

STEP BY STEP - BUILDING A CULTURAL ROUTE

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CONTENT

- **WHAT:** Priorities, Conceptual framework, starting points
- **HOW :** Cultural Routes as destinations
- **WHO:** Stakeholders roles (the theme, the network, the product...)
- **WHY:** The audiences, the values

WHAT ? PRIORITIES

THE FRAMEWORK

ANSWERS THE NEED OF TOURISM FOR TOMORROW?



12:20 - 12:50

Identifying The Traveller of The Future

Caroline Bremner
Senior Head of Travel Research, Euromonitor International

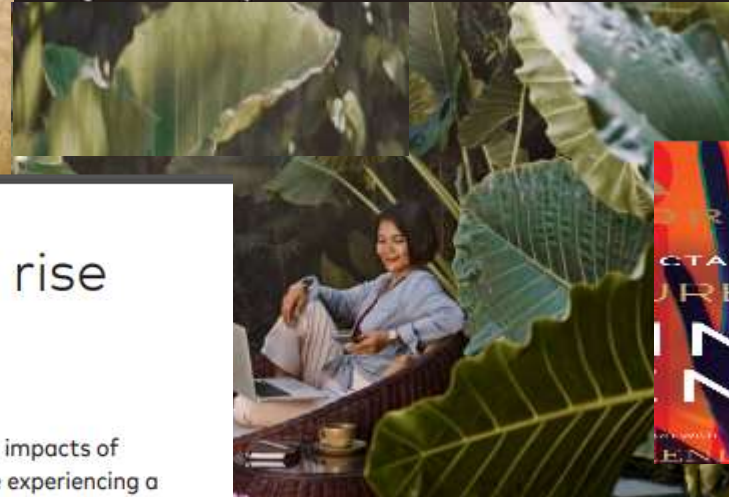


PART 2: REIMAGINING THE TRAVEL EXPERIENCE

Living impactfully: The rise of regenerative travel

Consumers are increasingly concerned about the external impacts of their travel. Long distance sleeper trains, for instance, are experiencing a surge in popularity as a sustainable alternative to air travel.

2/3



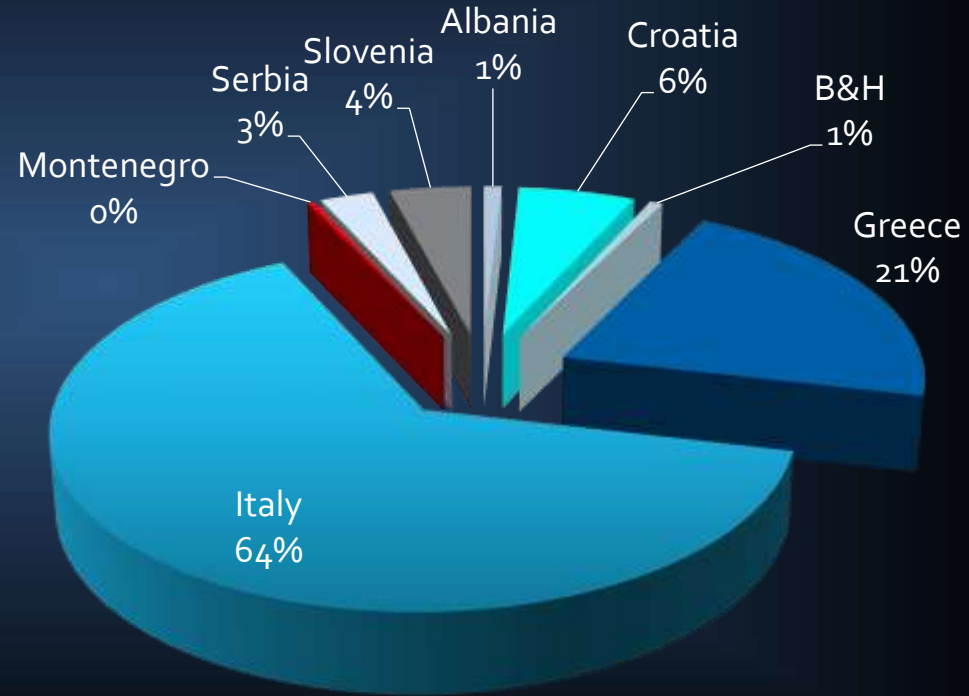
CHALLENGES

- Overtourism on one hand side and
- Less developed regions
- Non-coastal, non-urban destinations
- Micro sites
- Unknown – lack of awareness
- Demography - declining number of inhabitants
- C&CT Management
- Marketing
- Visibility



WHY: CHALLENGES CULTURAL SUSTAINABILITY - HARMONIZATION

78 mn visitors to museums in EUSAIR countries in 2017



2017 Visitors to museums and sites

Total	Albania	Croatia	B&H	Greece	Italy	Montenegro	Serbia	S
78 mn	0, 7 mn ¹	4, 6 mn ²	0, 5 mn ³	16, 5 mn ⁴	50, 1 mn ⁵	0, 26 mn ⁶	2, 1 mn ⁷	3

MiBAC MINISTERO

Posjećenost hrvatskih muzeja u 2017. godini

HELENIC REPUBLIC HELLENIC STATISTICAL AUTHORITY

Press Release

EGMUS

Country	Year	Definition
		Working group definition
		National criteria
		1a
		1b

INSTAT

STATISTICAL OFFICE OF MONTENEGRO

TOURISM IN ALBANIA 2017

STATISTIČKI GODIŠNJAK 2018 STATISTICAL YEARBOOK

Statistical yearbook 2018

Traveling is an investment always more

SUSTAINABILITY AND TOURISM

In this sense we recognize sustainability of

- *culture, of spaces, OF CREATIVE TRADITIONS*
- *identities and*
- *rich attractive diversified environments.*

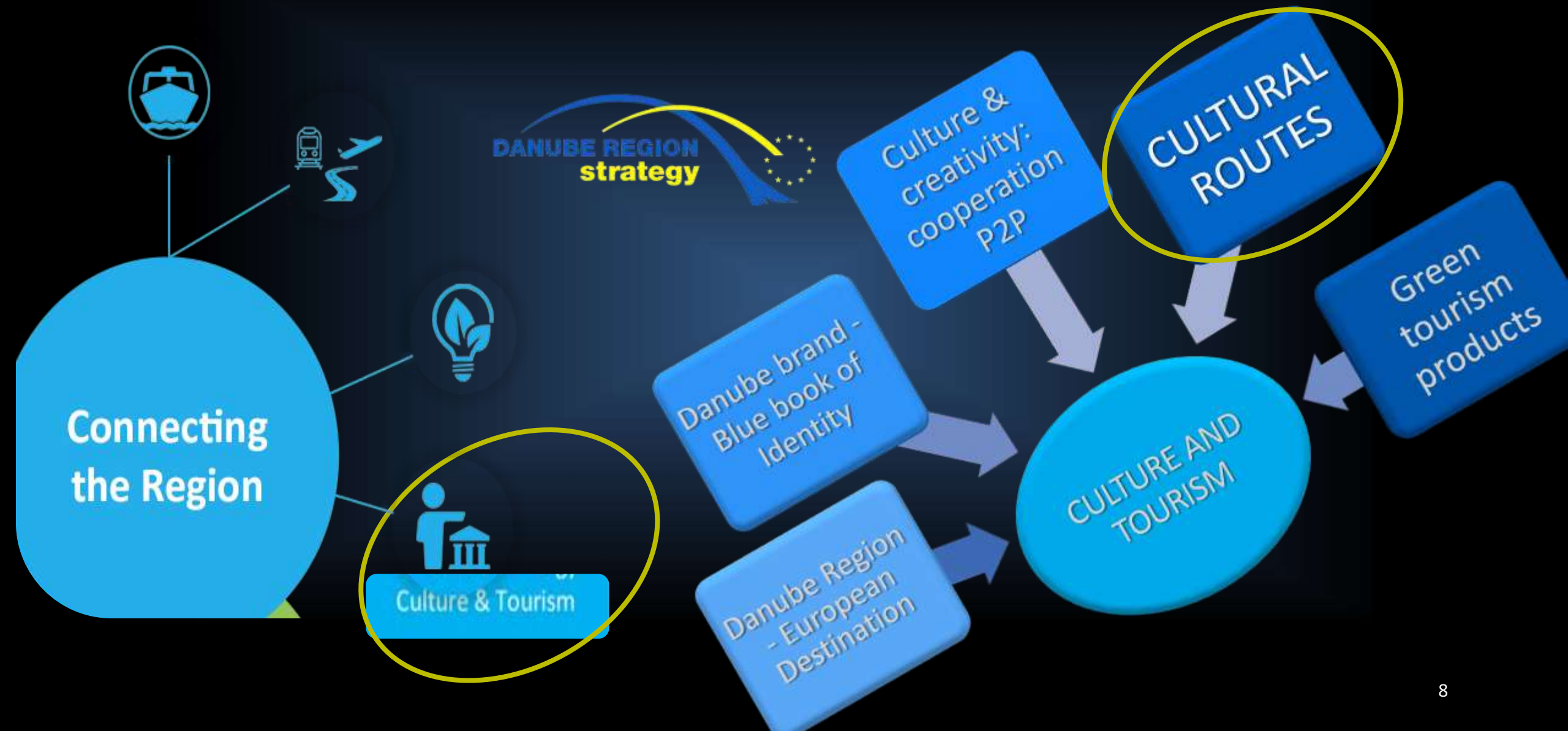
As = sustainability of economy and sustainability of people, societies,

=competitiveness of tourism destinations.



Holistic four domain approach to the impact of cultural heritage. Source: Cultural Heritage Counts for Europe Consortium 2015, 17.

EUSDR & EUSAIR – MRS GOALS



EUSAIR & EUSDR SELECTED



ROMAN
HERITAGE ROUTE



IRON AGE
ROUTE



OLIVE TREE
ROUTE



CYRIL AND
METHODIUS
ROUTE

AN INTEGRATED APPROACH

EUSAIR *Off the beaten track...*



Sustainable and
thematic
TOURIST ROUTES

**Diversification of territories
- increasing number of
routes**

(e.g. archeological,
historical, wine and other
thematic routes;
supported by activities,
development of cycling,
walking/hiking and sailing
on the routes

HOW?



APPLICATION DOSSIER CULTURAL ROUTE OF THE COUNCIL OF EUROPE PROJECT

This dossier constitutes the basis for the presentation of cultural routes projects that wish to receive the Cultural Route of the Council of Europe certification.

The dossier is prepared in accordance with the Resolution CM/Res(2013)67 and with the Appendix to Resolution CM/Res(2013)67.

The application must include in appendix the following documents:

- **legal statutes;**
- **ordinary general assembly reports;**
- **extraordinary general assembly reports;**
- **budget documents (running costs, provisional triennial budget plan, specific financing for the implementation of specific activities, i.e. from LEADER, INTERREG, etc...);**
- **triennial plan of activities**

EVALUATION CYCLE

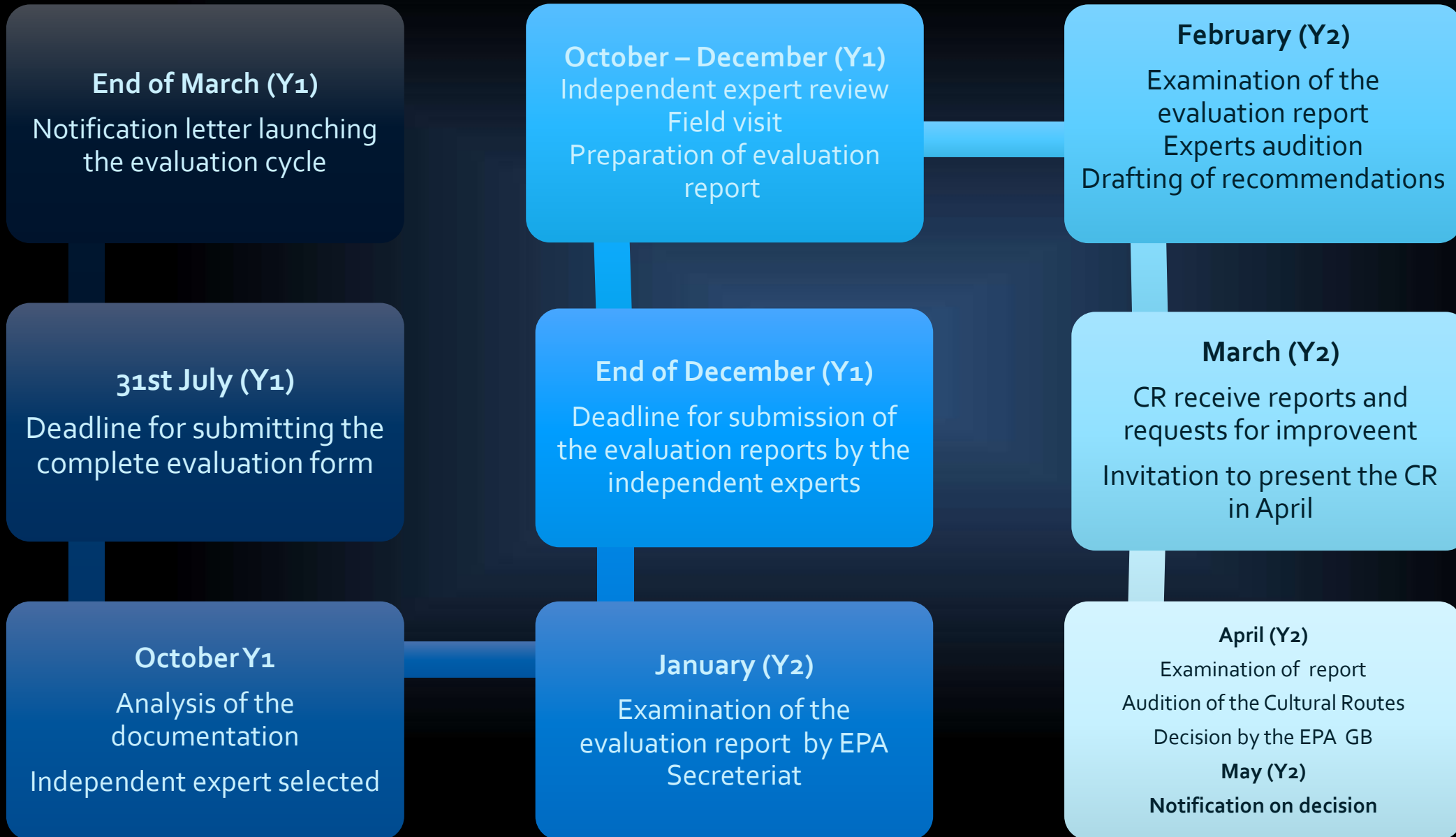
CERTIFICATION



RE-EVALUATION CYCLE

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CERTIFICATION



SCIENTIFIC RESEARCH
IDENTIFYING HERITAGE ELEMENTS

THE THEME
INTERPRETING HERITAGE

EDUCATION
UNDERSTANDING HERITAGE

TOURISM PRODUCT

NETWORKING
THE ROUTE!



MANAGEMENT
FINANCING

SUSTAINABILITY
PRESERVING HERITAGE

USERS (H2H)

VISIBILITY
PRESENTING HERITAGE



ACTIVITIES EXPECTED

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Define a theme

- representative of European values and common to (at least 3) European countries;

Identify heritage

- elements, that can be tangible and intangible

Create a network

- with a **legal status**, involving at least **3+** European countries;

Coordinate common activities

- in the main field of actions

Ensure a common visibility

- and coherence of the project across Europe

Theme - Enhancement of the memory, history and European heritage

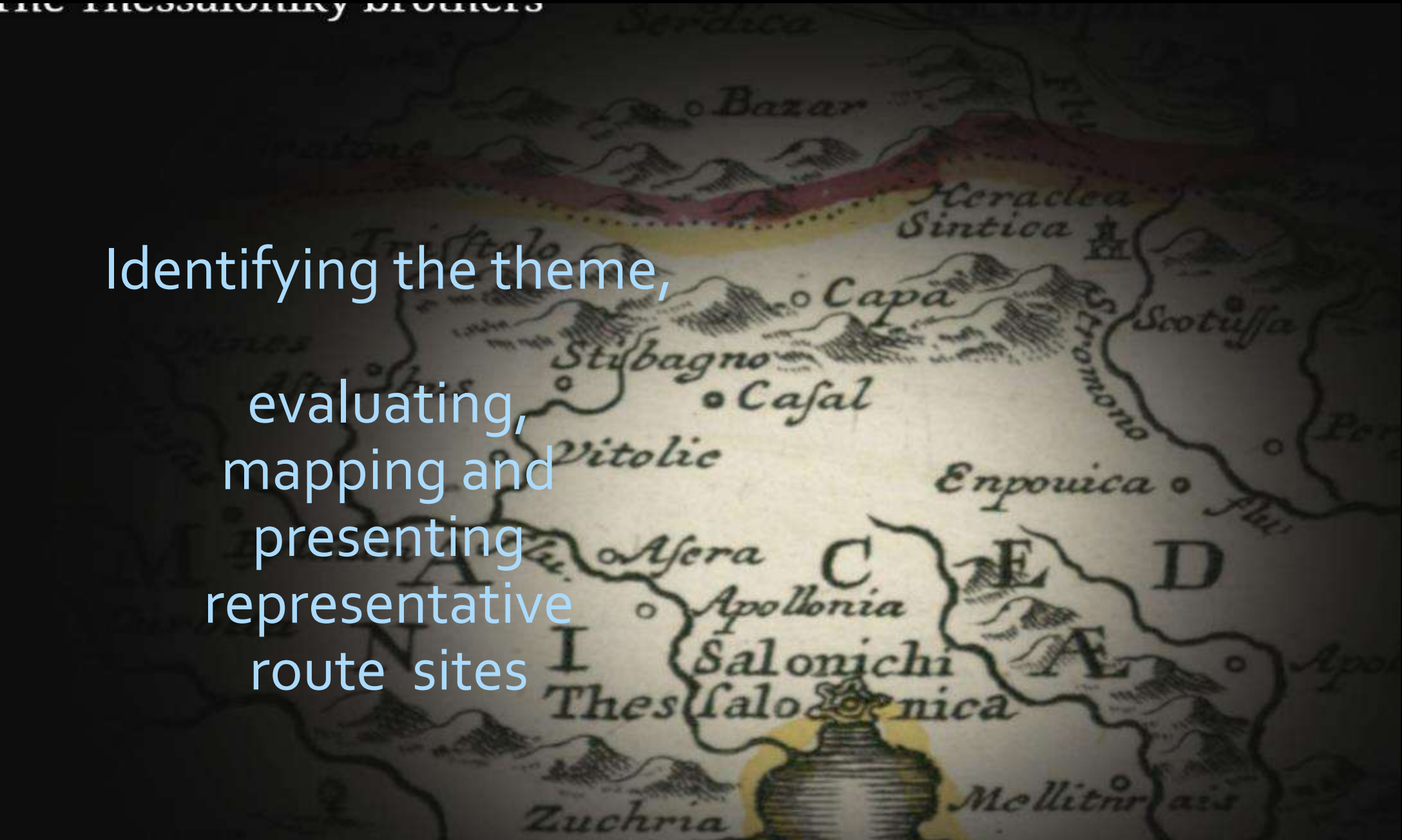
Co-operation in multidisciplinary **research** and development

Cultural and educational **exchanges** of young Europeans

Cultural tourism and sustainable cultural development

Cultural tourism product development

Identifying the theme,
evaluating,
mapping and
presenting
representative
route sites



THE THEME: memory, history and heritage

8 EUSAIR countries – 40 destinations – Roman Sites

17 IDENTITY
BASED



**MALI LOŠINJ,
OSOR – ROMAN
MARITIME ART
TRADE ROUTES –
20 UNDERWATER**



**POJAN,
ARCHAEO. PARK
APOLLONIA – THE
CITY OF
PHILOSOPHY**



**GRAČINE
BIGESTE -
ROMAN
MILITARY CAMP**



**ATHENS - THE
TEMPLE OF
OLYMPIAN ZEUS
AND THE ROMAN
AGORA**



**ARCAHAEO
MUSEUM OF
ZAGREB
Empress
PLAUTILA**



**DURRËS,
DYRRACHIUM -
AMPHITHEATRE**



**POSUŠKI
GRADAC,
POSUŠJE : THE
ROMAN TEMPLE**



**ANCIENT
KORINTHOS -
FOUNTAIN OF
PEIRENE**



**SOLIN – SALONA
AMPHITHEATRE,
THEATRE AND
EARLY
CHRISTIANITY**



**BUTRINT,
BUTHROTUM – A
UNIQUE UNESCO
AND RAMSAR
SITE**



**SKELANI,
SREBRENICA,
ROMAN
MUNICIPIUM
MALVESIATUM**



**PALAI0 PRÉVEZA
– NIKOPOLIS -
ODEUM**



**PULA – ARENA
AMPHITHEATER
AND LIVELY
CONTEMPORARY
INTERPRETATION**



**ORIKUM - ORIKOS
PORT WHERE
THE SEAS
ADRIATIC AND
IONIAN MEET**



**LAKTAŠI, ZIDINE -
BALNEUM
ROMAN BATHS**



**AUGUSTA IULIA
PHILIPPENSIS
ARCHAEOLOGICAL
SITE - ST. PAUL
OCTAVIAN**



**VINKOVCI –
CIBALAE - largest
late Roman silver
hoards 36 kg
excavated**



**GOLIK VILLAGE
BRIDGE in the
Municipality of
Pogradec**



**GRUDE Gorica,
Šamatorje –
Roman oppidum,
Museum display**



**THESSALONIKI -
ROMAN AGORA
AND GALERIAN
PALACE
18
mosaics**

THE THEME - NETWORKING

- Identifying, evaluating, **mapping and presenting** representative sites
- Activating **heritage institutions** – **expert knowledge exchange** – continuously – COMMITMENT!

Criteria:

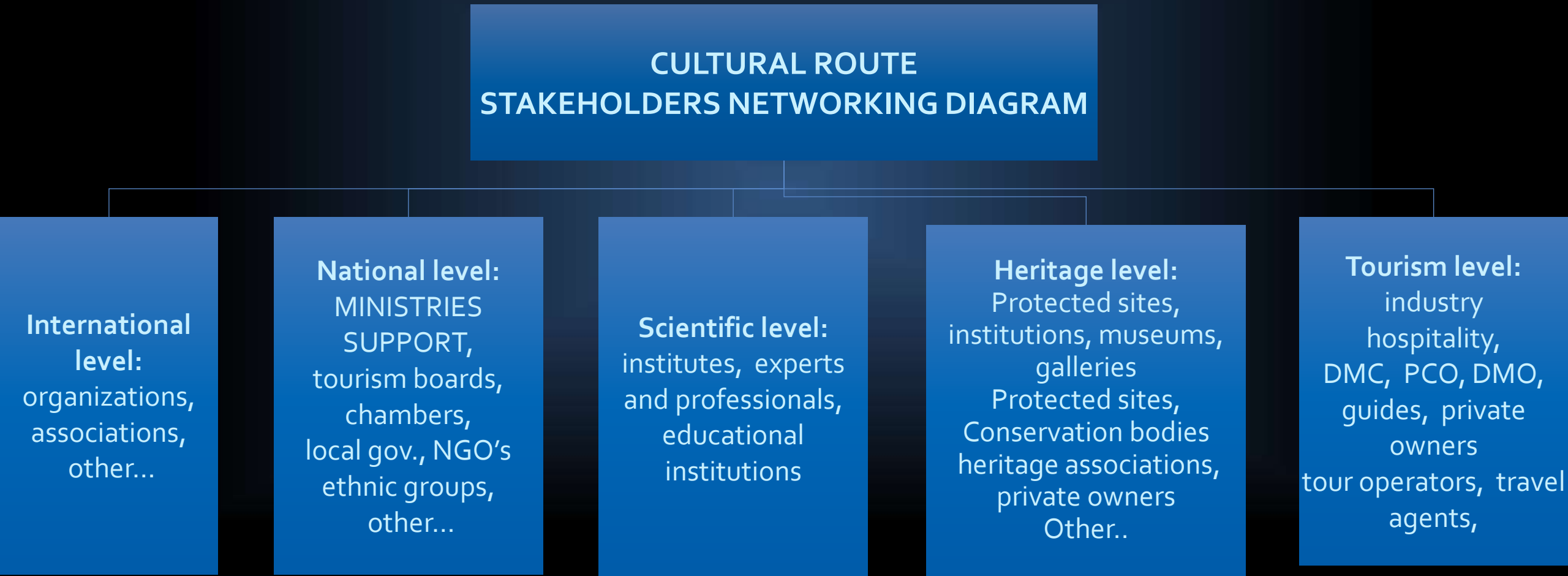
- Recognized cultural, scientific and artistic **in less touristically developed regions**
- Agile and **active experts and scientists** on sites – COMMITMENT!
- **Visitor friendly locations**, prepared for visits
- Services support & active TO
- **Honey-pots** (UNESCO) to direct attention to the rest of the Route



THE NETWORK

CREATE A NETWORK - INTEGRATED APPROACH

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THE NETWORK: A LEGAL ENTITY HAS TO BE FORMED

Forming partnerships - at least 3 countries



Identification of

- the stakeholders scope of actions within the Route,
- dominant actors and
- project leader who will in consultation with others, assemble a
- project team that can start the process and assemble
- the financial, institutional & human resources to prepare the plan.

Memorandum of Understanding - the agreement with the governing bodies

c) Members of the Board of Directors of the network				
SURNAME	Name	Function in the Board of Directors	Member of the Board of Directors since (if applicable)	Institution or organisation represented

Defining the Influence map and stakeholders roles

- ▶ Thematic support – scientific community, institutions
- ▶ Structural support - museums, interpretation centres,
- ▶ Service support – hospitality, accommodation, guiding, information centres, tourism offices, destination management organizations (DMOs) destination management companies (DMCs)
- ▶ Augmentative support – events, exhibitions, AR, VR,



INTEGRATED APPROACH

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THE EVENTS...THE SERVICE...
Infrastructural & Augmentative
support...

THE HERITAGE
Museums, galleries, archaeological parks, sites, ...
Structural support

THE THEME thematic support

UNIQUE , illustrative of memory, history and heritage,
contributing to interpretation of the diversity
of present-day Europe

Defining the Influence map and stakeholders roles

- Thematic support – institutions, scientific community
- Structural support - museums, interpretation centres,
- Service support – hospitality, accommodation, guiding, information centres, tourism offices, destination management organizations (DMOs) destination management companies (DMCs)
- Augmentative support –events, exhibitions, AR, VR,

a) List of network members

Denomination	Accession year	Type ¹ and/ or legal status	Address	City	Region	Country	Country Symbol	Geographic coordinate: Latitude	Geographic coordinate: Longitude	Website	Contact name and role	E-Mail	Phone number
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Orchestration – defining multidisciplinary levels of management

- Scientific – thematic level - providing scientific support and sites assessment – project idea

UNIVERSITIES NETWORK

4.17. List of universities and research centres involved in the research on the cultural route:

Name of the organisation	Country	Details of the contact person

- Technical – providing technical coordination and management - project application

- Structural and service level – providing business and infrastructure cooperation

- The missing link: national coordination of destinations on the route for each country is necessary

THE NETWORK– VALORIZATION OF SITES

TOURISM	HERITAGE SITES
<p>Ambience and setting Openness , interpretation, interaction INFRASTRUCTURE National icon or symbol Evocative place – has a good story Has some aspect to distinguish it Appeals to special needs or uses (pilgrimages, festivals, sports...) Complements other tourism products in area/region/destination Tourism activity in the region Distances , focal points, connectivity Structural support – other activities Political support</p>	<p>Local lifestyle and cultural traditions Fragility of the asset State of repair Management plan or policy in place Regular monitoring and maintenance Potential for ongoing involvement and consultation of key stakeholders Potential for negative impacts of high visitation on: Fabric of the asset Potential for modifications (as part of product development) to have negative impacts on : Fabric of the asset</p> <p style="text-align: right;">Source: McKercher /DuCros</p>
<p>Accessibility to assets Proximity to other heritage centres Market research – the audiences Amenities (WC, parking, pathways, info)</p>	<p>Aesthetic value Historic and scientific value Educational value Social Value Rare or common (locally, regionally,..)</p>

THE NETWORK MANAGEMENT

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Steering
Committee

The Steering Committee – technical level

Public institutions from partnering countries

Provides coordination and support of relevant national policies,

Provides technical support to product development and marketing and promotion on European and global level.

d) Members of the Steering Committee of the network			
SURNAME	Name	Since (year)	Contact information

Scientific
Committee

The Scientific Committee

- expert driven, combines experts from the fields of *archeology, art history, culture and tourism*.
- provides thematic and scientific support for the Route, as well as commitment to historical accuracy by academic standards.

f) Members of the Scientific Committee of the network				
SURNAME	Name	Since (Year)	Specialization	Institution or organisation represented

Secretariat

The Secretariat

- provides operational support

e) Members of the Secretariat of the network			
SURNAME	Name	Since (Year)	Contact

SCIENTIFIC RESEARCH

CO-OPERATION IN RESEARCH AND DEVELOPMENT

Exchange and experience sharing

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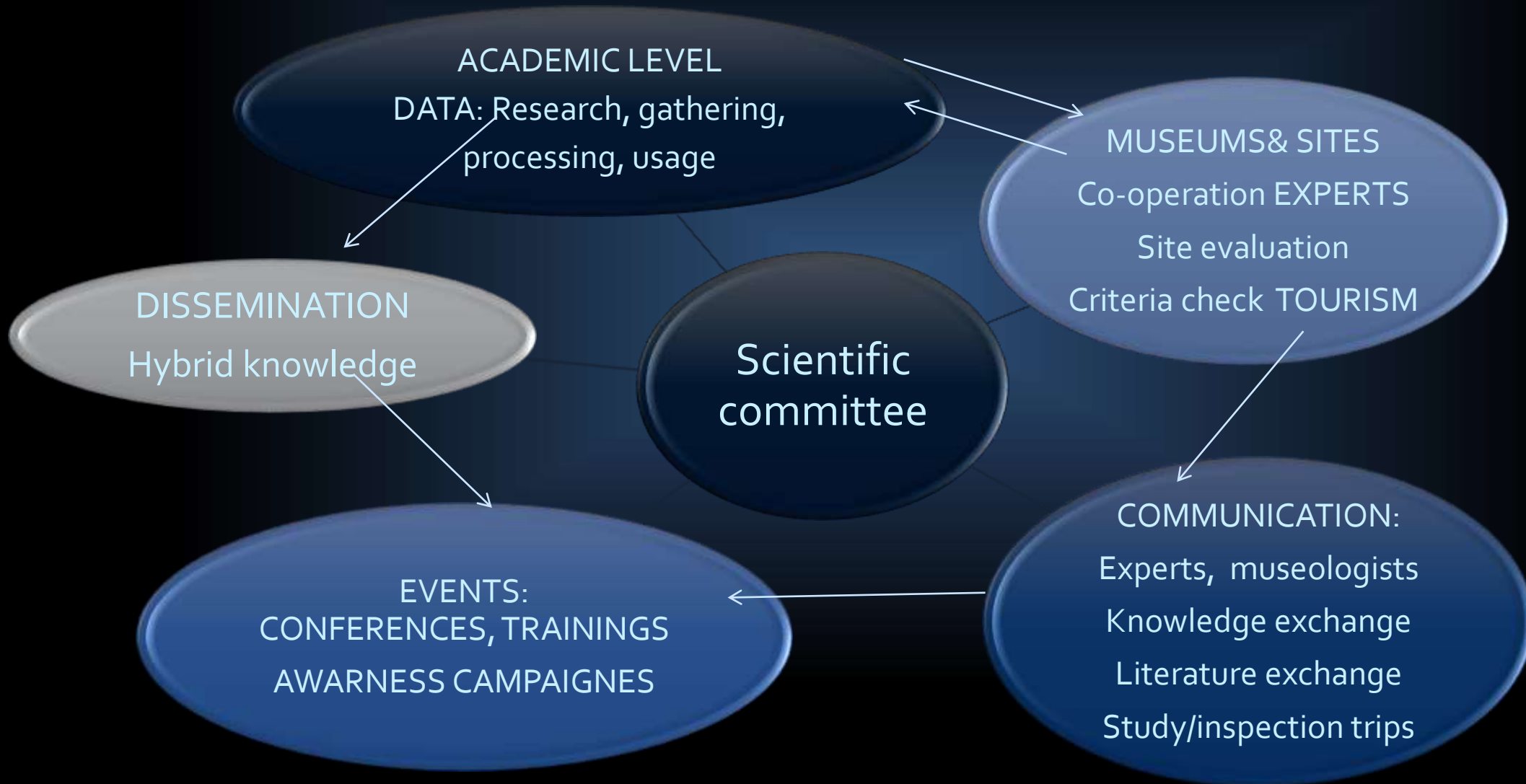
- Brings a unifying role to dispersed knowledge brought together
- Proves how themes are representative of European values shared by European cultures;
- Enhances the development of these values and the variety of forms they may take in Europe
- Provides research and interdisciplinary analysis on both a theoretical and a practical level

CERTIFICATION

SCIENTIFIC NETWORK strengthening the THEME

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CERTIFICATION



SCIENTIFIC NETWORK

Strengthening the THEME

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CERTIFICATION



COUNCIL OF EUROPE / CONSEIL DE L'EUROPE



INSTITUT EUROPEEN DES ITINERAIRES CULTURELS

Enlarged partial agreement member states involved :

Countries crossed or including a stage.

Countries involved in the scientific committee

Countries involved in study or a research on the cultural route

Non-member states of the Enlarged partial agreement involved:

States crossed or containing a stage.

Countries involved in the scientific committee

Countries involved in a study or a research on the cultural route

Other states involved :

Countries crossed or including a stage.

Countries involved in the scientific committee

Countries involved in study or a research on the cultural route

MAPS

Does the cultural route have a printed cartography?

Yes

No

Under way

If yes, what is the scale?

Does the cultural route have an interactive or GIS map?

Yes

No

Under way

Refer to the nature of the maps, their level of accuracy.

Refer to the software used for the creation of the maps.

UNIVERSITIES NETWORK

4.17. List of universities and research centres involved in the research on the cultural route:

Name of the organisation	Country	Details of the contact person



THE THEME

Profiling the route

VISIBILITY

THE THEME

Profiling the route

The Thessaloniky brothers

Today we know them as the Saints Cyril and Methodius, who since 1980 been patron saints of Europe. Though, how did they earn such an honour and who actually were these famous scholars, still worshipped by the various Slavic peoples today?



THE THEME (OF THE ROUTE) – AND HOW TO ENHANCE IT?

Enhancement of the memory, history and European heritage

- ▶ Build a personal story around the theme – communicating values
 - ▶ Identify USP features, compatibility models, key historic links
 - ▶ Presentation – define presentation standards & identity standards
- ▶ Interpretation – use research and translation of scientific data into story telling for written, oral, interactive, virtual ... interpretation i.e. **ARHKONTUR** project

THE ROLE OF HERITAGE INSTITUTIONS

MULTIDISCIPLINARY RESEARCH TEAM

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Must be researched and developed by groups of **multidisciplinary** experts from different regions of Europe -to ensure that the activities are based on consensus;

TSG4 - 8 COUNTRIES, 16 MINISTRIES, NUMEROUS SCIENTISTS - provided not only data, texts, photos but full support:

Eftychia Christina Aivaliotou, Mariela Alickolli, Giuseppe Avenia, Bianca Bellino, Blanka Belošević, Inja Bubalo-Hadžialić, Konstanta Bukovac, Farida Cikotić, Biljana Čamur, Senka Daniel, Arta Dollani, Zrinka Ettinger Starčić, Maurizio Giannone, Toni Glučina, Jelena Gavrilović,, Tatjana Horvatić, Vesna Jovičić, Dora Kušan Špalj, Darko Komšo, Ema Višić Ljubić, Snježana Marić, Martina Matković, Marco Marinuzzi, Pietro de Micelli, Jasna Simović, Aleksandra Sorajić, Maja Soldo, Iztok Škerlić, Danijela Vicentijević, and to Laura Ligazzolo and Constanze Metzger

- Hellenic Ministry of Culture and Sports: institutions and scientists
 - Directorate of International Relations and EU: Mr. George Kalamantis, Head of Directorate, Mrs. Marianthi Anastasiadou, Head of the Department of International Relations and Mr. Fotis Vlachos, executive in Department of International Relations and member of EUSAIR TSG, Pillar IV.
 - General Directorate of Antiquities & Cultural Heritage: Mrs Polyxeni Adam - Veleni, General Director of Antiquities and Cultural Heritage, Mrs Eleni Rapti, Archaeologist in the General Directorate of Antiquities and Cultural Heritage, Mrs Elena Kountouri, Director of the Directorate of Prehistoric and Classical Antiquities Konstantina Benissi, Head of the Department of the Foreign Institutes and International Relations, Sophia Spyropoulou, Archaeologist, Directorate of Prehistoric and Classical Antiquities, Department of the Foreign Institutes and International Relations
- Ephorates:
 - EPHORATE OF THE CITY OF ATHENS, Mrs Eleni Banou, Director of the Ephorate of the City of Athens Mrs Sophia Moshonisioti, Vice Director of the Ephorate of the City of Athens Mrs Maria Liaska, Archaeologist, of the Ephorate of the City of Athens Mr Dimitris Sourlas, Archaeologist, of the Ephorate of the City of Athens Mr. Nikos Tsoniotis, Archeologist, of the Ephorate of the City of Athens Mrs. Niki Sakka, Archeologist, of the Ephorate of the City of Athens
 - EPHORATE OF THE CYCLADES, Dimitrios Athanasoulis, Director of the Ephorate Mrs Georgia Papadopoulou, Head of the Department of Museums and Sites in the Ephorate Mrs Maria Koutsoubou, Aecheologist, of the Ephorate of the Cyclades Mr Themis Vakoulis, Archaeologist of the Ephorate of the Cyclades
 - EPHORATE OF THESSALONIKI CITY, Mr George Skiadaresis, Director of the Ephorate of Thessaloniki city Mr John Karliabas, Archaeologist of the Ephorate of Thessaloniki city Thessaloniki city Mrs Maria Miza, Architect of the Ephorate of Thessaloniki city Thessaloniki city Mrs Soultana Protopsalti, Archaeologist of the Ephorate of Thessaloniki city Thessaloniki city
 - EPHORATE OF Preveza, Mrs Anthi Aggeli, Director of the Ephorate of Preveza, Evangelos Pavlidis, Archaeologist of the Ephorate of Preveza, Athanasia Giovanoglou, Archaeologist of the Ephorate of Preveza,
 - EPHORATE OF KORINTHOS, Mrs Panagiota Kassimi, Director of the Ephorate of Korinthos, Mr George Spyropoulos, Vice Director of the Ephorate of Korinthos
 - EPHORATE OF KAVALA, Stavroula Dadaki, Director of the Ephorate of Kavala

CERTIFICATION

how to **grasp the meaning** of heritage values and **translate it into a language** familiar to the target audience in a **recognizable and understandable** way.



BUILD A PERSONAL STORY around the theme UNDERSTANDING CULTURAL HERITAGE



Interpretation – Mood management

MEANING OF CULTURE FOR VISITORS (TOURISM)

HOW TO FEEL THE HISTORY - MANAGE MOOD

- *Translate scientific data into everyday life*
- *Relate it to personal experiences*
- *Focus on emotions*
- *Create mosaic of sensations*
- *Create a map of emotions?*

EXPLORING WHAT WE KNOW

Did you know? HINTS

Interesting facts EMPHASISED

Origins

The brothers came from the Greek Solun (today Thessaloniki). We know little about their mother, Mary, but their father, Leontios (Leo), held the high post of drungar in the state administration. The family into which the brothers were born was, according to biographical sources, wealthy and very religious. The firstborn of the children came into the world in about 815 and was named Michael. This was none other than Methodius, which was his monastic name. The first letters of both, Christian and monastic, names had to match. The younger brother, Constantine, known today as Cyril



KNOWLEDGE TRANSFER GOOD PRACTICES

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Evocative place – has a good story

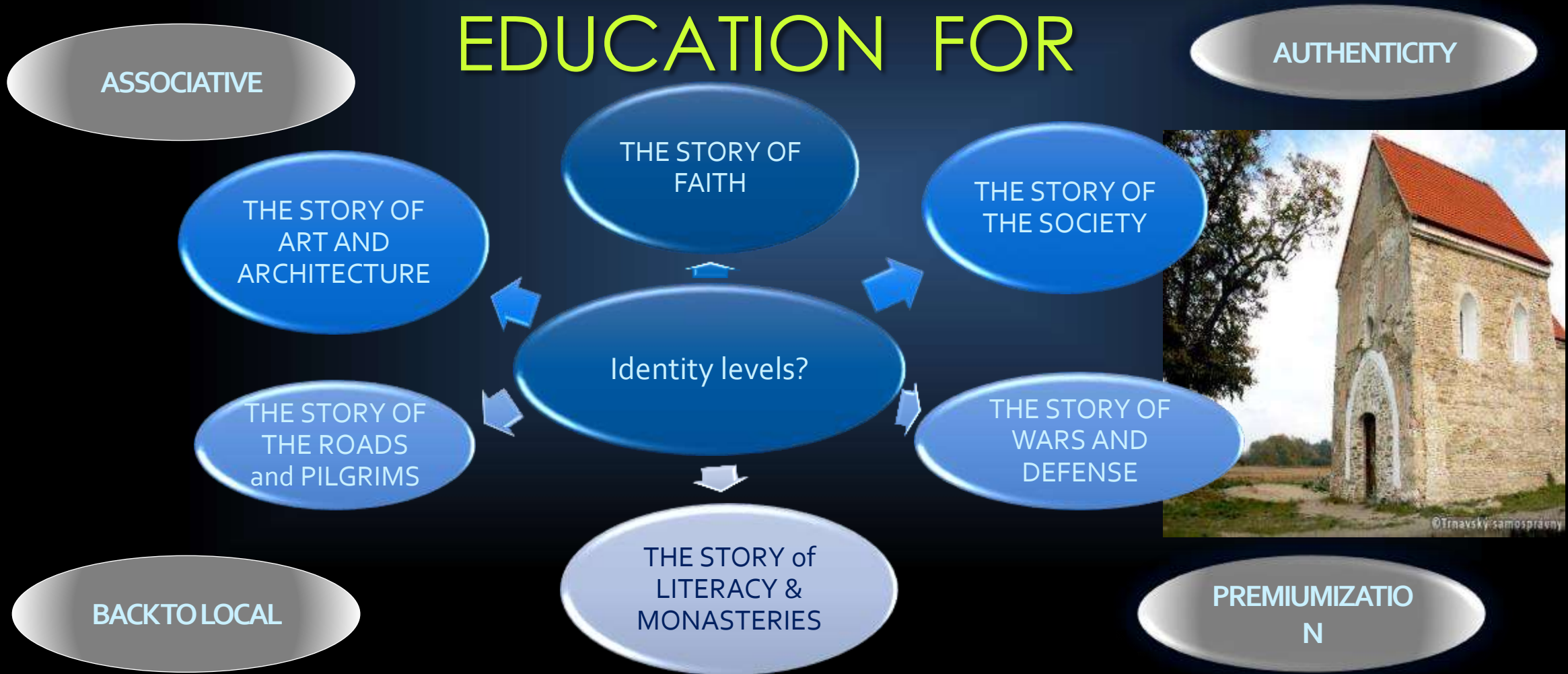
UNDERSTANDING
LIFE IN THE PAST

Ambience and setting
Openness , interpretation, interaction
National icon or symbol
Evocative place – has a good story
Has some aspect to distinguish it
Complements other tourism products
Tourism activity in the region
Accessibility to assets
Proximity to other heritage centres
Distances , focal points, connectivity
Amenities (WC, parking, pathways)

SUSTAINING VALUES AND DIVERSITY

development of values and the variety of forms they may take in Europe

What identity levels can we follow – life in the Medieval period?



CERTIFICATION

HYBRID KNOWLEDGE DISSEMINATION

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cultural and educational exchanges for youth

Contemporary atr practices on archaeological sites

- HBS Libertas, Erasmus





DESCRIPTION

Definition of the cultural route theme

Explanation of the theme, its scope and its aim(s)...

Historical and cultural context

Beginnings, historical growth, influence on European history and heritage:

Established or developing research themes

CONFORMITY OF THE THEME WITH THE ELIGIBILITY CRITERIA, IN ACCORDANCE WITH THE APPENDIX TO RESOLUTION CM/RES(2010)52, PART 1 LIST OF ELIGIBILITY CRITERIA FOR THEMES.

Is the theme representative of European values, and how?

Has the theme been researched by groups of experts from different regions of Europe, how and by which experts, in what disciplines?

Is the theme representative of European memory, history and heritage and how?

Has the theme led to cultural and educational exchanges for young Europeans and how?

Is the theme at the origin of alternative tourism and sustainable land use initiatives, how and where?

Is the theme the object of tourism products created in partnership with tour operators, tourism products for different audiences, including school public? Which product and with whom?

SUSTAINING VALUES AND DIVERSITY

Challenges

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CERTIFICATION



- TOURISTICALLY LESS DEVELOPED AREAS
- UNKNOWN VIRGIN SITES
- HERITAGE
- DEMOGRAPHY

THOUGHTFUL THRIFTERS

THINKING WITH A RECESSIONARY MINDSET



Consumers are cautious and frugal. Discretionary spending is declining due to the uncertain economic environment. Thoughtful Thrifters are prioritising value-added and health-conscious products and services.

Companies should pivot towards value-for-money propositions, offering affordable options without sacrificing quality. Premium attributes should be reinforced with a new empathetic story and have a strong tie-in with health and wellness, self care or mental wellbeing.

TREND:
MENTAL WELLBEING



COMMUNICATING EUROPEAN VALUES:

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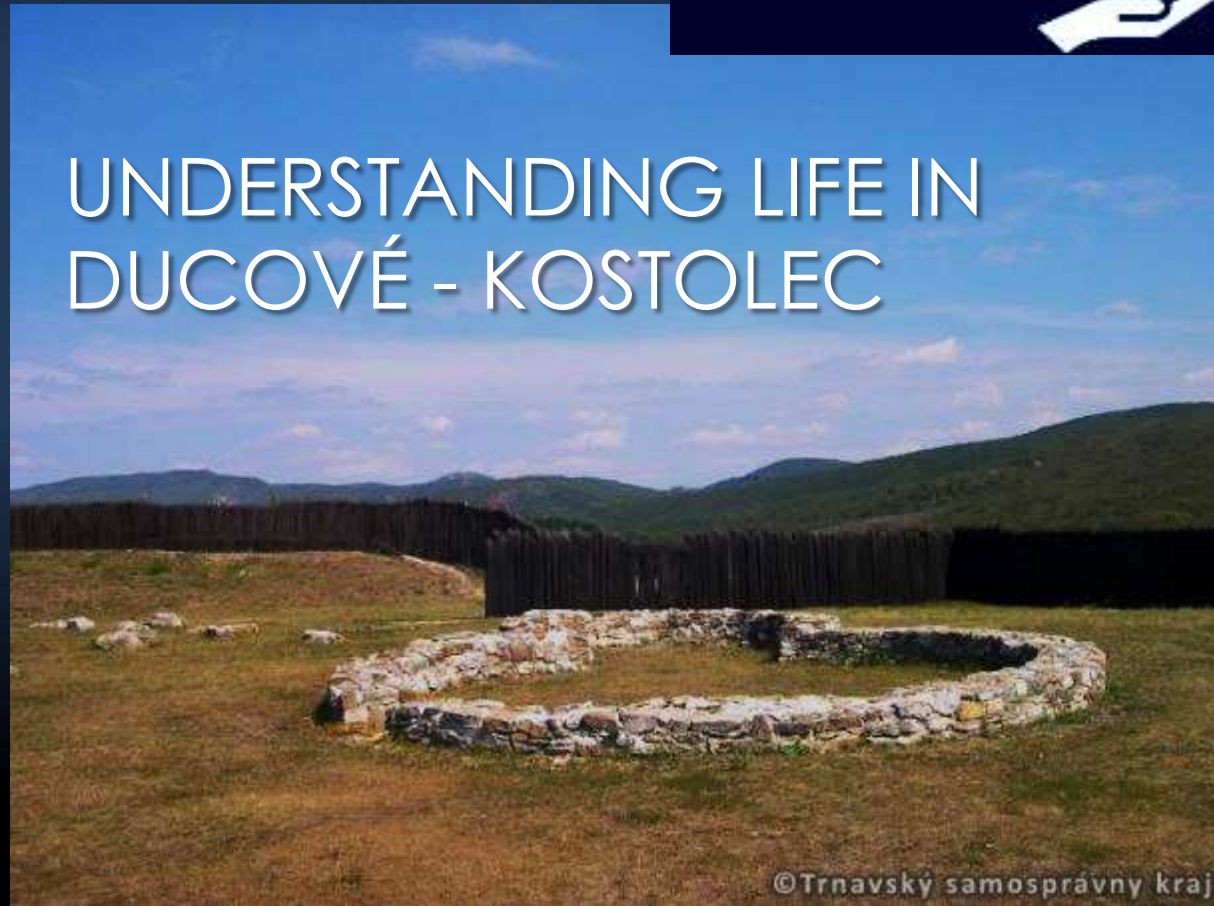
COMMON EUROPEAN TOPICS BUT A PERSONAL STORY

There is evidence of settlement before that, the oldest being from the Palaeolithic. A major fortification was built on the terrace of Kostolec in the late Bronze Age. The site was at its most important in the early middle ages, when it was the seat of a Great Moravian court.

Eco-Adventurer



UNDERSTANDING LIFE IN DUCOVÉ - KOSTOLEC



©Trnavský samosprávny kraj

OUTDOOR OASIS

AAA EUROMONITOR INTERNATIONAL

OPEN AIR GIVES TRAPPED CONSUMERS AN ESCAPE

Health threats, indoor meeting and mobility restrictions and the rise of remote working results in consumers turning to an Outdoor Oasis for leisure and recreation. Some are even considering moving from densely populated cities to rural areas.

CERTIFICATION

ENHANCE RELEVANCE OF THE SITES: BOJNA

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A PERSONAL STORY

Archaeologists have identified dug-outs used for work and dwelling at the site and free-standing clay kilns. Bojná has also been rich in finds illustrating daily life not directly related to Christianity. Agricultural implements, household items, craft tools, riding equipment, horse harnesses and weapons and armour illustrate how our ancestors lived here...

Eco-Adventurer



BUILD BACK BETTER



TREND: SUSTAINABILITY



RECOMMENDATION: AWARENESS RAISING, FORMING PARTNERSHIPS
- How much do we know about Bojna? Awareness raising campaign – engaging communities

CONTEMPORARY PRACTICES OF CULTURE AND ARTS

TREND: NEW SITES

Cultural Explorer



Šurany - Nitriansky Hrádok
The archaeological site Zámeček in the Nitriansky Hrádok neighbourhood has produced many interesting finds from a settlement that existed 2500 to 3000 years before our era. The archaeologists must have felt like they were in paradise excavating this site, where they found around 10,000 different items or fragments. For this reason, the site is sometimes called the Slovak Troy. The "Archeopark" archaeology park at Zámeček is freely accessible.



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE



INSTITUT
EUROPÉEN
DES
ITINÉRAIRES
CULTURELS

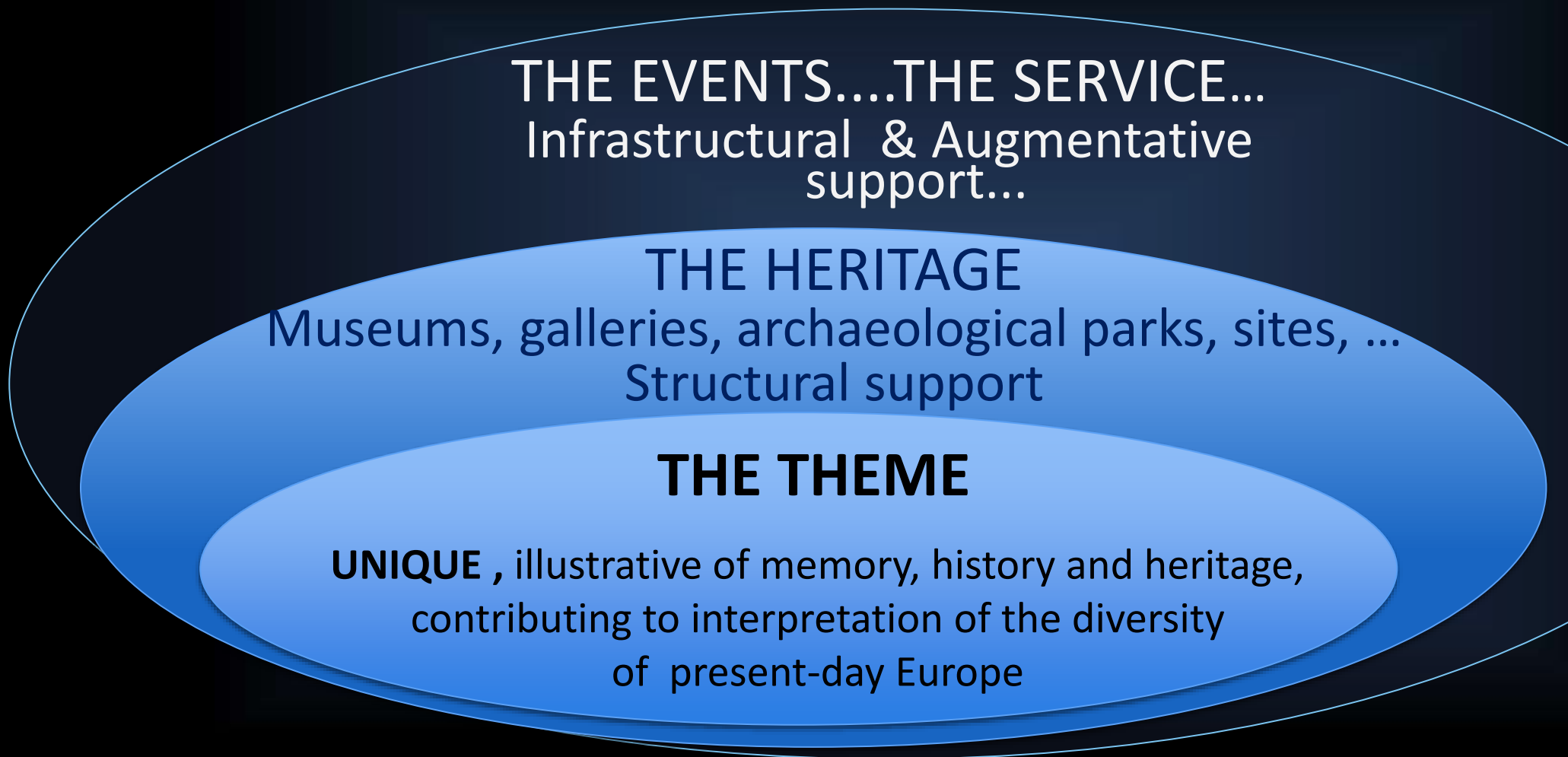
4. Contemporary practice of culture and arts:

Title of the activity	Description of activities	Place	Number of participants	Date

CULTURAL TOURISM PRODUCT DEVELOPMENT

permit the development of initiatives and exemplary and innovative projects
in the field of cultural tourism and sustainable cultural development;

CULTURAL TOURISM PRODUCT DEVELOPMENT 48



Creativity and artistic action	C1.1	Artistic exchange
	C1.1.1	
	C1.2	Heritage & contemporary links
	C1.2.1	
	C1.3	Contemporary art practice
	C1.3.1	
	C1.4	Culture amateurs and professionals
	C1.4.1	
	C1.5	Artistic discourse
	C1.5.1	

DYNAMIC and POWERFULL THEME: Ethical, emotional, memorial value

PRODUCT DEVELOPMENT - INTERPRETATION:



CONTEMPLATION



CULINARY INSPIRATION



PROVOKING REACTION

MOOD MANAGEMENT
Andautonia Days

Differentiating rhythm



FUN AND EDUCATION



REST & WELLNESS
PARTICIPATION



CREATIVITY



LITERARY INSPIRATION

PRODUCT DEVELOPMENT

WHAT DO WE HAVE IN COMMON: THE FOOD

Mali Lošinj –
Apoksiomen's CULINARY
IN SITU EXPERIENCE
IN SITU FOOD

culture

history

photography

wellness

COMMON TOPICS BUT A PERSONAL STORY




HERITAGE



ART AND
CREATIVITY



ENO-GASTRONOMY



The package
INTEGRATED
APPROACH



THEMATIC
ACCOMMODATION

ACTIVITIES &
EVENTS

DMC

VISITORS

interpretation,
presentation,
souvenirs...

OTHER
INFRASTRUCTURE:
bike renting bike locking
stand

VISIBILITY:
signposting
brochures, virtual,
viral, online...



STAKEHODERS ROLES

Development of Complementary models

Stakeholder	Interest	Expectations	Management strategies
Owner	Restoring estate values	Collaborate in the planning, in the regime of visits; financial participation	An active participant in the team and the creator of the project,
Museum	Better integration into the social life of the community	Cooperation in the project development, interpretation, accessibility	Project team member
City	New visitors Deseasinalistaion	Cooperation in project development financial support	Project team member
NGO (BTB)	Competitiveness Memebreship interests	Busines info on attractionsand resources available	Regularly report on the progress of the project development
NTO (BTC)	Visibility and Accessibility	New visitors	Regular reporting

CULTURAL TOURISM PRODUCT DEVELOPMENT

SUSTAINING VALUES AND MEANINGS

Origins

The brothers came from the Greek Solun (today Thessaloniki). We know little about their mother, Mary, but their father, Leontios (Leo), held the high post of drungar in the state administration. The family into which the brothers were born was, according to biographical sources, wealthy and very religious. The firstborn of the children came into the world in about 815 and was named Michael. This was none other than Methodius, which was his monastic name. The first letters of both, Christian and monastic, names had to match. The younger brother, Constantine, known today as Cyril (Kyrillos), was born around 827.

Creative interpretation



CULTURAL TOURISM PRODUCT DEVELOPMENT



Velkomoravská misia sv. Cyrila a Metoda



Cyril and Methodius Route

Wandering along the path of the Great Moravian tradition

„Although it existed for less than 70 years, it left us the most valuable treasures“



Church of St. John the Baptist, Modra

We are speaking about Great Moravia, the first medieval state (833-906/907 AD) on the territory of today's Czech Republic and Slovakia. The territorial and cultural expansion of the empire across the greater part of Central Europe during the reign of Prince Svatopluk is one of the most famous eras of our shared history. Let us take a journey through space and time in places that are connected with Great Moravian princes historically and in legends, and find European cultural roots. We are honoured to introduce to you the most interesting places from the Moravian-Slovak border, the centre of the former Great Moravian Empire.



court of Prince Rostislav – these are the topics covered by the exhibition entitled Sts. Cyril and Methodius and the Beginnings of Christianity in Moravia.



8 Slavic Fortified Settlement in Mikulčice
A unique site with a 9th-century wall. An important archaeological site.

beginnings of statehood, and the place where Sts. Cyril and Methodius worked. Foundations of the first churches and burial grounds with 2,500 graves. History, pilgrimages and meetings of Church. Slavic settlement in Mikulčice regularly publishes its year-long programme, including its website.

9 Archaeological Monument Reserve, Pohansko near Brno

The lowland Great Moravian settlement of Pohansko with a museum. On the site, which has already been explored by archaeologists, a grand palace, church, burial ground, rotunda, houses, buildings with stone fireplaces and earth houses have been discovered. The area of the settlement was surrounded by a massive wall, still visible today.

10 Fortified Settlement of St. Hippolytus and Museum of Great Moravia, Znojmo

The elevated fortified settlement stood in a very convenient location above the River Thaya. During the exploration, remains of two churches, extensive burial grounds and other finds from Great Moravia were discovered there. The museum was founded in 2013 and is based in the Monastery of the Knights of the Cross with the Red Star.

11 Stare Zámky Fortified Settlement, Brno Líšeň

The old Slavic fortified settlement is situated above the picturesque valley of the River Rýčka. You can reach it on foot from the Líšeň Cemetery. The location is freely accessible to the public in the form of a hiking trail. You can combine a visit to the fortification settlement with a visit to the Marian Valley.



12 Fortified Settlement, Ducové-Kostolec
In the younger Bronze Age, a significant fortress was built on the Kostolec terrace. Its fortification system has been preserved to this day. On 5 July 1990, the name day of Sts. Cyril and St. Methodius, the first annual National Pilgrimage to Ducové-Kostolec took place. Pilgrimages have been held there regularly ever since.

part of the Great Moravian Empire. The Bishop of Nitra to this day. The site contains the bishop's houses facimiles of important documents and precious liturgical objects. In the courtyard of the castle, there is the Vazul Tower, the castle well, a Gothic moat with a summer amphitheatre and a statue of Pope John Paul II. The observation terrace offers a beautiful view of the present-day Nitra.

13 Martin Hill, Nitra

era of Great Moravia is installed in the Archaeological Open-Air Museum.



14 Bojná
A village with the oldest Christian monuments in Slovakia. In the village, archaeologists discovered a collection of elevated settlements dating from the 9th century. A political collection of settlements dating from the 9th century. A collection of settlements dating from the 9th century. A collection of settlements dating from the 9th century.

the presence of members of the upper class and their military entourage. There is an archaeological museum of Great Moravia in the village.

15 Svratec - Visolaje - Beluša

Slavic burial mounds. Others in Veľké Hoste – Drievky nad Nitricou, Brezolupy

16 Dolná Mariková, Šimunky

An elevated refuge (a place where the population could concentrate in dangerous times – a "shelter") at an unusual place in the Mariková Valley. In 2016, the research of the Trenčín Museum in Trenčín resulted in spectacular finds of metal that are stored in the museum today.

17 Church of St. Margaret Antioch, Košice

It is considered the oldest church in Slovakia. The first mention of it is from 1392, and the phase of its construction dates back to the ninth century. It originated as part of the Great Moravian Vály fortress in Mikulčice.



18 Trenčín Castle

A county castle, built on the site of a presumed Slavic fortress. The fortress was located at the highest point of the castle rock.



INTERACTIVE INTERPRETATION

Cultural / creative tourism products

LIVING HISTORY

GLAGOLITIC TRAILS



European Cultural Route of Saints Cyril and Methodius, I.A.L.E.



PRODUCT DEVELOPMENT SMART SPECIALIZATION ON THE ROUTE

55



CERTIFICATION

EVALUATION: LOCAL TOURISM STAKEHOLDERS

ECONOMIC AND TOURIST IMPACT OF THE CULTURAL ROUTE
 The route's impact on the creation or development of small and medium-sized enterprises as part of the route and/or the theme developed by the route

Are tools used all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?
 Yes No Under way

If yes, specify in which territory/territories and with what result(s):

If yes, specify what type of tools is being or has been used:

Organisation responsible for the analysis:

OF EUROPE BELGIUM

Small and medium-sized enterprises linked with the cultural route or the theme developed by the cultural route.
 Please give a list by category or type

Local productions (products as part of the route, such as, for example, agri-food products)	Town, region, state

Hotels and tourist accommodation	Town, region, state

COUNCIL OF EUROPE COMITE EUROPEEN DE LA TOURISME

Restoration structure	Town, region, state

Services businesses linked with the route	Town, region, state

Other enterprises (describe the type)	Town, region, state

TOURISM INFRASTRUCTURE

PRODUCT DEVELOPMENT - ACTIVITIES ON THE ROUTE

Augumentative support



5. Cultural tourism and development of sustainable tourism:

Title of the activity	Description of activities	Place	Number of participants

Public organisations dedicated to tourism which have included the route in their promotional material:

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Catalogues of tour operators who have included products linked to the theme of the route
Please specify if a contractual basis with those in charge of the route exists

THE ROMAN EMPERORS ROUTE

B2B PRACTICAL CONTACT GUIDE



This project is funded by the European Union



A group of seven people are standing in a grassy field at dusk or dawn. They are all striking similar poses with their arms raised. In the foreground, a calm body of water perfectly reflects their silhouettes and the sky above. The background consists of a line of trees under a sky with soft, horizontal clouds.

THE AUDIENCES

Blended Traveller



Wellness Worshipper



USERS: SMART SPECIALIZATION

Audiences	Demand	Niche – examples	Activities	Creativity
BEST AGERS (55+)	Contemplation Health Spiritual...	 <p>Cultural tourism Religion, Architecture</p>	Walking, Hiking, Trekking, Cruising	Learning songs – singing...
FAMILIES	Edu/emo-tainment ...	<p>History, Art tourism...</p> 	Balooning, Riding Biking...	Painting, Photo safary..
LOHAS	Inspiration ... Creativity	 <p>Eco-gastronomy, Rest & recreation, wellness</p>	Tasting oil, tasting wine...	Culinary workshops, olivepicking
WOMEN	Challenges Energizing...	 <p>Eco-cultural, volontery..</p>	Rebuilding, cleaning swamps,...	Pottery workshops...
YOUTH A Gen...	Stimulation Wisdom	 <p>Mindness, Comtemplation</p>	Participation, express oneself	Language learning....

CHANGING VALUES

Local
Outdoors
Authentic
Transformative
Safe

THE MEGA MICRO

- MICROWORLDS
- MICRO GROUPS
- MICRO PACKAGES

GET LOST
TO FIND
YOURSELF



MANAGEMENT OF THE ROUTE

64

The focus of the network is to work more closely and incorporate scientific community, local communities, tourism industry and other service providers)

ADDED VALUE : STRONG CONNECTION TO LOCAL COMMUNITY

- Social sustainability
- Awareness raising
- Local pride
- Commercial opportunities
- **FINANCIAL VIABILITY**

Every member category pays a different membership fee amount. Yet, it is not clear how many Reformation sites one member can represent. Furthermore, all members have *one* vote in the general assembly, although the fees differ from 50 € to 1,500 € per year and vary from municipalities to individual persons. An interdisciplinary working group of members is currently discussing this issue in order to find a solution for these questions.



RECOMMENDATIONS

65



AWARENESS RAISING CAMPAIGN



- Engage community and citizens (voluntary)
- Raising awareness of the potential positive impacts of tourism and risks
- Providing insight into cooperation possibilities as one of the cornerstones of cultural tourism products on route development

VISITOR TRENDS

HR DEVELOPMENT



- Supporting human resource development and training.
- Exchange of knowledge and good practices – teams for education
- Expert to Expert Exchange (E2EE)
- Centres of excellence, LLL, trainings

Heritage tangible & intangible

Q life
Local community
Job creation

Q experience
Visitor

RESPONSIBILITY

Route as a destination

Symbolic values
Spirit of the space
Layers of meanings

STARTING POINT: HUMANISATION



THE WHY?

Social

comfort

Get friendly
and social
with family and
friends

Spiritual

comfort

- creative stimulation
- inspiration
- transcendence

THE ROUTE : a new
comfort zone

Intellectual

comfort

Provoke

- Know more,
- transform,
- get informed

Emotional

comfort

Feel the spirit of old times

Feel past experiences

turbulences, joys, hates, loves,

ROUTES -THE WAY TO?



*mood
management*

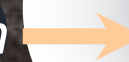
selfness



mindness



transformation



Change

THANK YOU!

VLASTA KLARIĆ

Stakeholders roles

Development of Complementary models – case study

Stakeholder	Interest	Expectations	Management strategies
Owner	Restoring estate values	Collaborate in the planning, in the regime of visits; financial participation	An active participant in the team and the creator of the project,
Museum	Better integration into the social life of the community	Cooperation in the project development, interpretation, accessibility	Project team member
City	New visitors Deseasinalistaion	Cooperation in project development financial support	Project team member
NGO (BTB)	Competitiveness Memebreship interests	Busines info on attractions and resources available	Regularly report on the progress of the project development
NTO (BTC)	Visibility and Accessibility	New visitors	Regular reporting