Cultural routes - potential for info-mobility services

Cultural routes

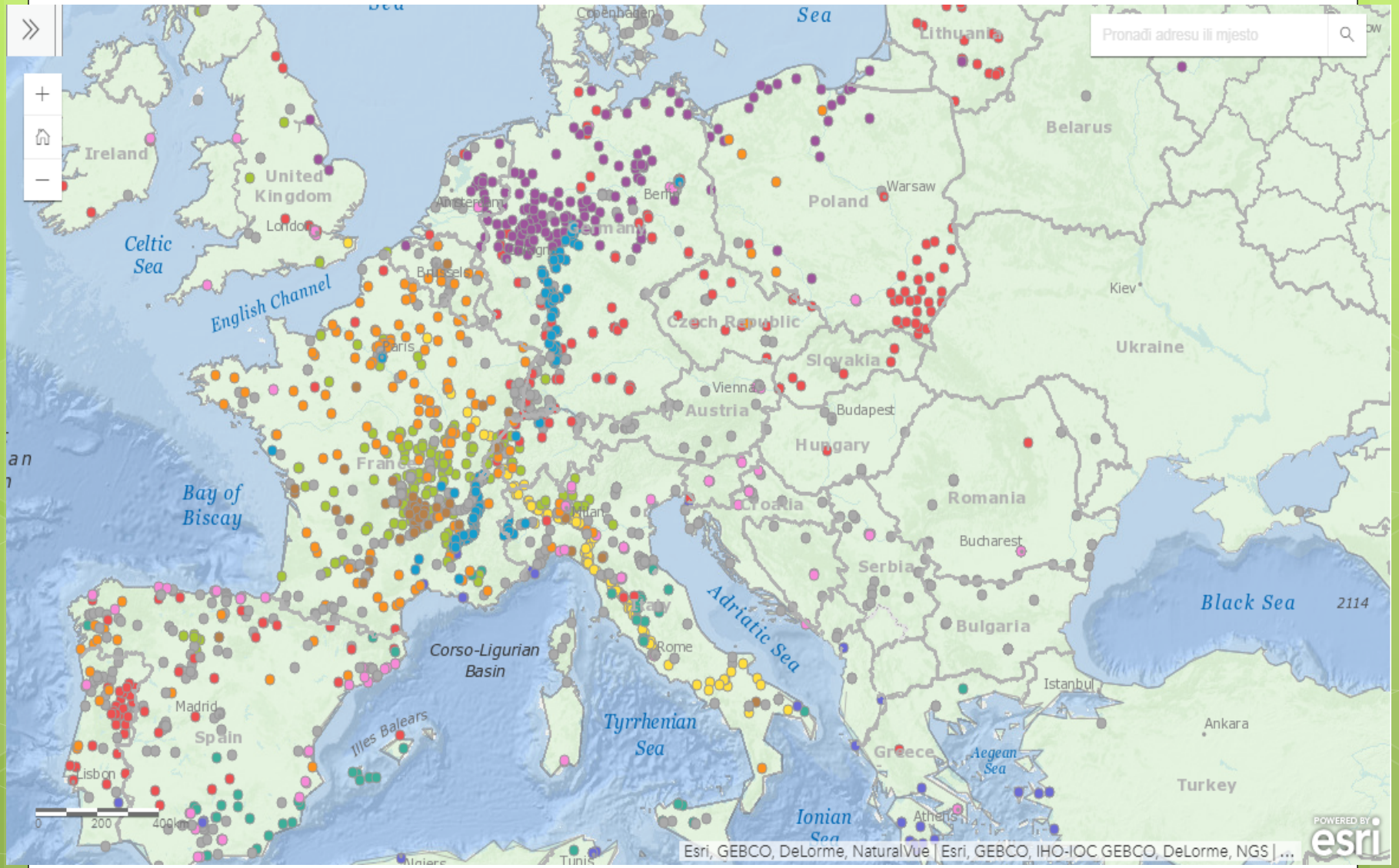
- Cultural, educational heritage and tourism cooperation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values

- 33 Cultural Routes are certified by the Council of Europe displaying the richness of European heritage through traditions, history and culture of people as well as philosophical, artistic, political and religious movements

Cultural routes

- Cultural Routes have an extensive network of 735 members consisting, between others, of stakeholders from cities or municipalities, associations, sites, cultural organizations, tourism stakeholders and scientific organizations

- Stakeholders from the tourism sector such as tourism operators, tourism enterprises and tourism agencies should be added as members to increase the expertise on tourism destination management.


Pronađi adresu ili mjesto
Ireland
United Kingdom
London
Celtic Sea
English Channel
Bay of Biscay
Amsterdam
Berlin
Germany
Brussels
Paris
France
Poland
Warsaw
Belarus
Kiev
Ukraine
Lithuania
Czech Republic
Slovakia
Vienna
Austria
Budapest
Hungary
Croatia
Romania
Bucharest
Serbia
Bulgaria
Black Sea
2114
Adriatic Sea
Rome
Corso-Ligurian Basin
Tyrrhenian Sea
Madrid
Spain
Lisbon
Illes Balears
Istanbul
Ankara
Greece
Aegean Sea
Turkey
Athens
Ionian Sea
Tunis
0
200
400km
Esri, GEBCO, DeLorme, NaturalVue | Esri, GEBCO, IHO-IOC GEBCO, DeLorme, NGS | ...
POWERED BY esri

Why cultural routes?

- **Europe is the world's No 1 tourist destination** with 50% of the world's total of international tourists' arrivals and leads steady growth of 4% in absolute terms

- Cultural tourism can be described as tourism offering cultural destinations, processes and products.

- Cultural heritage is a job creator not only in the cultural heritage sector, but also in companies providing goods and services for the cultural sector

Why cultural routes?

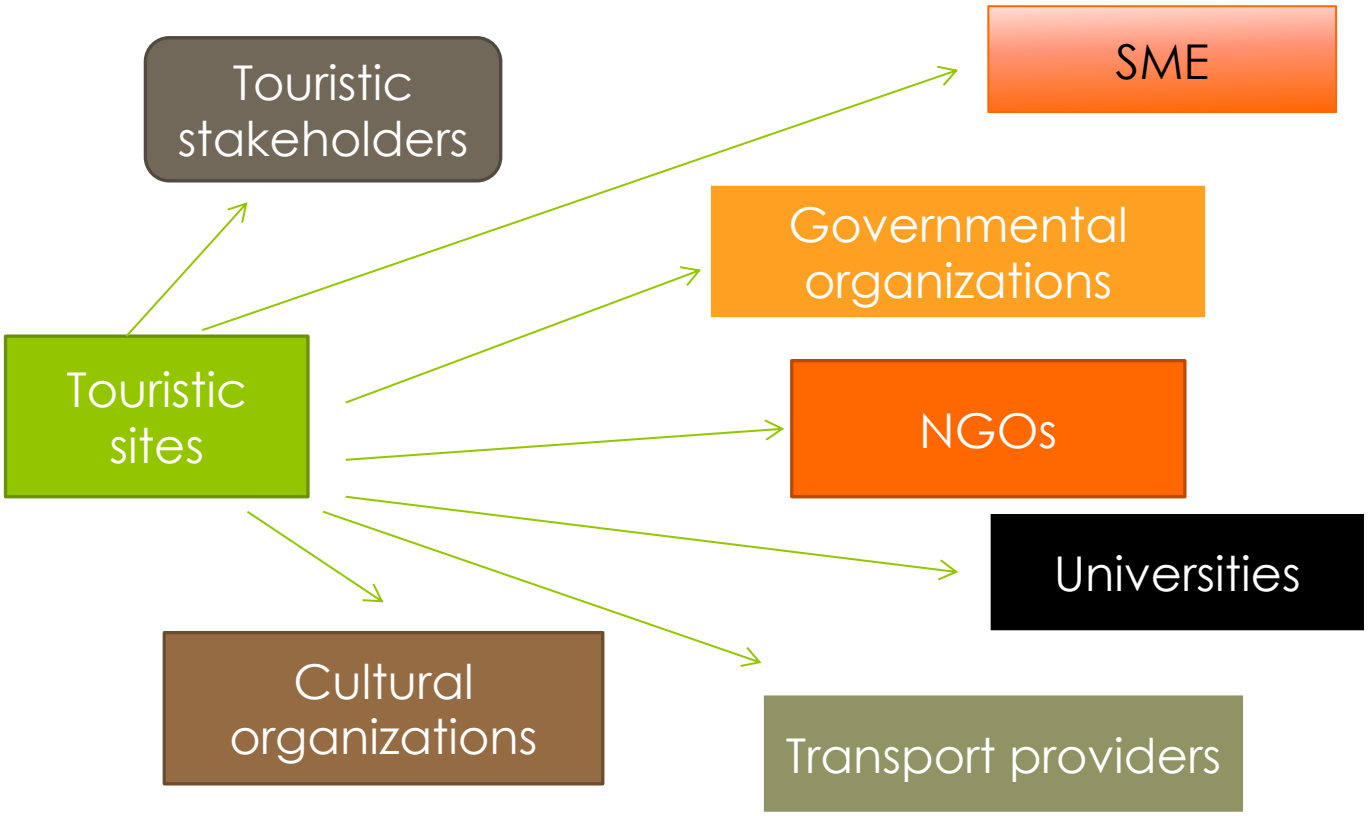
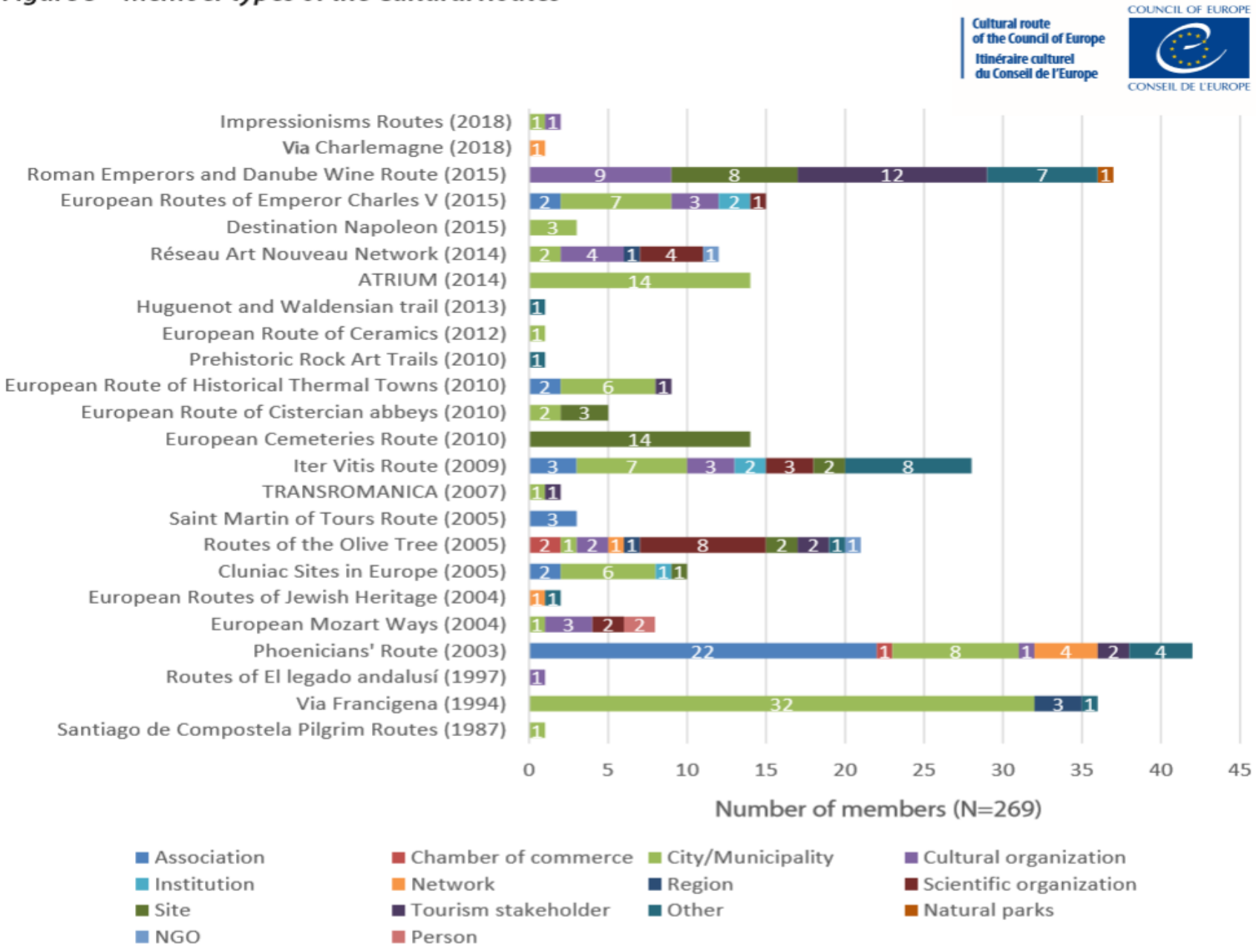


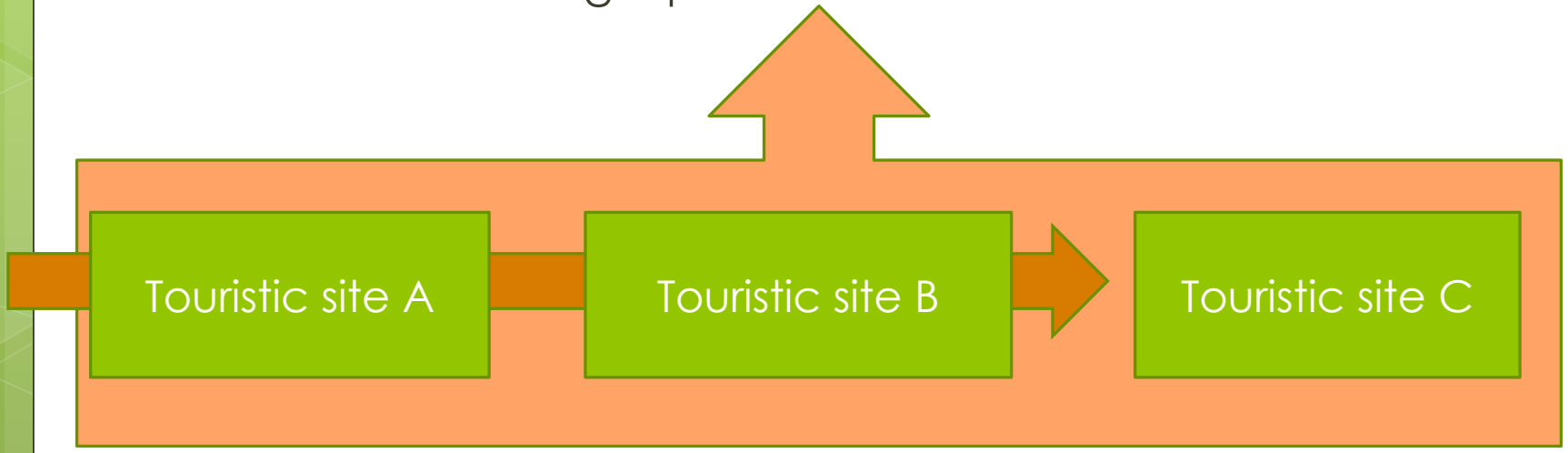
Figure 3 – Member types of the Cultural Routes



Advantages of cultural routes

- „The desire to develop the self through dreams and imagination has produced a shift from need-driven information to storydriven imagination. Storytelling will become one of the major drivers of the dream economy in the future. Stories engage people and add value to experiences."

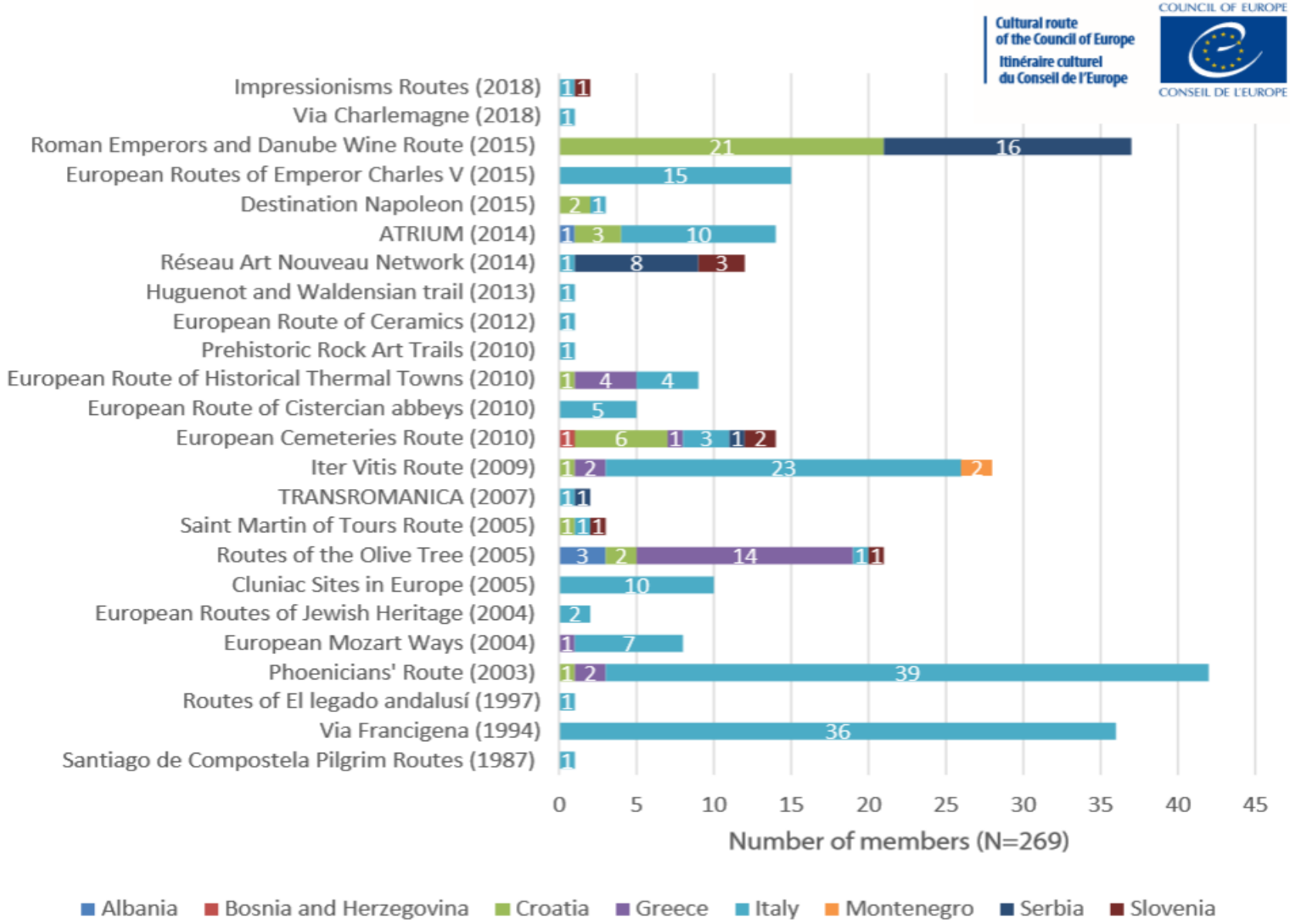
- Cultural route is a narrative that unifies a number of locations into a single product



Info-mobility services

- Info-mobility services provide an opportunity to enhance the unification of a cultural routes
- One route, one trip easily purchased at designated site
- Ease of access, responsive to tourist demands
- Info-mobility services are one of the developmental prioritites for cultural routes

Figure 2 – Cultural Routes members per country of the Adriatic-Ionian Region



Info-mobility services

- Demand for cultural tourism and cultural routes as a niche tourism on the rise; favorable touristic trends
- Supported by the EU long term strategies and touristic trends
- Available to develop from multiple positions
- Can be newly developed or integrated to existing ones

Info-mobility services

- Transport lets users consume the product, and info-mobility makes it approachable
- Cultural routes still need to be fully recognized, so promotion should be one of the priorities
- Info-mobility services still need to be fully accepted by the public and the stakeholders?

Cultural routes - potential for info-mobility services

- Sources:

- https://www.coe.int/en/web/cultural-routes/resources

- https://rm.coe.int/1680706995

- https://rm.coe.int/16808ecc0a