

Chapter 11 /
'Europe is a Journey' /
The European cultural
route as an instrument
for heritage revival /
Minke Walda



'I can't say; but one's emotions are more strongly aroused by seeing the places that tradition records to have been the favourite resort of men of note in former days, than by hearing about their deeds or reading their writings'

Cicero¹

Spread throughout the landscape of the southern and the eastern parts of the Netherlands are a number of large boulders, loosely placed in the rural landscape, in city squares or, in one case, close to the John Frost Bridge in the city of Arnhem, which was bridge central in the Battle of Arnhem in 1944. The alien boulders, placed mostly in the countryside, are part of the Liberation Route – a still expanding cultural route centred on events in the southern and eastern regions of the Netherlands during the final stages of the Second World War. The regions played an important role in the march of the Allies from Normandy to Berlin. In September 1944 the Allies reached the Belgian-Dutch border, and, in an attempt to end the war before Christmas, started 'Operation Market Garden' to invade Germany through the Netherlands. They undertook large-scale airborne-landings and an infantry advance from Belgium through Northern Brabant to the bridges over the Maas, Waal and Rhine Rivers in order to cut off the Germans in the west of the Netherlands and then to push on to the Ruhr Valley and, finally, to Berlin. Nijmegen and most parts of Northern Brabant were liberated, but the conquest of Arnhem failed, bringing millions of Dutch citizens above the Rhine to the edge of starvation that winter. The John Frost Bridge still carries symbolic meanings as the place where the liberation of Europe was temporarily halted.

Each large boulder is placed in the landscape of one of the former battlefields and represents a particular, often personal story from that period of the war. These stories have been recorded and can be downloaded as MP3 files or on a smartphone. They have proved to be very popular since the public

Visitors listen to the story marked by a boulder of the Liberation Route, located on the Veluwe, the Netherlands (DeVeluwe Flickr Channel, 2011).



opening of the route in 2008. The stories, which can be listened to individually, have been downloaded a total of more than 60,000 times. The experiences of the soldiers and inhabitants bring the listener close to the events of the war, allowing him or her to hear about the bombings of the city around him or about the joy and relief when the food transports finally arrived. Visitors are invited to plan their own trail and means of transport between the boulders, based on their interests and other travel plans. Only small-scale, ready-made tours and package deals are offered on the Liberation Route website. The 'route' is not a guided tour, but a network of small sites, linking the locations to a larger history and creating cohesion in the liberation story, as well as enticing the visitors to explore the whole story of the region.

With the development of the Liberation Route the well known battle sites of the final stages of World War II are transformed into an attractive network of places of memory which serve to stimulate cultural tourism and generate public awareness. The Route, a partnership of several Dutch Second World War museums and the regional tourist organisation RBT KAN, is now planning to expand on European level. In conjunction

Liberation Route
boulder, Gennep, the
Netherlands (Linde
Egberts, 2011).



with the commemoration of the 70th anniversary of D-Day in 2014, the regional route will be extended to 3,000-kilometers and offer the visitor a variety of experiences, guided with the help of his/her smartphone from Southern England to Normandy, Paris, the Ardennes, Brabant, Arnhem-Nijmegen, and Berlin, following the path taken by the Allies during the liberation in 1944–1945. More than sixty European regions, museums, tourist organisations, and other bodies have joined the initiative and will work together to develop an overarching European Liberation Route.²

The method of presenting a region's or country's heritage to the public used by the Liberation Route is not new. In the last few decades the development of heritage or cultural routes or networks has become a popular tool in conservation, in education and in promoting tourism at the local, national and international levels. In the literature on cultural tourism, the heritage route has been defined "as a means of organising the visitor's experience by providing a purposeful, interpreted route" that can be followed by car, bicycle, foot or other forms of transport and that "draws on the natural or cultural heritage of an area to provide an educational experience that will enhance visitor

enjoyment. It is marked on the ground or on maps, and interpretative material is normally available to guide the visitor”.³ In practice, the scale, organisation, and content of these routes and networks is highly diverse, ranging from local urban tours that take only half an hour to international networks like the pilgrimage route to Santiago de Compostela, a walk that can take weeks or months. In essence, every heritage route connects several sites under a common theme. Its essential goal is to encourage a desire to travel and to cross borders, and to expand the visitor's grasp of local, national, or international histories.

An important aspect of this kind of travel is the physical experience of the journey. Unlike the planned itinerary leading to one's holiday destination, the journey across the landscape as one follows a cultural route is as important as the destination itself. For the pilgrimage tourist, the journey to reach the religious site in question is in itself a 'spiritual odyssey' – a search for something deeper: a chance to meditate, to make contact with nature and other people, and to reaffirm and strengthen one's faith during the sequence of religiously significant stops. The hardship and meditation en route culminate in a peak religious experience upon one's reaching the final destination. The non-religious journey of the cultural tourist is more focused on submersion in the landscape, the encounter with beautiful nature or culture, and meeting other people, or the physical challenge of walking or cycling (long) distances. In both cases, however, the traversal of the landscape is a central aspect of the total experience of the route.

This chapter evaluates the potential of the development of cultural routes as a method for the revival of interest in and the presentation of heritage at a European level. Based on an analysis of 35 existing European cultural or heritage routes, it describes some of the factors that have contributed to the successful development of such routes, as well as some of the obstacles that have been encountered, and it offers suggestions for the development of cultural routes on a supra-national scale (see matrix).⁴ For all 35 case studies, I have researched the route's organisation, form, goal, and presentation using its

Signpost of the Saint
James Way, Issoire,
France (Minke Walda,
2012).



website or a brochure (if available). The results of this research are discussed after an introduction on the history of the heritage route.

History of the heritage route

The predecessors of the cultural route can be traced back to ancient pilgrim routes and trade networks. Many of the current European routes, like the Amber Route of the Sultan's Trail, are inspired by these ancient roads between trade centres and religious sites. The Grand Tour of scholars and young aristocrats among the monuments and artefacts of European history, which had its origins in the sixteenth century and culminated in the late eighteenth century, may be seen as the start of a more specific type of heritage tourism (image).⁵ With the advent of rail and steamship networks and Thomas Cook's package tours in the middle of the nineteenth century, a European journey became accessible for a newly-interested middle-class public keen to develop its cultural taste. Modern guidebook publishers such as John Murray and Karl Baedeker realised that if the European tours were to become marketable, they had to include a series of itineraries linking the heritage sites that were the primary objectives of the travel.⁶

In the 1970s conservation bodies created a new phenomenon in route-development in the form of self-guided heritage trails. Nature trails, which first began appearing in the United Kingdom in the 1960s and 1970s, were quickly developed to encompass a range of heritage routes. France pioneered the use of historic routes by the end of the 1970's, and in 1989 it introduced the official classification of 'route historique' by the Caisse des Monuments Historiques et des Sites.⁷

In the same period, the potential of route development was recognised at the European level. The 1964 report "Raising collective awareness of Europe's main cultural sites and their incorporation into the leisure civilization," prepared by a study group of the Council of Europe, is considered to have



introduced the idea of fostering awareness of a shared European heritage through travel and tourism.⁸ The idea resurfaced in 1987 with the launching of the European Cultural Routes Project by the Council of Europe, the aim of which was to demonstrate the common identity of Europe in an accessible way at a time when the ideological divide of the Continent was crumbling. The theme-based routes and networks, considered representative of European culture as a whole, were meant to encourage Europeans to discover their common roots and heritage through cultural tourism.⁹ In conjunction with the establishment of the European Cultural Routes Project, the Santiago de Compostela pilgrim routes were recognized as a European Cultural Route (1987), making it the first to win that designation.¹⁰

In 1997 the Cultural Routes Project was placed in a more formal co-operative framework. The European Institute of Cultural Routes (EICR) was established as a public service and technical body in Luxembourg to co-ordinate, monitor, and document the Cultural Routes program. The routes and networks that have been granted the status of 'Cultural Route

Grand Tour: Bernardo Bellotto: Ruins of the Forum, Rome. Ca. 1743 (National Gallery of Victoria, Melbourne / Felton Bequest).

of the Council of Europe' all commemorate a shared European history, centred around themes like religious pilgrimage (Via Francigena), European cultural figures (European Mozart Ways), migration (The Vikings Route), and art and architecture (European Route of Cistercian Abbeys).¹¹

Along with the European Cultural Routes (which require certification), a variety of other European cultural routes are financially supported by supra-national European organisations. Most of them are developed by partnerships of public-sector organisations, using the route as a tool for a variety of cultural, social, economic, or political aims. Examples are the Art Nouveau European Route, developed by a non-profit association aiming at the international promotion and protection of Art Nouveau heritage, or the European Route of Brick Gothic, in connection with the European project AGORA 2.0, whose goal is to develop a common regional identity for the Baltic Sea Region by exploring its natural and cultural treasures.¹² The development of cultural routes by commercial tourist organisations turns out to be a relatively minor factor at the European level. The Liberation Route is one of the few examples of a heritage route created explicitly with the goal of a significant financial return.¹³ Another is the 'Oranjeroute' (Orange Route), a touristic network of the many sites associated with The Netherland's royal Orange-Nassau family; it has been developed by the German National Tourist Board.¹⁴

My research on existing European routes indicates that their development at the Continental level is strongly rooted in political-ideological agendas. Lofty ambitions are proclaimed for these subsidised cultural routes, and they are seen by their creators as multifaceted and flexible tools for promoting three goals: cultural tourism, sustainable territorial development, and European collaboration.¹⁵ The important question is: how is this institutional language translated into practice? Let me offer a few observations in this regard.



Opportunities for route development

In the Introduction, fostering the desire to travel was mentioned as the essential element of route-development, distinguishing it from other methods of heritage revival and promotion. Routes serve to connect, by combining heritage sites in a larger context, but also because of the co-operation they necessitate between participants and stakeholders. In this way, a route can draw attention to heritage sites that would not have attracted the public as destinations in their own right. Embedding heritage sites in a larger geographical and cultural context also makes the cultural route an attractive tool for focusing on broader histories, such as those of pilgrimages, battlefields (Liberation Route), or the spread of artistic and architectural styles. The combined experience of sites makes it possible for the traveller to understand places in the context of time and space.

“Anchor point” of
the Liberation Route:
Hoorn-Medemblik
Steam Tram Museum,
the Netherlands
(Minke Walda, 2012).

A route has the great advantage of making it possible for a person to experience a monument or site on the spot. The experience of the authentic site and its location in the landscape is potentially much more powerful than any that could be offered by the presentation of heritage on a website or in a museum. As Cicero stated in the quotation at the start of this chapter, seeing a place for oneself, can arouse a stronger emotion than a 'second-hand' image can. He appeals to the idea of a historic sensation: the feeling of direct contact with history or the location of action (e.g. battlefield tourism) through the tangibility of the site or the feeling of walking in the footsteps of, say, the medieval pilgrim or the Allied soldier. This quality of the heritage site or trail, this connection with a location and its history, is well suited to take advantage of the current demand of consumers for authentic experiences and products.¹⁶

In their influential publication on economic management, *The Experience Economy: Work is Theatre and Every Business a Stage* (1999), economists Pine and Gilmore introduced the term 'experience economy' as the fourth economic stage in mankind's history, after the extraction of commodities from the earth, the production of goods, and the delivery of services. Not goods and services, but experiences are the central economic offering in this experience economy. As the authors observe, consumers are increasingly demanding experiences, and more and more companies are responding to this demand. Well-known examples are Disneyland, or, at a much smaller scale, the luxurious coffee bar, where serving a cup of coffee is staged as a total experience by offering a range of different tastes, design interiors and subtle 'scent machines', spreading the aroma of freshly-brewed coffee and just-baked bread. This staging of experiences, they assert, creates a closer link between the consumer and the company, leading to a stronger engagement and identification with the product.

Although staged experiences like Disneyland have a somewhat dubious status in the heritage world because of their lack of authenticity, the developer of cultural routes could learn a great deal from the principles of the experience economy as

described by Pine and Gilmore. The sense of history visitors gain by walking in the footsteps of the past, following a historic route or visiting historic locations, offers organizers of heritage routes a good incentive to develop an experience-based tourism likely to stimulate an involvement and identification with European heritage. In addition, the possibility of combining several heritage sites and routes offers organizers a chance to adjust to the individual needs and expectations of a variety of user groups.

Obstacles to route development in Europe

Deborah Hayes and Nicola MacLeod were the first to make a connection between the design of heritage trails and the opportunities of the 'experience economy'. Drawing on the content analysis of trail brochures in Great Britain that they presented in their article 'Packaging places: designing heritage trails using an experience economy perspective to maximize visitor engagement' (2007), Hayes and MacLeod concluded that most British route-developers do not take full advantage of the potential offered by the principles of experience-based design suggested by Pine and Gilmore. Their analysis of heritage trails in Great Britain holds lessons for Continental route planners, as well. Keeping their findings in mind, I analyzed the websites of the European cultural routes and observed two major problems that need to be addressed.

1. The trail and network routes: the two main types of European cultural routes

In many cases, the term 'route' is used to indicate the joint presentation of heritage at several locations, connected by (digital) infrastructural means. The term 'route' suggests a fixed trail marked on the ground or on maps, leading travellers from one destination to the next, like the many pilgrimage routes crossing Europe. The 'route' exists in space: it makes use of existing, sometimes historical roads or trails, marked by signposts that

can be followed on foot, on a bike or by car. A cultural route, however, does not have to be a physical path. At the Continental scale, more than half of the so-called 'cultural routes' take the form of network organisations, lacking an actual spatial itinerary on the ground. A good example is the European Route of Historic Thermal Towns, developed by the European Historic Thermal Towns Association, a network of towns in Western and Eastern European countries that boast a recognised spa tradition and spa or thermal heritage.¹⁷ The 'route' is actually a network of heritage sites, collaborating on an institutional level and linked by the central theme of the spa. The individual thermal sites and towns can be visited separately: the website offers the contact information of a municipality and the tourist information bureau, combined with a short description of the town and its spa heritage. There is, however, no fixed trail on the ground, to guide the visitor from site to site.

Some other 'route-networks' take the form of knowledge networks supported by European scholars. An example is the Parks and Gardens route. The term 'route' is a symbolic one in this case, a metaphor for a multidisciplinary scientific network. Centred around historic parks and gardens in both Western and Eastern European countries, it was founded to stimulate European collaboration between East and West, especially the international exchange of knowledge in this area.¹⁸

The different types of 'network routes' all lack a physical itinerary marked out in space, and in most European-wide cases a physical trail is non-existent; potential visitors are free to determine the course and number of sites they would like to visit, the route to be followed, and their means of transportation. Although a touristic, signposted trail between the sites is missing, the individual sites of the network route are sometimes marked with a signpost, showing that they are part of a larger 'route' or network. This is the case, for example, with the anchor points of the Route of European Industrial Heritage, a cultural tourism network of historic European industrial sites.¹⁹

In terms of presentation, most of the websites of the network routes offer only a very schematic map of the 'route' at

the European level, concentrating instead on an overview of the various locations. Their websites – for example, that of the Parks and Gardens route – often fail to make it clear if there exists a tangible route on the ground. In these cases, the question then arises of whether the label 'route' is really applicable, as it might give rise to false expectations on the part of potential visitors. More important, the message of a shared European heritage and identity might be difficult to convey when a route consists only of nodes, separated by (sometimes) considerable distances. One needs to ask which target groups may have the time, endurance and means to invest in following these routes.

2. A visitor's perspective

A second shortcoming in European route-development is a dearth of information. Despite the high level of institutionalization of European heritage routes, most academic researchers on heritage trails have observed a lack of monitoring and evaluation of heritage routes on the local, national and European levels.²⁰ In the case of the Liberation Route, the number of 60,000 downloaded stories mentioned above is the result of a one-time monitoring of only one year.²¹ And, for most of the European routes that have been analysed it is unclear if specific information is available on even the number of people actually visiting the route or network, let alone on their experiences and opinions. This lack of visitor information may be an indication of the low priority accorded to thinking about the needs of potential user groups. Most routes are now targeted at the generic European visitor or visitors from abroad. Clearly, the potential for adjusting a route to the more individual needs and expectations of a variety of user groups cannot be fully exploited in the absence of visitor information. This lack of monitoring is especially surprising considering the high ambitions stated by many routes with respect to promoting cultural tourism, sustainable territorial development, and identity-construction.

It should be noted that it is not only the providers, but also the visitors who lack adequate information. For Europeans

interested in following a particular cultural route, practical information is often hard to find on the Internet. In the case of the Parks and Gardens route, the establishment of a “series of tourist circuits in a number of European regions” is mentioned on the website of the European Institute of Cultural Routes.²² However, no information on these “tourist circuits” is available, leaving it unclear just what these circuits consist of. The Parks and Gardens route might be an extreme example (even to the point of lacking its own website), but many of the routes that claim to promote cultural tourism offer only minimal online tourist information concerning itinerary, actual road markings, service facilities, or the best means of transportation available. Happily, there are a few counter-examples to this tendency, including the pilgrim route called The Route of Saint Olav Ways, the Prehistoric Rock Art Trail, and the Route of European Industrial Heritage.

Lack of adequate information is the most important obstacle to route-development at the European level at this moment. The high ambitions will not be achieved if visitors are not prompted to follow a well-defined route. Many of the European-wide named cultural routes appear to be predominantly institutional networks or symbolic routes, without a carefully thought out and accessible itinerary or a tourist network on the ground. The idea of a route as a user product, with an active visitor component, remains underdeveloped. It is not known how many Europeans or visitors from abroad are reached, besides the professional partners of the project. The organizers of the heritage routes are thus failing to exploit their potential to become an active, experience-based form of heritage tourism.

Moulin and Boniface point out that making the optimum use of such routes will require more collaboration between the tourism industry and the heritage industry.²³ In attempting to develop heritage routes one could learn much from the promotional methods and user-group approach employed by the tourist industry to attract visitors. Such knowledge could be used to maximize the potential of these routes to generate a revival of interest in heritage on a European scale.

Experiences are the key

To revive and promote interest in Europe's common heritage, we should create routes that take advantage of the current widely felt need to experience the past. Because such routes require one to travel in order to visit historic heritage sites 'in situ', they have a high potential to deliver such an experience. However, the evaluation of existing European routes has clearly shown that this potential is not being fully exploited.

The diversity in trails and network route-systems makes it possible to adjust a route to the visitor's personal tastes and available time. European routes, however, are handicapped by their scale, which might be too large for some of the target groups of European citizens to grasp and to traverse completely. Only some target groups, for example wealthy seniors from Europe and abroad, may have the time and means to participate in these routes. In addition, the message of a shared European heritage and identity can be difficult to convey when a route consists only of nodes, separated, in some instances, by sizeable distances. Considering this fact, it is remarkable how little attention is currently devoted to the trails and landscapes that connect the nodes – a central aspect of the experience of any route – and to the transport available in the routes that have been studied. The development of sub-routes that cover a representative part of the route could offer a more accessible experience, the Route of European Industrial Heritage being a good example of this practice.

The successful development of heritage routes requires an intensive involvement on the part of the visiting public. Visitors need help in following a long route or one that includes several heritage sites spread over long distances. Yet, lack of information is an often occurring shortcoming of the current European routes. Therefore, it is crucial to provide visitors more information, and to do so in a form that takes into account their desire to experience things and places directly for themselves. Many of the co-called European heritage routes are networks of individual sites created by institutions interested mainly in

promoting shared heritage and establishing cross-border partnerships to foster the exchange of knowledge and experience. In accord with this emphasis, they have provided markedly little information geared to the individual visitor interested in actually traversing one of these routes. The widespread lack of monitoring and evaluation of these heritage routes is also striking. We must gather more data regarding visitor numbers and tourist reactions to routes, if we hope to maximize the potential of the heritage route as an instrument to revive European heritage.

An overview of heritage routes in Europe

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The Viking Route

Liberation Route

Band of Brothers Tour

Iter Vitis - The Ways of the Vineyards in Europe

European Cemeteries Routes

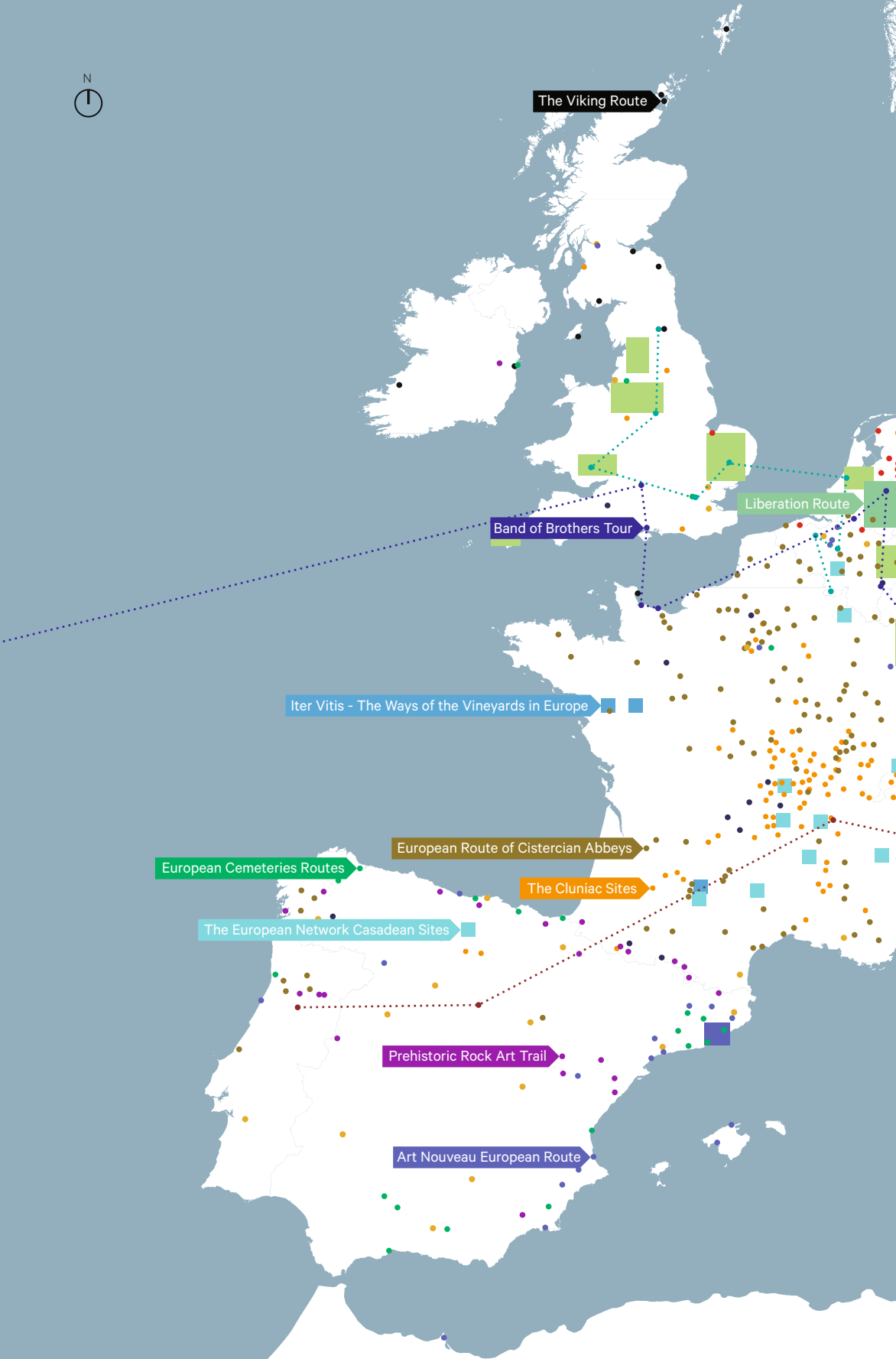
European Route of Cistercian Abbeys

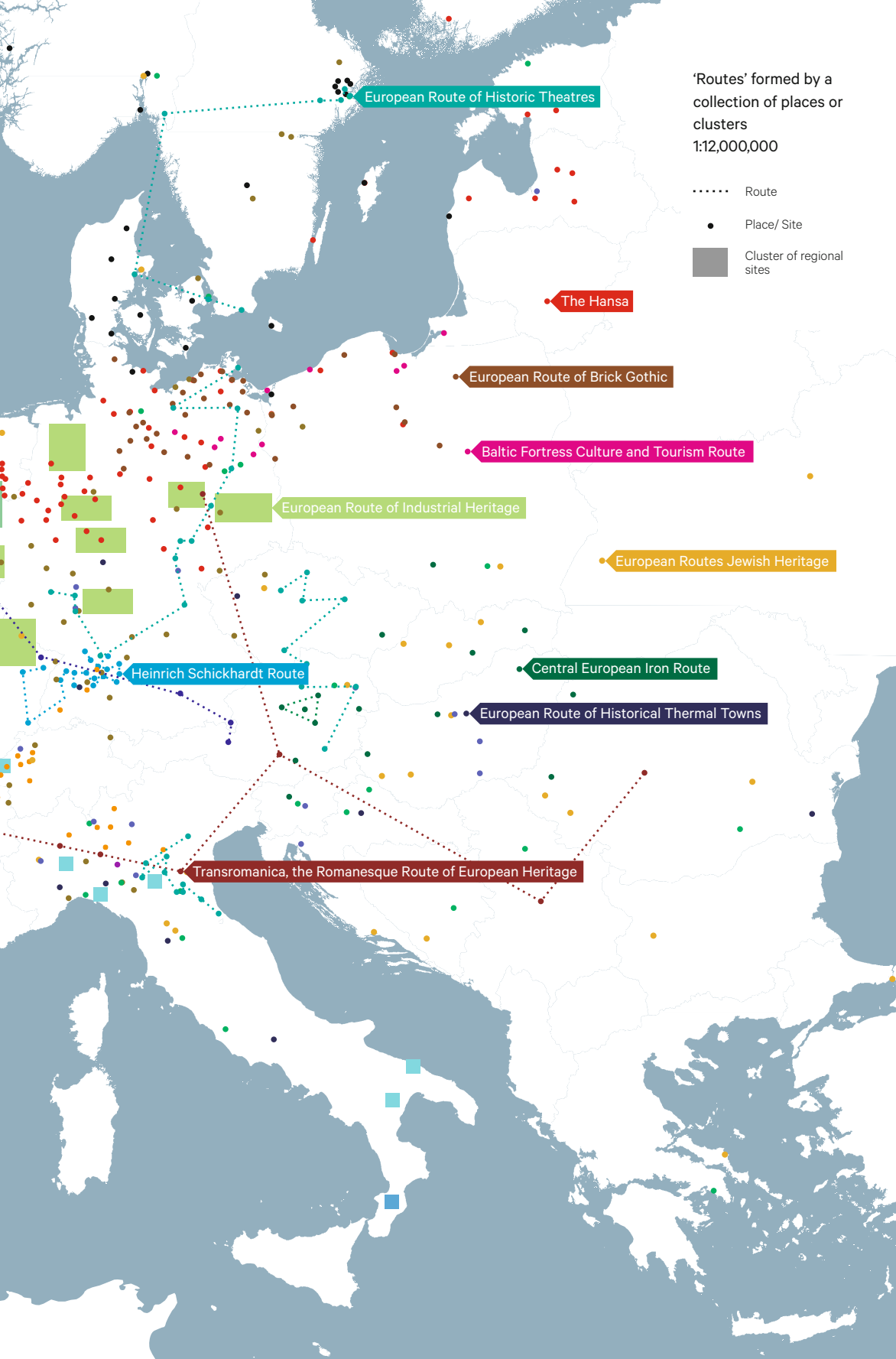
The Cluniac Sites

The European Network Casadean Sites

Prehistoric Rock Art Trail

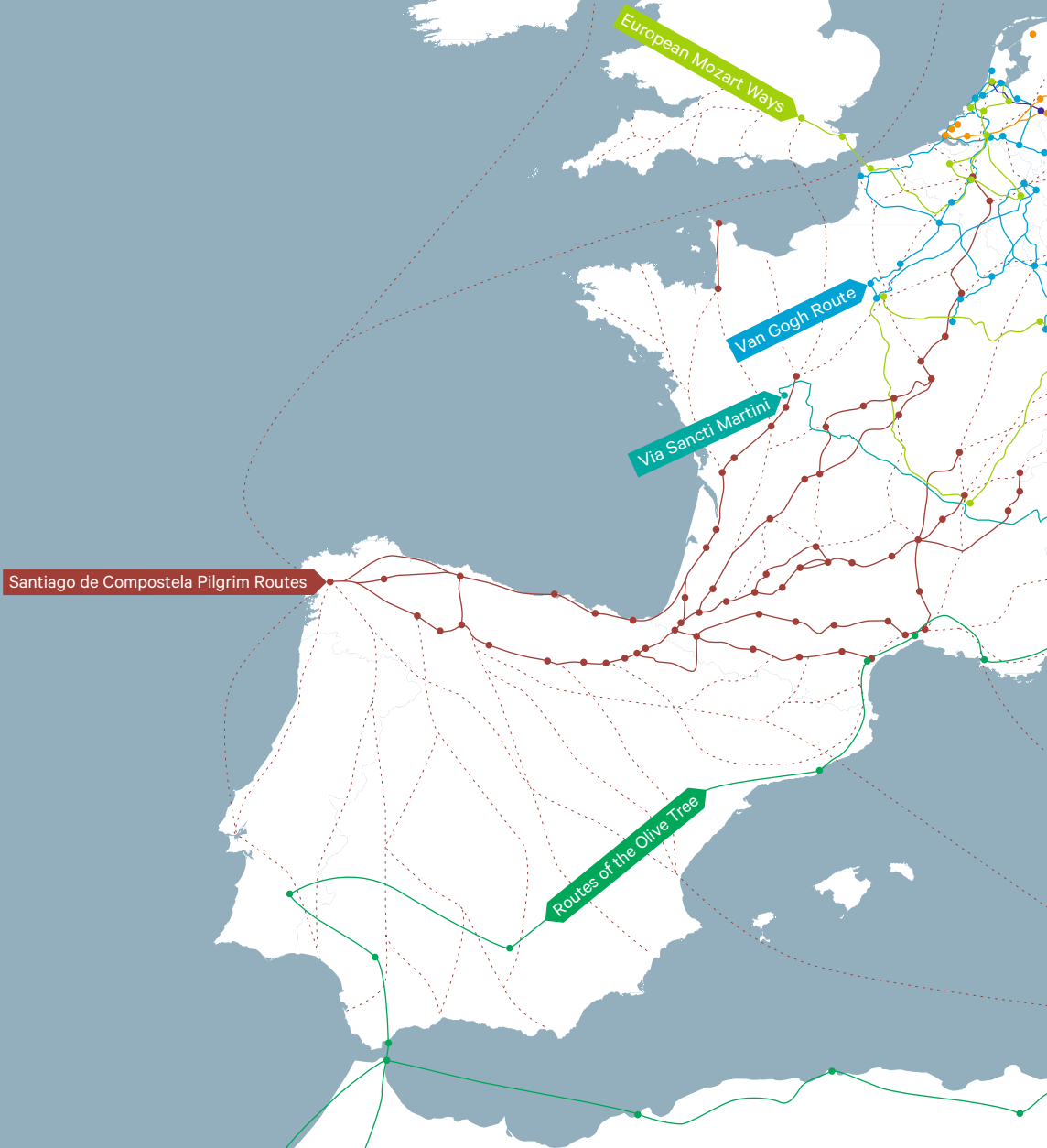
Art Nouveau European Route





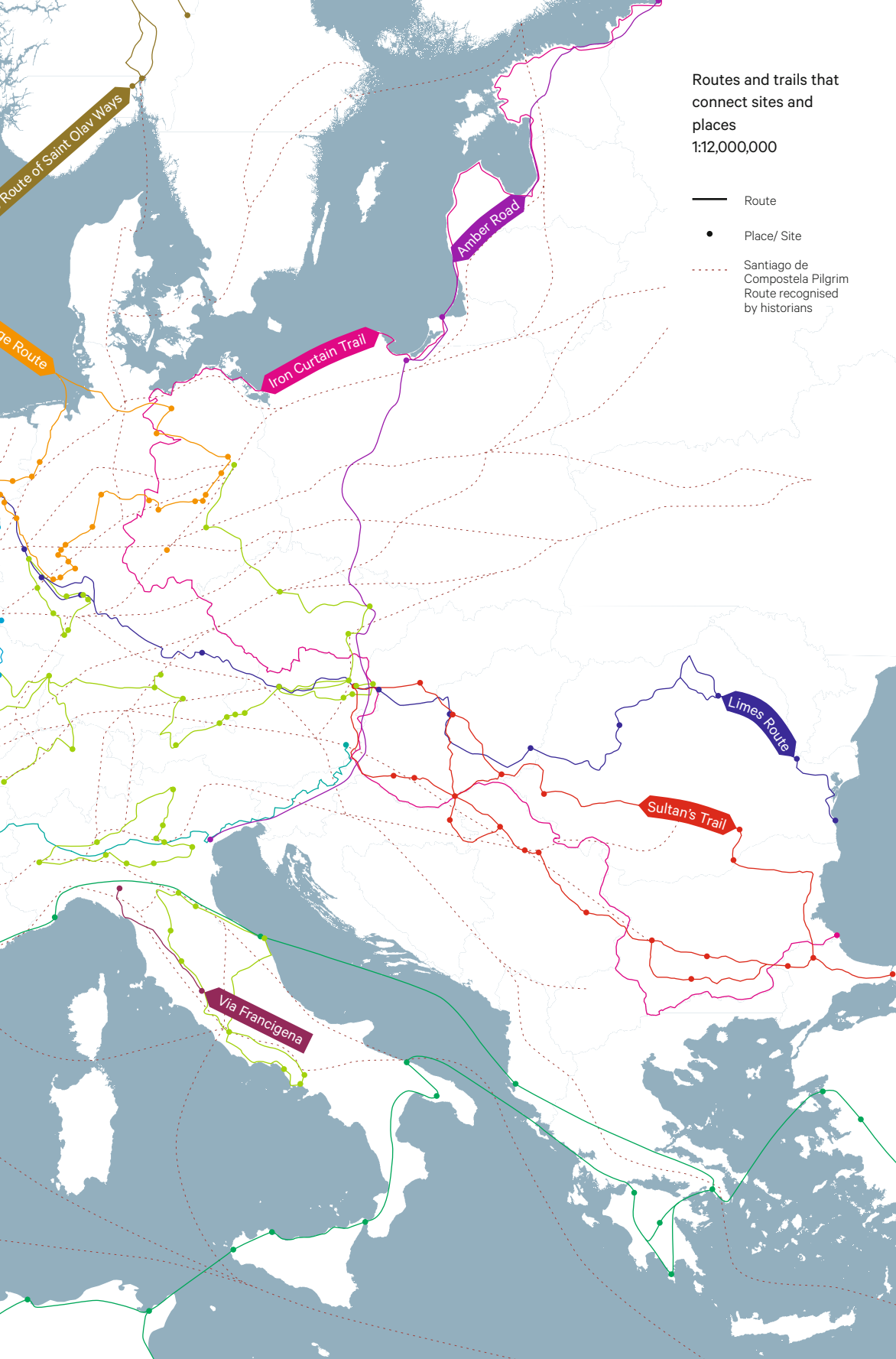
'Routes' formed by a collection of places or clusters
1:12,000,000

- Route
- Place/ Site
- Cluster of regional sites



Routes and trails that connect sites and places
1:12,000,000

- Route
- Place/ Site
- - - Santiago de Compostela Pilgrim Route recognised by historians



Route

Santiago de Compostela Pilgrim Routes

Organisation

Association de Coopération Interrégionale ‘Les Chemins de Saint-Jacques de Compostelle’

Since

1987

Qualification

Cultural Route of the Council of Europe, 1987 UNESCO Cultural Itinerary 1998

Countries

Belgium, France, Germany, Italy, Luxembourg, Portugal, Spain, Switzerland

Type of route

Revival of former pilgrimage routes to Santiago the Compostela. The current pilgrim route is a combination of various long-distance routes across Europe. Starting-off places and choice of route are various – all trails lead to the shared terminus: the cathedral of Santiago de Compostela in Northern Spain.

Main aim

To foster awareness that Europe civilisation as a whole has one of its common roots in the pilgrimage route, which is an historical example of encounter and sharing among European cultures.

Target group

European citizens

Form of transport

Most pilgrims walk, but one can also ride along the routes.

Services on route

Because of their popularity the pilgrimage routes have a relatively dense service network supported by governments, commercial tourism and volunteer organisations providing help and hospitality for pilgrims before the departure and along the route.

Communication

Since its adoption as a European cultural route, it employs a common European graphic identification system in the promotion and marking of the routes. The route and tourist information is scattered and offered by a large number of commercial tourist and non-profit organisations and forums of (experienced) pilgrims. The European Institute of Cultural Routes host no central website with route or tourist information.

Website

www.chemins-compostelle.com (FR)

Route

The Hansa

Organisation

City League The Hanse / The Hanse Tourism

Since

1980

Qualification

Cultural Route of the Council of Europe, 1991

Countries

Belgium, Estonia, Finland, Germany, Latvia, Lithuania, Netherlands, Norway, Poland, Russian Federation, Sweden, United Kingdom

Type of route

A non-linear network of 181 towns and cities (city league), connected through their historic connection to the Hanseatic League. The existence of infrastructural means (itineraries, signposting) that connect these cities and towns on the ground is not specified.

Main aim

To make a contribution to economic, cultural, social and civic unity in Europe on the basis of the cross-border concept of the Hanseatic League and its historical experience, through the promotion of cooperation between the towns and cities of the league and the enhancement of their historic consciousness.

Target group

Main target group are the inhabitants of the Hanseatic cities and towns themselves.

Form of transport

Not specified

Services on route

Services available in the cities and towns or during the organised events are not specified on the website. For travellers a Hanse Pass is available, making it possible to document one's visit to member cities of the Hansa League with a stamp.

Communication

The website offers an interactive map of the member cities linking to a short description of each city and contact information of the municipality/local Tourist Information Centre.

Website

www.hanse.org (DE, EN)

Route	Heinrich Schickhardt Route
Organisation	Association 'Cultural Route of the Council of Europe Heinrich Schickhardt'
Since	1989
Qualification	Cultural Route of the Council of Europe, 1992
Countries	France, Germany (the former duchy of Württemberg)
Type of route	A non-linear network of 21 cities, connected by the figure of Heinrich Schickhardt. The existence of infrastructural means (itineraries, signposting) that connect these cities on the ground is not specified.
Main aim	Protection, research and promotion of the work of Renaissance architect Heinrich Schickhardt, with the aim of strengthening the cultural ties between the French and German regions on both sides of the Rhine River.
Target group	Not specified
Form of transport	Not specified
Services on route	Services available in the cities are not specified on the website. For travellers a Schickhardt guest card is available for sale in the town halls and tourist offices of the member cities; it provides discounts on hotel rooms, museum visits and guided tours etc.
Communication	The website offers an interactive map of the member cities, with links to a short description of each city, and a hyperlink to the municipality/local Tourist Information Centre.
Website	www.heinrich-schickhardt-kulturstrasse.de (DE, FR)

Route

The Vikings Route

Organisation

Destination Viking Association

Since

1993

Qualification

Cultural Route of the Council of Europe, 1993.

Countries

Belarus, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Latvia, Lithuania, Netherlands, Norway, Poland, Portugal, Russian Federation, Spain, Sweden, Turkey, Ukraine, United Kingdom

Type of route

A non-linear network of Viking Age attractions in Northern Europe, including forts, towns, farms, quarries, ships, objects, museums, archaeological remains and reconstructed longhouses. The existence of infrastructural means (itineraries, signposting) that connect these sites on the ground is not specified.

Main aim

European cooperation in linking Viking Age attractions; development and marketing of these attractions for tourists throughout Europe.

Target group

The casual tourist and reenactment enthusiasts

Form of transport

Not specified

Services on route

Services available on the several sites are not specified on the website

Communication

The website of the Destination Viking Associations links to the website on Viking heritage of associate professor Dan Carlsson, presenting a map of Northern Europe with the sites of the Viking route. Practical route information (further tourist information, contact information, guide-books, GPS, etcetera) is not available.

Website

www.destinationviking.com (EN)

Route	Via Francigena
Organisation	European Association of the Via Francigena ways
Since	Not specified
Qualification	Cultural Route of the Council of Europe, 1994
Countries	France, Italy, Switzerland, United Kingdom
Type of route	Revival of the historic route followed by the Archbishop of Canterbury Sigeric in A.D. 990 from Canterbury to Rome and an important pilgrim route in Europe. The current route is designed as a guided itinerary linking a network of historic routes leading to the terminus: Rome.
Main aim	To promote tourism and enhance the cultural heritage of the Via Francigena.
Target group	Not specified
Form of transport	On foot, by bike or car.
Services on route	Travellers can make use of the existing services en route: bodies of water, hostels, etc. Only overall information is given regarding services along the route.
Communication	The Via Francigena website offers detailed route information. For each day-trip a detailed guide book can be downloaded, with a map and route description. The trail itself is marked with several road signs, and the informative signage, recognisable by the Via Francigena logo. Further, every signpost is scheduled to have a QR code, offering more in-depth information. Information is focused on the physical action of following a route, tourist information about places of interest on the route is scarce.
Website	www.viefrancigene.org (IT)

Route

European Mozart Ways

Organisation

Association European Mozart Ways

Since

1991

Qualification

Cultural Route of the Council of Europe, 2002

Countries

Austria, Belgium, Czech Republic, France, Germany, Italy, Netherlands, Slovakia, Switzerland, Great Britain

Type of route

A network of cities, regions and institutions in the 10 European countries visited by Mozart. The cities or activities associated with Mozart can be visited individually or by following one of the routes Mozart travelled himself. The association presents ten local itineraries that follow a portion of Mozart's journeys.

Main aim

To promote a new approach to the discovery of Mozart through the theme of his travels; encouraging artistic, cultural, educational and academic activities with particular regard to his life and works, in order to increase cooperation between the network's members.

Target group

Not specified

Form of transport

Not specified

Services on route

Services available on route and on the several sites are not specified on the website.

Communication

The website offers an interactive map on which the 10 itineraries are marked. The cities with Mozart heritage are highlighted, linking to a short description of each city, the present Mozart sites and events, and contact information of the municipality and tourist information centre. No practical route information (route descriptions, accommodation, GPS etc) are available.

Website

www.mozartways.com (EN, IT, FR, DE)

Route**Phoenicians' Routes****Organisation**

Association The Phoenicians Route

Since

1994

Qualification

Cultural Route of the Council of Europe, 2003

Countries

Lebanon, Syria, Cyprus, Greece, Malta, Libya, Tunisia, Algeria, Morocco, Spain, Portugal, France, United Kingdom, Italy, Sardinia, Egypt

Type of route

An intercultural network of countries and sites around the Mediterranean Sea, based on the cross-border network of the nautical routes Phoenicians used since the XII century B.C. as their main trade and cultural lines of communication in the Mediterranean. The existence of infrastructural means (itineraries, signposting) that connect the sites on the ground is not specified.

Main aim

The promotion of Mediterranean culture and the strengthening of the historical bonds between the Mediterranean countries.

Target group

Not specified

Form of transport

Not specified

Services on route

Services available are not specified on the website

Communication

The information about the route is very unclear. Although the website mentions the existence of several themed routes and cultural routes connecting excavations and Phoenicians sites and cities, it is not clear if these routes exist as such on the ground or, if so, whether interested visitors can follow them. No maps, overview of sites and cities or guide books – the elements used on other route websites – are available. The rubric 'Travelling on the route' gives only a textual description of the Phoenician history and heritage of each member country.

Website

www.rottadeifenici.it (IT, FR, EN)

Route

Saint Martin of Tours Route

Organisation

Centre Culturel Européen Saint Martin de Tours

Since

Not specified

Qualification

Cultural Route of the Council of Europe, 2005

Countries

Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, "The former Yugoslav Republic of Macedonia", Ukraine, United Kingdom

Type of route

The cultural route consists of four linear long-distance itineraries related to episodes in the life of Saint Martin: the itineraries connect both the towns which were part of the life of Saint Martin, as well as those with a significant architectural heritage linked to his veneration. The itineraries are not meant as a pilgrimage, but as a historic path, allowing travellers to select a part of the route, either a country or region.

Main aim

To protect and enhance the shared European heritage, tangible and intangible, of Saint Martin of Tours and to raise awareness of this shared heritage to strengthen the ties between the member countries. Development and promotion of a cultural, sustainable and committed form of tourism.

Target group

Not specified

Form of transport

Not specified. The examples presented on the website are walkers.

Services on route

Services available on route are not specified on the website.

Communication

The website promises visitors can find cultural, tourist and practical information, as well as route maps on the webpage. The four itineraries, however, seem to still be in development. Only for the Via Sancti Martini can a route map be downloaded in Google Earth. Next to a short description of the route and a number of the sites on the way (in development), no (practical) route information is available. It is unclear if the itineraries are signposted: travelogues on the website contain a few pictures

Website

of route signage with the logo of the Via Sancti Martini but no further information is available.

www.saintmartindetours.eu (FR)

Route

The Cluniac Sites in Europe

Organisation

Federation of Cluniac sites

Since

1994

Qualification

Cultural Route of the Council of Europe, 2005

Countries

France, Italy, Switzerland, Spain, Germany, United Kingdom

Type of route

A network of Cluniac sites. The sites can be visited individually. The 'route' also offers a number of regional routes that connect several sites thematically. The existence of physical infrastructural means (signposting) that connect the sites on the ground is not specified.

Main aim

To create awareness of the history and heritage of Cluny and to unite people, knowledge and sites.

Target group

All people, regardless of their horizon, interested in the history and heritage of Cluny.

Form of transport

Not specified

Services on route

Services available on the sites are not specified on the website.

Communication

The website offers an interactive map of the member sites, with links to the short description of each site, which also offers its history, route information and contact information of the local Tourist Information Centre. For every regional itinerary a brochure is published. On location each site is marked with signposts of the Federation.

Website

www.sitesclunisiens.org (FR, DE, EN, IT)

Route	Routes of the Olive Tree
Organisation	The Cultural Foundation Routes of the olive tree
Since	1998
Qualification	International Cultural Itinerary by UNESCO, 2003; Cultural Route of the Council of Europe, 2006; Great European Cultural Itinerary, 2006
Countries	Greece, Spain, Portugal, Cyprus, France, Italy, Malta, Croatia, Slovenia, Bosnia-Herzegovina, Serbia, Montenegro, Albania, Turkey, Syria, Libanon, Jordania, Egypt, Libia, Tunesia, Algeria, Morocco
Type of route	The 'route' offers four types of routes based on the theme of the olive tree: two circular routes around the Mediterranean Sea, three local trails, a sea route and 'Elodromia': an olive tree relay race through non- olive producing countries to make them aware of the gastronomy and hospitality of the Mediterranean. Stocktaking and safeguarding of the olive tree heritage; to create a dialogue among olive-oil-producing regions and the enhancement and international promotion of the olive tree on behalf of local economies.
Main aim	Not specified
Target group	By sailing ship or motor bike
Form of transport	Services available on route are not specified on the website.
Services on route	Notwithstanding the existence of four types of routes, specific information about them on the website is limited. The website contains schematic route maps on a European scale for the two circular itineraries and Elodromia and on the regional level for the local itineraries. More detailed route information (such as signposting, distances or a guide book or detailed map) is not available.
Communication	
Website	www.olivetreeroute.gr (GR, EN, FR, Arab)

Route

**Transromanica,
the Romanesque Route of European Heritage**

Organisation

Transromanica Association

Since

2003–2006

Qualification

Cultural Route of the Council of Europe, 2007

Countries

Germany, Italy, Portugal, Austria, Slovenia, Serbia, Spain

Type of route

The route is combination of non-linear network of Romanesque sites and organised itineraries. These itineraries are developed as tourist packages: organised trips of a day or a few days that offer a (guided) visit of several Romanesque heritage sites in a selected region, including accommodation and meals.

Main aim

The promotion and appreciation of Romanesque heritage; to develop the heritage sites for cultural and tourism purposes, thus supporting regional and economic development.

Target group

Not specified

Form of transport

Depends on the itinerary chosen. Among others: bike and bus.

Services on route

Services available at the sites are not specified on the website.

Communication

The website offers an interactive map of the member sites linking to a short description of the building and its architecture, opening hours and contact information of the site. Under the heading 'tourist offers' one finds an overview of the available itineraries, including prices and services offered. Visitors are referred to the regional tourist boards to obtain bookings, general regional information, brochures and maps.

Website

www.transromanica.com (EN, DE, FR, ESP)

Route	Iter Vitis - The Ways of the Vineyards in Europe
Organisation	International Association Iter Vitis
Since	Not specified
Qualification	Cultural Route of the Council of Europe, 2009
Countries	Armenia, Austria, Azerbaijan, Croatia, France, Georgia, Germany, Greece, Hungary, Italy, Malta, Republic of Moldova, Portugal, Romania, Slovenia, Spain, "The former Yugoslav Republic of Macedonia"
Type of route	A European network of local wine tourism destinations. On the .com website five wine regions are highlighted, and the .eu website mentions many more wine regions and cities in the 18 countries on the route. The existence of infrastructural aids (itineraries, signposting) that connect the sites on the ground is not specified.
Main aim	To promote, enhance and safeguard the tangible and intangible heritage and culture of the vine and wine and the landscape linked to wine production, which are considered symbols of European identity, and to establish a tool of sustainable development for the people who live and make their living there.
Target group	Not specified
Form of transport	Not specified
Services on route	Services available en route or at the local sites are not specified on the website. Visitors may acquire a Vitipassport: a wine "passport" that allows one to plan a trip and validate a passport at each stage (no further information is provided). The passport is meant as a souvenir of the wine trip.
Communication	For interested visitors route information is limited. The .com website presents a map with five selected wine regions linking to a short introduction on the region, its heritage, wine production and wine label. No further tourist information is available. Nor is further tourist information available on the .eu website.
Website	www.itervitis.eu (IT, FR) www.itervitis.com (EN, FR, ESP, IT, P)

Route

European Route of Cistercian Abbeys

Organisation

Abbey Escaladieu / European Charter of the Cisterian Abbeys and Sites

Since

2010

Qualification

Cultural Route of the Council of Europe, 2010

Countries

Belgium, Czech Republic, Denmark, France, Germany, Italy, Poland, Portugal, Spain, Sweden, Switzerland

Type of route

A non-linear network of individual Cisterian sites open to the public and member of the European Charter of Cisterian Abbeys and Sites. The existence of infrastructural means (itineraries, signposting) connecting the sites on the ground is not specified.

Main aim

To promote cultural tourism illustrating the evidence of a common European Cisterian heritage; to promote intercultural dialogue and joint cultural and educational events; to illustrate, based on the knowledge and expertise of the Cistercians, the establishment of a European model of 'ecology culture' in the development of rural areas.

Target group

Not specified

Form of transport

Not specified

Services on route

Services available on the sites are not specified on the website.

Communication

The website of the Charter offers an interactive map of the member sites and a list of the abbeys giving a short description of each with a link to its website. Cross-references to nearby abbeys and their distance are mentioned. The existence of the guidebook 'Cistercian Abbeys in Europe' is mentioned. Additionally, an audio tour app has been developed that guides one, on location or at home, through the Abbey Escaladieu in the Hautes-Pyrénées in France.

Website

www.cister.net (FR, EN, DE)

Route	European Cemeteries Route
Organisation	Association of Significant Cemeteries in Europe (ASCE). DMC Destination Management, a company with expertise in promoting and managing themed tourism routes, is responsible for the development.
Since	2009
Qualification	Cultural Route of the Council of Europe, 2010
Countries	Austria, Croatia, Estonia, France, Germany, Greece, Italy, Norway, Poland, Portugal, Russian Federation, Serbia, Slovenia, Spain, Sweden, United Kingdom
Type of route	A non-linear network of individual cemetery sites open to the public. The sites can be visited individually. The existence of infrastructural means (itineraries, signposting) that connect the sites on the ground is not specified.
Main aim	To maintain and preserve cemeteries of special historic and artistic importance in Europe and to promote and increase the awareness of the importance of cemeteries as part of the heritage of humanity.
Target group	Not specified
Form of transport	Not specified
Services on route	Services available at the sites are not specified on the website.
Communication	Based on the website, the route seems to still be in development. At the moment, route information is very limited. The website only presents a map on a European scale with the locations of the member cemeteries. No further information on the cemetery sites (history, contact information, opening hours etc.) or possible itineraries inbetween the sites is (yet) available. The website indicates interactive boots, to be placed in each cemetery along the route, and tourism guides are still in development.
Website	www.cemeteriesroute.eu (EN)

Route

Prehistoric Rock Art Trail

Organisation

International Association "Prehistoric Rock Art Trails"

Since

2007

Qualification

Cultural Route of the Council of Europe, 2010

Countries

France, Ireland, Italy, Norway, Portugal, Spain

Type of route

A non-linear network of archaeological sites belonging to European prehistory which contain prehistoric rock art. The network also includes museums and similar centres devoted to prehistory and rock art in Europe. Within the network six thematic routes are offered as tourist packages, including tickets and guide books of the sites visited, accomodation and meals.

Main aim

Reflection on the roots of a shared European identity as the foundation for a shared citizenship. Preservation and promotion of rupestral art and the prehistory of Europe as a cultural resource and for tourism.

Target group

Not specified

Form of transport

Not specified

Services on route

The services available on each site are specified on the website (car park, toilets, gift shop, internet access etcetera).

Communication

The website offers a virtual guidebook, including all the sites that are part of the network. For each site contact information, services, a route description, visitor information (tours & tickets) and tourist information (accomodation, restaurants) are given, making it easy to plan a trip. For the thematic trails a short description of the program and prices are available.

Website

www.prehistour.eu (EN, FR, ESP)

Route

European Route of Historical Thermal Towns

Organisation

European Historical Thermal Towns Association

Since

2009

Qualification

Cultural Route of the Council of Europe, 2010

Countries

Belgium, Croatia, Czech Republic, France, Germany, Hungary, Italy, Romania, Spain, United Kingdom

Type of route

An umbrella network of individual sites connected by a shared spa tradition and a rich thermal heritage. The existence of infrastructure (itineraries, signposting) connecting the sites on the ground is not indicated.

Main aim

“The promotion and safeguard of thermal cultural heritage in all its variety; the development of a “spa culture” based both on traditional health treatments and on wellness; and finding a new strategy to increase cultural tourism in spa towns.”

Target group

The cultural and health tourist

Form of transport

Not specified

Services on route

Services available in the spas and spa towns are not specified on the website.

Communication

The route is still in development. At the moment the website offers a map on a European scale with the member sites and a list of each of the thermal towns, presenting a short description of their history, the quality of the water, and the available treatments and contact information.

Website

www.ehtta.eu (EN)

Route

The Route of Saint Olav Ways

Organisation

The National Pilgrim Center

Since

1990

Qualification

Cultural Route of the Council of Europe, 2010

Countries

Denmark, Norway, Sweden

Type of route

A network of linear pilgrimage routes through Denmark, Sweden, and Norway, many of them the remnants of historic routes which connect with several places related to Saint Olav. Terminus is Nidaros Cathedral in Trondheim where Saint Olav lies buried. The pilgrimage can be followed individually or as a organised group tour which includes accomodation, meais, luggage transfer, and a guide.

Main aim

The development and promotion of cultural tourism.

Target group

The pilgrim tourist

Form of transport

On foot

Services on route

The pilgrim routes have a relatively dense service network of lodgings and guesthouses. In the description of each day-trip on the pilgrim ways, the available services (lodgings) are specified on the website.

Communication

The website offers all the basic cultural, tourist and practical information, including an interactive walking planner, the walking program of the existing routes (including day trip maps and services), accomodations en route, a list of package tours, guide book titles and an overview of the several types of walks (group walks, suggested walks). With some exceptions, the pilgrim routes are documented and physically marked.

Website

www.pilgrim.info (SW, NO, DEN, EN, DE, ESP)

Route	European Routes of Jewish Heritage
Organisation	European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEJP)
Since	2005
Qualification	Major Cultural Route of the Council of Europe, 2005 Cultural Route of the Council of Europe, 2010–2011
Countries	Belgium, Bosnia-Herzegovina, Croatia, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Lithuania, Netherlands, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom
Type of route	A network of historic buildings and memorials, archeological sites, archives, libraries and museums left by Jewish communities or that are occupied with the study and protection of Jewish life and its heritage. The existence of infrastructural means (itineraries, signposting) that connect the sites on the ground is not specified.
Main aim	To preserve, promote and keep alive Jewish heritage, to develop tourism around these sites, and to make Europeans aware of the cultural riches Jews have contributed to the Continent, in an effort to lead them to adopt a more positive approach to its Jewish history.
Target group	The European Routes of Jewish Heritage focuses on the pedagogic aspects of discovering Jewish heritage and is particularly targeted to young people.
Form of transport	Not specified
Services on route	Services available at the sites are not specified on the website.
Communication	The main focus of the website is the communication of the goals and ambitions of the route. For potential visitors the website offers only a schematic map on a European scale with dots marking the cities and places to visit (not specified by name). Next to the map one route description is offered, concentrated on Jewish heritage in the Alsatian region of France. No further route or tourist information about other itineraries or heritage sites is available.
Website	www.jewishheritage.org (EN)

Route

The European Network of Casadean Sites

Organisation

The European Network of Casadean Sites, Association
2001

Since

Qualification

Cultural Route of the Council of Europe, 2012

Countries

France, Spain, Italy, Belgium, Switzerland

Type of route

A network of nearly nine hundred Casadean sites. Along with the Cluniac and Cistercian networks, the Casadean congregation, born in La Chaise-Dieu, in the Middle Ages, was one of the three most important monastic congregations. Some of the sites feature elements of architecture (abbey, priory, barn) or elements of landscape attached to the Benedictine congregation of La Chaise-Dieu. The sites can be visited individually. The route also offers five regional itineraries that connect several sites of the network.

Main aim

To create awareness on the part of the local population and the general public of the Casadean heritage, and to stimulate historical research, the development of cultural and touristic sites, and exchange and cooperation in the economic development of the sites.

Target group

Casadean communities, private owners of (former) Casadean sites, cultural and tourist associations, private members.

Form of transport

Not specified

Services on route

Services available on the sites are not specified on the website.

Communication

The website offers a map with the present member sites in each country, each with a link to a list of the religious sites and their contact information. For travellers interested in following the route, the website gives an overview of the five regional itineraries, presented in a booklet, which is for sale at the local Tourist Information Centres.

Website

www.reseaucasadeen.eu (FR)

Route	The European Route of Ceramics
Organisation	Association UNIC – Urban Network for Innovation in Ceramics
Since	2011
Qualification	Cultural Route of the Council of Europe, 2012
Countries	France, Germany, Italy, Netherlands, Portugal, Spain, Turkey, United Kingdom
Type of route	The route is still in development. The website states that the route “aims at creating a European network of local tourist circuits, linking cultural and industrial sites focusing on ceramics.” The itinerary will be based “on the definition of a tourism offer which includes real physical circuits and at the same time a virtual route, promoting imaginary and sensorial approaches linked to ceramics.”
Main aim	To make ceramic heritage more visible and accessible to European citizens; collaboration and revitalization of the territories linked with the route to strengthen their touristic, economic and cultural attractiveness; linking ceramic sites, museums, businesses and schools active in the field of ceramics.
Target group	Visitors and tourists
Form of transport	Not specified
Services on route	Services available on route or at the sites are not specified.
Communication	Does not yet have its own website. As of February 2013 the only information available is a short description of the route on the website of the Council of Europe. The Council announces the aim of creating a European network of local circuits. More information (such as a map or overview of the physical circuits) is not (yet) available
Website	http://www.coe.int/t/dg4/cultureheritage/culture/routes/ceramics_en.asp (EN)

Route

Parks and Gardens, Landscape

Organisation

European Institute of Cultural Routes

Since

1992

Qualification

European Cultural Route, 1992

Countries

Belgium, Bosnia-Herzegovina, Croatia, France, Ireland, Italy, Lithuania, Luxemburg, Portugal, Romania, Spain, Switzerland, United Kingdom

Type of route

A multidisciplinary knowledge network of European scholars, centred around historical gardens and landscapes. The 'establishment of a series of tourist circuits' is mentioned as one of the aims of the network, but it is not clear if these tourist circuits have been realised.

Main aim

Multidisciplinary co-operation and transfer of knowledge about historical gardens and landscapes, especially with Central and Eastern European countries, and rediscovering gardens left untended for decades; a practical tool for the application of the European Landscape Convention; establishment of a series of tourist circuits.

Target group

Multidisciplinary experts committed to historical gardens and landscapes (landscape architects, historians, anthropologists, sociologists, heritage conservation specialists, et al).

Form of transport

Not specified

Services on route

Services available are not specified.

Communication

The 'route' does not have its own website. The only information available is a short description of it on the website of the European Institute of Cultural Routes (EICR). The website mentions the 'establishment of a series of tourist circuits' as one of the aims of the network, but no further information is available regarding the existence of these routes or even the parks and landscape sites that are part of the 'route': no map or route descriptions are presented.

Website

European Institute of Cultural Routes:

<http://www.culture-routes.ro/en/itineraries/parks-and-gardens-landscape.html> and http://www.culture-routes.lu/php/fo_index.php?lng=en&dest=bd_pa_det&rub=48 (EN)

Route

Central European Iron Trail

Organisation

Association Mitteleuropäische Eisenstraße

Since

1978

Qualification

Cultural Route of the Council of Europe, 2007

Countries

Austria, Hungary, Czech Republic, Slovakia, Poland, Romania, Slovenia, Germany

Type of route

A overarching network that combines local iron routes, institutions and (individual) heritage sites, all linked to the history of iron.

Main aim

To create understanding of the history, culture and traditions of the Central European iron areas.

Target group

Tourists

Form of transport

Different for each region: by car, bike or foot.

Services on route

Services available on route or on the sites are not specified.

Communication

No umbrella site with further information on the several local routes and sites exists. The only information available is a short description of the route on the website of the EICR and on Wikipedia. Tourists who would like to visit one of the iron regions or follow one of the routes mentioned should search for themselves on the websites of the individual regional tourist board or on those of the local trails, for example: www.eisenstrasse.co.at or www.bayerische-eisenstrasse.de.

Website

<http://www.culture-routes.ro/en/itineraries/the-iron-road-in-central-europe.html> (EN)

Route

Art Nouveau European Route

Organisation

The Art Nouveau European Route

Since

2000

Qualification

None

Countries

Europe, Middle East, Africa and South America. Headquarters: Barcelona, Spain

Type of route

An institutional network of cities and institutions connected to Art Nouveau heritage. The existence of infrastructural means (itineraries, signposting) that connect the sites on the ground is not specified.

Main aim

The international promotion and protection of Art Nouveau heritage; to foster communication and exchange between the network members, sharing experiences in the restoration of monuments, public awareness programmes, fundraising strategies and the development of sustainable tourism. Cultural tourism is not a priority.

Target group

Cities and institutions connected to Art Nouveau heritage.

Form of transport

Not specified

Services on route

Services available are not specified.

Communication

Cultural tourism is not a priority of the Art Nouveau Route. The website offers interested visitors a map of the member cities and institutions in Europe and a vast list of all the members, offering a short description of the present Art Nouveau heritage at each site and a link to the relevant institutue or tourist information website.

Website

www.artnouveau.eu (EN, ESP, FR, Catala)

Route**Amber Road****Organisation**

Austrian Amber Road Association/Roman Amber Road Preservation Association/Baltic Amber Road

Since

2001

Qualification

None

Countries

North-South route between the Baltic and the Mediterranean Sea running through 11 countries.

Type of route

A route between Northern and South Central Europe, modeled upon the ancient Amber trade route. The route, which passes several heritage sites and traverses various landscapes, focuses on the ancient trade route itself; the heritage sites are not specifically connected to 'amber heritage', but are presented as general heritage highlights along the route. At the moment, the route seems to be mainly conceptual: the existence of infrastructural means (itineraries, signposting) that connect the sites on the ground is not specified on the website.

Main aim

The reactivation of the ancient Amber trade route between the Baltic Sea and the Mediterranean, and establishing closer ties between the countries on it; essentially a touristic corridor between St. Petersburg and Venice.

Target group

Not specified

Form of transport

Not specified

Services on route

Services available along the route are not specified.

Communication

For visitors interested in following the ancient route on the European level, the website offers an overall map and an overview of all the linked heritage sites in the countries along the route, with a short description of each site and the contact information of the local tourist board.

Website

www.bernsteinstrasse.net (DE, EN)

Route

Baltic Fortress Culture and Tourism Route

Organisation

Municipality of Kostrzyn nad Odr (Project lead partner)

Since

Not specified

Qualification

None

Countries

The Baltic countries, Germany, Poland, Czech Republic, Denmark

Type of route

A network of individual fortress sites centred around the Baltic Sea. The sites can be visited individually. Within the network four regional themed fortress trails have been created. The existence of infrastructural means (itineraries, signposting) that connect these sites on the ground is, however, not specified on the website.

Main aim

European cooperation and integration; to develop the fortresses as places of cultural and artistic interest, as well as destinations for leisure activities and those interested in nature

Target group

Not specified

Form of transport

Not specified

Services on route

Services available on the sites and along the route are not specified.

Communication

The website offers an overall map on the European scale with the fortress sites and the four itineraries. An overview of the individual fortress sites is also presented, offering a description of the fort and its history, contact information and tourist information on opening hours, guided tours and events. Further information on the selection, route and signposting of the four themed trails is missing.

Website

www.balticfortroute.eu (EN)

Route**European Route of Brick Gothic****Organisation**

European Route of Brick Gothic Association

Since

2007

Qualification

None

Countries

Denmark, Germany, Estonia, Poland

Type of route

A cross-border network of individual brick Gothic heritage sites, cities and regions connected by the theme of Brick Gothic Architecture. The sites and regions can be visited individually. Within the framework of the route, there also exist several smaller tourist itineraries and guided tours (one day and multiple days)

Main aim

To highlight the Baltic region's cultural history in order to promote a common regional identity and to increase the visibility of the region as a whole; this is considered an important precondition to marketing the region as a single overall tourist destination.

Target group

Not specified

Form of transport

On foot, by bike, car or bus: visitors are free to select a preferred tour and means of transport.

Services on route

Services available on the sites and along the route are not specified.

Communication

The website functions as a platform for tourists interested in traveling along the Brick Gothic Route. Each country, city, and individual Brick Gothic heritage site is presented in an overview: each has a short description, with contact information and information on opening hours and guided tours. Along with the overview, several smaller package deals and tour suggestions are offered and a number of flyers of selected regions and cities and cycling routes can be downloaded.

Website

www.eurob.org (DE, EN, PL)

Route

European Route of Historic Theatres

Organisation

Perspectiv: the Association of Historic Theatres in Europe

Since

2006

Qualification

None

Countries

German Route (Germany), Nordic Route (Norway, Sweden, Denmark), Channel Route (England, Belgium, Netherlands), Italian Route (Italy), Emperor Route (Czech Republic, Austria)

Type of route

A network of individual theater sites. The European Route consists of multiple partial routes of about 10 theaters each that can be traveled comfortably in one week. The routes have to be organised individually: no package deals are offered.

Main aim

To open historic European theaters to the public and increase the awareness of this heritage.

Target group

Not specified

Form of transport

Not specified

Services on route

Services available on the theater sites are not (yet) specified.

Communication

The website presents an interactive map of each route, with links to a short description of each theater on the route, contact information, and information on opening hours and guided tours.

Website

www.perspectiv-online.org (DE, EN, FR)

Route**European Route of Industrial Heritage****Organisation**

ERIH - European Route of Industrial Heritage e.V

Since

2003

Qualification

None

Countries

The route includes 1000 sites in 42 countries (number still in development). The backbone of the route is concentrated in the former heartlands of the Industrial Revolution: Great Britain, Belgium, The Netherlands, Luxembourg and Germany.

Type of route

The route is a combination of a trans-national (virtual) network and regional routes. Key element is the establishment of a network of individual anchor points: industrial heritage sites possessing a well developed tourism infrastructure. From these anchor points regional routes are developed linking smaller industrial heritage sites to stimulate local tourism. Along with these two projects, virtual trans-national theme routes have been developed, targeted at the exchange of information between experts and special interest groups.

Main aim

To protect Europe's industrial heritage sites and use their preservation as a motor for the development of industrial regions that are now suffering from economic decline. To encourage the international exchange of knowledge and the development of joint marketing strategies and cross-border initiatives.

Target group

(Local) tourists, authorities, academic institutions, non-profit industrial heritage organisations and tourism bodies.

Form of transport

Not specified

Services on route

Service facilities available at the anchor points are specified on the website: catering, admission, accessibility for persons with disabilities, infrastructure for children etcetera.

Communication

The project's main instrument of communication is the ERIH website, which acts both as a forum for experts to share knowledge and experience and a promotional tool to market industrial heritage to the public. Information is provided for each anchor point, including opening hours, contacts, and available services. Links to the regional routes give description, services available, and a map. In addition to the website the project will also publish a leaflet in four languages and

Website

promotional brochures for the regional routes. On the ground the anchor points can be distinguished by common external and internal signage. The regional routes are signposted. www.erih.net (EN, DE, FR, NL)

Route**Liberation Route****Organisation**

Liberation Route Europe

Since

2008

Qualification

None

Countries

Netherlands. The opening of the Liberation Route on European level is planned for 2014, in conjunction with the 70th anniversary of D-Day.

Type of route

“A regional network of individual “audio spots” in the southern and eastern parts of the Netherlands, each presenting a story of the wartime events at the selected location during the liberation of the area in 1944–45. Visitors are invited to plan their own trail using a map with site information on the website. A selection of ready-made tours is offered on the website.”

Main aim

The visualisation and coherent presentation of the story of the final stages of World War II, with the goal of keeping alive the memory of World War II and the liberation. Promotion of cultural tourism as motor for economic development in the eastern region of the Netherlands, which is currently experiencing an economic decline.

Target group

Cultural tourists

Form of transport

On foot, by bike, car or bus; visitors are free to selected a preferred means of transportation

Services on route

Service facilities are available on the network, but their locations are not specified on the website.

Communication

“The Dutch route’s main tools of communication are the website and the regional tourism boards. The website offers an overview of the “audio spots”, marked on a map, with a short description of the selected tours and package deals. For more information visitors are given links to the Tourist Information Centres or selected accomodations and sites. On the ground, the audio spots, the core of the Dutch route, are marked with large boulders. The audio stories can be downloaded beforehand in MP3 format from the website or, in one region, using a QR codes and Layar. The European trail will not be marked with boulders but with another, not yet specified, form of signposting. Route information will be made available for smartphone,

Website

on an interactive website, and by the development of guide books.”

www.liberationroute.nl (NL, DE, EN)

Route**Van Gogh Route****Organisation**

Europafietsers

Since

Not specified

Qualification

None

Countries

Netherlands, Belgium, France

Type of route

An itinerary along several sites linked to Vincent van Gogh (places of residence, landscapes painted, museums showing paintings by Van Gogh).

Main aim

Promotion of recreational cycling through Europe

Target group

Recreational cyclists. The track is not suitable for young children.

Form of transport

By bike

Services on route

The trail follows existing roads. No signposts available, the route is (occasionally) marked with stickers. GPS track available.

Communication

Route navigation and tourist information are presented in a book for sale on the the website (detailed maps and historical background; suggestions for accomodations and restaurants). The website itself offers more general route information (map, description of the route, target group, later changes in the track, reports by travellers).

Website

<http://europafietsers.nl/routes/gogh/route.htm#act> (NL)

Route

Limes Route

Organisation

Europafietsers

Since

Not specified

Qualification

None

Countries

From the North Sea to the Black Sea

Type of route

An itinerary along the heritage of the Limes, the northern border of the Roman Empire from the North Sea, along the Rhine and Donau as far as the Black Sea.

Main aim

Promotion of recreational cycling through Europe

Target group

Recreational cyclists.

Form of transport

By bike

Services on route

The trail follows existing roads. No signposts available, the route is (OCCASIONALLY) marked with stickers. GPS track available for a part of the track.

Communication

Route navigation and tourist information are presented in a book for sale on the the website (detailed maps, suggestions for accomodations and restaurants, as well as historical background). The website itsself offers more general route information (map, description of the route, target group, later changes in the track, reports by travellers).

Website

<http://europafietsers.nl/routes/limes/route.htm> (NL)

Route**Orange Route (Oranjeroute)****Organisation**

German National Tourist Board

Since

Not specified

Qualification

None

Countries

Netherlands, Germany

Type of route

A network of individual sites connected to the House of Orange-Nassau. Along with the individual sites a cycling trail of seven day-trips is available running along several royal sites in Germany. Co-operating tour operators offer package tours based on the Orange Route.

Main aim

The promotion of Germany as a travel destination

Target group

Cultural tourists

Form of transport

By car or bike

Services on route

The route makes use of the existing service facilities at the royal heritage sites, but these facilities are not presented on the website. The interactive map on the website, however, presents – as an example of one of the few routes researched – the service facilities in area of the royal heritage sites: restaurants, hotels, rentals cars, tourist info etc.

Communication

For the bicycle route, detailed route navigation, maps and tourist information are presented in a 'bike-line brochure'. The website offers more general route information by means of an interactive map, with links to Tourist Information Centres, restaurants, accommodation, events etc. in the route area and a description of each of the royal sites. On the ground the bicycle itinerary follows existing roads. The use of signposts is not mentioned on the website.

Website

www.germany.travel/nl/ms/oranjeroute/home-page.html (NL)

Route

Band of Brothers Tour

Organisation

Band of Brothers Tours: a commercial tour operator

Since

Not specified

Qualification

None

Countries

Depends on the tour one chooses to book: United States, England, France, Belgium, Netherlands and Germany.

Type of route

The tour follows the path of the Easy Company from their training bases in the United States and England into the battlegrounds of Europe, including the exact locations where the Company fought. The route takes the form of a guided tour from site to site.

Main aim

(Cultural) tourism

Target group

Everyone interested

Form of transport

Group transport by airplane and motor coaches.

Services on route

The Band of Brothers tour is offered as a package deal: accommodation, transport, meals and entry fees are included in the offer.

Communication

The route is only available as a guided tour. Route information and historic information on the Easy Company are presented in a guide book, available for all group members on tour. The tours are joined by Easy Company veterans.

Website

www.bandofbrothertours.com (EN)

Route	Sultan's Trail
Organisation	Association Sultans Trail – A European Cultural Route Foundation
Since	Not specified
Qualification	None
Countries	From Vienna to Istanbul: Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Greece and Turkey.
Type of route	A linear trail following the ancient Roman-Ottoman road from Vienna to Istanbul, based on the journeys of Sultan Süleyman Kanuni of the Ottoman Empire who travelled this route during his attempts to conquer Vienna in 1529 and 1532, and who died on the road in 1566. Terminus is the mosque of Süleyman in Istanbul.
Main aim	To be a path of peace, a meeting place for and connection between people of all faiths and cultures. To boost the development of sustainable tourism in the often secluded, rural areas of the host countries.
Target group	Cultural tourists
Form of transport	On foot
Services on route	The service facilities in the sparsely populated areas the route crosses are minimal. On the website a few possibilities for accommodations are presented. On the ground the trail partly follows existing long-distance hiking trails. Parts of the route are signposted, other parts not yet.
Communication	The first sections of the Sultan's Trail are opened for travellers. Route navigation and tourist information are presented in a guide book for sale on the the website (detailed maps, suggestions for accommodations and restaurants, and historical background). The website offers a section with practical information on maps and guides, a list of package tours and accommodations.
Website	www.sultanstrail.nl (NL, EN, DE, TR)

Route

Iron Curtain Trail

Organisation

Michael Cramer, member of the European Parliament (initiator); EuroVelo, the European Cycle Route Network

Since

2005

Qualification

None

Countries

The route follows the former border of the Iron Curtain through: Norway, Finland, Estonia, Latvia, Lithuania, Poland, Germany, Czech Republic, Slovakia, Austria, Hungary, Slovenia, Croatia, Serbia, Romania, Bulgaria, Macedonia, Greece and Turkey.

Type of route

A 6,800 km bicycle route along the length of the former border that was the Iron Curtain. The route, which is still in the development stage, is part of the European Cycle Network (Eurovelo 13). Since 2010 the European Parliament has funded projects related to the Iron Curtain Trail that promote the route as a 'tourist trail that would preserve the memory of the division of the continent, show how it has been overcome through peaceful European reunification, and promote a European identity.'

Main aim

To preserve the memory of the division of Europe, to invite people to experience this division and to show how it has been overcome by European reunification; the promotion of a European identity; the creation of sustainable (cycling) tourism; to develop underdeveloped rural areas with the help of cycle tourism.

Target group

Cycle tourists

Form of transport

By bike

Services on route

Service facilities available en route are not specified on the website.

Communication

The website offers a general description of the areas the route passes and the main heritage sites that can be visited; a map of the route (on the European scale) can be downloaded. The detailed guide of the route, a three-volume book, can be ordered via the website. On the ground the route is signposted with the EuroVelo signage.

Website

www.ironcurtaintrail.eu (EN, DE)

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