

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



CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14th ADVISORY FORUM



PRESENTED BY

Charlotte BATES,
TRT World

INTRODUCTION TO THE 14th CULTURAL ROUTES ADVISORY FORUM

PRESENTED BY



Rui GOMES,

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

MEETMAPS DOWNLOAD QR CODE



After downloading, you can connect with the email-address used in
the registration form.

You can ask for a password recovery to obtain your credentials.

TÜRKİYE'S JOURNEY IN THE ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

PRESENTED BY



Fatma Sezin DOĞRUER,
*Culture and Tourism Expert, General Directorate of
Cultural Assets and Museums, Ministry of Culture and
Tourism, Türkiye*

TÜRKİYE'S JOURNEY IN THE ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

PRESENTED BY



Meltem ÖNHON,

*Expert General Directorate of Promotion, Ministry of
Culture and Tourism, Türkiye*

GENERAL SESSION 1

Balancing Tourism and Heritage - Conservation in Europe's Cultural Landscapes: Collaborative Pathways through Cultural Routes of the Council of Europe



MODERATOR

Lucienne THYS-ŞENOCAK

*Professor, Archaeology and History of Art Department,
Koç University, Istanbul, Türkiye*

GENERAL SESSION 1

Balancing Tourism and Heritage -
Conservation in Europe's Cultural Landscapes:
Collaborative Pathways through Cultural Routes
of the Council of Europe

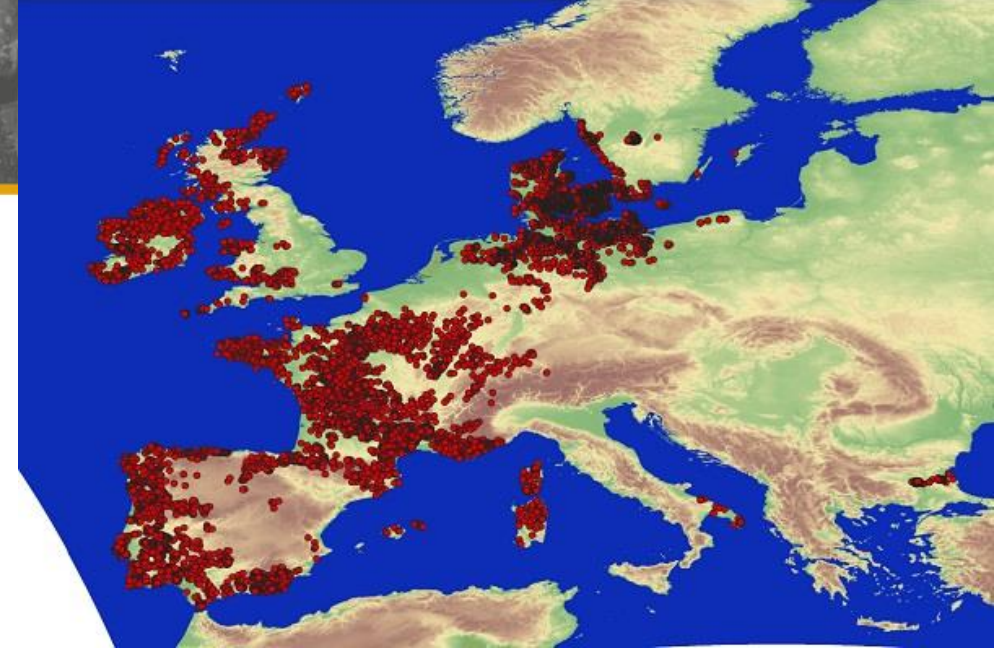


SPEAKER

Ursula WARNKE,
Manager, European Route of Megalithic Culture



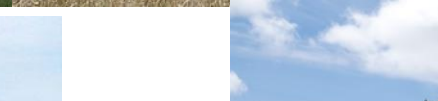
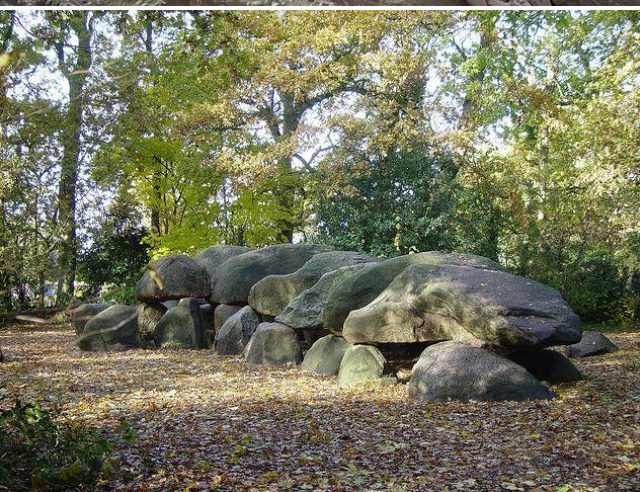
Megalithic Routes one of the Cultural Routes of Europe



General session 1 - Balancing Tourism and Heritage Conservation in Europe's Cultural Landscapes: Collaborative Pathways through Cultural Routes of the Council of Europe



Ursula Warnke, Managing Director Megalithic Routes





Dolmen of Antequera, Spain





Example for Slow Tourism: Cycling Route in Northern Germany



Das Fahrrad-Leitsystem

Zielwegweiser:

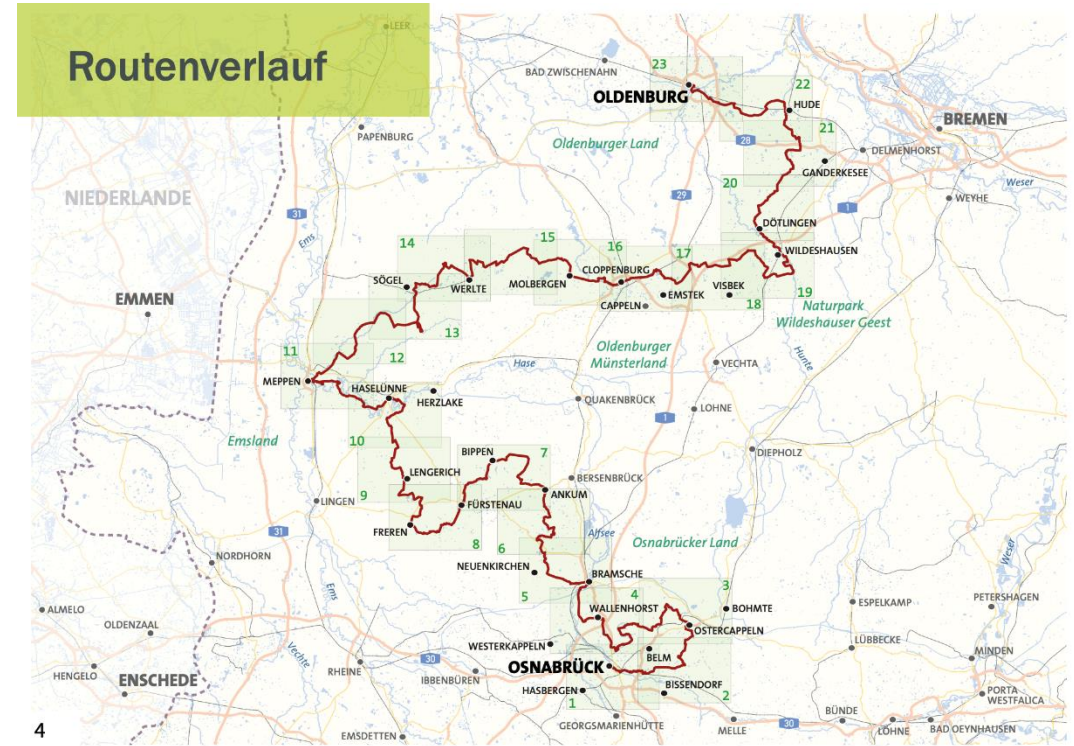


Die schmalen Zielwegweiser an Knotenpunkten - also dort, wo sich mehrere Radrouten kreuzen - geben nicht nur die Richtung vor, sie zeigen außerdem die Entfernung bis zum nächsten Ort. Auch auf Tourist-Informationen und Bahnhöfen weisen die Schilder hin. Auf etwa Handteller großen Einschubschildern an den Zielwegweisern finden Sie jeweils das prägnante Logo Ihrer Themenroute. Steht unterwegs kein Richtungswechsel an, dann bestätigen wir mit Zwischenwegweisern, dass Sie auf dem richtigen Weg sind. Dank der komfortablen Ausschilderung können Sie auch die Radroute der Megalithkultur in beide Richtungen befahren.

Zwischenwegweiser:



Routensignet:



Göbekli Tepe in the museum Urfa and original site



Museum Aosta, Italien original place



GENERAL SESSION 1

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SPEAKER

Benedetta DIAMANTI,
Director, European Route of Ceramics



MED-Routes

Interreg
Euro-MED



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the European Union

MED-ROUTES: ENHANCING MED SUSTAINABLE CULTURAL TOURISM THROUGH THE CREATION OF ECO-ITINERARIES INSIDE EUROPEAN CULTURAL ROUTES

14th Annual Advisory Forum on the Cultural Routes of the Council of Europe
Cappadocia (Türkiye), 23 October 2025

Benedetta Diamanti, Director of the European Route of Ceramics



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





MED-Routes

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MED-ROUTES

A European project to pioneer a sustainable tourism model focused on the shared heritage of four Cultural Routes of the Council of Europe



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



SUSTAINABLE Tourism

2,7

Trillions of dollars in global market
value”

14%

Annual growth until 2034

Source: PWC Travel Outlook 2024

SUSTAINABLE TOURISM

83%

believe that traveling sustainably is important

67%

feel inspired to live more sustainably after seeing it in action while traveling

57%

plan to reduce energy use on future trips

54%

plan to use more sustainable transport when traveling

43%

feel guilty when making less sustainable choices

Source: **Sustainable Travel Report 2024 - Booking.com**



MED-Routes

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European
Route of
CERAMICS

Cultural route
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MED-Routes

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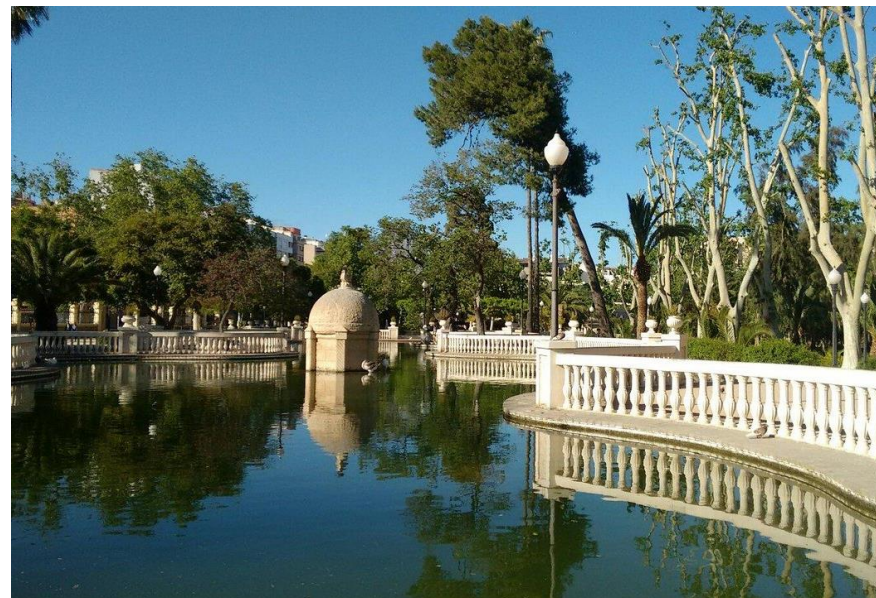


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MED-ROUTES

- promotes local areas outside the most popular destination
- fosters **inter-CR collaboration** to boost visibility and impact



European
Route of
CERAMICS

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



STARTING POINT: 3 PILLAR



SUSTAINABLE AND RESPONSIBLE TOURISM

Tourism based on conscious choices that reduce negative impacts and generate environmental, social, and economic benefits for local communities.

CIRCULAR ECONOMY

The circular economy applied to tourism aims to reduce waste and optimize resource use, ensuring the sustainability of the entire tourism system.



REGENERATIVE APPROACH

From strategies to repair damage to strategies that create positive impact.



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MED-Routes

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WE CREATED 8 ECO- ITINERARIES



within small portions of territory



bringing together heritage elements from
different Cultural Routes



with strong attention to environmental
sustainability



co-creation process with the local
communities

A historical map of the Mediterranean region, showing the sea and surrounding landmasses. The map is aged and has a yellowish-brown tone. The text 'PONTUS EUXINUS' is visible in the upper right, and 'NEAN SEA' is visible in the lower center. The text 'MED-ROUTES: A SHARED PROJECT AMONG COE'S CULTURAL ROUTES' is overlaid in large, bold, white letters on the left side of the map.

**MED-ROUTES: A SHARED
PROJECT AMONG COE'S
CULTURAL ROUTES**

**that have historically intersected
across the Mediterranean**

A REPLICABLE MODEL



MED-Routes

Interreg
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the European Union

- MED-Routes is a **pilot project** - designed to be replicated
 - Other Cultural Routes together can adopt the model:
 - Build eco-itineraries in a specific territory
 - Promote shared destinations
 - Cooperation among Cultural Routes
- increase of tourism offer beyond popular destinations

European
Route of
CERAMICS

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



THE “GREEN LABEL”

- A label that certifies:
 - Sustainability standards of the eco-itinerary’s operators
 - Responsible tourism practices
- Benefits:
 - Promotes the itineraries
 - Encourages stakeholders to join
 - Ensures **project continuity beyond funding**



SUMMARY

- MED-Routes is a scalable and effective model
- It focuses on eco-itineraries, community co-creation, and cross-Route cooperation
- It represents a real opportunity for a new touristic development and promotion of small European destinations at the crossroad of Cultural Routes

Let's work together to build more meaningful, sustainable tourism!



MED-Routes

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...let's watch the trailer of one of the
MED-Routes eco-itineraries and thank you!

Benedetta Diamanti, Director of the European Route of Ceramics



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GENERAL SESSION 1

Balancing Tourism and Heritage -
Conservation in Europe's Cultural Landscapes:
Collaborative Pathways through Cultural Routes
of the Council of Europe



SPEAKER

Maria Giusi LUPRANO,
Ministry of Culture, Italy

GENERAL SESSION 1

Balancing Tourism and Heritage -
Conservation in Europe's Cultural Landscapes:
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of the Council of Europe



SPEAKER

Hasan Ali KARASAR,
Rector, Cappadocia University, Türkiye

GENERAL SESSION 1

Balancing Tourism and Heritage -
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SPEAKER

Jacopo BORDIGNON,
*Senior Project Specialist, Regional Department for Europe,
UN Tourism*



UN Tourism

A scenic photograph of a landscape at sunrise. The sky is a warm orange and yellow, with the sun low on the horizon. Numerous hot air balloons of various colors are floating in the sky. In the foreground, there are rocky, conical hills and a small village with traditional buildings.

Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA): 14th Advisory Forum

Mr. Jacopo Bordignon

Senior Project Specialist

UN Tourism International Development & Cooperation Department

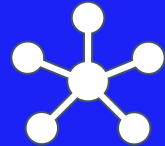
UN Tourism

The United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism



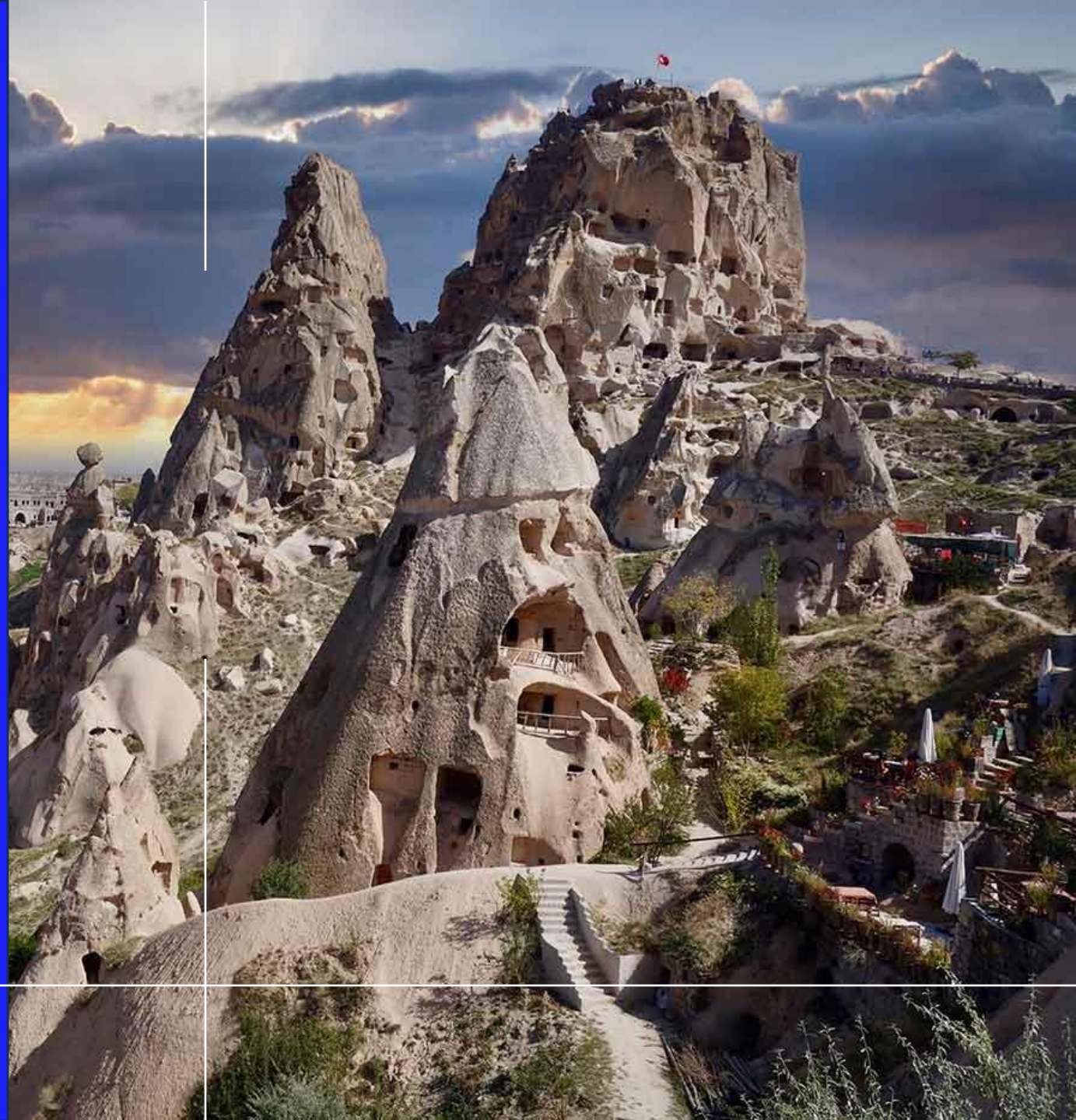
Specialized agency of the United Nations

159 member states
6 associate members
2 observers
500+ affiliate members



Tourism as a driver of economic growth, inclusive development and environmental sustainability

Offering leadership and support to the tourism sector in advancing knowledge and tourism policies worldwide



Technical Cooperation



Mission

High quality, diverse field projects and commitment to Member States



Vision

- Nurturing Sustainable Livelihoods
- Catalyzing Employment Opportunities
- Mobilizing Local Communities
- Advancing Public-Private Partnerships



Socio-Cultural



Inclusive Development

Environment



Environmental Sustainability

Economy



Driver of Economic Growth



UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

EPA Meeting

Greece

Covid-19 Tourism Relief Measures

Thassos Island (ongoing)

- Marketing Assessment in-light of Covid-19 impact
- Residents Study:
 1. Impact of tourism development
 2. Residents' assessment of tourism development and promotion



Moldova

- UN Tourism review and monitoring mission, and delivery of pilot skills training and train-the-trainers programme on gender equality
- 10 skills training completed to date benefitting 250 female tourism entrepreneurs.
- 4 online courses on gender equality completed to date benefitting 60 female participants working within the tourism sector.



New area of
cooperation



UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION

EPA Meeting

Heat Resilience

Making sure tourism adapts to new challenges

Novel approach that assesses how extreme weather conditions can impact tourism development:



- Forecasting: assessment of different weather scenarios



- Impact analysis: infrastructure, local population, visitors, etc.



- Recommendations: tourism development and heat resilience, and climate change

Areas of cooperation

Structure and key areas



Policy Development and Master Planning

Capacity-building and Institutional Strengthening

Tourism Recovery and Crisis Communication

Tourism statistics and Quality Standards

Marketing, Branding and Promotion

Product Development and Diversification

Silk Road Tourism Development

Continuous collaboration

 **European Union**

- * Participation in:
 - UN Brussels inter-agency Taskforce Team on youth
 - European Green Deal
 - Expert group "Together for EU Tourism"
- * Upcoming joint study on Tourism and Rural Development

 **Food and Agriculture Organization of the United Nations**

- * UN-to-UN transfer agreement for developing a **guidebook on tourism** in FAO's Globally Important **Agricultural Heritage Systems** (GIAHS) sites

Projects in Europe:

- Croatia
- Georgia
- Montenegro
- Türkiye
- Tajikistan
- Kazakhstan and the Kyrgyz Republic
- **Uzbekistan**

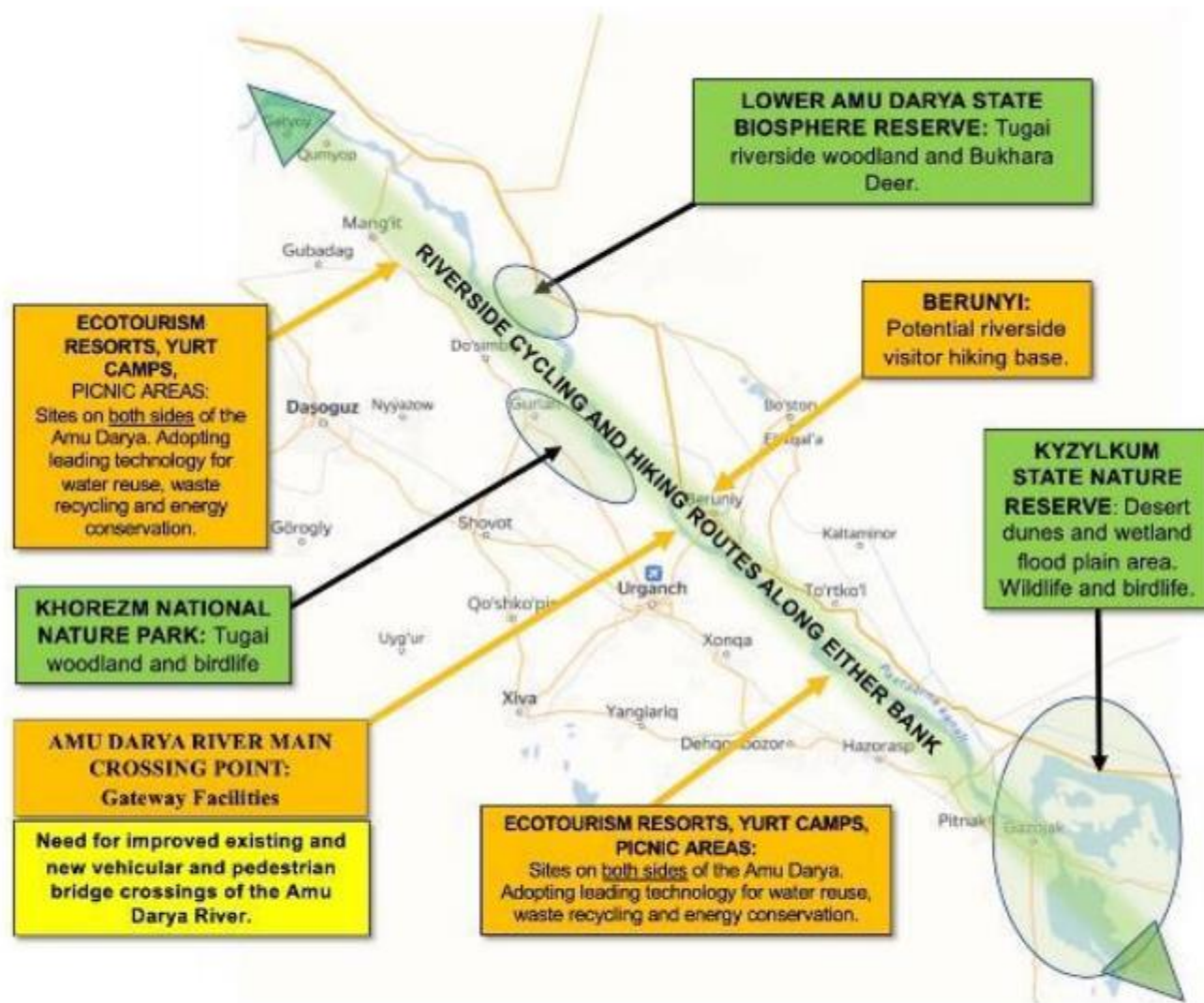


Figure 3.7: Amu Darya River Corridor
 Source: UNWTO Project Team.

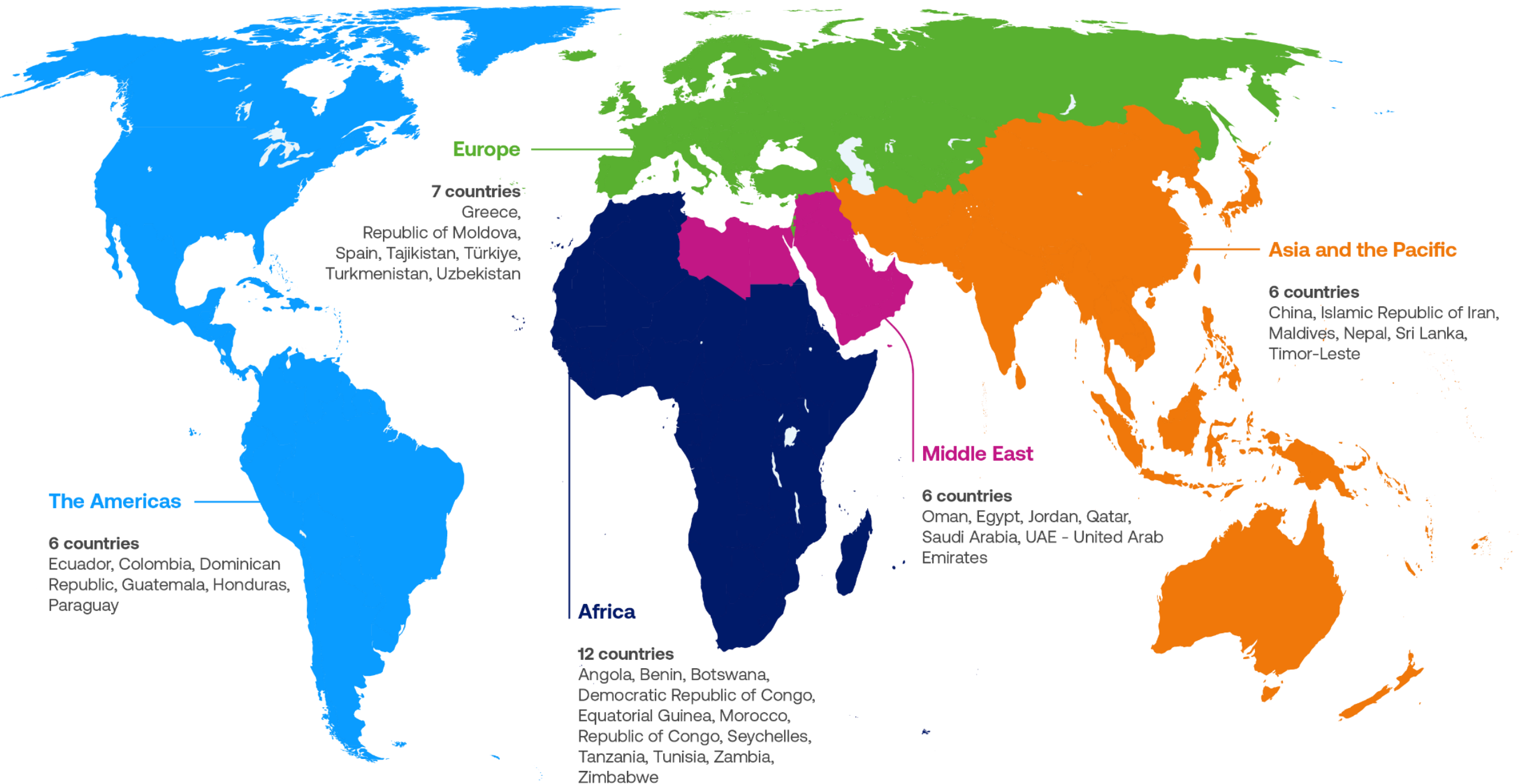
Thank you!

Mr. Jacopo Bordignon – UN Tourism International Development & Cooperation Department

jbordignon@untourism.int



UN Tourism



The Americas

6 countries
Ecuador, Colombia, Dominican Republic, Guatemala, Honduras, Paraguay

Europe

7 countries
Greece, Republic of Moldova, Spain, Tajikistan, Türkiye, Turkmenistan, Uzbekistan

Africa

12 countries
Angola, Benin, Botswana, Democratic Republic of Congo, Equatorial Guinea, Morocco, Republic of Congo, Seychelles, Tanzania, Tunisia, Zambia, Zimbabwe

Middle East

6 countries
Oman, Egypt, Jordan, Qatar, Saudi Arabia, UAE - United Arab Emirates

Asia and the Pacific

6 countries
China, Islamic Republic of Iran, Maldives, Nepal, Sri Lanka, Timor-Leste

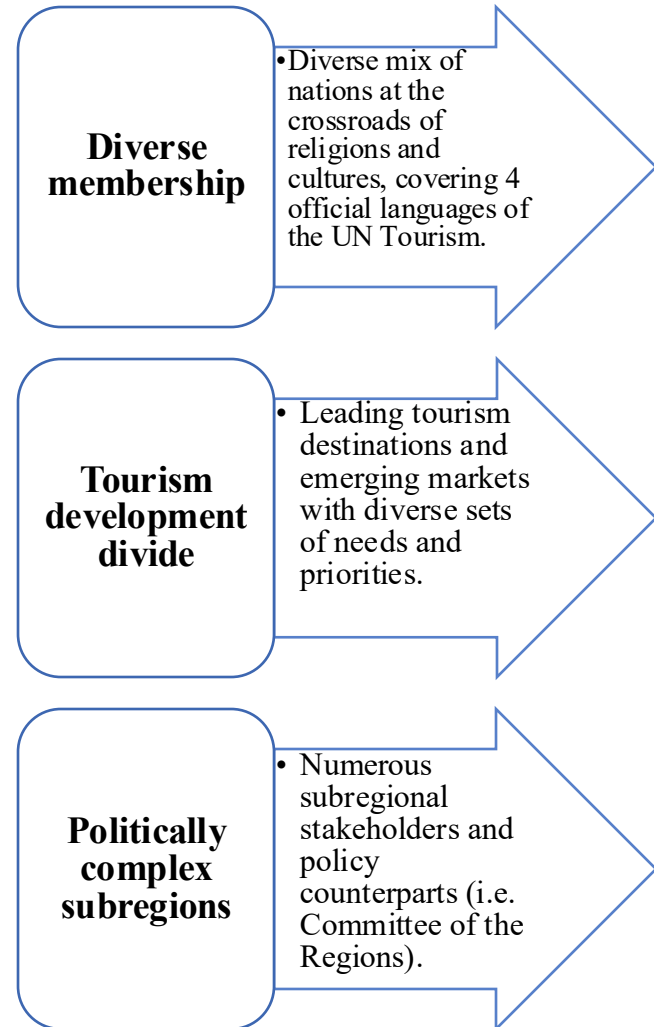
Focus on Europe

The biggest and most diverse region in UN Tourism:

- **41 Member States**
- **2 Associate Members**
- **1 Permanent Observer**

Vision

“to serve the Member States in the Region to achieve **the highest standards of performance** in tourism policy and tourism governance “



GENERAL SESSION 1

Balancing Tourism and Heritage -
Conservation in Europe's Cultural Landscapes:
Collaborative Pathways through Cultural Routes
of the Council of Europe



SPEAKER

Anni ALHO,
Senior advisor, Finnish Heritage Agency

Cultural Routes for Heritage Cooperation and Capacity Building

14th Annual Advisory Forum on the Cultural Routes of the Council of Europe

Cappadocia, Türkiye

Anni Alho, Senior Advisor, Finnish Heritage Agency



Project: Cultural Routes for Heritage Cooperation and Capacity Building

- The project is run by the Baltic-Nordic Cultural Routes Working Group
- Members from Norway, Sweden, Finland, Estonia, Latvia, and Lithuania.
- The starting point: to support better use of the Cultural Routes of the Council of Europe program in the region.

Objectives of the project

1. Support networking of Cultural Routes of the Council of Europe in Norway, Sweden, Finland and in the Baltic countries.
2. Improve the capacity of route networks in the region to promote and sustainably use cultural heritage, as well as to support the maintenance and development of route networks.

Photo: Tomi Glad, Alvar Aalto's Teraced House, Eura

**NORDISK
KULTURFOND**

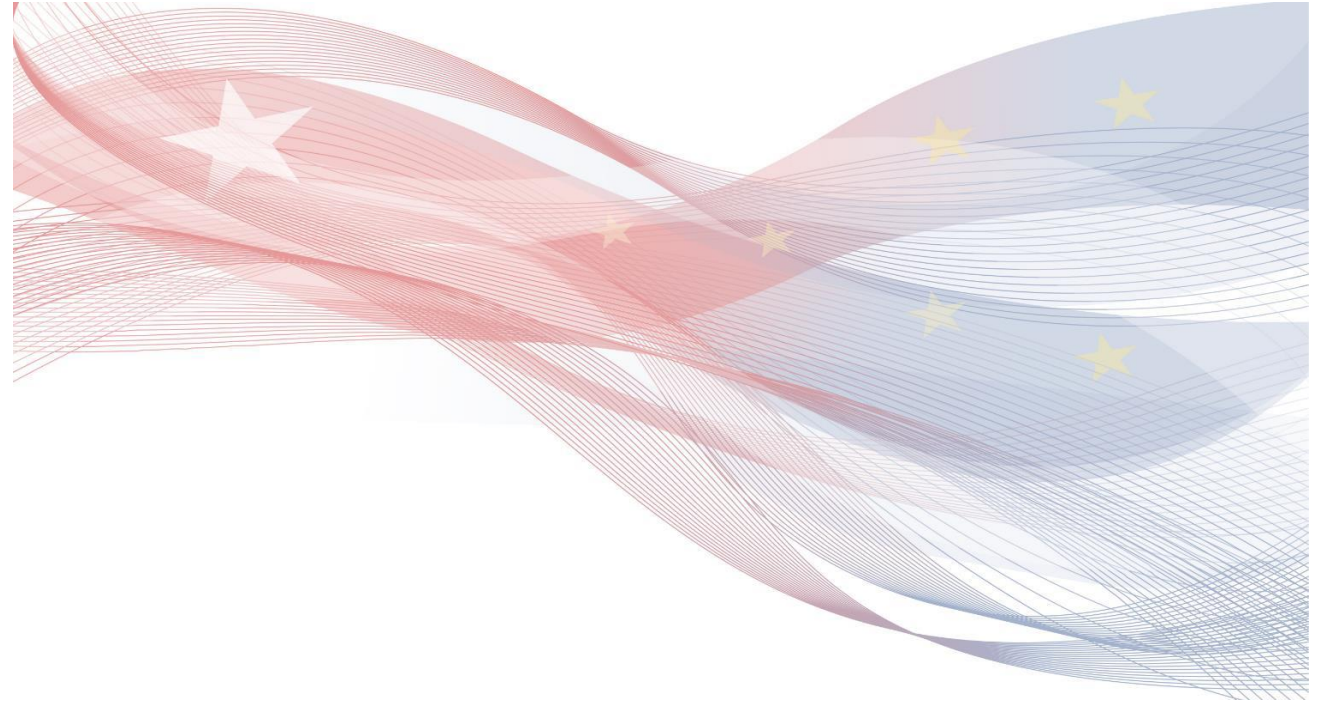


The Measures in the Project

1. Networking efforts: a Baltic-Nordic Cultural Routes meeting
2. Communication efforts: producing material to promote a common and coherent message about Cultural Routes in the region
3. Capacity building efforts: A guidebook and a structure for a workshop on how to build and maintain a sustainable Cultural Route.

BREAK

10:45 – 11:15



THEMATIC SESSION 1

Innovative and Inclusive Heritage Interpretation:
Enhancing Public Awareness and Visitor
Experience along Cultural Routes and in
Cultural Landscapes



MODERATOR

Mike ROBINSON

*Professor of Cultural Heritage, Nottingham Trent University,
United Kingdom*

Cultural Routes
of the Council of Europe
Itinéraires culturels
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Communicating the Meanings of the Cultural Routes of the Council of Europe

Initial Observations

Within a diverse, trans-national cultural route there is lot to communicate!

Not everyone is an expert!

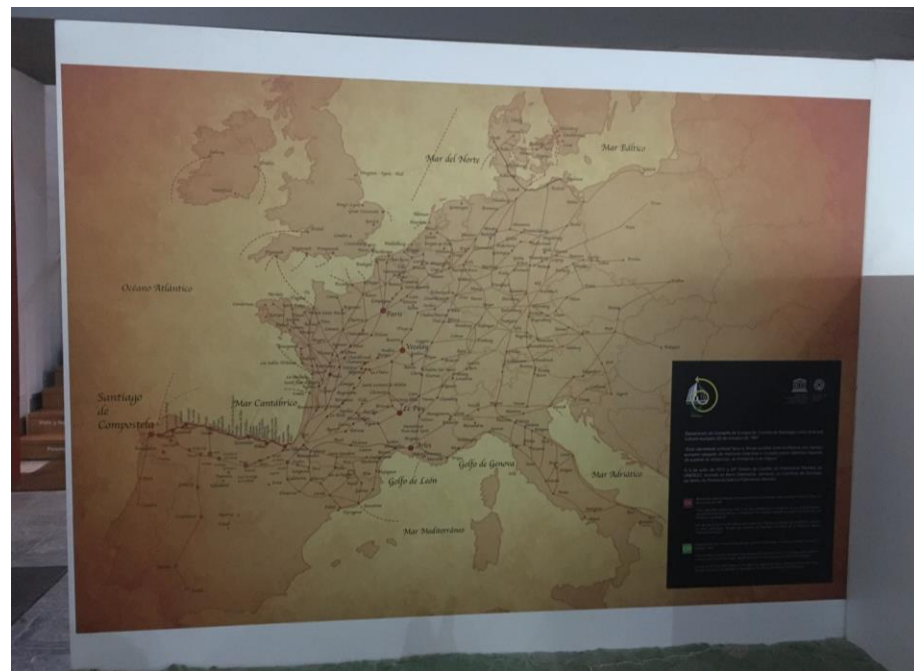
Cross-cultural communication is critical

Coherence is important – brand, identity and quality

Persistent Issues

- ‘dense’, content focused, overly descriptive
- Academic authorship (objective, detached) – lacking emotion!
- Over-technical
- Overly historic
- Context largely absent







WHY – AS WELL AS WHAT!

- **Why** and how are these places / sites connected – physically and/or thematically?
- **Why** are they part of a **trans-national** cultural route?
- **Why** are they significant – accredited through the Council of Europe?

Think

AUDIENCE!

THEMATIC SESSION 1

Innovative and Inclusive Heritage Interpretation:
Enhancing Public Awareness and Visitor
Experience along Cultural Routes and in
Cultural Landscapes



SPEAKER

Helena VIČIČ,

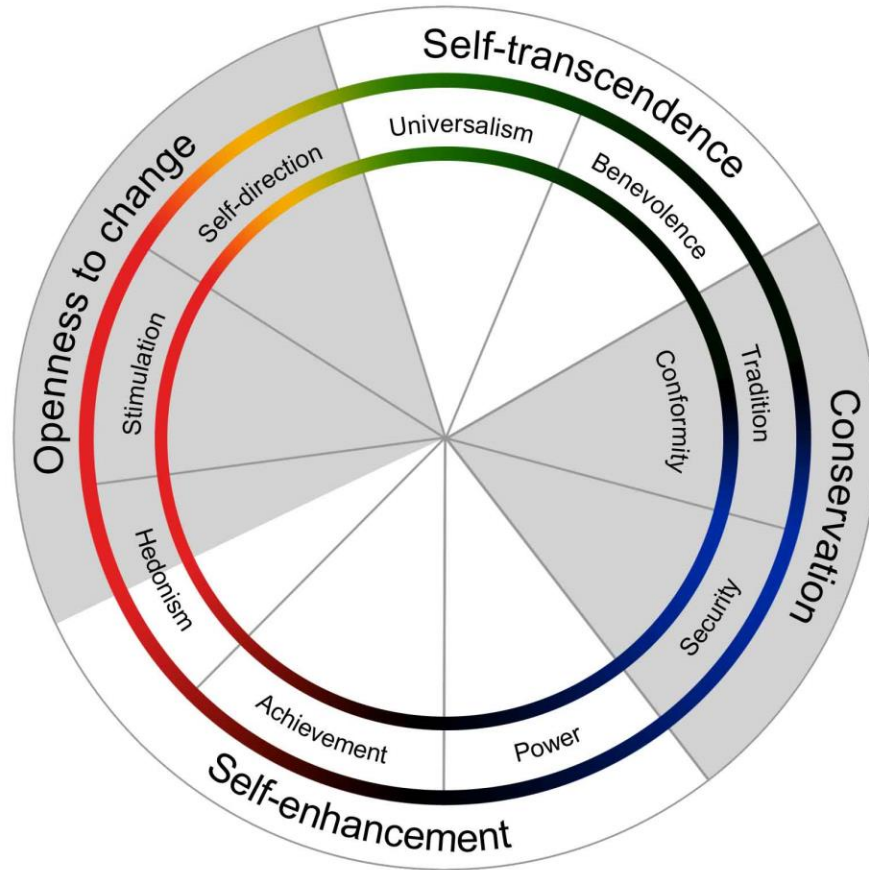
*Managing Director, European Association for Heritage
Interpretation*

Innovative and inclusive heritage interpretation



interpret europe

European founding values in focus



Based on:
Schwartz, S. H. (1992) 'Universals in the content and structure of values: theory and empirical tests in 20 countries'. In Advances in Experimental Social Psychology (Vol. 25). ed. by Zanna, M. New York: Academic Press: 1-65



interpret europe

Engaging citizens



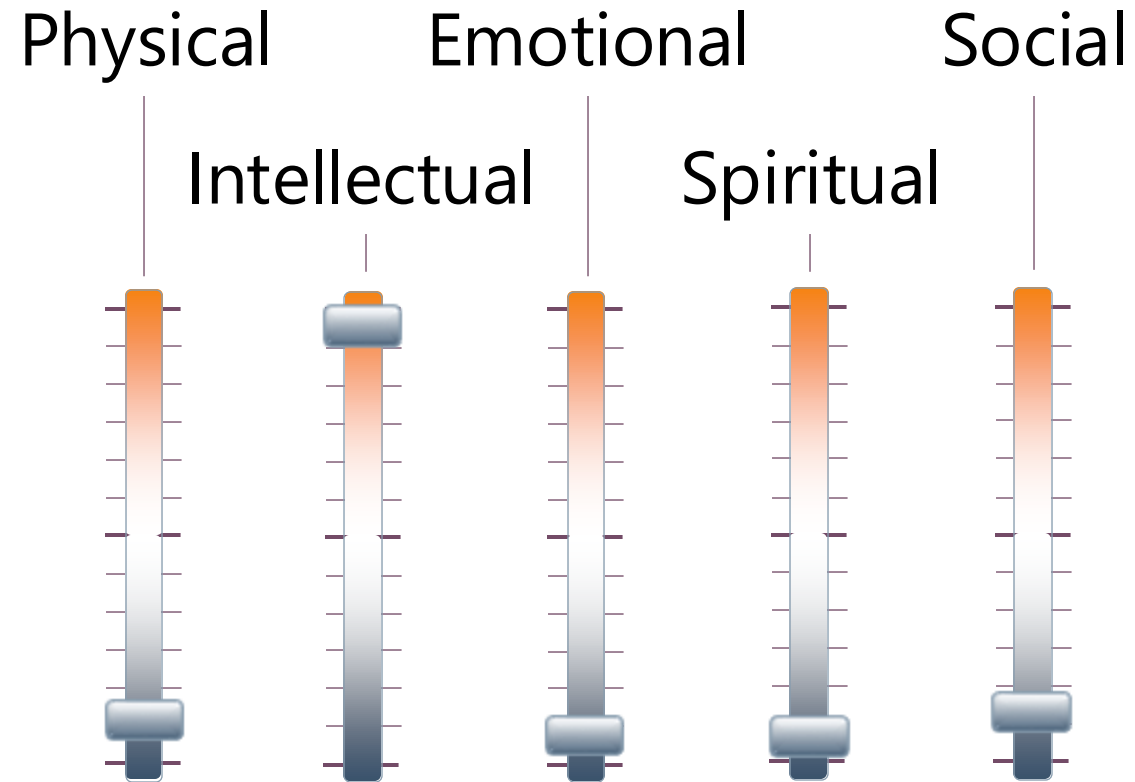
Interpret Europe (2017)
Engaging citizens with Europe's cultural heritage.
Witzenhausen: Interpret Europe



**Altiero Spinelli Prize
2017**



PROVIDING WHOLE INTERPRETIVE EXPERIENCES





Share your story, find your meaning

**Interpretation begins within yourself and grows with shared experiences.
Shape its future with us**

Change Perspective. Interpret Europe



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interpret europe



interpret europe
European Association for Heritage Interpretation



SCIAENA
Oceano • Conservação • Sensibilização



interpret europe conference 2026

Re-interpreting heritage in the light of Faro

16-19 April 2026 in Faro, Portugal

#iecon26



interpret europe

Cultural Routes Advisory Forum: 22-24 October, Cappadocia

www.interpret-europe.net

Thank you

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interpret europe

THEMATIC SESSION 1

Innovative and Inclusive Heritage Interpretation:
Enhancing Public Awareness and Visitor
Experience along Cultural Routes and in
Cultural Landscapes



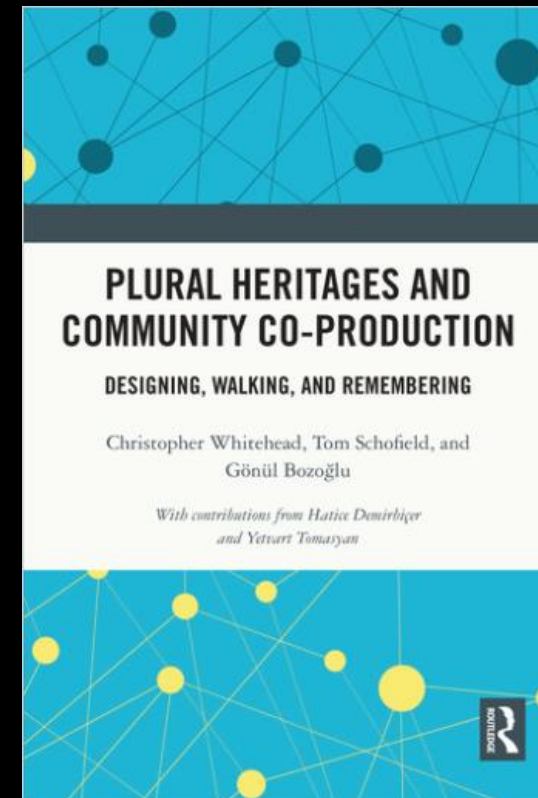
SPEAKER

Christopher WHITEHEAD,
*Professor of Museology, Newcastle University, United
Kingdom*

A Plural Heritages approach to European Cultural Routes

Prof Chris Whitehead, Newcastle University

chris.whitehead@ncl.ac.uk



What counts as 'heritage' and who says? (Key problems)

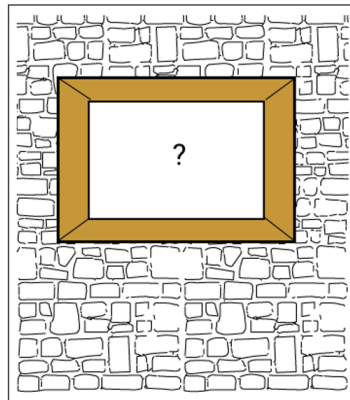
- Who decides what heritage is and how it can be defined is always connected to power dynamics
- Heritage is about valuing the past in the present: but whose idea of the past?
- What 'pasts' are left out of official heritage?
- How can we capture the 'plural heritages' of single places?





Window in the wall to the past

For this probe, participants are asked to imagine a window in the wall that allows them to see into the past. They are then asked to write and/or draw what they would see on the other side. The participants could either choose where to put the window or be given a location. If they are allowed to choose the location they might be biased in putting it in a location that would be pleasant to them; although this is interesting, it would also be good to find out what they would draw / describe in locations that were not pleasant.



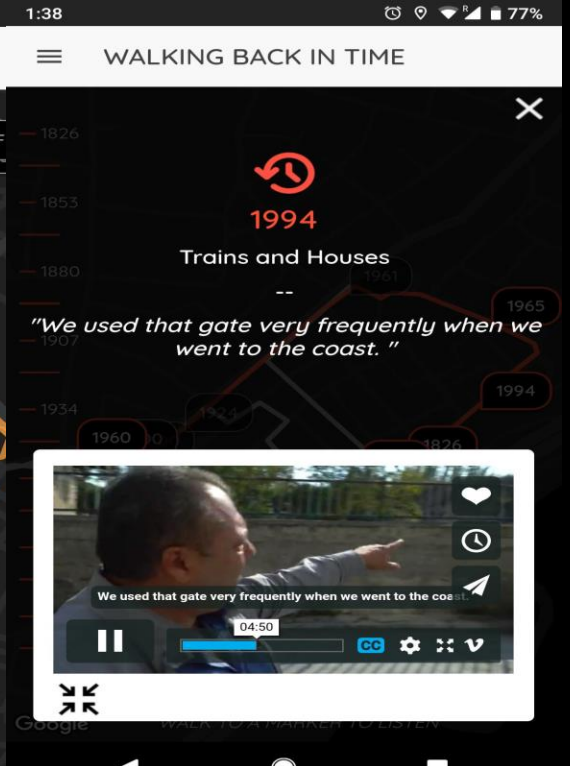
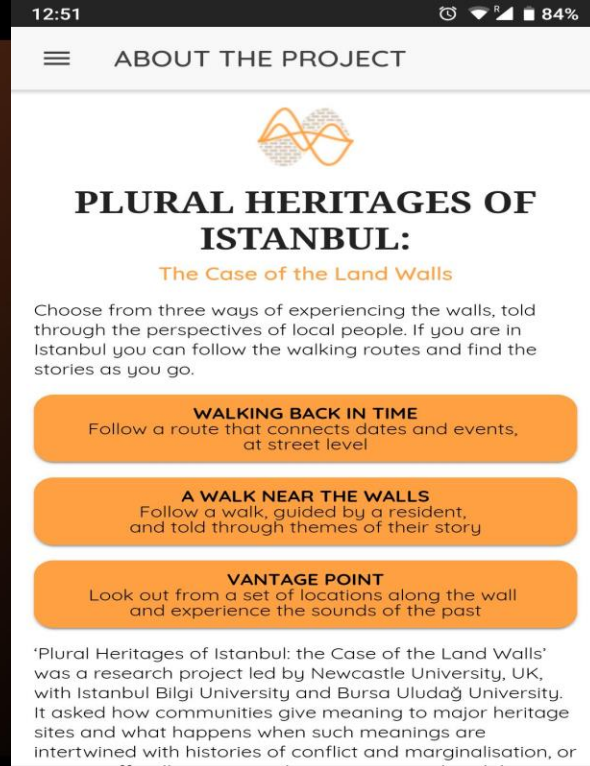
AIMS: To learn how divisive the participants find the wall. To probe how the other side of the wall is seen.

PROBE TEXT:

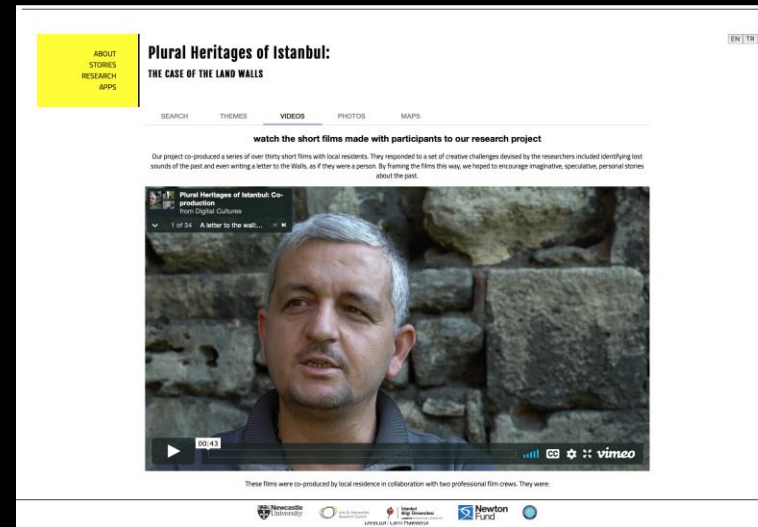
“Imagine you can make a window in the wall that allows you to see the past. Where would you put it? When would you like to look back to? What might you see there? Draw or describe what you would see. Add the approximate date of when you are looking back to on the plaque below the window.”

RISK: The participants might be nervous to draw, so while drawing is encouraged, writing is also an option.





<https://pluralheritages.ncl.ac.uk/#/stories>



THEMATIC SESSION 1

Innovative and Inclusive Heritage Interpretation:
Enhancing Public Awareness and Visitor
Experience along Cultural Routes and in
Cultural Landscapes



SPEAKER

Giovanni CAFIERO,
President, Aeneas Route



SPEAKER

Fabio MOROTTI,
*Doctoral Researcher, IULM
University, Italy*



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



*Cultural Itinerary of the Council of Europe since
2021*

14TH ANNUAL ADVISORY FORUM ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE *Innovative and
Inclusive Heritage Interpretation: Enhancing Public Awareness and Visitor Experience*

Giovanni Cafiero (Aeneas' Route president), Fabio Morotti (IULM University of Milan)



2022.01.26 «Award ceremony», Colosseum National Park

Troy, UNESCO World Heritage Site since 1998

*Aeneas, Anchises, and Ascanius,
Gian Lorenzo Bernini, 1618-1619*

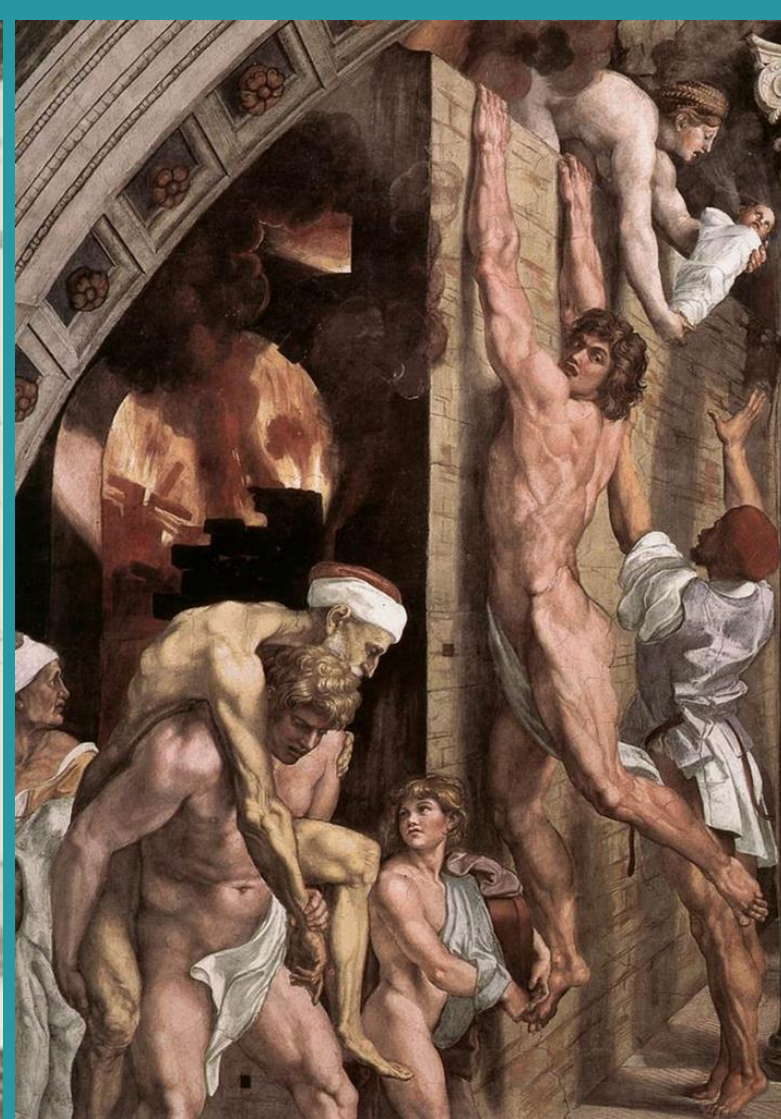


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AENEAS KÜLTÜR ROTASI CULTURAL ROUTE





AENEAS ICONOGRAPHY

Tradition (Anchises), Present time (Aeneas), Next-generation (Ascanius): From the Burning of Troy to a Sustainable Future.

From the left: Etruscan idol from Veio (6th century B.C.), fresco from Pompeii (1st century AD), fresco by Raphael (16th century, Vatican Museums), Schönbrunn Garden, Vienna (18th century).

F.I.R.E. - Aeneas Route International Festival

The annual event in the Phlegraean Fields (Naples Bay) that celebrates Mediterranean heritage



Aeneas' landing as seen from the acropolis of Cumae (Cuman Sybil), before his descent into the underworld through Lake Avernus. Phlegraean Fields Archaeological Park.



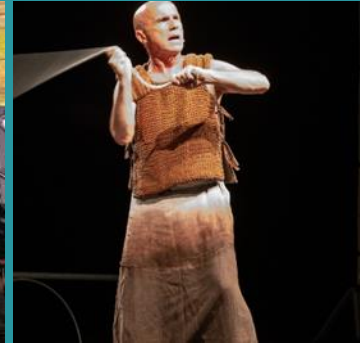
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Troy Festival and Exhibition: “AENEAS ROUTE: Myth, Journey, Art, and Cultural Heritage” - August 2025



«FIRE» Aeneas Route International Festival: Albanian Ambassador Anila Bitri Lani (2022) and other events (2021–2025)



The Aeneid video project

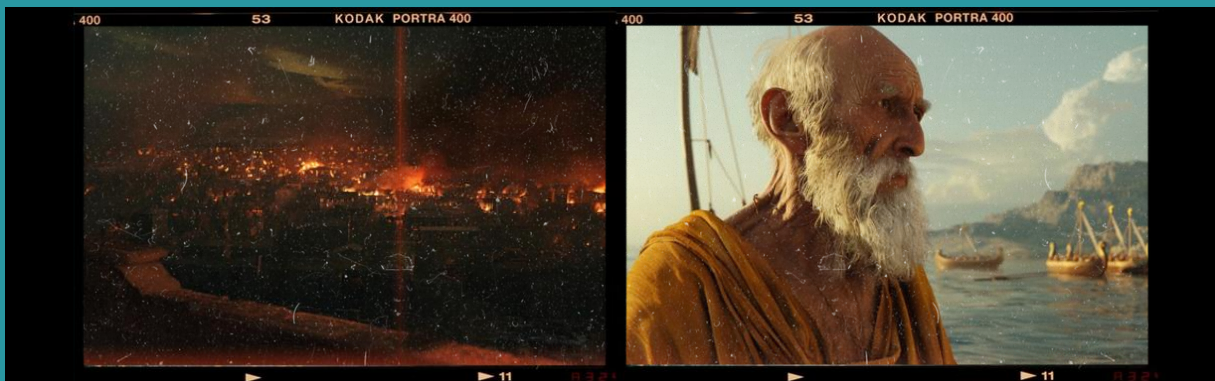


Single episode of a prospective series (2024)
duration: 3'20"

Film genre: adaptation of a literary work

Software used: Midjourney V6, Runway Gen-2, and ComfyUI

Generative AI is not merely a novel tool for creating images and videos; it is a powerful lens through which we can re-examine, reinterpret, and revitalize the foundational myths that have shaped our diverse literary and cultural histories.



iulm
international
center for research
on collaborative
translation



Funded by
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Itinéraire culturel
du Conseil de l'Europe



Aeneas' Route: Myth, Arts, Archaeology, Values, Civilizations, and Traditions of the Mediterranean basin

THANK YOU FOR YOUR ATTENTION



THEMATIC SESSION 1

Innovative and Inclusive Heritage Interpretation:
Enhancing Public Awareness and Visitor
Experience along Cultural Routes and in
Cultural Landscapes



SPEAKER

Mustafa TOLAY,
Member, Leonardo da Vinci Cultural Route, Türkiye

The European
Leonardo da Vinci

Ways



Le Vie di Leonardo Da Vinci
Voies européennes de Leonardo Da Vinci



FRANCE



SWITZERLAND



UKRAINE



SLOVENIA



ITALY



TÜRKİYE

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



LE VIE DI
LEONARDO
DA VINCI

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



General Overview

The Cultural Route “**The European Leonardo da Vinci Ways**” is promoted by the International Association “**Le Vie di Leonardo Da Vinci**” constituted in Vinci on 27 May 2021. It is based on a European network of **cities, cultural associations, foundations, museums, academies, universities, cultural and research centers** who are linked to Leonardo da Vinci’s life and works and which preserve **his memory and artistic heritage**.

Leonardo’s life could be taken in modern days as an example of **freedom and equity** as expressed in the European Convention of **Human Rights and Fundamental Freedoms** of the CoE (Rome 1950) with all “**connected values**” as the **respect of diversity** of **peace, people, of nature, of environment, of animals, of gender equality** and aimed at **the mutual understanding and the civil coexistence**.

The Logo of the Route reproduces a knot designed by Leonardo. It is intended to represent the aims of the Project and indicate a goal to be achieved: the **union of peoples** within the **circularity of knowledge**, as a common heritage.

Theme and Values

European Leonardo da Vinci Ways



Places where he lived and travelled



Places where his works are found

The Network of the European Leonardo da Vinci Ways

Cesena
Vinci
Amboise
Florence
Istanbul
Vipava
Torun





LE VIE DI
LEONARDO
DA VINCI

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Fields of Action



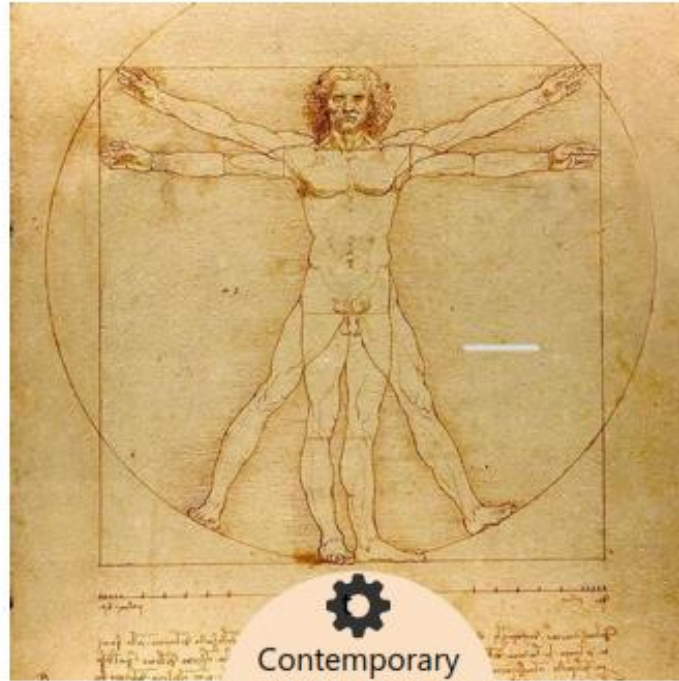
Cooperation
Research and
Development

SPAIN
POLONIA



Cultural Tourism
And Sustainable
Cultural
Development

FRANCE



Contemporary
Cultural and
Artistic Practice

ITALY



Enhancement of
Memory, History
and European
Heritage

SLOVENIA



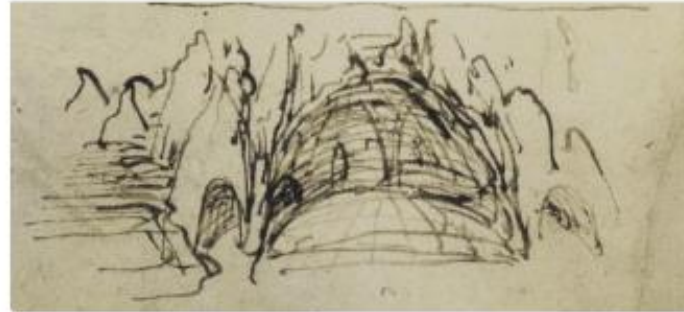
Cultural and
Educational
Exchanges for
Young Europeans

TÜRKİYE



ART

The Journey of Leonardo / 2023- Music, Performances and Renaissance Scenic Apparatus / 2024-2026



The Route of
Leonardo da Vinci
2023-



Leonardo and The Forms of Water / 2023



Land Art / 2024-2025



The Projects



SCHOOL

The Young People and Leonardo
2022-2023 / 2023-2024



Leonardo and
The Soul Of Water:
A Visual and Sonorous
Itinerary / 2024

Se Leonardo da Vinci fosse stato architetto a Costantinopoli



Terrina rotonda da disegnata sul piano degli archetti della chiesa genovese

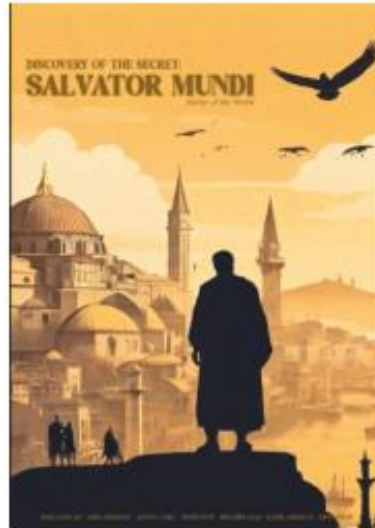


INNOVATION

Leonardo Through Languages and Culture / 2023-



Building The Leonardo da Vinci
Cultural Route Through
Digital Games Design / 2023-2024



TOURISM

Through Leonardo's
View:
Historical-Cultural
and Touristic
Itineraries / 2024-



From
Pinocchio
to Leonardo
2024-



The Projects



TERRITORY

Leonardo's
Wine
2021-2024



PRODUCTS

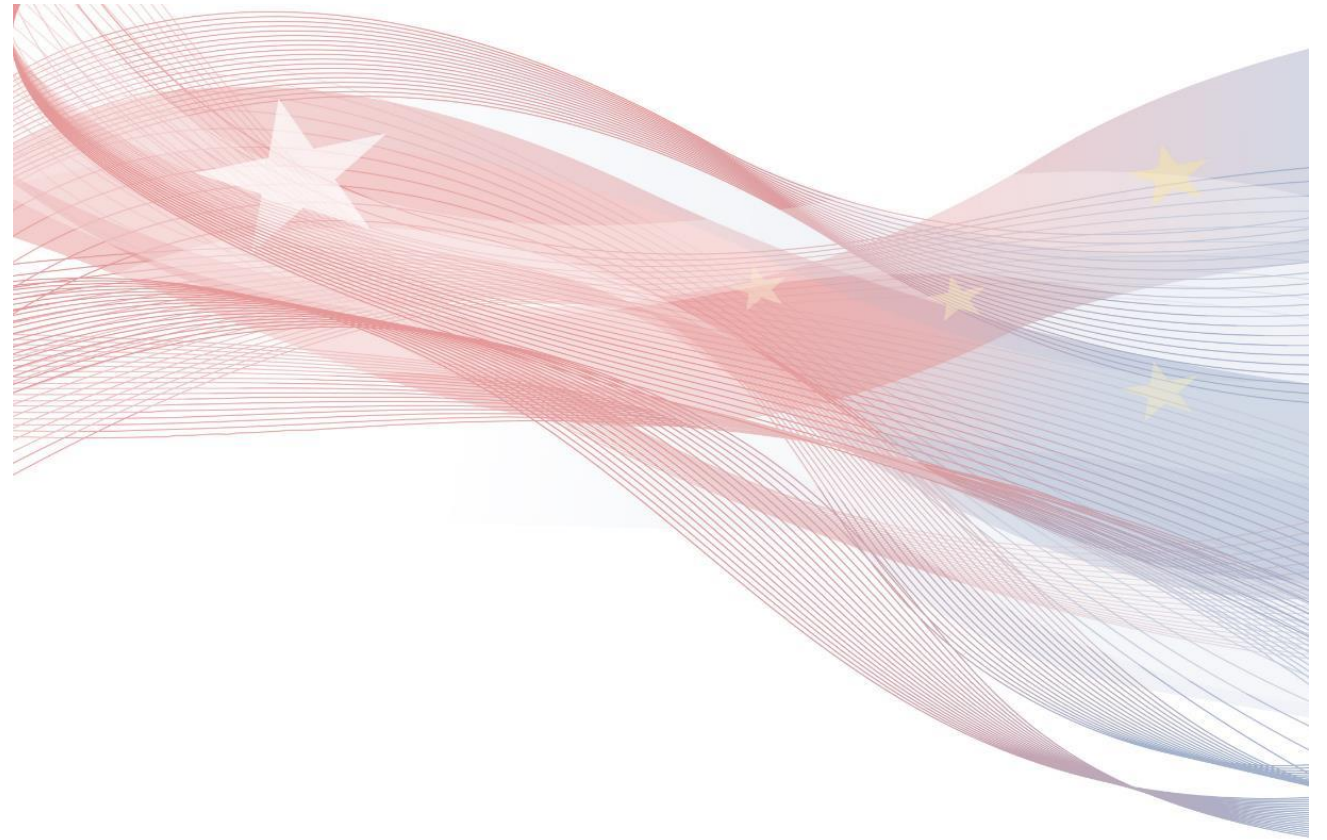
- Leonardo's Bicycle
- Leonardo's Food
- Bevanda di Turchi la state



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

LUNCH

13:00 – 14:30



PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



MODERATOR

Vlasta KLARIĆ

Independent Expert, Libertas International University

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



CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14th ANNUAL ADVISORY FORUM

Cappadocia, Türkiye, 22-24 October 2025



CAPPADOCIA
THE LAND of FAIRYTALES



PANEL DISCUSSION:

Beyond the Destination: Reimagining Cultural Tourism through Cultural Routes of the Council of Europe

23rd October 2025, Nevsehir



CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14th ANNUAL ADVISORY FORUM

Cappadocia, Türkiye, 22-24 October 2025



CAPPADOCIA
THE LAND OF FAIRYTALES



EUROPEAN
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ROUTES

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

INTRODUCTION
Vlasta Klarić, moderator

SYMBIOTIC RELATIONSHIPS

Cultural encounters:
overlapping of shared and
diversified identities





climate change,
environmental
degradation,
geopolitical
instability...

NEW THREATS, NEW RISKS



NEW THREATS, NEW RISKS

HOW TO RESPOND?
Climate action?
Manage, plan, protect...?
Awareness,
interpretation?
Community
reinforcement,
involvement...?

SHIFTING LIFESTYLES WHO ARE OUR VISITORS?



87%

travellers want to travel sustainably,

39%

actively make environmentally friendly travel choices.
(Booking.com)



73%

millennials are willing to pay more for sustainable goods, including eco-friendly travel.

Source: Nielsen



64%

consumers have said they are willing to pay more for sustainable tourism options post-pandemic.
Source: McKinsey & Company



55%

travellers chose to visit eco-friendly destinations over other alternatives in 2022.

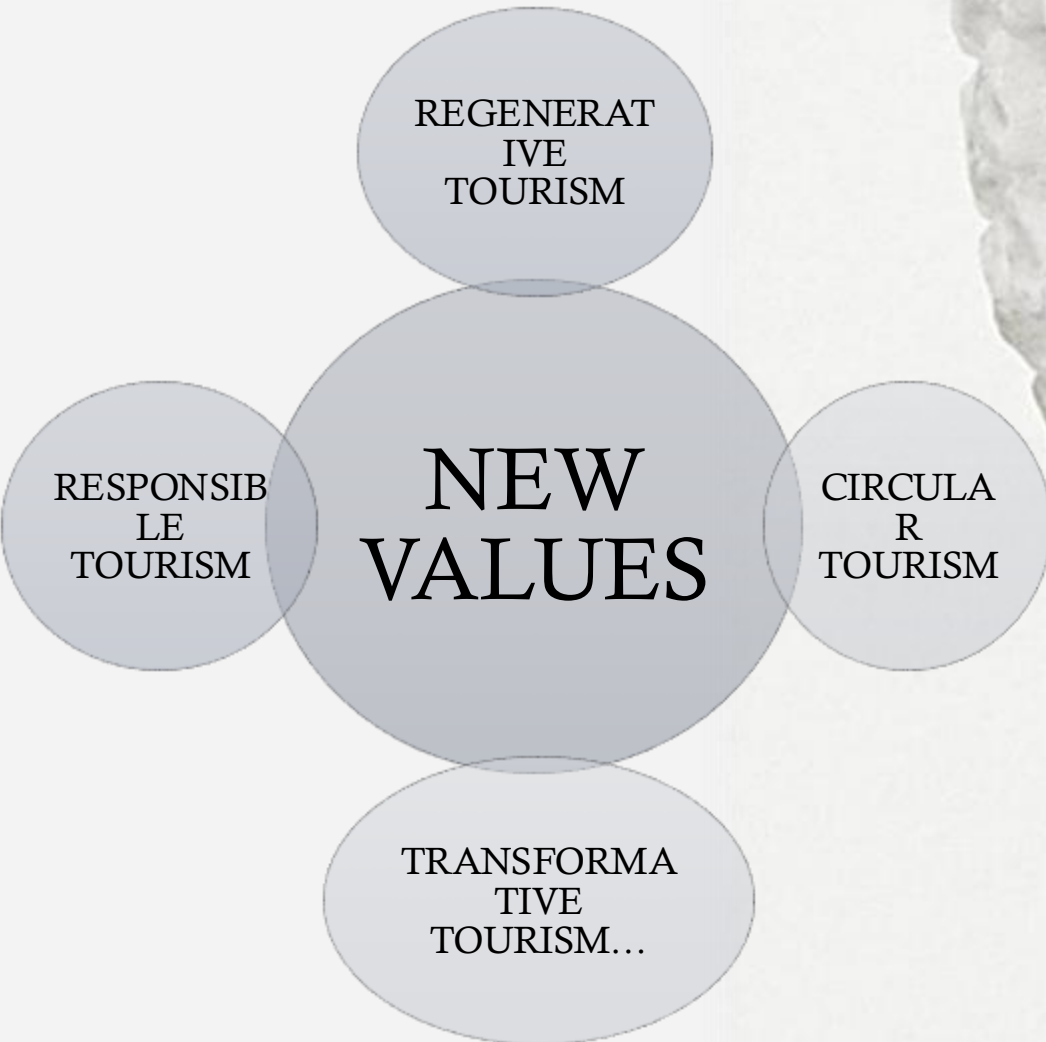
Source: World Travel and Tourism Council (WTTC)

H2H

REFRAMING THE LANDSCAPE OF TOURISM

NEW VALUES IN TOURISM

ICOMOS principles for regenerative tourism destination management



CULTURAL ROUTES?

Beyond Fragmented Thinking

Tools for Understanding Complexities

A Living Drama in Time

A Second Life for Heritage



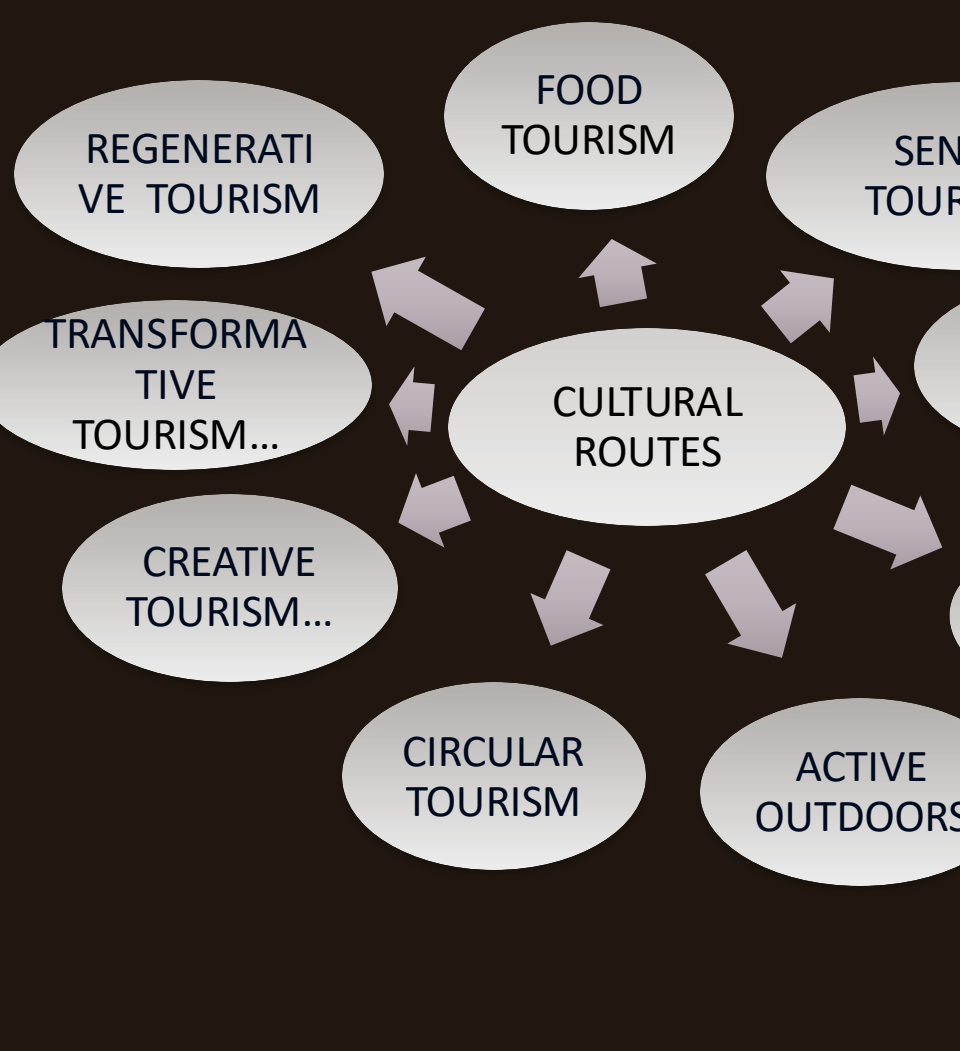
CULTURAL TOURISM PRODUCT DESIGN HAS DIFFERENT MEANINGS FOR DIFFERENT ACTORS

WARNING



REGENERATING?:
SOCIETIES
HERITAGE
MEMORY
LANDSCAPES

TRANSFORMATIVE SHIFT?



REGENERATING?:
SOCIETIES
HERITAGE
MEMORY
LANDSCAPES

TRANSFORMATIVE SHIFT?

REGENERATING LANDSCAPES?

Heritage tangible & intangible

Q life
Local community
Job creation

Q experience
Visitor

RESPONSIBILITY

CULTURAL ROUTE beyond destination?

Symbolic values
Spirit of the space
Layers of meanings

**PRESERVING MEANING FOR
NEW GENERATIONS?**





CR: INTEGRATED
TOOLS FOR LOCAL
DEVELOPMENT AND
SUSTAINABLE
TOURISM

BACK TO UNDERSTANDING

STRONG DIVERSIFICATION OF USERS H₂H

BACK TO HUMAN: TRANSFORMATION & CHANGE

BACK TO COMMUNITY: RESPONSIBLE VISITOR & CIRCULARITY

BACK TO UNDERSTANDING: ETHICAL LIVING



2 ROUNDS OF QUESTIONS

Question N°1 – for all speakers

- While visitor preferences are evolving toward more authentic, meaningful, and sustainable experiences, on one hand, we are faced with climate change, cultural degradation and rapid technological change, on the other hand, how in this context can European Cultural Routes be used as a tool for regeneration, more precisely: for the regenerative cultural tourism product design, encouraging heritage protection, interpretation and cross-border cooperation?
- In simple words and from your specific professional experience: How can cultural routes provide a platform for the design of a regenerative cultural tourism products, in order to stimulate visibility, visitor interest and participation and while strengthening local communities, integrating regenerative principles into destinations and ensuring the long-term protection of cultural and natural heritage?

DRAFT CONCLUSIONS

- **European Cultural Routes foster regional cooperation:** ECR demonstrate how shared heritage can drive regional cooperation, linking communities across borders through culture, creativity, and dialogue.
- **Specialized, thematic, interactive interpretation and storytelling** are crucial for better understanding, appreciation and preservation of heritage, and key element to achieve this is **education** by trained guides and cultural mediators who enrich visitor understanding and foster respect for heritage
- **Regenerative tourism** - A shift toward regenerative cultural tourism requires moving beyond fragmented thinking - integrating sustainability, cultural preservation, and innovation in destination planning. Cultural Routes offer an ideal framework for developing cross-regional tourism models that are participatory, inclusive, and heritage-driven providing meaningful visitor engagement.
- **Cross-sector collaboration** between governments, cultural institutions, operators, and guides is essential to ensure sustainable management and innovative product development.
- **Spanish examples point to Community participation** as a cornerstone of resilience - local people should be co-creators and direct beneficiaries of tourism along CR.
- **Digital tools and new technologies** can enhance visibility and visitor experience, helping to adapt cultural routes to changing traveler expectations.
- **Cultural Routes of the Council of Europe** serve as living laboratories for the future of tourism, integrating sustainability, heritage protection, and intercultural understanding into a single, regenerative framework.



EUROPEAN
INSTITUTE
OF
CULTURAL ROUTES



PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



SPEAKER

Amb. Lazăr COMĂNESCU,
*Secretary General, Organization of the Black Sea
Economic Cooperation*

PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



SPEAKER

Efi KALAMPOUKIDOU,
*Certified Tourist Guide for Greece, European Federation of
Tourist Guide Associations (FEG)*



FEG

EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS

BASED IN FRANCE SINCE 1986

FEG – Cultural Routes – Cappadocia Forum - 2025



Case Study: Tourist Guides and Sustainable Tourism at Petra, Jordan

- Jewel in the crown
- 1M visitors in 2019 (1 in 4 for Jordan)
- Wear and tear
- Littering
- Graffiti
- Pollution
- Thefts
- Climbing monuments
- Breaking objects

(Source Alazaizeh, Jamaliah, Mgonja & Ababneh, 2019)



Case Study: Tourist Guides and Sustainable Tourism at Petra, Jordan

Guide Management Role

- **Lead the way through different places at the site**
- **Provided proper information to the visitors on the area visited**
- **Pointed out areas of natural and cultural significance**
- **Prevented the emergence of tension or conflict**
- **Promoted the happiness of visitors in the group**

Visitor Experience

- **The experience was engaging**
- **I was excited to see this site**
- **I felt a sense of wonder and awe**
- **I had an enjoyable experience**
- **I believe I did the right thing when I chose to visit Petra**

Case Study: Tourist Guides and Sustainable Tourism at Petra, Jordan

Visitor Sustainable Behaviour

Policy and Regulations Behaviour

- **I accept the control policy not to enter the sensitive sites**
- **I comply with the rules so as not to harm the site environment**
- **I help to maintain the local environmental quality**

General Visitor Behaviour

- **I report to the site administration any environmental pollution and destruction**
- **I spend money in the local area**
- **I help other tourists learn about the site**
- **Donating money to protect the site**

Case Study: Conclusion



- Tourist guides play a key role in enhancing visitor behaviour and experience
- Tourist guides are cultural brokers between the visitors and the host population
- When tourist guides' performance is good, the visitors are more proactive in conserving the resources, and vice versa
- Developing awareness, concern, and appreciation for the local environment helps visitors to exhibit sustainable behaviour
- The role of tourist guides is significant since visitors come from diverse backgrounds and have various expectations towards the site they visit



THANK YOU!
Efi Kalampoukidou, FEG president
www.feg-touristguides.org



PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



SPEAKER

Simone ZAGRODNIK,
*Executive Director, European Route of Historic Thermal
Towns*

**Annual Advisory
Forum
Cappadocia (Turkey)
23 October 2025**



THE EUROPEAN
ROUTE OF
HISTORIC
THERMAL
TOWNS

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

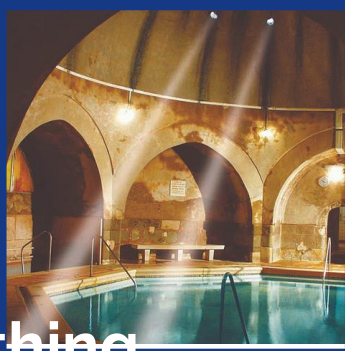
COUNCIL OF EUROPE



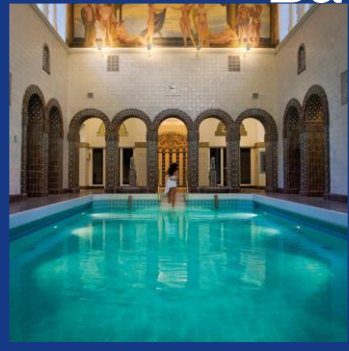
CONSEIL DE L'EUROPE



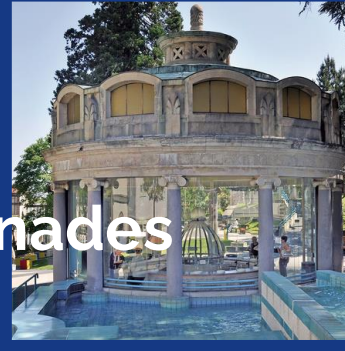
Bathing



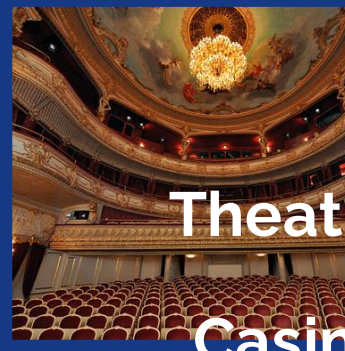
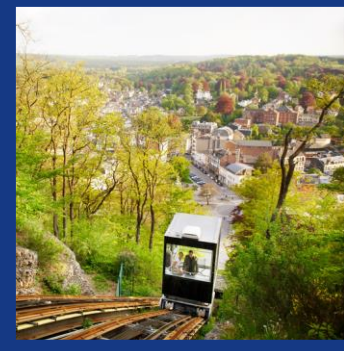
Grand Buildings



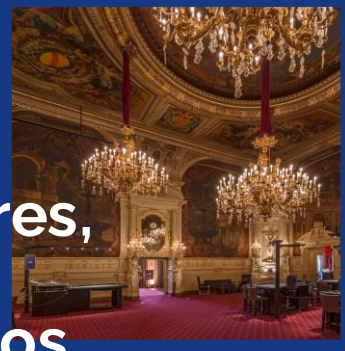
Drinking Halls & Colonnades



Spa Landscape



Theatres,
Casinos



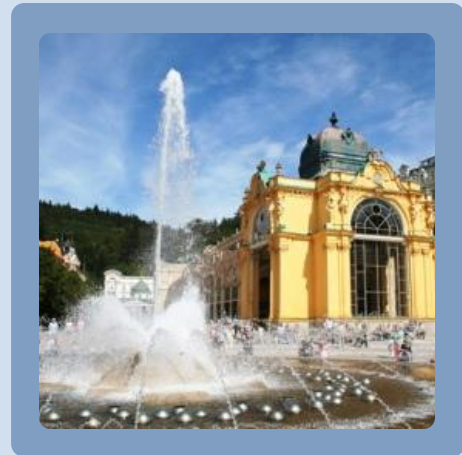
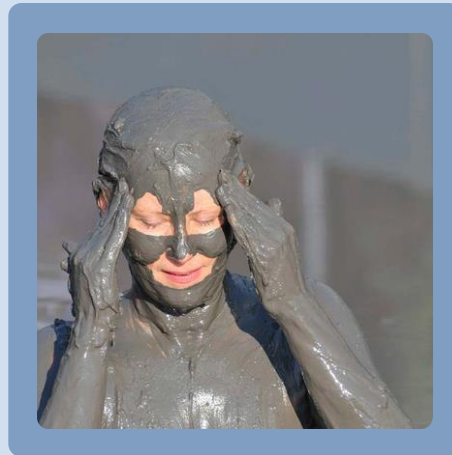
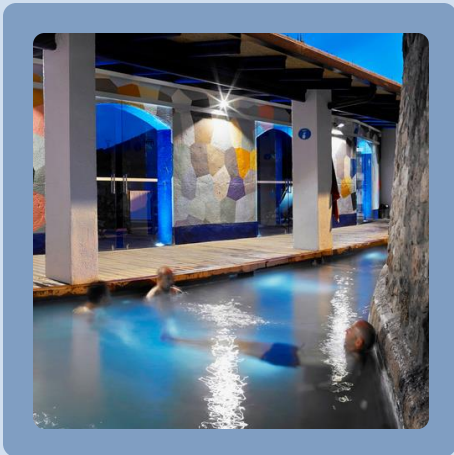
Fountain



Villas



Ancient
Baths



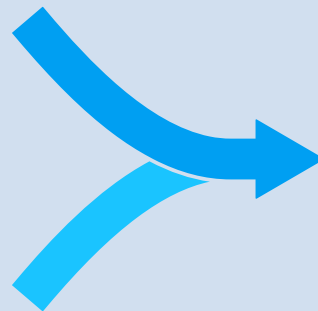
Health & Wellbeing: Thermal Tourism

WATER

LANDSCAPE

SPA CULTURE

ASSETS

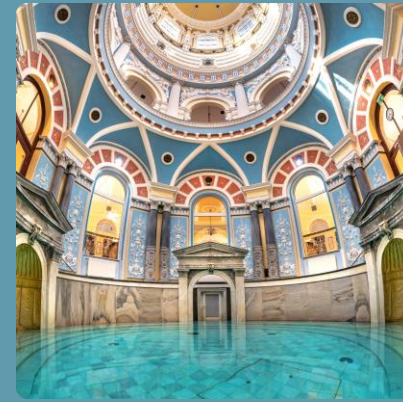
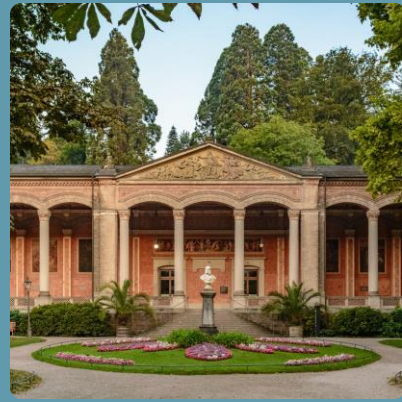
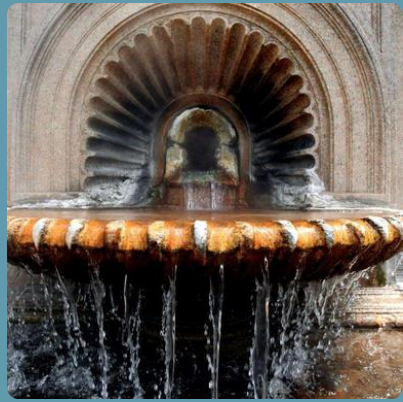


PREVENTION

CURE

REHABILITATION

HEALTH & WELLBEING



Culture & Heritage: Thermal Tourism

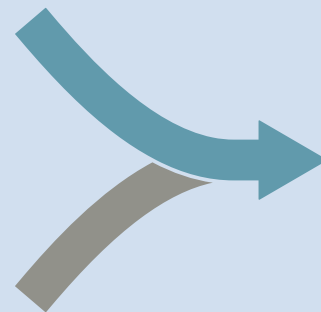
SPA ARCHITECTURE

SPRINGS & SOURCES

VILLAS

PARKS & GARDENS

ASSETS



ARTS, MUSEUMS

FESTIVALS & EVENTS

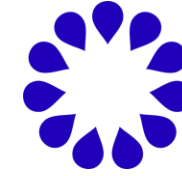
SIGHTSEEING & TOURS

CULTURAL EXPERIENCE



THE EUROPEAN
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GREAT
SPA TOWNS
of Europe



The Great Spa Towns of Europe
Inscribed on the World
Heritage List in 2021

Social Media Awareness Campaign - Sep/Oct

2025



- Off-the-beaten-track destinations
- Experience combined with culture & health
- Sustainable travel, responsible destinations

- Transnational touristic product
- Awareness-Raising for B2C and B2B
- Education for every age

THANK YOU

Contact

Simone Zagrodnik

Executive Director



sz@historicthermaltowns.eu



[/simone-zagrodnik](https://www.linkedin.com/company/simone-zagrodnik)



THE EUROPEAN
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PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



SPEAKER

Elena REGODÓN FUERTES,
Ministry of Culture, Spain, European cultural programmes

ANNUAL ADVISORY FORUM CAPPADOCIA (TURKEY) OCTOBER 2025

**Beyond the Destination:
Reimagining Cultural Tourism
through Cultural Routes of the
Council of Europe**

Elena Regodón
Ministry of Culture of Spain

2 0 2 5

CULTURAL ROUTES OF THE
COUNCIL OF EUROPE



GOBIERNO
DE ESPAÑA

MINISTERIO
DE CULTURA



MEETING OF CULTURAL ROUTE MANAGERS FROM THE COUNCIL OF EUROPE IN SPAIN (LA LAGUNA, TENERIFE, 2 AND 3 APRIL 2025). 2026 HUELVA.



Promotion of activities to raise awareness and knowledge of the Programme among the general public



Photography exhibition at the Madrid Book Fair (30 May–15 June 2025)



Promotional banners for the exhibition

Thank you so much!

Elena Regodón

Ministry of Culture of Spain

elena.regodon@cultura.gob.es



PANEL DISCUSSION

Beyond the Destination:
Reimagining Cultural Tourism through
Cultural Routes of the Council of Europe



SPEAKER

Pelin Z. BENGÜ,
General Manager, Intrepid DMC

We are...
**REAL.
IMPACTFUL.
AMBITIOUS.
TOGETHER.**



14th Annual Advisory Forum

Cultural Routes of the Council of Europe

Pelin Bengü – General Manager Türkiye, Intrepid Travel Türkiye



Our customer

While unique in many ways, they are united by three characteristics:



Curious

Open minds, open hearts. New perspectives stoke the fire in their belly. They find adventure in everything.



Connected

They know the further they go, the closer they get. To people, places, to themselves and to each other.



Conscious

Socially, environmentally and culturally aware, they know they're part of a global community. They are mindful, respectful and willing to advocate for positive change.



WHO WE ARE

Our product

Sustainable,
experience-rich
travel.



Eastern Turkey Explorer



Start: **Istanbul, Turkey**

End: **Antalya, Turkey**

Duration
11 days

Group size
1 to 12

Theme ⓘ
Explorer

Physical rating ⓘ
■ ■ □ □ □

- Visit Gobekli Tepe, Catalhoyuk and Mt Nemrut. Learn about the layered history and evolving civilization of the region as you wander through these archaeological sites.
- Indulge in a home-cooked meal at Nahil Guesthouse – an organisation committed to providing fair work and support for local women. Then, try some local dishes on a street food tour in Gaziantep!



- Travel through the rugged Mesopotamian landscape to Mardin. Walk past the historic madrasahs and lively bazaars, visit the Living Museum and meet local copper workers and telkari artists.
- Walk through the Halfeti countryside, then cruise along the Euphrates River on a boat tour and see the sunken city up close, where minarets and rooftops rise above the water.
- Take part in the Sanliurfa tradition of Sira Gecesi. Explore the city's nightlife, which is brought alive by music and dance to celebrate human connection and the beauty of life.

Walk the highlights of the Lycian Way



Start: **Antalya, Turkey**

End: **Fethiye, Turkey**

Duration

8 days

Theme ⓘ

**Walking &
trekking**

Group size

1 to 16

Physical rating ⓘ



- Spend an unforgettable week walking along the Lycian Way – a path once used by ancient Greeks and Romans – joined by a local leader adding historical context to your discoveries.
- Unearth thousands of years of Turkey’s history and see how tradition lives on today during visits to Fethiye, Phaselis, Olympos, Adrasan and Aperlai.
- Take it all in! Your walks will be complimented by a truly spectacular backdrop – the Turquoise Coast. Named for its vibrant waters, you’ll have plenty of chances to soak in the views of the stunning beaches and coastline.
- Visit Cirali Bay – home of sea turtles, legendary flames and Lycian ruins. This is a place where history and nature meet!
- Hike to the ancient ruins of Olympos – one of the major cities of the Lycian union, this important city served as both a centre for trade and a pirate stronghold for many centuries.

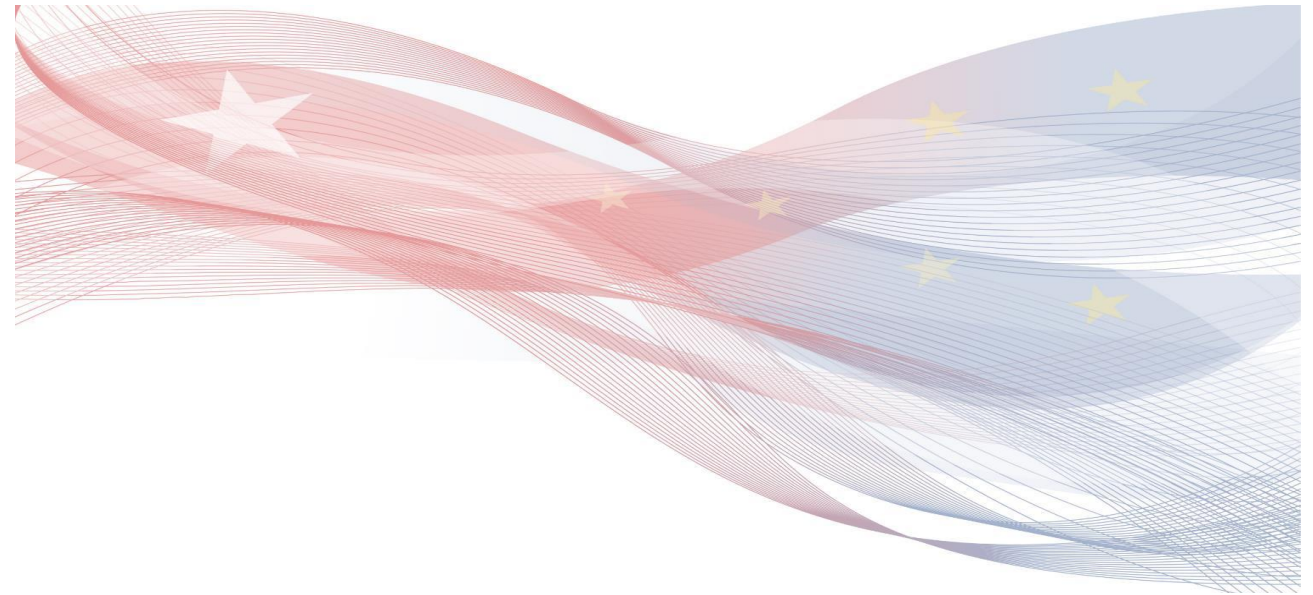


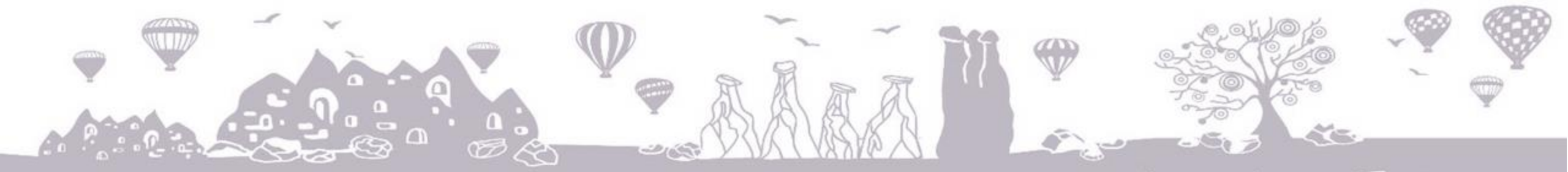
The world needs
**MORE
INTREPID
PEOPLE**



BUS TRANSPORTATION TO NEARBY HERITAGE SITES TO EXPERIENCE THE CAPPADOCIAN CULTURAL LANDSCAPE

16:00-16:30





Cappadocia, Türkiye

Experiencing Cappadocia's heritage

16:30-18:30

CULTURAL EVENT AND DINNER

20:00-22:00

