



Cultural European Routes

Transferring Experiences, Sharing Solutions

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The project overall scope in a nutshell

CERTESS is an interregional project implemented by 12 regional partners of 10 European Member Countries, co-funded by the European Regional Development Fund under the INTERREG IVC Programme.

The project has aimed at establishing and sharing a common methodological framework on how to develop, manage and enhance Cultural Routes of European interest. Partners thus combined the use of documented good practices and governance instruments to formulate 11 Route Implementation Plans, all targeted to foster sustainable cultural tourism in their areas and in neighbouring ones.

The regional level was chosen as the reference level for the promotion of Cultural Routes, in order to:

- help regions to cooperate better
- have an exchange of experiences
- share solutions

with the aim of implementing Cultural Routes as an important element of European integration.

An interregional project is, in fact, one of the solutions to ensure regional exchange and agree on common definitions, standards, indicators, tutoring and mentoring methods.

CERTESS project is deeply rooted in the past and ongoing involvement of project partners in promoting Cultural Routes and has built on the well-placed Lead Partner's position, the European Institute of Cultural Routes based in Luxembourg, as an overseeing agent of route recognition and promotion. The project has added new value to Cultural Routes and will contribute in the coming years to promoting them as part of a variegated and multicontent network in Europe.





List of specific objectives

Development of **Route Implementation Plans** for the governance of cultural routes is CERTESS most innovative aspect. The project helped partners to identify and tackle by a strategic format some of the main topics of cultural heritage governance, namely:

- (a) setting or expanding a cultural route,
- (b) providing necessary infrastructure support (material and immaterial),
- (c) ensuring quality and safety standard for their fruition.

In this way, the project has contributed to increase the competitiveness and sustainability of the cultural tourism in EU territories intersected by cultural routes and their territorial cohesion by making available a number of integrated action tools.

Specific objectives relating to the methodology applied to specific Cultural Route initiatives are identified as follows:

A

Knowledge-base Development.

Creating a knowledge-base in the field of valorization of cultural heritage and its socio-economic context, by identifying and documenting aspects of geo-historical evidence relative to a specific Route theme and its associated cultural heritage local assets.

B

Capacity Building.

Building a Cultural Route-based capacity by: (i) strengthening the guidance role of regional & local bodies as policy makers co-acting with other stakeholders; (ii) reinforcing public-private cooperation; (iii) promoting local CR-related enterprises & products by enhancing their integration and quality level.

C

Sustainability.

Contributing to ensure the economic and environmental sustainability of Cultural Route-related activities. Economic stakeholders along the route need to share a common understanding on how the route system works, what is their role to play and how to satisfy travelers' expectations, while also considering the environmental issues associated to the Route fruition.

A composite partnership

CERTESS project has been implemented by 12 **partners from 10 EU Member Countries**.

The blended combination of national Ministries, regional Authorities, cultural tourist boards, research centers was coordinated by the **European Institute of Cultural Routes**.

The Institute is a unique body implementing the cultural routes of the Council of Europe. It assists the proposals of new routes till the election by the Council of Europe, the implementation of the route and monitors its long term performance. Thus, the Institute is in constant contact with local, regional, national and European levels, acting as a link between the actors of cultural routes and the European institutions such as the Council of Europe, the European Parliament, the European Commission, the Congress of Local and Regional Authorities, and other Institutions concerned with cultural tourism.

The **geographical distribution** of the partners on the map of Europe (see map) speaks by itself of the challenging mix of experiences, operational methods and procedures. They were streamlined into a resulting common basis for joint as well as local activities, including relevant ones like the Steering Committee decision making on regular basis.

The working relationships was also cemented by the adoption of a lingua-franca language (the project **Glossary**) formulated at project start.

The resulting cooperation was facilitated by the share of **quality management guidelines** (ISO 10006:2003) and two internal surveys to pursue continuing improvement.

The company Cammini d'Europa assisted the partnership for the technical project coordination and Good Practice & Governance Instrument documentation.




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Phase 1

Collecting know-how

1A - Good Practices

Accumulation of shared experiences is the core of the methodology and the basis for final outputs. Relevant experiences are thus identified, analyzed, reviewed, benchmarked so that resulting experiences of excellence are field-inspected, become subject for tutored transfer and eventually become the backbone of the actions to be planned.

In CERTESS the following has taken place:

(3.1)	Good practices were selected by cross-comparing similar experiences in different areas or implemented projects utilizing a standard form with a related guideline and check-list.
(3.2)	Practices of major interest were preliminarily chosen among the previous ones.
(3.3)	Site visits were made to partner regions to inspect the Good Practices of interest.
(3.4)	Benchmarking sessions were held to select combined experiences for each thematic area for replication/adaptation. In addition, site tutoring sessions were performed.

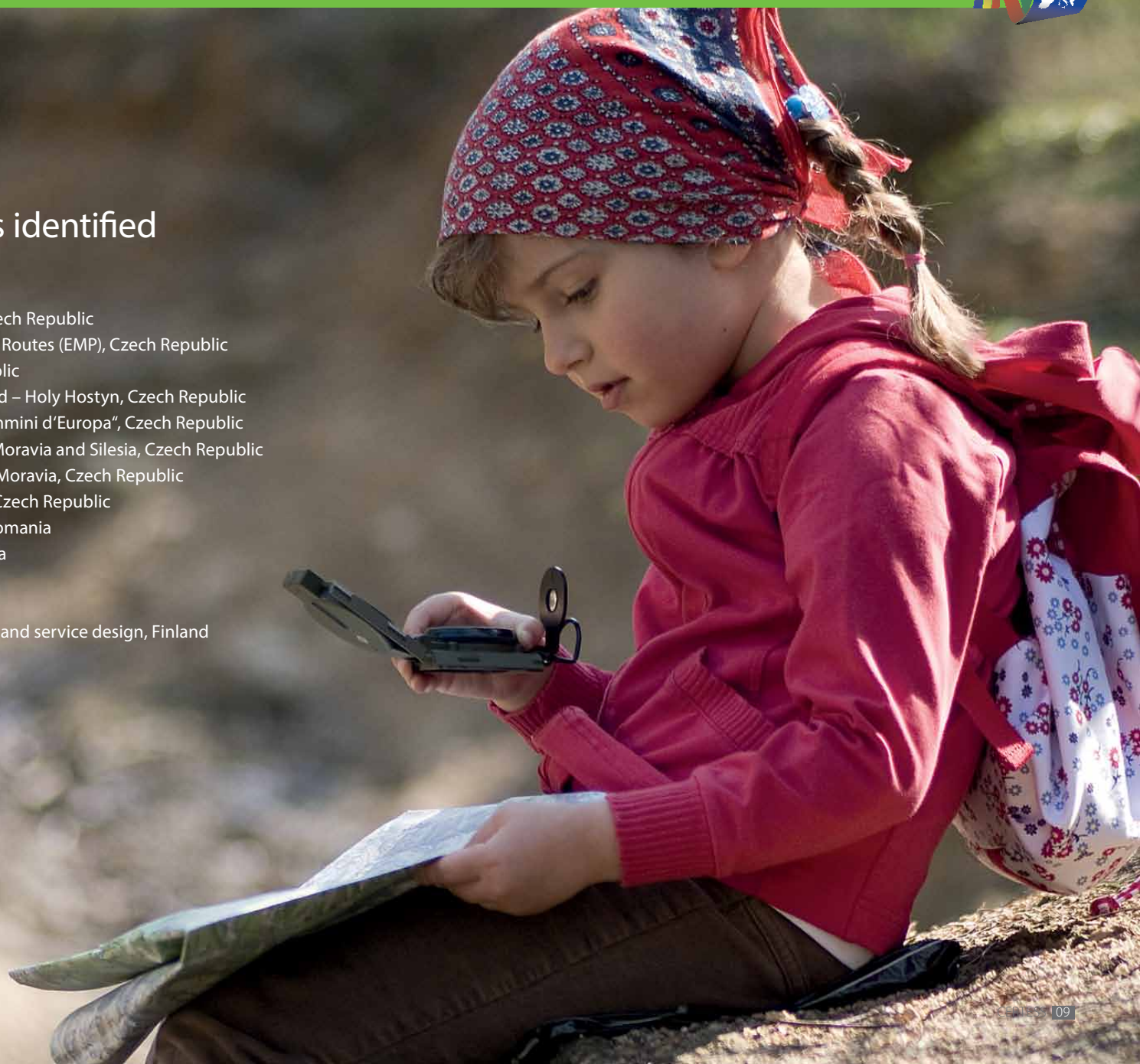
Good Practices identified

- Cammini d'Europa Branding Certification system, Italy
- Cluny Vision, France
- CrossCulTour, Europe
- Via Francigena Lazio, Italy
- Via Benedicti - Enhancement and safety, Italy
- Via Amerina - Ancient Roman roads, Italy
- Mqabba Heritage Trail, Malta
- Archaeotour, Malta
- Virtual Hallein Tours "Salt - Celts - Culture" (VHT), Austria
- Mozart Cycle Path (Mozartradweg) (Moz), Austria
- Heritage Alive! (HeA), Austria
- Pilgrimage Routes in Austria (Pilgern in Österreich – PiOs), Austria
- The Phoenicians' Route (PhR), Balearic Islands, Spain
- Odyssea (Ody), Balearic Islands, Spain
- Dry Stone Route (Ruta de la Pedra en Sec - RPS), Balearic Islands, Spain
- The Routes of El Andalusí Legacy (Las Rutas de El Legado Andalusí – RLA), Andalusia, Spain
- Odyssea (Ody), Andalusia, Spain
- Route of the Castles and Battles (RCB), Andalusia, Spain
- Route A Trip to the Time of Iberians (RTI), Andalusia, Spain
- Routes of Sepharad (Caminos de Sefarad). Network of Spanish Jewish Quarters (Red de Juderías de España)
- Black Forest Card, Germany
- KIRA Cultural tourism in Heilbronn-Franken region, Germany
- Quality Path Evaluation System, Germany



Good Practices identified (cont'd)

- Moravian Amber Trail, Czech Republic
- East Moravian Pilgrimage Routes (EMP), Czech Republic
- Open Gates, Czech Republic
- Pilgrimage Route Velehrad – Holy Hostyn, Czech Republic
- Membership of the „I Cammini d'Europa“, Czech Republic
- The spiritual heritage of Moravia and Silesia, Czech Republic
- St. James Route in South Moravia, Czech Republic
- Tourism in East Moravia, Czech Republic
- Old mill (Moara Veche), Romania
- Saxon Greenway, Romania
- Karelia á la carte, Finland
- Geocaching (Gc), USA
- Customer understanding and service design, Finland



Phase 1

Collecting know-how

1B - Governance Instruments

A parallel documentation activity concerned Governance Instruments that relate to the establishment / development and management of a Cultural Route.

The concept of governance at the very project start was agreed as **the bringing together of various actors to achieve shared purposes and benefits in certain areas of development**. This is expected to be achieved by a gradual shifting from hard to soft laws (policy instruments of less coactive nature).

The search concerned therefore declarations, recommendations and incentives, codes of conduct, charters, guidelines (administrative, technical etc.), standards (e.g. quality, environmental) and ended up by including eventually also statutes, agreements, protocols and, very important, examples of comprehensive planning tools (master Plans, sectoral plans and examples of project management set-ups).

This exercise has been facilitated by the role of the Local Stakeholder Tables, supported by a team of local experts for each partner, to define :

- Cultural Route network governance and legal status;
- **Local Stakeholder Tables** governance and possible evolution in their legal status;
- Sector governance instruments to be applied for Cultural Route development.

Governance Instruments identified

- ISO 1006:2003 Guidelines
- Transromanica Sales Manual
- Indicators Tool Kit (EC- DG Enterprise & Industry)
- Rules on Hostel Use
- CERTESS Project Glossary
- Stakeholder Analysis
- Lazio Regional Law n. 40/1999
- Methodological notes on Via Francigena
- Quality Manual
- Vademecum for formulation & submission of Area Operational Plans
- Amerina Route Area Operational Plan
- Via Francigena Survey, Assessment & Guidelines
- Via Amerina e delle Forre Bio-District
- Via Francigena route and signpost monitoring in Lazio region
- Formello-YHA Hostel Commode Agreement
- BIC Lazio ICult Viterbo Cultural Enterprise Incubator
- Cultural Enterprise Business Plan
- Property Management Rules
- ECO Certification Scheme
- Malta goes rural
- Cultural Heritage Act
- Manual for cycle route optimisation
- Manual for cycle friendly tourism enterprises
- Study on cycle route quality criteria
- Manual EuroVelo route signing
- European Mozart Ways - Statute
- Qualification Guidelines for a European Pilgrim Tutor Training
- "European Cultural Routes". A Practical Guide
- Association St. James Route in Austria - Statute



Governance Instruments identified (cont'd)

- Heritage Alive Learning Quests method
- EU Ecolabel scheme
- Creative Commons Licenses
- "Adopt a monument" programme
- Birding Calvià branding
- Regulations governing the Camí de Cavalls
- Heritage project robustness index & matrix (form in English - annex in Spanish)
- Cultural Heritage Enhancing Instrument
- Island Heritage Management Plans
- "Landscapes of Felanitx" Action Plan
- Menorca cultural routes regulations
- Citizen participation in the Sierra de Tramuntana Management Plan
- Convention & Implementation Plan for Mudejar & Baroque Cultural Route in Mexico
- Route of the Iberians tourism development plan
- Bético Roman Route cooperation agreement
- Route 'Caminos de Pasión' - Consortium Statute
- Route of Castles & Battles. Inter-institutional cooperation agreement
- Castles & Battles Route Association - Statute
- 'Educational tours of Andalusia' programme
- Alhambra & Generalife Master Plan 2007-2015
- Black Forest Card Apportionment System
- GHA Trail Quality Branding
- Digital path management
- KIRA Joint Service Platform
- GHA Host Quality Branding
- KIRA Networking Table and Joint Platform
- NECSTouR - Statute
- T4EST & PM4ESD project management
- NECSTouR cultural routes questionnaire
- Signposting of hiking, skiing & off-road cycling paths
- Saints Cyril and Methodius logo
- Organizational and Management Structure of the candidate ECR of Saints Cyril and Methodius
- Governance of Cultural Routes
 - Saints Cyril and Methodius ECR Strategic Document
 - Espace culturel Grande Région
 - European Heritage Label
 - Plurio.net
 - QuattroPole
 - Iter Vitis
 - Ecotourism Certification System
 - Criteria for Evaluation of Village Tourism Potential
 - Guidelines for measuring competitiveness in tourism
 - Green innovation in tourism services
 - Service design process toolkit
 - Sustainability evaluation toolkit
 - Geocaching webpage visitor calculator
 - Geocaching trackables in marketing
 - Quality Manual for tourism operators
 - Quality test form for tourism operators
 - GOPP Workshop Method
 - Regional Operational Programme for Lower Silesia
 - Implementation of Tourism Development Program in Lower Silesia
 - System for Recommending Lower Silesian Tourism Products and Service Providers
 - Multilateral Project Agreement for the realization of the South-Western Cistercian route in Poland



Phase 1

Collecting know-how

1C - Database & Toolkit

All documented Good Practices, Governance Instruments and other relevant technical guidelines and manuals constitute the project database resulting in CERTESS Knowledge Platform.

The Platform is provided with a multi-task Search Tool to structure and explore the database.

Access. By clicking the icon, access is granted to the Database summary table.



Search. Can be done by:

- selecting first either the Good Practice category, and/or the Governance Instruments category and/or Other (documents) category, or all;
- clicking on any of the Themes or Sub-Themes (e.g. Route identification box);
- filtering by partners (All or by a Single Partner) - clicking on the 'Search' button.





Toolkit

The Toolkit is organised in close coordination and as a complement to the CERTESS GP+GI Database available in the project website (<http://certess.culture-routes.lu/database>).

Its layout is, therefore, structured in that same manner and consists of the following 4 sections (each divided into Sub-sections):



Section A

deals with “choose & explain” aspects and is articulated into:

- A1. Route theme** > selection | justification
- A2. Route promoters** > promoters & stakeholders | legal setup | transnational networking

Section C

deals with “design & phasing” aspects and is articulated into:

- C1. Design** > strategy | action design | stakeholder identification | cost & other resource estimate
- C2. Phasing** > priority setting | finance | timing.

Section B

deals with “document & assess” aspects and is articulated into:

- B1. Route alignment** > route identification | civil works | marking & signposting
- B2. Route services** > hospitality | food & beverage | information & communication | tourist services | quality branding & certification
- B3. Route points of interest** > cultural heritage | cultural services | environmental heritage | local typical products | cultural events.

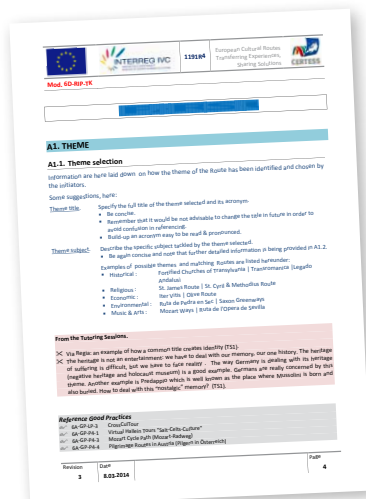
Section D

deals with “implement, manage & promote” aspects and is articulated into:

- D1. Route implementation** > financial procurement | stakeholder involvement | action execution
- D2. Route management & monitoring** > capacity building | local governance | day-to-day management | monitoring & control | cross-border cooperation
- D3. Route promotion** > co-partners | promotion modalities | promotional products | performance indicators.

Each individual paragraph of this Toolkit is organised as follows: TITLE (f.i. : A.1.1. Theme Selection)

- DESCRIPTION of content and purpose
- AREA providing references to potentially useful GPs and GIs and other documents (OT) : GP-Px-xx, GI -Px-xx, OT-LP-xx



Phase 2 - Sharing know-how

2A - Site Visits

Following the Good Practice documentation, Study Visits were organized by 4 partners in the year 2013.

The purpose of the Study Visit was for the partners to get acquainted with the experiences documented in the Good Practices, establishing contacts with those partners implementing them and draw inspiration for possible replication or adaption to a different context. Site Visits carried out.

SV1 in Sibiu Region, Romania

Sibiu County Tourism Association organized the Site Visit n.1 and Workshop in the period 24-26 April 2013 in Sibiu region.

Partners visited several sites related to Good Practice projects (Old Mill, Fortified Churches and Saxon Greenway) and held discussions with local entrepreneurs and agencies active in heritage conservation and rehabilitation, valorisation of local typical products, hospitality and information services.

The SV1 was preceded by 3 stakeholders' seminars held in Bucarest, Brasov and Sibiu by the Rumanian partner.

SV2 in Balearic Islands, Spain

The Agency for Tourism of the Balearic Islands hosted Study Visit n.2 and Workshop in the period 10-12 June 2013 in Mallorca island. The purpose of the visit was to get acquainted with Good Practice projects like Odysseus and Serra de Tramuntana (UNESCO site) Hiking Trails.

Partners were shown the multimedia tools and database set by Odysseus, visited the stone rehabilitation works, training program and hostel premises along the trails plus the Son Real conservation area and archeological sites.

The visit was supported by real-time information on Twitter and Facebook.

SV3 in Salzburg area, Austria

CERTESS partner, Salzburg Research Center, organized the Site Visit n.3 in the days 3- 5 July, 2013 in Salzburg area.

The programme focus was on "New services and ICT-based innovations in e-Culture -Tourism for innovating European Cultural Routes: Challenges, Barriers and Success factors". Partners were introduced better to a number of innovative project experiences on European pilgrimage tutoring, E-services, mobile ICT and cooperation with a cultural content provider, Web 2.0 services for Cultural Tourism, presented by project managers and other technical speakers. The indoor session was followed by the visit to a number of sites: Basilika Maria Plain, Hallein for the Celt-Salt Culture, Keltenmuseum, with practical tests of a virtual walk and virtual tour.

SV4 in Lazio Region, Italy

In the days from 18 to 20 September, 2013 Regione Lazio hosted Study Visit n. 4 and the related Workshop in Rome, Viterbo and other areas interested by "Via Amerina, Via Francigena and Via Benedicti". The partners got acquainted with infrastructure, cooperation and other activities which have taken place along the three Routes, including a public hostel for pilgrims just commissioned in Formello, a bio-district in Amerina area, a start-up incubator at Viterbo, routine maintenance of tracks involving external organizations and other pioneering actions from Subiaco to Casamari Abbeys.

In the final day an open Seminar was held in the Regional headquarters, attended also by a European Parliament member who provided useful indications on the next programming period opportunities for cultural initiatives.





2B - Tutoring Sessions

The tutoring sessions planned as part of the “transfer experience” process proved to be a complex one which required early in-depth arrangements.

A tutoring partner per session was expected to work with the technical & administrative staff of ‘recipient’ partners to jointly formulate a process to tailor Good Practice and Governance Instruments to local needs and conditions.

Each trainer or speaker was expected to provide a specific contribution linked to one or more topics of the Route Implementation Plan themes. This resulted in the form of an ongoing dialogue with requests for clarification, suggestion or more in-depth information concerning the “back-office” mechanisms of each experience presented.

The content identification was the most time-consuming as it required setting up a coherence matrix between the Route Plan structure and the relevant experiences, in such a way that at the end of the sessions all themes would be adequately covers.

The skill acquisition was documented by the use of ad-hoc questionnaire where each participants was requested to indicate his prior level of knowledge of a specific experience and that acquired at the end of the session. Compilation of the questionnaire was a requisite to receive the Attendance Certificate for that specific Tutoring Session as an evidence of the increased skills acquired.

Tutoring Sessions carried out

4 Tutoring Sessions (TS) were held to assist the Project partners in the formulation of their Route Implementation Plans.

- TS1 in Luxembourg from 22 to 24 January 2014
(theme : Phase 1 - Route start up)
- TS2 in Rome, Lazio Region from 4 to 6 February 2014
(theme : Phase 2 - Route Development)
- TS3 in Valletta, Malta from 11 to 13 March 2014
(theme : Specific sections of Route Implementation Plan Phases: A - B- C)
- TS4 in Granada, Andalusia (Spain) from 6 to 8 May 2014
(theme : Specific sections of Phase C - Action Design & Phasing, and Phase D - Implementation, Management and Promotion).

A joint session working on a Logical Framework approach to facilitate the Route Implementation Plan formulation was also carried out in Jyväskylä (Finland) using one of the Governance Instruments documented by the Finish partner.



Phase 2 Sharing know-how

2C - Mentoring Sessions

Mentoring was an activity not planned originally. It has been introduced at the stage of Route Implementation Plan formulation so that the Lead Partner could work together with an individual partner in checking the progress of the Plan design.

The experience carried out in Poland, Finland, Spain (Balears), Czech Republic (Zlin) and Malta in 2013 and 2014 proved to be beneficial to the partner team but also enriching to the participants as a one-to-one modulation of the tutoring activity carried out earlier.

2D - Local Stakeholder Tables

In CERTESS each partner established a **Local Stakeholder Table (LST)** in order to:

- o contribute to benchmarking the good practices identified by each partner at its local area level;
- o recommend those good practices to be of major interest;
- o organize local dissemination/evaluation seminars to identify suitable governance instruments;
- o organize focus groups while the Route Implementation Plan was being designed;
- o contribute to mobilize local socio-economic & financial resources to eventually support the Route implementation;
- o cooperate in making project outputs sustainable in the medium-term.

The stakeholder analysis was the first action, undertaken in June 2012, consisting of a 4 step process:

01. identify key stakeholders;
02. assess stakeholders' interests and the potential impact of the Cultural Route initiative on them
03. assess stakeholders' influence and importance
04. outline each stakeholder's participation strategy utilising a power/interest matrix.

The LS Tables organised mid-term seminars and conferences in preparation and during the formulation of the Route Implementation Plans.





2E - Communication

Visibility being a significant aspect of any project, communication and dissemination about project goals, progress and results resorted to a number of different or integrated tools:

01. Project brochure and project poster, edited in 3 languages and also in partner national languages
02. Electronic newsletters published every 6 months in 3-languages and translated to partner national languages
03. Project website (<http://certess.culture-routes.lu>) interlinked with the Lead partner and other partner websites
04. Main conferences at project start and on completion, held in Luxembourg
05. Various local conferences & events organized by the partners during the project period, with final conferences to present in their regions the Route Implementation Plan main contents
06. Various gadgets such as folder, bags, caps, pens, usb key-drive
07. Participation to external events by e.g. organizing a CERTESS stand at Paris International Cultural Heritage Fair or contributing with technical papers to international seminars or conferences like Euromed 2012
08. Publication of special sections about the project in European magazines and websites
09. Realization of 2 videos
10. Increasing use of social networks (Twitter, Facebook)
11. Press releases promoted by the different partners, especially in connection with CERTESS joint events in their regions
12. The present final publication and local final publications produced by partners with more detailed information about their individual Plan.

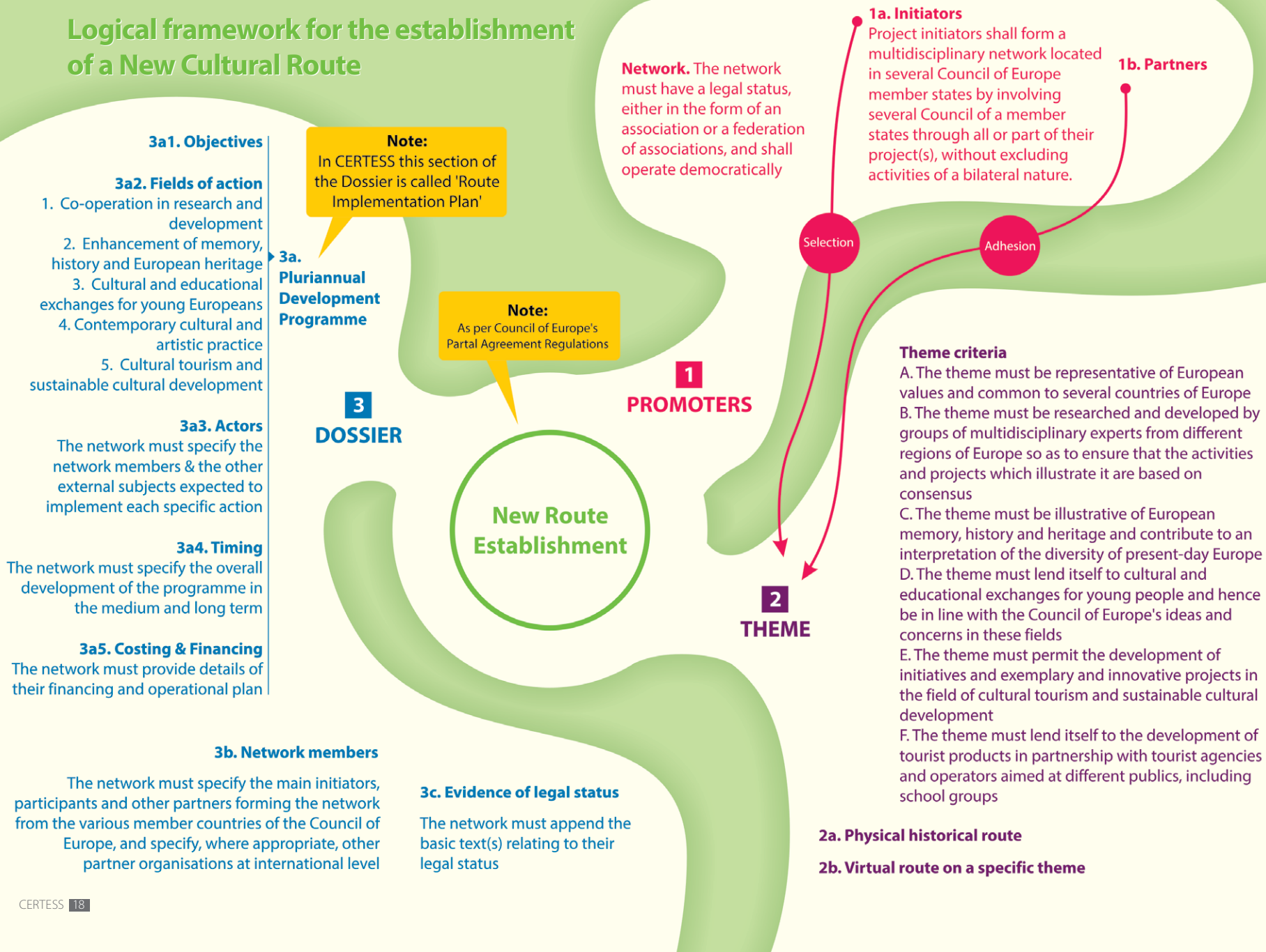
Video

Production of a video tiling together the mosaic of the Route Implementation Plans under the title "Along the European roots", was not an activity originally envisaged at the project design stage.

The readiness of the Romanian partner to coordinate the shooting of the video in Summer 2014 was welcomed by all other partners. This resulted in two students travelling by train, boat and, locally, by bike or hiking, thus visiting all partners regions for a total of 34 days starting from Sibiu and ending in Granada (see map). Plenty of documentary materials was collected during the local trips; a lively follow-up of this adventurous wandering was kept in Facebook and in a dedicated website.



Logical framework for the establishment of a New Cultural Route





Phase 3

Applying know-how

RIP Route implementation Plans

Conceptual approach

A Route Implementation Plan (RIP) has been designed for each Cultural Route (CR) thus setting the basis for a multiregional scheme of development activities regarding each CR network.

Each RIP provides a concrete roadmap for CR enhancement in all participating regions by institutional engagement and stakeholders' involvement and shall consist of:

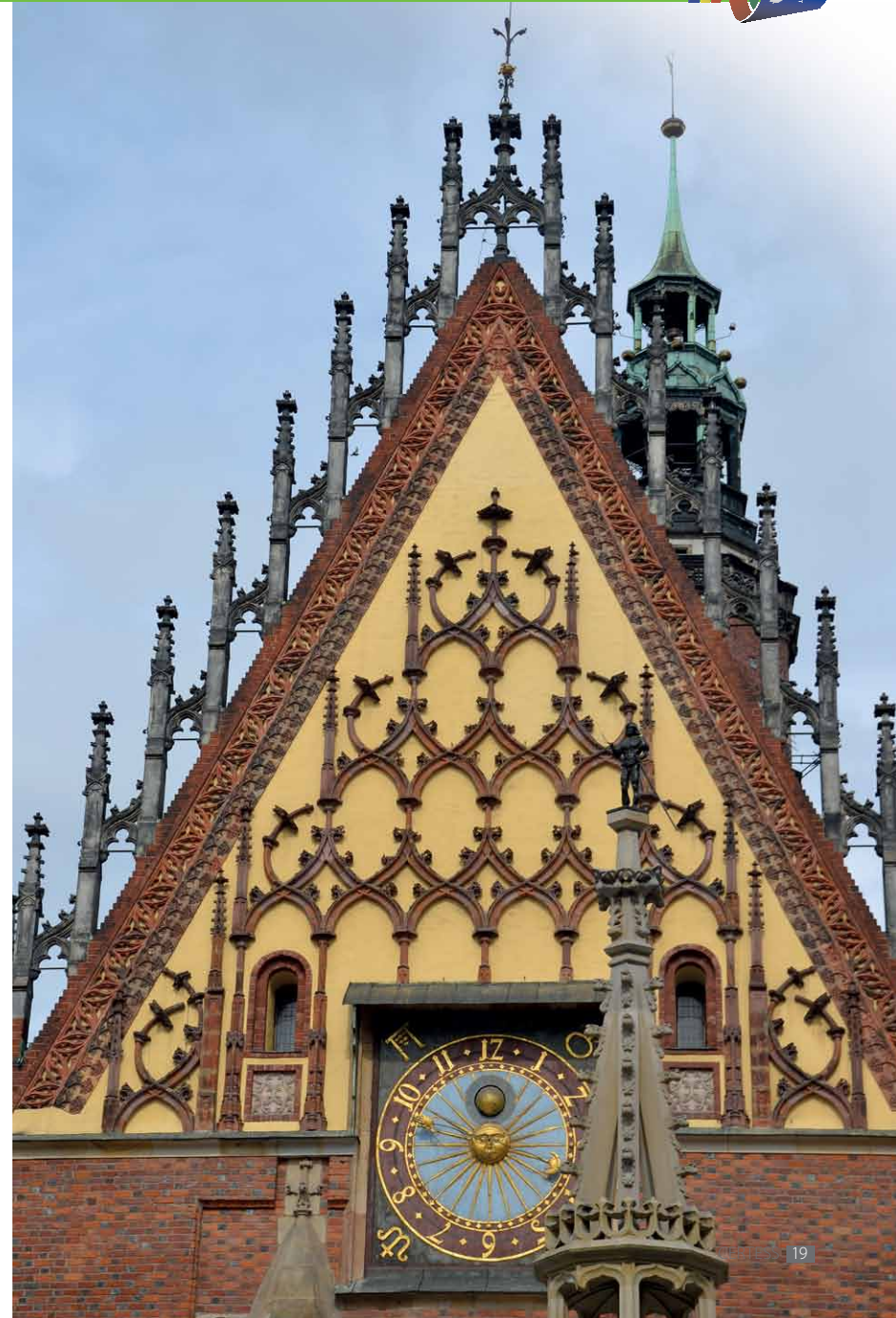
- networking-governance-sectoral actions to be executed,
- multiyear budget for action implementation,
- financing lines related to the RIP as a whole or to individual sectoral actions (cultural services, SMEs, etc.).

Methodology

Each Partner's local planning Stakeholder Table is thus invited to:

01. Analyse the Good Practices (GP) and Governance Instruments (GI) documented in the Database Platform.
02. Identify sections from the said documents of interest from GP+GI and pick-up them, as well as drill-out data and recommendations from other potentially useful guides and reference documents also present in the CERTESS website document repository.
03. Re-engineer picked instruments to suite local conditions and requirements.
04. Develop the local RIP broadly following the layout suggested in the guidance documents elaborated in the project.

Cultural Route local targets and consequent actions to be executed are thus agreed at Stakeholder Table level, together with estimated costs and general conditions for implementing the defined actions. The Plan is finally tabled to the relevant regional authorities for some regions, while others (where the partner is a Region or a Ministry) start directly their internal iter for a future adoption and execution in a 3-5 year temporal framework.



Caravaggio, Mattia Preti & the 17th century Malta



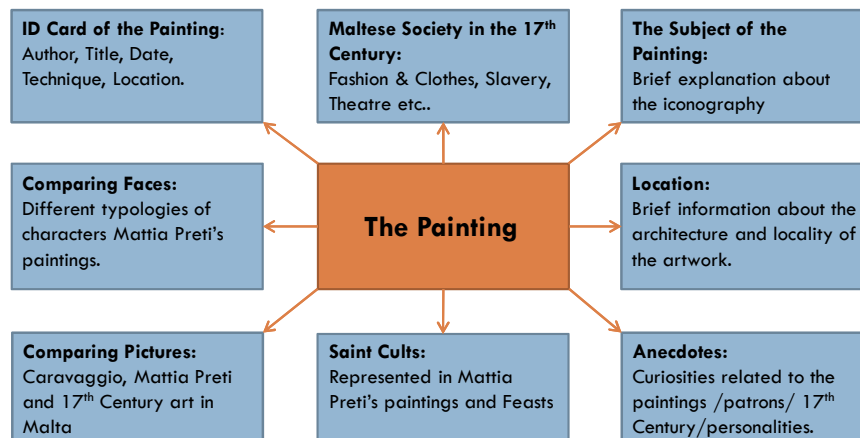
Theme & location

The theme of the Maltese Route Implementation Plan (RIP) is art and its context. The core idea of the project is based on the relation between Michelangelo Merisi da Caravaggio (1571-1610) and Mattia Preti (1613-1699) as the two most important artists in the history of seventeenth century Malta. The route is structured around their public paintings which serve the purpose of an introductory link to their context.

Malta RIP has been structured in response to the need for art routes becoming sustainable attractions. It proposes an innovative interpretation strategy, referred to as the art matrix, based on user-friendly art historical interpretation of academic and researched data. This art matrix also serves the purpose of a platform for the development of art-related cultural services which take the painting as their point of departure. This conceptual infrastructure recognises the need for innovative interpretation methods for art and culture through which to promote local and regional development. It is also guided by the shared experience that the CERTESS Project has promoted.

Information Matrix about the Paintings

For each of the selected paintings, the information will be presented according to the 8 categories shown in the matrix below:





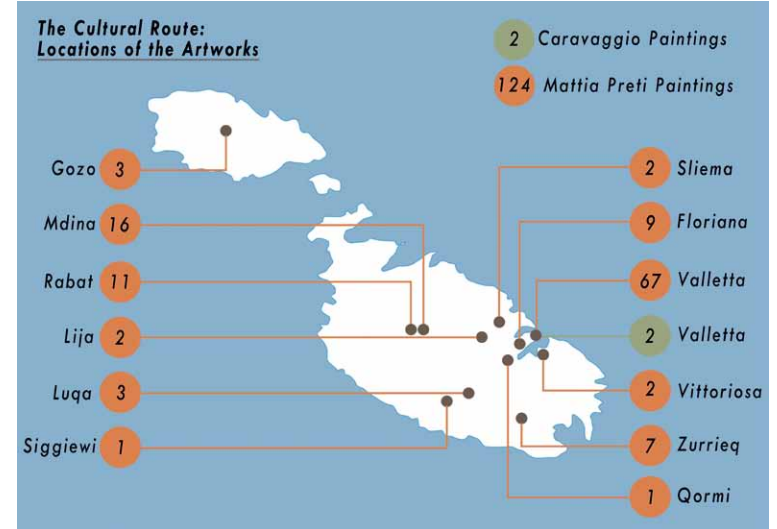
Promoters & stakeholders

The promoters of Malta RIP are the Government of Malta together with its heritage, cultural and educational institutions including the Ministry for Justice, Culture and Local Government, Heritage Malta and the University of Malta through its Department of Digital Arts and the Institute for Tourism, Travel & Culture.

Stakeholders include the Diocese of Malta and its parishes, the St John's Co-Cathedral Foundation, the Malta Tourism Authority, tourism enterprises & promotion associations, and any other cultural operators concerned with local territory development, promotion and valorization strategies.

Points of interest

- Two masterpieces by Michaelangelo Merisi da Caravaggio
- 124 paintings by Mattia Preti located in various places all over Malta
- The context for each of these paintings including historic buildings, related artworks and their cultural landscapes interpreted through user-friendly methodologies.



Future actions

The route will be implemented through a series of actions including additional academic research and the reinterpretation of collated data according to the Matrix model. Web interface, information points and other related facilities need to be developed in order to make this cultural route functional. The project also includes the development of appropriate management models to implement and manage the cultural route proposed and the necessary networking amongst all stakeholders. The final objective is to have a cultural route which can be offered as a touristic product to the visitor who wishes to gain an experience of Maltese heritage, culture and art.

RIP for New Routes

Balearic Islands Archaeological sites

Theme & Location

The RIP of the Balearic Islands focuses on the development of an Archeological Cultural Route created with the purpose to generate new cultural tourism products in the Balearic Islands. For the first time ever, thanks to CERTESS a new tourism product has been created: archaeological tourism.

The project is also innovative because it achieved the involvement of different political and administrative levels: 4 municipalities, 2 island organizations (Insular Councils) and 3 Ministries of the Regional government.

Although the RIP has identified other subthemes for development of archaeological routes (the islands have more than 4000 archaeological sites), the first implementation will concentrate on a cultural itinerary based on the Phoenician trade in the Balearic Islands.

The route incorporates 10 archaeological sites: 3 in Ibiza, 4 in Mallorca and 3 in Menorca. It aims to show the archaeological richness of the Balearic Islands in relation to the contacts and the trade generated between the Phoenicians located in Ebusus (Ibiza) colony and the rest of the neighboring Balearic Islands.

The RIP analyses the archaeological and tourist context where the route is going to be implemented, develops a route design proposal and outlines the actions for execution. It also includes a protocol for monitoring the implementation of the route and strategies for funding, promotion and route consolidation.

The Ultimate goal is to generate new cultural tourism products to strengthen the destination branding strategy of the Balearic Islands.

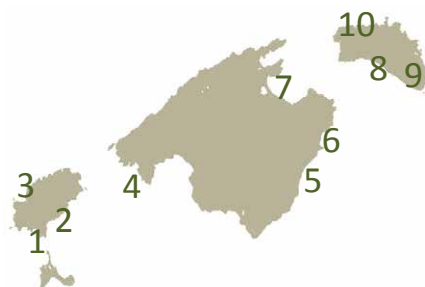
Promoters & stakeholders

The Promoter of the RIP has been the Agency for Tourism of the Balearic Islands (Balearic Islands Regional government) with the scientific & technical advice of the University of the Balearic Islands and the University of Barcelona.

Currently the route involves the following local-regional partners: Municipalities of Calvià, Sant Llorenç des Cardassar, Manacor and Santa Margalida; Menorca and Ibiza Insular Councils; and the Ministries of Environment, Tourism and Education & Culture of the Balearic Islands Regional government.

Points of interest:

- Archaeological sites
- Coast, rural, historical, karst, dune landscapes
- Monuments and unique buildings near the archaeological sites
- Cultural events, feasts and traditions taking place in the territory of the archaeological site.



Govern de les Illes Balears

Conselleria de Turisme i Esports
Agència de Turisme de les Illes Balears



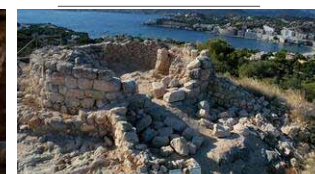
▲ 1. Sa Caleta (Ibiza)



▲ 2. Puig des Molins (Ibiza)



▲ 3. Es Culleram (Ibiza)



▲ 4. Sa Morisca (Mallorca)



▲ 5. S'Hospitalet Vell (Mallorca)



▲ 6. S'Illot (Mallorca)



▲ 7. Son Real (Mallorca)



▲ 8. Torre d'en Gaumés (Menorca)



▲ 9. Trepucó (Menorca)

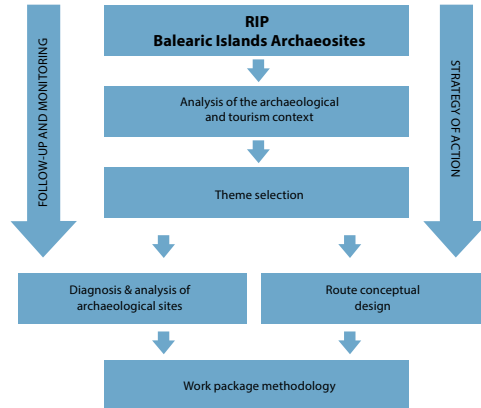


▲ 10. Cala Morell (Menorca)



Future Actions

01. Selection of a coverage structure for the implementation and consolidation of the route: Product development Round-tables or creating a Cluster / Consortium /Association.
02. Integration of new partners in the route.
03. New collaboration strategy with all members of the route.
04. Possibility of incorporating the route in Phoenicians Route accredited by the Council of Europe.



RIP BALEARIC ISLANDS: An Action Plan with 8 work packages and 98 actions	
Identification	Work package
WP1	Research, development, implementation and transmission of knowledge
WP2	Rehabilitation, adaptation for the visit and valuing of the sites
WP3	Outside signage strategy, corporate image, route information
WP4	Product generation and marketing/promotion strategies
WP5	Socialization strategies and connection with the local population
WP6	Didactic educational strategies
WP7	Coordination activities and generation of synergies with cultural events and other cultural assets in the area
WP8	Training Plan

European cultural route of saints Cyril & Methodius



Theme & Location

The topic of Cyril and Methodius represents one of the most important milestones in Czech and Slovak statehood. European Cultural Route of Saints Cyril and Methodius with the theme "The Routes of the Slavic Culture in Europe" is focusing on remembrance and inspiration of the Cyril and Methodius legacy; Christian traditions and culture relating to the mission of Saints Cyril and Methodius; interconnection of historically important places of pilgrimage and sacral monuments and institutions.

Cyril and Methodius came to the Great Moravia from a distant sun-drenched Constantinople in 863 in order to educate our Slavic nation and created for them the first Slavic script (Glagolitic alphabet) and language of the Church - Old Slavonic. Due to Cyril and Methodius the Slavs, who inhabited the Great Moravia, learnt to read and write, and for the first time Slavs could understand the words said during mass and reach a spiritual realization. Thanks to them, our ancestors became educated and cultural people. Thus, Saints Cyril and Methodius significantly enrolled not only in Czech history.

Parts of Europe, the former Great Moravian Empire, Pannonia and the Bulgarian Empire, were strongly influenced by Cyril and Methodius' mission in the 9th century CE. Saints Cyril and Methodius are highly revered and considered two of the most influential spiritual leaders playing a vital role in spreading the Christian faith and culture in these territories.

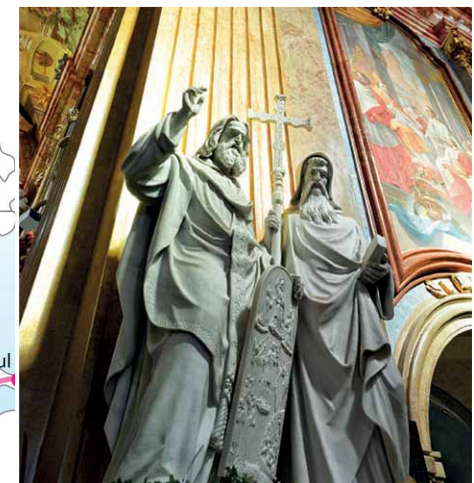
Promoters & stakeholders

The intent of Zlín Region and the East Moravian Tourist Authority (hereinafter "EMTA") is to create and develop European Cultural Route of Saints Cyril and Methodius (hereinafter "ECRCM"), which is exploring potential of European historical and cultural heritage associated with the mission of Cyril and Methodius with its natural centre in Velehrad.

The Zlín Region decided upon the occasion of C&M jubilee in 2013 to raise awareness of this topic and utilize it in preparing an international project: ECRCM. The Council of the Zlín Region approved the conceptual intention of the route on June 26, 2012. The aim is to utilize the legacy of these saintly brothers, create a network of institutions and utilize common cultural heritage for increasing competitiveness and attractiveness of the region.

Since 2011, when the ECRCM idea was implemented, a series of meetings were held with domestic and foreign institutions (from Slovakia, Poland, Slovenia, Italy, Bulgaria, FYROM, Greece), e.g. public administrations, educational and research in order to establish a network of stakeholders involved in the development of RCM.

The Association of European Cultural Route of Saints Cyril and Methodius, responsible for the coordination of this network, was established by the Zlin Region and EMTA on 30th August 2013.





Points of interest

Cyril and Methodius Cultural Route is defined into three essential routes within the Europe and strategic places Velehrad – Rome – Thessaloniki.

Spinal route – Product „A“ – Velehrad: Route to the Roots of Slavic Education

This product is a tool for linking nations of mid-Europe. It is considered as a Star Network of the Trails from the Czech Republic, Slovak Republic, Poland, Austria, Hungary with the center in Velehrad, important pilgrimage site (Czech Republic).

Spinal route – Product „B“ – Velehrad – Venice – Rome: Route of Humility and Exploring

This product is a tool for linking the nations of Central and Southern Europe. It is a key pilgrimage route in conjunction North–South, North–Rome.

Spinal route – Product „C“ – Velehrad – Thessaloniki: Route of Discovery and Cognition

This product is a tool for linking the nations of Central and Eastern Europe. It is an important pilgrimage route connecting North–South–East in direction to Greece and also, in future, to Turkey, Bulgaria and Romania.

The route will play a key role in the symbolism of Cyril and Methodius, and especially as a challenge, cognition and discovery of

a) Central European culture from the Eastern countries

b) Eastern Culture from other European countries

Routes must highlight significant aspects and mediate the possibilities that the area offers, so they shall be conceived as products rather than purely as linked places.

The proposed routes will link first virtually (later by pilgrimage trails) sites associated with wandering of Saints Cyril and Methodius and their disciples like religious monuments and objects, places of pilgrimage, cultural, educational facilities, archaeological sites connected with medieval time etc.

Future Actions

Activities are divided into three categories. In the Implementation Plan of ECRCM responsible institutions, relevant stakeholders, funding sources and timing of action implementation are identified.

a) Activities associated with the development of ECRCM Association

In order to improve operational capacity and governance of the ECRCM, there are four essential activities associated with the development of the ECRCM Association. These activities will be mostly funded with the contributions of the members (membership fees) of ECRCM Association:

- Support of Interdisciplinary Scientific Committee
- Consolidation of the ECRCM Association (statutes, governance rules, etc.)
- Management of ECRCM Association (office, management, staff, external assistance, etc.)
- Meetings of the General Assembly of ECRCM Association

b) Activities associated with project management of ECRCM

Projects are planned in the medium term in order to initiate development of ECRCM at the national, cross-border and trans-national level. These projects are associated with activities of management and coordination, communication and dissemination, route development, marketing and tourism products. Funding opportunities were identified such as: National operational programmes 2007-2013, European Commission Calls, INTERREG CENTRAL EUROPE, INTERREG EUROPE, Creative Europe, Cross-border cooperation SVK - CZ

c) Marketing, educational and cultural activities

Activities associated with innovative marketing tools that have a significant impact on the development of ECRCM Association and Cyril and Methodius Route. Individual activities in the field of cultural and educational exchanges at the stage of preparation resulting from negotiations with various partners and stakeholders in several European countries.



RIP for New Routes

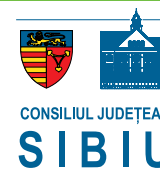
Transhumance

Topic and localization

Through the ages, the Carpathians have been the most populated mountains of Europe; the mountain chain has kept the Dacian name of the Carps (Karpáthos - horos) but also a millenary historic significance; these lands foster important biodiversity resources (water - energy - minerals - fauna - flora - habitats), agricultural, forest and human resources.

In the south of Transylvania, Mărginimea Sibiului is an ancestral agro-pastoral region; the row of villages spreading from Boița to Jina is concentrated around the fortress of Sibiu, around the old "strongholds" of wool processing (Cisnădie) and wood processing (Tălmăciu). This is where the shepherds' centres emerged: Săliște - a centre of spirituality, Rășinari - the old bishop's residence in Transylvania and Poiana Sibiului - the old "capital of the Romanian shepherds". The 18th - 19th century saw the height of transhumance, an effective production system which was economically efficient for all those with large sheep flocks. During their transhumance, shepherds from Mărginimea established new settlements on the Southern slopes of the Carpathians, in Dobrogea and in various other countries. Their traces are still visible from Moldova to Ukraine, Russia and Slovakia but also at the Vlachs from Greece, Macedonia and Serbia, at the Walloons from Belgium and at the Retho-Roman and Ladiner Vlachs from Switzerland.

The Route of Transhumance in Mărginimea Sibiului brings together the pastoral communities and the natural and cultural landscapes with a view to strengthen the regional brand and to develop a new tourism product. It is our intent to cooperate at a European level to develop the network of historic routes of transhumance.



Promoters and local actors

The route initiator is the Sibiu County Tourism Association, an organisation set up as a public-private partnership to implement the tourism strategy of the Sibiu County Council. The route of transhumance falls within the strategic directions of the county aimed at promoting our mosaic of attractions through cultural itineraries. Our main partners are the 13 communes on the path of the cultural route and institutional and private stakeholders from agriculture, culture, tourism, environment and research.





Points of interest

- **shepherding and cultural heritage:** authentic shepherds' homesteads with terraced houses, churches and roadside crucifixes; cultural landscapes dotted with huts and sheepfolds in the Carpathians; thematic museums and eco-museums; traditional art and crafts; traditions and events, legends and pastoral beliefs.
- **shepherding and natural heritage:** „the roads of the sheep” from the Natura 2000 Site of Frumoasa [hiking, cycling, horseback riding and cart riding paths], glacial and artificial lakes.
- **shepherding and gastronomy:** producers of sheep milk cheeses and mutton or lamb, organic producers, markets, fairs and events, tourist products.

Future actions

The route will be implemented through 7 main work packages:

- WP 1 ▷ Route management and local network coordination [certification and monitoring system, networking activities]
- WP 2 ▷ Public infrastructure development [information, resting and signage infrastructure]
- WP 3 ▷ Rehabilitation and valorisation of the pastoral heritage [historic transhumance routes, sheepfolds, thematic museums]
- WP 4 ▷ Route branding and marketing
- WP 5 ▷ Tourism infrastructure, services and products
- WP 6 ▷ Research and training
- WP 7 ▷ Cooperation [European network of Transhumance routes]



RIP for New Routes

Castles & palaces of historical Silesia Theme and Location

Theme & location

The RIP of Lower Silesia Region focuses on the development of a new cultural route: European Route of Castles and Palaces. The main idea of the route is to tell the history of Europe through stories which were taken in these places, from the medieval ages until now as centers of social and economic development. The theme is rather open and relates to the architectural diversity, varied history, and multicultural heritage which shared especially among cross-border regions. Of course this is connected with the location of the program, in the first stage historical Silesian palaces and castle. On the next stage, the involvement of cross-border neighboring regions from Czech (Královéhradecký, Pardubický, Olomoucký Kraj) and Germany (Saxony) is planned by using funds from the European Territorial Cooperation Programme Poland – Czech Republic 2014 – 2020. The main goals of the RIP are creating common touristic networking products, their promotion, support stakeholders and cooperation at international level, all by using the European good practices and governance instruments acquired during the implementation of CERTESS project.



**LOWER SILESIAN
TOURIST
ORGANIZATION**

Promoters & stakeholders

The main promoter of the route is Lower Silesian Tourist Organization, an association established by regional and local authorities of Lower Silesia in January 2000. Creating this type of routes is part of the statutory activities; one of the most important task is the promotion of Lower Silesia, as a region having an excellent location on the border with Germany and the Czech Republic and a diversified, natural landscape, history and culture. Stakeholders in first stage of implementation will be owners of monuments and other points of interest on the route, they have diverse legal status and of course different needs. The list of the roundtable's main stakeholders is below.

Nr	Name of the castle /palace	Legal form
1	Kamieniec Ząbkowicki Castle	Company, Ownership of Kamieniec Ząbkowicki local government
2	Leśnica Castle	Ownership of Wrocław local government
3	Kliczków Castle	Company
4	Czocha Castle	Ownership of the Real-estate Military Agency
5	Chojnik Castle	Polish Hiking Mountain Club
6	Stanisławów Palace	Private property
7	Książ Castle	Company, Ownership of Wałbrzych local government
8	Bolków Castle	Ownership of region government entity, Museum of Giant Mountains
9	Grodziec Castle	Company, Ownership of Zagrodno local government
10	Łomnica Palace	Company
11	Topacz Castle	Company
12	Alexandrów Palace	Company



Points of Interests

The main points of interest are palaces and castles, historical towns on the route with the city of Wroclaw (European Capital of Culture 2016), natural rivers and mountains reserves including the National Park of Giant Mountains, local food and regional product entrepreneurs, bicycle routes along the Eurovelo 9 line, the European Amber Route and many more...



▲ Lower Silesian castles: litographs by A. Duncker (second half of XIX century)

Future actions

01. An inventory of all potential attractions along the course of the planned route, by 5 segments of tourists with combination of such characteristics as organized/individual, alone/with family, motorized/by bike, business/school/leisure.
02. Goals of implementation established and related future actions. The first operational goal is to prepare touristic packages on the route for separated segments of tourists. The next goal is targeting separate markets at national, EU and Non – EU level and promoting new touristic products on these market by using different tools on different markets chosen on the base of selected practices and governance instruments available from CERTESS project. The third operational goal focuses on the best quality of services and products including restoration works; The last goal concerns cooperation among stakeholders and their support through training and consultancy. Promotional and networking tasks will be implemented in the frame of the flag project of European Territorial Cooperation Programme Poland – Czech Republic 2014 – 2020



RIP for Joining Existing Routes

Thermal towns network

Theme & location

The European Historic Thermal Towns Association (EHTTA) runs the “Route of Historic Thermal Towns”, one of the prestigious Cultural Routes of the Council of Europe. Every spa town in the network has something special – a source, even several sources, of thermal mineral water, around which a town or city has grown up. Spa towns have traditionally responded in a practical way to the needs of pilgrims, visitors, and citizens by providing the facilities in which to take the cure: the built fabric, the urban form, including parks and countryside, and places to stay. This has given them a magnificent built heritage which tourists still flock to see, and an enduring attitude of hospitality and openness, as well as sustainable development. Finally they furnish visitors with all the cultural activities that are necessary to enrich the mind and the soul. This happens through provision of the buildings in which to carry out these activities (theatres, pump rooms, assembly rooms, casinos, libraries and reading rooms, concert halls, opera houses, hospitals, places of worship, universities), but also in programmes of events and festivals that are an integral part of spa town life today.

In the 18th Century, Spa in Belgium became known as the “Café of Europe”. Intellectuals, artists, musicians, writers, politicians, nobility and aristocracy, scientists and philosophers from near and far gathered at the many pump houses to debate the issues of the day. They were required to operate under strict rules of peaceful and polite conduct. This new type of society and dialogue, which gave rise to a particular type of urban form and architecture, even based on utopia and avant-gardes was replicated in spa towns all over Europe and especially in the countries and territories part of the Greater Region. As the spa towns developed through the 18th and 19th centuries, particularly with the arrival of the railway network across Europe, it became easier to follow the celebrities of the day to spa towns, giving rise to early forms of tourism in Europe as well as modern communication through gazetteers, magazines, list of celebrities etc. Based on these historical facts and specific features and due to the involvement of at least Spa in Belgium Wallonia, Vittel in French Lorraine, as recent member, Mondorf-les-Bains in the Grand-Duchy of Luxembourg as future member and good contacts with a network of German cities competing as “Great Spas of Europe” to be registered on the World Heritage List, among which Bad Ems, in Rhineland-Palatinate (city linked to the meetings of German and Russian emperors), a Greater Region’s Thermal Town Sub-Network is under preparation.



INSTITUT
EUROPÉEN
DES
ITINÉRAIRES
CULTURELS



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Culture



Promoters & stakeholders

EHTTA was launched in Brussels in 2009, gathering together 30 thermal towns and three associates. Its seat is settled in Spa. Each city is directly represented by the members of the municipality in charge of urbanism, heritage, tourism and / or thermalism working in close connection with the main stakeholders: tourist offices, hotels and restaurant’s organizations representatives, tour operators in the receptive sector, as well as - if they are not directly public owned - casinos, cultural centres, festivals companies or associations. Agreements with the central ministers in charge of the sector, the central administrations for territory planning, regions and districts administrations are a key issue for the implementation and management of the new policies and trends linking health, wellness and tourism strategies. Close contacts with national associations of national thermal cities (Fédération thermale belge, Association thermale et climatique française...) have also been established. This strategy of cross marketing which is subject to the wording of a common EHTTA transnational Master Plan that will be adopted in Bath General Assembly on March 2015, will be of course implemented for the Greater Region which is by nature based on this kind of transnational multisectorial cooperation scheme.



Points of interest

In a certain way, the main offer for tourists is based on “Heritage of tourism” enhancing the importance for spa travellers of the past of the great “Palaces”, the Cure / Kur establishments and Kurparks, the natural environment in which the sources were discovered and managed:

- Magnificent spa facilities from the XVIIth to the XXth century (Amboise and Pierre Bouloumié as well as Charles Garnier in Vittel, Art Nouveau influences in Spa and Vittel...) and private villas.
- Innovative landscape architecture: designs of Edouard André in Mondorf-les-Bains, or the “Promenades de quatre heures et de sept heures” in Spa.
- Specialised museums on thermalism (Vittel), on gifts (jolités of Spa) on washing activities (Spa), aeronautic (Mondorf-le-Bains).

The second important sector concerns the rich and well protected natural environment of the therapeutic landscapes: Trails linking the urban and the natural environment (Hautes Fagnes in Spa, Forests around Vittel, bicycle trails in the Nassau nature reserve close to Bad Ems and trekking proposals along the river Lahn, transborder walking trail around Mondorf-les-Bains.

And the third one is linked to great Festivals and sport events (Horse races in Vittel, Spa-Francorchamps car races and Francofolies in Spa, as a few examples...).

Future actions

The key idea of the project in general that will be adapted to the context of the Greater Region is to provide a map and a pass in order to propose to the tourist to make his or her own travel on the basis of dynamic packages. This original idea, transnational, innovative and sustainable will offer new proposals each year in the Greater Region, based on original themes: great personalities of the past in the Spa Grand Tour, Spa Towns and their key role during the two World Wars, Spa Towns in their therapeutic Landscape environment, sport competitions and races in Spa Towns, music festivals in Spa Towns, the Art Nouveau and Art Deco periods in Spa Towns, etc.

To increase the interest of these packages, a series of agreements will be prepared with other routes represented in the Greater Region and which are awarded by the Council of Europe: the Art Nouveau Route, the Pilgrim's Route and Saint Martin's Route, the Jewish Heritage, the fortifications, the Cistercian abbeys as well as sites which are registered on the World Heritage List, or on the European Heritage Label, or with other cultural routes of Luxembourg and the Greater Region : migrations heritage, industrial heritage, parks and gardens, Iter Vitis (vineyards route), rural architecture, festivals and traditions, glass and crystal manufactures, etc.



RIP for Joining Existing Routes

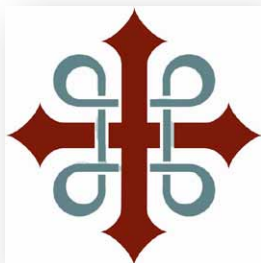
St. Olav ways, the medieval pilgrim paths

jamk.fi

Theme & location

St. Olav Ways, the pilgrim paths to Trondheim in Norway, consist of a route network of 5000 kilometers in the Nordic countries of Norway, Sweden and Denmark. The paths became an official part of the European Cultural Routes in 2010.

It has been proposed that also Finland should join the route network because the Nordic countries have a common history related to St. Olav's cult and medieval pilgrimages. Finland's unique nature and cultural heritage would also be valuable additions to the network.



Since Finland has no certified European Cultural Route yet, the focus of this initiative has been on creating opportunities and increasing awareness.

This is why the best practices and government instruments that the RIP of Finland focuses on are from Phase A (Route Start-up) in the Route Implementation Plan created in the CERTESS project.

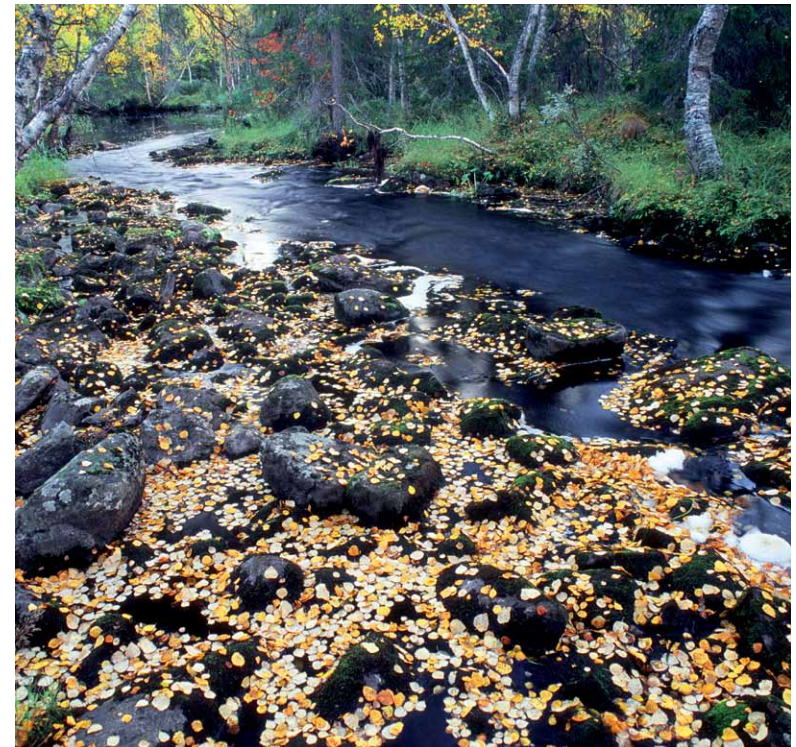
The RIP has been structured to provide information on:

- Saint Olav's cult in Finland
- *Possible cooperators in route development
- *Actions already taken towards cooperation
- *Alternative proposals on route location
- *Route contents according to the Finnish natural and cultural features and St. Olav's cult

Promoters & stakeholders

The Promoter of the RIP has been JAMK University of Applied Sciences.

Stakeholders are national tourism and culture organizations, other projects in the field of culture and tourism, private people and organizations involved in promoting the idea of expanding the St. Olav Ways to Finland.



▲ Picture: Keijo Penttinen



Points of interest

King Olav II of Norway was 'the last person that could be imagined to become a saint' during his lifetime.

Olav lived during the junction point of the pagan Viking Era and the Christian Middle-Ages and spent much of his time in the sea area extending from Northern Russia to Southern Spain first as a pirate and mercenary. Later he became a Christian King of Norway. As a young man he was the one who brought own the same London Bridge that the famous children's song tells about. When Olav was dethroned in 1028, he retreated to Novgorod. In 1030 he died in the Battle of Stiklestad near Trondheim as he was trying to regain the throne. Because of the brave way in which he died and the ensuing events of miraculous cures, he became the first saint with origins in the North. With the separation of the churches in 1054 Olav remained the last common saint of the Roman Catholic and Greek Orthodox churches. His popularity was also influenced by how he was born and how he died almost exactly one thousand years after Christ.

Saint Olav became a very popular patron of seafarers as well as a comforter of the sick and sinners in the medieval times not only in the North but also in Northern Germany and England. He was known even as far as Constantinople and Bethlehem. In Finland over 20 churches and chapels were dedicated to his name. In addition, many other Finnish churches have Olav's statues, altars and paintings. The 29th July, Olav's Day, was celebrated in Finland as a

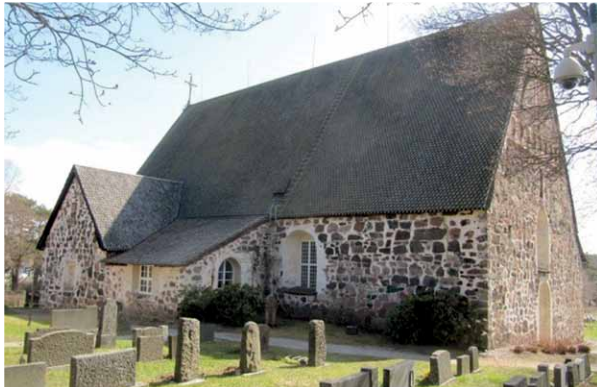
starting point of harvesting and as a day for predicting the weathers of the rest of the year. Olav's grave in the Trondheim Cathedral was the target of Finnish pilgrimages until the end of the Middle-Ages when they were banned as a result of the Reformation.

Future actions

Since there are no certified European Cultural Routes in Finland, the work has concentrated on promoting the idea on different levels. The matter has been discussed, for example, with the representatives of ministries, the Finnish National Tourism Board and the potential operators and co-operators of the future route. There has also been close co-operation with the representatives of the existing St. Olav Ways organization in Norway.

In future a pilot route should be opened together with an agreed plan for the rest of the route. The cooperation with the Norwegian, Swedish and Danish organizations should be intensified. The idea of a pilgrimage tourism route in Finland supports the Finnish tourism brand which focuses on authentic nature-related experiences and wellbeing.

Finding the most suitable model to run the route in Finland will be the key issue in future together with finding the relevant players in different parts of Finland.



▲ Picture: Aaro Söderlund



▲ Picture: Keijo Penttinen



▲ Picture: Hanna-Kaisa Hämäläinen

RIP for Enhancing Existing Routes

Via Francigena | Via Benedicti | Via Amerina



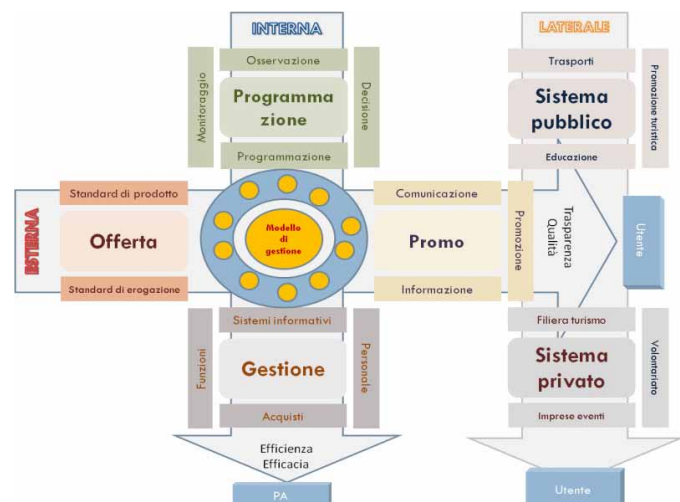
Theme & location

The RIP of Lazio Region focuses on the integrated development of 3 cultural itineraries:

- the **Lazio stretch of the Via Francigena**, along its entire route from Canterbury to Rome, joins Acquapendente town to Rome;
- the **Via Amerina**, the ancient connection between Umbria region and Rome, in Lazio leads from Orte to Calcata towns;
- the Lazio stretch of the **Via Benedicti** leads from Subiaco to Monte Cassino and follows the journey of St. Benedict through 9 stops, each one hosting a monastery of high religious and artistic interest.

Lazio RIP has been structured to provide answers to two questions:

- What are the elements that can be incorporated into a common working plan, thus defining an overall master plan for the Cultural Routes of Lazio?
- What model of governance could be used to carry out an effective and efficient application of the master plan?

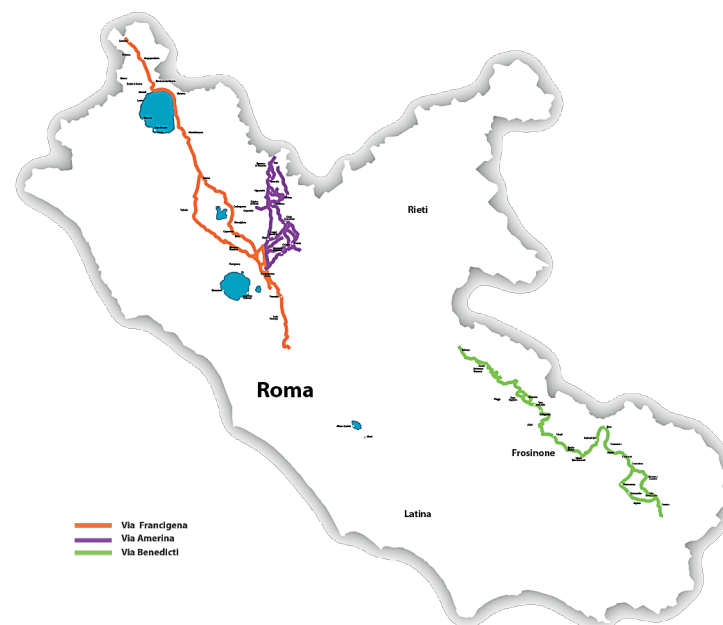


The RIP guiding principles emphasize the sharing of common methods and tools, the adherence to the emerging needs of the territory, the planning continuity, the idea of innovation, the focus on the development of the region, and the adoption of some best practices that emerged from CERTESS project's experience.

Promoters & stakeholders

Promoters of the RIP have been the Lazio Regional government, together with Provinces and local Municipalities

Stakeholders are: trekking & open-air sport associations, natural parks managements, tourism enterprises & promotion associations, all important actors in the cultural routes management that can give inputs and feedbacks for the local territory development, promotion and valorisation strategies.





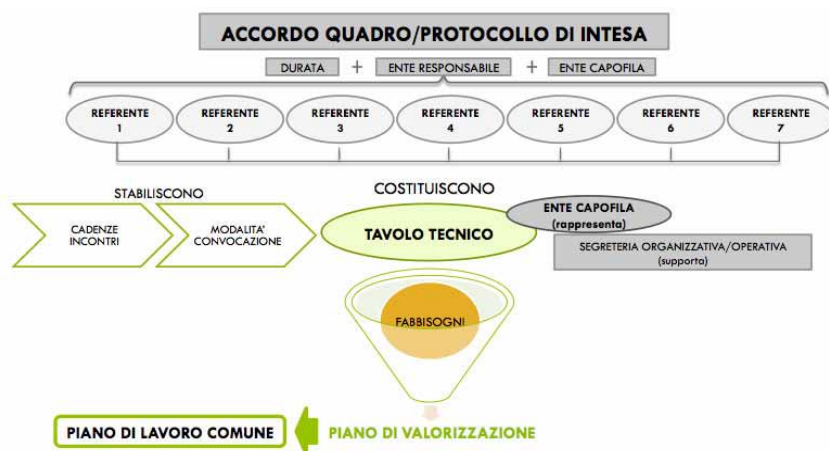
Points of interest

- **Lazio stretch of the Via Francigena:** ancient historical centres, ancient and medieval churches; archaeological remains; cultural landscapes.
- **Via Amerina:** old Roman road & archaeological remains; biological district of local bio-producers; ravines/gorges.
- **Via Benedicti:** historical Benedictine monasteries; historical centres; natural river & mountain reserves; high-level trekking tracks.

Future actions

After evaluating the economic feasibility, technical feasibility, and priority in the collective steps of action, the RIP actions for the integrated development of the 3 routes were defined. The main areas of intervention concern the **Route use**, the **integrated promotion of the Routes** and their **relationship with the territory**. These categories are the result of a “broadened” definition of improvement, as it comes clear from a combined reading of Art. 6 & 112 of the Italian Code of Cultural Heritage that has been of reference during the entire RIP preparation stage.

STRATEGICAL BOARDS	Themes	Requirements
SAFETY & MAINTENANCE	SAFETY	Maintain the current level of safety to prevent criticality on the fixed path
	MAINTENANCE	Improving the maintenance of the track and the vegetation Need to release the maintenance duty from volunteering, from which it is still too dependent
	SIGN POSTING	Implement and standardise signposting
DEVELOPMENT	COMMUNICATION	Create an integrated communication about the route
		Publish a guide of the official route
		Publish a route map to be distributed in bookstores
		Create a dynamic website to serve as a multipurpose platform
		Create an integrated system for promotion of the territory (logos, etc)
		Develop an accreditation system
	KNOWLEDGE	Improve the communication of the official paths
MANAGEMENT	SERVICES	Create a certification-releasing system of stops Networking among local SMEs (reception, catering, food and wine)
	LOGISTICS	Improve local public transport Improve innovation and enhance the economic environment
	FUND-RAISING	Raise funds for activities that are still too dependent from the spontaneous contribution of the municipalities (maintenance, promotion)
	COLLABORATION	Networking with other institutions in order to convey a sense of unity Networking to facilitate the access to funds



RIP for Enhancing Existing Routes

Andalusian routes, a regional pattern

Activities Performed

The Route Implementation Plan (RIP) of Andalusia has been discussed and developed upon the patterns and models of management of the Cultural Routes that are currently set up in the region, to which other elements of the development of Cultural Routes in other European partner regions have been incorporated (i.e. P2 Regione Lazio- equipping regulation-P4 Salzburg Research Institute-personnel training, management and exploitation-P8 Zlin Region-branding and promotion: newsletter-P11 Sibiu County Tourism Association-management and exploitation). Such conveyance of knowledge, experiences and models put together has made possible the elaboration of our Andalusian RIP.

The RIP envisages, on the one hand, to serve in the future as an orientation or guidelines for an internal regulation of all of the Andalusian Cultural Routes and, on the other hand, to a possible incorporation to the Regional Government legislation as a premise to grant subventions and financial aids or technical assistance to Cultural Routes promoters. Besides the RIP aims at:

- Valuing uniqueness and cooperation
- Sustainability
- Efficiency in management
- Stimulate private and public models
- Combining promotions and marketing

Theme & location

The already existing Cultural Routes in the region involved in the elaboration of the RIP are the following ones:

The Routes of The Andalusian Legacy (El Legado Andalusi)

Routes and itineraries that recover the memory of the brilliant Spanish/Muslim past that is ever present in the cultural background of Andalusia.

A Trip through the times of the Iberians

The route of the Iberians, developed basically in the province of Jaen, with its extraordinary archeological remnants.



Roman Andalusian Route

A cultural route through different Andalusian municipalities that share their creation and/or development under the Roman rule, with a living presence spread all through the region known at the time as Baetica Province.

Paths of Passion

A route through different municipalities in the geographical center of Andalusia, based on the long living traditional Catholic piety as a common element, shown fundamentally every year during Easter Week festivity.

Castles and Battles Route

A route with clear vocation of the monumental restoration and thematic diffusion of the Middle Ages' borders between Christians and Muslims world in the province of Jaen.

Odyssea Model Network - Odysseus Maritime Cultural Route - Andalusian

A network of port-cities that share singularities and are points of information and way in to all the tourist resources the interior land has to offer on the field of culture, nature and eno-gastronomy, along with the nautical sport services.

Educational Routes through Andalusia

Thematic routes with a strong didactic vocation specially targeted to the youth population in Andalusia.

The Alhambra Palaces

An exemplary Director Plan from which emanates a program of touristic diversification through suggestive visits to the most relevant monumental sites of the city of Granada.

The Route of the Opera (Seville)

An original way of showing the city in its lyric side, identifying its sites linked to the many opera works produced by some of the most world famous composers and a paradigmatic example of how to make a pure tourist product out of it with the mediation of TT.OO and travel agencies.



Promoters & stakeholders

The main promoter of the RIP is the Secretariat General for Tourism of the Autonomous Government, along with the Andalusian Cultural Routes and different universities and archeological institutes of the region as stakeholders.

Points of interest

- The Routes of the Andalusian Legacy (El Legado Andalusi)
- Cultural and transnational cooperation in Routes and Cultural Itineraries

A Trip through the Times of the Iberians

- Provincial development of an itinerary.

Roman Andalusian Route

- Municipal cooperation.

Paths of Passion Route

- Municipal Cooperation and marketing.

Castles and Battles Route

- Provincial development of a route.

Odyssey Model Network - Odysseus Maritime Cultural Route - Andalusian

- Implementation of the ICT Tools& IGS European platform for the information, promotion and commercialization of a coastal and nautical tourist destination and its hinterland

Educational routes through Andalusia

- "You reap what you sow": educating young people on its own cultural legacy through selected routes

Alhambra

- Management for the diversification of the cultural tourist offer in Granada and management using its main tourist attraction as the starting point.

Route of the Opera (Seville)

- Model of diversifying and marketing of a new cultural tourist product



Future actions

Our lines of future performances:

- Guidelines of Cultural Routes of Andalusia
- Plan of Action 2015 – 2020
- Creation of Andalusian Net of Routes and Cultural Itineraries - (RAIC)



Conveying European Culture 2.0

Mediating the interregional history of the “Alpine Salt Trail” with mobile technologies and social media



▲ © anrymos - Fotolia.com

Theme

Cultural tourism offers the opportunity to valorize the heritage assets of a cultural route. For a success, a route network management needs to meet the multiple information, exploration and entertainment demands of a “cultural tourist”. Based on the CERTESS best practise collection, Salzburg Research Forschungsgesellschaft mbh Austria, examined different options how to best design, use and apply ICTs in different phases of a cultural route visit: Destinations’ homepages and booking systems for the practical planning and organisation of journeys along a European cultural route; map-based applications (time-lines) and geo-localisation technologies for the spatial and temporal exploration of the history of a cultural route; 3D animations and augmented reality tools for visualising archeologic sites and digital games for playfully experiencing cultural heritage. Social media tools offer access

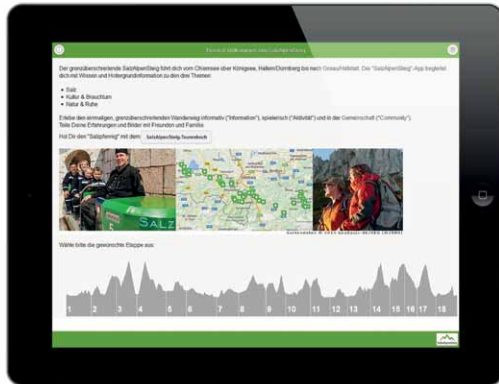
to personal route communities in which cultural tourists reflect about the value of cultural experiences in today’s life and share these with route travel partners and potential visitors. Digital tour books and community recommendations motivate cultural tourists to visit all major points of interests along a cultural route.

The RIP of the Austrian CERTESS partner focuses on the question of how to design and to mediate cultural heritage assets of a cultural route network by means of mobile information and communication technologies (ICTs) and social media. A concept and prototype application will be developed and explored with a regional cooperation partner, currently establishing a new interregional cultural route between Bavaria, Hallein-Dürrenberg and Salzkammergut, Austria. It connects the oldest European alpine salt mining and production sites, the old salt transportation routes and is re-activated by establishing a new hiking trail, called “SalzAlpenSteig” (Alpine Salt Trail, www.salzalpensteig.com).

Network partners and location of the interregional salt route

Already in pre-historic times, the Celtic population in Europe mined salt out of mountains. Since then salt has been an important trading and preservation good. It has contributed to the wealth of the regions Chiemsee in Southern Bavaria, Hallein and the Salzkammergut in Austria. However, many of these regions today have experienced a decline in the importance of salt production, but they still value the industrial heritage sites, the related alpine nature and newly emerging wellness sites (alpine salt springs; places for mediation, thermal salt springs). The “SalzAlpenSteig” route is a newly established network. Six partner regions – Chiemsee-Alpenland, Chiemgau, Bayerisches Staatsbad Reichenhall, Tourismusregion Berchtesgaden-Königssee, Tennengau, Dachstein-Salzkammergut – link their interregional history and cooperate in cultural and natural tourism activities.

Stakeholders include regional tourism agencies, industrial heritage sites, museums on mining and celtic history, folk and nature museums, regional development agencies and units of a regional applied research center.



Location map.

The alpine salt trail is divided into 18 stages with many points of interests on the themes of historic salt, culture & traditions and nature.

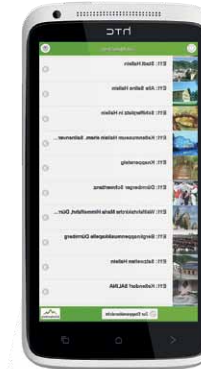
Points of interest

The route stretches 230 kilometres from Prien am Chiemsee via Hallein-Bad Dürrnberg/Tennengau to Obertraun/Hallstatt. It passes along historic and industrial heritage sites from salt mining, old adits, salt transportation and (Brine Pumpstation Klaushäusl/Grassau; Old Salt Works in Bad Reichenhall; Old Salt Mine and Celtic Village Hallein-Bad Dürrnberg/Tennengau) towards Obertraun (Salt Mine Hallstatt; Celtic culture). The related hiking trail offers spectacular outlooks and possibilities to explore old adits and related rich alpine flora and fauna (e.g. salt marsh land).

Design of the showcase application:

For the interregional salt route “SalzAlpenSteig” an interactive mobile cultural route application (an app for smartphones / tablets) was designed and developed. It should encourage visitors to plan their visit, to learn about the “salt history” while on the move, and to share their experience of the route with family and friends. Most importantly, the application should motivate the cultural route visitors to further involvement with the route theme and recommend it to others. The app consists of four specific modules:

- Information:** Interesting themes are historic salt mining in the mountains, transporting and trading; tradition & customs of salt miners and families (regional dialects; proverbs), relevance of salt today (e.g. use as road salt, for health and wellness applications) and nature and rare species along old salt trails. Approx. 10 points of interest per each of the 18 route sections will be enriched with media.
- Activity:** A mix of different mediation approaches is used to target the personal needs of cultural tourists. Visitors should experience with all senses, therefore a mix of audio, video, text and smart web-design is



offered. Depending on the historical context and content it offers users oral-history and storytelling, video-impressions (e.g. historical processes of how salt emerged in mountains), a time-slider (experience of historic changes in time) or game-based approaches (quizzes, puzzles).

- Community:** this module offers the possibility to active involvement with cultural heritage and to reflect the value of the cultural route within the “SalzAlpenSteig-Community”, travel partners and friends (sharing individual route pictures, digital historic postcards, taking part in route challenges and events).
- My digital tour book:** For each section of the route the hiker can collect a digital coin, called “Salzpennig” with a special route emblem. Having completed all stages, the visitor will have a collection of 18 different virtual coins and will get a metal coin from the local tourist agency (gold/silver).

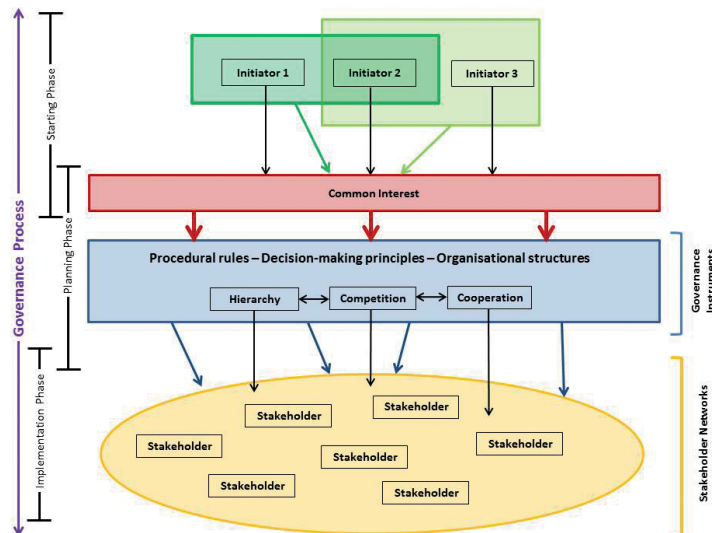
The app is a “Phonegap application” which ensures transformation in diverse hardware platforms such as smartphone, tablet-PC and personal computer. Whenever possible, the app uses open data and open cultural resources (e.g. from the database of Europeana, <http://www.europeana.eu/>) and works on- and off-line (with and without internet connection).

Future action

The prototype will be tested with visitors to the “SalzAlpenSteig” route in autumn 2014. After usability tests and evaluation it can be enlarged with more media content. The integration into the route destination homepage and transfer into the content management system of the route network is planned. The app concept and design can be transferred as best practise example to other theme-related cultural routes such as maritime salt mining (e.g. Atlantic salt route).

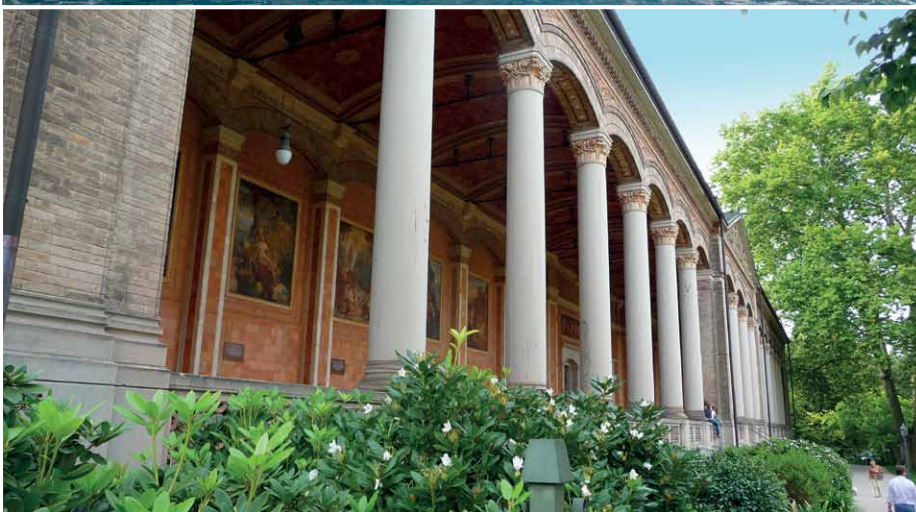
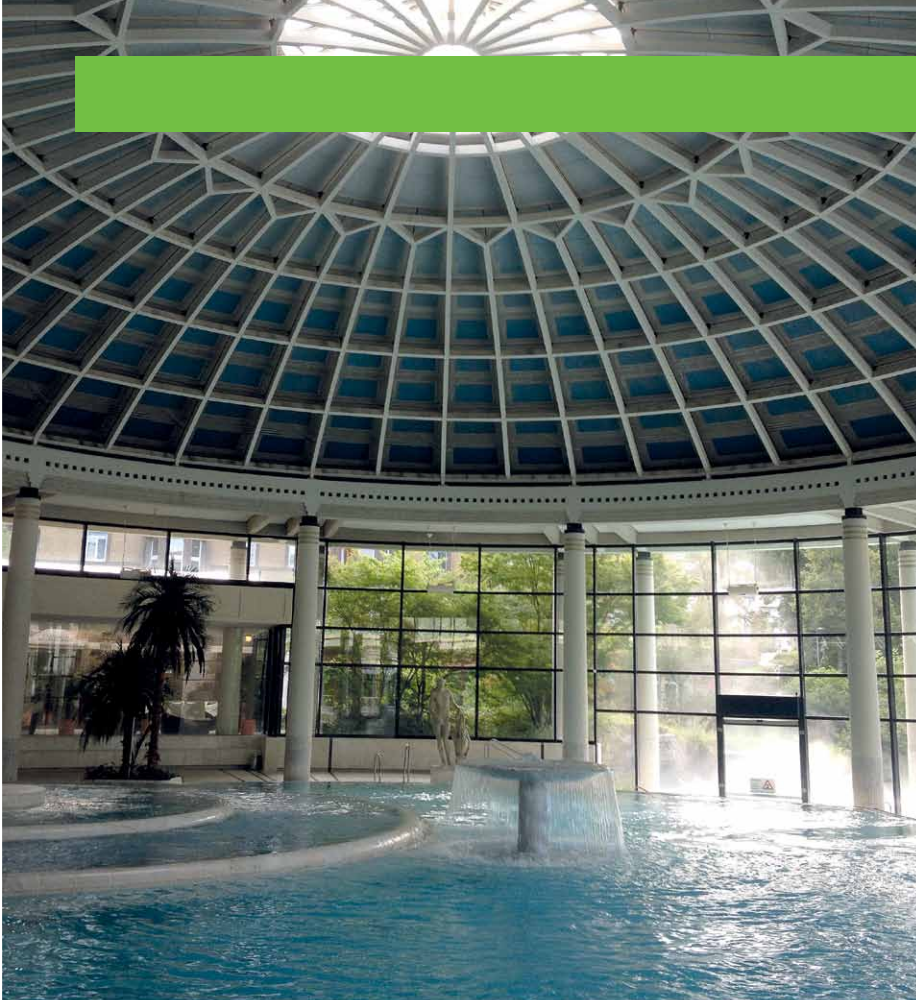
Route Implementation Plan, a policy document

In accordance with the INTERREG IVC programme, the Implementation Plan of project partner no. 7 was developed on the basis of the identified needs of the partner's region. The region of Baden-Wuerttemberg in Germany offers a great variety of cultural routes. However, the routes vary not only in their geographical scope but also in their degree of tourist attractiveness, thus in their cultural and economic value. During discussions with regional stakeholders engaged in cultural routes management or cultural tourism projects, it has evolved that the main challenge of the cultural routes in Baden-Wuerttemberg is how a route network can be established so it can be effectively managed over a long time period. This means that the main difficulty of these cultural routes refers to Phase A "Route Start-Up" of the route establishment phases identified by the CERTESS project. Considering this challenge, the Regional Implementation Plan was developed as a two-part document. In the first part, the results of an analysis of cultural routes and tourism networks are presented and recommendations are made for their optimisation. The second part provides a guideline for a newly-established network to facilitate the planning of a cultural route.



Promoters & Stakeholders

The first step of the analysis of cultural routes and cultural tourism networks for the Regional Implementation Plan was done by organising an event for regional cultural and tourism stakeholders to discuss the challenges in establishing a cultural tourism network. This event was attended by various stakeholders such as cultural routes managers, tourism promoters, local authorities and researchers in cultural heritage. In a second step, a selected set of "Good Practices" and "Governance Instruments" from CERTESS were analysed together with cultural tourism projects that are based in Baden-Wuerttemberg and which were willing to share their management and network structures with the project. This was done by face-to-face interviews. On the basis of this exchange of experiences it was possible to elaborate recommendations for cultural routes which show how currently successful routes and initiatives manage their networks. In detail, the following projects were analysed: The KIRA initiative in Baden-Wuerttemberg, the European Historical Thermal Towns Route and Association (of which a Baden-Wuerttemberg city is a member), the Italian Via Amerina Route and its Bio-District and the international Odysseus Itinerary and Association.



Insights of interest

Considering that cultural routes management usually mean that different stakeholders are brought together in an effective collaboration, it can be said that the phase “Route Start-Up” is mainly directed to the establishment of an effective (regional) governance process. The study of the above projects showed the particular importance of considering the specific contexts from which the stakeholders are coming. In most cases, the cultural routes’ stakeholders vary; these can be local authorities, researchers, cultural heritage specialists and providers, tourism promoters or local businesses (large and small). This means that stakeholders join the network with a specific motivation based on their professional and institutional background. Therefore, it is recommended that a network structure is built that corresponds to the particular degree of heterogeneity of the stakeholders while at the same time it needs to be ensured that it is able to act as an uniform network. On the basis of the results of the exchange of experiences, the Implementation Plan developed by project partner no. 7 pays a special attention to the stakeholders’ institutional backgrounds and motivation, the networks procedural rules and decision-making principles. These points were also identified as important elements of regional governance processes by scientific literature.

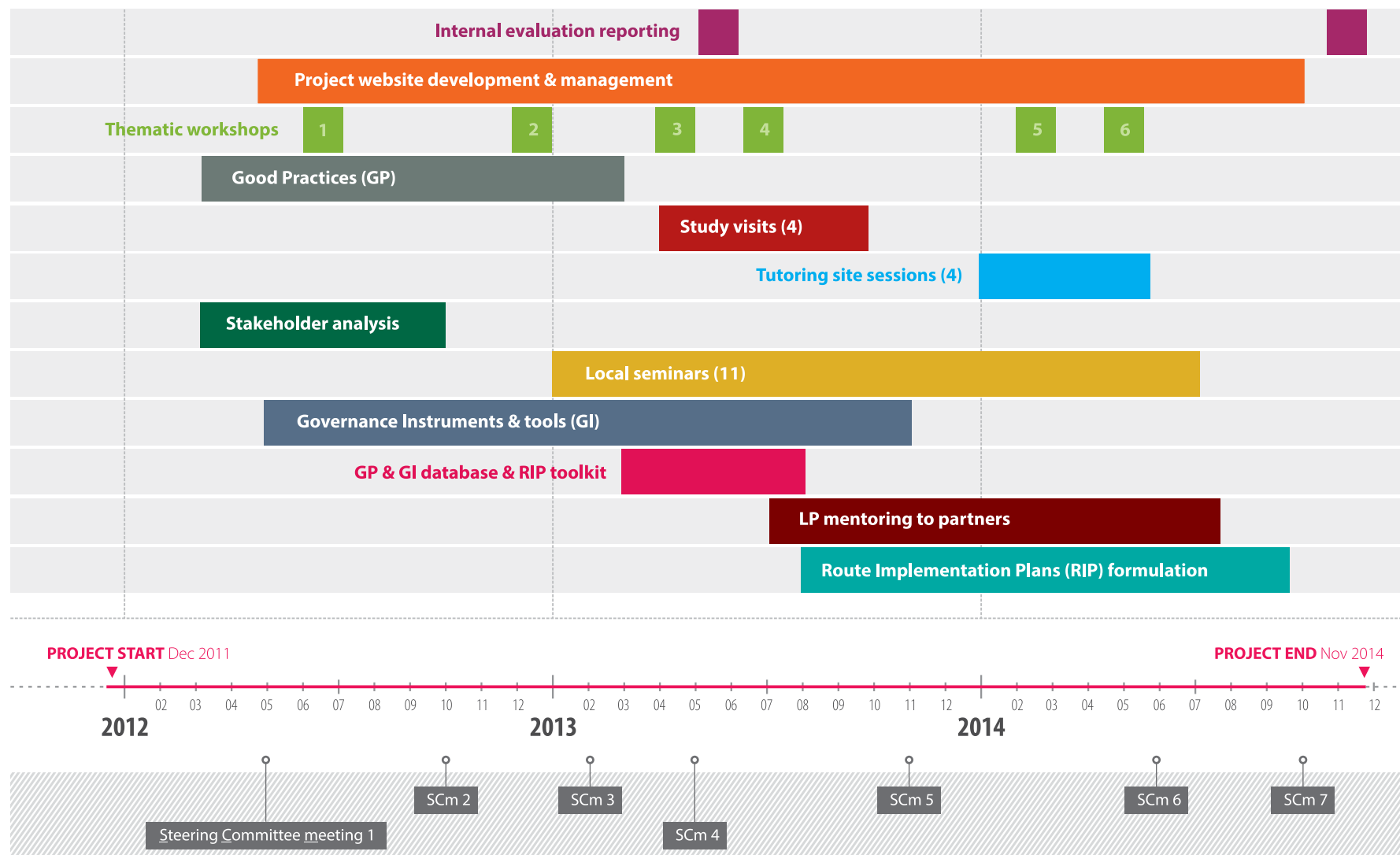
Recommendations and future points

The plan elaborated by project partner no. 7 includes recommendations that could help the cultural routes stakeholders in Baden-Wuerttemberg (and elsewhere) to establish an effective network in the “Route Start-Up” phase. By having a successfully working network structure that considers the stakeholders’ needs and backgrounds, the routes’ attractiveness can be increased by ensuring the partners’ motivation supporting their long-term commitment to providing a high-quality tourism experience. Once this commitment is built, the stakeholders can move on to the next stages of the route’s development. The second part of the Implementation Plan is therefore structured as a guideline that gives insights, hints and tips on key aspects in the phases “Route Development”, “Route Action Design & Phasing” and “Route Implementation, Management & Promotion”. This allows the Plan to be viewed as a strategic document, which can be used for different thematically-oriented cultural routes and a variety of cultural routes stakeholders. At the same time, the plan can support the regional policy of Baden-Wuerttemberg to the effect that it gives guidance for funding decisions for planned or future cultural routes.

ACTIVITIES PERFORMED

RIP for New Routes

Project Timeline





Outputs

Main outputs are those indicated in *italics* hereunder with related quantities:

- **CR network setup.** CR Transnational Network defined; 11 Local Stakeholder Tables established.
- **Experience sharing.** 41 good practices documented; a selection of them have been reviewed during 4 site visits performed in 2013 (Romania, Balears, Austria, Italy); 2 benchmarking sessions held; 4 site tutoring sessions held in Luxembourg, Italy, Malta and Andalusia.
- **Governance setup & instruments.** 11 local dissemination/ evaluation seminars; 83 governance instruments identified and documented for 4 thematic areas, a selection of which constituted the content of the 4 Tutoring Sessions.
- **CR targets & action plans.** 11 Route Implementation Plans formulated in the year 2014.
- 1 joint **Glossary** established and adopted.
- 1 **Knowledge Platform & Search Tool** designed and accessible from the project website, with over 240 documents available for download.
- 1 **Toolkit** compiled, with useful cross-references for designing, planning, implementing, managing and monitoring a European Cultural Route.

Results

The main result of CERTESS can be summarized in the individual efforts of each partner in identifying and formulating a Route Implementation Plan to foster cultural itineraries in his region.

This approach was not an identical one for all partners but was adjusted to specific conditions and circumstances, resulting into 3 different procedures:

- planning a new pioneering route
- joining an existing route network
- consolidating the ongoing experience.

Such diversification is, however, relying on a common baseline made up by a shared methodology and a cumulative wealth of documented knowledge.

In that respect, CERTESS outcome could also be conceived as **a general Master Plan of 11 Routes blended together** by a common planning experience and partnership ever-growing relationship: an asset to be treasured.



Partnership

Relations developed within CERTESS and within the institutional activity of the Lead Partner (European Institute of Cultural Routes) are expected to be instrumental in conceiving and developing future European spin-off projects and local sector plan/actions to be funded with other financial resources. Opportunities like Creative Europe and INTERREG Europe can be the next stepping point.

Promoting gradually a European-level quality certification procedure and label could also be another manner of reinforcing the networking strategy of cooperation.

During the project period most partners shared a common view of pursuing a possible cooperation venture in the coming programming period, choosing as a possible theme the formulation of methodological Action Plans for (a) monitoring progress, performance and final impact of cultural projects and (b) measuring by use of appropriate indicators interim and final results and outcomes of cultural route initiatives that are expected to contribute to the territorial development at local, regional and interregional level.

The possibility will be explored of bringing forward this concept formulation in the perspective of INTERREG Europe or similar interregional cooperation projects.

Local

The European Institute of Cultural Routes will consider reviewing the methodology developed under CERTESS and developing it into reference guidelines to be adopted in the framework of the European Partial Agreement strategy and applied both to Cultural Routes newly developed or those being consolidated.

The European Institute of Cultural Routes may consider establishing a regular tutoring service to support route developers/enhancers upon request.

Most partners will gradually link up with other potential partners in neighbouring regions in order to expand and consolidate their Route.

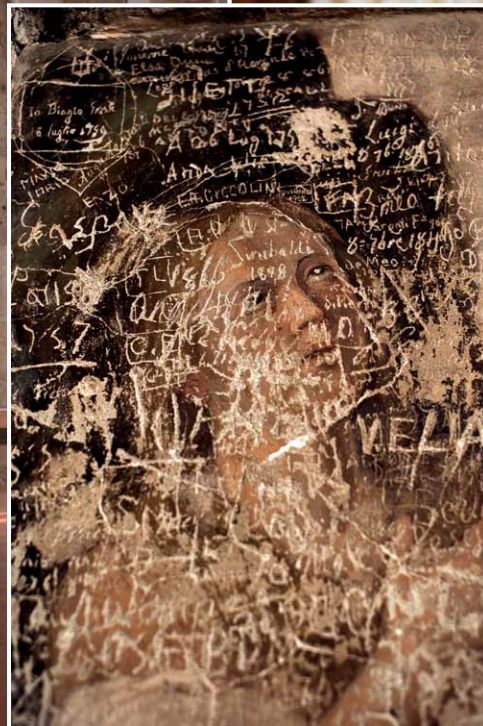














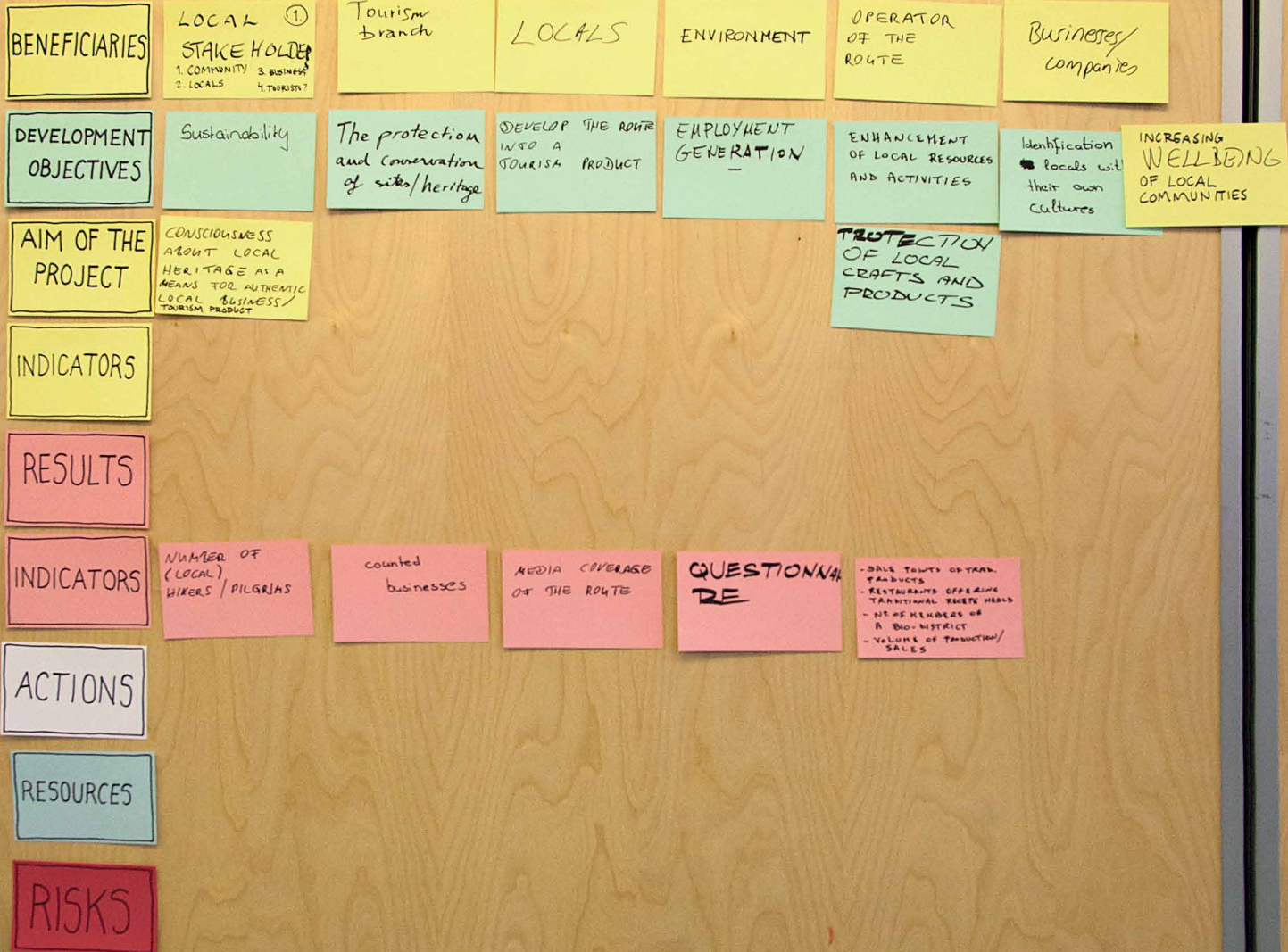






HOW THE EUROPEAN CULTURAL ROUTES SHOULD BE DEVELOPED AFTER CERTESS?

LOGICAL FRAMEWORK







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