

# ROUTES4U FEASIBILITY STUDY

The Cultural Routes of the Council of Europe  
and the Danube Region (EUSDR)

October 2018

## ANALYSIS OF CERTIFIED CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN THE DANUBE REGION

### 1. DANUBE REGION AND THE EUROPEAN UNION STRATEGY FOR THE DANUBE REGION (EUSDR)



The geographical area of the Danube Region links the Black Sea region, the South Caucasus and Central Asia.

It has a **strategic importance in Europe, linking nine EU Member States** (Austria, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Romania, Slovakia and Slovenia) with **three Accession**

**Countries** (Bosnia and Herzegovina, Montenegro and Serbia) and **two neighbourhood countries** (Moldova, Ukraine).

Originating in the Black Forest in Germany, the Danube river is a major corridor that crosses or touches the borders of 10 countries (Austria, Bulgaria, Croatia, Germany, Hungary, Moldova, Romania, Serbia, Slovakia and Ukraine) - **more countries than any other river in the world**. It empties into the Black Sea in Romania and Ukraine.

The drainage basin includes four more countries: Bosnia and Herzegovina, Czech Republic, Montenegro and Slovenia.

The **Danube Region represents 115 million inhabitants, 22% of the EU's population**.

#### Routes4U Project

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented  
by the Council of Europe



The 14 countries of the Danube Region **differ in terms of economic strengths but face common opportunities and challenges**, linked e.g. to the Danube river as a major transport axis, interconnected hydrological basin and ecological corridor<sup>1</sup>.

The Danube Region was the second area for which the European Commission adopted a **macroregional strategy (EUSDR) in 2010** that was then endorsed by the Council in 2011. The strategy addresses those issues that cannot be solved in a unilateral approach but require transnational cooperation to succeed. It also deals with opportunities that are of mutual interest and where an added value can be created through joint efforts:

*“the objective is a **coordinated response to issues better handled together than separately**. The two strategies [EUSBSR and EUSDR] aim to overcome obstacles holding up development, and unlock the potential of the regions. They seek to place issues in a multilateral setting, and to **reach out beyond current EU borders to work as equals with neighbours**. The approach encourages participants to overcome not only national frontiers, but also barriers to thinking more strategically and imaginatively about the opportunities available.”<sup>2</sup>*

EUSDR is based on four pillars:

- Pillar 1: Connecting the region;
- Pillar 2: Protecting the environment;
- Pillar 3: Building prosperity;
- Pillar 4: Strengthening the region.

**These four pillars are implemented through eleven functional Priority Areas**, out of which Pillar 1 “Connecting the region” focuses on questions related to “culture and tourism, people to people”.

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<sup>1</sup> European Commission (2016): Report from the Commission to the European Parliament, the Council, the European Economic and social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies. COM(2016)805final.

<sup>2</sup> European Commission (2013): Report from the Commission to the European Parliament, the council, the European Economic and social Committee and the Committee of the Regions concerning the added value of macro-regional strategies. COM(2013)468final.



**This Priority Area 3 "To promote culture and tourism, people to people contacts"** is jointly coordinated by Bulgaria and Romania.

Seven targets have been set in the framework of priority Area 3:

1. Develop a Danube Brand for the entire Danube Region based on already existing work
2. Support the implementation of a harmonised monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR
3. Develop new and support existing Cultural Routes relevant in the Danube Region
4. Develop green tourist products along the Danube Region
5. To create a 'Blue Book' on Danube cultural identity
6. Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region
7. Promoting exchange and networking in the field of contemporary arts in the Danube Region

The strategy EUSDR was endorsed together with the Action Plan in 2011. The Action Plan is a rolling document that is regularly reviewed and adapted.

### **Culture and Tourism in the Danube Region**

The **culture of the Danube Region is rich and diverse** due to numerous states, societies and histories along the most international river basin in the world. The **Danube Region is also characterized by a significant shared heritage** as a connecting element at regional and local level. Cultural heritage bears therefore a strong potential for transnational cooperation in the Danube Region.

In the field of culture, the **Action Plan for the European Union Strategy for the Danube Region** focuses the **promotion and protection of cultural diversity** as strength of the Danube Region. This can be done e.g. through joint scientific research, exchange of experiences, intercultural dialogue, youth exchange, joint cultural activities and exchange as well as a database on cultural activities. Furthermore, the Action Plan also

identifies the **contacts between people as a driving force for cultural innovation and economic development**, based on heritage, traditions and tourism<sup>3</sup>.

**Culture is an important component of tourism** that contributes to the economic growth in the Danube Region. Tourism is differently developed in the Danube Region: According to a study published by the European Commission Directorate-General Regional and Urban Policy (DG REGIO), using the data of EUROSTAT for the year 2015, Austria, Croatia and Germany are most visited, while Bulgaria and Slovakia are less visited with regard to tourism arrivals per inhabitant in the Danube Region:

*"Low values for the Arrivals of non-residents staying in hotels and similar establishments per inhabitant register the candidate and potential candidate countries and the non-EU country Moldova. The best performing among them is Montenegro. In all other countries, the arrivals per inhabitant are very low. However the tourists are slowly discovering these destinations"*<sup>4</sup>.

The study thus states a potential for growth in tourism in those countries that are less-visited by travellers. In this context, the **sustainable development of tourism is of high relevance to detect potential negative effects and mitigate those effects through corrective measures**.

As indicated in the Action Plan for the European Union Strategy for the Danube Region,

*"Sustainability should overall be an important criterion in developing tourism in the region. Project-oriented cooperation should act as a catalyst for exchange and close collaboration between neighbours in the region, especially on cultural and heritage matters"*<sup>5</sup>.

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<sup>3</sup> European Commission (2010): Accompanying document to the Report from the Commission to the European Parliament, the Council, the European Economic and social Committee and the Committee of the Regions. European Union Strategy for the Danube Region. SEC(2010)1489final

<sup>4</sup> European Commission Directorate-General Regional and Urban Policy (2017): Study on macroregional strategies and their links with cohesion policy. Data and analytical report for the EUSDR. P 74. Accessed 3 October 2018 at: [http://ec.europa.eu/regional\\_policy/sources/cooperate/danube/eusdr\\_links\\_cohesion\\_policy.pdf](http://ec.europa.eu/regional_policy/sources/cooperate/danube/eusdr_links_cohesion_policy.pdf)

<sup>5</sup> European Commission (2010): Accompanying document to the Report from the Commission to the European Parliament, the Council, the European Economic and social Committee and the Committee of the Regions. European Union Strategy for the Danube Region. SEC(2010)1489final

## 2. CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN THE DANUBE REGION

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



**21 of 33 Cultural Routes of the Council of Europe<sup>6</sup> are located in the 14 countries of the Danube Macro-region** (Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany<sup>7</sup>, Hungary, Moldova, Montenegro, Romania, Serbia, Slovak Republic, Slovenia and Ukraine<sup>8</sup>).

Figure 1 provides an overview of the itineraries represented there:

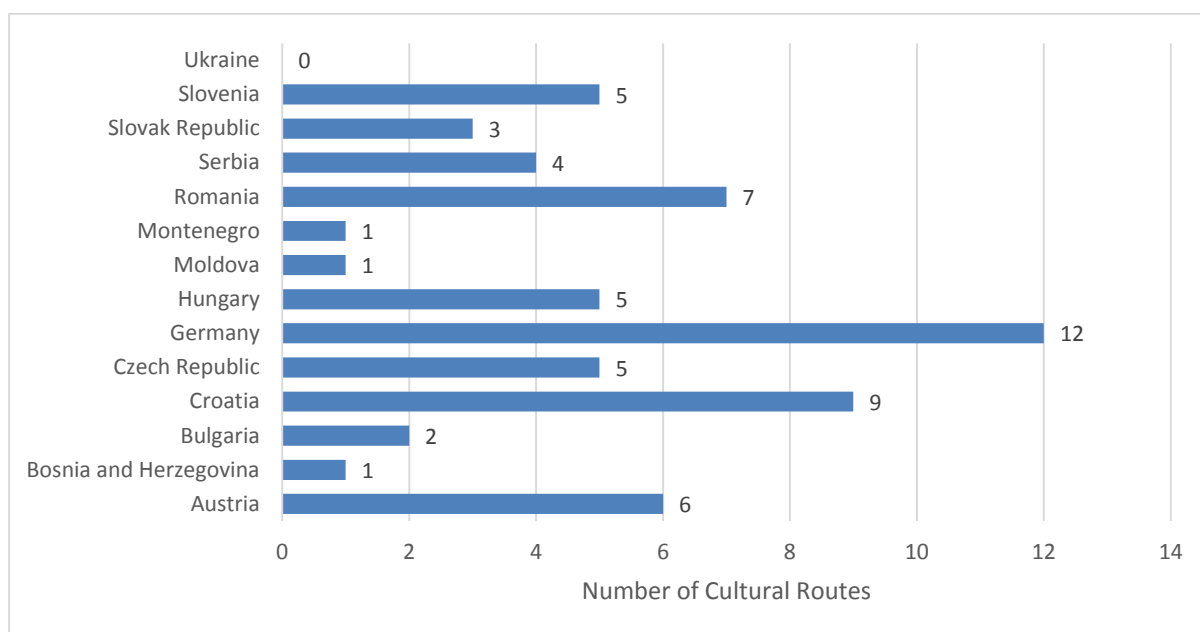


Figure 1 – Cultural Routes represented in the Danube macro-region (N=21)

Regarding the quantitative distribution of the Cultural Routes, most of them cross Germany (12), followed by Croatia (9), Romania (7) and Austria (6). In Slovenia, Hungary and the Czech Republic, five Cultural Routes are represented. Serbia (4), Slovak Republic (3), Bulgaria (2), Montenegro (1), Moldova (1) as well as Bosnia and Herzegovina (1) have very few Cultural Routes crossing their country. No Cultural Route is yet established in the Ukrainian part of the macro-region.

<sup>6</sup> In the following, the term “Cultural Route” is used to describe the Cultural Routes certified by the Council of Europe, in accordance with Resolutions CM/Res(2013)66 and CM/Res(2013)66 of the Council of Europe.

<sup>7</sup> Only some parts of Germany belong to the Danube macro-region: Baden-Württemberg and Bavaria.

<sup>8</sup> Only some parts of the Ukraine belong to the Danube macro-region: Odessa, Chernivtsi Oblast, Ivano-Frankivsk Oblast, Zakarpattia Oblast.

**Recommendation 1**

Cultural Routes members are not distributed in a geographical balanced manner in the Danube Region.

Bulgaria, Montenegro, Moldova, Bosnia and Herzegovina and Ukraine deserve particular attention and support, as they represent underexploited potential for Cultural Routes projects and the extensions of already certified Cultural Routes.

The analysis of the Cultural Routes crossing the Danube region reveals that they are differently developed in the countries (see figure 2)<sup>9</sup>.

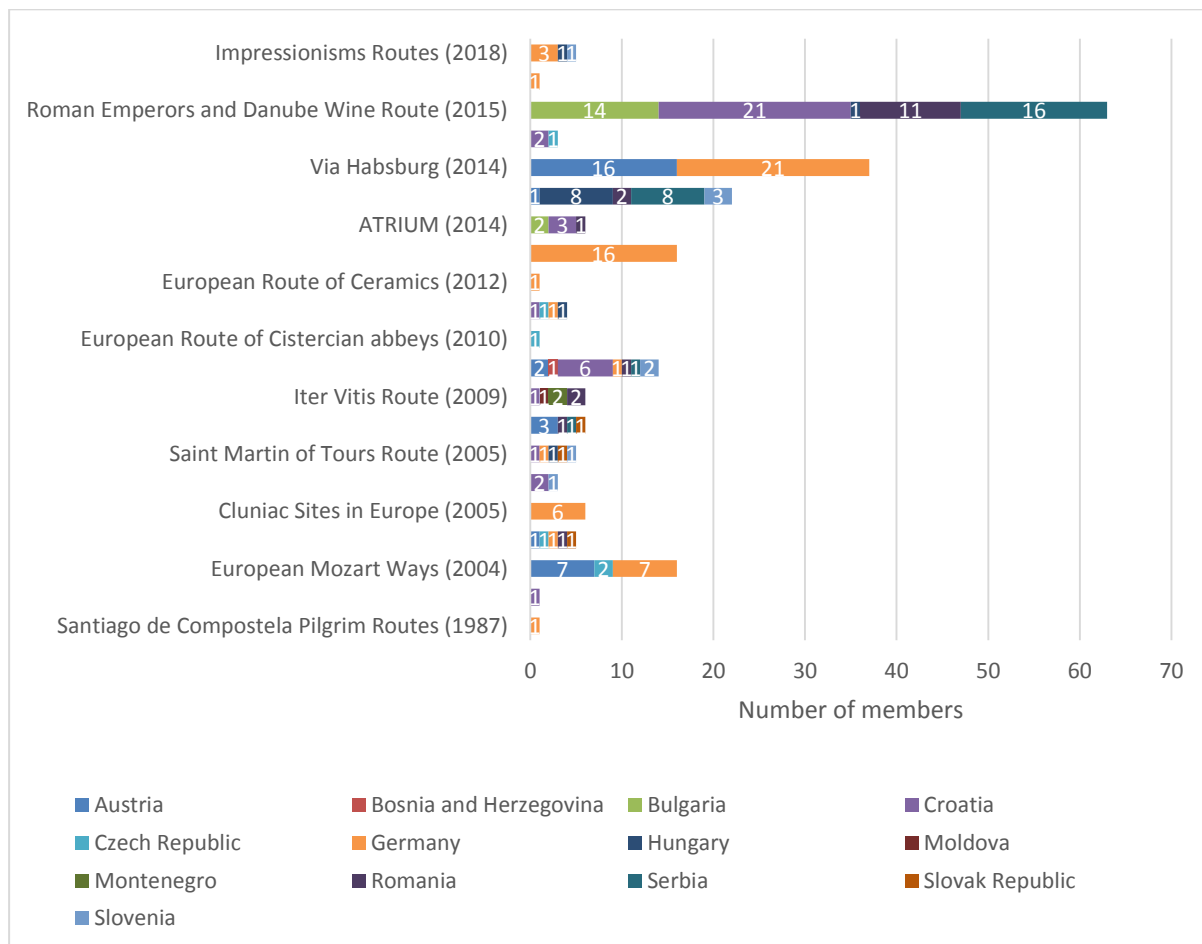


Figure 2 – Cultural Routes' members per country (N=222)

**No Cultural Route is crossing every state of the Danube macro-region** but some Cultural Routes have well-developed networks with members from different geographic areas: The European Cemeteries Route has members in seven states. Four Cultural Routes

<sup>9</sup> The data for the analysis of the Cultural Routes in this section was provided by the Cultural Routes in 2017 and updated in July 2018. Please note that inaccuracies may occur.

have members in five countries each: Roman Emperors and Danube Wine Route, Réseau Art Nouveau Network, Saint Martin of Tours Route and European Routes of Jewish Heritage.

**Seven Cultural Routes bear a potential for extension since they have exclusively members in one country of the Danube macro-region:**

1. Via Charlemagne (Germany);
2. Huguenot and Waldensian trail (Germany);
3. European Route of Ceramics (Germany);
4. European Route of Cistercian abbeys (Czech Republic);
5. Cluniac Sites in Europe (Germany);
6. Phoenicians' Route (Croatia); and
7. Santiago de Compostela Pilgrim Routes (Germany).

Beside the Cultural Routes which can be exclusively found in one country of the Danube Region, also **those Cultural Routes with few members could be expanded** (e.g. European Route of Historic Thermal Towns, TRANSROMANICA or Iter Vitis Route).

Analysing the year of the first certification<sup>10</sup> of the Cultural Routes in the Danube Region, there is little evidence that early-certified routes created a more extensive or sustainable network. It becomes evident that the governing structures determine the strong management and sustainable membership and lead to the successful implementation of the activities.

**Recommendation 2**

The management structures of successful Cultural Routes in the Danube Region should be analysed to compile and share best practices on management structures and implementation of activities in the Danube macro-region.

With regard to the distribution of Cultural Routes' members in the Danube macro-region, it has to be noted that **most of the members are cities or municipalities** (52), cultural organizations like museums (34), sites (28) and tourism stakeholders (32). Only few members can be classified as associations (11), scientific organizations (11), persons (11), institutions such as foundations or public organizations (3), regions (2), natural parks (2) and NGOs (1).

It has to be emphasized that the **majority of the Cultural Routes in the Danube Region have a rather heterogeneous composition of their members (see figure 3).**

<sup>10</sup> The Cultural Routes are evaluated every three years. The year of membership accession, which is synonymous with a routes' first certification, is indicated in brackets after the routes' name.

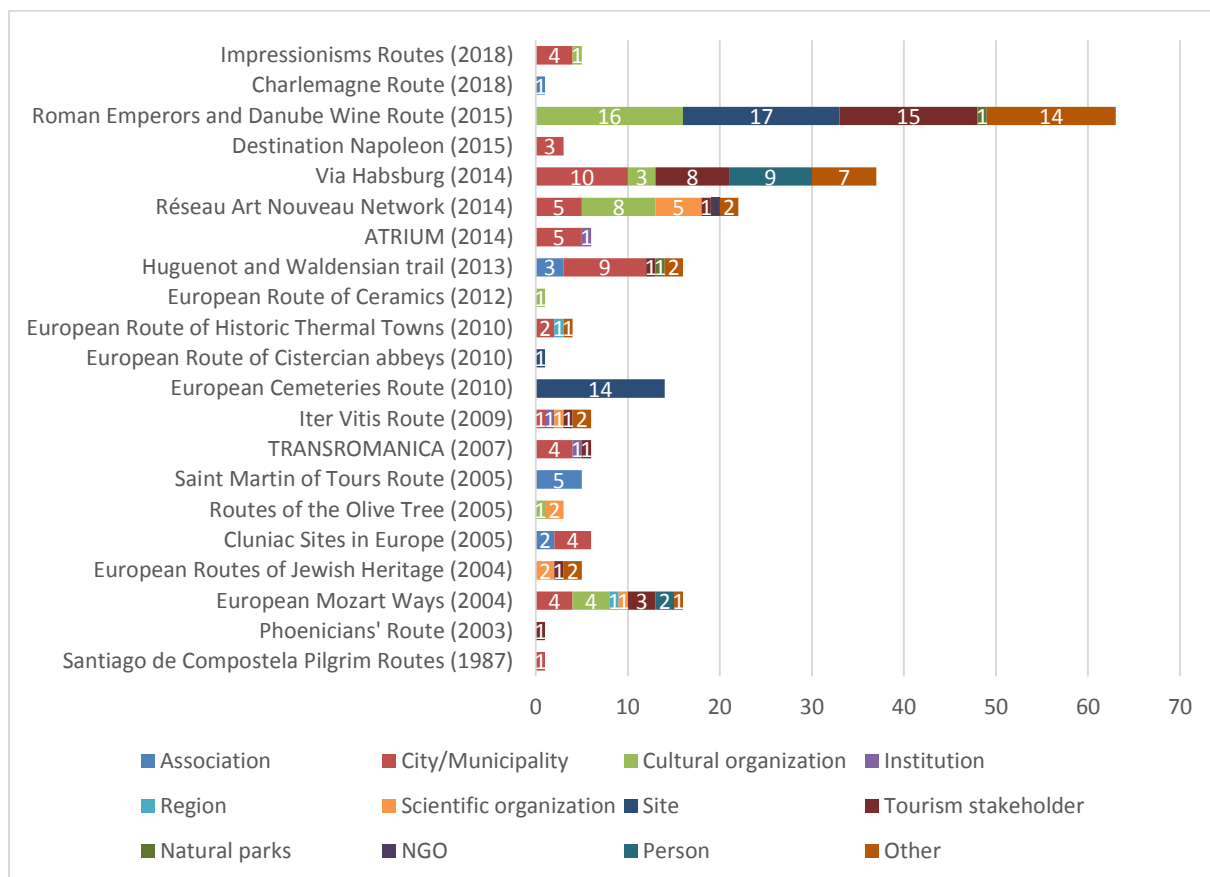


Figure 3 – Types of members of each Cultural Route (N=222)

Cultural Routes go, of course, beyond the Danube Region. This trans-macroregional aspect provides opportunities for the exchange of best practices and lessons learnt with countries outside the macro-region<sup>11</sup>.

**Recommendation 3**

Cultural Routes provide opportunities of enhanced cooperation and exchange of knowledge and capacities between the members of the network.

As Cultural Routes’ networks contain members from countries of the Danube Region and beyond, the members should further exchange on the lessons learnt and best practices within the macro-region and beyond.

<sup>11</sup> Vilnius Roadmap. Accessed 10 October 2018 at: [http://culture-routes.net/sites/default/files/attachments/FORUM%20ROADMAP\\_EN.pdf](http://culture-routes.net/sites/default/files/attachments/FORUM%20ROADMAP_EN.pdf)



## **Themes of the Cultural Routes in the Danube Region**

Cultural Routes are no static places, but **landscapes** - living **cultural and natural heritage** resulting from historical processes which actively involve both, inhabitants and people travelling along the routes<sup>12</sup>. As per definition, all Cultural Routes in the Danube Region deal with natural and cultural heritage.

Cultural Routes combine the **tangible and intangible heritage** because they do not only safeguard the culture and nature sites, but also the living intangible expressions such as traditions, performing arts and traditional knowledge related to the specific Cultural Route<sup>13</sup>.

The Danube Cultural Routes cover a wide field of themes. In the following, a thematic cluster is introduced to allow a better categorisation and classification of the Cultural Routes in the Danube Region. For this, the categories of cultural heritage of ICOMOS were used as a starting point<sup>14</sup>. They were further developed to ensure a categorisation responding to the specific feature of Cultural Routes as landscapes (see Cultural Routes Themes on the right)<sup>15</sup>.

This analysis shows that certain categories or themes are underrepresented among the Cultural Routes in the Danube Region. **Modern heritage (from late 19<sup>th</sup> century onwards) and industrial heritage** are less

### **CULTURAL ROUTES THEMES**

**Religion** is a very present theme – whether by focusing on an important historic personality or by being dedicated to cultural and religious identity in general: The Santiago de Compostela Pilgrim Routes, European Routes of Jewish Heritage, Saint Martin of Tours Route, Cluniac Sites in Europe, European Route of Cistercian Abbeys and European Cemeteries Route.

**Architecture** is a theme which is often represented in form of monuments, groups of buildings or sites. The concerned routes are: TRANSROMANICA, European Route of Historic Thermal Towns, ATRIUM and Réseau Art Nouveau Network.

**Arts** is reflected by one Cultural Route on the Austrian composer Wolfgang Amadeus Mozart (European Mozart Ways) as well as the European Route of Ceramics and the Impressionisms Routes.

**History** is a theme present in the Cultural Routes of the macro-region. They reflect the life and heritage of Napoleon (Destination Napoleon), Charlemagne (Via Charlemagne) and the Habsburg dynasty (Via Habsburg).

**Food and drink** are topics addressed by three networks: The Routes of the Olive Tree deal with the civilisation around the olive tree while the Iter Vitis Route and the Roman Emperors and Danube Wine Route are devoted to viticulture.

**Movement of people** in Europe is represented through two Cultural Routes: The Phoenicians' Route, focusing on the exchange of artefacts, knowledge and experience through commerce, as well as the Huguenot and Waldensian Trail that deals with migration and integration because of religious persecution.

<sup>12</sup> Berti, Eleonora (2015): The heritage of Cultural Routes: Between Landscapes, Traditions and Identity. Cultural Routes Management: from Theory to Practice. Eds. Council of Europe. Strasbourg: Council of Europe Publishing, 42-53

<sup>13</sup> UNESCO: The Convention for the Safeguarding of Intangible Cultural Heritage. Paris, 17 October 2003

<sup>14</sup> ICOMOS (2004): The World Heritage List: Filling the Gaps – and Action Plan for the Future. An Analysis by ICOMOS.

<sup>15</sup> World Tourism Organisation, European Travel Commission (2017). Madrid: World Tourism Organisation.

represented. Even though several routes address historic themes to reflect important historic periods in Europe, the **prehistoric heritage and human evolution**, including the Stone, Bronze and Iron Age, and the heritage of the **ancient history**, covering the 3,000 BC to 500 AD period, are underrepresented among the Cultural Routes in the Danube Region.

Very few Cultural Routes reflect a theme representative for the Danube such as the Roman Emperors and Danube Wine Route. **There is thus a potential to develop new themes of Cultural Routes that reflect the rich culture of the Danube Region** e.g. linked to fluvial culture of the Danube.

#### **Recommendation 4**

The creation of new projects of Cultural Routes to be certified by the Council of Europe in the Danube Region should consider those themes that are representative for the Danube Region and currently underrepresented such as themes related to:

- Modern heritage;
- Prehistoric heritage;
- Human evolution;
- Danube fluvial heritage or
- Industrial heritage.

A Cultural Route, representing an aspect specific and unique to the Danube Region and crossing all countries of the Danube Region, should be envisaged.

#### **Impact of Cultural Routes on sustainable tourism and regional development**

A study of the impact of Cultural Routes<sup>16</sup> jointly launched in 2010 by the Council of Europe and the European Commission indicates that all **Cultural Routes provide opportunities for small and medium enterprises to develop products and services within the framework of economic and tourism activities** that the routes generate.

The study was based on a set of case studies covering the following Cultural Routes: the Hansa, the Legacy of Al-Andalus, the Via Francigena, the Routes of the Olive Tree and the TRANSROMANICA. Hence, the study did not have a macro-regional focus. Furthermore, it has to be noted that Cultural Routes are not homogeneous in their management structures, field of actions and network of members. Nevertheless, the authors give several **recommendations related to sustainable tourism and regional development through Cultural Routes**, which are also relevant to the Danube Region.

The study revealed that **few Cultural Routes record visitor numbers and direct sales of tourism products or look at the potential economic impact of SME's**

<sup>16</sup> Council of Europe (2011): Impact of European Cultural Routes on SMEs' innovation and competitiveness  
 Accessed 10 October 2018 at: <https://rm.coe.int/1680706995>

**collaborations across the route's towns**, most are not gathering the data needed to measure the economic impact of their activities.

Monitoring tools for Cultural Routes should retrieve data on the following aspects of Cultural Routes tourism:

- The **number of arrivals** and length of stays of tourists
- Definition of **tourism flows**: Domestic or international tourists
- The **distribution of arrivals through the year**
- **Tourism expenditure** on the main products and services used by tourists
- **Tourism consumption**, e.g. do they use public transport or their own car
- **Tourism behaviour**: are tourists travelling along the Cultural Route
- **Definition of tourists**: Individual or package tourists

### ***Recommendation 5***

Monitoring and evaluation systems should be introduced to retrieve data on the economic impact of Cultural Routes. Statistical data about the Cultural Routes and their activities should be gathered to allow a comparative analysis on strengths and weaknesses and to further make use of the economic potential of Cultural Routes.

### 3. PROJECTS ON CULTURAL ROUTES IN THE DANUBE REGION

#### Certification process

In the framework of the joint programme of the Council of Europe and the European Commission Routes4U<sup>17</sup>, **projects for the development of new Cultural Routes for the Danube Region will be identified and then further developed** for the Danube Region.

In this context, due attention needs to be paid to the **criteria established by the Council of Europe for the certification of Cultural Routes**<sup>18</sup>:

The Routes are grass-rooted **European networks with a legal status** (in form of an association or a federation). These networks involve **at least three countries in Europe** and operate in democratic structures to ensure the transnational and participatory character of Cultural Routes.

The development of a Cultural Route requests the following steps:

1. **Defining a theme** that is representative for European values and common to several countries of Europe;
2. **Identifying heritage elements**, that can involve tangible and intangible elements;
3. **Creating a European network with legal status** of at least three European countries;
4. **Coordinating common activities in the main field of activities**;

#### CERTIFICATION CYCLE

##### YEAR 1

##### July

- Call for application for certification "Cultural Route of the Council of Europe".

##### September – October

- Deadline for submitting the application form for certification.
- Conformity's review of the dossier by the EICR. Attribution when applicable to an independent expert for review.

##### November – December

- Independent expert review: contact with the candidate projects. Field visit and preparation of the evaluation report.

##### YEAR 2

##### January – February

- Submission of the evaluation report by the independent expert to the EPA secretariat.
- Examination by the EICR and recommendations to the EPA Bureau.
- Experts' auditions during the EPA Bureau Meeting.

##### March-April

- Communication to the candidate projects of the conclusions of the EPA Bureau meeting.
- Examination by the EPA Governing Board of the evaluation reports and the recommendations made by the EICR and EPA Bureau.
- Audition of the selected projects at the EPA Governing Board meeting.
- Decision by the EPA Governing Board concerning the certification.

##### May

- Notification letter by the EPA Executive Secretary to the auditioned candidates concerning the results of their application for certification of their network as "Cultural Route of the Council of Europe".

<sup>17</sup> Webpage of Routes4U. Accessed 10 October 2018 at: [www.coe.int/routes4u](http://www.coe.int/routes4u)

<sup>18</sup> Council of Europe, Resolution CM/RES(2013)6767 on the award of the "Cultural Route of the Council of Europe"

5. **Creating common visibility** to ensure recognisability and coherence of the route across Europe.

The European Institute on Cultural Routes (EICR) and an external expert evaluate the proposal. On the basis of these evaluations, the **Enlarged Partial Agreement (EPA) on Cultural Routes takes then the final decision on the awarding of the certification**<sup>19</sup>. Once certified, each Cultural Route goes through an evaluation process every three years.

### Criteria for the certification

- **Define a theme**

The theme should be **representative for values** of the Danube Region and common to at least three countries

The theme should permit the development of initiatives and exemplary and innovative **projects in the field of cultural tourism and sustainable development.**

The theme should take into account **needs and gaps of the Danube Region** with regards to the existing Cultural Routes of the Council of Europe.

- **Create a European network with legal status**

One important criteria is the **establishment of a legal entity** in charge of the management of the Cultural Route.

Each network has to work in a **democratic and participatory way**, involving all the partners in the decision-making process.

Cultural Routes projects have to create a **financial viable network**, in general through a system of membership fees or other financially viable sources.

- **Implement activities in the main field of actions**

The Cultural Routes, once certified, have to carry out activities with the aim to **protect and promote the common heritage**. This heritage represents the cultural and natural resources.

It should be active on the **scientific level and must establish a university network and a scientific committee** exploring different aspects related to the theme of the route.

The Cultural Route has to implement activities to **strengthen cultural practices and exchanges between people**, coming from different cultures and backgrounds, thus reflecting the living and dynamic feature of culture.

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<sup>19</sup> Webpage of the Enlarged Partial Agreement (EPA) on Cultural Routes. Accessed 12 October 2018 at: <https://www.coe.int/en/web/cultural-routes/home>

Cultural Routes represent a **vector for local economies and activities**. They have to ensure the **sustainable cultural tourism and the sustainable economic development along the route**.

### **Cultural Route initiatives for the Danube Region**

Stakeholders from the Priority Area 3 requested a **list of proposals of Cultural Routes projects in the Danube Region**. The following list includes those projects that have come to the attention of the EPA on Cultural Routes of the Council of Europe. It is thus a non-exhaustive list, compiled by the Cultural Routes programme as the competent body for certification of Cultural Routes.

This list can serve as a basis of the discussion to choose one to two Cultural Routes priorities for the Danube Region. These projects will then be further developed in the framework of Routes4U and in line with the objectives of EUSDR.

**While discussing Cultural Routes projects, due note should be given to the criteria of Cultural Routes (listed in the previous chapter) in order to ensure that these projects are realistic which means the preparation of a certification should be feasible from a technical and financial point of view.**

In this regard, the EPA on Cultural Routes of the Council of Europe compiled a set of recommendations after each project.

### **The proposals are (in alphabetical order)**

1. Cyril and Methodius Route
2. Danube Hike
3. Danube Limes
4. Danube Women's stories
5. Iron Age Danube
6. Reformation Route
7. Route of Emperors and Kings
8. Tesla Ways
9. Via Memoria Mauthausen

## 1. Cyril and Methodius Route



Cyrlometodějská  
stezka

The European Cultural Route of Saints Cyril and Methodius is an association of legal entities established in 2013<sup>20</sup>. The association has a total of 15 members from three European countries: Czech Republic (6), Slovakia (8) and Greece (1).

The Saints Cyril and Methodius are also referred to as "apostles of the Slavs" as their missionary work has influenced the Slavic culture, e.g. they devised the first alphabet to transcribe Old Church Slavonic.

They ascended the local culture through dialogue, listening and observing relationships. They organized local customs by adding their knowledge and creating new cultural rules that respect the autonomy of the local people.

The European Cultural Route of Saints Cyril and Methodius network's activities support the **living legacy of Cyril and Methodius and their followers as well as values based on respect and a dialogue between people of different cultures and faiths**. The route connects significant places and institutions through cultural and pilgrimage trails and offers different cultural-educational events along them.

### **Recommendation 6**

The theme of the Saints Cyril and Methodius illustrates a part of European history and deals with the topic of the Slavic culture.

There is a strong potential for strengthening and further extending this network to other countries in the Danube Region.

Four hiking trails on the theme of the Saints Cyril and Methodius exist, providing an example for "sustainable tourism" as well as "slow tourism" in the Danube Region.

A proposal for certification as a Cultural Route is currently under evaluation. Its further development seems feasible.

## 2. Danube Hike



The Danube Hike was a project with partners from Austria, Germany, Slovakia, Serbia and Bulgaria.

**Danube Hike aimed at the development and recognition of hiking tourism within the**

**Danube area.** Existing hiking trails along the Danube (e.g. in Austria and Germany) were connected to bordering hiking areas.

The project was carried out under the lead partner "Naturefriends International". It ended in 2012. For this project, a status quo analysis of hiking tourism along the Danube was carried

<sup>20</sup> Webpage of European Cultural Route of Saints Cyril and Methodius . Accessed on 24 October 2018 at: <http://www.cyril-methodius.eu/en/>

out<sup>21</sup>. Furthermore, guidelines for implementing and improving/positioning hiking tourism along the Danube were developed<sup>22</sup>.

### **Recommendation 7**

The theme Danube Hike does not correspond to the criteria for themes of Cultural Routes: Hiking is considered as one activity in the field of actions of the Cultural Routes in order to promote sustainable tourism, but it does not represent a theme on European values, memory, history and heritage<sup>23</sup>.

With the project ending six years ago, no network on Danube Hike is in place anymore. The former project lead partner "Naturefriends International" does not work on this theme due to lack of resources.

For the above-mentioned reasons, the preparation of a proposal of a new Cultural Route does not seem feasible.

### **3. Danube Limes**



The Interreg project "Danube Limes Brand" was led by the Institute for History of the University of Vienna for the period 2007–2015. It aimed at the protection and **promotion of Limes heritage and the extension of the transnational UNESCO World Heritage Site "Frontiers of the Roman Empire"**<sup>24</sup>.

More specific, it aimed at the long-term and sustainable preservation of Limes monuments through nominating new frontier sections for World Heritage status in the Lower Danube countries, to the development of a joint action strategy for the Danube Limes from the Black Forest to the Black Sea and to the interregional cooperation in developing, improving and presenting individual Limes sites.

Ten countries along the Danube from the Black Forest to the Black Sea in Romania share the history as a former Roman province and frontier territory of the Roman Empire, which lasted for more than 500 years. Although there are regional characteristics, the overall concept and system of the frontier zone was planned, built and maintained as an entity. It forms an

<sup>21</sup> Report 2011/2012: Status Quo analysis of hiking tourism along the Danube. Summary. Accessed on 10.10.2018 under <https://docs.google.com/a/nf-int.org/viewer?a=v&pid=sites&srcid=bmYtaW50Lm9yZ3xkaWdpdGFsZS1iaWJsaW90aGVrfGd4OjIyMGFhYTgxOWQwYmFiNDg>

<sup>22</sup> Danube Hike: Guidelines for implementing and improving/positioning hiking tourism along the Danube. Accessed on 10.10.2018 under <https://docs.google.com/a/nf-int.org/viewer?a=v&pid=sites&srcid=bmYtaW50Lm9yZ3xkaWdpdGFsZS1iaWJsaW90aGVrfGd4OjdmYzIwNGU4ZWQ5NzIxNjc>

<sup>23</sup> Council of Europe, Resolution CM/RES(2013)6767 on the award of the "Cultural Route of the Council of Europe"

<sup>24</sup> Danube Limes webpage. Accessed 3 October 2018 at: <http://danubelimesbrand.org/>



archaeological landscape with hundreds of military installations – fortresses, forts, watchtowers and civil settlements.

The World Heritage Committee, at its 41th session, commended the nomination strategy process for the remainder of the serial transnational property Frontiers of the Roman Empire and emphasized that this did not necessarily lead to an inscription on the World Heritage List<sup>25</sup>. The nomination was submitted on 1 February 2018 to UNESCO to be discussed by the World Heritage Committee at its 43th session in 2019.

### **Recommendation 8**

The theme is representative for the Danube Region and in line with the criteria of Cultural Routes. It offers an opportunity for the involvement of numerous countries of the Danube Region: It aims at the protection and promotion of the shared Limes heritage and contributes to the sustainable cultural tourism in line with the criteria for Cultural Routes of the Council of Europe<sup>26</sup>.

Nevertheless, for the time being, a preparation of certification seems not realistic: The former project leader is not involved in the work on Danube Limes anymore. The countries concerned currently work on the World Heritage nomination. In terms of capacities, it seems very difficult to prepare a parallel proposal for a Cultural Route certification.

It is recommended to wait for the decision of the World Heritage Committee on the inscription of the Danube Limes on the World Heritage List and decide then about a preparation of a proposal as a Cultural Route.

## **4. Danube Women Stories**



The project Danube Women Stories<sup>27</sup> is carried out by partners from Austria (The World of NGOS), Germany (Danube Connects and Centre for General Scientific Continuing Education), Hungary (Budapest Walkshop), Serbia (Novi Sad School of

Journalism) and Romania (Asociatia Pro Democratia).

In the framework of the project Danube Women Stories, research was carried out to identify important women along the Danube. The objective of the project is to **inform travellers about facts on Danube women leaders in politics, culture and science.**

<sup>25</sup> UNESCO, Document WHC/17/41.COM/8B.Add

<sup>26</sup> Council of Europe, Resolution CM/RES(2013)6767 on the award of the "Cultural Route of the Council of Europe"

<sup>27</sup> Danube Women Stories. Accessed on 10.10.2018 under <https://women.danube-stories.eu/>

At present, six cities have developed virtual tours or guided city tours in real life on important women in the Danube Region: Ulm, Vienna, Budapest, Novi Sad and Timisoara. A book was published that includes the list of women stories so far collected<sup>28</sup>.

### **Recommendation 9**

As of today, the theme of a female personality is not reflected in the list of Cultural Routes of the Council of Europe: While different Cultural Routes deal with the life and influence of important male personalities, e.g. "Destination Napoleon", "European Mozart Ways" and "Via Charlemagne", none deals with the life and influence of an important female personality.

The project "Danube Women Stories" collects examples of important women from different fields in politics, culture and science in a relatively broad context. As "women" and "women's stories" are not a theme according to the criteria for Cultural Routes<sup>29</sup> but rather a categorisation, it is recommended to define a general theme under which an important female personality or several female personalities of the Danube Region could figure.

If this is chosen as a priority, it is recommended to clarify which entity should prepare the proposal on one or several female personalities of the Danube Region for certification as a Cultural Route of the Council of Europe.

## **5. Iron Age Danube**



The 2017-2019 project focuses on **archaeological landscapes of the Early Iron Age, characterized by, e.g. fortified hilltop settlements and large tumulus cemeteries, from the era between roughly the 9<sup>th</sup> – 4<sup>th</sup>**

**century BC (Hallstatt period).** These very fragile, prehistoric landscapes in the Danube remain partly hidden and not well integrated into cultural tourism<sup>30</sup>.

The project partnership builds on joint approaches for researching and managing complex (pre)historic landscapes and their integration into sustainable tourism, at present in five countries: Austria, Croatia, Hungary, Slovakia and Slovenia.

For this process, international camps are organized, linking research agendas with public events and new visitor programmes. The gathered knowledge is published in landscape studies, which are the basis for a new digital application with interactive visualizations and augmented reality features. With this application and small scale investments, visitors will experience the archaeological heritage of the Iron Age in an innovative way.

<sup>28</sup> Geller, Sabine; Weidel, Christiana; Schmalekow, Belinda (Ed) (2018): Danube Women Stories (Ed): Accessed on 10.10.2018 under <http://www.danube-books.eu/danube-women-stories>

<sup>29</sup> Council of Europe, Resolution CM/RES(2013)6767 on the award of the "Cultural Route of the Council of Europe"

<sup>30</sup> Iron Age Danube webpage. Accessed 23 October 2018 at: <http://www.interreg-danube.eu/approved-projects/iron-age-danube>

### **Recommendation 10**

The theme of Iron Age is not reflected among the certified Cultural Routes of the Council of Europe, as it is also an under-represented theme in other international instruments for the protection of heritage. It is an important example of the archaeological sites in the Danube Region.

So far, five countries of the Danube Region are involved in the network of the Iron-Age-Danube project. The theme of Iron Age offers opportunities for further extension at a later stage.

The preparation of a proposal for Cultural Route certification would ensure the continuation of the work and the long-term-sustainability of the Interreg project (2017-2019).

The preparation of a proposal as a Cultural Route for the Danube Region seems feasible.

Possibilities of establishment of a legal network on the members, of a scientific committee and of a work plan and budget for the five main fields of actions should be further discussed. It is recommended to work on this theme.

## **6. Reformation Route**



The Reformation Route project wants to establish a European Cultural Route of Reformation (ECRR) by identifying, selecting, and connecting **existing Reformation-themed cultural heritage sites, objects, and non-material legacies around Central Europe**<sup>31</sup>.

The project involves seven countries (Austria, Czech Republic, Hungary, Poland, Slovenia, parts of Germany and parts of Italy) and 12 project partners. The cooperation was put in place in 2016 in the framework of Interreg Central Europe (2016-2019).

The route had its first General Assembly in October 2018, during which the association was funded, and the board of directors was elected. Since the financial support through Interreg ends in June 2019, a final conference will be organised to launch ideas for future development.

In order to contribute to the self-financing of the route, the network envisages membership fees. It implemented activities such as a transnational action plan, capacity building events as well as training curricula on the protection and promotion of the heritage of Reformation. The final objective for the project is the recognition as a European Cultural Route of the Council of Europe.

<sup>31</sup> European Cultural Route of Reformation webpage. Accessed 10 October 2018 at: <https://www.interreg-central.eu/Content.Node/ECRR.html>

### **Recommendation 11**

The Reformation had an impact on European politics and history as well as on people's life in Europe. The network of the European Cultural Route of Reformation (ECRR) involves Austria, Czech Republic, Hungary, Poland, Slovenia and Germany. It is thus of relevance for the Danube Region, also with a view of a possible extension to further countries of the Danube Region that are so far no members, e.g. Romania.

The legal entity is established: 24 founding members voted on the statutes, the membership fee regulation and the board members. The proposal as a Cultural Route is under evaluation.

The further development of a Cultural Route of Reformation in the Danube region seems feasible.

## **7. Routes of Emperors and Kings**



The "Routes of Emperors and Kings" extend along the Danube from mediaeval Regensburg, through Passau, Linz, Vienna and Bratislava, to the metropolis of Budapest<sup>32</sup>. The routes cover the area of the Danube in Germany, Austria, Slovak Republic and Hungary. It links urban cultural centres, historic treasures and cultural landscapes. From Roman times onwards, kings and queens travelled on and along the Danube with their royal entourages. Over the centuries, this age-old route therefore

was known as the 'Route of Emperors and Kings'.

It covers the **following historic periods: Romans, Early Middle Age, High Middle Age, Late Middle Age, the Reformation and the modern area, the Baroque period, the French Revolution, the Habsburgs.**

The Route of Emperors and Kings is managed by a working group of ten cities, tourism associations, river cruise lines and airports in Germany, Austria, Hungary and Slovakia. The routes' management "ARGE Straße der Kaiser und Könige" is part of the tourism association Linz, Austria. They proposed the establishment of a Danube cultural route (Kulturroute Donau) that reassembles the different itineraries and all themes – historic periods, literature, culinary, arts, culture and music.

### **Recommendation 12**

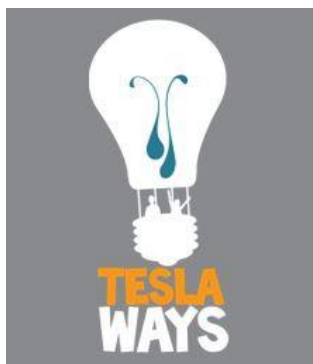
The "Routes of Emperors and Kings" are a collection of touristic itineraries, providing information on different themes such as historic periods, literature, culinary, arts, culture and music. The "Routes of Emperors and Kings" deal with themes that are represented by certified Cultural Routes, e.g. the "Roman Emperors and Danube Wine Route" and "Via Habsburg" as well as new projects such as the "European Cultural Route of Reformation".

<sup>32</sup> Webpage of the routes of Emperors and Kings. Accessed 10 October 2018 at: <https://www.strassederkaiserundkoenige.com/>

It is recommended to look further into the question of synergies and avoid duplication through an extension of certified Cultural Routes.

With regard to the preparation of a new Cultural Route of the Council of Europe, one specific theme and clearly defined period would need to be chosen in line with the criteria established by the Council of Europe.

## 8. Tesla Ways



The cultural route **Tesla Ways deals with the life and work of the engineer Nikola Tesla who contributed to the design of the modern alternating current electricity supply system**<sup>33</sup>.

So far, the Tesla Ways guides the traveller through Serbia and includes sites such as the Nikola Tesla Museum and the Belgrade's Museum of Science and Technology.

The Electrical Power Company of Serbia and the Center for the Study of Cultural Development signed a contract with the Nikola Tesla Museum and the Tourist Organization of Serbia for the further development of the Tesla Ways to Croatia and Austria, places where Tesla lived and worked.

Such a Cultural Route should bring together different domains: culture, science, education, tourism and economics, but it should also work actively to integrate local communities in the further development and preservation of industrial landscapes.

### **Recommendation 13**

The theme on the life and work of Nikola Tesla could be further developed to meet the criteria of the Cultural Routes of the Council of Europe.

So far, the route is operative in Serbia with the managing and supervisory board in Serbia. The route's management does not include experts from the field of culture. For the development as a Cultural Route of the Council of Europe, the network should be extended to include the cultural expertise.

It requires significant resources, time and strong partners to extent a national network to a transnational level.

A discussion on a certification as a Cultural Route of the Council of Europe without clarifying the above-mentioned issues seems premature.

<sup>33</sup> Webpage of Tesla Ways. Accessed 10 October 2018 at: <http://cluster-culturalroutes.org/sr/>

## 9. Via Memoria Mauthausen



Comité International de Mauthausen

This proposal is an example of the so-called dissonant heritage: The International Mauthausen Committee is the worldwide operating umbrella organization of the associations of survivors of the Austrian Mauthausen Concentration Camps<sup>34</sup>. It has its origins in the illegal resistance organizations which were active at the latest since 1944 in the concentration camp Mauthausen.

The Committee carries out projects in close cooperation with the Mauthausen Committee Austria, the Austrian Survivors of Mauthausen and the different national organisations from the network's members located in 21 states in Europe and beyond.

A Cultural Route would **keep the work of the survivors alive, as many members of the International Mauthausen Committee are descendants of survivors. It would be a place of remembrance and collective memory for the murder of the detained of the concentration camps** with the objective to transmit this chapter of history to future generations. The Cultural Route would allow a joint approach on the management of the numerous travellers to the concentration camps along the year.

### **Recommendation 13**

From a practical point of view, the creation of a Cultural Route seems feasible: The International Mauthausen Committee as the legal entity exists and carries out scientific and educational activities on the Mauthausen-Gusen concentration camp.

It should be recognized that the concentration camps are visited by travellers in the Danube Region and that they have an important memorial and educational function. An example of a Cultural Route of the Council of Europe dealing with a dissonant theme is "ATRIUM – Architecture of the Totalitarian Regimes of the XX Century in Europe's Urban Memory". Atrium could be taken as an example on how to prepare a Cultural Route proposal.

A preparation of a proposal of a Cultural Route for the Danube Region seems feasible.

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*This feasibility study was produced for the first Routes4U meeting for the Danube Region (6 November 2018, Bucharest, Romania). For more information, visit: <https://pjp-eu.coe.int/en/web/cultural-routes-and-regional-development/2018-routes4u-eusdr-meeting>*

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<sup>34</sup> Webpage of the International Mauthausen Committee. Accessed 10 October 2018 at: <http://www.cim-info.org/>