# 14<sup>th</sup> ADVISORY FORUM



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### FORUM PROGRAMME

Cultural Routes of the Council of Europe Itinéraires culturels du Conseil de l'Europe





# CAPPADOCIA

THE LAND of FAIRYTALES



Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



# 14<sup>th</sup> ADVISORY FORUM

CULTURAL ROUTES
AND LANDSCAPES:
ADVANCING HERITAGE
PROTECTION THROUGH
CULTURAL AND
SUSTAINABLE TOURISM

FORUM PROGRAMME



#### THE FORUM

The Cultural Routes Advisory Forum is a key activity of the <u>Cultural Routes of the Council of Europe programme</u>. The Forum addresses current trends and challenges related to Cultural Routes, offers a platform for sharing experiences, reviews the programme's progress, discusses emerging professional practices, and supports the launch of new initiatives and partnerships.

The Advisory Forum brings together a wide range of stakeholders, including representatives of member states, certified and candidate cultural routes networks, international heritage and tourism organisations, local and regional authorities, civil society organisations, foundations and donor organisations, as well as professional bodies in the fields of tourism, heritage and culture.

This year's Forum is offering the opportunity to reflect the growing urgency of protecting Europe's natural and cultural landscapes in the face of increasing climate change, pollution, and development pressures.

Recognising landscapes as repositories of natural, living, tangible and intangible heritage, the event emphasises the role of Cultural Routes of the Council of Europe in safeguarding heritage through sustainable, even transformative cultural tourism practices. This focus is especially fitting, given the exceptional setting of Cappadocia and

the celebration of the 25th anniversary of the Council of Europe Landscape Convention.

The Forum offers a unique opportunity to gather, exchange ideas and learn together within the unique landscape of Cappadocia, in Türkiye. The event is co-organised through a partnership between the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, the European Institute of Cultural Routes, the Ministry of Culture and Tourism of the Republic of TÜRKİYE, and the TÜRKİYE Tourism Promotion and Development Agency, with the support of local authorities of the Cappadocia Region.

#### Aims, objectives, outputs

The three-day event is exploring the role of Cultural Routes of the Council of Europe in the conservation of European landscapes and their heritage, showcasing future-oriented and transformative policies, practices and innovative approaches that use heritage to foster inclusivity, resilience and sustainable cultural tourism development.

The Forum aims to strengthen the role of Cultural Routes in applying and promoting sustainable tourism for safeguarding Europe's landscapes by engaging the variety of stakeholders of the Routes in dialogue and exchange about practices and principles for action.



# Cappadocia, Türkiye

The programme explores a range of perspectives and practical realities related to Europe's landscapes and sustainable tourism practices, such as:

- Transformative policies and practices in tourism;
- Collaborative and sustainable management of Cultural Routes for balancing tourism and heritage conservation;
- Innovative and inclusive heritage interpretation for enhancing public awareness and visitor experience;
- The living heritage of landscapes and the role of Cultural Routes in fostering local development and community empowerment;
- The Cultural Routes as strategic cultural tourism products;
- The role of the Cultural Routes in revitalising local food traditions.

#### The Forum has four main objectives:

- To share and discuss principles and approaches to develop sustainable tourism practices and support the development of cultural landscapes through Cultural Routes;
- To present exemplary and promising practices in the management of Cultural Routes that support sustainability and

- integrate principles of protecting cultural landscapes;
- To identify proposals and guidelines for further integration of sustainability principles in the running of Cultural Routes by the variety of stakeholders and actors;
- To strengthen the common purpose and values of the Cultural Routes programme and value of the cultural heritage and landscapes of Cappadocia.

The main output of the event will be the Forum Conclusions and Recommendations which will propose stakeholders and partner organisations of the Cultural Routes of the Council of Europe Programme a framework of experiences and proposals to enhance Europe's landscapes and their rich heritage, while empowering local communities and promoting sustainability of tourism practices.

Forum is taking place in the extraordinary cultural landscape Cappadocia, where, over millions of years, volcanic eruptions and erosion sculpted the famed fairy chimneys - towering rock formations of soft volcanic tuff capped by harder rock layers. Amid these formations lie Byzantine-era cave dwellings, rock-hewn churches, and monastic complexes carved directly into the landscape — tangible traces of early Christianity—alongside a vibrant living heritage that continues to thrive today.





# 14th ADVISORY FORUM

#### **WEDNESDAY, 22 OCTOBER**

08:30-12:30	REGISTRATION OF PARTICIPANTS
09:30-12:30	<b>Meeting of representatives of Cultural Routes of the Council of Europe</b> (by invitation only)
10:30-12:30	<b>Informal meeting of the Governing Board</b> of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe <i>(by invitation only)</i>
10:30-12:30	Meeting of members of the University Network for Cultural Routes  Studies (by invitation only)
11:00-11:30	Break
11:00-15:30	<b>CULTURAL PROGRAMME</b> IN CAPPADOCIA - Göreme National Park and the Rock Sites of Cappadocia (by registration)
13:00-14:00	PRESS CONFERENCE
14:00-16:00	REGISTRATION OF PARTICIPANTS (continued)
15:00-16:00	Break
16:00-19:15	OFFICIAL OPENING OF THE FORUM Presented by Charlotte BATES Welcoming remarks
	Ali FİDAN, Governor of Nevşehir, Türkiye

- Nadir ALPASLAN, Deputy Minister of Culture and Tourism, Türkiye
- Bjørn BERGE, Deputy Secretary General, Council of Europe (video message)
- Irena GUIDIKOVA, Head of Department for Democratic Institutions and Freedoms,
   Council of Europe

### 16:30 KEYNOTE SPEECH - **25** years of the Council of Europe Landscape Convention

- Its significance in protecting Europe's heritage and values

By Maguelonne DÉJEANT-PONS, former Head of the Spatial Planning and Landscape Division, Council of Europe; Honorary Member of the International Federation of Landscape Architecture

- 16:45 HIGH-LEVEL DIALOGUE **Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism** 
  - Peter DEBRINE, Senior project manager, World Heritage and Sustainable Tourism
     Programme, UNESCO
  - Elif Balcı FİSUNOĞLU, Vice General Manager, Türkiye Tourism Promotion and Development Agency
  - Elizabeth BRABEC, President, International Scientific Committee on Cultural Landscapes, ICOMOS
  - Marta RODRIGUES, Steering Committee for Culture, Heritage and Landscape,
     Council of Europe

Moderated by Magda ANTONIOLI, Professor, Bocconi University, Italy

18:00 CEREMONY TO MARK THE ACCESSION OF NEW MEMBER STATES TO THE ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES IN 2025



# 14<sup>th</sup> ADVISORY FORUM

Presented by Ambassador Patrick ENGELBERG, Chair of the EPA Statutory Committee, Council of Europe, with the governmental representatives of:

- The Netherlands, represented by Susan LAMMERS, General Director, Cultural Heritage Agency (video message) and Ben DE VRIES, International coordinator, Cultural Heritage Agency
- Ireland, represented by Karen VINCENT, Consul and Second Secretary, Embassy of Ireland in Türkiye and Emer CONNOLLY, Director of the National Monuments Service

### 18:30 **CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE**

Presented by Sergio ORTEGA MUÑOZ, Chair, EPA Governing Board
Awarded by Rui GOMES, Executive Secretary of the Enlarged Partial Agreement on
Cultural Routes, Director of the European Institute of Cultural Routes

- Romea Strata, represented by Viola GAUDIANO, Project Developer
- Pyrenean Freedom Routes, represented by Yoan RUMEAU, President and Josette DURRIEU, Manager
- Saint Francis' Ways, presented by Raffaella ROSSI, Director and Paolo GIULIETTI,
   President
- 19:30 Bus transportation to the Güray Museum

20:00-22:00 WELCOME RECEPTION - Güray Museum

22:00 Bus transportation to the regional meeting points

#### **THURSDAY, 23 OCTOBER**

#### 08:30-12:00 REGISTRATION OF PARTICIPANTS (continued)

- 09:00 **INTRODUCTION** to the 14th CULTURAL ROUTES ADVISORY FORUM
  Rui GOMES, Executive Secretary of the Enlarged Partial Agreement on Cultural
  Routes, Director of the European Institute of Cultural Routes
- 09:10 **TÜRKİYE'S JOURNEY** IN THE ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE
  - Fatma Sezin DOĞRUER, Culture and Tourism Expert, General Directorate
    of Cultural Assets and Museums, Ministry of Culture and Tourism, Türkiye
  - Meltem ÖNHON, Expert General Directorate of Promotion, Ministry of Culture and Tourism, Türkiye
- 09:20 GENERAL SESSION 1 **Balancing Tourism and Heritage Conservation in Europe's Cultural Landscapes: Collaborative Pathways through Cultural Routes of the Council of Europe** 
  - Ursula WARNKE, Manager, European Route of Megalithic Culture
  - Benedetta DIAMANTI, Director, European Route of Ceramics
  - Maria Giusi LUPRANO, Ministry of Culture, Italy
  - Hasan Ali KARASAR, Rector, Cappadocia University
  - Jacopo BORDIGNON, Senior Project Specialist, Regional Department for Europe, UN Tourism



# 14" ADVISORY FORUM

Anni ALHO, Senior advisor, Finnish Heritage Agency
 Moderated by Lucienne THYS-ŞENOCAK, Professor, Archaeology and History of Art
 Department, Koç University, İstanbul

#### 10:45-11:15 Break

# 11:15 THEMATIC SESSION 1 - Innovative and Inclusive Heritage Interpretation: Enhancing Public Awareness and Visitor Experience along Cultural Routes and in Cultural Landscapes

- Helena VIČIČ, Managing Director, European Association for Heritage Interpretation
- Christopher WHITEHEAD, Professor of Museology, Newcastle University, United Kingdom
- Fabio MOROTTI, Doctoral Researcher, IULM University, Italy and Giovanni CAFIERO,
   President, Aeneas Route
- Duygu TARKAN, Archaeologist, Research Manager, Koç University Research Center for Anatolian Civilizations, Türkiye
- Mustafa TOLAY, member, Leonardo da Vinci Cultural Route, Türkiye
   Moderated by Mike ROBINSON, Professor of Cultural Heritage, Nottingham Trent
   University, United Kingdom

#### 13:00 Lunch



# 14:30 PANEL DISCUSSION - **Beyond the Destination: Reimagining Cultural Tourism through Cultural Routes of the Council of Europe**

- Amb. Lazăr COMĂNESCU, Secretary General, Organization of the Black Sea Economic Cooperation
- Efi KALAMPOUKIDOU, Certified tourist guide for Greece, European Federation of Tourist Guide Associations (FEG)
- Simone ZAGRODNIK, Executive Director, European Route of Historic Thermal Towns
- Elena REGODÓN FUERTES, Ministry of Culture, Spain, European cultural programmes
- Pelin Z. BENGÜ, General Manager, Intrepid DMC
   Moderated by Vlasta KLARIĆ, Independent Expert, Libertas International University
- 16:00 Bus transportation to nearby heritage sites to experience the Cappadocian cultural landscape

#### 16:30 **EXPERIENCING CAPPADOCIA'S HERITAGE**

- 18:30 Bus transportation to the regional meeting points
- 19:30 Bus transportation from the regional meeting points to the Vezirhan Restaurant
- 20:00-22:00 CULTURAL EVENT AND DINNER Vezirhan Restaurant lter Vitis certification ceremony for the new Turkish members
- 22:30 Bus transportation from the Vezirhan Restaurant to the regional meeting points



#### Cultural Routes of the Council of Europe Itinéraires culturels du Conseil de l'Europe



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#### **FRIDAY, 24 OCTOBER**

# 09:00 GENERAL SESSION 2 - Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment

- Evangelos KYRIAKIDIS, Director, The Heritage Management Organisation, Greece, keynote speaker
- Luca BRUSCHI, Director, Via Francigena, DETOUR project partner and Kate CLOW, representative, Culture Routes Society, Türkiye
- Julien VUILLEUMIER, Scientific collaborator, Federal Office of Culture, Switzerland
- Güray TÜYSÜZ, Güray Museum, member of the European Route of Ceramics, Türkiye and Tibethan MEMİŞOĞLU, Expert, Ahiler Regional Development Agency, Türkiye
- Simona MESSINA, Manager, Transhumance Trails Route and Ece PAKKANLILAR, representative of the Efeler Way, member of the Transhumance Trails
- Kaat DE RIDDER, Living Heritage Journeys project, Thomas More University of Applied Sciences, Belgium

Moderated by Irena GUIDIKOVA, Head of Department for Democratic Institutions and Freedoms, Council of Europe

#### 10:30 Break

## 11:00 THEMATIC SESSION 2 - **Cultural Routes as culinary journeys: Revitalising local food traditions**

Diane DODD, President and Founder, International Institute of Gastronomy, Culture,
 Arts and Tourism, keynote speaker

- Yalçın GÜÇER, Department of Culinary Arts, Ankara University, representative of Iter
   Vitis and Dilan TAŞDEMIR, Seferihisar Municipality, GastroRoutes
- Alessandra TURCO, Tourism and Events Director, Slow Food
- Rögnvaldur GUDMUNDSSON, President, Viking Route
   Moderated by Aylin ÖNEY TAN, Architect, Conservation Expert on Cultural Heritage,
   Food Columnist, Independent Researcher on Food History

#### 12:15 PRESENTATION OF OFFICIAL CANDIDATES ROUTES FOR CERTIFICATION

Moderated by Eszter CSONKA-TAKÁCS, Vice Chair, Bureau of the EPA Governing Board

- The Routes of Masonic Architecture and Heritage, presented by Jean-Claude JOLY,
   President
- Jerusalem Way, presented by Johannes ASCHAUER, President
- Singing Heritage Route, presented by Pekka HUTTU-HILTUNEN, President
- The Columban Way, presented by Henry VYNER-BROOKS, member of the Scientific Committee
- European Paganini Route, presented by Michele TRENTI, General manager
- Via Querinissima, presented by Nicoletta MARTORANA, Director

#### 12:40-14:00 Lunch

#### 14:00 **CONCLUSIONS AND RECOMMENDATIONS OF THE FORUM**

With Ayşegül YILMAZ, independent expert, and Rui GOMES







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#### 14:30-15:30 **CLOSING SESSION**

**Awarding of Inspiring Practices of Cultural Routes of the Council of Europe**, presented by Rui GOMES

**Renewal of Certifications for Cultural Routes in 2025**, presented by Sergio ORTEGA MUÑOZ, Chair of the EPA Governing Board

**Presentation of the 2026 Advisory Forum**, by Levon HOVHANNISYAN, Deputy Mayor of Yerevan, Armenia

**Presentation of the 2026 Training Academy**, by Gordana PLAMENAC, President, Roman Emperors and Danube Wine Route

**Closing remarks** by Sergio ORTEGA MUÑOZ, Chair of the EPA Governing Board

#### 15:30-15:45 Break

15:45-17:15 **"B2B" SESSIONS** - EPA GOVERNING BOARD MEMBERS/INTERNATIONAL ORGANISATIONS AND REPRESENTATIVES OF CULTURAL ROUTES OF THE COUNCIL OF EUROPE (by registration only)

17:30 Bus transportation from the Marriott Hotel to the regional meeting points

19:30 Bus transportation from the regional meeting points to the Marriott Hotel

20:00-23:00 GALA DINNER - Marriott Cappadocia
Introduced by Onur GÖZET, Deputy Director General, Ministry of Culture and Tourism, Türkiye

23:00 Bus transportation from the Marriott Hotel to the regional meeting points

#### Cappadocia, TÜRKİYE 22-24 October 2025



#### **TÜRKİYE**

Member state of the Council of Europe since 1950

Member state of the Enlarged Partial Agreement on Cultural Routes since 2018

#### **CULTURAL ROUTES OF THE COUNCIL OF EUROPE CROSSING TÜRKİYE**

**Aeneas Route** 

**European Route of Ceramics** 

European Route of Historic Thermal Towns

European Route of Industrial Heritage







European Route of Jewish Heritage

European Route of Megalithic Culture

**Historic Cafés Route** 

Iron Curtain Trail
- Eurovelo 13









**Iter Vitis** 

Leonardo Da Vinci Route

**Transhumance trails** 

More information









#### **FORUM CONTACT INFORMATION**

The Forum secretariat remains available for any further information: culturalroutes@coe.int epaforum25@qmail.com

#### **Cultural Routes of the Council of Europe Programme**

Enlarged Partial Agreement on Cultural Routes, Council of Europe European Institute of Cultural Routes 1, rue Auguste Lumière L-1950 Luxembourg Luxembourg

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The Council of Europe is the continent's leading human rights organisation. It comprises 46 member States, including all members of the European Union. All Council of Europe member States have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. The European Court of Human Rights oversees the implementation of the Convention in the member States.

