

1st CULTURAL ROUTES
ACADEMIC WORKSHOP

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**Management and tourism governance of European Cultural Routes:
The Case of Spain and France**

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Justification of interest in the subject

- Thesis context
- The routes are a meeting point
- Territorial revitalization
- Sustainable tourism products



Articulation of the thesis

- **First part** : Building a cultural route
- **Second part** : Three different models of governance and networking
- **Third part** : Impact of the selected routes on a territory



First part: building a European cultural route

- Two types of routes: linear routes and network routes
- A comprehensible unit for the tourist
- Governance and management by tourism stakeholders



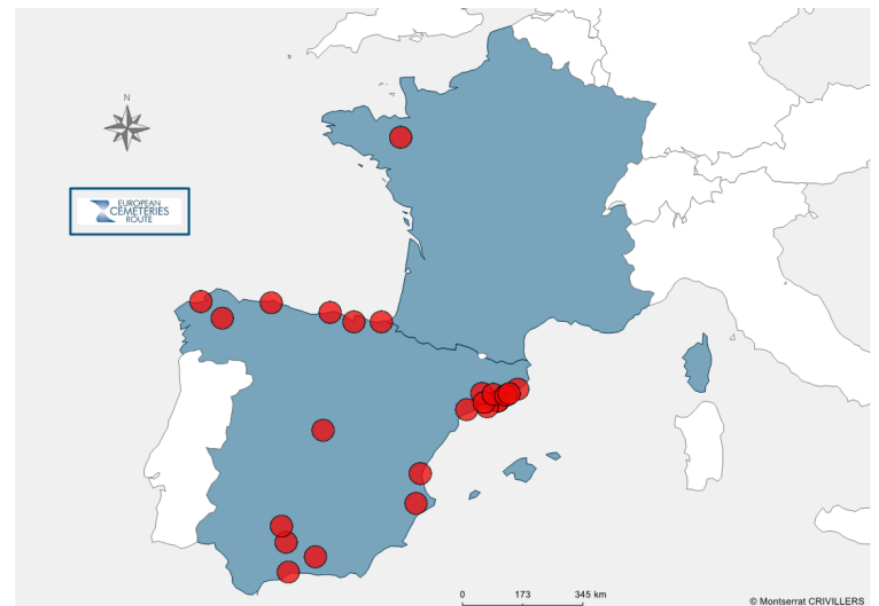
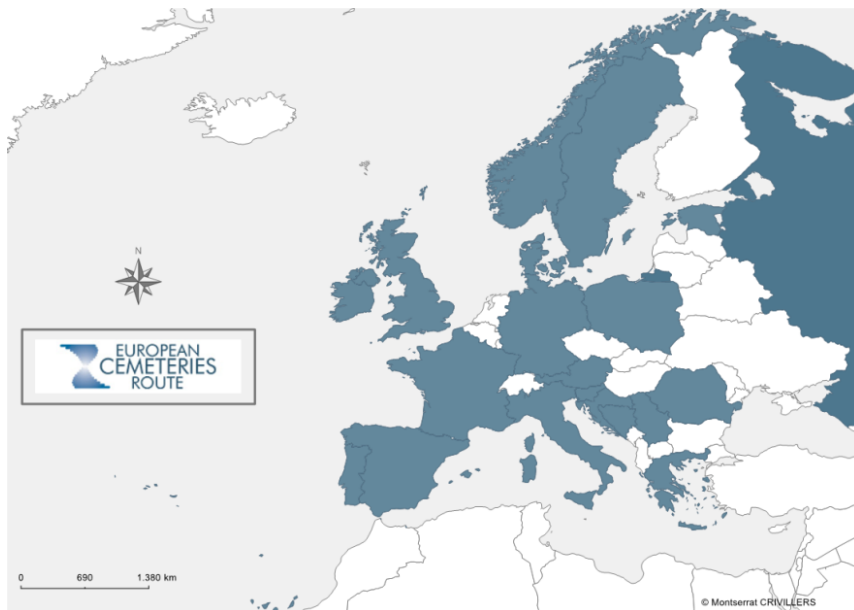
The objective of the research

The objective of this research was to analyse the mechanisms and instruments applied from the creation of a homogeneous and identifiable tourist product, such as a cultural routes functioning as networks.



Methodology : the analysed routes

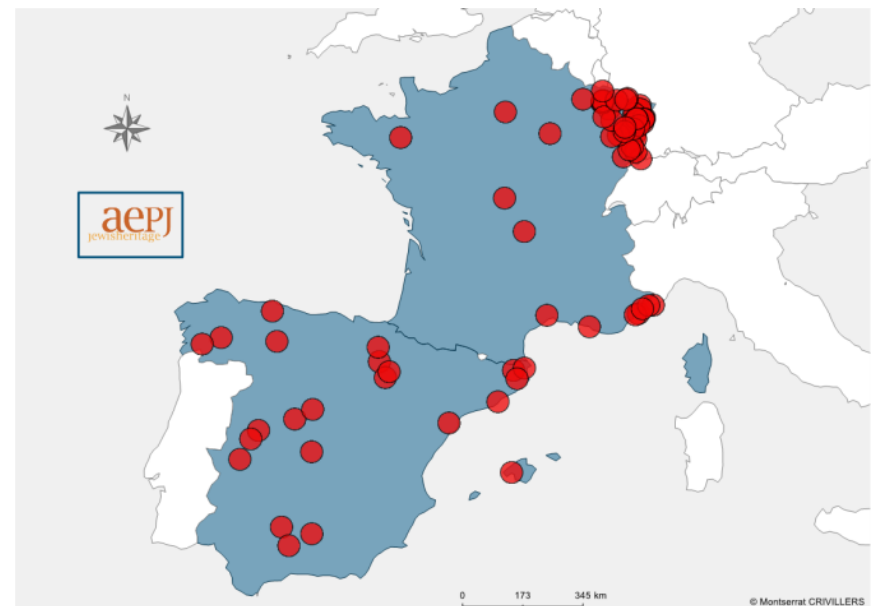
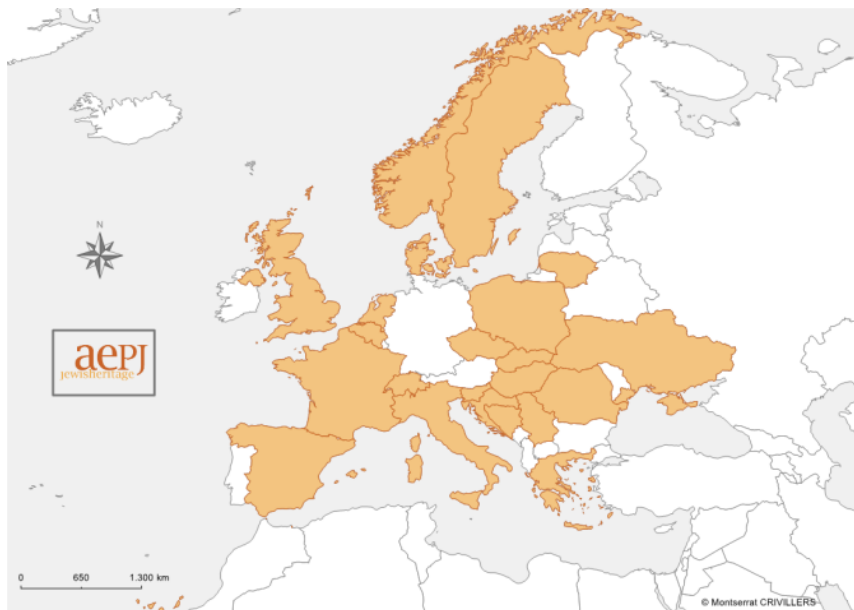
- European Cemeteries Route (2010)



Methodology : the analysed routes

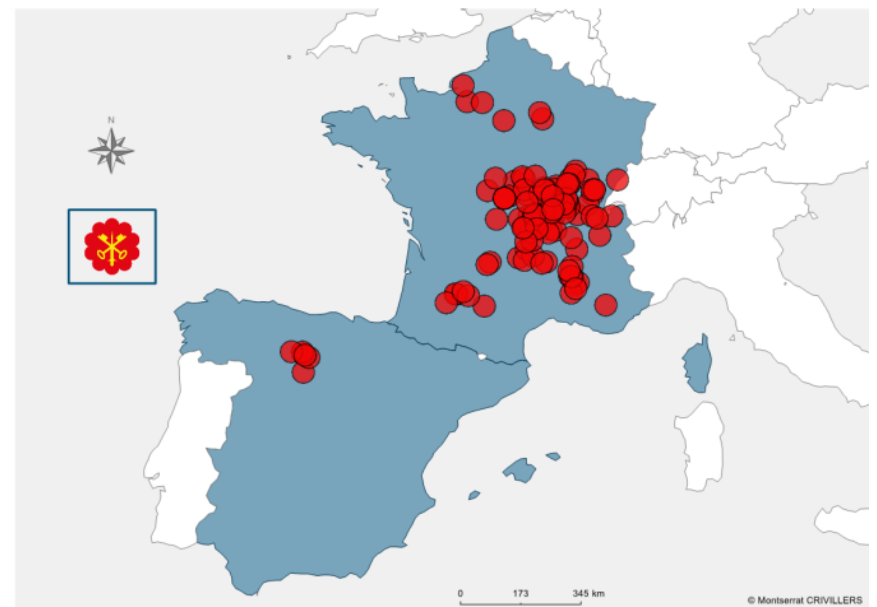
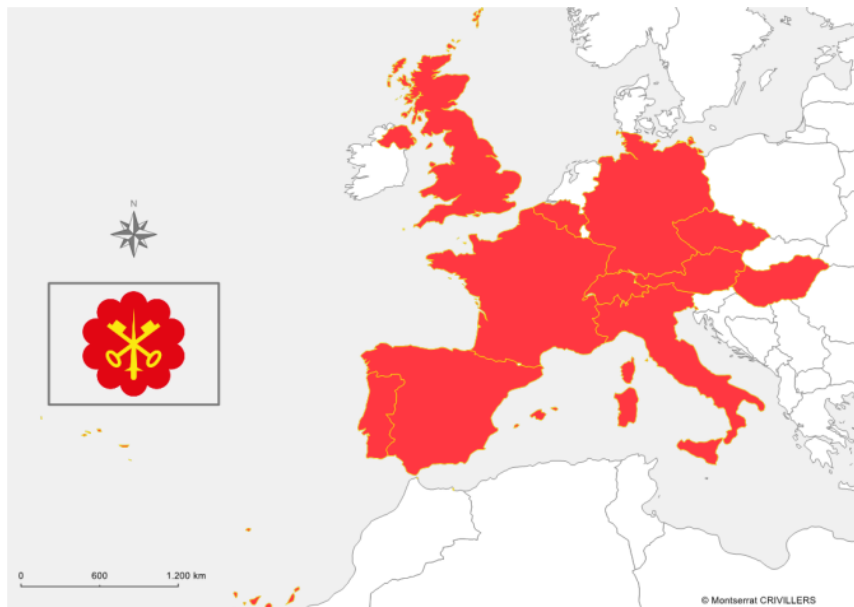
- European Route of Jewish Heritage (2004)

aePJ
jewishheritage



Methodology : the analysed routes

- Cluniac Sites in Europe (2005)



Methodology

- Multiscalar analysis
- Methods used for obtaining the data
- Stakeholders (semi-structured interviews and questionnaires)



Second part: three network routes

- Interactions of the interested parties at different levels of governance
- Networking in Spain and France
- Visibility tools and the communication strategies established by the studied routes



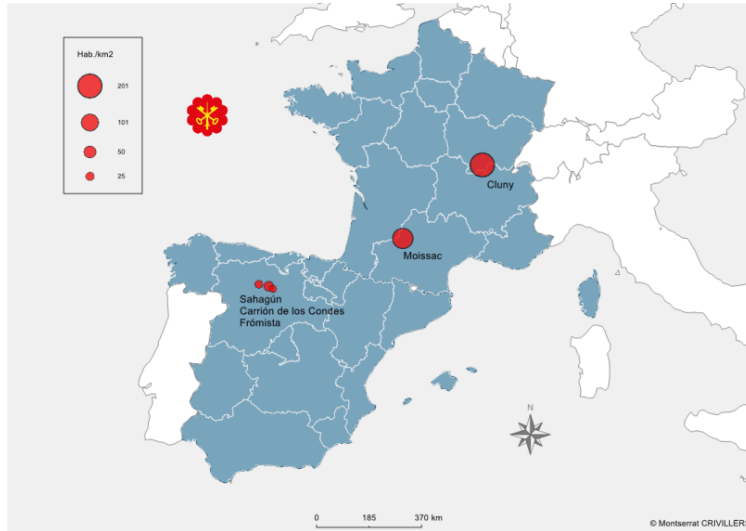
Third part: the impact of cultural routes

- Implication of the selected routes on the territory
- Indicators to measure their tourist and economic impact
- Council of Europe brand



Third part: the impact of cultural routes

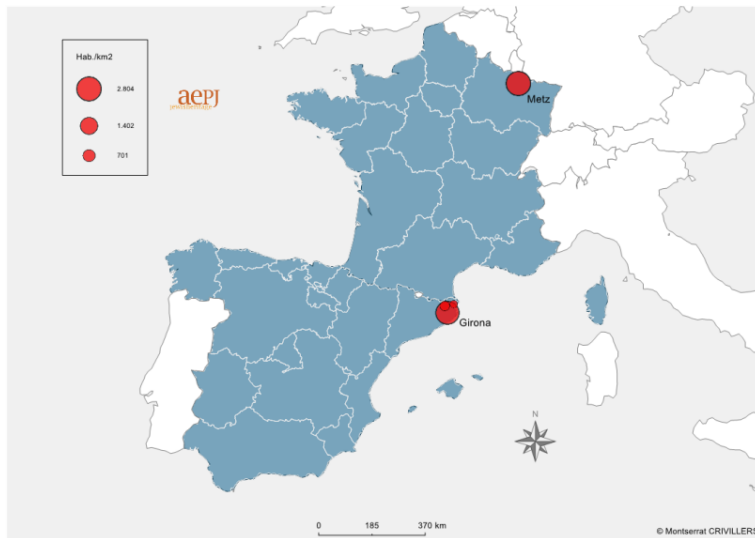
Analysis of routes in Spain and France



Cluniac Sites in Europe

France : Moissac, Cluny

Spain : Sahagún, Carrión, Frómista



European Route of Jewish Heritage

France : Metz

Spain : Gerona, Besalú, Castelló d'Empúries

Conclusions

- Difficulty of getting the stakeholders of these networks to work together
- The operation of these routes is more suited to the realization of short-term projects.
- The model adopted by the network must be able to evolve in order to adapt to the changes.
- Management and governance can operate in a territory understandable and practical for the tourist.
- Regarding the existence of studies on the economic impact of routes on the territory. In general, there is very little data to measure this impact.



Contributions of research

- This thesis offers the advantage, through the various examples analysed, of providing information that would improve networking between the different members.
- In general, the thesis can give ideas on how to do manage networks and provide data in order to measure the impact.





Thank for your attention



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