

# CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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## VII TRAINING ACADEMY 2018

### *Innovation and New Trends in Cultural Routes: (Re)interpreting European Cultural Heritage*

12 - 15 June 2018

Royal Monastery of Yuste and Palace of Charles V

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### **TUESDAY 12 JUNE 2018 (AFTERNOON)**

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*Arrival of the participants - Recommended airport: Madrid Adolfo Suarez Barajas airport.*

*Some shuttle busses will be provided to participants coming from abroad to transfer them from Madrid Airport to Yuste:*

- 15.00 h: Tuesday 12th June 2018
- 17.30 h: Tuesday 12th June 2018

*We recommend participants to book their flights in the morning of the 12th June. (Yuste is at 2h45m from Madrid airport by bus).*

### **18:30 – 20:00 - Session for candidate cultural routes in Parador Jarandilla de la Vera**

#### **Presentation and guidelines for certifications as Cultural Routes of the Council of Europe by the European Institute of Cultural Routes**

Eleonora BERTI and Stefano DOMINIONI

*20:30 - Welcome dinner for all participants in "El Patio de la Posada" in Jarandilla de la Vera.  
Certified by the Tourist Product Club of Charles V*

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### **WEDNESDAY 13 JUNE 2018 (09:00 – 17:30)**

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#### **09:00 – Registration of the participants**

#### **09:30 – 10:00 – Opening Session**

Francisco MARTÍN, *General Director for Tourism of the Regional Government of Extremadura*

Rosario CORDERO, *President of the Province Council of Cáceres*

José María HERNÁNDEZ GARCÍA, *Mayor of Cuacos of Yuste*

Francesco FORGIONE, *President of the European Routes of Charles V*

Juan Carlos MORENO PIÑERO, *Director of the European and Ibero-american Academy of Yuste Foundation*

Ignacio MUÑOZ LLINÁS, *Delegate of National Heritage for the Royal Monastery of Yuste*

Marianne BERGER MARJANOVIC, *Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Eladio FERNANDEZ GALIANO, *Head of Democratic Initiatives Department, Council of Europe*

**10:00 - 10:30 - Keynote speech**

**Challenges and opportunities for Cultural Routes on 21st Century**

Eladio FERNANDEZ GALIANO, *Head of Democratic Initiatives Department, Council of Europe*

**10:30 - 10:45 - Debate**

**10:45 - 11:00 - Introduction to the VII Training Academy on Cultural Routes of the Council of Europe**

Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

11:00 - 11:30 – Coffee break

**TOPIC 1: NEW TRENDS FOR CULTURAL ROUTES PRODUCTS**

*Organized by the European Cultural Routes of Charles V*

**11:30 - 12:00 - Keynote speech**

**From the creation to the implementation of Cultural Routes Products. Challenges and vision**

Raul VIROSTA MERINO, *Manager of ITINERATOUR*

**12:00 – 12:15 - Debate**

**12:15-13:30 - Workshop 1**

**Creativity, partnership, training and development in cultural routes products. Current and future challenges**

*Format fishing pool*

**Introduction to workshop and to format “fishing pool” (10’)**

Miguel Angel MARTIN RAMOS, *Secretary of the Cooperation Network of European Routes of Charles V. European and Ibero-American Academy of Yuste Foundation*

**Introduction to the workshop by organizing Cultural Route (5’)**

Quintín CORREAS DOMÍNGUEZ, *Manager of the Cooperation Network of European Routes of Charles V*

**Presentation of the Touristic Product Club of Charles V (10’)**

Jordi TRESSERRAS JUAN, *Director LABPATC, Universidad de Barcelona* and Quintín CORREAS DOMÍNGUEZ, *Manager of the Cooperation Network of European Routes of Charles V*

**Presentation of Cultural Routes good practices (10’)**

Research in literature as a way for cultural heritage enhancement

Christian BROCHIER, *On the footsteps of R. L. Stevenson*

Creative approaches to heritage: Bottom-up approach of grassroots development

Victor SORENSSEN, *European Route of Jewish Heritage*

**Debate and exchange of experiences (40')**

Moderators: Raul VIROSTA MERINO, *Manager of ITINERATOUR*

Miguel Angel MARTÍN RAMOS, *Secretary of the Cooperation Network of European Routes of Charles V. European and Ibero-American Academy of Yuste Foundation*

*13:30-14:30 - Buffet lunch break*

**TOPIC 2: INNOVATION IN CULTURAL ROUTES**

*Organized by Prehistoric Rock Art Trails*

**14:30-15:00 - Keynote speech**

**(Re)interpreting European Cultural Heritage. New opportunities for the cultural and tourism sectors**

Jose Maria DE JUAN ALONSO, *Director of KOAN Consulting and Chair of the Council of INTERPRET EUROPE*

**15:00-15:30 – Debate**

**15:30-17:30 - Workshop 2**

**Macro tendencies on cultural heritage and tourism management: circular economy and other aspects to be considered when developing cultural routes**

*Format fishing pool*

**Introduction to the workshop by the moderator (5')**

Jose Maria DE JUAN ALONSO, *Director of KOAN Consulting and Chair of the Council of INTERPRET EUROPE*

**Introduction to the workshop by organizing Cultural Route (5')**

Ramón MONTES BARQUIN, *Prehistoric Rock Art Trails*

**Presentation of the topics by expert (10')**

Mr. Jose Manuel REY-GARCIA, *Director of the Archaeological Park of Rock Art of Campo Lameiro, Representative of Government of Galicia*

**Presentation of Cultural Routes good practices (10')**

The Routes of El Legado Andalusi and the "muslim friendly" brand (5')

Juan Manuel CID MUÑOZ, *El Legado Andalusi*

Inclusion of social aspects in the cultural routes development (5')

Jose Maria DE JUAN ALONSO, *The Phoenicians Routes*

**Debate and exchange of experiences (90')**

Moderator: Jose Maria DE JUAN ALONSO, *Director of KOAN Consulting and Chair of the Council of INTERPRET EUROPE*

**17:30- Guided Visit to Garganta de la Olla** (typical town from the county of La Vera)

*20:00 - Dinner in the restaurant "The Abbey of Yuste" in Cuacos de Yuste one of the certified restaurants of the Club of Touristic Product of the European Routes of Charles V, as a courtesy of the Town Hall of Cuacos de Yuste*

## THURSDAY 14 JUNE 2018 (08:30-17:30)

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**08:30-09:30 - General discussion between certified Cultural Routes of the Council of Europe and European Institute of Cultural Routes**

**09:30-10:00- Keynote Speech**

**Can we innovate developing cultural routes?**

Maria GRAVARI BARBAS, *Director of the EIREST, Université Paris 1 Pantheon-Sorbonne*

**10:00-10:15 – Debate**

**TOPIC 3: THE ROLE OF NEW TECHNOLOGIES IN CULTURAL ROUTES DEVELOPMENT AND COMMUNICATION**

*Organized by The Hansa*

**10:15-10:45 - Keynote Speech**

**What is the role of new technologies in Cultural Routes?**

Lorenzo CANTONI, *Director of the Institute for Communication Technologies, Università della Svizzera Italiana (USI)*

**10:45-11:00 – Debate**

*11:00-11:30 - Coffee break.*

**11:30-13:30 - Workshop 3**

**Main challenges and successful histories in the use of new technologies: social media communication, creative approaches and visions.**

**How to create new audiences and combine traditional and new communication tools.**

*Format fishing pool*

**Introduction to the workshop by Moderator (5')**

Lorenzo CANTONI, *Director of the Institute for Communication Technologies, Università della Svizzera Italiana (USI)*

**Introduction to the workshop by organizing Cultural Route (5')**

Inger HARLEVI, *The Hansa*

**Presentation of Cultural Routes good practices (10')**

Hort'Animation: a virtual reality tool to discover an Art-Nouveau historic house museum

Anne-Lise ALLEAUME, *Réseau Art Nouveau*

ATLAS of Europe

Luca BRUSCHI, *European Thermal Towns Association*

**Debate and exchange of experiences (90')**

Moderator: Lorenzo CANTONI, *Director of the Institute for Communication Technologies, Università della Svizzera Italiana (USI)*

*13:30-14:30 - Buffet lunch break*

**14:30–15:30 - Guided Visit to the Royal Monastery of Yuste and Palace of Charles V**

**15:30 – 17:00 - Session for candidate projects on the 5 criteria of certification.  
Presentation of the ATLAS of Good Practices HECTOR project**

Experts: Jordi TRESSERRAS JUAN, Maria GRAVARI-BARBAS and Lorenzo CANTONI

**15:30 – 17:00 Meeting for the certified Cultural Routes of the Council of Europe**

*17:00 – 18:00 - Free time to change for trekking (bring your equipment in the morning)*

**18:00 - Let's make the route of the Emperor backwards... (approx. 10km walk)**

*20:30 - Special Charles V's Dinner with surprise at the Parador de Jarandilla (Castle where Charles V lived for a few weeks before going to Yuste).*

## **FRIDAY 15 JUNE 2018 (09:00-14:00)**

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**09:00-09:30 - Keynote speech**

**Innovation and New Trends in Cultural Routes**

Maria GRAVARI-BARBAS, *Director of the EIREST, Université Paris 1 Pantheon-Sorbonne*

**09:30-09:45 – Debate**

### **TOPIC 4: THE POWER OF PARTNERSHIPS**

**09:45-10:15 - Keynote speech**

**The power of partnerships: Challenges and visions in the 2018 European Year of Cultural Heritage**

Jordi TRESSERRAS JUAN, *Director LABPATC, Universidad de Barcelona*

**10:15-10:30 – Debate**

*10:30 – 10:45 - Coffee break*

**10:45-12:30 - Workshop 4**

**Cultural Heritage and Tourism: The perfect wedding?**

*Format fishing pool*

**Introduction to the workshop by moderator (5')**

Jordi TRESSERRAS JUAN, *Director LABPATC, Universidad de Barcelona*

**Presentation of a proposal for establishing a Tour Operator Network for Cultural Routes (10')**

Inger HARLEVI, *The Hansa*, and Jennifer GAETA, *European Institute of Cultural Routes*

**Presentation of Cultural Routes good practices (10')**

Cooperation with private stakeholders to promote a Cultural Route

Luca BRUSCHI, *Via Francigena*

**Debate and exchange of experiences (70')**

Moderator: Jordi TRESSERRAS JUAN, *Director LABPATC, Universidad de Barcelona*

**12:30-13:30 - Workshop 5**

**Can you do it alone? Developing strategic partnerships**

**Introduction to the workshop by Moderator (5')**

Maria GRAVARI-BARBAS, *Director of the EIREST, Université Paris 1 Pantheon-Sorbonne*

**Why and how we need strategic partnerships along the Cultural Routes of the Council of Europe. (10')**

Jordi TRESSERRAS JUAN, *Director LABPATC, Universidad de Barcelona*

**Developing strategic partnerships with the Ibero-American cultural space. Growth and synergies for European Cultural Routes of the Council of Europe. (10')**

Mónica GARCÍA ALONSO, *General Direction of Education, Science and Culture of the General Secretary of Organization of Ibero-American States*

**Presentation of Cultural Routes good practices (10')**

ATRIUM cultural route: things to show, stories to tell

Lorena ZUCCOLO, *ATRIUM*

Strategic partnerships in the European Cemeteries Route

Carolina DÍAZ, *European Cemeteries Routes*

**Debate and exchange of experiences (35')**

Moderator: Maria GRAVARI-BARBAS, *Director of the EIREST, Université Paris 1 Pantheon-Sorbonne*

**13:30-14:00 - CONCLUSIONS OF 2018 ANNUAL TRAINING ACADEMY**

Marianne BERGER MARJANOVIC, *Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Inger HARLEVI, *Manager of The Hansa*

Eladio FERNANDEZ GALIANO, *Head of Democratic Initiatives Department, Council of Europe*

Guillermo FERNANDEZ VARA, *President of the Regional Government of Extremadura*

Francesco FORGIONE, *President of the Network of Cooperation of the European Routes of the Emperor Charles V*

*14:00-15:00 - Buffet lunch*

*15:00 - Visit to the city of Guadalupe and Monastery of Guadalupe*

*20:00 - Dinner at the Monastery of Guadalupe.*

For those who are not taking part to the evening social programme, a shuttle bus to Madrid Airport is available:

- Friday, 15<sup>th</sup> June: 15h00 (Monastery of Yuste to Madrid)

**SATURDAY 16 JUNE (MORNING)**

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*7:00 - Transportation from Hotel Parador de Jarandilla to Madrid Airport and Atocha Train Station*

## KEYNOTE SPEAKERS

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**Eladio Fernandez Galiano** is the Head of the Culture, Nature and Heritage Department at the Council of Europe.

Ecologist and environmentalist by training, he graduated in Biology in June 1976 and for nine years he occupied different teaching and research positions in the Universidad Autónoma de Madrid, where he obtained a PhD in Ecology in 1980 and was appointed lecturer in Ecology as from 1980, obtaining in 1985 a post as research fellow and assistant professor in Ecology.

In May 1985 he joined the Council of Europe where he has worked since mainly on environment, disaster risk reduction, cultural heritage, cultural routes and interculturality issues, starting as Secretary of a European Wildlife Convention (Bern Convention) and Head of the Division of Biological Diversity. Among the instruments he helped prepare in his Council of Europe career were the European Landscape Convention and over a hundred recommendations and policy documents on risk management and environmental protection. He has been a member of the Board of Directors of the European Institute of Cultural Routes since 2012. His main fields of competence are conservation and management of biological diversity, protection of threatened species, and culture heritage and tourism.



**Raul Virosta Merino** is the Founder of Monfragüe Vivo S.L., a company specialized in nature tourism in the Monfragüe National Park, the Valley of Jerte and the region of La Vera.

Since January 2017 he is the Director of the North of Extremadura Visitor Reception Center in Plasencia which operates as Tourism Information office and Interpretation Center and develops tourism commercialization activities.

In 2017 he has founded the wholesaler-retailer Travel Agency "Destino Activo" (Receptive Tourism in Extremadura). On the same year he co-founded "Itineratur Turismo S.L." dedicated to tourism management, product creation and commercialization (Collaboration agreement of The Cooperation Network Carlos V).

He has participated in several conferences such as: "Ecotourism in Spain", organized by Tourspain for the presentation [spain.info.2013](http://spain.info.2013) (Madrid), INTUR 2014 "Tourism of Experiences and Ecotourism in Spain" Organized by Tourspain and the Round table discussion "New Tourism Models", organized by the University of Extremadura and the Faculty of Tourism in 2017. He has been speaker at the National Forestry Congress, "Good Practices in Nature Tourism" (Extremadura tourism, 2017) and Birding Focus group Coordinator on the International Congress on Inland Tourism (Plasencia, 2017).

Mr. Virosta Merino has also professional experience as social educator in the NGO Caminar, in Moratalaz, from 1993 to 2000.





**José María de Juan Alonso** was Born in León, Spain and he holds a Degree in Tourism and Human Sciences. He is the Managing Partner at KOAN Consulting SL (Madrid), Founder-Vice-President of EARTH, Member of the Board of the International Organization for Social Tourism (ISTO/OITS) and Founder and Chair of INTERPRET EUROPE.

He represents ISTO in all the meetings and tasks related to cultural itineraries and he is member of the Scientific Committee of the Phoenician Route on behalf of ISTO-EARTH.

Mr. Alonso has a vast experience in the fields of culture, wine and gastronomy tourism. Since 1997 he has developed planning, training and marketing activities in Spain (Routes of Don Quijote, Carlos V, Camino de Santiago, La Plata, Los Cementerios, Bética Romana...), Europe (Significant and Historic Cemeteries, Iter Vitis, Phoenicians...) and Latin America (Colonial and Volcanoes Route, Wood Route, Mayan Route in Central America; Inka Trail Route/ Qhapaq Ñan).

He has been the Member representing Spain of the Board of Advisors of WFTA-World Food Travel Association in Oregon, USA in 2017 and Project Advisor and Training Coordinator for the Spanish Wine Tourism Association in 2016.

During 2017 he has performed as Technical Secretary for ITER VITIS.

He has carried out training, product creation and marketing for wineries in Spain (INCYDE, 2010-2014) and Tarija, Bolivia (2013-2016).

He has participated at the EU Sud-Sit project on rural, wine and gastro tourism (Croatia-Montenegro, 2014) and at the Gastronomy tourism project "The landscapes of the Madrid sierra sit at our table" (Madrid, 2017).



**Maria Gravari-Barbas** is the Vice-Provost for International Relations in Paris 1 Panthéon-Sorbonne University, has a degree in Architecture and Urban Design (University of Athens, 1985), and a PhD in Geography and Planning (Paris 4 – Sorbonne University, 1991). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA (1990).

She is the Director of the EIREST, a multidisciplinary research team dedicated to tourism studies, with main focus on cultural heritage, development, and urban-tourism evolutions.

From 2008 to 2017 she was the director of the Institute for Research and High Studies on Tourism (Institut de Recherches et d'Etudes Supérieures du Tourisme, IREST) of Paris 1 – Sorbonne University.

She is the director of the UNESCO Chair "Tourism, Culture, Development" of Paris 1- Sorbonne University and the coordinator of the UNITWIN network of the same name, comprising more than 25 top level universities all around the World.

She is invited professor in different Universities in Europe, the States and Latin America. She is the author of several books and papers related to Tourism, Culture and Heritage.



**Lorenzo Cantoni** is graduated in Philosophy and holds a PhD in Education and Linguistics. He is full professor at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication Sciences, where he is director of the Institute for Communication Technologies. Lorenzo Cantoni is scientific director of the laboratories *webatelier.net*, *NewMinE Lab: New Media in Education Lab*, and *eLab: eLearning Lab*.

His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Site, established at USI in 2013.

L. Cantoni has been Dean of the Faculty (2010-2014) and President of IFITT - International Federation for IT in Travel and Tourism (2014-January 2018).

At USI he is director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne, and member of the board of the Master in International Tourism.



**Jordi Tresserras Juan** obtained a PhD in Geography and History (speciality in archaeology) at Universitat de Barcelona.

From 1999, he is academic coordinator of Postgraduate Course in Cultural Tourism at Universitat de Barcelona. He was assistant professor of cultural tourism in the Center for Latin American and the Caribbean Studies at New York University (2001). From 2006 is associated professor of heritage and cultural tourism at Cultural and Heritage Management Doctorate and Postgraduate Programme at Universitat de Barcelona and President of IBERTUR – Network of Heritage, Tourism & Sustainable Development. Full member of FLACSO Spain – Latin American Faculty of Social Sciences.

He is also director of the Specialised Course on Design and Management of Cultural Routes promoted by Universitat de Barcelona in collaboration of European Institute of Cultural Routes of the Council of Europe and the UNESCO.

Consultant for cultural heritage management (mainly World Heritage sites), cultural tourism, gastronomy tourism, religious/spiritual tourism, creative economy, cultural routes and sustainable tourism for international organizations (Council of Europe, European Union, UNESCO, UNWTO, World Bank...) and national cooperation agencies.

## **PRACTICAL INFORMATION**

### **TRAINING ACADEMY VENUE**

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ROYAL MONASTERY OF YUSTE  
10430 Cuacos de Yuste  
Cáceres-Extremadura España  
Tel. +34 927 01 40 90

### **COMMUNICATION**

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The working language of the Cultural Routes Training Academy 2018 is English.

Interpretation in Spanish, English and French is envisaged for the opening and closing ceremony. Workshops will be held in English, with interpretation in French available for keynote speeches.

### **CONTACT**

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