

7th Annual Forum of the EU Strategy for the Danube Region 18-19 October 2018, Sofia, Bulgaria

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW

DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT

THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

CONNECTING EUROPEAN HERITAGE THROUGH SPACE AND TIME

Stefano Dominioni

Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe

Director, European Institute of Cultural Routes

CULTURAL HERITAGE AND TOURISM



STRENGTHEN ATTRACTIVENESS AND COMPETITIVENESS OF REGIONS AND COUNTRIES



SUPPORT CULTURAL CREATIVITY AND ENTREPRENEURSHIP



WIDESPREAD ECONOMIC, CULTURAL AND SOCIAL BENEFITS



POLICIES LINKING HERITAGE & TOURISM → PRIORITY AT EUROPEAN, NATIONAL AND REGIONAL LEVEL



TOURIST DESTINATIONS → COMPETITION TO ATTRACT VISITORS AND INVESTMENT



NETWORK CONNECTED PERSPECTIVE → SYNERGIES BETWEEN CULTURE AND TOURISM

CULTURAL ROUTES OF THE COUNCIL OF EUROPE



when

since 1987



what

COOPERATION PROJECT _ heritage - culture - tourism



how
where

33 CERTIFIED ITINERARIES
crossing EUROPE & reaching even BEYOND



why

- promote & understand EUROPEAN HERITAGE & IDENTITY
- enhance DEMOCRATIC CULTURAL EXCHANGES & TOURISM
- support SUSTAINABLE DEVELOPMENT
- foster ACTIVE PARTICIPATION

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

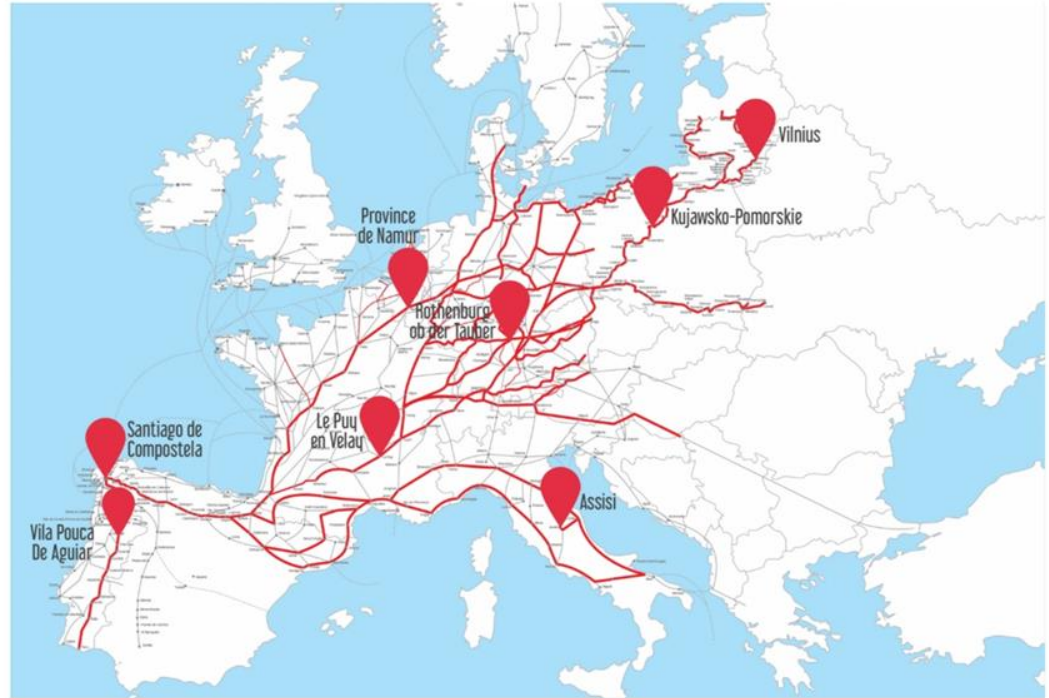


 **+50**
countries crossed

 **33**
certified CR

>1000
member cities

32 EPA
member states



Santiago de Compostela pilgrim routes (1987)

CULTURAL ROUTES AND SUSTAINABLE TOURISM



TOURISM → 3^o LARGEST ECONOMIC ACTIVITY IN EUROPE



TOURISM GOODS AND SERVICES = 10% GROSS DOMESTIC PRODUCT IN EUROPE



12% OF LOCAL EMPLOYMENT IS LINKED TO TOURISM SERVICES



UNWTO PREDICTION : 3,3% EUROPEAN TOURISM INCREASE PER YEAR

**CULTURAL
ROUTES**



HERITAGE PROMOTION AND PROTECTION



TOOLS FOR SUSTAINABLE TOURISM



MODEL FOR SLOW TOURISM



BOOST LOCAL ECONOMIES

CULTURAL ROUTES AND ECONOMIC GROWTH



90% CULTURAL ROUTES TRAVERSE RURAL AREAS



INTEGRATION OF LESS KNOWN AREAS



SYNERGIES & COOPERATIVE STRATEGIES



ENGINE FOR SUSTAINABLE DEVELOPMENT



IMPROVEMENT OF LOCAL ECONOMIES AND EMPLOYMENT



EUROPEAN FUNDING



2013-2019: +40 INTERNATIONAL GRANTS AND FUNDS



+32 MILLION EUROS



INTERREG, COSME, CREATIVE EUROPE, ...

INTERREG PROJECT "ART NOUVEAU"

- ✓ BUDGET: +1 500 000 EUROS
- ✓ FOCUS: IMPROVED MANAGEMENT, PROTECTION AND PROMOTION OF ART NOUVEAU HERITAGE IN THE DANUBE REGION



PROJECT CULTPLATFORM_21

- ✓ DANUBE CULTURE PLATFORM
- ✓ FOCUS: DEVELOPMENT OF CONTEMPORARY ASPECTS OF CULTURAL ROUTES
- ✓ TANGIBLE AND INTANGIBLE HERITAGE INVENTORY

ROUTES4U PROJECT

JOINT PROGRAMME COUNCIL OF EUROPE - EUROPEAN UNION



Fostering regional development through the Cultural Routes of the Council of Europe programme in the four EU macro-regions, according to the Faro Convention.



- REGIONAL DEVELOPMENT

- CULTURAL COOPERATION

- SOCIAL COHESION

Cultural Routes of the Council of Europe in the Adriatic-Ionian, Alpine, Baltic sea and Danube region

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STEFANO DOMINIONI

ROUTES4U MEETING FOR THE DANUBE REGION (EUSDSR) 6 NOVEMBER 2018. BUCHAREST, ROMANIA



Experts and participants will:

- Identify regional needs with regard to the Cultural Routes Programme
- Determine areas of cooperation
- Discuss extension of Cultural Routes and possible new regional cultural routes.

Following the meeting, their inputs will be included in the “Roadmap for the Danube Region”.



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



Registration open until 22th October.
More information: www.coe.int/routes4u

Thank you for your kind attention

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

culture-routes.net



EUROPEAN
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