

Council of Europe Cultural Routes Annual Advisory Forum

Baku, 30-31 October 2014

Cultural routes: cultural tourism for intercultural dialogue and social stability

Workshop 1

Cultural Routes as vectors of intercultural dialogue

Past, present and future

In English and French with interpretation

Routes have always been a place for encounters and confrontation between cultures, traditions, heritage, languages and skills. Traveling and mobility still generate new spaces for dialogue today (Council of Europe White Paper on intercultural dialogue, 2008).

The cultural routes aim to "*promote dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions*" and "*promote dialogue and understanding between majority and minority, native and immigrant cultures*" (CM/Res(2013)67).

What role can the Council of Europe's cultural routes play within today's hybrid and multicultural societies? How can the principles of dialogue help to structure coherent grass-roots projects across Europe's diverse regions? The workshop will examine how these challenges are met, on the basis of an open presentation of the experiences of cultural routes certified by the Council of Europe.

Moderator:

David Ward-Perkins, Senior Associate, Cammini d'Europa

Keynote speaker:

Aydan Karimli, Acting Secretary General of the Great Silk Way International Youth Union, Council of Europe Youth Peace Ambassadors Network, *Crossing the borders: intercultural dialogue along the Silk Road*

Presentations

Lola Luque, Al-Andalus Route: *Tourism as a tool for intercultural dialogue along the Routes of Al-Andalus*

Berit Lånke, Saint Olav Ways: *The Route of Saint Olav, intercultural and interreligious activities along the paths*

Zoe Kazazaki, Olive Tree Routes: *The Olive Tree Routes, route of sustainable development and intercultural dialogue in the Mediterranean countries and beyond*



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Moderator and Speakers



David Ward-Perkins is an expert in cultural tourism, operating primarily within Europe and the Mediterranean; also a professor of tourism and marketing at Skema Business School (southern France).

He has been working since 2012 on the creation of the Columban Way, a Cultural Route and EICR candidate that links 8 countries and runs from Northern Ireland through the Republic of Ireland, then France, central Europe and Italy, in partnership with Camminid'Europa, of which he is also a Senior Associate. Since 2008, he has been engaged in sustainable transnational tourism programmes managed by the Skema's Center for Tourism Management, working primarily in France, Spain and Russia. He has undertaken several projects for TEAM Tourism, advising on the creation or development of cultural tourism destinations, including projects in Ireland, UK, Jordan and Oman. He is 'Expert' of the Cité Européenne de Culture et de Tourisme Durable, and has worked on several cultural tourism projects for the French public sector. His work in cultural tourism is still shaped by the principles of marketing analysis, measurement of results and economic viability. Born in Rome, Italy, educated at Oxford, where he obtained an MA in Oriental Studies (Persian and Arabic), he has been based in France since the 1970s.

David is trilingual English/French/Italian, and speaks a number of other languages much less well.



Lola Luque was born in Córdoba and from 2006 she is living in Granada. Since 2006 she has been working in the Foundation El legado andalusí, the first two years in the Cultural Department of the Foundation, on the contents of an international exhibition about Olive Groves. After this event, she works in the Tourism department.

Since then, she has been working in the Routes of El legado andalusí, promoting the cultural route, organising events along it and participating in International Tourism Fairs, and now using the EU project as a useful tool for its promotion. Every effort in the Foundation is dedicated to promote and improve the development of the inland towns which integrate the Routes, by developing crafts, employment, knowledge and dialogue with other cultures. This effort has positive results, such as the Certification of these Routes as Cultural Route of the Council of Europe, the millions of people attending activities, seminars, exhibitions organised by the Route and learning about the cultural heritage, with particular emphasis on the Hispano-Muslim period and about the mutual and fertile influences of the Mediterranean Countries throughout the centuries.



Rev. **Berit Lånke** (born 1950) is an ordained pastor of the Church of Norway (Christian/Lutheran). She has served as a parish pastor for 25 years. She has for many years been involved in the ecumenical and international work of the Church of Norway especially with regard to Europe. For some years she was working with the Conference of European Churches (CEC, the regional organization for major Christian churches in Europe, from the Atlantic to the Urals, from North Cape to the Mediterranean). She was the assembly organizer for CEC's 12 general assembly. She was the project leader of the European Pilgrimage 2000 which was a celebration among churches in Europe regarding the millennium celebration of the birth of Jesus Christ. She has involved in inter-religious and inter-cultural dialogues in several situations and has been the



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main organizer of two conferences on “Holy Places – Places for Conflict or Dialogue” which has led to the “Universal Code of Conduct on Holy Sites”. She is in charge of Trondheim’s participation in the Green Pilgrimage Network – a global network of green pilgrim cities and sacred sites of all faiths. She is the president for the “European Cultural Route of St. Olav Ways” under the Cultural Route program of the Council of Europe. She has been central in building up the structures of the organized pilgrimage work in Norway by her work as the first manager of Nidaros Pilgrimage Center in Trondheim, Norway and as director of the first National Pilgrim Center of Norway. She is now working as the professional and international manager of the National Pilgrim Center of Norway.



Zoé Kazazaki was born in Athens and studied Political Science at the Panteion University of Athens and Humanities at the Sorbonne’s Paris I University. In 1979 she began working at the Public Relations Directorate of the Hellenic Ministry of Culture. As Head of International Organizations (as of 1988) and as Director of International Relations (2008-2010), she has promoted bilateral and multilateral collaborations and has represented Greece at international organizations (UNESCO, Council of Europe, EU and others regional organisations), in regional and international initiatives, meetings and networks. She has participated in task forces for European programmes of the Council of Europe and as chairwoman of the programme’s committee she has contributed to the creation of the European Cultural Routes. She participated in the processing and promotion of international contracts and European and regional programmes on intercultural dialogue, the respect of cultural diversity, European cultural policy and the promotion of cultural tourism. Since 2011, when she took over the General Directorate of Contemporary Culture, in collaboration with the Culture Ministry’s corresponding directorates and regulated bodies, she has been coordinating and promoting Greek artistic creation in Greece and abroad. In 2012 she took part in an expert group set up by the Culture and Tourism Ministry for the study and formulation of a proposal on a New Policy for Contemporary Culture in Greece.

Last but not least, in June, 2014 upon retirement she was awarded the title of Director in Honours of the Greek Ministry of Culture and Sports.