

# TRANSROMANICA

The Romanesque Routes of European Heritage

## Cultural Tourism Practices and Destination Management

The Example of TRANSROMANICA | Cultural Route of the Council of Europe

*3 October 2019  
Sibiu, Romania*



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Romanesque Heritage:  
European history carved in stone - but not a stand-alone travel motive!



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Cooperation and cross-marketing to get people on the track!



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Programmes that combine heritage with activity, traditions, culture, events and culinary delights!



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1 Cushion capital at the monastery of Magdeburg

2 Capital at the monastery of Santo Domingo de Silos, Spain

3 Detail of the southern portal at the church of Cabeça Santa, Portugal



## SYMBOLISM IN ARCHITECTURE

### DICTIONARY

#### Rood screen

Richly decorated partition between the choir and the central nave of a church

#### Relic

Bodily remains of a saint, items touched by a saint or item specially related to a saint

#### Capital

Top of a column, in different styles and often decorated

#### Portal

Architecturally emphasised entrance to a building

The notion of **Romanesque style** was first coined in 19<sup>th</sup> century France and is used to describe artistic phenomena that took place around the turn of the first millennium in France and Germany, Italy and Spain.

The root and main source of Romanesque architecture is late-Roman and early-Christian construction. Painting, plastic arts, and artistic handicraft are central to the Christian doctrine of salvation, which used architecture as a stage and backdrop.

For people of that time, the church was an image of 'Heavenly Jerusalem'. The construction of the church was meant to convey the Christian belief system. For instance, the cross-shaped layout invokes the death of Jesus, or even Christ's body. The portal separates the profane exterior from the sacred interior, and is therefore marked with symbols and sculptures calling out to those outside the church. The interior of the church is divided into different zones of religious sanctity, which can easily be recognised by the architecture and decoration.

The centres of sanctity within the church were always the altars which held holy relics. But in many Romanesque churches another centre of great holiness was the crypt, for that was where the

tomb or reliquary of the most important saint could be worshipped. From the 11<sup>th</sup> century the clergy demonstrated its perceived superiority over the laymen through the construction of huge rood screens, often many metres high.

When looking at Romanesque constructions, it is easy to get the impression that the fear of the devil must have been boundless, as the buildings are strewn with monstrous, fearsome and repulsive figures. The monster representations in churches and books can be understood as demons or personified vice, and appear to have had several functions: they were used specifically to imprint the fear of the devil onto the layman, and to terrify the beholder into leading a more Christian life. This fear of evil forces was constantly reinforced and even the clergy itself believed in it.

*Excerpt from TRANSROMANICA Congress documentation Culture and Cultural Tourism Development, read by Prof. J. Grabmayer, Alpen-Adria University*

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1 View of a medieval kitchen

2 Preparing fried chicken

3 Porridge with stewed plums

## FOCUS ON MEDIEVAL CUISINE

**Peter Lutz, teacher by profession, passionate medieval scholar and active medieval chef, talks about medieval cuisine:**

"Kitchens in the Middle Ages weren't necessarily smoky and dark – this varied, depending on construction. If you had a good chimney, and used the right sort of wood, the kitchen didn't have to be smoky. The kitchen equipment was very diverse: a large cauldron above the fire hanging on a cauldron hanger, iron pans, and variously sized clay pots. Grand household kitchens also had spits to roast entire animals. Hygiene, by the way, is something people knew about back then. Clean hands and trimmed fingernails are often mentioned in the literature of the period. Whether everyone, everywhere always stuck to these rules is of course a different matter ...

Not only servants but also many visitors took their meals in the kitchen, probably making it the most communal space in a castle.

Just like today, fast food and slow food co-existed in the Middle Ages. Medieval cookbooks meet every need. Anything was possible, from soups or stews that simmered for hours on a low heat, to quick cutlets cooked on the grill or in a frying pan and served with a pre-prepared sauce, or complicated pastries.

There was no typical meal sequence, and everything was simply brought to the table. However, in this hierarchical society, not every guest or castle-dweller received the same food: the individual was only allowed to take from bowls that he could reach at arm's length. In the mornings, people usually ate porridge or stewed fruits. People then ate at midday or in the evening, but still during daylight. Those who could afford it imported food (spices, rice, almonds, raisins and wine). Spices were very popular, for reasons of prestige, diet, and because it was simply fashionable – the typical medieval flavour can best be described as 'sweet-sour-spicy'. Apart from beer, wine, fruit juices, fruit wines and milk, people often ended the meal with hippocras, a medieval spiced wine. Water was generally avoided because of the many germs.

If you want to cook in a medieval fashion, or would like an authentic restaurant experience, the following items should not be found on the menu: potatoes, tomatoes, corn, peppers and pepperoni, green beans, peanuts, cocoa, turkey, avocado, pineapple, and vanilla. So fried potatoes, tomato salad, or cayenne peppers are a no-no."

### TIPS

Discover the culinary side of TRANSROMANICA

**Saxony-Anhalt:** Monasterial liqueur from Magdeburg, made from seeds, blossoms, roots and bark  
[www.abtshof.de](http://www.abtshof.de)

**Sousa, Douro, Tâmega:** "Vinho Verde" (slightly sparkling wine from the North of Portugal)  
[www.vinhoverde.pt](http://www.vinhoverde.pt)

**Carinthia:** Directory of regional specialties from Carinthia  
[www.genusslandkaernten.at](http://www.genusslandkaernten.at)

**Modena:** Tortellini Festival in Castelfranco Emilia (Province of Modena) in September  
[www.eventiesagre.it](http://www.eventiesagre.it)

**Castile and León:** Medieval Market Festival of Cherry in Covarrubias (Burgos), annually in the second week of July  
[www.covarrubias.es](http://www.covarrubias.es)

**Serbia:** Serbian recipes and Balkan cuisine  
<http://bit.ly/souffoodserbia>  
[www.serbia.travel](http://www.serbia.travel)



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# Telling the good stories!

...was the city, for that was where the

...www.abtshof.de



**Sales Manual**



Path of some churches can be found in the Monastery of Santo Domingo de Silos. Many of the Romanesque churches can be found in the Picos de Europa region. The stay in Castile and León is more enjoyable. But the area also has a lot to offer, even just for a relaxing stroll: Las Médulas, the largest open-air golden mine excavated during the period of the Roman Empire has also been recognised as a UNESCO World Heritage site.

When it comes to relaxing, several spas with natural spring waters allow tourists to rest and recuperate in first class scenic and cultural establishments.

Castile and León's gastronomy varies from traditional recipes to nouvelle cuisine. Typical dishes such as roast milk-fed lamb, black sausage, "botillo" (stuffed cured meat) or roast suckling pig are served with first-rate wines such as those from the Ribera de Duero region.

**WEBSITES**

[www.turismocastillayleon.com](http://www.turismocastillayleon.com)  
[www.patrimoniocultural.jcy1.es](http://www.patrimoniocultural.jcy1.es)

Valuable information for the right people!

**CASTILE AND LEON:  
TRAVELLING TO AND IN THE REGION**

**MUST-SEES IN CASTILE AND LEON**

**SANTO DOMINGO DE SILOS**  
**Monastery of Santo Domingo de Silos**  
Santo Domingo, 2  
Santo Domingo de Silos (Burgos)  
**Phone:** +34 947 390 049 // 947 390 068  
**Email:** [abadia@abadiadesilos.es](mailto:abadia@abadiadesilos.es)  
**Website:** [www.abadiadesilos.es](http://www.abadiadesilos.es)  
**Tourist office**  
**Phone:** +34 947 390 070  
**Website:** [www.santodomingodesilos.es](http://www.santodomingodesilos.es)

**ZAMORA**  
**Medieval City of Zamora**  
Oficina Municipal de Turismo  
Plaza de Arias Gonzalo nº 6  
Zamora  
**Phone:** +34 980 533 694  
**Email:** [oficinaturismo@zamora.es](mailto:oficinaturismo@zamora.es)  
**Website:** [www.turismo-zamora.com](http://www.turismo-zamora.com)

**BURGOS - ATAPUERCA**  
**Archaeo-Paleontological Site**  
(UNESCO World Heritage Site)  
Fundación Atapuerca  
Carretera Logroño nº44  
09198 Ibeas de Juarros (Burgos)  
**Phone:** +34 947 257 067  
**Email:** [informacion@fundacionatapuerca.es](mailto:informacion@fundacionatapuerca.es)  
**Website:** [www.atapuerca.org](http://www.atapuerca.org)

**BURGOS**  
**Evolución Humana Museum**  
Pº de la Sierra de Atapuerca s/n  
09002 Burgos  
**Phone:** +34 902 024 246  
**Email:** [info@museoevolucionhumana.es](mailto:info@museoevolucionhumana.es)  
**Website:** [www.museoevolucionhumana.es](http://www.museoevolucionhumana.es)

**SALAMANCA**  
**Old City of Salamanca**  
(UNESCO World Heritage Site)  
Tourist Information Office  
Plaza Mayor nº 32  
Casa de Postas  
37002 Salamanca  
**Phone:** +34 902 302 002  
**Email:** [informacion@turismodesalamanca.com](mailto:informacion@turismodesalamanca.com)  
**Website:** [www.salamanca.es](http://www.salamanca.es)

**MUST-SEES IN CASTILE AND LEON**

**SEGOVIA**  
**Old Town of Segovia and its Aqueduct**  
(UNESCO World Heritage Site)  
Visitor Reception Center  
Plaza del Azogajo, 1  
40001 Segovia  
**Phone:** +34 921 466 720 // 921 466 724  
**Email:** [info@turismodesegovia.com](mailto:info@turismodesegovia.com)  
**Website:** [www.turismodesegovia.com](http://www.turismodesegovia.com)

**ÁVILA**  
**Old City of Ávila and its Extra-Muros Churches**  
(UNESCO World Heritage Site)  
Visitor Reception Office  
Avda. de Madrid, 39  
05001 Ávila  
**Phone:** +34 920 225 969  
**Email:** [turismo@ayuntavila.com](mailto:turismo@ayuntavila.com)  
**Website:** [www.avilatourismo.com](http://www.avilatourismo.com)

**INTERNATIONAL AIRPORTS**

Madrid - Barajas Adolfo Suarez Airport  
Valladolid Airport  
Burgos Airport  
**Phone:** +34 902 404 704  
**Website:** [www.aena-aeropuertos.es](http://www.aena-aeropuertos.es)

**BUS TRANSPORT**

Madrid Airport Terminal 4  
Bus stations in main cities  
**Website:** [www.alsa.es](http://www.alsa.es)

**RAILWAY TRANSPORT**

Renfe Railway Service  
Central stations in main cities  
**Website:** [www.renfe.es](http://www.renfe.es)

**CAR RENTAL**

**Avis**  
**Website:** [www.avis.es](http://www.avis.es)

**Europcar**  
**Phone:** +34 902 105 055  
**Website:** [www.europcar.es](http://www.europcar.es)

**Hertz**  
**Website:** [www.hertz.es](http://www.hertz.es)

**REGIONAL CARDS**

**VisitÁvila Tourist Card**  
A single ticket to visit the 11 most emblematic monuments in the City of Ávila, saving you time and money.  
**Website:** [www.avilatourismo.com/es/organiza-tu-visita/tarjeta-turistica-visitavila](http://www.avilatourismo.com/es/organiza-tu-visita/tarjeta-turistica-visitavila)  
**Where to buy it:** Visitors Reception Centre

**Tourist Card Segovia Friends**  
The card provides you with discounts, free and advantageous terms in conditions in hotels, restaurants, shops, craft businesses, museums, tourism products, active tourism companies and health tourism.  
**Website:** <https://tarjetaturisticasegovia.com>  
**Where to buy it:**

- Visitors Reception Centre
- Tourism information points
- [www.turismodesegovia.com](http://www.turismodesegovia.com)



**Pilgrim in León**



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Digital but still personal!



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Good or bad? A question of perspective and balance!



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