

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



CULTURAL ROUTES OF THE COUNCIL OF EUROPE  
**14<sup>th</sup> ADVISORY FORUM**

# CULTURAL ROUTES AND LANDSCAPES:

ADVANCING HERITAGE PROTECTION THROUGH CULTURAL AND SUSTAINABLE TOURISM



# CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14<sup>th</sup> ADVISORY FORUM



*PRESENTED BY*

**Charlotte BATES,**  
*TRT World*

# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**MODERATOR**

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

## GENERAL SESSION 2

# Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



### KEYNOTE SPEAKER

**Evangelos KYRIAKIDIS,**  
*Director, The Heritage Management Organisation,  
Greece*



# HERITAGE

The Heritage Management Organisation

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Expertise

H



Ego and ownership



# Vicious Cycle



Local interests and co creation



H

thank you  
Kappadokia

# Local Communities

- Recognising locals as **experts**. SDG 15.4
- Ensuring meaningful **collaboration, co-creation** of knowledge. SDG 10.2
- Making heritage **relevant**
- Adopting **local practice** and ways of thinking
- **Empowering** locals as key stakeholders for the **protection** of their heritage. SDG 11.3&4
- Strengthening **awareness** and **pride**, helping them fight **social injustice** at home and in diaspora. SDG 10.3

*Capacity building and project support in more than 30 countries. SDG 10.B  
A major research team and a unique network of trained professionals*



SDG 10: Reduced inequalities within and among countries  
SDG 11: Make cities inclusive, safe, resilient and sustainable



## GENERAL SESSION 2

# Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

**Luca BRUSCHI,**  
*Director, Via Francigena, DETOUR project partner*

**Luca Bruschi**  
**European Association of the**  
**Via Francigena Ways**

**14th Annual Advisory Forum on the Cultural Routes**  
**of the Council of Europe**  
Cappadocia, Türkiye  
22-24 October 2025

# **The Via Francigena**

## **Cultural Route**



**VIA**  
**FRANCIGENA**  
road to Rome

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Itinéraire culturel  
du Conseil de l'Europe



# The Via Francigena

- from Canterbury via Rome to Brindisi along **3.200 km**
- **5 countries** : England, France, Switzerland, Italy and the Vatican State
- Stretching over **715 municipalities**
- **60% < 5,000 inhabitants**, rural areas
- About **50.000 walkers** from 50+ countries
- **Main motivations**: shared experience, tourism, culture, spirituality and personal growth, faith, nature, sport, and gastronomy



# DETOUR project: Development of resilient tourism ecosystems along Mediterranean walking routes

(1 November 2024 - 31 October 2027)

- A EU-funded by the Single Market Programme (SMP), with a total budget of €2 million.
- Objective: Support small businesses along the cultural routes through green and digital transition, boost the resilience of local tourism ecosystems.
- International meeting in Pavia, Italy, on 2–3 October 2025



# HIKE Erasmus + project (April 2024–September 2025)

- EU-funded Erasmus+ project promoting healthy lifestyles through hiking along historic trails in Italy, Greece, and Türkiye.

## Six free hikes in Apulia (Italy), held over two weekends:

- Activities combined hiking, cycling, and environmental clean-up actions along the Via Francigena
- Workshops on physical preparation for hiking
- Side cultural and sport events



# The UNESCO Nomination Process

- The preliminary dossier was submitted in Paris on 30 July 2025
- The Via Francigena represents a unique blend of cultural and natural heritage, enriched by the knowledge of residents and the commitment of local communities



# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

**Kate CLOW,**  
*Representative, Culture Routes Society, Türkiye*



CCGP  
ROOTS



# Culture Routes Society

- Represents about 18 walking routes in Türkiye including the Lycian Way
- NGO (no trading, no profit) operating in Antalya, Türkiye
- Formed 2012 as umbrella organisation for 6000 km of Turkish long distance routes, campaigning for legal protection for routes, support for SME's providing services.
- 100 members, mainly agencies, guides and SME's
- Several projects in fields of creation of routes, support for SME's, performance arts and culture on trails, and sports activities on trails.
- Founder member of the World Trails Network.
- [www.culturerolesinturkey.com](http://www.culturerolesinturkey.com)
- **Kate Clow - Chairperson and route developer**



- Lycian Way - 760 km of trail near the south coast of Türkiye.
- Of 799 service providers - 300 were interviewed face to face to provide data for the DETOUR project education modules.
- Analysis of small businesses along the walking routes, and their needs.
- Development of digital training modules and exploring techniques to create open databases of both trails and the service providers along th



Funded by  
the European Union

There will be a new one-year Hike project for 2026 involving the EAVF (lead partner), the Culture Routes Society, St Olaf's Ways, Saints Cyril and Methodius Route, Camino Lebaniego, Templars Routes European Federation.

The Turkish leg will focus on disabled children / adults exploring the St Paul Trail.



# Climate Change Grant Programme - ROOTS - 2026



- Maintain, digitalise, register for conservation, publicise and market 300km of medieval camel roads east of Antalya
- Educate and support the villagers to make a sustainable living from trekking services and environmentally-friendly tourism
- Research the carbon footprint of trekking tourism and compare it with existing data on the hotels of the coast east of Antalya.
- Partners - BİLİM university and West Mediterranean Development Agency.



# Digital mapping - the right to access digital data and maps



- In 1999, the only available source for Lycian Way mapping was international aircraft maps. (Turkish maps were SECRET!)
- Now we have digitised data from open sources, including from Russia, some managed by volunteers.
- Our routes are often original Roman roads, so are public heritage; often registered for conservation.
- They are on open-sourced Open Street Map (so on nearly every app), available on the web and in guidebooks - ie. we (and many other route managers) supply, check and update open data for anyone.
- BUT private companies are using legal contracts to claim rights over data, and advertising to dominate and profit from the market for route/walking apps.
- Route managers and volunteers who identify and maintain the routes and collect the data need support. Users' safety depends on it.
- RECOGNITION OF THE PUBLIC RIGHT TO FREE, ACCURATE AND WELL-MANAGED DATA.
- SUPPORT FOR ROUTE ORGANISATIONS WHICH PROVIDE THIS PUBLIC GOOD.
- COMMON STANDARDS FOR ROUTE DATA.

## GENERAL SESSION 2

# Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

**Julien VUILLEUMIER,**  
*Scientific collaborator, Federal Office of Culture,  
Switzerland*

# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

**Güray TÜYSÜZ,**

*Güray Museum, member of the European Route of  
Ceramics, Türkiye*

# GÜRAY MÜZE

KAPADOKYA'NIN SANAT VE KÜLTÜR ROTASI

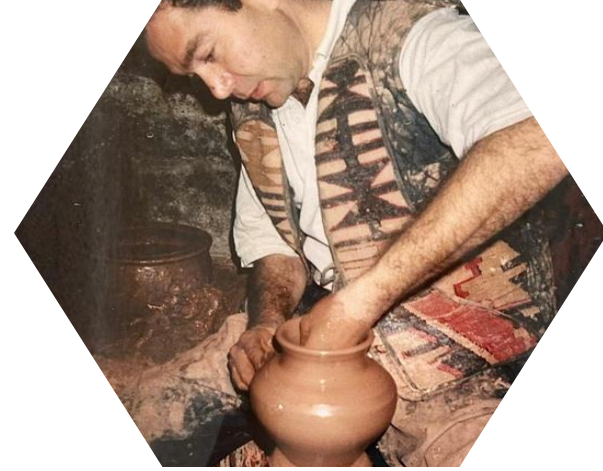
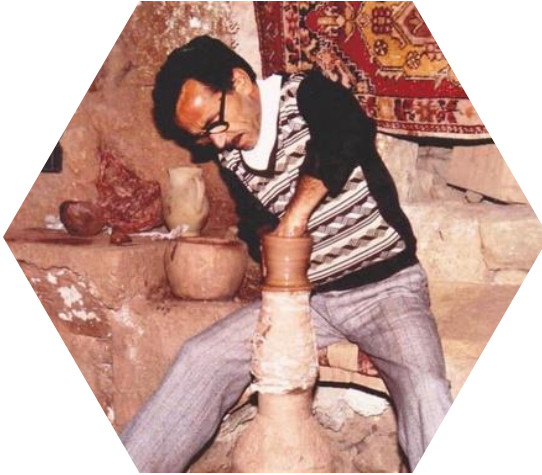
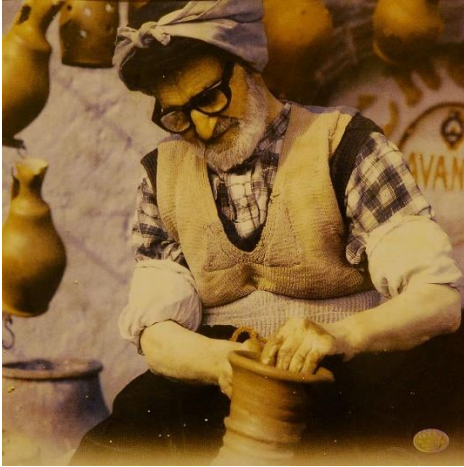
M. GÜRAY TÜYSÜZ

# KAPADOKYA VE AVANOS ÇÖMLEKÇİLİĞİNE KISA BAKIŞ

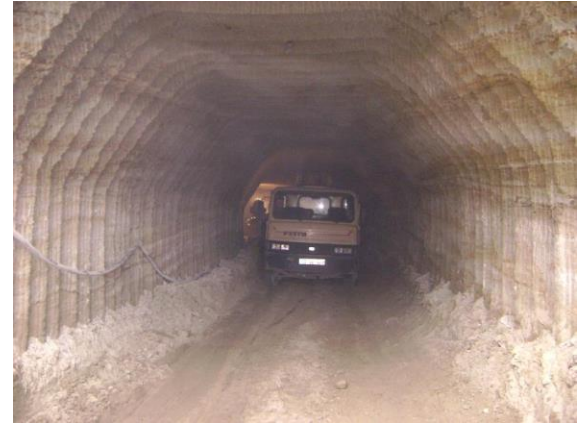
- Avanos, civarında yapılan son arkeolojik arařtırmalara göre Kalkolitik Dönem'den (MÖ 5000-5500) günümüze kadar çömlek ve seramik üreten bir kasabadır.

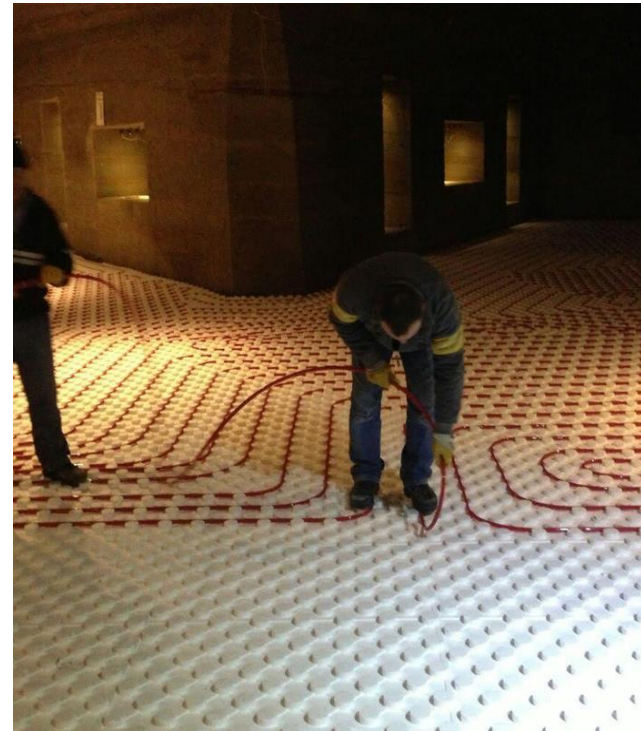


# NESILDEN NESILE AKTARILAN ZANAAT



# KAZI VE INŐA SÜRECI



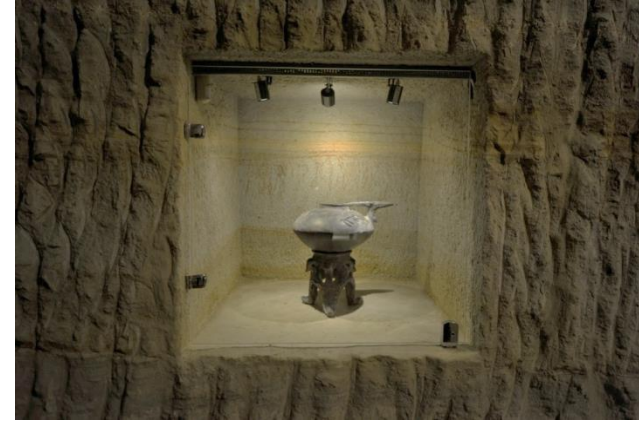


# VE GÜRAY MÜZE KAPILARINI AÇTI!





# ANTİK ESERLER SALONU



# MODERN ESERLER SALONU



# MODERN ESERLER KOLEKSİYONU ÇAĞDAŞ VE GELENEKSEL SERAMİK SANATÇILARI



ERDİNÇ BAKLA



ISMAIL YİĞİT



FÜREYA KORAL



SITKI OLÇAR



SAIM KOLHAN

# GÜRAY MÜZE'DE ÇAĞDAŞ SANATIN YAŞAYAN PANORAMASI



GÜLAY

DEMIRTAŞ



OLCAY

TÜYSÜZ



HIKMET

KOYUNCU

# SERĞİ SALONU

ULUSAL VE ULUSLARARASI  
SANATSAL ETKİNLİKLERİN  
KAPADOKYA'DAKİ  
BULUŞMA MEKÂNI...

BU SALON, PICASSO'DAN  
DEVİRİM ERBİL'E, İSMAIL  
ACAR'DAN NICE  
DEĞERLİĞİ SANATÇILARIN  
İZLERİNİ TAŞIR.



**“SANATI VE SANATÇIYI KORUMAK,  
YALNIZCA GEÇMIŐI ONURLANDIRMAK  
DEĞİL, TOPLUMUN GELECEĐİNE DE YÖN  
VERMEKTİR.”**

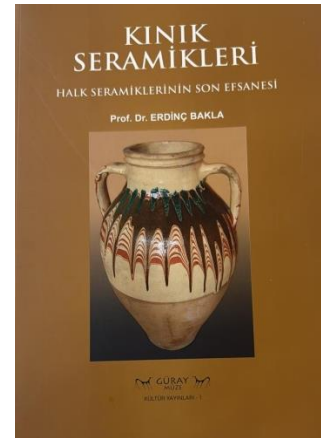


# 7'DEN 77'YE SANATLA İÇ İÇE DENEYİM ATÖLYELERİ



# SOSYAL SORUMLULUK PROJESİ

# MÜZEDEN-İZ



# VİZYONUMUZ

- Gray Mze, Kapadokya'nın zgn dokusuna ve doęasına saygılı bir yaklaşımla yapılmıştır.
- Amacı, sadece eserlerin sergilendięi bir alan olmak deęil, kltrel etkileşimin, eęitimin ve srdrlebilir yaratıcılıęın merkezi olmaktır.
- Sanatı yaşıatmayı, geęmişi gelecekle buluşturmayı ve Anadolu'nun evrensel deęerlerini dnyaya anlatmayı, kurumsal vizyonunun temel ilkesi olarak benimsemektedir.

# TEŐEKKÜRLER

M. GÜRAY TÜYSÜZ

24 EKİM 2025

# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



*SPEAKER*

***Tibethan MEMİŞOĞLU,***  
*Expert, Ahiler Regional Development Agency, Türkiye*

# avanos ceramic route

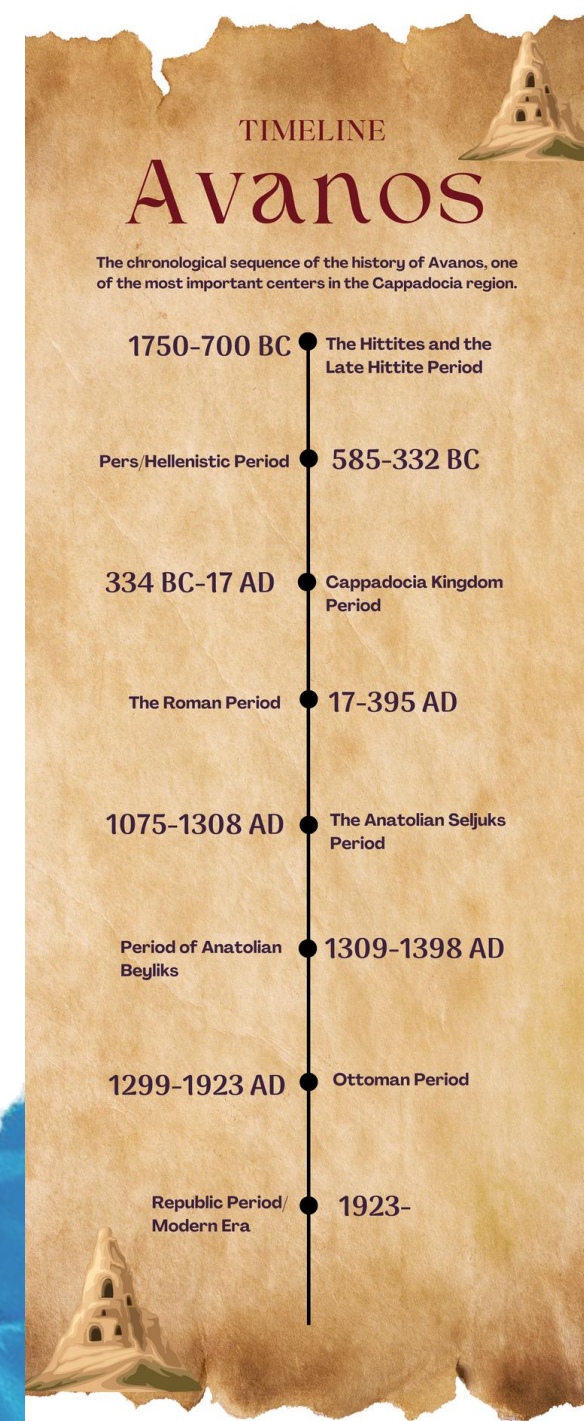


By Dr.Tibethan MEMİŞOĞLU  
Ahiler Development Agency, Expert

# 1 avanos: Home of ceramic

- One of the main tourist centers of Cappadocia; known for its pottery tradition, offering visitors ceramic-making experiences and workshops, and contributing significantly to the local economy.
- Joined the European Route of Ceramics, one of the Cultural Routes of the Council of Europe, in **2023** under the coordination of **Ahiler Development Agency (AHIKA)**, with Avanos Municipality as the applicant.

Avanos is part of the Göreme National Park and the Rock Sites of Cappadocia, which have been designated as a UNESCO World Heritage Site since 1985.



2

# CERAMIC & POTTERY WITH NUMBERS

- Ceramic workshops allow visitors to experience and learn about ceramic production in every corner of Avanos.

numbers

**64** pottery manufacturers, **18** ceramic product manufacturers, and **3** tile manufacturers, **102** handcraft masters and about **15** apprentices, **15** industrial facilities, **11** traditional facilities, and **1** Cave Museum

4 MILLION TOURISTS  
PER YEAR



Gagalı Hitit



Halkalı Hitit





# who we are?

## Establishment and Duties of the AHIKA

Development Agencies are public institutions operating under the coordination of the **Ministry of Industry and Technology** to reduce interregional disparities and promote regional development by:

- Accelerating regional and local development,
- Adopting sustainable development approaches,
- Preparing regional plans in order to reduce inter-regional and intra-regional development disparities,
- Helping increase the institutional capacity of the stakeholders.



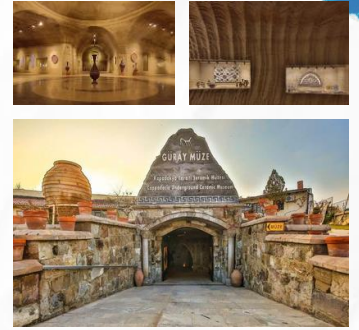
## Areas of Responsibility



# 4

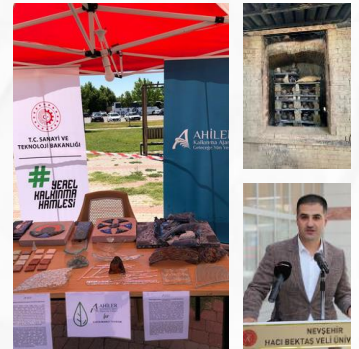
## Ceramic related activities

Within the scope of its support for private sector projects(2011), AHIKA contributed to the establishment of Turkey's first cave-concept ceramic museum.



**Innovative upcycling: Waste glass bottles to ceramics in Cappadocia together with Nevşehir Hacı Bektaş Veli University (NEVU).**

AHIKA provided support for the International Avanos Applied Ceramic Symposium and Festival organized by NEVU (2024)



**Within the scope of developing creative industries and enhancing product diversity, the 'Efdal Flute Project'—where tradition meets innovation—was supported, and a ceramic workshop was established for one of the Women's Cooperatives-Terra Cappadocia**



# European Route of Ceramics

European Route of Ceramics – **First coordinated by Limoges (2011–2018). Certified by the Council of Europe in 2012.**

**Goal: Promote and highlight the historical and artistic significance of ceramics as part of Europe’s shared cultural identity.**

**Focus: Foster collaboration among museums, artisans, institutions, and communities involved in ceramics.**

**Currently: Since 2018, coordinated by Faenza, Italy.**



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Itinéraire culturel  
du Conseil de l'Europe





# Activities following membership

Together with  
The Route



- **Active Engagement in General Assembly Meetings** (Held online twice a year).
- **Preparation of one European Union project proposal** (Erasmus+ Project).
- **Submission of artworks by regional artists to events organized in member countries.**
- **Participated in a festival in France** (Argilla 2025, Aubagne).

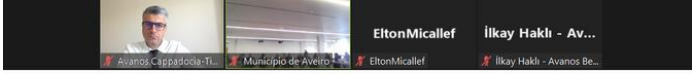
Our own  
activities



- **A workshop with ceramic ateliers and public institutions was held in Avanos.**
- **A current situation analysis of the ceramic sector has been completed.**
- **Ceramic Route certificates were designed and displayed in ateliers.**
- **Set up street signs indicating membership of the European Route of Ceramics.**



The European Route of Ceramics has been a "Cultural Route of the Council of Europe" since 2012.



European Route of CERAMICS

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



General Assembly 2/2023  
October 28th,2023 - Aveiro (Portugal)



European Route of CERAMICS



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

The European Route of Ceramics has been a "Cultural Route of the Council of Europe" since 2012



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



# Thank you for your attention

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**Mail:**

[tibethanmemisoglu@ahika.gov.tr](mailto:tibethanmemisoglu@ahika.gov.tr)

[www.discovercappadocia.com](http://www.discovercappadocia.com)

[www.ahika.gov.tr](http://www.ahika.gov.tr)



# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

**Simona MESSINA,**  
*Manager, Transhumance Trails Route*



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



# *THE 14TH ANNUAL ADVISORY FORUM ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE*

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



**Friday, 24th October**

**GENERAL SESSION 2**

**Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development  
and Community Empowerment**

# Transhumance: landscape and people

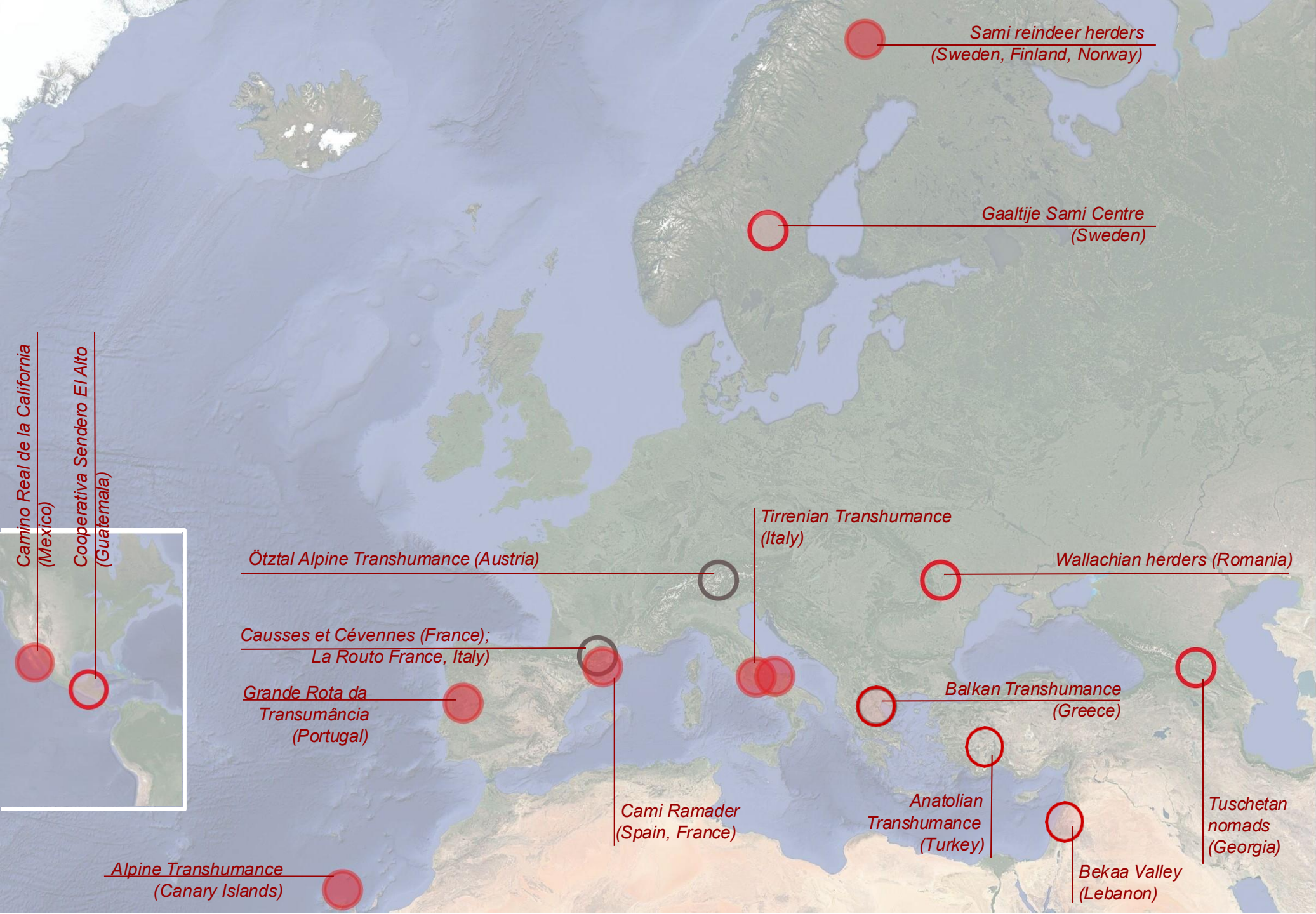


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du Conseil de l'Europe



Transhumance is a specialized and complex form of animal breeding which uses the climatic and geographical complementary situation between mountains and close-lying coastal land in order to gain optimal grazing all year round. It is a global phenomenon that has been practiced since man started taming ruminant animals such as sheep, goat, reindeer, horse, cattle. The movements of men and herds resulted in a net of codified trails, many of which are still used today, often converted into important highways linking distant regions.



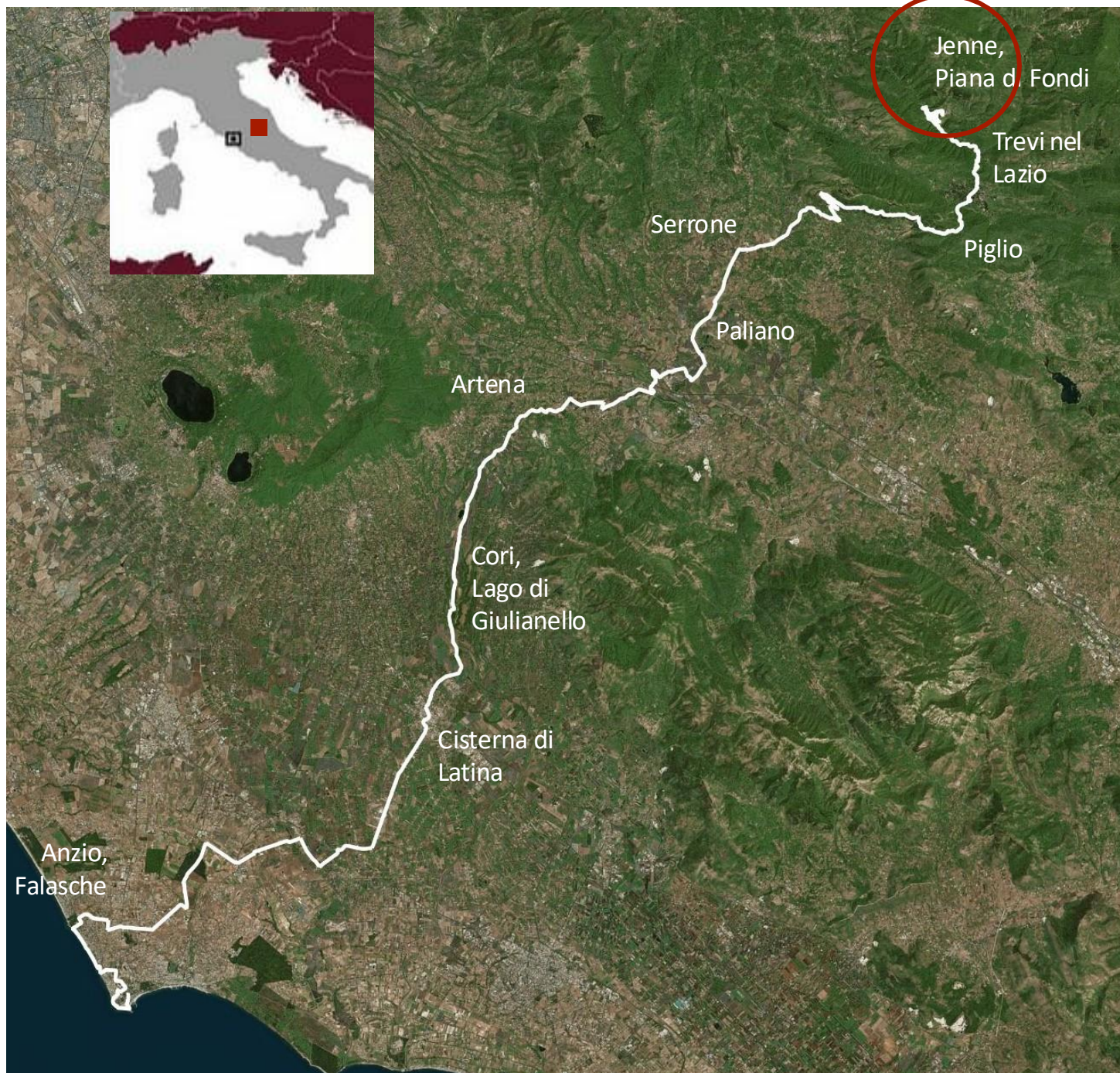


### Countries

-  **Spain**
-  **Italy**
-  **Sweden**
-  **France**
-  **Portugal**
-  **Guatemala**
-  **Mexico**
-  **Lebanon**
-  **Greece**
-  **Türkiye**

### *in progress*

-  **Armenia**
-  **Albania**



2023, Italian Headquarters of «Transhumance Trails» in Jenne (Rome)



## Cultura, a Jenne (Rm) la sede italiana delle "Vie di Transumanza"

Dic 21, 2023 09:29 - Roma - nln



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# Biblioteca Civica di Jenne

## Inaugurazione

Venerdì 22 Agosto ore 17:30

Jenne, Palazzo del Comune Vecchio  
Via Rodolfo Ciccarelli 5



Incontro con Claudia Fantini,  
curatrice del volume «Sono stato  
in collegio a Narni: Intervista a  
Emilio Ciavarelli. Biografia  
Collettiva»

# Una favola per Jenne, bambini protagonisti di un libro creativo!

di Redazione Confinelive in 18 Marzo, 2024

NEWS



## *Heritage Community (Jenne). The transhumance trail «Jenne - Anzio»*



**Heritage Communities (HCs)** «consist of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations»

(<https://www.coe.int/en/web/culture-and-heritage/cultural-heritage>)

Local communities are thus invited to heritage exploration.

**HCs**, in line with the principles of the 2005 Faro Convention, can play a leading role in heritage preservation and enhancement; in raising awareness among the local communities on their specific cultural heritage, and fostering collective participation in heritage conservation.

Indirizzo: Via Rodolfo Ciccarelli 5, Jenne  
Jenne  
Lazio  
00020  
Italia

Telefono: +39 3356327357

Clicca sul link per visitare il sito dell'ente coordinatore

Sito Internet

Contatto:  
Simona Messina

Email: [info@vieditransumanza.org](mailto:info@vieditransumanza.org)

# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment

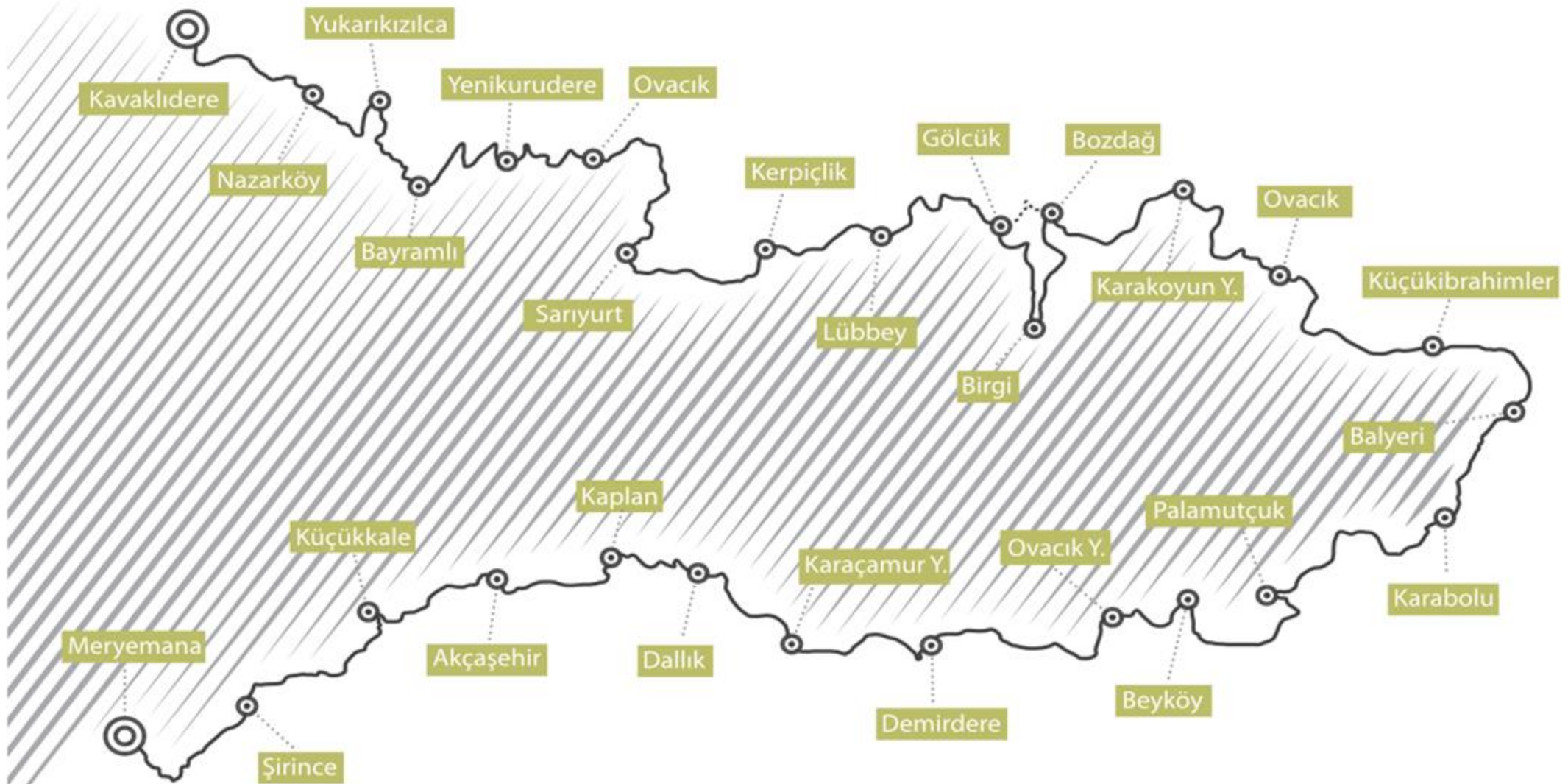


**SPEAKER**

**Ece PAKKANLILAR,**  
*Representative of the Efeler Way, member of the  
Transhumance Trails*

A scenic landscape featuring a dirt road that curves through a valley. The road is flanked by a rustic fence made of wooden posts and wire. The foreground is a mix of green grass and dry, yellowish-brown hay. In the background, there are rolling hills and mountains under a blue sky with scattered white clouds. The overall atmosphere is peaceful and rural.

# Efeler Yolu



İzmir- Bornova - Nif Dağı-Bozdağ Mountain Range - Kiraz plateau - Aydın Mountain Range - Efes/Selçuk-Meryemana

Efeler Yolu is a marked, multi-stage hiking trail of 500km.

Connects culturally significant villages, highlands and important resting places of Efe/Zeybek tradition by following ancient footpaths.

Efeler Yolu stamps reflects the visual identity of the villages which connects every stage of the route with each other. Village-approved stamps co-designed with locals; women, youth, elders and leaders through community meetings.



This system ensures that every stage of the route ends in a village, giving hikers a meaningful reason to stop, connect and support local communities.

# Objectives of the Efeler Yolu

- To protect, promote and sustain the natural, historical, cultural and archeological heritage of the villages along the route.
- To support the local economy by creating new income opportunities in agriculture, livestock and tourism.
- To revitalize social life through tourism and help young people stay in their hometowns.
- To reconnect Efe/Zeybek culture with nature and contribute to its international recognition.



# Efeler Yolu Volunteer Network

- Efeler Yolu is built on mutual respect, goodwill and strong spirit of volunteerism, supported by a network of stage volunteers.
- Each stage volunteer is responsible for keeping the route waymarked and accessible.
- Volunteers may also collaborate with tourism agencies, guidehiking groups or support individual backpackers across the entire trail network-beyond their section.
- In the villages along the route, there is also a network of trusted local businesses that host the official Efeler Yolu stamp.

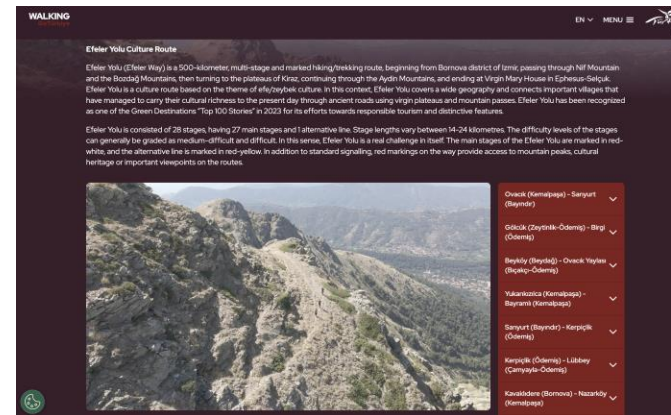
## Achievements of Efeler Yolu



Recognised in 2023 with the *Green Destinations Top 100 Award* for its responsible tourism model and innovative community based approach



Accepted at the beginning of 2025 into the *Cultural Route of the Council of Europe Transhumance Trails and Rural Roads -TT&RR- Network* as a certified cultural route



Officially promoted on the *Go Türkiye* platform by the Turkish Ministry of Culture and Tourism's Türkiye Tourism Promotion and Development Agency

# GENERAL SESSION 2

## Living Heritage of Landscapes: The Role of Cultural Routes in Sustainable Cultural Development and Community Empowerment



**SPEAKER**

***Kaat DE RIDDER,***

*Living Heritage Journeys project, Thomas More  
University of Applied Sciences, Belgium*

# Living Heritage Journeys-project



**THOMAS  
MORE**  
UNIVERSITY OF  
APPLIED SCIENCES

  
WORKSHOP  
INTANGIBLE  
HERITAGE <sup>BE</sup>

 **BERÄTTARNÄTET**  
KRONOBERG

ASSOCIAZIONE  
**AG**  
GIOCHI ANTICHI

  
Muzeum Krakowa

ekomuzej  
ecomuseo  
**BATAN**  
kuća o batani  
casa della batana



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# Empowerment begins with a shared language and mutual intent



# The importance of co-creating guardrails



Carillon culture, Belgium



Szopka, Poland



*“No more ‘morde e fuggi’ mass tourism models”*

S-ciànco



Tò  
Vegna

Voga



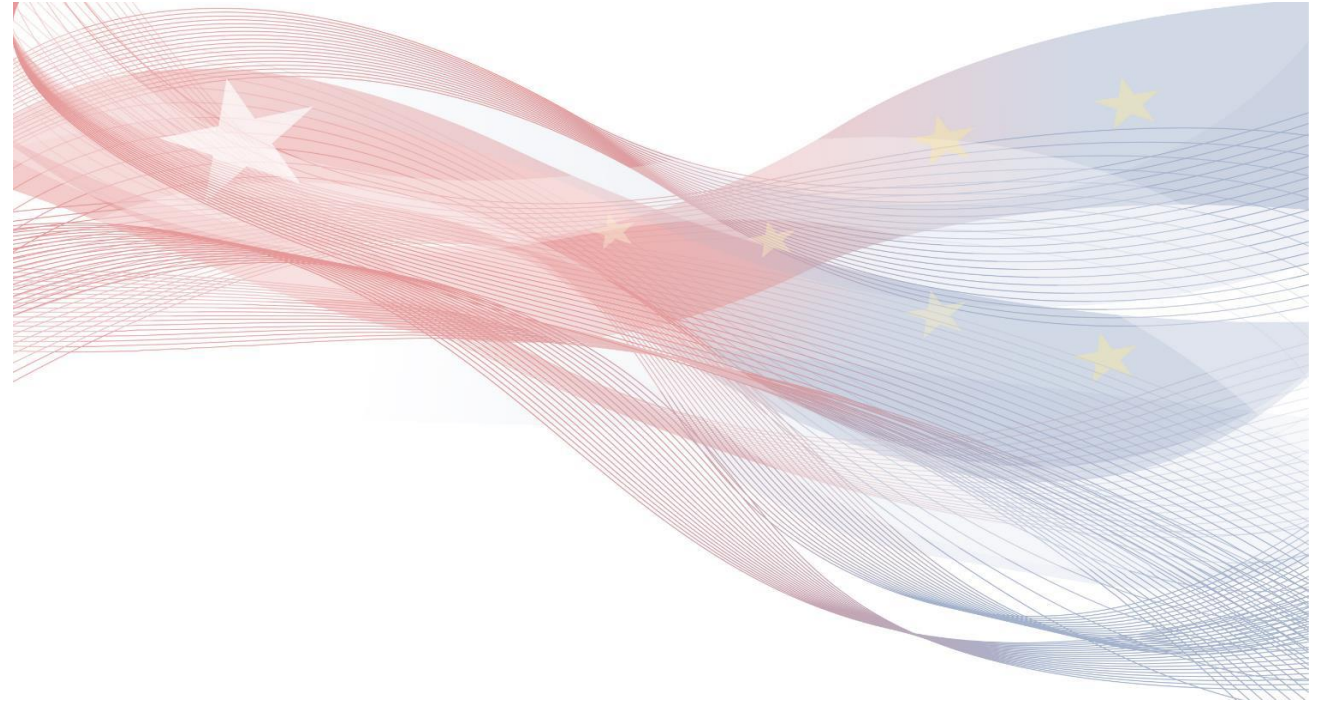


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# **BREAK**

# **10:30 – 11:00**



# THEMATIC SESSION 2

## Cultural Routes as culinary journeys: Revitalising local food traditions



**MODERATOR**

**Aylin ÖNEY TAN,**

*Architect, Conservation Expert on Cultural Heritage, Food  
Columnist, Independent Researcher on Food History*

## THEMATIC SESSION 2

# Cultural Routes as culinary journeys: Revitalising local food traditions



### KEYNOTE SPEAKER

**Diane DODD,**  
*President and Founder, International Institute of  
Gastronomy, Culture, Arts and Tourism*

## THEMATIC SESSION 2

# Cultural Routes as culinary journeys: Revitalising local food traditions



### SPEAKER

**Yalçın GÜÇER,**

*Department of Culinary Arts, Ankara University,  
Representative of Iter Vitis*



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du Conseil de l'Europe



## Türkiye ve Üzüm Kültürü

- Anadolu, üzümün gen merkezi olarak kabul edilir; bağcılık binlerce yıllık geçmişe sahiptir.
- Türkiye’de farklı kaynaklarda sunulduğu üzere 1200’ün üzerinde farklı üzüm çeşidi yetişir; bunların 50–60 tanesi ticari olarak kullanılmaktadır.
- Üzümler yalnızca taze meyve olarak tüketilmez, ayrıca kurutma, fermantasyon ve pişirme gibi işlemlerle çeşitli geleneksel ürünlere de dönüştürülür.





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## Fermente Üzüm Bazlı Ürünler

Başlıca ürünler: Hardaliye, Şarap, Salamura Asma Yapağı, Koruk Turşusu, Rakı

- Hardaliye: Trakya'ya özgü, siyah üzümden üretilen alkolsüz fermente içecek.

- Laktik asit bakterileri (LAB) ile fermantasyon yapılır.

- Yüksek antioksidan ve probiyotik özellik taşır; süt içermediği için vegan tüketime uygundur.

- Koruk turşusu: Olgunlaşmamış üzüm tanelerinin (*Vitis vinifera L.*) tuzlu salamura içerisinde fermente edilmesiyle elde edilen asidik ve probiyotik özellikli bir fermente üründür.





### Fermente Üzüm Bazlı Ürünler

- Salamura Asma Yapağı:

- Tokat, Ege ve Trakya'da yaygındır.

- Laktik asit fermantasyonu sayesinde dayanıklılığı artar, raf ömrü uzar.

- Yaprak dolması başta olmak üzere geleneksel Türk mutfağında temel malzemedir.

- Türk Rakısı:

- Üzüm sumasının damıtılması ve anasonla aromalandırılmasıyla yapılır.

- %40 alkol, en az 0.8 g/L anetol içerir; Coğrafi İşaret tescili Türkiye Cumhuriyeti sınırlarıdır.

- Anason sayesinde karakteristik koku ve tat kazanır.

## Fermente Olmayan Ürünler

Pekmez,

Pestil,

Köme,

Köfter,

Üzüm Tarhanası,

Koruk Suyu,

Kuru Üzüm,

Bulama,

Cevizli sucuk

...





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• Üzüm bazı geleneksel gıdalar, Türk mutfak kültürünün, kırsal ekonominin ve sağlıklı beslenme alışkanlıklarının temel unsurlarıdır.

• Bu ürünlerin coğrafi çeşitliliği, gastronomi turizmi açısından Türkiye'ye büyük avantaj sağlar.

• Geleneksel üretim yöntemlerinin korunması, kültürel mirasın sürdürülebilirliği ve yerel kalkınma için kritik önemdedir.

• Üzüm, ülkemizde yalnızca bir tarımsal ürün değil; Anadolu kimliğini, tarihi ve sağlıklı yaşamı temsil eden bir kültür unsurudur.





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**THANK YOU FOR YOUR ATTENTION!**



Assist.Prof.Dr. Yalçın GÜÇER



[ygucer@ankara.edu.tr](mailto:ygucer@ankara.edu.tr)

## THEMATIC SESSION 2

# Cultural Routes as culinary journeys: Revitalising local food traditions



**SPEAKER**

***Dilan TAŞDEMİR,***  
*Seferihisar Municipality, Gastro Routes*

# GastroRoutes

Dilan Taşdemir, Kapadokya

2025



# GastroRoutes

Dilan Taşdemir, Kapadokya  
2025



# GastroRoutes

Dilan Taşdemir, Kapadokya  
2025



# Bridging the Gap:

From Local Producer to Gastronomic Experience

**LOCAL PRODUCER**

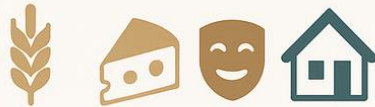


- Traditional farming
- Small-scale production
- Local heritage & raw materials



**AGRO + GASTRO TOURISM**  
(Seferihisar Model)

Centering agricultural production as the core of experience



**GASTRONOMIC TOURISM**



- Culinary experience
- Visitors & investors
- Restaurants, tastings, routes





## THEMATIC SESSION 2

# Cultural Routes as culinary journeys: Revitalising local food traditions



*SPEAKER*

**Alessandra TURCO,**  
*Tourism and Events Director, Slow Food*

## THEMATIC SESSION 2

# Cultural Routes as culinary journeys: Revitalising local food traditions



*SPEAKER*

**Rögnvaldur GUDMUNDSSON,**  
*President, Viking Route*

# VIKING ROUTE

## Destination Viking Association

Rögvaldur Guðmundsson, Chairman,  
Destination Viking Association  
„VIKING ROUTE“  
Cappadocia, 24 October 2025

In the Settlement Center in Borgarnes, Iceland



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[WWW.FOLLOWTHEVIKINGS.COM](http://WWW.FOLLOWTHEVIKINGS.COM)

# DVA - members & conferences

- Established in 2006
- Now 70 partners in 19 countries:
  - Iceland, Faroe Islands, Norway, Sweden, Finland, Denmark, Estonia, Latvia, Ukraine, Netherland, Germany, France, England, Scotland, Isle of Man, Ireland, Spain, Italy & USA.
  - **Hopefully Türkiye and Malta soon.**
- Two conferences annually
  - Bergen Norway, April 2026
  - Faroe Islands, September 2026
  - Ireland, April 2027
  - Normandy, September 2027
- Next DVA AGM will be online



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## FOLLOW THE VIKINGS



In het gedeelte Dorestad in Museumpark Archeon komt de Vikingtijd tot leven in het koopmanshuis en onder de grote kapachuur. Aan de steiger ligt een replicaschip naar de opgraving uit Gokstad. Geregeld zijn er Vikingmarkten in het park. Dan komen Vikinggroepen uit heel Europa hier samen om kennis uit te wisselen, hun verkooptwaren aan te bieden en natuurlijk ook om een lekker partijtje te vechten.







<ol style="list-style-type: none"> <li>1. Adventure Shetland</li> <li>2. Archeon</li> <li>3. Aachha Bestuursstichting</li> <li>4. Aargard Scotland</li> <li>5. Asva Viking Village</li> <li>6. Avaldanes Norway's oldest Royal Seat</li> <li>7. Avencia turismo de Galicia</li> <li>8. Birka Vikingastaden</li> <li>9. Birka Hovgarden</li> <li>10. City of Rouen</li> <li>11. Concello de Calaña</li> <li>12. Destinasjon Haugesund og Haugalandet AS (DHH)</li> <li>13. Dublin City Council</li> <li>14. Dublinia</li> <li>15. Eysturkommuna</li> <li>16. Föreningen Stavgard</li> <li>17. Föreningen Vikingaliden</li> <li>18. Fredrikssund Vikingespil</li> <li>19. Fries Museum</li> <li>20. Gottland Museum</li> <li>21. Guidecompasiet</li> <li>22. Guåtinget</li> <li>23. Institute for Northern Studies UH</li> <li>24. Jomsborg Viking Hird</li> <li>25. Jonk Viking Centre</li> <li>26. Keeping the Viking Town</li> <li>27. L'association Les Viking an 911</li> <li>28. Lakes Vikings</li> <li>29. Lionheart Tours</li> <li>30. Marx National Heritage</li> <li>31. Midgard Viking centre Borne</li> <li>32. Musea i sogn og fjordane, norsk kvernsteinercenter</li> <li>33. Museum Asselt</li> <li>34. Museum Nord, Lofot Viking Museum</li> <li>35. Museum of Archaeology, University of Stavanger</li> <li>36. Museum of cultural history, University of Oslo</li> </ol>	<ol style="list-style-type: none"> <li>37. Museum Vestjylland</li> <li>38. National Museum of Denmark and Trekberg Viking Fortress</li> <li>39. NGO Tourism Club Oga Grobna</li> <li>40. Orkney Islands Council/UHI Institute of Archaeology</li> <li>41. Osberg Viking Heritage</li> <li>42. Rogaland County Council</li> <li>43. Rosala Vikings Centrum</li> <li>44. Runiket</li> <li>45. Saga Museum</li> <li>46. Sagrlandet Leye</li> <li>47. Sepino nel Cuore APS</li> <li>48. Stockholms Länsmuseum</li> <li>49. Stoholmen Viking Village</li> <li>50. Sveg</li> <li>51. Ser-Troms Museum</li> <li>52. The Faroe Islands Viking Ship</li> <li>53. The Irish National Heritage Park</li> <li>54. The Swedish History Museum</li> <li>55. The Viking Museum</li> <li>56. Taleborgen</li> <li>57. Vestfold and Telemark Counties</li> <li>58. Viking Events</li> <li>59. Viking Footprints</li> <li>60. Viking House</li> <li>61. Viking Information Centre</li> <li>62. Viking Ship Museum, Foskide</li> <li>63. Vikingagarden Guinness Gard</li> <li>64. Vikingatider</li> <li>65. Vikings of Mann</li> <li>66. Vikingvalley Guevangren / Unklid AS (GUAS)</li> <li>67. Waterford Treasures Museums in the Viking Triangle</li> </ol>
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 Check our website  
www.followthevikings.com

# Follow the Vikings (FTV) Creative Europe Project 2015-2019



Photo: Frank Bradford

FOLLOW THE  
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# FTV project 2015-2019

- Total budget 2 million Euros, 50% funded by Creative Europe
- 15 full partners. All members of DVA
- 10 associated partners
- 8 joint meetings & seminars with 30-60 participants each
- Viking Road Shows in 6 locations
  - York, Waterford, Karmøy in Norway, Copenhagen, Uppsala in Sweden and in Reykjavík
- Publication of Graphic Novel- based on Havamal (Nordic Myths)

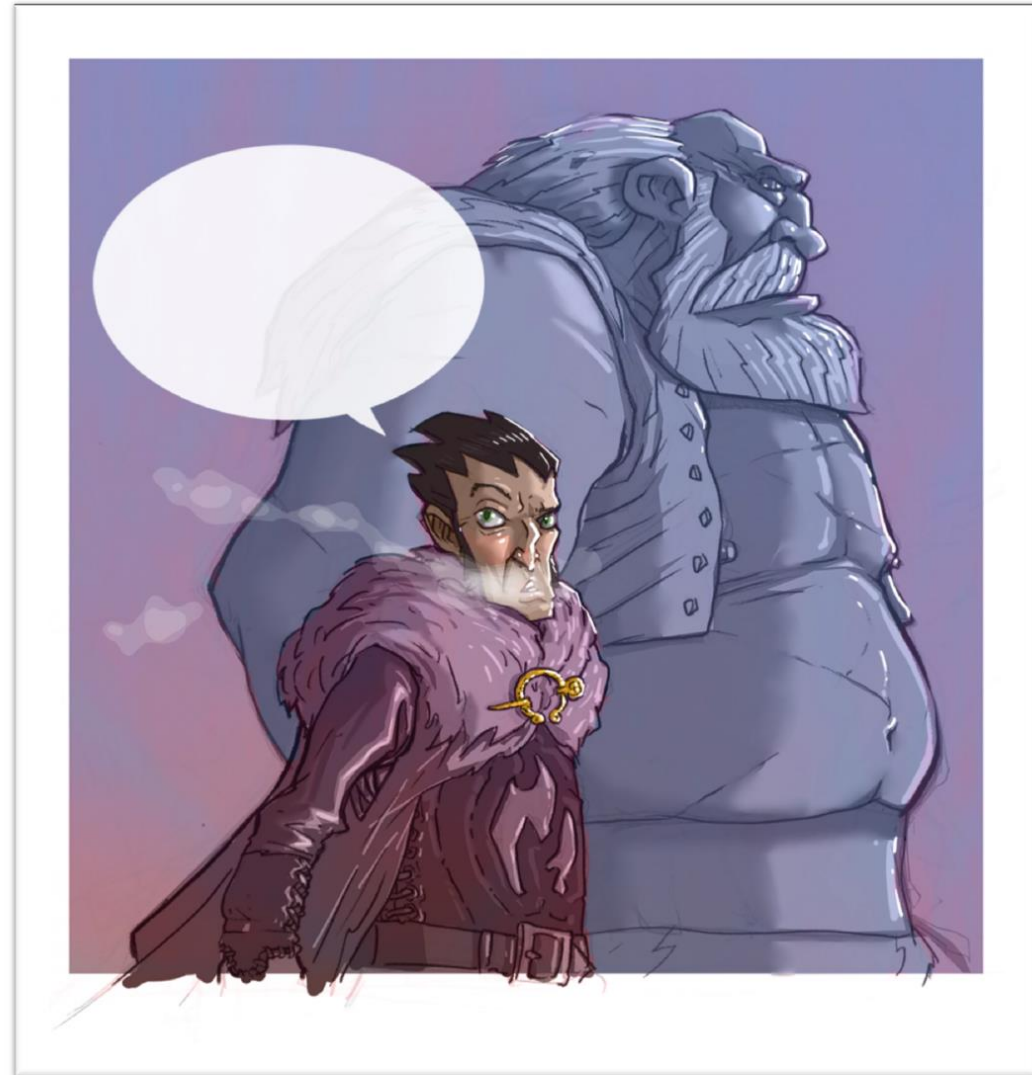


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We have an outline (the original proposal) and we follow it.  
We are keeping close on our goal of getting a page done a week in this fashion



Loki and a Frost Giant!

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# DVA goals for 2026

- **Viking Passport**
  - Published in March 2026
- **DVA Scientific Committee**
  - Online seminars for members...etc
- **Take a part in at least one European Travel Mart in 2026**
- **Take a part in the 13th training Academy on Cultural Routes of CoE 2026**
- **Take part in the 15th Advisory forum of CoE in 2026**
- **Increase cooperation with other CoE Cultural Routes**
  - Apply for projects in Erasmus+, Interreg, Creative Europe... etc



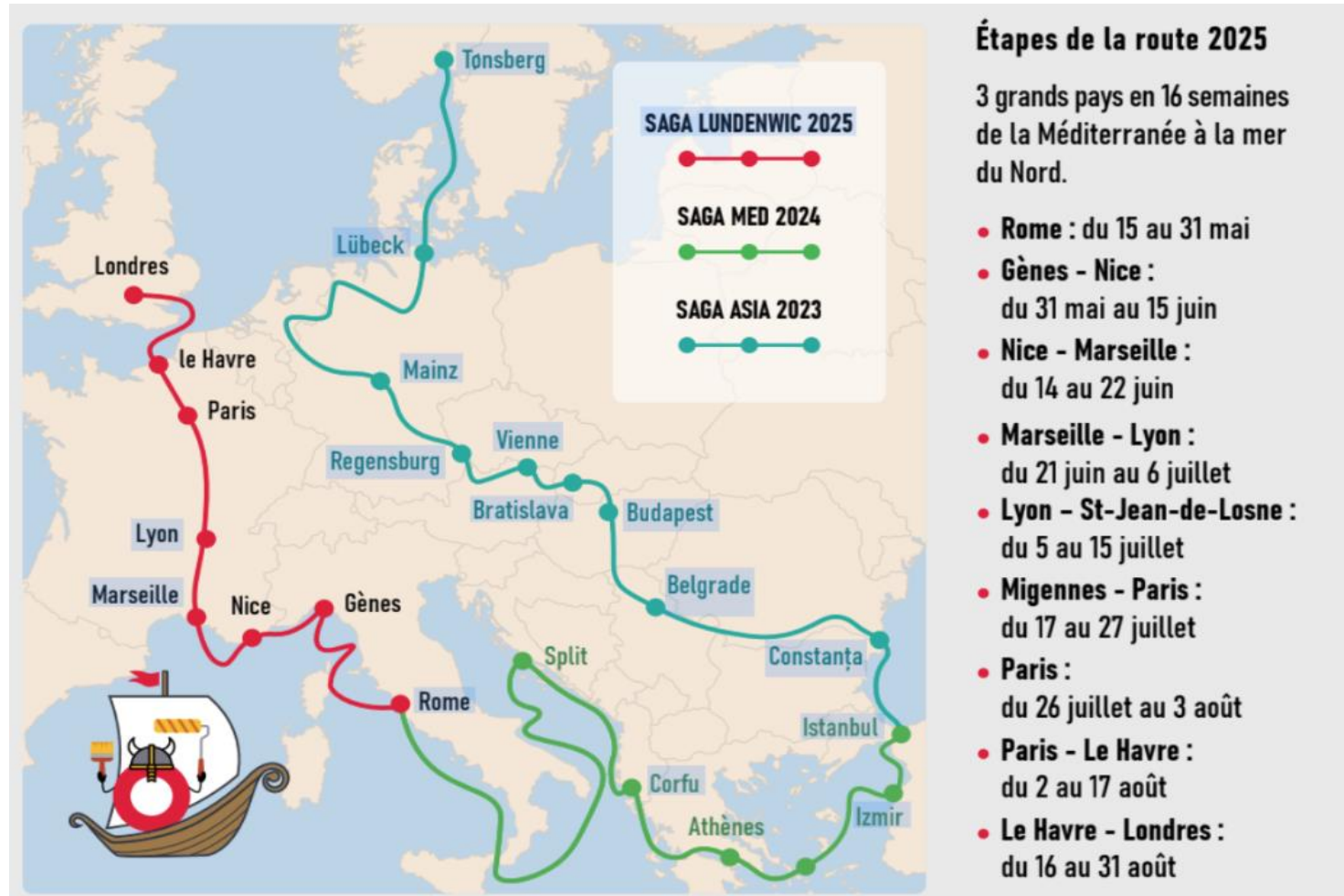
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# The Viking ship Saga Farmann great voyage





# Viking Route as culinary journey

- “Viking Feasts” in several of the sites of DVA. Some chefs have specialized in food from the Viking times – like Jesper Lynge in Denmark.
- The Vikings were in contact with many different culinary cultures on their voyages/raids. From Canada in the west to Mikilgardur (Istanbul in the east).
- Many possibilities of development in the field of Vikings vs culinary



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**Welcome to follow the Vikings!**



## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE



**MODERATOR**

***Eszter CSONKA-TAKÁCS,***

*Vice Chair, Bureau of the EPA Governing Board*

## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE

### The Routes of Masonic Architecture and Heritage



*SPEAKER*

*Jean-Claude JOLY,  
President*



# Cultural routes of the Council of Europe

# Bonjour



## Présentation des Routes d'architecture et de Patrimoine Maçonniques

Par Jean-Claude JOLY, Président AAPM

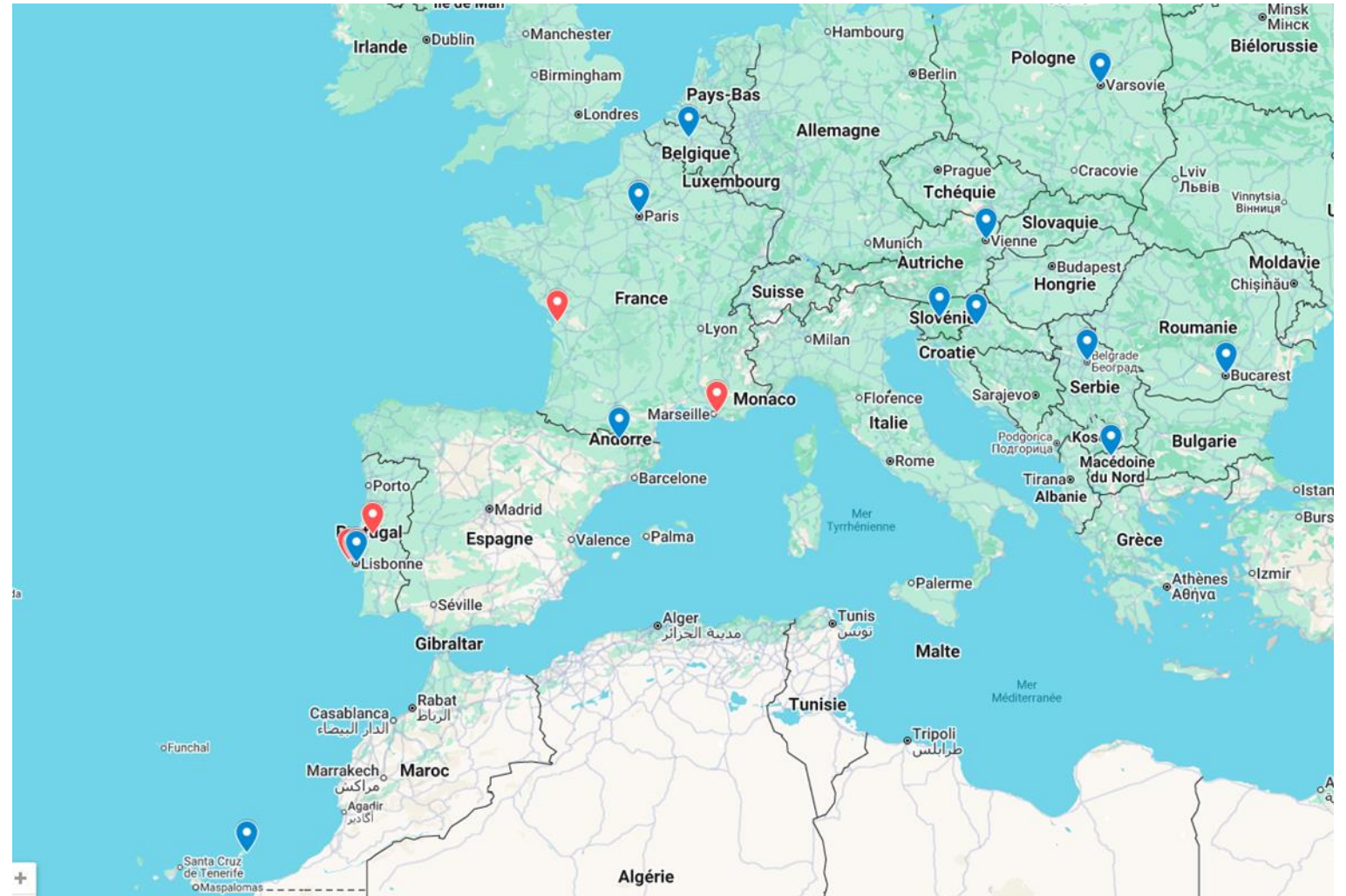




# Cultural routes of the Council of Europe

## Qui sommes-nous ?

Les Routes d'Architecture et de Patrimoine Maçonnes permettent aux personnes désireuses de se familiariser avec la Franc-Maçonnerie, de pouvoir, au travers d'un itinéraire parcourant au moins 12 pays européens, de découvrir des lieux exceptionnels. Il s'agit de découvrir l'histoire maçonnique par ses temples, ses bibliothèques, des collections privées et des musées ouverts à toutes et à tous.





# Cultural routes of the Council of Europe

## Quels sont nos objectifs ?

Andorre, Autriche, Belgique, Espagne (Canaries), Croatie, France, Macédoine du Nord, Pologne, Portugal, Roumanie, Serbie, Slovénie sont les pays qui forment notre Réseau européen.

Chacun de ces pays fait partie du programme des itinéraires culturels, c'est une façon innovante et attrayante de mettre en lumière l'histoire remarquable de la Franc-Maçonnerie, faisant partie intégrante de la civilisation européenne.



Macédoine du Nord



Portugal



Belgique



France



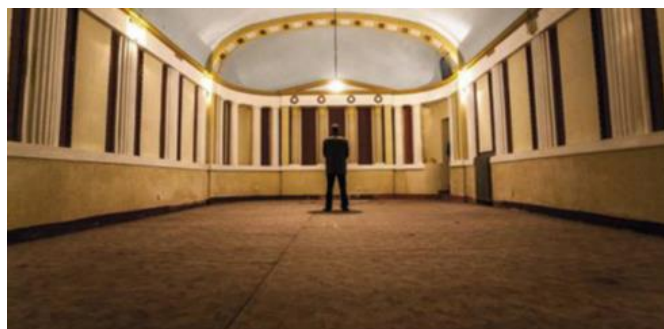
Roumanie



Andorre



France



Croatie



Macédoine du Nord



Portugal

## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE **Jerusalem Way**



*SPEAKER*

**Johannes ASCHAUER,**  
*President*



# JERUSALEM WAY – Who We Are

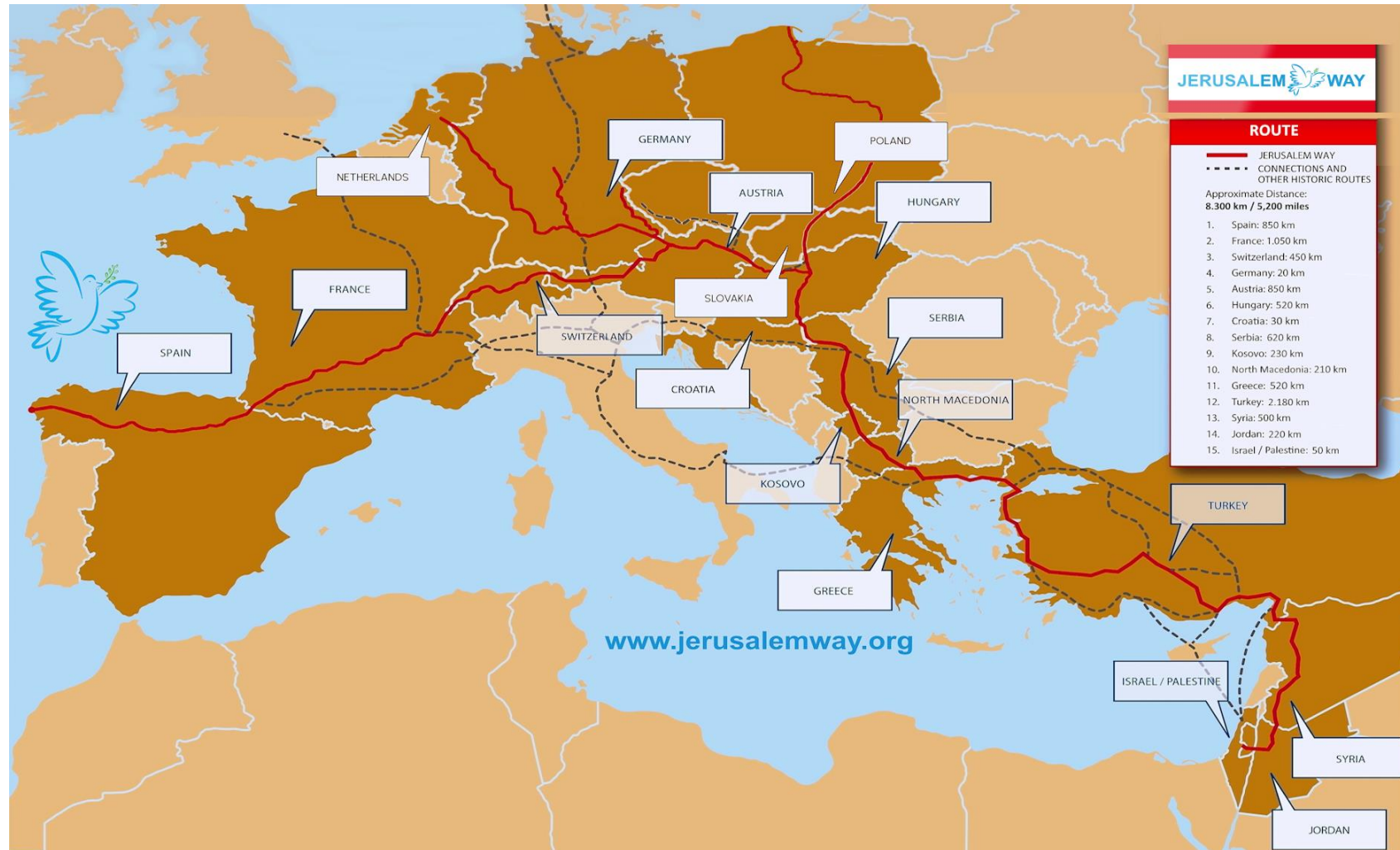
- **Founded 2010 in Austria | NGO since 2014**
- **8,500 km through 19 countries – Finisterre/Santiago to Jerusalem**
- **The Network: Over 200 members and partners on 4 continents – Europe, America, Asia and Australia**  
*(National & local authorities · Cultural institutions/NGOs · Universities · Museums & heritage sites · Cultural & hiking trails · Tourism stakeholders · Companies · Individuals & pilgrims)*
- **A European Peace and Cultural Route – building bridges between peoples, religions and cultures**

# The Route



- **The longest pilgrimage and peace route**
- **Connecting continents, cultures and religions**
- **Historic landmarks and UNESCO World Heritage sites along the way**
- **Over 2,000 km in Türkiye – the longest section, marked by great hospitality**

# Some impressions of the Jerusalem Way – Cultural and Peace Route



# THANK YOU FOR YOUR ATTENTION

**The Jerusalem Way stands for the longing for peace – among nations, religions, and people.**

**As an intercultural path of peace, it addresses the whole human family, inviting us to build bridges of understanding.**

**And it reminds us:**

***The first step towards peace always begins within ourselves.***



[www.jerusalemway.org](http://www.jerusalemway.org)

## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE

### **Singing Heritage Route**



*SPEAKER*

***Pekka HUTTU-HILTUNEN,***  
*President*



# SINGING HERITAGE ROUTE

Cultural Route in Lithuania, Latvia, Estonia, Finland and Norway





# Singing Heritage Route overview

The main theme of this new route is the **culturally important Singing Heritage** of the eastern areas of Finland, Estonia, Latvia and Lithuania, and now also in **northernmost parts of Norway**.

The route connects many culturally indispensable singing traditions, such as the **runosong tradition** of Finland, Ingria, Karelia and Estonia, **leelo** singing tradition (which is one variation of runosong) in South-East Estonia, multipart singing tradition called **singing with “pusbolss”** in Eastern Latvia and **sutartinės** in Lithuania. The Kvens have their own **singing traditions in Kven language**. In Norway and Finland among Skolt sámi culture there is **Leu'dd** tradition.

And, the **Baltic song and dance celebrations** (Estonia, Latvia and Lithuania) are also essential to the main theme of the route.



# Main theme and side themes

## Singing Heritage by the Route



- Le'udd in Skolt Sámi culture in Norway and Finland
- Kven singing culture in Norway
- Joik and luohiti in Northern and Inari Sámi
- Runosong in Finland and Karelia
- Runosong in Estonia, including leelo
- Sutartinės in Lithuania
- Singing with the "pusbolss" in Eastern Latvia
- Song and Dance celebrations in Baltic countries

Side themes can be different in different countries

# Singing Heritage Route map



<https://youtu.be/wFQT9uIYY9Q>

## *Information centres along the Route*

### NORWAY

**1. Ruija Kven Museum - Vadsø Museum**

### FINLAND

2. Siida – The Sámi Museum, Inari
3. Salla Museum of War and Reconstruction
4. Tourism and Culture Centre Karhuntassu, Kuusamo
5. Hossa Visitor Centre, Suomussalmi
6. Raatteen portti, Suomussalmi
7. Vienan portti, Kuhmo
- 8. Juminkeko, Kuhmo**
9. Bomba visit centre, Nurmes
10. Parppeinvaara runo village, Ilomantsi
11. North Karelian Museum Eliel, Joensuu
12. Värttinä Cultural Centre, Rääkkylä
13. The Border Guard Museum, Imatra

### ESTONIA

14. Narva Castle, Narva
15. Onion Route, Estonia
- 16. Estonian National Museum, Tartto**
17. Obinitsa museum, Obinitsa
18. Värskä Museum, Värskä

### LATVIA

19. Latgale museum, Latgale
20. Upite Cultural Centre, Upite
- 21. Cultural Centre, Daugavpils**
22. Riga museums and Cultural Centres

### LITHUANIA

23. Birzai Cultural Centre, Birzai
- 24. Vilnius Etghnic Culture Centre, Vilnius**



# Singing Heritage Route meets all criteria of resolution CM/Res(2013)67



- **Values:** Human rights, democracy and civil society, rule of law, equality, and respect for diversity
- **Research:** The development of the Route began with song research cooperation. Today, the network also includes researchers of regional development, sociologists, and historians.
- **European memory, history, and heritage – interpretation of diversity in present-day Europe:**
  - Singing traditions carry history and the shared memory of cultures reaching back hundreds and even thousands of years.
  - Traditions are also a source of creativity for contemporary artists.Cultural
- **Cultural exchange for young people:** Cooperation in festivals and events especially supports the exchange of young people between the participating countries.
- **Initiatives and exemplary projects:** Continuous dialogue between cultural organisations, artists, enterprises, and tourism development actors forms a cornerstone of the Singing Heritage Route.
- **Development of tourist products in cooperation with enterprises and other stakeholders:** The goal of the Route is to develop sustainable tourism cooperation and products. We warmly invite all stakeholders to participate in our development work.
- **New!** The Route also carries a dimension of **security policy**, as development rooted in the regions' own strengths contributes to their **resilience**.



SINGING  
HERITAGE  
ROUTE

# Singing Heritage Association ry

More than 30 members in the Network! NOTE: The network is still developing!

## Finland (16 members)

Runosong-Academy ry  
The Route of Poems and Borders ry  
- 10 municipalities along the Route  
Karelia University of Applied Sciences  
Musiikkiyhdistys pro Somelo ry  
Rääkkylä Folk ry  
Kainuu Folk music Association ry

## Estonia (6 members)

Estonian National Museum  
Estonian Literary Museum  
Sibulatee (NGO)  
SeTo Instituut  
South-Estonian Tourism Cluster/Visit Tartu  
Võrokõisi Kongress

## Latvia (4 members)

Latgale tourism association  
Latvian National Centre for Culture  
Centre for Intangible Culture  
UPITE ((NGO)  
Initiative and competences support center" (icsc)

## Lithuania (3 m)

Vilnius Ethnic Culture Centre  
Visit Birzai  
Birzai Tourism Centre

## Norway 5 memb)

Kven Finn Association  
Kven Finn Student Network  
Kven Future  
Little Finland  
Skolts in Norway

Board of Singing Heritage Association ry

Representatives from each country, 10 persons



SINGING  
HERITAGE  
ROUTE

# Thank you!

Pekka Huttu-Hiltunen

040 179 8600

[phh@runolaulu.fi](mailto:phh@runolaulu.fi)

[singingheritageroute.com](http://singingheritageroute.com)



Runolaulu-Akatemia  
Runosong Academy



Opetus- ja  
kulttuuri-  
ministeriö



Pohjois-Karjalan  
MAAKUNTALIITTO



Kainuun liitto



ETELÄ-  
KARJALAN  
LIITTO



## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE

### **The Columban Way**



*SPEAKER*

**Henry VYNER-BROOKS,**  
*Member of the Scientific Committee*



# THE COLUMBAN WAY

A European cultural project that crosses 5,000km of Europe, connecting many sites of historical interest in Ireland, UK, France, Luxembourg, Germany, Switzerland, Austria, Liechtenstein & Italy.



Cultural Routes of the Council of Europe  
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## CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14<sup>th</sup> ANNUAL ADVISORY FORUM

Cappadocia, Türkiye, 22-24 October 2025





# ST. COLUMBANUS & THE ROOTS OF EUROPE



Columban was a 6<sup>th</sup> century poet, preacher, prophet, polemicist, scholar, saint and monastic founder. The first great Irishman of letters & first Irishman to be the subject of biography



Columbanus was *'the first to conceive of Europe as a civilizational unit.'* – making reference to *Totius Europea flaccentis augustissimus* – 'all of decaying Europe' – in a letter to the Pope.



A letter to the Frankish bishops, he even gives a Christian basis for a supranational understanding between European nations. *'We are all members of one body, whether Franks, or Britons, or Irish or whatever our race.'*



For Robert Schuman (French prime minister, minister and first President of European parliament) *"St. Columban, this illustrious Irishman who left his own country for voluntary exile, willed and achieved a spiritual union between the principal European countries of his time. He is the patron saint of all those who now seek to build a United Europe.'*



Former President of Ireland Mary McAleese (XXVI Columbanus day July 2025) : *"From his grave, Columbanus, speaks still to a world that needs to hear and hear his voice".*



Fresco of San Colombano –Vaprio d'Adda (Italy) Romanesque church (1155)



# THE LEGACY ON THE ROUTE



Columban built **5 monastic communities** in France, Germany, Austria and Switzerland, & Italy. These were the first of **200 Irish monasteries**.



In **France**, Saint Coulomb where is located the famous Guescalin Plage in the department of Ille-et-Vilaine in the Brittany region, Saint-Colomban in Loire-Atlantique and Saint-Colomban-des-Villards in the Savoie region commemorate his passage and influence.



In **Germany**, the church of St. Kolumban in Friedrichshafen testifies to the lasting veneration of the saint in the Lake Constance region



In **Italy**, the town of San Colombano al Lambro, near Milan, bears his name and remains a symbolic site for viticultural heritage and devotion.



In **Switzerland**, St. Kolumbanstrasse in Zurich marks his memory in urban geography and St Gallen owes its name to the disciple and traveling companion who founded an abbey. Likewise, St. Kolumban Kirche in Bregenz, **Austria**, stands on the site of an early monastic settlement linked to his disciples.





# COLUMBAN WAY: THE VALUES



Across the entire route, the intangible values of Saint Columbanus — discipline, humility, learning, and care for creation — are translated into tangible practices: the revitalisation of pilgrimage paths, the protection of natural habitats, and the involvement of local stakeholders in tourism development.



In this sense, The Columban Way is not just a historical route, but a living example of sustainable cultural tourism, rooted in a shared European heritage



For twenty-six years, every summer in a different European country, hundreds of people meet for 3 days to remember the memory of Saint Columbanus but above all to reflect on how much of his thought is still relevant for the new generations: it is a great moment for people to meet, to discover places, traditions, food and territories less known and beaten by the main tourist routes.



The theme of The Columban Way has already fostered several cultural and educational exchanges among young Europeans, and further initiatives are actively being developed. In August 2025, 80 young people from Northern Ireland participated in a pilgrimage in Italy, reinforcing the spiritual and cultural dimensions of the journey and engaging in a meaningful exchange of knowledge and reflections on shared European values with their Italian peers.



XXVI Columbanus Day celebration – July 11 to 13th 2025 – Carlow, Ireland



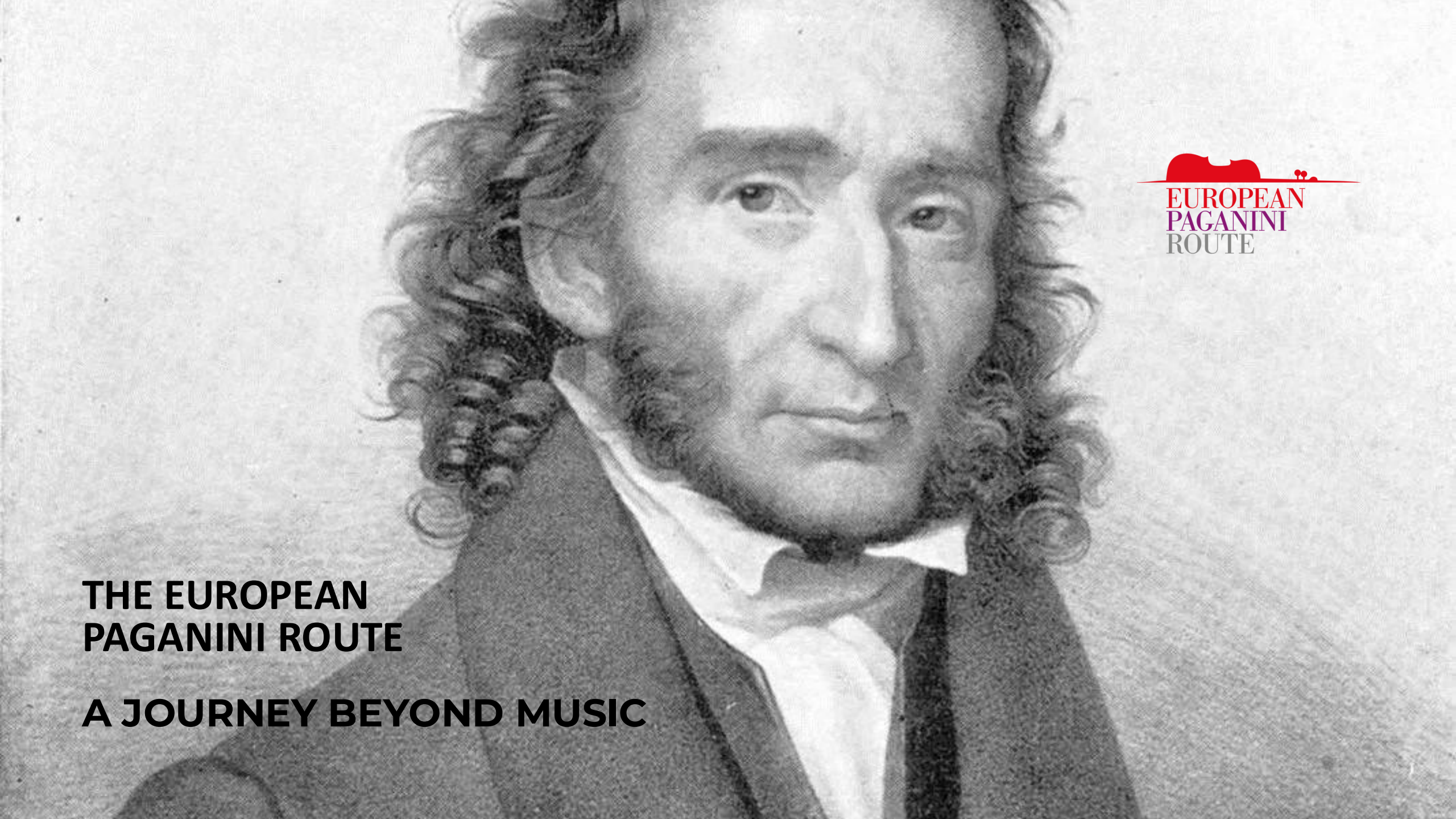
80 young Irish pilgrims - August 2025

## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE **European Paganini Route**



*SPEAKER*

**Michele TRENTI,**  
*General manager*



**THE EUROPEAN  
PAGANINI ROUTE**

**A JOURNEY BEYOND MUSIC**

## Vision and European Value

- Niccolò Paganini: a key European figure of the 19th century
- Symbol of cultural transformation and dialogue among peoples
- The route retraces his journeys: 9 countries, 20,000 km, 400+ concerts
- A bridge between historical memory, European identity, and contemporary creativity



## Main Areas of Action

Core Values: Human Rights, Democracy, Cultural Dialogue

- **Research & Development:** epistolary archive, publications, scientific committee
- **Memory & Heritage:** network of theatres, museums, memory sites
- **Youth & Education:** Erasmus+, conservatories, heritage education
- **Cultural Tourism:** festivals, thematic itineraries, tour operators
- **Contemporary Practices:** concerts, awards, exhibitions, “Paganini Days” (May 27 & Oct 27)



## The Network & Communication

- **The Network:** 10 countries, 20+ members (local authorities, chambers of commerce, universities, cultural institutions, theatres, museums, tourism stakeholders)
- **Communication Tools:** website, social media, official brochure, newsletter
- **Objective:** to valorize Paganini's legacy and strengthen dialogue, democracy, and human rights through culture



## PRESENTATION OF THE OFFICIAL CANDIDATES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE 2025–2026 CERTIFICATION CYCLE **Via Querinissima**



*SPEAKER*

**Nicoletta MARTORANA,**  
*Director*

# Via Querinissima

more than a simple journey



Historical



Geographical



Cultural





Cooperation

Solidarity

Sailing

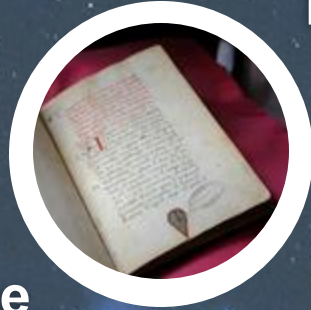


Trade

Tourism



Traditions



History

Heritage



Food



Sustainability

Wine



Citizens

Research



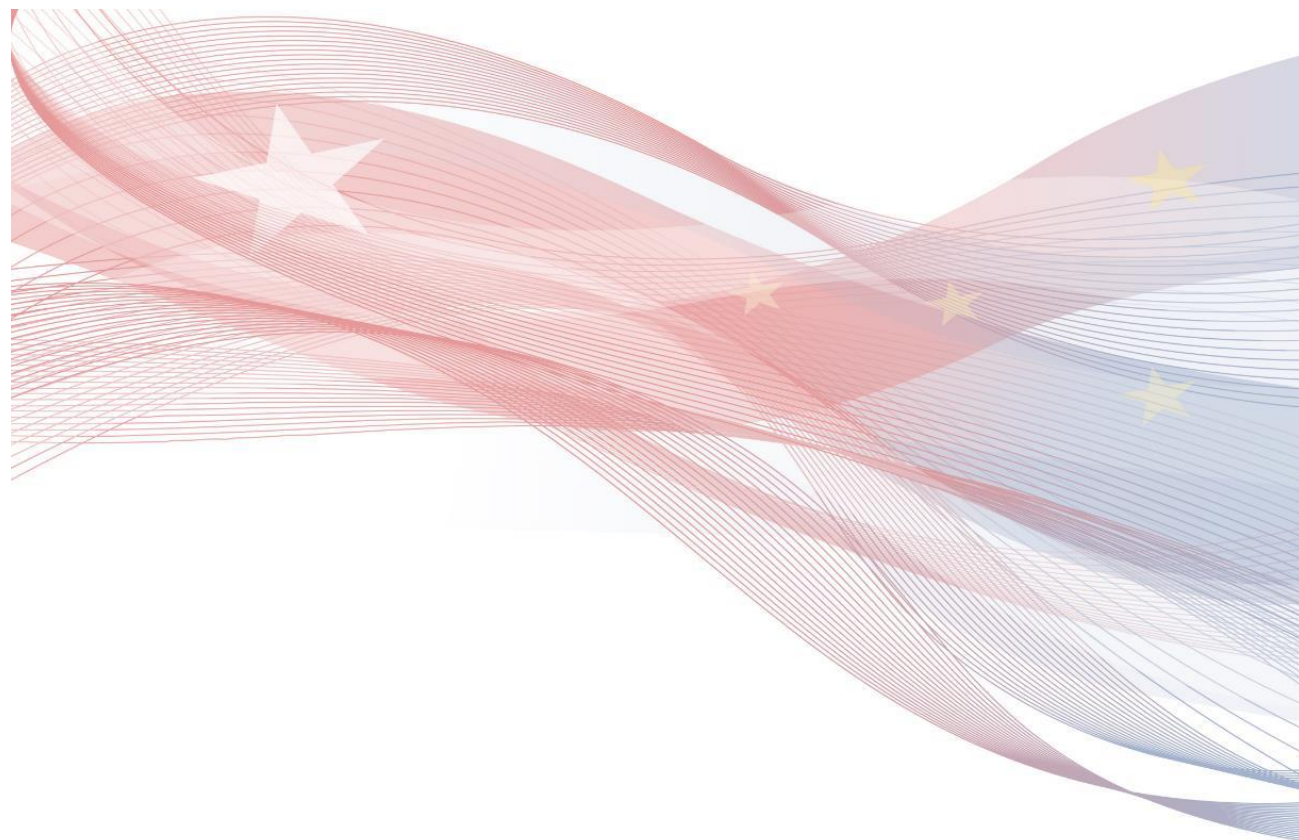
Education



**Via Querinissima**  
**a single journey, a thousand**  
**stories to tell**

# ***LUNCH***

***12:40 – 14:00***



## CLOSING SESSION

# CONCLUSIONS AND RECOMMENDATIONS OF THE FORUM



*PRESENTED BY*

**Ayşegül YILMAZ,**  
*Independent expert*

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

### Forum Conclusions and Recommendations

#### **The transformative role of Cultural Routes in sustainable tourism:**

As transnational, collaborative heritage networks, crossing Europe's diverse landscapes, Cultural Routes of the Council of Europe provide transformative opportunities for Route members, local authorities, communities and other stakeholders to effectively collaborate for the conservation of their landscapes, heritage as well as for the wellbeing of local communities. Speakers and participants of the 14th Advisory Forum on Cultural Routes of the Council of Europe highlighted on the following:

- **Integrate the Council of Europe Landscape Convention's values in Route management.**
  - The development of cultural and sustainable tourism based on landscape values provides significant opportunities for communities.
  - Methodologies developed for the implementation of the “landscape approach” could be used for the development of Routes.
- **Protect and maintain the authenticity of cultural landscapes.** The protection of cultural landscapes makes Routes more legible, enhances the connectivity of sites, and encourages travelers to move from one site to the next.
- **Communities must be at the center of any Cultural Routes strategy.** Respect local expertise, ownership, and traditional knowledge about their landscape and lifeways.
- **The need for carefully crafted heritage and tourism master-plans.**
  - Calculate the carrying capacity of a destination.
  - Collect data about local communities, their needs and aspirations.
  - Develop market strategies to attract the tourists you want in a particular time and place.
  - Conducting research on the impacts of tourism on communities.

- **Cultural Routes as platforms for advocacy**

- Advocacy for better policies, such as the protection of landscapes and heritage;
- Rights of communities impacted by climate change, extractive industries, overtourism and other threats.
- Businesses to be held responsible for improving their immediate environment and the wellbeing of local communities.

- **Improve cooperation (“Act together!”, Magda A.):**

- Better cooperation among Cultural Routes for improved visibility and stronger networks;
- Among network members
- With local communities and local authorities
- Among both heritage and tourism sectors

### **Innovative and inclusive heritage interpretation:**

- **Cross-cultural communication & collaboration among Cultural Routes**

- Critical for a holistic heritage interpretation along them, how to interpret sites that relate to each other.

- **Values-based interpretation**

- Bringing human values to life through interpretation
- “Evoke emotions, raise intellectual interest and provoke people!” (Helena V.)

- **Inclusive interpretation**

- Co-created and co-produced with communities to provide plural perspectives on sites and locations, recognizing cultural diversity, conflicts, lived experiences, as well as contested histories.
- “There are multiple stories of the show!” (Chris. W.)

- **The need for a framework to involve communities in interpretation**

- Dialogue and interpretation is the core of understanding heritage.
- Community story-telling rebuilds the meaning between people and place, and helps visitors understand what they are consuming.

- **Use the power of interpretation in particularly fragile sites.**

- Collaborate with professional guide associations, with emphasis on training, community involvement such as empowering local community members to become local certified guides.
- **Use digital technologies and creative arts** where they add real value.
  - Digital applications provide new dimensions of understanding ancient texts.
- **Action-oriented interpretation:** Link interpretation to contemporary pressing issues such as climate change, migration, gentrification, conflict, inequality, or pollution.

## Cultural tourism

- **Increase the visibility of Cultural Routes.**
  - Enhance the visibility and market position of Cultural Routes through targeted marketing campaigns and digital platforms, through cooperation at all levels.
  - Promote individual tourism rather than group tourism.
- **Build sustainable tourism products.**
  - Partnerships between Routes, tourism operators, craftspeople, farmers, food producers, and businesses to develop sustainable cultural tourism products that contribute to the revitalisation of traditional arts, crafts and food products.
- **Diversify tourism.**
  - Routes offer a cooperative model of cultural tourism that disperses visitor flows.
  - Direct people outside of cities to protect historic city centers.  
Promote nearby villages, other similar sites.
- **Enhance the slow tourism potential of Cultural Routes through replicable, small-scale, local itineraries co-created with communities.**
  - Attract tourists to not so well known sites, such as through the cycling route project of the Megalithic Routes, eco-itineraries (MED-Routes project), Gastro-routes (Seferihisar Municipality), and promote local heritage, producers, and small businesses, while demanding eco-certification. Encourage story-telling!

## The living heritage of landscapes:

1. **Strengthen the integration of crafts and creative industries into cultural tourism strategies.** (Eg. upcycling project, flute-making project)
2. **Collaborate with other Route members** in the development and revitalisation of local arts and crafts.
3. **Encourage youth to stay in their villages** by involving them in innovative projects that safeguard intangible cultural heritage and traditional knowledge.
4. **Partner with other Route members to make local intangible heritage more visible.** Invest in story-telling! Initiate bottom-up processes to based on the development of intangible cultural heritage.

## Revitalising local food traditions:

- **Advocate for the protection of landscapes** to protect the production of traditional, high-quality food items, and make food systems more sustainable.
- **Promote principles of slow food**, agroecology, the production of traditional crops, and sustainable farming practices that conserve landscapes and culinary traditions. Support local producers adhering to these principles. (Prof. Karasar)
- **Tell stories about food**
- **Re-connect young people** to food production.
- **Start by working with communities**, finding the DNA of their region, then work with associations and grow together in a sustainable way. Raise their awareness about what they have.
- **Design thematic itineraries**, festivals, and cross-Route collaborations around gastronomy to support local economies and extend visitor stays, such as “gastro-routes”, connecting local farmers and food producers around specific, local, traditional food items, plants, including nearby attractions.
- **Support the revitalisation of ancient culinary traditions**, showcasing these at festivals along the Route and other cultural events.

Ayşegül YILMAZ,  
Independent expert

## CLOSING SESSION

# CONCLUSIONS AND RECOMMENDATIONS OF THE FORUM

*PRESENTED BY*



**Rui GOMES,**

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

# CULTURAL ROUTES OF THE COUNCIL OF EUROPE 14<sup>th</sup> ADVISORY FORUM



*PRESENTED BY*

**Charlotte BATES,**  
*TRT World*

## CLOSING SESSION

# Awarding of Inspiring Practices of Cultural Routes of the Council of Europe

*PRESENTED BY*



**Rui GOMES,**

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

Co-operation in research and development

## The Phoenicians' Route

*Conference: "Meta-Sea. The Sea of the Gods: Circulation  
of cult and attendance of sanctuaries in the ancient  
Mediterranean"*

## Enhancement of memory, history and European heritage

### ATRIUM

*Colonial Legacies in Public Space: A Participatory  
reinterpretation of the dissonant heritage and the  
cultural landscape*

Contemporary cultural and artistic practice

## European Route of Ceramics

*SHAPED - Women's voices in ceramics*

Cultural tourism and sustainable development

# Alvar Aalto Route - 20th Century Architecture and Design

*Strength from Sustainability - Alvar Aalto Route as a  
Pioneer of Sustainable Cultural Tourism Project*

## Cultural and educational exchanges for young Europeans

### Women Writers Route

*Ljubka's Trail - A cross-border literary route of poetry  
and equality*

## CLOSING SESSION

### Renewal of Certifications for Cultural Routes in 2025



*PRESENTED BY*

**Sergio ORTEGA MUÑOZ,**  
*Chair of the EPA Governing Board*

## Renewal of Certifications for Cultural Routes in 2025

### ALVAR AALTO ROUTE

20th Century Architecture and Design

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



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



Cyril and Methodius  
Route

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



Associazione Rotta di Enea  
Aeneas Route Association

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



MEGALITHIC ROUTES

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



MOZART WAYS  
VIE DI MOZART  
VOIES DE MOZART  
MOZART WEGE

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



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



The European Route  
d'Artagnan  
La Route Européenne  
d'Artagnan

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



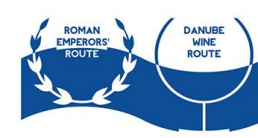
## CLOSING SESSION

### Presentation of the 2026 Training Academy



*PRESENTED BY*

**Gordana PLAMENAC,**  
*President, Roman Emperors and Danube Wine Route*



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



# 13<sup>th</sup> TRAINING ACADEMY OF CULTURAL ROUTES 2026

## PIONEERING CROSS-BORDER EVENT

2<sup>nd</sup> – 5<sup>th</sup> JUNE 2026



ZSOLNAY  
KULTURÁLIS  
NEGYED



TOURIST BOARD  
OF OSIJEK-BARANJA  
COUNTY



danube  
competence  
center

Interreg  
Danube Region



Co-funded by  
the European Union

#RomansWineDanube



## CLOSING SESSION

### Presentation of the 2026 Advisory Forum



*PRESENTED BY*

**Levon HOVHANNISYAN,**  
*Deputy Mayor of Yerevan, Armenia*



MINISTRY OF EDUCATION,  
SCIENCE, CULTURE AND SPORT  
OF THE REPUBLIC OF ARMENIA



ARMENIA  
The Hidden  
Track



CULTURAL ROUTES OF THE COUNCIL OF  
EUROPE

# 15TH ANNUAL ADVISORY FORUM

YEREVAN, ARMENIA  
SEPTEMBER 2026

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



# WELCOME TO ARMENIA

Tucked between mountains and legends,  
**Armenia isn't just a place, it's a feeling.**

A heartbeat echoing from ancient monasteries,  
winding trails, and tables full of flavor and laughter.  
**Here, every region tells a story.**

From vineyard-covered valleys to peaks that brush  
the sky, this land invites you  
**to dive deep into history, adventure, and  
connection.**



**Armenia**, a land of ancient heritage and natural beauty, invites you to discover its rich culture, diverse landscapes, and adventurous spirit.

Explore **UNESCO-listed monasteries**, intricately **carved khachkars**, and traditions such as **rug weaving** and the soulful **sound of the duduk**. From the turquoise waters of **Lake Sevan** to the **alpine peaks of the Armenian Highlands**, Armenia's nature offers peace and inspiration.

Savor **authentic cuisine** - **tolma, lavash, ghapama, and ancient wines** - shared with the warmth of Armenian hospitality.

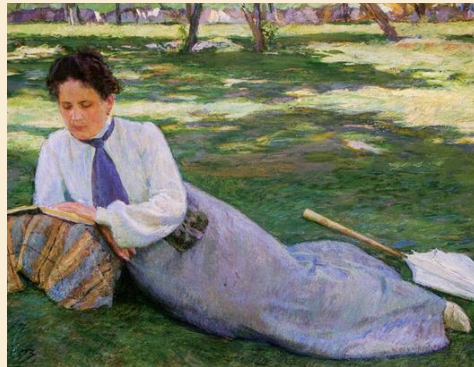
For **adventurers**, Armenia is a playground of experiences: hiking Mount Aragats, paragliding over Sevan, skiing, and exploring wild mountain trails. **In every corner, Armenia reveals a story of history, beauty, and spirit.**



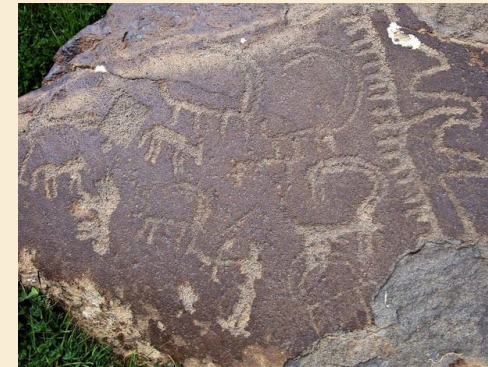
# Heritage in Motion: The Council of Europe's Cultural Routes Across Armenia



**ITER VITIS – THE WINE ROUTE**



**THE IMPRESSIONISMS  
ROUTES**



**THE PREHISTORIC ROCK ART TRAILS**



**THE EUROPEAN CEMETERIES ROUTE**



**THE EUROPEAN ROUTE  
OF JEWISH HERITAGE**



**THE EUROPEAN FAIRY TALE ROUTE**

# 2026 YEREVAN FORUM SPARKING NEW CONNECTIONS



THEMATIC FOCUS - 2026 YEREVAN FORUM

# ROUTES THROUGH TIME AND CULTURE: EDUCATING FOR SUSTAINABLE HERITAGE



# 2026 FORUM IN YEREVAN

**Yerevan**, the capital of Armenia, is one of the world's oldest cities.

A dynamic and rapidly developing city, where ancient history blends harmoniously with modern architecture, vibrant cultural life, and convenient tourist infrastructure.





## VENUE - 2026 YEREVAN FORUM

**"Seven Visions, The Dvin"** is a luxurious hotel located in the heart of Yerevan, which opened its doors in 2022. The architecture of the complex combines cultural heritage and traditions with modern room design to meet all the desires and needs of guests. The hotel has a hall for conferences and events of international level and scale, as well as private meeting rooms for confidential business meetings.



# PARTNERS

## 2026 YEREVAN FORUM



MINISTRY OF EDUCATION,  
SCIENCE, CULTURE AND SPORT  
OF THE REPUBLIC OF ARMENIA



TOURISM COMMITTEE  
MINISTRY OF ECONOMY OF  
THE REPUBLIC OF ARMENIA

ARMÉNIA  
The Hidden  
Track



# THANK YOU



# CLOSING SESSION

## Closing remarks



*PRESENTED BY*

**Sergio ORTEGA MUÑOZ,**  
*Chair of the EPA Governing Board*

# **BREAK**

## **15:30 – 15:45**



**"B2B" SESSIONS - EPA GOVERNING BOARD  
MEMBERS/INTERNATIONAL ORGANISATIONS  
AND REPRESENTATIVES OF CULTURAL  
ROUTES OF THE COUNCIL OF EUROPE (*by  
registration only*)**

**15:45-17:15**



REPUBLIC OF TURKEY  
MINISTRY OF CULTURE  
AND TOURISM



CAPPADOCIA  
THE LAND OF FAIRYTALES



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES

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



CONSEIL DE L'EUROPE  
CONSEIL DE L'EUROPE

## ***GALA DINNER***

***20:00 – 23:00***



***INTRODUCED BY***

***Onur GÖZET,***

***Deputy Director General, Ministry of Culture and Tourism,  
Türkiye***