

Council of Europe Cultural Routes Annual Advisory Forum Baku, 30-31 October 2014

Cultural routes: cultural tourism for intercultural dialogue and social stability

Workshop 4

Cultural Routes as guardians of Europe's memory and living history

In English without interpretation

The role of historical and memorial interpretation is essential for shaping individual and collective identities. In addition, the potential of knowledge of the past for promoting tolerance and respect between European peoples is a topical subject today (Council of Europe, "Learning and teaching about the history of Europe in the 20th century").

The cultural routes offer opportunities to tell Europe's history through the different standpoints of the networks of witnesses and inheritors. The routes are tools for telling and learning history informally, offering inhabitants and visitors to a multi-faceted understanding of ancient and modern historical events.

Moderator:

Maria Gravari-Barbas, Université Paris I Panthéon Sorbonne, IREST (France)

Keynote speech:

Mike Robinson, Birmingham University, Ironbridge Institute (United Kingdom), *Performing Memory: cultural routes, remains and reminders*

Presentations:

Patrick Leech, ATRIUM Cultural Route, *ATRIUM - A comparative view of dissonant heritage*

Lidija Plibersek, Association of Significant Cemeteries of Europe, *A plural reinterpretation of world wars: the role of memorials*

James Montcrieff, European Viking Routes, *Vikings, warrior people: re-writing history. Cultural Routes and stereotypes*



Ministry of Culture and Tourism
of the Republic of Azerbaijan



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Moderator and Speakers



Maria Gravari-Barbas is 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 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 Johns Hopkins University, Baltimore, USA (1990). She is the director of the EIREST, a multidisciplinary research laboratory focusing on tourism, mainly related to cultural heritage and development. She is also 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.



Mike Robison holds the Professorial Chair of Cultural Heritage at the University of Birmingham UK. He is also Director of the Ironbridge International Institute for Cultural Heritage and Trustee of the Ironbridge Gorge Museum Trust and World Heritage Site. He is the founder and former Director of the Centre for Tourism and Cultural Change. For the past 25 years Mike's work has spanned the broad fields of heritage and tourism and he has published numerous books, articles and chapters on the various ways in which the realms of heritage and tourism collide. Mike has worked with UNESCO at national and international level relating to the agendas of World Heritage, tourism and sustainable development and cultural diversity. He is a former member of the Culture Committee of the UK National Commission for UNESCO and regularly advises on policy issues. He was a Government appointed member of the UK's Expert Panel to determine the UK's Tentative List for World Heritage and part of the UNESCO Expert Panel to assist with the development of a Programme in World Heritage and Sustainable Tourism. He is a former Visiting Professor at the Facoltà di Lettere e Filosofia, Università degli Studi di Trento, Italy, Visiting Professor at National Taiwan University, Visiting Fellow at the University of Illinois. Mike has undertaken work on heritage and tourism in over 30 countries.



Patrick Leech is professor of English language and culture at the Department of Interpretation and Translation of the University of Bologna. His research interests include the construction of national identity and public history. From 2009 to 2014 he was City Councillor of the city of Forlì with responsibility for culture and international relations. He is currently President of the ATRIUM Association which manages the ATRIUM Cultural Route recognized by the Council of Europe this year.



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Lidija Pliberšek is General Manager of Pogrebnopodjetje, Slovenia. She managed many important domestic and international projects (« War fields » and « Memorial of peace » supported by 26 foreign embassies in Slovenia; « Memorial of peace » in Sarajevo, Bosnia-Herzegovina). In 2011 she attended the International Visitor Leadership Program in the U.S. Department of State at the invitation of American Government State Department.

She has been awarded with numerous important awards:

- Receiver of the honorary award from the Mayor of Maribor City for her work in Maribor and in Slovenia;

- Receiver of the medal of Defence Ministry of Russian Federation;

- Receiver of the Coat of arms of City of Sarajevo, Bosnia-Herzegovina;

Currently she is President of the Association of Significant Cemeteries in Europe (ASCE) and leads the project European Cemeteries Route, which presents cemeteries as an important part of cultural heritage and tourist attractions of a city. This project was awarded by the World Tourism Organization with UNWTO ULYSSES SPECIAL JURY AWARD 2011.



Mr **James Moncrieff** is a qualified Lawyer and has experience in both Local Government and the private sector.

He was Chief Executive of the Shetland Farmers Association for 7 years.

For the last 21 years he has been the General Manager of Shetland Amenity Trust a highly successful Heritage Trust.

During this time he has led and managed many high profile conservation and heritage projects and he is currently Chairman of the Destination Viking Association which manages the Council of Europe's Viking Cultural Route.