

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



CULTURAL ROUTES OF THE COUNCIL OF EUROPE
14th ADVISORY FORUM

CULTURAL ROUTES AND LANDSCAPES:

ADVANCING HERITAGE PROTECTION THROUGH CULTURAL AND SUSTAINABLE TOURISM



CAPPADOCIA
THE LAND OF FAIRYTALES



Cultural Routes
of the Council of Europe
Itinéraires culturels
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OFFICIAL OPENING



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Charlotte BATES,
TRT World

OFFICIAL OPENING



PRESENTED BY

Feyza Aktaş KANARYA,
TRT Presenter

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WELCOMING REMARKS

Aydın Cem ASLANBAY,
Cappadocia area Presidency, Türkiye

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WELCOMING REMARKS

Ali FİDAN,
Governor of Nevşehir, Türkiye

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WELCOMING REMARKS

Nadir ALPASLAN

Deputy Minister of Culture and Tourism, Türkiye

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*WELCOMING REMARKS
(video message)*

Bjørn BERGE,
Deputy Secretary General, Council of Europe

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WELCOMING REMARKS

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

KEYNOTE SPEECH:

25 years of the Council of Europe Landscape Convention: Its significance in protecting Europe's heritage and values

PRESENTED 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

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COUNCIL OF EUROPE
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CULTURAL ROUTES OF THE COUNCIL OF EUROPE
14th ANNUAL ADVISORY FORUM
Cappadocia, Türkiye, 22-24 October 2025

REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE
AND TOURISM

TGA
TURKISH TOURISM
PROMOTION AND
DEVELOPMENT AGENCY

CAPPADOCIA
THE LAND OF FAIRYTALES

EUROPEAN
INSTITUTE
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CULTURAL
ROUTES

COUNCIL OF EUROPE
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**CULTURAL ROUTES OF THE COUNCIL OF EUROPE AND LANDSCAPES:
Advancing Heritage Protection through Cultural and
Sustainable Tourism**

Cappadocia, Türkiye

22-24 October 2025

16:30-16:45 FORUM KEYNOTE SPEECH: **25 years of the Council of Europe Landscape Convention: The significance of the Convention in protecting Europe's heritage and values**, by Maguelonne DÉJEANT-PONS, International Federation of Landscape Architects

Ph.D. in Law, Honorary Member of the International Federation of Landscape Architecture,
Former Head of the Spatial Planning and Landscape Division of the Council of Europe
maguelonne.dejeant@gmail.com



1. The significance of the Council of Europe Landscape Convention

2. The link between the Cultural Routes of the Council of Europe programme and cultural landscape preservation for cultural and sustainable tourism

I.

THE SIGNIFICANCE OF THE COUNCIL OF EUROPE LANDSCAPE CONVENTION



1. Presentation of the Convention

Origins

1960...2025



Since the 1960s Council of Europe activities on spatial planning, urban development, landscape, environment, natural, rural and cultural landscape.

Conventions

- Protection of the **Archaeological heritage** (London, 1969), revised (La Valletta, 1992)
- Protection of the **Architectural heritage** of Europe (Granada, 1985)
- Conservation of European **Wildlife and Natural habitats** (Bern, 1979)
- Value of **Cultural heritage for society** (Faro, 2005)

Recommendations of the Committee of Ministers

- **European Regional/Spatial Planning Charter** - No R (84) 2
- **Urban open space** - No R (86) 11)
- **Archaeological heritage in the context of town and country planning operations** - No R (89) 5
- **Integrated conservation of cultural landscape areas** as part of landscape policies - No R (95) 9
- **Guiding Principles for a sustainable spatial development** in the European continent - Rec (2002)1- ...

In **1999**, decision of the Committee of Ministers of the Council of Europe to set up a select intergovernmental group of experts responsible for drafting a Convention.

Adoption of the final text of the Convention, by Decision of the Committee of Ministers in Strasbourg on **19 July 2000** (718th Meeting).

The Convention was opened for signature in Florence, Italy, on **20 October 2000** in the context of the Council of Europe Campaign “Europe, a common heritage”.

The Convention came into force on **1st March 2004**.

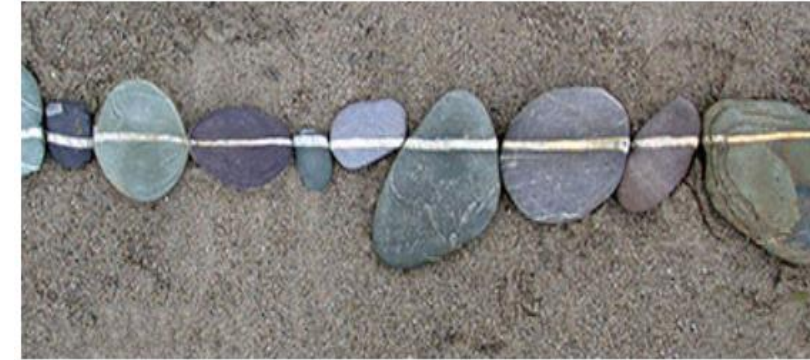
A Protocol amending the Convention done at Strasbourg on **15 June 2016**, came into force on **1st July 2021**.

25th Anniversary of the Convention on **25 October 2025**.



Status

41 ratifications



Parties to the Convention

Andorra, Armenia, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkiye, Ukraine, United Kingdom

Other Council of Europe Member States

Albania, Austria, Germany, Liechtenstein, Monaco

Accession of non-European States

Possible, since the entry into force of the Protocol amending the Convention

Philosophy

Public interest, quality, diversity for people everyway



The landscape

... has an important **public interest role** in the **cultural, ecological, environmental and social fields, and constitutes a resource favourable to economic activity** and whose protection, management and planning can contribute to **job creation**;

.. contributes to the **formation of local cultures** and ... is a basic component of the European **natural and cultural heritage**, contributing to **human well-being** and consolidation of the European identity;

... [is] at **global level as an essential component of human being's surroundings**;

... is an **important part of the quality of life for people everywhere**: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas;

... is a **key element of individual and social well-being** and ... its protection, management and planning entail **rights and responsibilities for everyone**.

Preamble to the Convention

Why?

Developments, changes... transformation of landscapes

The **developments** in agriculture, forestry, industrial and mineral production techniques, together with the practices followed in town and country planning, transport, networks, tourism and recreation and,

at a more general level, **changes** in the world economy,

have in many cases accelerated the **transformation** of landscapes.

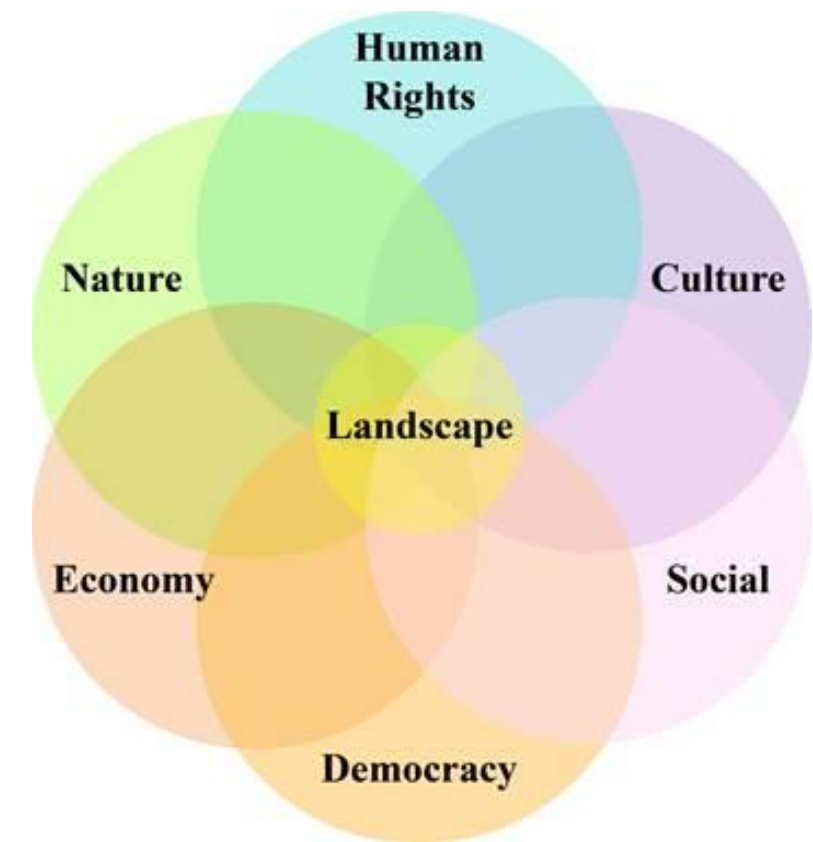


Aims

Sustainable development, Balanced and harmonious relationship... High quality landscapes

The Convention expresses the Member States' concern to achieve **sustainable development** based on a **balanced** and **harmonious relationship** between social needs, economic activity and the environment.

It aims to respond to the public's wish to enjoy **high quality landscapes**.



*"The landscape flower"
MDP, Design Adrien D.*

Scope

All landscapes, the entire territory...



The Preamble says that States wish to provide “a new instrument devoted exclusively to the protection, management and planning of **all landscapes**”.

It applies to the **entire territory** of the Parties and covers **natural, urban and peri-urban areas**, whether on **land, water** or **sea**.

It concerns **remarkable** landscapes... and also **ordinary or everyday landscapes and degraded areas**.

Landscape is recognised irrespective of its perceived value, since **all forms of landscape are crucial to the quality of the citizens’ environment** and deserve to be considered in landscape policies.

Definitions

Landscape...



Landscape means an area, as perceived by people, whose character is the result of the **action and interaction of natural and/or human factors**.

Landscape policy means an expression by the competent public authorities of **general principles, strategies** and **guidelines** that permit the taking of specific measures aimed at the protection, management and planning of landscapes.

Landscape quality objective means, for a specific landscape, the formulation by the competent public authorities of the aspirations of the public with regard to the **landscape features** of their surroundings.

Landscape protection means action to conserve and maintain the **significant or characteristic features of a landscape**, justified by its **heritage value** derived from its natural configuration and/or from human activity.

Landscape management means action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to **guide and harmonise changes** which are brought about by social, economic and environmental processes.

Landscape planning means strong forward-looking action to **enhance, restore** or **create** landscapes.

Aims

Commitments at national and international level

Promote protection, management and planning of landscapes

Organise co-operation on landscape issues:

the quality and diversity of landscapes constitute a common resource, ... it is important to co-operate towards its protection, management and planning.





National level

Recognise landscapes in law as an **essential component of people' surroundings**, an **expression of the diversity of their shared cultural and natural heritage**, and a **foundation of their identity**.

Establish and implement landscape policies aimed at landscape **protection, management and planning**.

Establish procedures for the participation of the **general public, local and regional authorities** and **other parties** with an interest in the definition and implementation of the landscape policies.

Integrate landscape into policies: **regional and town planning, cultural, environmental, agricultural, social** and **economic** policies, as well as in any **other policies**, with possible direct or indirect impact on landscape.

Awareness-raising: Increase awareness among the **civil society, private organisations, and public authorities** of the value of landscapes, their role and changes to them.

Training and education: Promote

- **Training for specialists** in landscape appraisal and landscape operations
- **Multidisciplinary training programmes** in landscape policy, protection, management and planning, for professionals in the private and public sector and for associations concerned
- **School and university courses** which, in the relevant subject areas, address the values that the landscape has and the issues raised by its protection, management and planning.

Identification and evaluation: With the active participation of the interested parties with a view to improving knowledge of its landscapes,

- **Identify** their landscapes throughout the territory;
- **Analyse** their characteristics and the forces and pressures transforming them;
- **Take note of changes;**
- **Assess** the landscapes identified, taking into account the particular values assigned to them by the interested parties and the population concerned.

Landscape quality objectives: Define **landscape quality objectives** for the landscapes identified and assessed, after public consultation.

Implementation of landscape policies: Put landscape policies **into effect**, introduce **instruments** aimed at protecting, managing and/or planning.



Information System on the Convention

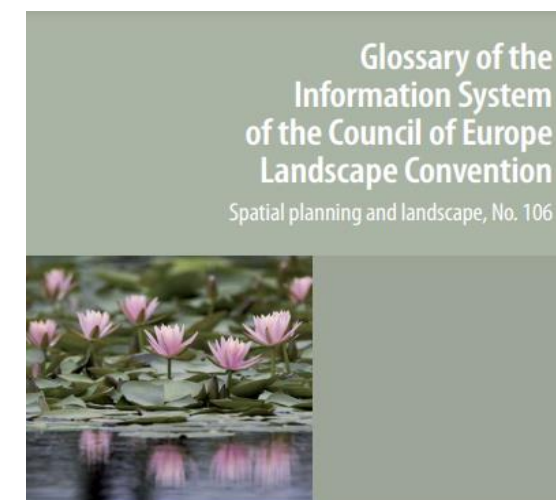
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▶ Andorra		▶ Luxembourg	
▶ Armenia		▶ Malta	
▶ Austria		▶ Monaco	
▶ Azerbaijan		▶ Montenegro	
▶ Belgium - <i>Regions</i>		▶ Netherlands	
▶ Bosnia and Herzegovina - <i>Regions</i>		▶ North Macedonia	
▶ Bulgaria		▶ Norway	
▶ Croatia		▶ Poland	
▶ Cyprus		▶ Portugal	
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▶ Ireland		▶ Ukraine	
▶ Italy		▶ United Kingdom	
▶ Latvia			
▶ Liechtenstein			

The Information System on the Council of Europe Landscape Convention allows for **online access to information about the policies** developed in order to implement the European landscape Convention at national and regional level. The **Glossary** clarifies certain terms used.

Recommendation CM/Rec(2013)4 of the Committee of Ministers of the Council of Europe invites States Parties to the Convention

- *to make use* of this Information System and its Glossary in the context of their co-operation, and

- *to continue to exchange information* on all the matters covered by the provisions of the Convention in order to *promote an awareness of landscapes and the policies* relating to them.

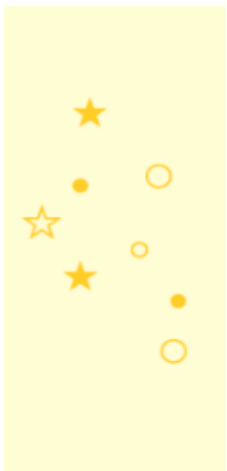


Examples of landscape policies



National Landscape Strategy 2021-2035 in **Andorra**;
Landscape Plans at regional level; Landscape and spatial
planning instruments in **Armenia**; Landscape methodology in **Croatia**; Policies for the integration of the
landscape dimension in spatial planning in **Cyprus**; International Landscape Day 2021 in **Finland**;
National Landscape policies in **France** at national and regional level (Atlases and Plans); Landscape
policies in **Georgia**; Regional spatial planning frameworks and landscape policies in **Greece** based on
Law 4759/2020, “Modernisation of Spatial and Urban Planning Legislation and other provisions”;
National Landscape Strategy in **Hungary** 2017-2026; Regional landscape plans including specific
objectives for rural landscapes in **Italy**; National Landscape Policy plan 2023-2027 in **Latvia**; 1st March
2021: Landscape sectoral plans in **Luxembourg**; Landscape policies in the **Netherlands** (government
advisors); Scientific mapping system with the landscape classification in **Norway**; Landscape audits
and Policies for urban landscape in **Poland**; Urban planning policy in **Romania**; Spatial Plan of the
Republic of **Serbia** 2021-2023; Landscape dimension in spatial planning policies in the **Slovak
Republic**; **Spanish** Observatory of the Landscape Convention; Landscape in the municipal
comprehensive plans in **Sweden**; **Swiss** Landscape Concept (adopted in May 2020 by the Federal
Council); Landscape Atlases, Landscape Parks and Biodiversity Reserves in **Türkiye**...

Directive 2014/52/EU of the European Parliament and of the Council of 16 April 2014 amending Directive 2011/92/EU on the assessment of the effects of certain public and private projects on the environment



For the protection and promotion of cultural heritage comprising urban historical sites and landscapes, which are an integral part of the cultural diversity that the Union is committed to respecting and promoting in accordance with Article 167(4) Treaty on the Functioning of the European Union,

the definitions and principles developed in relevant Council of Europe Conventions, in particular the European Convention for the Protection of the Archaeological Heritage of 6 May 1969, the Convention for the Protection of the Architectural Heritage of Europe of 3 October 1985, ***the European Landscape Convention of 20 October 2000***, the Framework Convention on the Value of Cultural Heritage for Society of 27 October 2005 ***can be useful.***

In order to better ***preserve historical and cultural heritage and the landscape***, it is important to address the visual impact of projects, namely the change in the appearance or view of the built or natural landscape and urban areas, in environmental impact assessments

International level

International policies and programmes



Co-operate in the consideration of the landscape dimension in **international policies and programmes**, and to recommend, where relevant, the inclusion of **landscape considerations** in them.

In particular

- render each other **technical and scientific assistance** in landscape matters through the pooling and exchange of experience, and the results of research projects;
- promote the exchange of **landscape specialists** for training and information purposes;
- exchange **information** on all matters covered by the provisions of the Convention.

Transfrontier landscapes

Encourage **transfrontier co-operation** on local and regional level and, wherever necessary, prepare and implement joint landscape programmes.

2. Implementation of the Convention

Conferences of the Council of Europe on the Convention

Palais de l'Europe, Strasbourg



The representatives of **Contracting Parties** meet regularly to devise joint co-ordinated programmes and to exchange information on the implementation of the Convention.

The three **Council of Europe bodies** – Committee of Ministers, Parliamentary Assembly and Congress of Local and Regional Authorities of the Council of Europe – are invited, as UE and international governmental organisations.

The main **international non-governmental organisations** specialising or interested in landscape are represented.

Reports and Working documents

1st Conference (22-22 November 2001) [Report](#) | [Working documents](#)

2nd Conference (28-29 November 2002) [Report](#) | [Working documents](#)

3rd Conference (17 June 2004) [Report](#) | [Working documents](#)

Joint meeting of the Cultural Heritage Steering Committee (CDPAT) and Committee for the activities of the Council of Europe in the field of biological and landscape diversity (CO-DBP) (18 June 2004) [Report](#) | [Working documents](#)

4th Conference (22-23 March 2007) [Report](#) | [Working documents](#)

5th Conference (30-31 March 2009) [Report](#) | Contributions: [Parties and Observer States](#) - [NGOs](#) | [Working documents](#)

6th Conference (3-4 May 2011) [Report](#) | Contributions: [Parties and Observer States](#) - [NGOs](#) | [Working documents](#)

7th Conference (26-27 March 2013) [Report](#) | [Working documents](#)

8th Conference (19-20 March 2015) [Report](#) | Contributions: [States-Add. 1](#) - [NGOs-Add. 2](#) | [Working documents](#)

9th Conference (23-24 March 2017) [Report](#) | Contributions: [States-Add. 1](#) - [NGOs-Add. 2](#) | [Working documents](#)

10th Conference (6-7 May 2019) [Report](#) | Contributions: [States-Add. 1](#) - [NGOs-Add. 2](#) | [Working documents](#)

11th Conference (26-27 May 2021) [Report](#) | Contributions: [States-Add. 1](#) - [NGOs-Add. 2](#) | [Working documents](#)

12th Conference (29-30 October 2024) [Report](#) | [Working documents](#)





Recommendations of the Committee of Ministers of the Council of Europe on the Convention

Guidelines for the implementation of the European Landscape Convention - CM/Rec(2008)3

European Landscape Convention Information System of the Council of Europe and its glossary - CM/Rec(2013)4

Promoting landscape awareness through education - CM/Rec(2014)8

Pedagogical material for landscape education in primary school - CM/Rec(2015)7

Implementation of Article 9 of the European Landscape Convention on transfrontier landscapes - CM/Rec(2015)8

Contribution of the European Landscape Convention to the exercise of human rights and democracy with a view to sustainable development - CM/Rec(2017)7

Creation of public funds for landscape - CM/Rec(2018)9

**Landscape integration in policies relating to rural territories
in agricultural and forestry, energy and demographic transition**
- CM/Rec(2019)7



Landscape and democracy: public participation - CM/Rec(2019)8

Landscape and responsibility of stakeholders for sustainable and harmonious development -
CM/Rec(2021)9

Town planning and landscape - CM/Rec(2021)10

Landscape and agriculture - CM/Rec(2021)11

Integration of the landscape dimension into sectoral policies - CM/Rec(2021)12

Landscape and health - CM/Rec(2025)1

Mementos of the Council of Europe Conference on the Convention

Towards integrated approaches for landscape monitoring - 2019

Dry stone in the landscape, ancestral and innovative, for sustainable territories - 2019

Information Platform

The Information Platform is designed to **facilitate access to information** on the work carried out for the implementation of the Council of Europe Landscape Convention and its basic texts, regarding five topics.



Definition of Landscape



Landscape policies



Landscape integration



International co-operation



Exemplary projects

Landscape Award Alliance of the Council of Europe

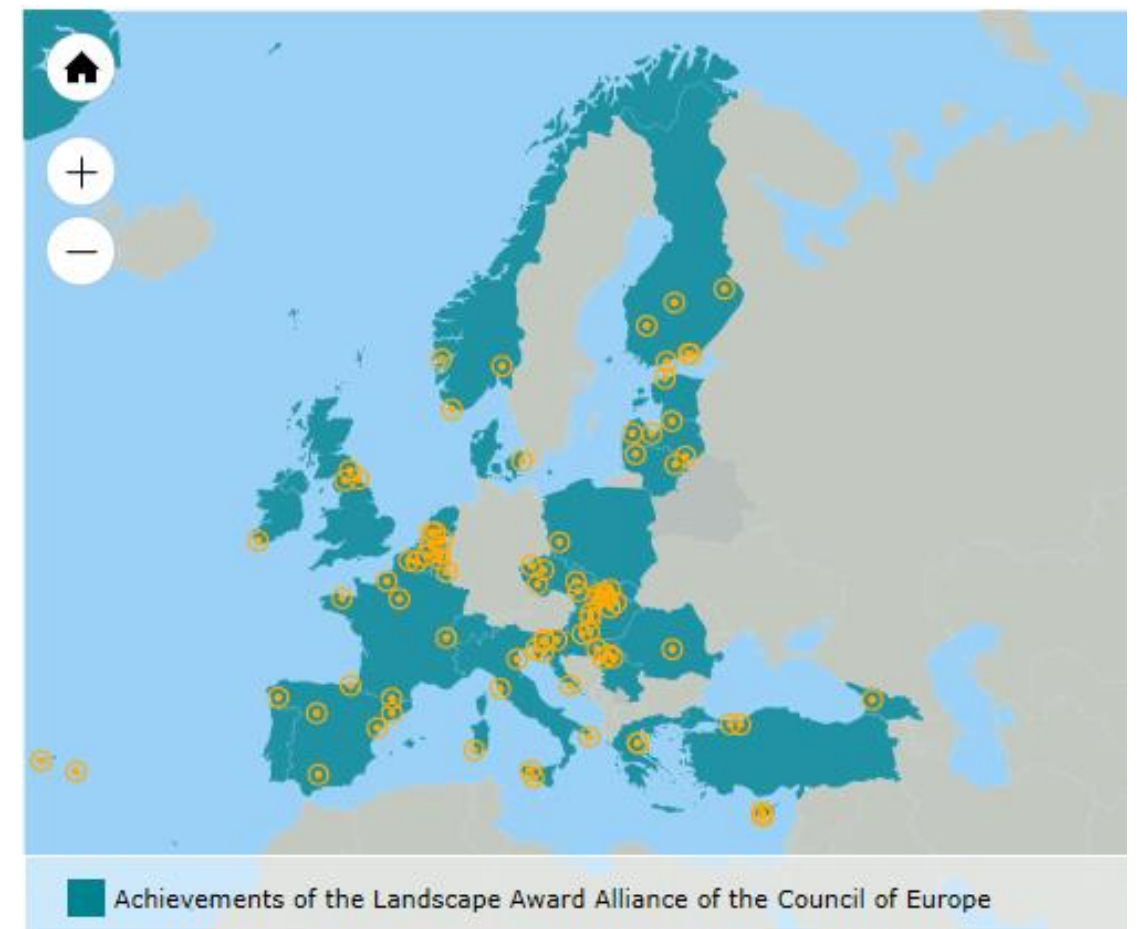
Conferred by the Committee of Ministers of the Council of Europe, the Landscape Award recognises a **policy implemented or measures taken by local and regional authorities or non-governmental organisations to protect, manage and/or plan their landscape which have proved effective in the long-term and can thus serve as an example** to other territorial authorities.

Resolution on the rules governing the Landscape Award of the Council of Europe - CM/Res(2008)3

Four criteria:

- *Sustainable territorial development*
- *Exemplary value*
- *Public participation*
- *Awareness-raising*

More than 100 Achievements: Territorial analysis; Historical Cities; Urban Parks; Cultural heritage; Biodiversity; Green and Blue Corridors; Natural disasters; Education...



Experiences of the Landscape Award Alliance of the Council of Europe



European Landscape Convention
THE LANDSCAPE AWARD ALLIANCE
 OF THE COUNCIL OF EUROPE

European spatial planning
 and landscape, No. 105



European Landscape Convention
THE LANDSCAPE AWARD ALLIANCE
 OF THE COUNCIL OF EUROPE

European spatial planning
 and landscape, No. 120

Volume 2

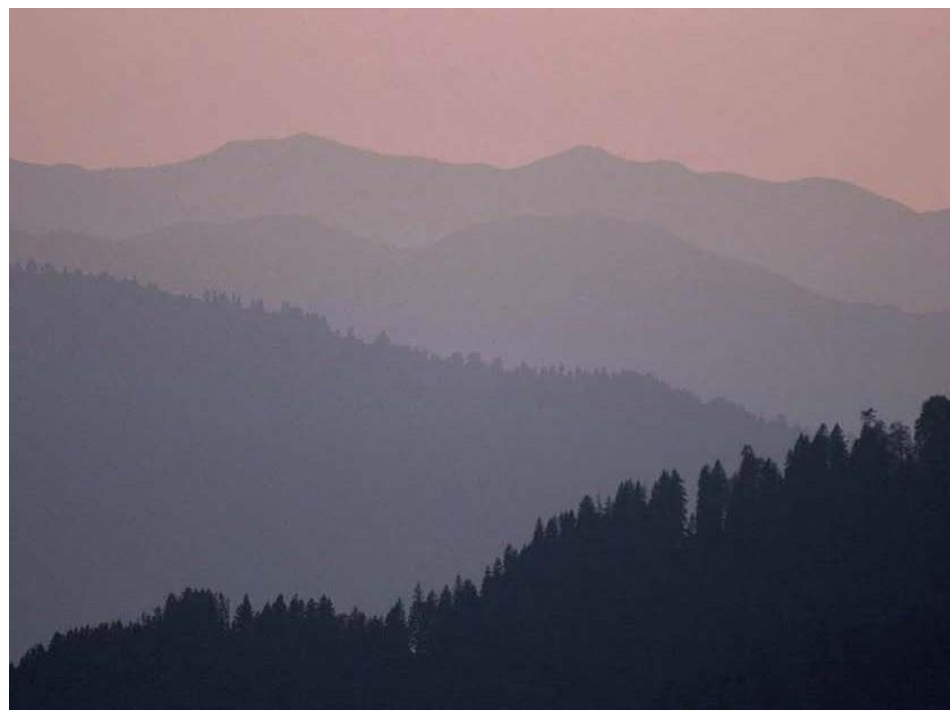


The Landscape Award Alliance, CoE European Spatial Planning and Landscape Series, 2017, Volume 1, No. 105

The Landscape Award Alliance, CoE European Spatial Planning and Landscape Series, 2021, Volume 2, No. 120

TURKEY

The Biodiversity and Natural Resources Management Project, Association for the Conservation of Nature



© GEF II Project Archives



Turkey stretches over a vast area and contains four distinct biogeographic zones. Providing adequate protection for all landscapes poses a great challenge, as 75% of all European plant life is represented in the country. Since 2000, the Biodiversity and Natural Resources Management Project has been promoting the assessment and analysis of protected areas and their potential threats. Effective, intersectoral, participatory planning, as well as the sustainable development of protected areas, was carried out successfully. In order to achieve this, work was divided into three main spheres: attempts to strengthen the national framework for biodiversity conservation; the development of prototypes for protected area management and project management and monitoring. The work allowed for a review of legal and regulatory frameworks regarding the environment, and the monitoring of the biodiversity whilst continuing a campaign for increased national awareness of biodiversity. The project has had an impact in two important areas: the creation of a national institution for landscape and the institutionalisation of nature conservation.

The Committee of Ministers of the Council of Europe congratulated the organisers of the project and recommended making it well-known to the general public for its exemplary value, and as a source of inspiration.

TURKEY

Yeşilirmak Basin Landscape Atlas

Department of Landscape Architecture, Faculty of Forestry, Duzce University



© Osman Uzun

Türkiye



The Yeşilirmak Basin Landscape Atlas aimed to identify the landscapes of the area, to analyse their characteristics based on natural and cultural values of the territory, as well as the dynamics and pressures that transform them. The project was launched in 2012 and was undertaken in three main stages: study, inventory and landscape assessment; constitution of a database; analysis of landscape functions, with the definition of indicators and the evaluation of landscape features. A meeting to launch the project was held in Amasya, and workshops were then organised, with the participation of government agencies, non-governmental organisations and the general public, in Samsun, Tokat and Çorum. Training and finalisation of the work was held in Ankara. A map, indicating sectoral guidelines, has been drawn up.

The Committee of Ministers acknowledged the great value of the achievement presented for the 6th Session of the Landscape Award of the Council of Europe's European Landscape Convention 2018-2019, and the importance to make it well-known as a source of inspiration.

In accordance with Resolution CM/Res (2017)18 of the Committee of Ministers, the project is thus part of the Landscape Award Alliance of the Council of Europe.

TURKEY

Dokuma Park, a culture, nature and art park for society

Antalya Kepez Municipality



© Ali Kemal Birinci & Kansu Alkan



The foundations of the Antalya Cotton Weaving and Spinning Mill were laid in the 1950s, becoming the first industrial facility in Antalya, with an area of 250,000 m². Many people worked there for long hours and, until its closure in 2003, the factory became a place of memory for the stories of the workers, their families and friends. In 2005, the owners of the factory handed over the rights to the administration of that time, which then handed over the use rights to a foreign company to build a shopping centre. In 2009, the new administration of the municipality of Kepez recognised the importance of this space for the collective memory of the city and spent several years fighting in court to recover the legal rights to the land and return it to its rightful owners, the citizens. This position was of great importance as the recovery of the land would allow the preservation of a natural and cultural landscape.

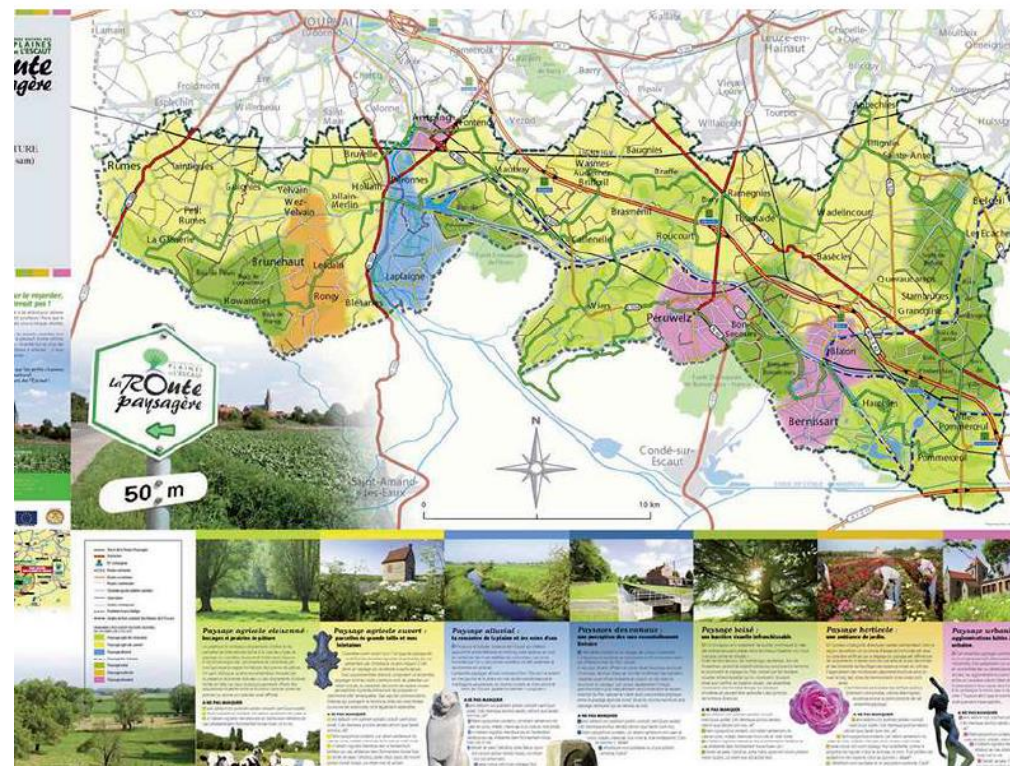
Focusing on the common interest, in collaboration with a management that defends its values, the city council convened a diverse working group. The resulting report served as a master plan for the creation of this centrally located park, a plan that protects the interests of society as a space accessible to all. There is now a common platform for raising awareness and engaging local citizens as active participants and owners of the park. This represents an essential guarantee for a sustainable future in terms of maintaining the ecosystem qualities and socio-cultural characteristics of the park.

By deciding to create a park dedicated to linking nature and culture on the site of a disused spinning mill complex, the municipality of Kepez has put at the disposal of the inhabitants a vast cultural and leisure space that can be appreciated by all. The different components of the park – a botanical garden, museums, a library, social spaces – have been restored and converted, thus preserving the memory of the place. The project was carried out with respect for civic and ethical values, and a participatory approach was followed from the beginning of the process. An interactive governance platform allows citizens to become actively involved in the future of this living landscape. The mayoral decision to prefer a park to a shopping centre has been fully vindicated.

Recognised for its great value, the Project is part of the Landscape Award Alliance of the Committee of Ministers of the Council of Europe, as a source of inspiration.

BELGIUM

The Landscape Route of the Escaut Plains Natural Park, Escaut Plains Natural Park



© Parc naturel des Plaines de l'Escaut

The Landscape Route of the Escaut Plains Natural Park is not an ordinary tourist route, as it aims to introduce its visitors to the richness and diversity of the landscape, making them aware of the important role that landscape plays in natural economic, cultural and political development. It can be accessed by bike, car or on foot. The landscape route stretches through several municipalities and even into France, and is marked with signposts. These signs provide visitors with information about their surroundings, and an insight to a world of new knowledge to better understand and appreciate the landscape. This route is open to everyone: locals who wish to become better acquainted with their surroundings, or tourists who wish to benefit from a more complete understanding of the natural park. The project, which aims to identify truly remarkable sites, was carried out in close co-operation with colleagues from the communities concerned for the park.

The Committee of Ministers of the Council of Europe recognised the great value of the project considering it an exemplary landscape trail which aims to allow locals as well as visitors to discover the richness and the diversity of the landscape before them and to make them aware of the important role landscape plays in the natural, cultural, economic and political developments of a region.



Selection of examples

Landscape...

Role in expressing history, heritage, and identity

Contribution to biodiversity, climate regulation, and community well-being

Potential for sustainable local development, Innovation based on knowledge of the past: memory...

Territorial analysis

Historical cities

Parks

Cultural heritage with nature

Agriculture, Breeding, Biodiversity and natural resources

Ways of living

Access, infrastructures

Natural disasters

Education

Participation

Co-operation...



International Landscape Day - 20 October

2017 - Landscape at **local level**

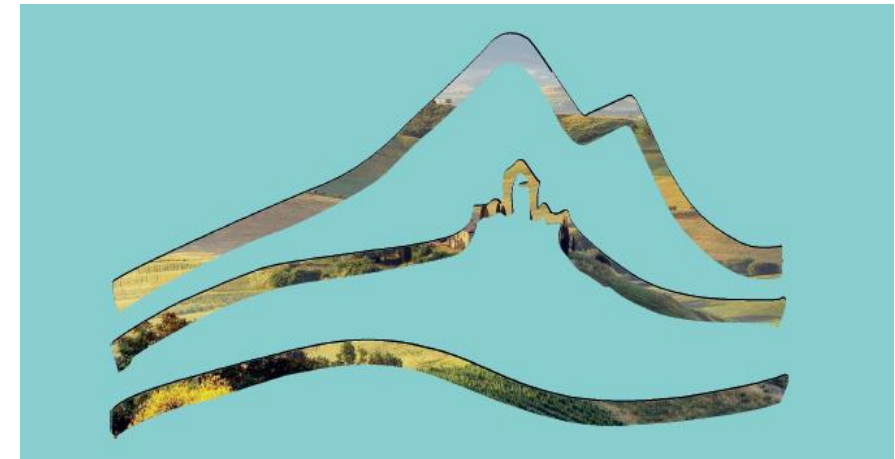
2018 - Landscape and **education**

2019 - Landscape and **water**

2020 - Landscape **integration in sectoral policies**

2021 - Landscape **policies**

2022 - Landscape and **health**



II.

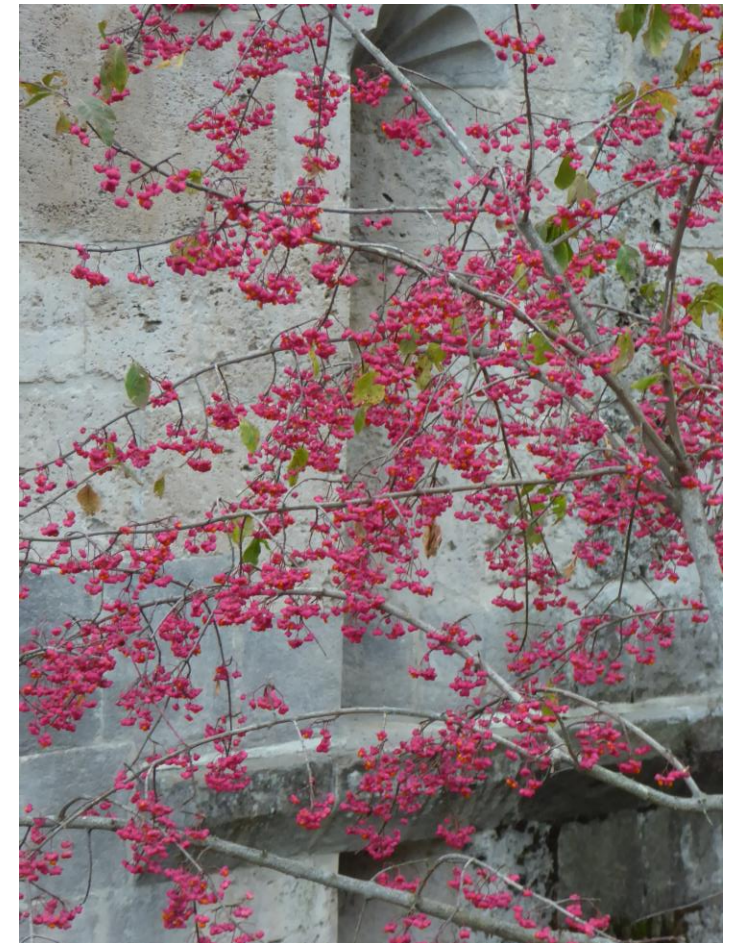
THE LINK BETWEEN THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME AND CULTURAL LANDSCAPE PRESERVATION FOR CULTURAL AND SUSTAINABLE TOURISM



Recommendation 1133 (1990) on European tourism policies

The Parliamentary Assembly of the Council of Europe recommended that the Committee of Ministers invite the governments of the member states to:

- *promote quality tourism* that does not cause destruction, through a *better geographical and seasonal distribution*, i.e. measures to encourage out-of-season tourism, a genuine concerted staggering of holidays in Europe, and the diversification of forms of tourism - especially cultural tourism;
- *apply tourism and land use policies* that cause the least possible damage to the environment and agriculture, and to carefully assess the environmental and social impact of tourist facilities before authorising their creation;
- *promote rural tourism* which - while respecting the environment and local cultural identity - can achieve the social contract that would guarantee, in an integrated European rural policy, the eco-cultural and social balance between town and country, and a multifunctional and sustainable agriculture;
- *encourage the development of an ethic among tourism professionals*, respecting the rights of consumers, and to work towards an education of tourists that prioritises their duties and develops their sense of responsibility towards the sites and places visited and the people they meet.



Recommendation Rec. (2002) 1 of the Committee of Ministers to member states on Guiding Principles for Sustainable Spatial Development of the European Continent

... Considering Recommendation No. R (2000) 1 of the Committee of Ministers to the member states of the Council of Europe on fostering *transfrontier co-operation* between territorial communities or authorities in the cultural field and Resolution (98) 4 of the Committee of Ministers on the *cultural routes* of the Council of Europe; ...

Appendix

The multiplicity of cultures

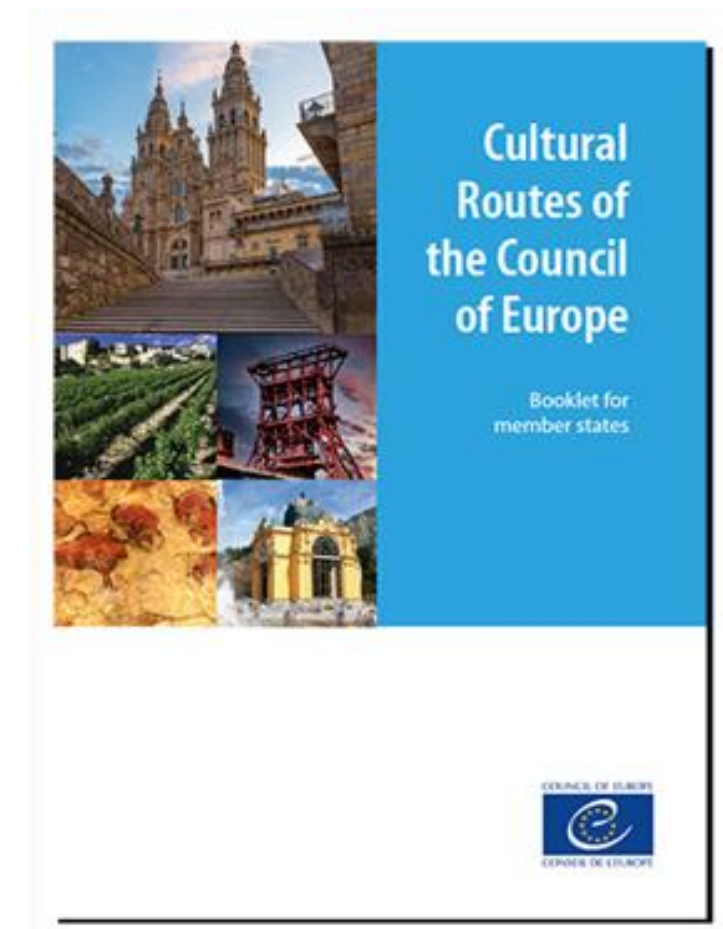
(Para. 2, item 16)

The European continent is *characterised by a multiplicity of cultures with regional, national and transnational importance* ...

The diversity of cultures has *influenced the forms of expression* (languages, music, painting, architecture, etc.) as well as *the specificity of economic activities, housing, leisure and mobility*.

These cultures have shaped to a considerable extent the diversity of landscapes, towns and settlement patterns, as well as the architectural heritage of Europe.

This cultural diversity, which has been in the past a source of tension and conflict, ... represents *an inestimable potential for sustainable spatial development...*



Enhancing the cultural heritage as a factor for development

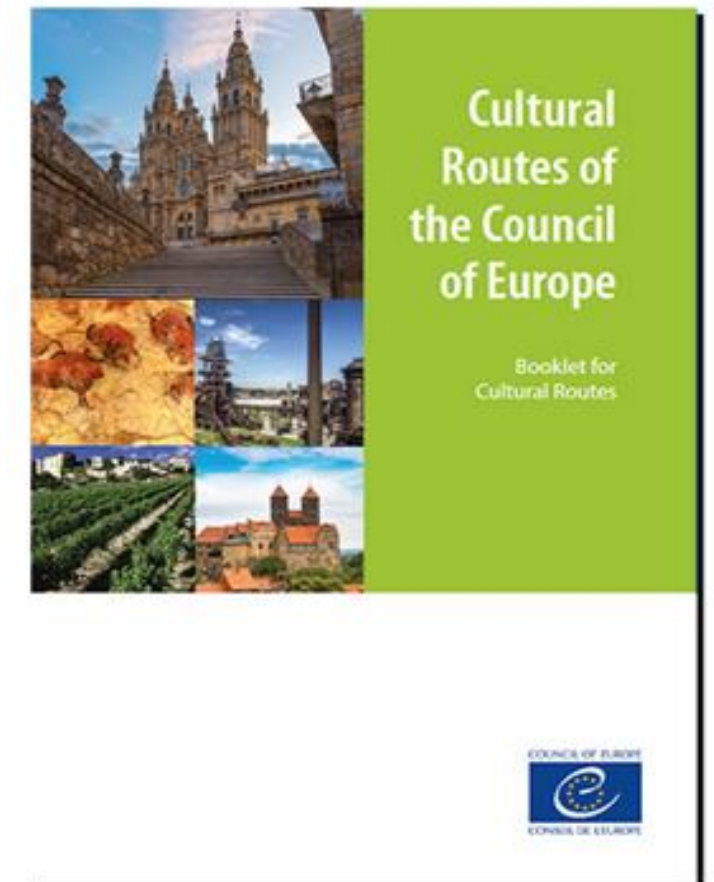
(Para. 7, items 41-42)

Increasing the appeal of localities and regions for investors, tourists and the general public by enhancing the cultural heritage makes *an important contribution to economic development and to strengthening regional identity*.

Spatial development policy should contribute to integrated management of the cultural heritage conceived as an evolutionary process protecting and conserving the heritage and taking into account the needs of modern society.

Many countries contain monuments to and bear traces of various artistic schools and movements, reflected, for example, in the Renaissance route, the routes of the Reformation and Counter-Reformation, the Venetian, Byzantine and Ottoman routes, the Hanseatic and Viking routes, the Art nouveau and modern art routes.

Their *identification and the development of common approaches* to conservation, restoration and use should be the subject of a *great cultural routes programme*.

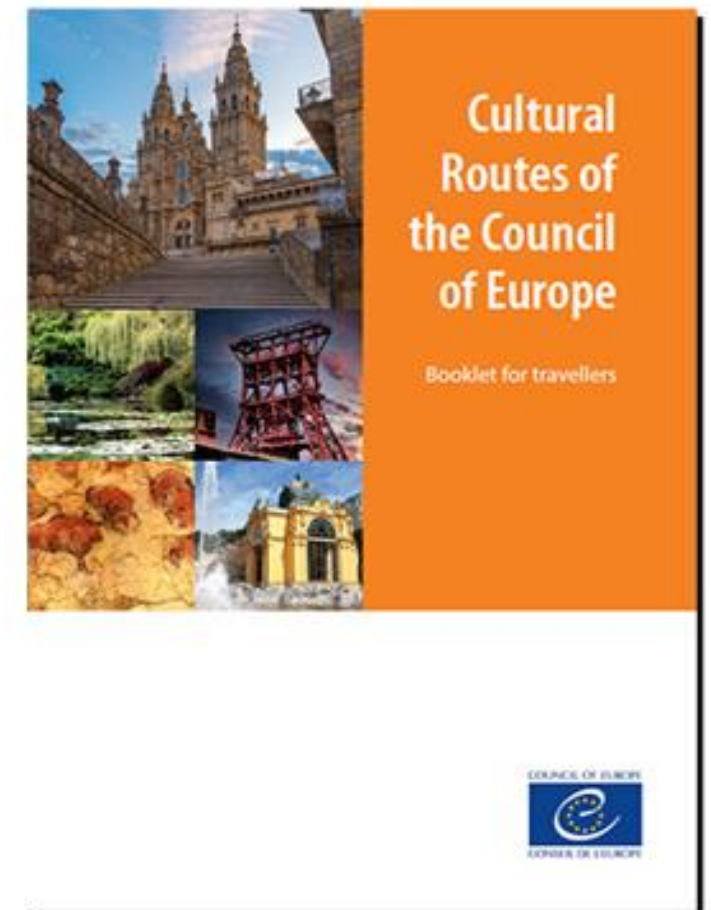


In the same way, *valuable heritage* forming part of European industrial and social history *could be included in the cultural routes and so be preserved for the benefit of future generations.*

Not only *conservation of the past* is at stake, but also *harmony and creativity in the spatial relationship between modern architecture, urban design and the traditional heritage.*

In many member states, *there are aspects of the cultural and historical heritage which*, on account of historical changes, events and changing frontiers, *belong not just to one but to several nations*, language communities and religious groups, some of whom no longer even live in the regions concerned.

Spatial development policy has to preserve and respect the memory of every nationality, language community and religious group which has created a specific aspect of *cultural heritage.*



The Committee of Ministers of the Council of Europe has adopted the following Recommendations on **cultural and sustainable tourism development**

General policy for the development of sustainable and environmentally friendly tourism - No. R (94)

Policy for the development of sustainable tourism in protected areas - No. R (95) 10

Development of environmental management training for current and future tourism professionals - No. R (99) 16

Promotion of tourism to foster the cultural heritage as a factor for sustainable development - Rec. (2003)



Conclusion

The landscape is an evolving story. It brings together the **four elements of sustainable development: natural, cultural, social and economic.**

Any government wishing to implement the principles of **good governance** needs to give due emphasis to landscape in its national, (regional and local) and international policies.

The development of a **cultural and sustainable tourism based on the landscape values** represents a great opportunity for human beings.

Methodologies developed for the implementation of the **CoE Landscape Convention** – the “**landscape approach**” – could be used for the development of **cultural and sustainable routes.**



HIGH-LEVEL DIALOGUE:

Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism



MODERATOR

Magda ANTONIOLI,
Professor, Bocconi University, Italy

HIGH-LEVEL DIALOGUE:

Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism



SPEAKER

Peter DEBRINE,

Senior project manager, World Heritage and Sustainable Tourism Programme, UNESCO



unesco

Landscapes in a Time of Vulnerability

- Tourism's rebound is celebrated as success—but recovery is not the same as resilience.
- Experiences have become commodities: the same photo, the same story, repeated endlessly.
- Vulnerability isn't only ecological—it's cultural. We're losing depth and context in how people encounter place.
- The challenge is to bring back context: understanding before consuming, listening before photographing.





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Restoring the Power of Story

- Every cultural landscape carries a narrative and tourism should interpret it, not overwrite it.
- Communities must hold authorship over their heritage stories.
- Authentic storytelling turns visitors into participants, not consumers.
- Interpretation is an act of respect—it begins with understanding before consuming, listening before photographing.
- The true transformation of tourism is interpretive: rebuilding meaning between people and place.





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Transformative Practices in Tourism

- In AlUla, interpretation links geology, heritage, and community identity.
- The Rawis are the local storytellers who connect visitors to heritage through lived narratives and dialogue
- Interpretation is the infrastructure for understanding.

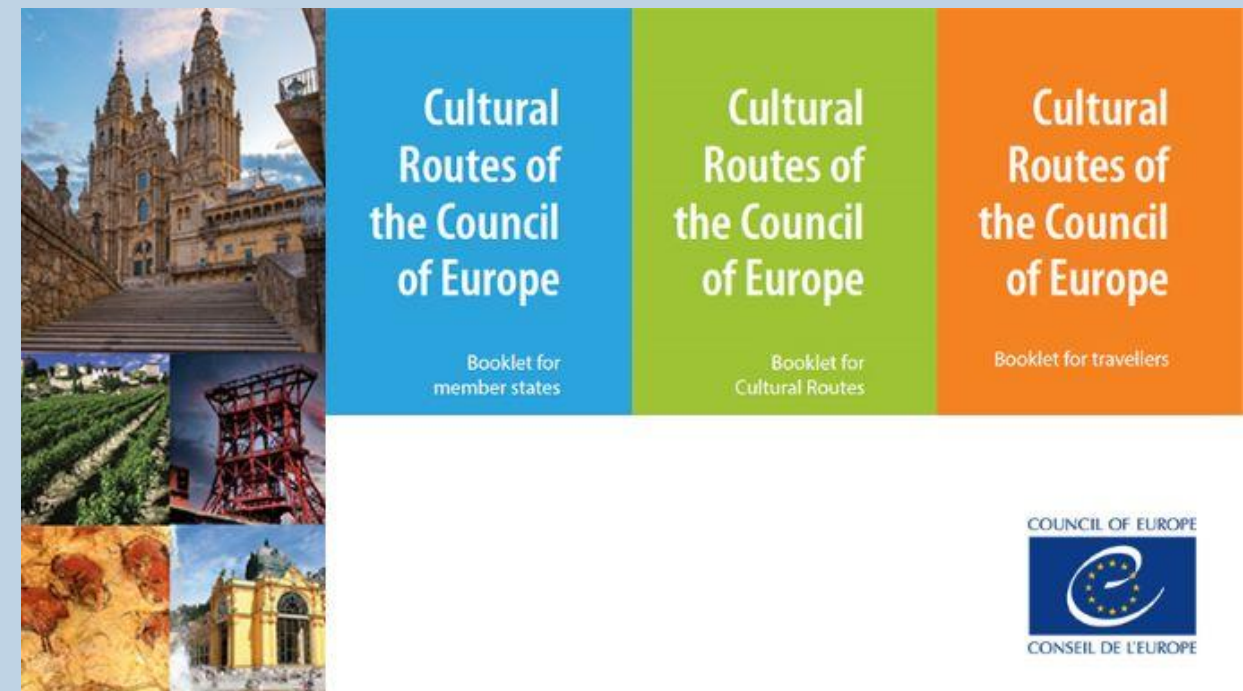




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Shaping the Next Generation of Cultural Routes

- Cultural Routes remind us that travel is a privilege. Visitors are guests, invited to listen, learn, and appreciate.
- Respect begins with curiosity: understanding before consuming, context before capture.
- Communities are not a backdrop for experiences they are the authors of meaning.
- Sustainable tourism depends on restoring balance, It's not about how many people visit, but how deeply they connect.
- The purpose of travel is to understand, to respect, to appreciate and above all to enjoy.



HIGH-LEVEL DIALOGUE:

Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism



SPEAKER

Elif Balcı FİSUNOĞLU,

Vice General Manager, Türkiye Tourism Promotion and Development Agency

HIGH-LEVEL DIALOGUE:

Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism



SPEAKER

Elizabeth BRABEC,

*President, International Scientific Committee on Cultural Landscapes,
ICOMOS*

An aerial photograph of a village in Cappadocia, Turkey, showcasing its unique landscape. The scene is dominated by tall, conical rock formations known as 'fairy chimneys' and 'hoodoos', which are the result of volcanic activity and erosion. The village is built into the soft volcanic rock, with numerous cave dwellings and churches visible. The background shows a vast, hilly landscape under a clear sky. The text is overlaid in white, bold, sans-serif font, centered on the image.

**Protecting Europe's
landscapes and heritage in
times of vulnerability:
the need for transformative policies and
practices in tourism**

Cultural Routes and Cultural Landscapes

Elizabeth Brabec

President,
ICOMOS IFLA Scientific Committee on
Cultural Landscapes, *and*
Professor,
University of Massachusetts Amherst





Cultural Routes are Cultural Landscapes(?)

“Cultural Routes demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared and living cultural heritage”

**How are
Cultural
Landscapes
Different?**

**They are dynamic human AND
ecologic systems**

Original Definition (1971)

"A historic garden is an architectural and horticultural composition of interest to the public from the historical or artistic point of view".

History of cultural landscape definitions

The World Heritage Convention **1972** recognizes “**the combined works of nature and man [sic].**”

in **1982**, the **dynamic plant assemblages** in historic gardens as a form of ‘monument.’

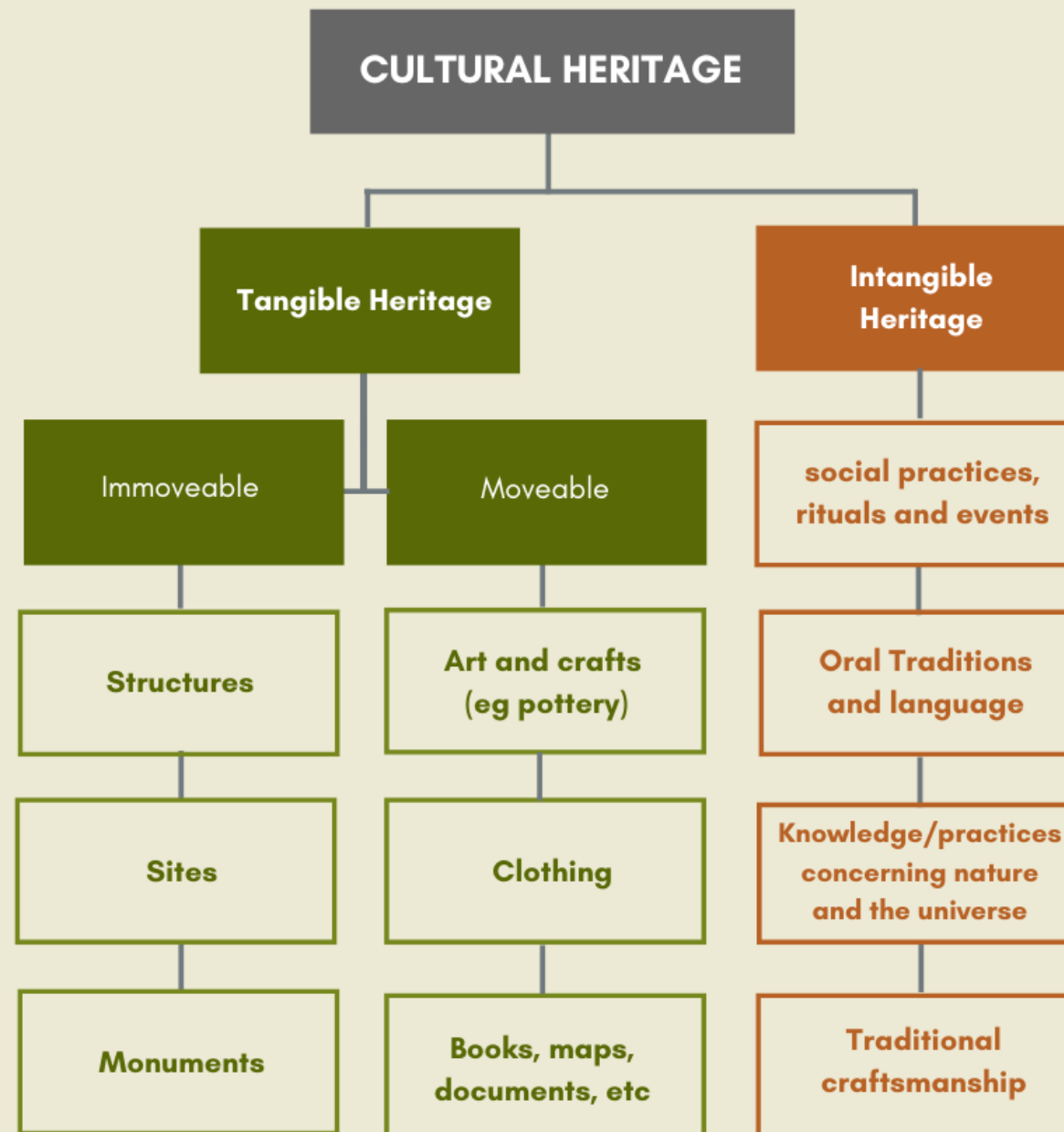
In **1992**, UNESCO World Heritage added ***Operational Guidelines*** to recognize cultural landscapes.

World Heritage Operational Guidelines

landscapes are cultural properties and represent the "combined works of nature and of man" designated in Article 1 of the *World Heritage Convention*.

They are illustrative of the **evolution of human society and settlement over time,**

- under the influence of the physical constraints and/or opportunities
- presented by their natural environment and of successive social, economic and cultural forces, both external and internal.



DEFINITIONS

“Intangible cultural heritage”

means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. (UNESCO 2003)

“Tangible cultural heritage”

although there is no "official" definition for tangible heritage in the World Heritage Convention (1972), the definition of "cultural heritage" in the convention enumerates three types: monuments, groups of buildings and sites. The definitions have expanded since that point to include both the tangible immoveable heritage first envisioned in the Convention, as well as tangible moveable cultural heritage.

UNESCO. 2003. Convention for the Safeguarding of the Intangible Cultural Heritage, #42671, Sec. 1, Art. 2.1. <https://ich.unesco.org/en/convention> (<https://perma.cc/Z539-4UDG>)

UNESCO. 1972. Convention concerning the Protection of the World Cultural and Natural Heritage,







Multi-site Assemblages vs. Connected Routes

Protection of Cultural Landscapes



**CAN MAKE THE ROUTE
MORE LEGIBLE**



**ENCOURAGE THE
TRAVELER TO MOVE
FROM ONE SITE TO THE
NEXT**



**MAKE CLEAR THE
CONNECTIVITY
BETWEEN SITES**



Why is Authenticity important?

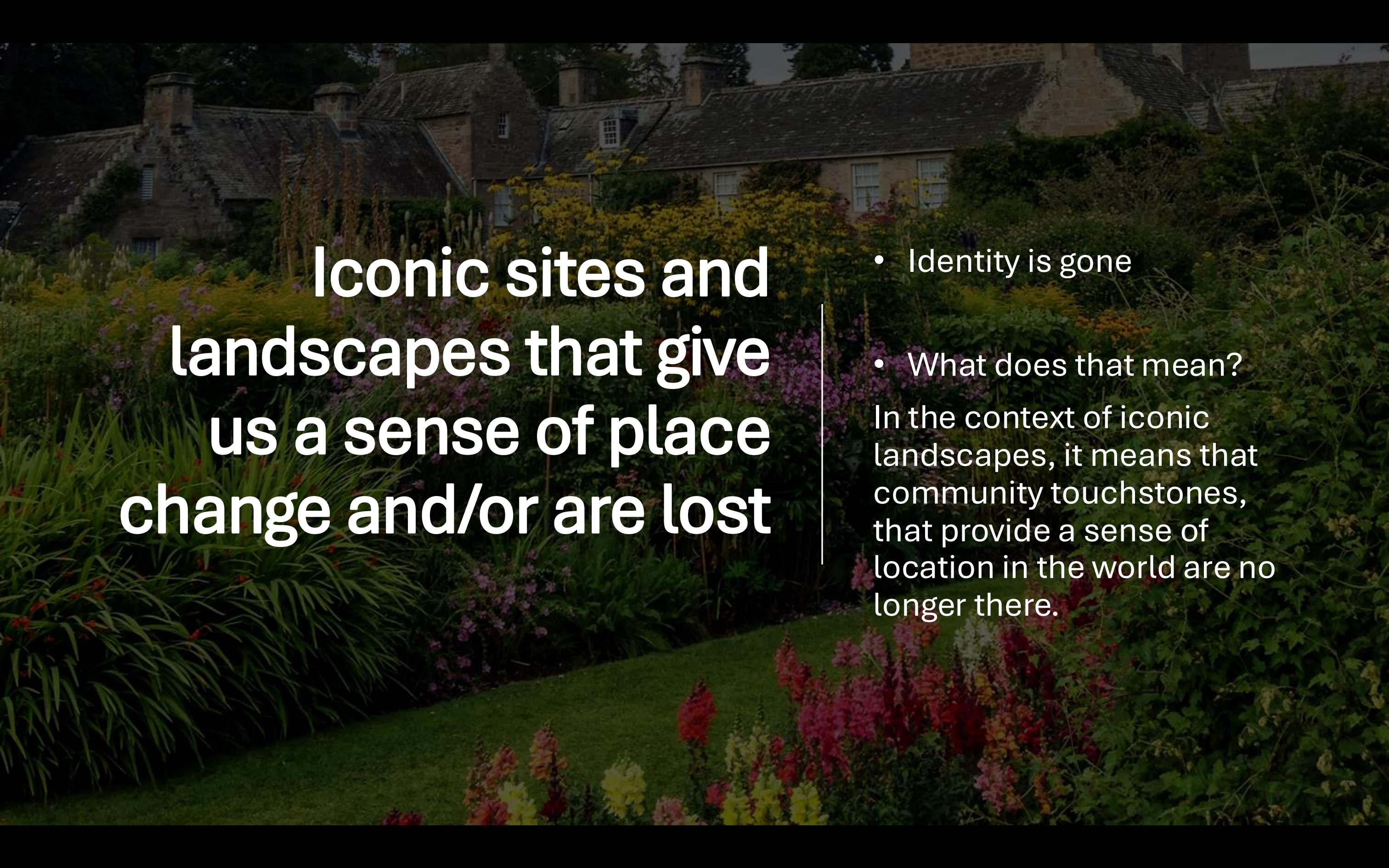


Why is Authenticity important

- Becomes performative without it
- Disney
- We cannot understand alternate ways of life
- Lose many sustainable products and ideas that are embodied in the landscape



How will climate change affect cultural routes?



Iconic sites and landscapes that give us a sense of place change and/or are lost

- Identity is gone

- What does that mean?

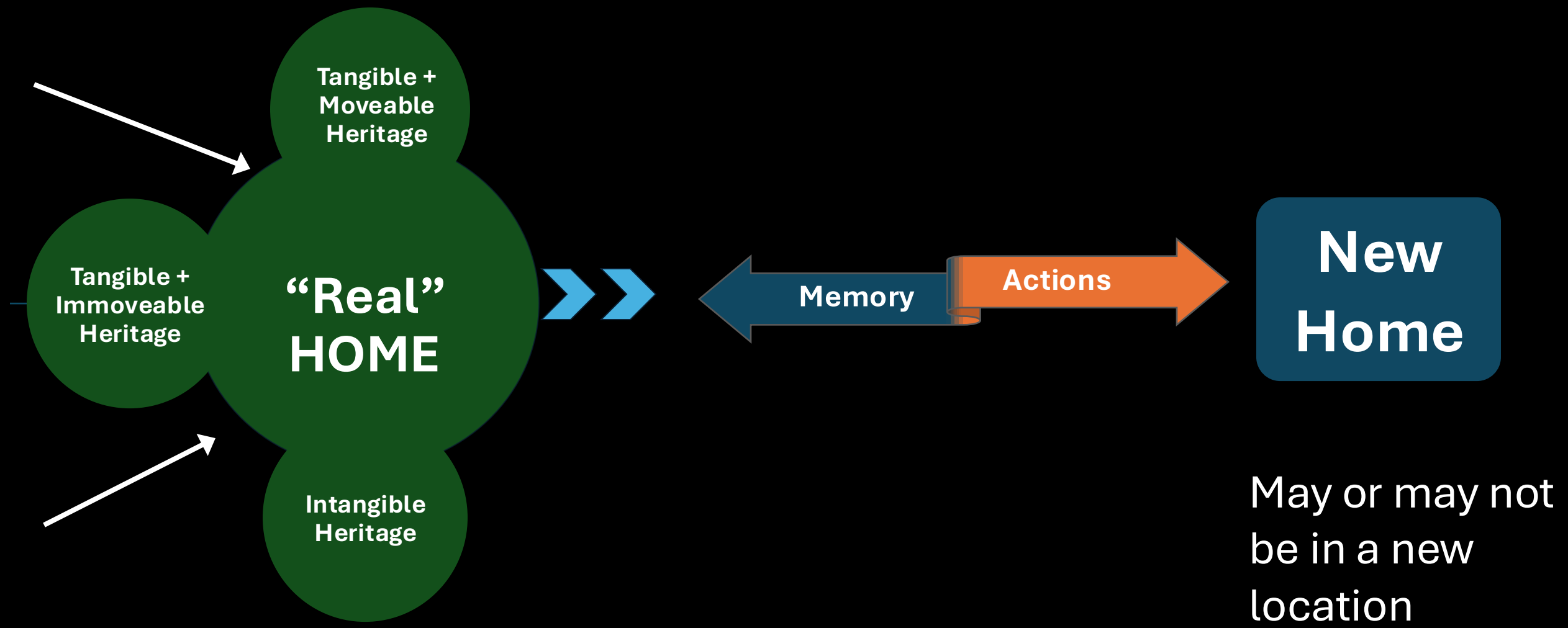
In the context of iconic landscapes, it means that community touchstones, that provide a sense of location in the world are no longer there.

Exile and Place Attachment

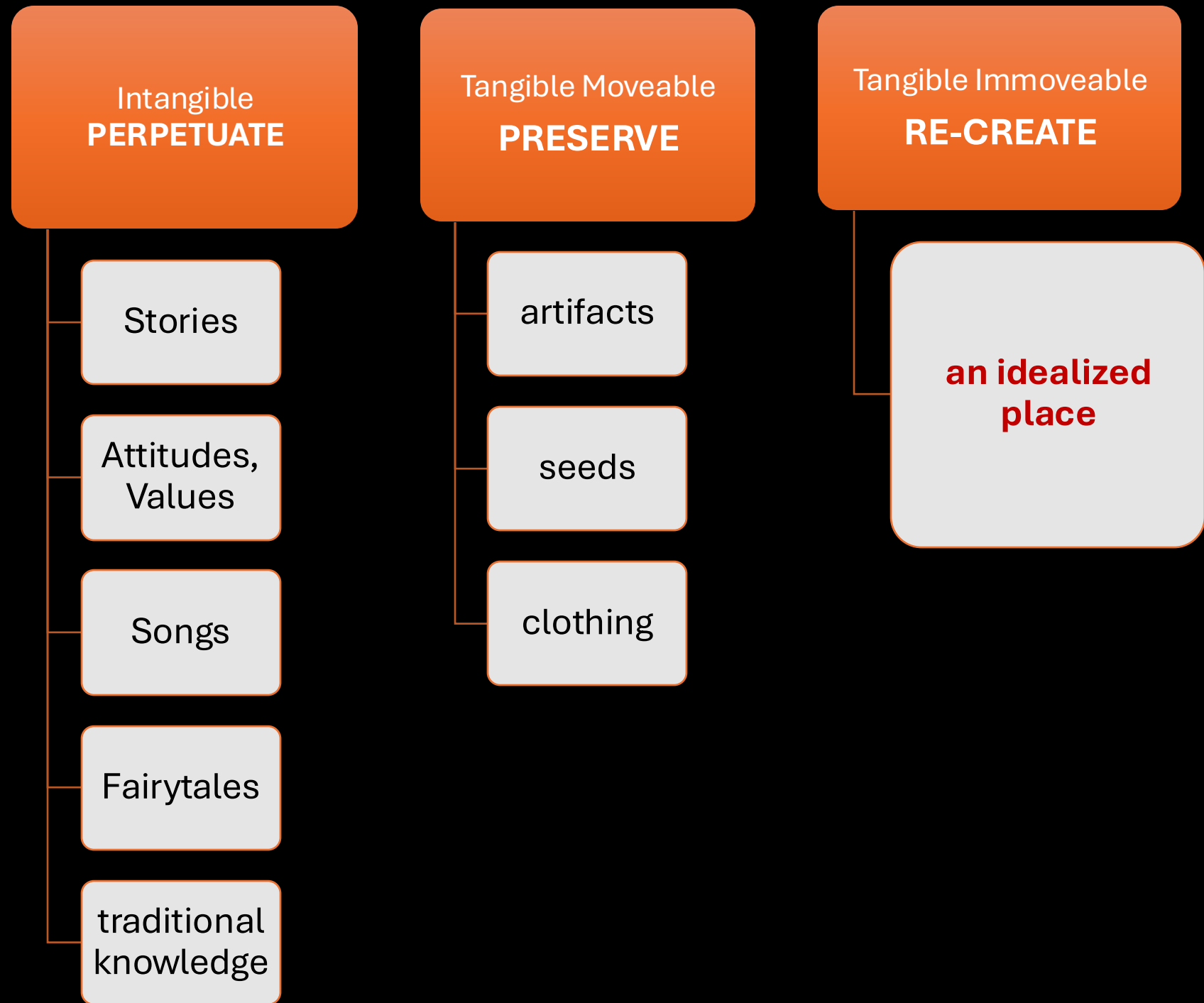
- Reduction of Resilience:
 - While strong emotional bonds to one's home are a positive force (security, safety, continuity, wellbeing)...
 - ... the physical separation from that place leads to trauma, and often a breakdown of social institutions

**How do we
understand home?**



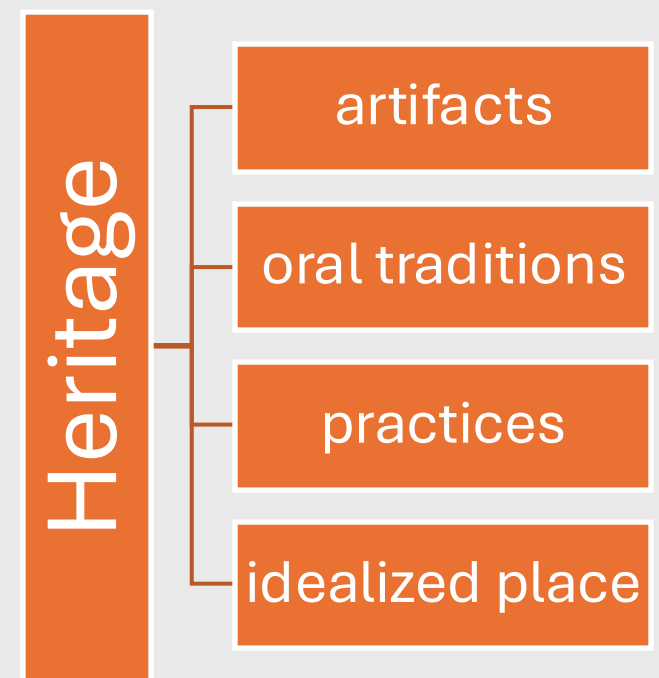


Recreating / Perpetuating Heritage





An idealized place



Summary of issues for the future

- Strengthen the understanding of cultural landscapes as living systems under change
- Maintain cultural landscapes as the matrix of life, the “library” of technological innovation and human adaptation

HIGH-LEVEL DIALOGUE:

Protecting Europe's landscapes and heritage in times of vulnerability: the need for transformative policies and practices in tourism



SPEAKER

Marta RODRIGUES,
Steering Committee for Culture, Heritage and Landscape, Council of Europe

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



PRESENTED BY

Ambassador Patrick ENGELBERG,
Chair of the EPA Statutory Committee, Council of Europe

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



PRESENTED BY

Ben DE VRIES,

International coordinator, Cultural Heritage Agency

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



*PRESENTED BY
(video message)*

Susan LAMMERS,
General Director, Cultural Heritage Agency

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



PRESENTED BY

Karen VINCENT,
Consul and Second Secretary, Embassy of Ireland in Türkiye

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



PRESENTED BY

Emer CONNOLLY,
Director of the National Monuments Service

CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN 2025



PRESENTED BY

Sergio ORTEGA MUÑOZ,
Chair of the EPA Governing Board

CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN 2025



AWARDED BY

Rui GOMES,

*Executive Secretary of the Enlarged Partial Agreement on
Cultural Routes, Director of the European Institute of
Cultural Routes*

CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN 2025



PRESENTED BY

Viola GAUDIANO,
Project Developer, Romea Strata

CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN 2025



PRESENTED BY

Yoan RUMEAU,
President, Pyrenean Freedom Routes



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

UNE HISTOIRE QUI INCARNE LES VALEURS EUROPÉENNES



55 000

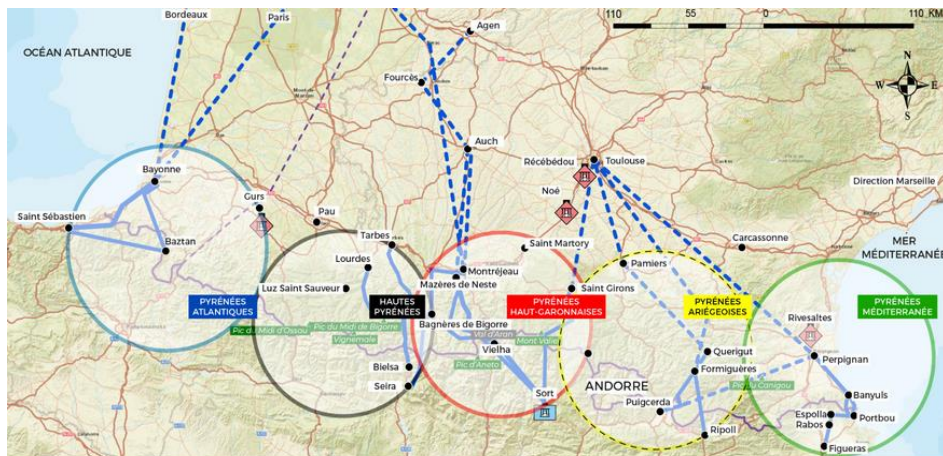
Évadés Réfugiés, Persécutés, Résistants 1940-1944



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UN PROJET DE COOPÉRATION TERRITORIALE ET INTERNATIONALE



Coopération territoriale

Collectivités locales : ANDORRE, FRANCE, ESPAGNE, PORTUGAL
Agences de tourisme
Associations mémorielles
Musées
Mémorial démocratique Catalogne
Services départementaux de l'Office national des anciens combattants et victimes de guerre
Collèges, lycées et universités
Comités départementaux de randonnée pédestre
Association des membres de la Légion d'honneur



Coopération internationale

Institutions politiques,
académiques
et culturelles

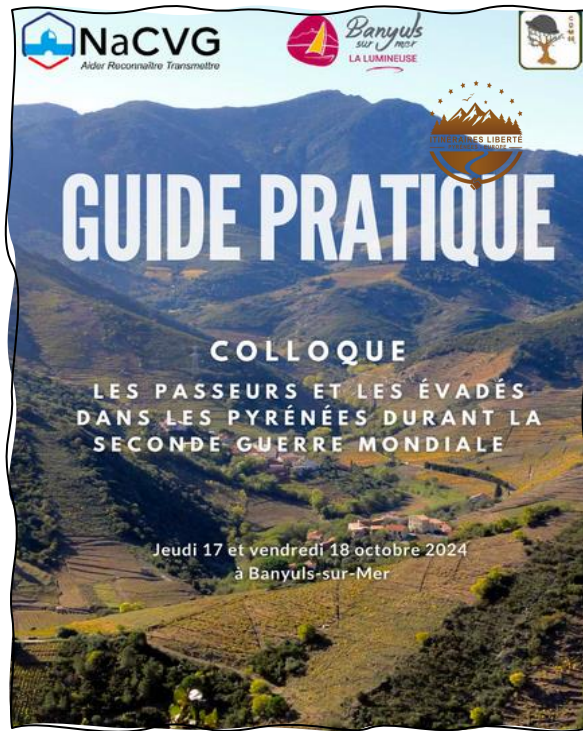




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UNE AMBITION SCIENTIFIQUE, ÉDUCATIVE & CULTURELLE

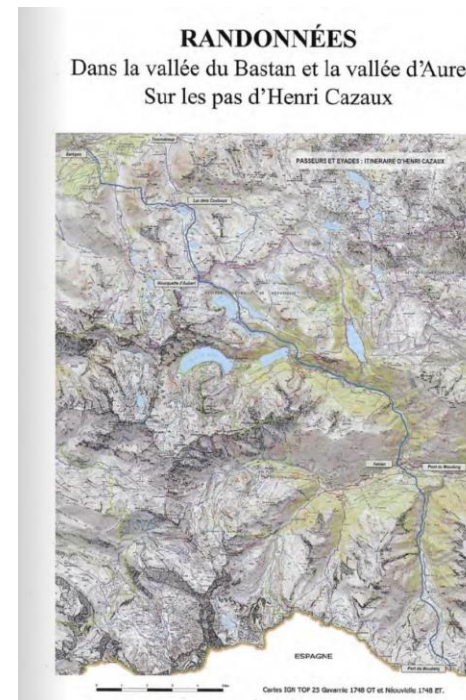


Colloque
international

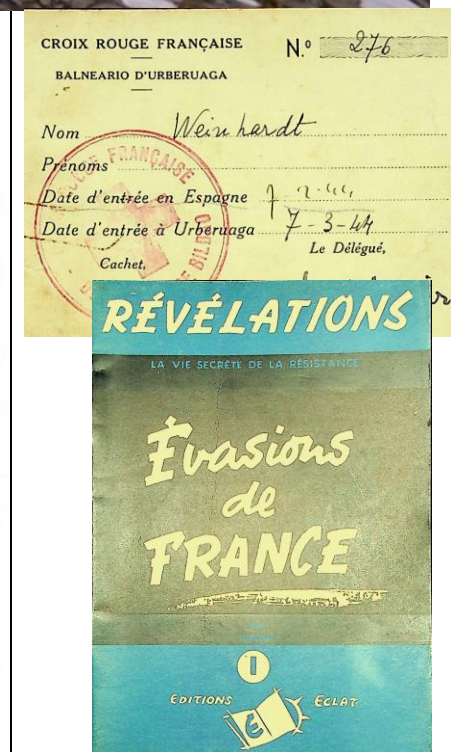
(Banyuls octobre 2024)



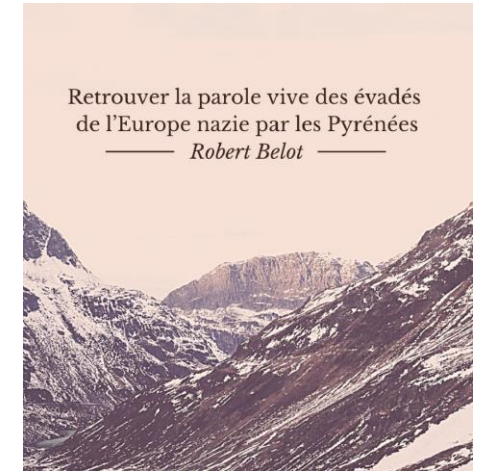
Des musées et
centres
d'interprétation



Centre de ressources
numériques



Une base de données
Documents, témoignages,
iconographie, vidéos



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UN TOURISME DE LA MÉMOIRE ET DE LA VIGILANCE



- | | |
|---|---|
| — Itinéraire Comète Bidassoa | — Itinéraire Abbé Ginoux |
| — Itinéraire Comète Baztan | — Itinéraire de «15 des évadés d'Eysses» |
| — Itinéraire Chuck Yeager | — Itinéraire de Kessel et Druon |
| — Itinéraire SOE Buckmaster | — Itinéraire de Douanier Parent |
| — Itinéraire Paul Mifsud | — Itinéraire de Jean Cazenave |
| — Itinéraire Leclerc | — Itinéraire de Henri Cazaux |
| — Itinéraire Jean Moulin | — Itinéraire de Benjamin Walter |



Chaîne des
Pyrénées

La peur et l'espoir

12 Itinéraires et
randonnées à la
rencontre de
l'histoire
européenne

Sentiers balisés
(durée, pente, difficultés...)
pour un voyage
immersif dans le
temps

Un guide international pour découvrir des
paysages et de patrimoines méconnus

CERTIFICATION CEREMONY OF NEW CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN 2025



PRESENTED BY

Raffaella ROSSI,
Director of the Saint Francis' Ways Association



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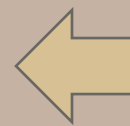
European Route of franciscan heritage: Saint Francis' Ways

ROUTE'S THEMES



1

UNIVERSITIES
«LEARNING BY KNOWLEDGE»



2

PHYSICAL ITINERARIES
«LEARNING BY TOURISM»



3

FRANCISCAN HERITAGE
«LEARNING BY DISCOVERY»

MAIN CONTENTS AND ISSUES



FRANCISCAN HERITAGE FOR EUROPE

- ❖ **E**nvironment: loving and safeguarding creation, (ecology - botany)
- ❖ **E**conomy: development of each man and of the whole man (economy - accounting etc.)
- ❖ **S**cience: development of humans and progress (mathematics - astronomy - geography - etc)
- ❖ **A**rts: building the society as a community (music - literature)

European Route of Franciscan Heritage: Saint Francis' Ways





14 COUNTRIES INVOLVED

Cyprus

Croatia

France

Hungary

Italy

Poland

Portugal

San Marino

Slovakia

Spain

Malta

Israel

Palestine

USA

35 MEMBERS

11 Universities

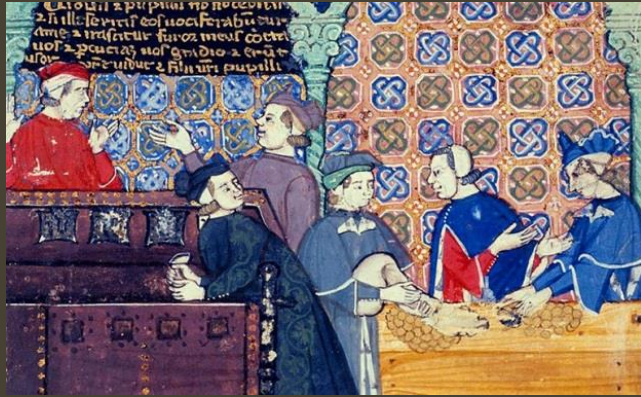
11 Public and private institutions

5 Associations

4 Convents or Religious institutions

2 Cultural institutions

2 Tour operators



NETWORK FUNCTIONING

INTERNATIONAL ASSOCIATION
BOARD: 7 PEOPLE REPRESENTATIVES OF 5 MEMBERS STATES
SCIENTIFIC COMMITTEE: REPRESENTATIVES FROM 10 COUNTRIES

WELCOMING RECEPTION

Güray Museum

20:00 – 22:00