced by globalization processes and at the same time it is considered to be their catalyst.
- The extent of its internationalization is increasing and the competition is rising.
- In the European region there is a great extent of dependence of the tourism on the cultural heritage (cultural tourism).
- As a result the Council of Europe initiated the programme of Cultural Routes that helps to establish and enhance the cooperation among the countries that are part of the network.

European Cultural Routes

Principles

- Programme of European cultural routes was established by the Council of Europe in 1987
- Mutual cross-border cooperation
- Based on the principles of:
 - Human rights
 - Cultural democracy
 - Cultural variety
 - Cultural identity

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In the context of this project the route can be understood as (Häfele, 2013: 6):

- A real route used in past or present
- Network or system of various places, historical objects, natural areas
- Geographic area with a unifying topic
- Route crossing through countries and regions, based on historical, artistic or social context

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Programme of European cultural routes gives the member states the space to develop cooperation in the area of culture, project development on various levels of administration

- municipal,
- regional,
- national,
- international.

It is based on the principle of the involvement of local actors (institutions, individuals) in all steps of the route creation. (Berti, 2013: 2).

European Cultural Routes

European institute of cultural routes (EICR) is a technical body of the programme

- Established in 1998

Its role is:

- Assess new project applications
- Monitor activities
- Coordinate the work of partner organizations
- Manage and archive the documentation

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Activities leading to the creation of a new route based on the CERTESS method

- Selection of the topic of the route
- Route design and identification of relevant elements of cultural heritage
- Identification and analysis of the offer of the industries connected with tourism (transportation, accommodation, hospitality, information)
- Identification of stakeholders
- Itinerary

European Cultural Routes

European cultural routes based on the topic

- Santiago de Compostela Pilgrim Routes (1987)
- The Hansa (1991)
- Viking Routes (1993)
- Via Francigena (1994)
- Routes of El legado andalusí (1997)
- Phoenicians' Route (2003)
- Pyrenean Iron Route (2003)
- European Mozart Ways (2004)
- The European Route of Jewish Heritage (2004)

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European cultural routes based on the topic

- Saint Martin of Tours Route (2005)
- Cluniac Sites in Europe (2005)
- Routes of the Olive Tree (2005)
- Via Regia (2005)
- Transromanica (2007)
- Iter Vitis Route (2009)
- The European Route of Cistercian abbeys (2010)
- European Cemeteries Route
- Prehistoric Rock Art Trails (2010)

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European cultural routes based on the topic

- European Route of Historic Thermal Towns (2010)
- Route of Saint Olav Ways (2010)
- European Route of Ceramics (2012)
- European Route of Megalithic Culture (2013)
- Huguenot and Waldensian trail (2013)
- ATRIUM (2014)
- Réseau Art Nouveau Network (2014)
- Via Habsburg (2014)
- Roman Emperors and Danube Wine Route (2015)

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European cultural routes based on the topic

- European Routes of Emperor Charles V (2015)
- Destination Napoleon (2015)
- In the Footsteps of Robert Louis Stevenson (2015)
- Fortified towns of the Grande Region (2016)
- Impressionisms Routes (2016)
- Via Charlemagne (2018)
- European Route of Industrial Heritage
- Iron Curtain Trail
- Le Corbusier Destinations
- Liberation Route Europe
- Routes of Reformation

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European cultural routes including the Czech Republic

- European Mozart Ways
- The European Route of Jewish Heritage
- The European Route of Cistercian abbeys
- European Route of Historic Thermal Towns
- Destination Napoleon
- Iron Curtain Trail
- Liberation route Europe
- Routes of Reformation

European Cultural Routes

Declaration of Santiago de Compostela (1987)

- Laid the basis for the first European cultural route
- Emphasis on the richness of the European cultural identity
- Currently approx. 40 routes

European Cultural Routes

The Annual Advisory Forum

- Enables yearly meetings of member countries representatives with actors responsible for cultural routes with local and regional actors, candidates, donors, cultural tourism and heritage protection platforms
- Creates space for discussion about trends, exchange of best practices, experience of stakeholders, new practices, development of partnerships

European Cultural Routes

Training Academy

- Managers and partners of European cultural routes are participating each year
- In close cooperation with a selected certified European cultural routes and with EICR
- The objective is the education in management of cultural heritage and promotion of tourism
- Offers education and training applied to the real practice in the management of European cultural routes

European Cultural Routes

University Network for Cultural Routes Studies

Objective:

- Encourage the research of topics connected with European cultural routes
- Support students in academic research oriented on European cultural routes,
- Create partnerships for project bids on the topic
- Take part in the activities of the EICR
- Provide professional consulting

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University Network for Cultural Routes Studies

Topic expertise of the universities that are part of the network:

- Heritage protection
- Management of cultural heritage
- Management of cultural routes
- Tourism, cultural tourism, economy of tourism, indicators of cultural tourism
- Involvement of local communities, local development through tourism
- Sociology
- Ethnology

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University Network for Cultural Routes Studies

Members:

- Luxembourg University (Luxembourg),
- IREST, University Paris 1 Sorbonne (France),
- LABPACT, Barcelona University (Spain),
- CAST, Bologna University (Italy),
- Ironbridge Institute, Birmingham University (United Kingdom)
- INTOUR, Bedfordshire (United Kingdom),
- IPAC, University of Laval, Québec (Canada),
- Haifa University (Israel).
- Saint Petersburg State University of Culture and Arts (Russian Federation)

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University Network for Cultural Routes Studies (UNCRS)

Internships for students:

- UNCRS is a platform for the exchange and mobility of students and researchers within a framework of the EICR, universities and certified European cultural routes
- Part of the internship can be realised at the seat of the EICR (Luxembourg) and in other localities of the routes, based on the focus of the research activities and based on the current options during the period of internship

Iron Curtain Trail

- 5/5/1946 Winston Churchill stated that a part of Europe disappeared behind the „iron curtain“ and the „cold war“ began
- Iron curtain led from the north to the south, dividing Europe to the western and eastern part
- Length of 10 000 km
- Berlin Wall Trail 160 km
- German German Border Trail 1 400 km
- Connects 20 countries

Iron Curtain Trail

- The Iron Curtain Trail is a part of the collective memory of Europe, supports the European identity
- Due to the (former) absolute isolation it is a unique habitat for fauna and flora
- Sustainable tourism, cultural tourism
- Pedestrian and cycling tourism
- Green belt under the patronage of Michail Gorbatchev (founder of the Green Cross International, former president of the USSR)
- Included in the Eurovelo network (No.13) <https://en.eurovelo.com/ev13>
- Cultural Route of the Council of Europe (2019)
<https://www.coe.int/en/web/cultural-routes/iron-curtain-trail>

Iron Curtain Trail

- Initiator of the creation of the Iron Curtain Trail was Michael Cramer, Member of the European Parliament
- from 2004 member of the Committee for Transportation and Tourism (TRAN) of the European Parliament
- 2005 the proposal to include the project of the Iron curtain trail in the report of the EP „new prospects and new challenges for sustainable European tourism“, approved by a vast majority
- www.michael-cramer.eu

Iron Curtain Trail – selected parts

Scandinavia

- Norway, Finland
- Begins behind the arctic circle
- Woods, lakes, wild nature, St. Petersburg (UNESCO)
- Finnish-Russian border
- Memorial of the Soviet-Finnish war 1939-40 in Raate

Iron Curtain Trail – selected parts

Post-Soviet Baltic states

- Estonia, Latvia, Lithuania
- Sillamäe port (40s-50s uranium mining)
- Museum of occupation in Tallin
- Vast seaside areas inaccessible to the public (military areas)
- Estonia in the reach of radion transmission from Finland
- 23/8/1989 (50. anniversary of the Molotov-Ribbentrop pact) 2 mil. people, 600 km human chain between Tallin, Riga and Vilnius with the demand of the national sovereignty

Iron Curtain Trail – selected parts

Poland

- Kaliningrad area (German exclave, Russian exclave, tomb of Immanuel Kant)
- Brutal force from the side of Germany and Russia during the WW2 (6.mil. Poles, 90% Jewish population exterminated); “If a minute’s silence was held for every Jewish victim of the Holocaust,…”
- Gdansk as a cradle of the Solidarnosc movement (Lech Walesa)
- Dolgie Wielkie lake, Slowinski, Wolinski national park, dunes, seaside towns

Iron Curtain Trail – selected parts

Germany-Germany

- Seaside areas, hansa towns, spa towns
- Elbe river (German-German border)
- Point Alpha (Thuringia-Hessen border, NATO and Warsaw pact states, area of access for the soviet army in case of invasion)
- Zicherie-Böckwitz (little Berlin), village divided between west and east Germany
- death strip x biotope Görsdorf

Iron Curtain Trail – selected parts

Czech Republic

- Woods, mountains, castles, historical towns, national parks
- Svatý Kříž / St. Cross, memorial of the victims of the iron curtain (82 names of victims killed when crossing the green border during the years 1948 – 1989)
- Protected areas CHKO Český les, NP Šumava, NP Podyjí (Čížov)
- Memorial Brána ke svobodě/Gateway to Freedom (Mikulov)

Sources

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