

13th TRAINING ACADEMY

ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

**PÉCS/HU/ & OSIJEK/HR/ | SHAPING CONFIDENCE
2-5 JUNE 2026 | AND DIVERSITY**



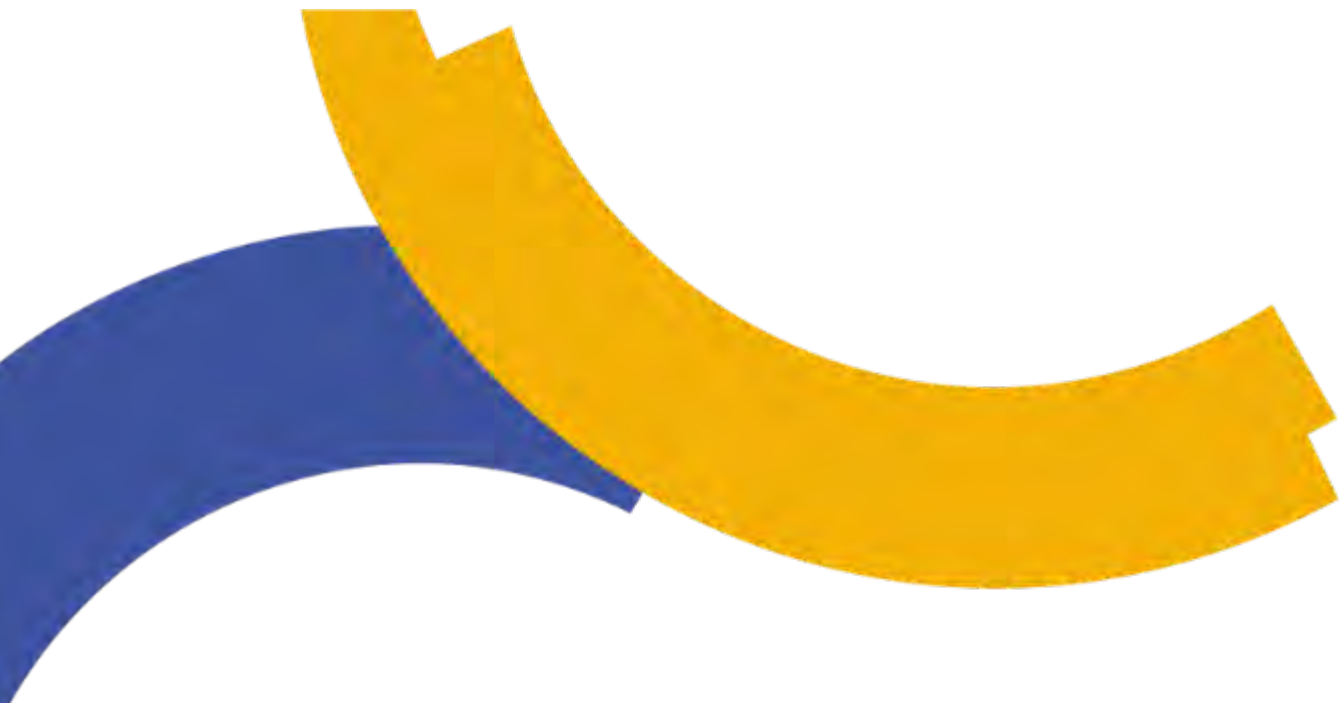
RESPONSIBLE TOURISM AND LOCAL INFRASTRUCTURE DEVELOPMENT

by Iryna Denysko
European Route of Historic Gardens

Responsible tourism — what it means?

Responsible tourism is a travel concept that aims to minimize negative environmental impacts and maximize benefits for local communities.

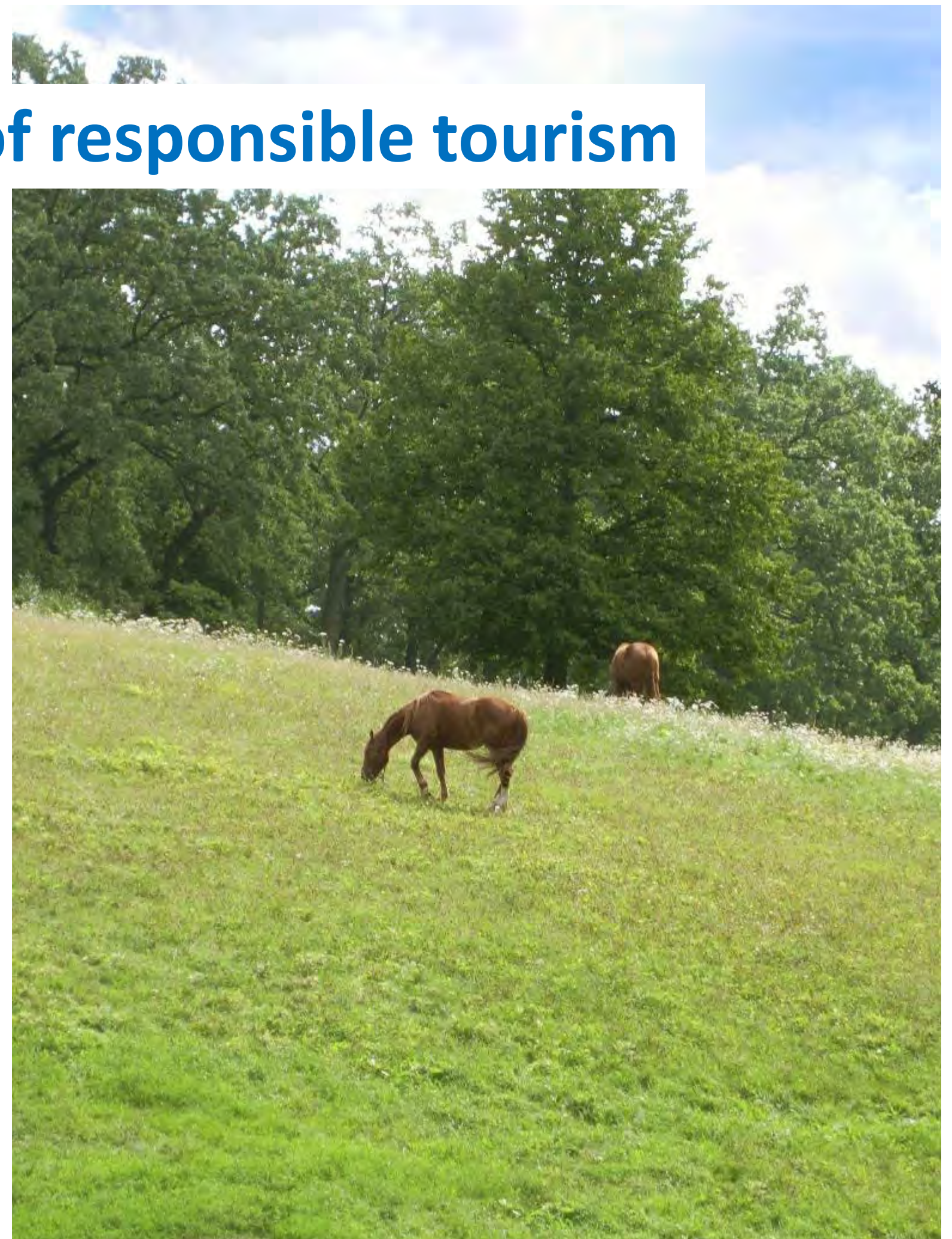
The guiding principle is to travel with respect for nature, culture, and the economy, while leaving a positive footprint.



The key fundamentals of responsible tourism

This approach is based on three key pillars:

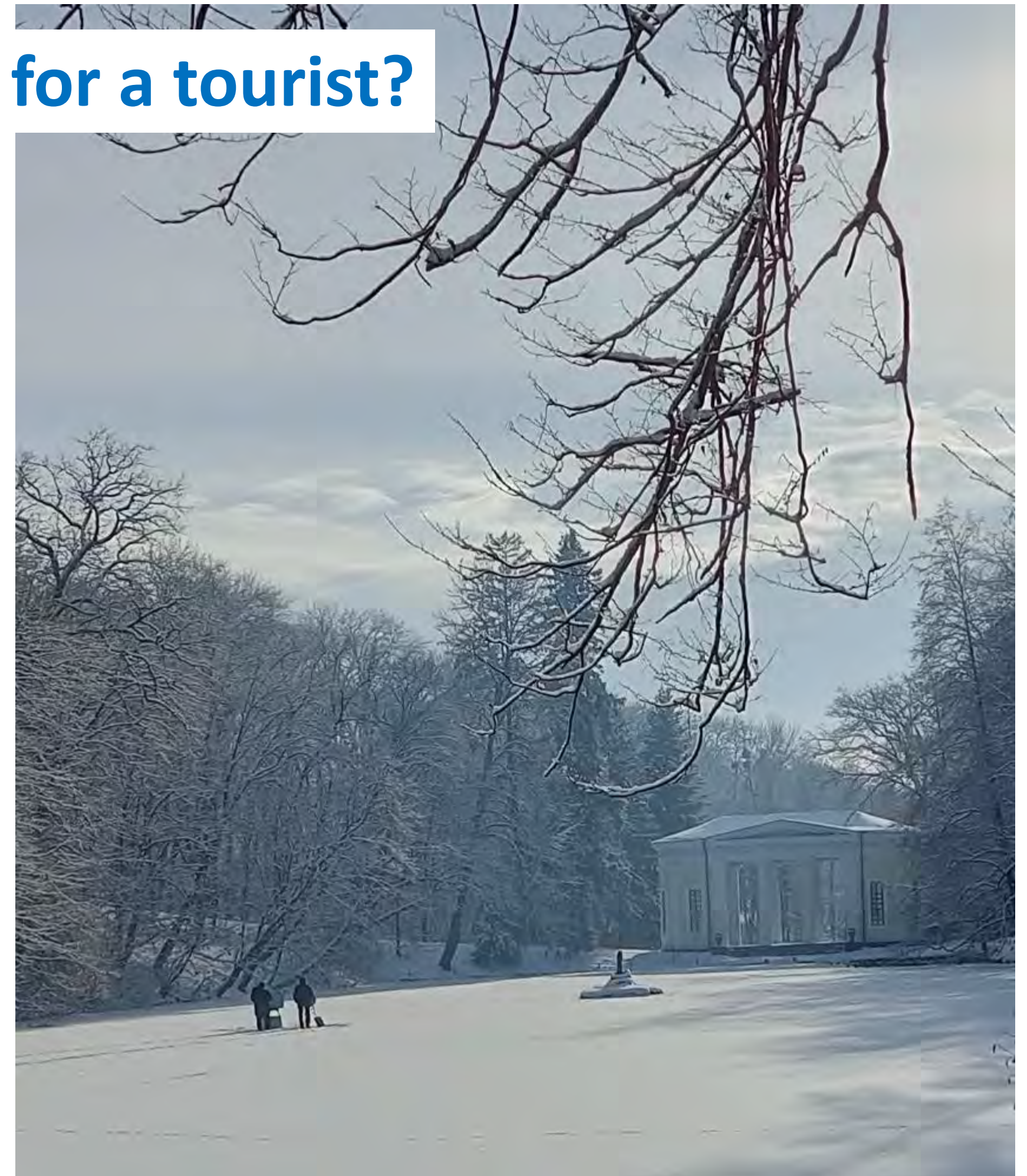
- **Environmental responsibility**
- **Economic benefit**
- **Social respect**



What it means for a tourist?

A conscious visitor understands that their presence matters. It is not about restrictions, but about attentiveness, care and connection with the place:

- Travel with curiosity, not entitlement
- Value presence over photographs
- Choose educational experiences over spectacle
- Respect closed or protected areas
- Take time for observation and reflection



Care for the environment

- o Reduce waste and avoid disposable plastics
- o Stay on marked paths and off planted areas
- o Observe wildlife quietly
- o Use low-impact transport when possible
- o Avoid activities that harm plants, animals or people



Support local communities

- o Choose local cafés, accommodation and products
- o Join guided tours led by local guides
- o Use services recommended by the site
- o Avoid touching fragile features
- o Keep noise low
- o Leave no trace



Respect history, traditions and people

- o Learn about the basic rules of conduct and etiquette of the country or region you are visiting
- o Follow site rules and local customs
- o Ask before photographing people or activities



What it means for business?

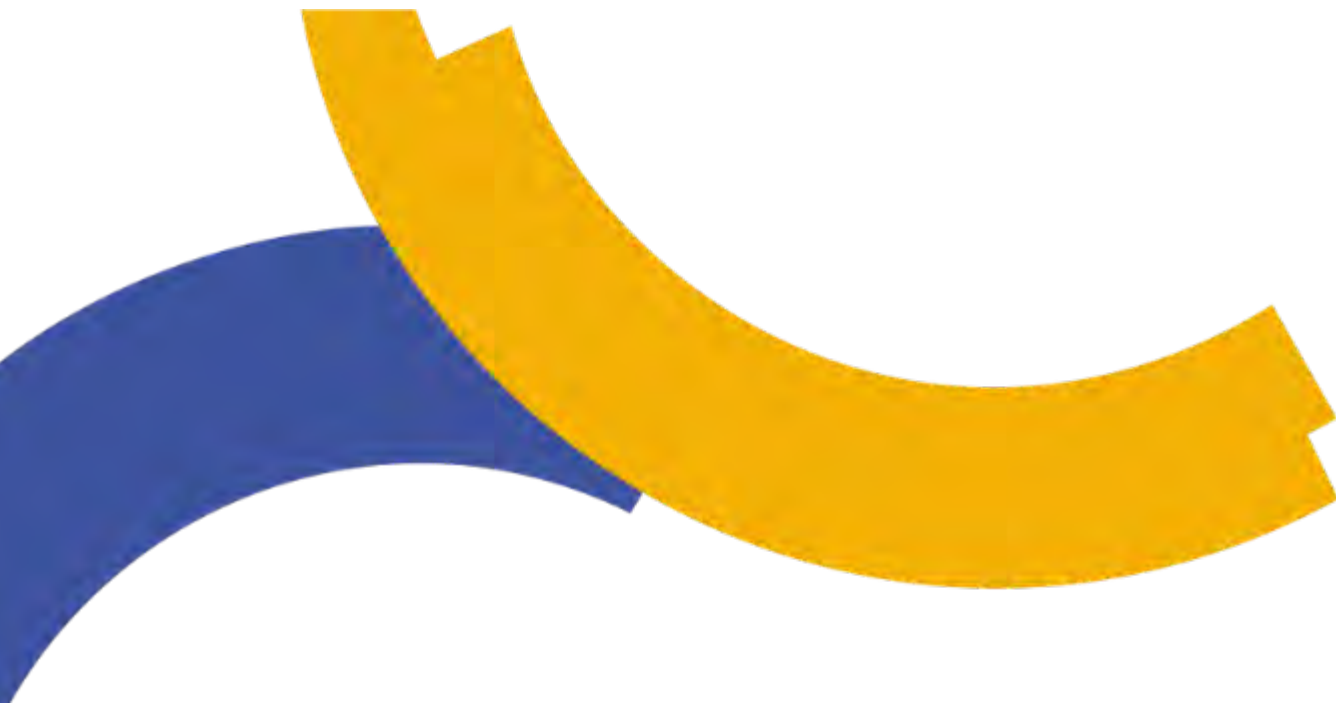
Sustainable development goals of responsible tourism and recreation services

- environmentally oriented
- socially oriented
- economically oriented



Environmentally-oriented goals

- o development of ecological infrastructure
- o development of circular economy
- o reduction of destructive impact on the environment
- o protection and reproduction of natural resource potential
- o increasing energy efficiency
- o introduction of green technologies
- o prevention of climate change
- o increasing environmental awareness



Socially oriented goals

- o development of tourism and recreation infrastructure
- o increasing the level of employment and self-employment of the population
- o improving the quality of tourism and recreation services
- o preservation of traditional technologies and customs



Economically oriented goals

- o increasing local, regional and national budgets
- o attracting investments
- o increasing the welfare of the population
- o increasing the competitiveness of products and services



How can responsible tourism be applied in **companies** and **destinations**?

- Rigorous measurement of consumption
- Responsible procurement, prioritising local suppliers
- Redesigning tourism products to avoid overcrowding
- Phasing out single-use plastics
- Continuous staff training
- Collaboration with the local community



What is a tourism and recreation **cluster**?

- Rigorous measurement of consumption
- Responsible procurement, prioritising local suppliers
- Redesigning tourism products to avoid overcrowding
- Phasing out single-use plastics
- Continuous staff training
- Collaboration with the local community



Career opportunities in responsible tourism

- tourism sustainability consultancy.
- destination management (DMOs).
- management of sustainable accommodation.
- design of local and cultural experiences.
- responsible and ethical tourism marketing.
- virtual tourism (VR tourism)



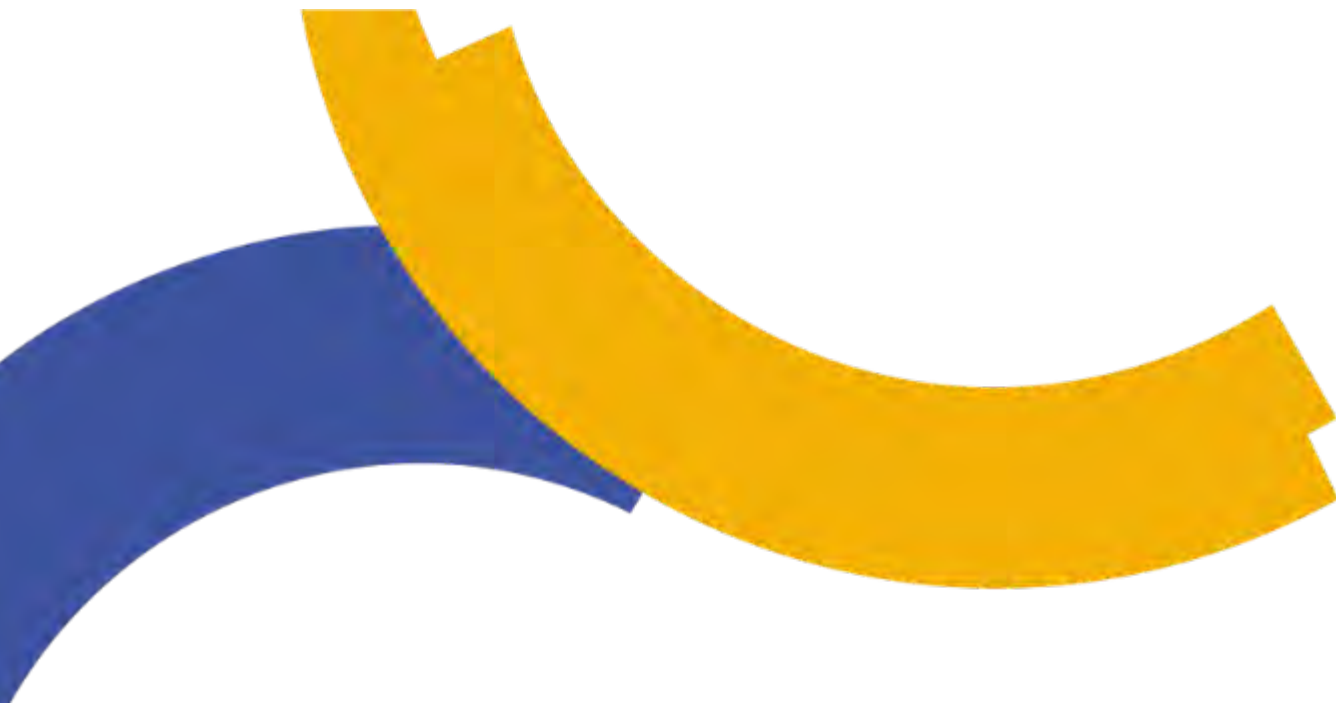
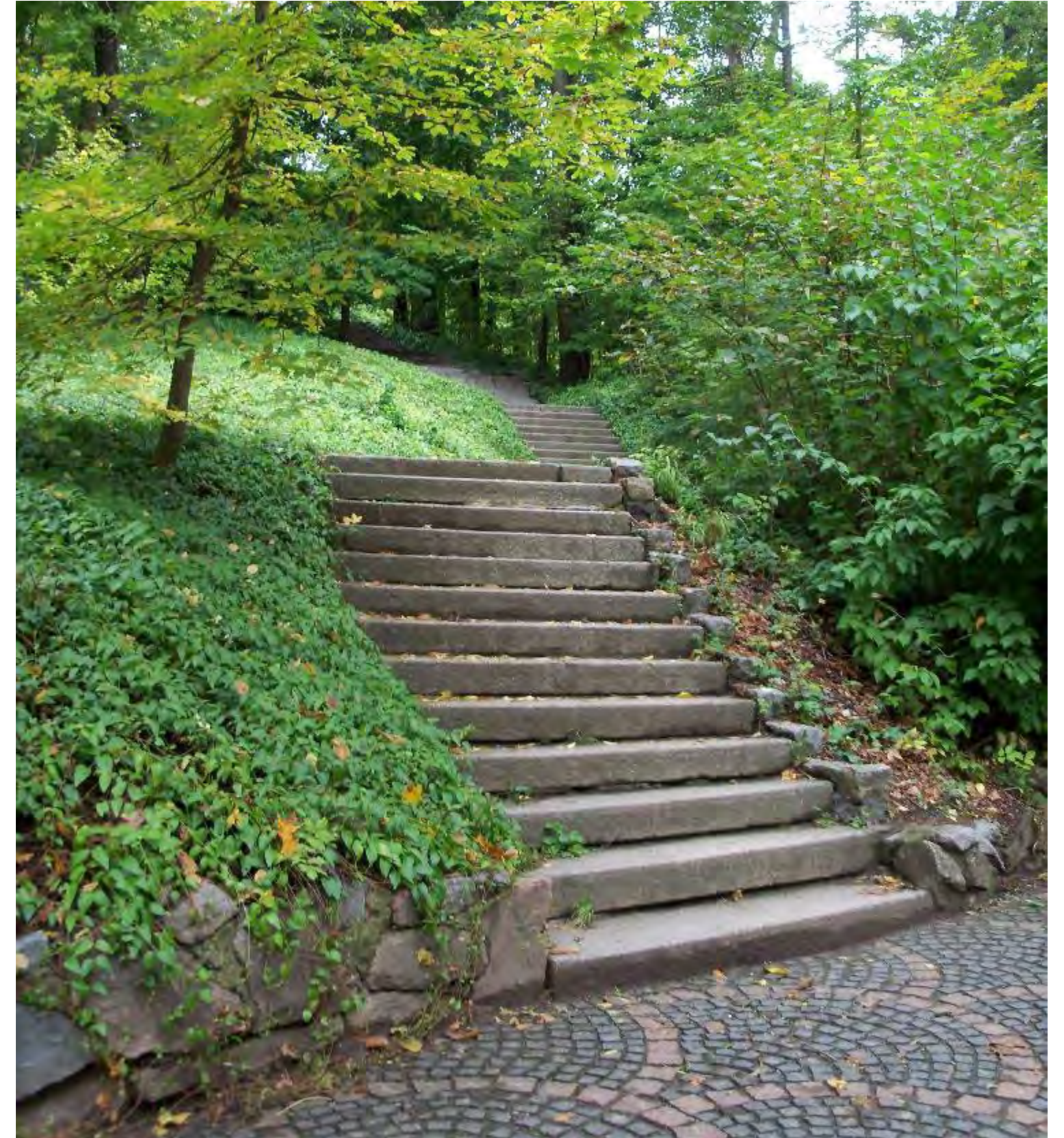
What it means for an object of tourism?

- Reducing technogenic load
- Reducing recreational load
- Preserving the site for future generations



***Conclusion:* Responsible tourism is an answer to today's challenges**

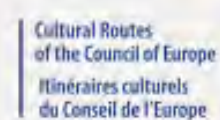
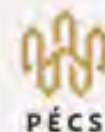
Responsible tourism is a mode of travelling and managing destinations that protects resources, improves the quality of life of local communities, and secures the future of the tourism industry.



THANK YOU FOR ATTENTION!

The presentation used photos
by O. Ryzhkovyi, I. Denysko,
and materials
from open Internet sites

Recommended literature: Pavlikha N. V., Tsymbalyuk I. O., Savchuk A. Yu.
Sustainable development of tourism and recreation: current challenges and
prospects for Ukraine. 2022



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The Visibility Paradox of the Cultural Routes of the Council of Europe

European Certification – National Governance – Public Recognition

Working Group on Visibility

The Visibility Paradox

Observation

Many Cultural Routes of the Council of Europe are visible at regional, national or thematic level.

At the same time, the Cultural Routes of the Council of Europe programme often remains known mainly within professional and institutional circles.

The Paradox

Visible Routes



Limited Visibility of the Programme

Key Question

Why does this happen?

Workshop Question

Can you identify examples from your own route or country?

Understanding the Visibility Paradox

The paradox emerges because visibility operates on different levels.

European Certification



Cultural Routes



Public Recognition

Observation

Visibility does not automatically move from one level to another.

From the Visibility Paradox to the Visibility Gap

The Visibility Gap describes the distance between:

- European certification
- Route visibility
- Public recognition of the programme

Observation

A route can be visible.

The programme may remain largely invisible.

Conclusion

Visibility at route level does not automatically generate visibility at programme level.

More Than a Communication Issue

Visibility is often discussed as a communication challenge.

Our Working Hypothesis

The Visibility Gap is also a governance issue.

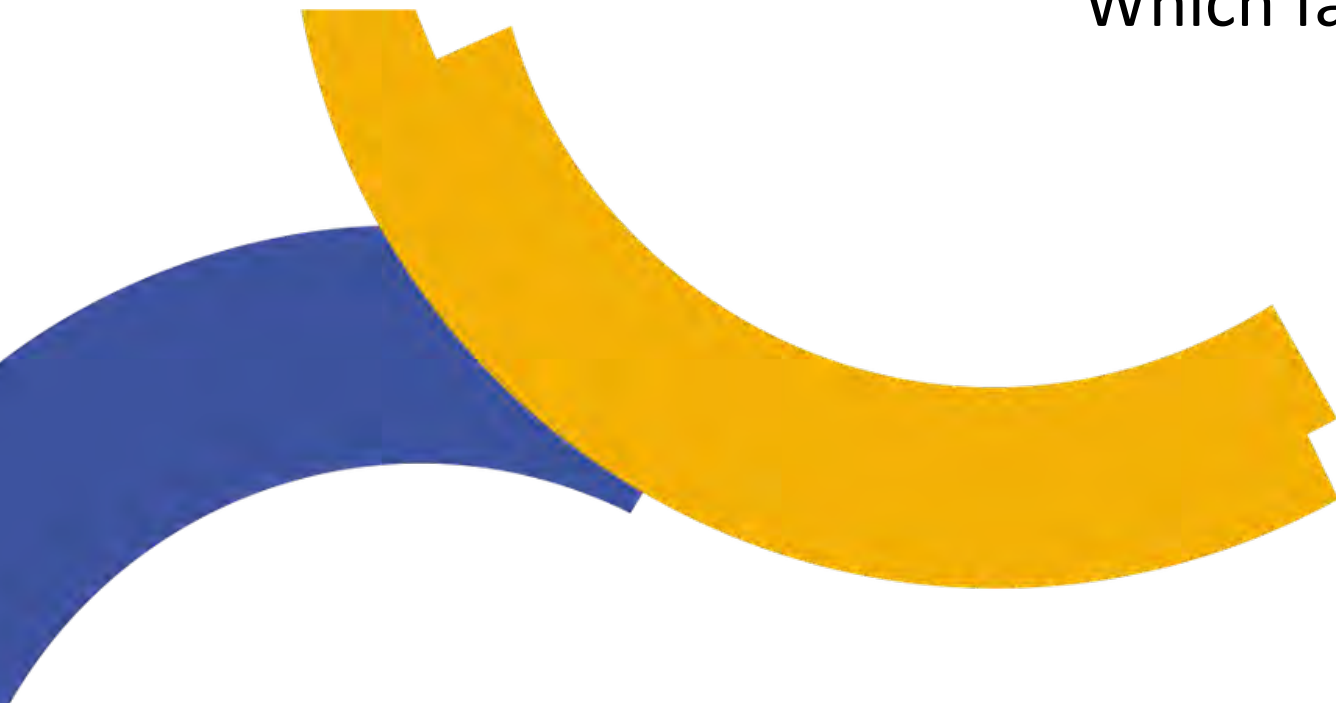
Why?

Cultural policy is organised differently across Europe.

Workshop Question

Which factors most influence visibility in your country?

- Communication?
 - Funding?
- Political support?
- Institutional structures?



Cultural Governance in Europe

Federal Systems

Germany, Austria, Belgium, Switzerland, Bosnia and Herzegovina

Regionalised Systems

Spain, United Kingdom, Italy, Netherlands, Poland

Centralised Systems

Most EPA member states

Observation

The institutional conditions for visibility differ considerably.

The Role of EPA Representatives

EPA Representatives connect
European level



National governance systems



Cultural Routes

Key Functions

- Representation
- Information exchange
- Institutional networking
- Support for implementation

A Structural Challenge

The institutional position of EPA Representatives differs across member states.
In federal and regionalised systems, cultural policy responsibilities are often located below the national level.

Possible Consequence

European certification reaches relevant decision-making levels only indirectly.

Result

Different governance systems create different visibility conditions.

The Visibility Gap as a Governance Issue

The Visibility Gap reflects a structural asymmetry between

European Certification

and

National Governance Structures

Key Observation

The EPA framework reflects national diversity.

It does not standardise national governance systems.

Working Hypothesis

Communication alone may not be sufficient.

Top-Down Approach

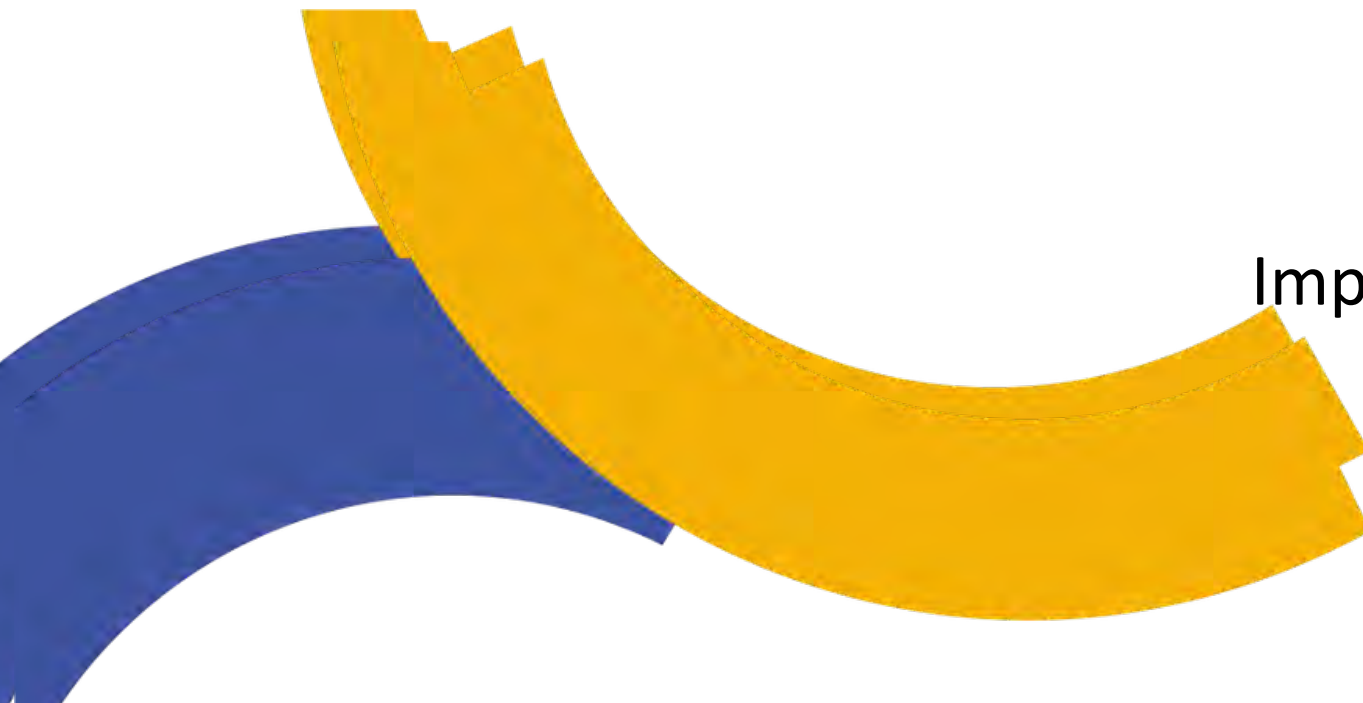
Strengthening Cooperation with EPA Representatives

Objectives

- . Better information flow
- . Stronger institutional coordination
- . Greater visibility at national level
- . Better connections to decision-makers

Goal

Improved visibility without additional centralisation.



Bottom-Up Approach

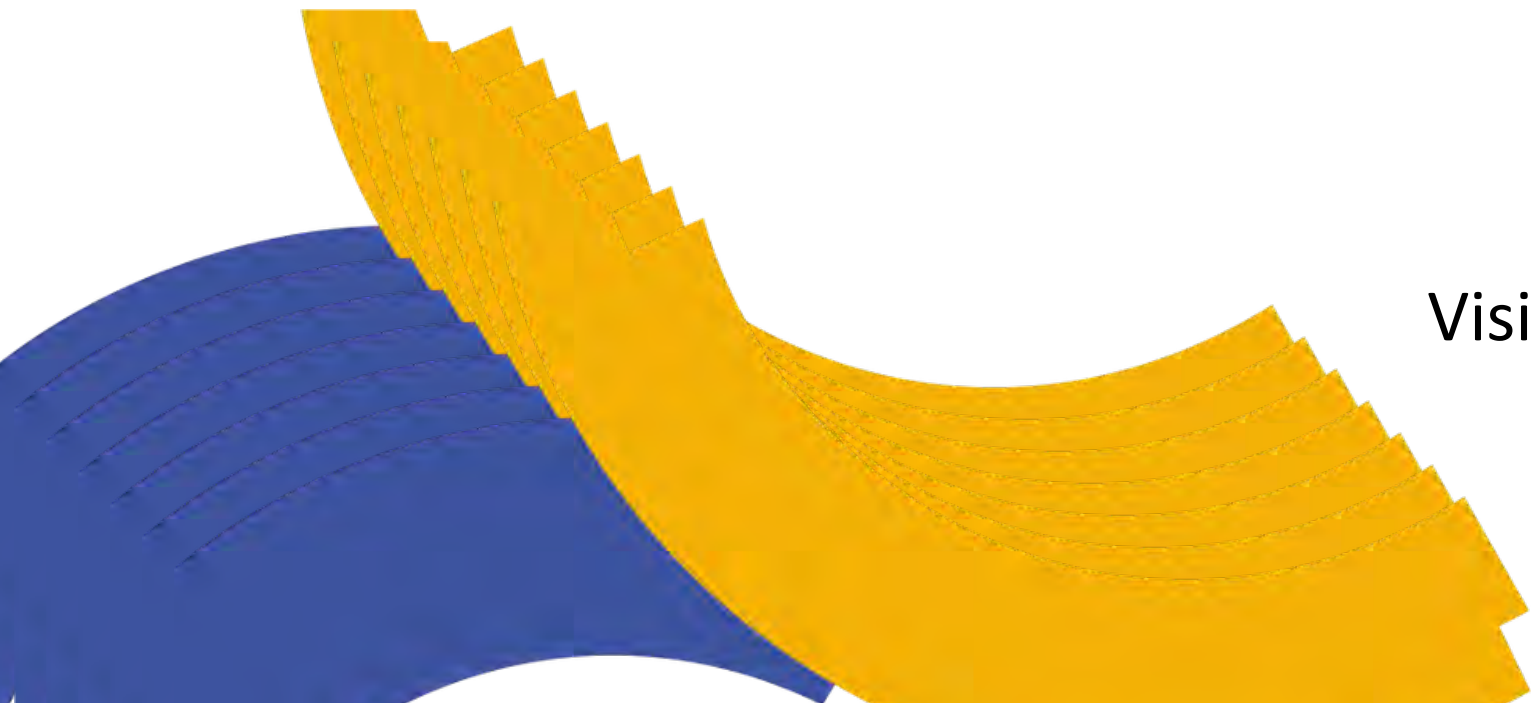
Strengthening Cooperation Between Cultural Routes

Examples

- . Joint events
- . Shared themes
- . Regional clusters
- . Cross-border initiatives

Core Principle

Visibility grows through cooperation.
Not through competition.



Shared Identity

Individual routes and the programme should strengthen each other.

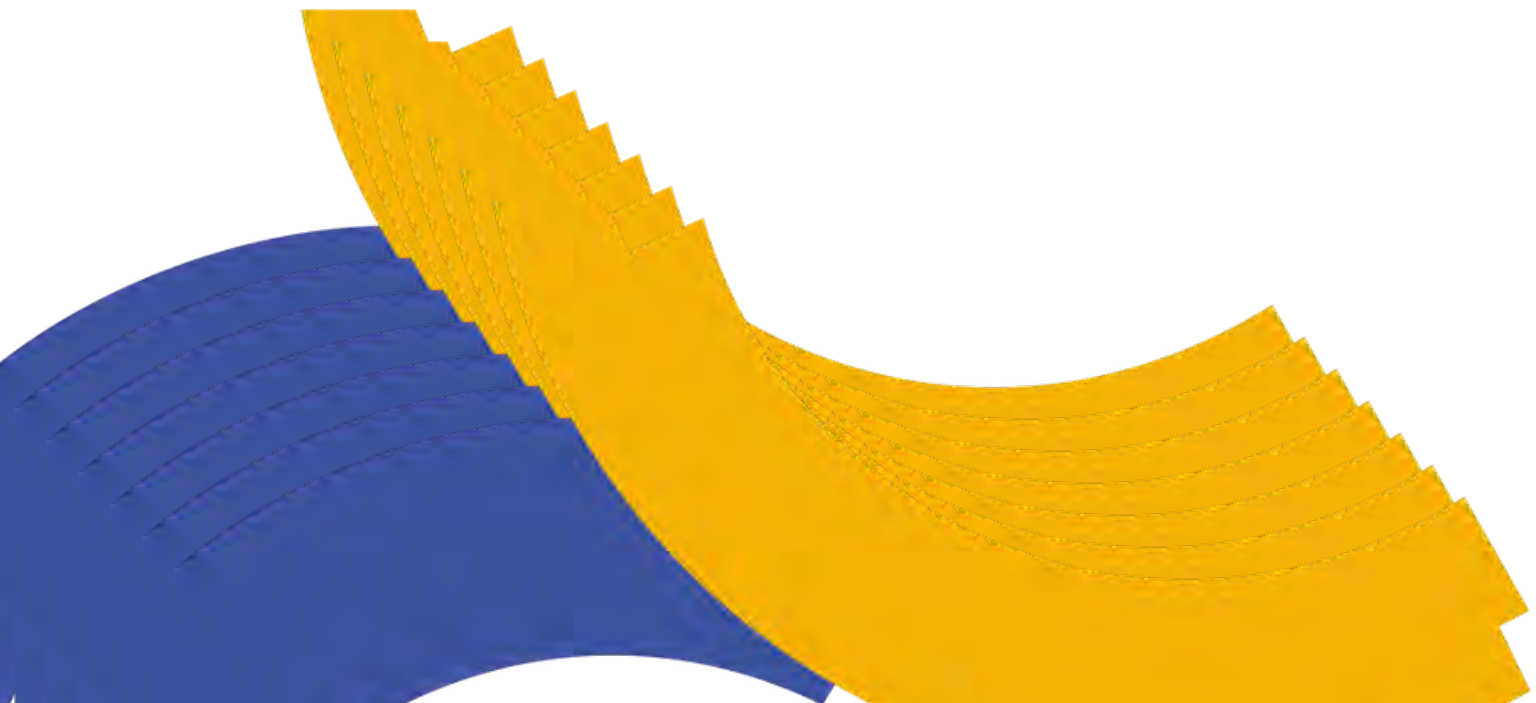
A Simple Step

Consistent use of the label

“Cultural Routes of the Council of Europe”

Goal

Stronger recognition of the common European certification.



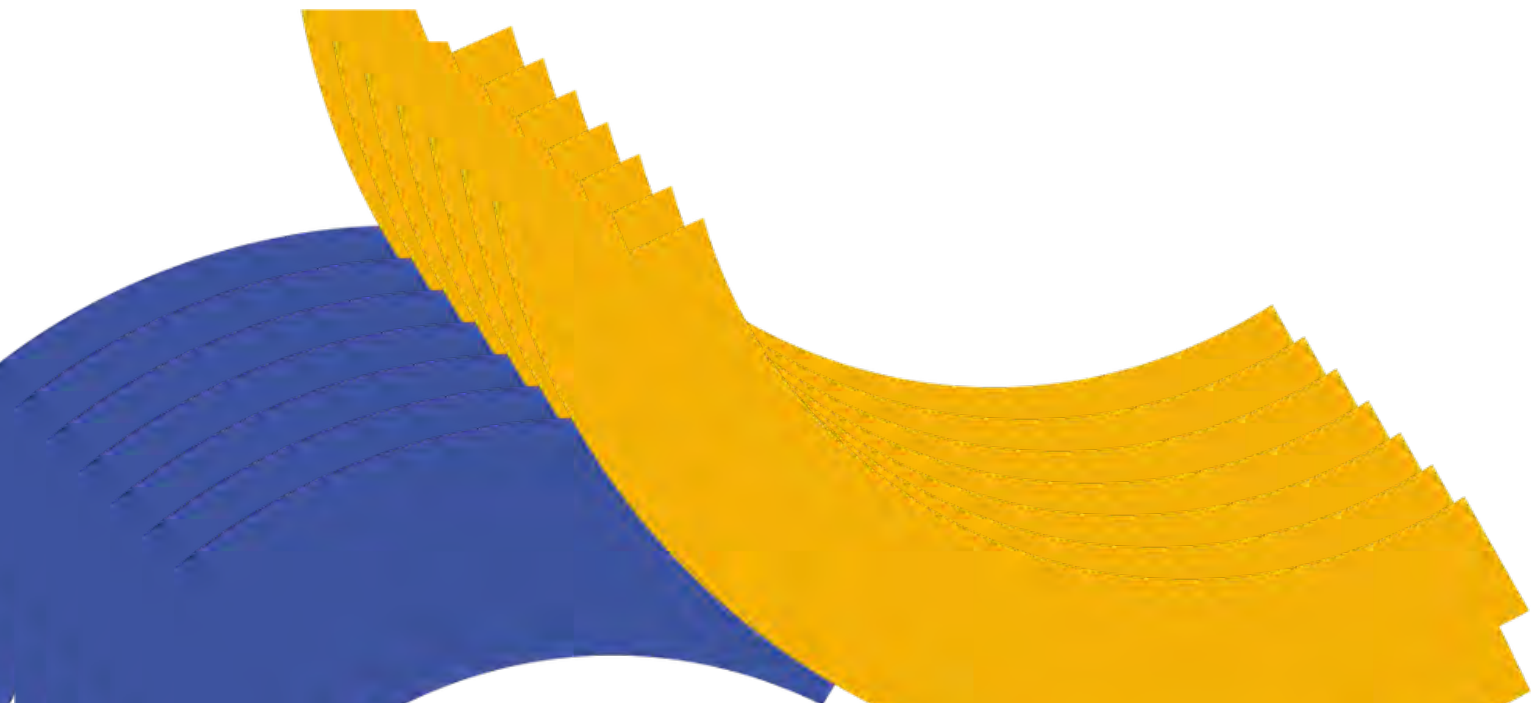
Strengthening Institutional Interfaces

Possible Measures

- EPA Representatives as national contact points
- Regular exchange with national route networks
- Identification of implementation challenges
- Exchange of good practices

Goal

More coherence while preserving decentralised governance.



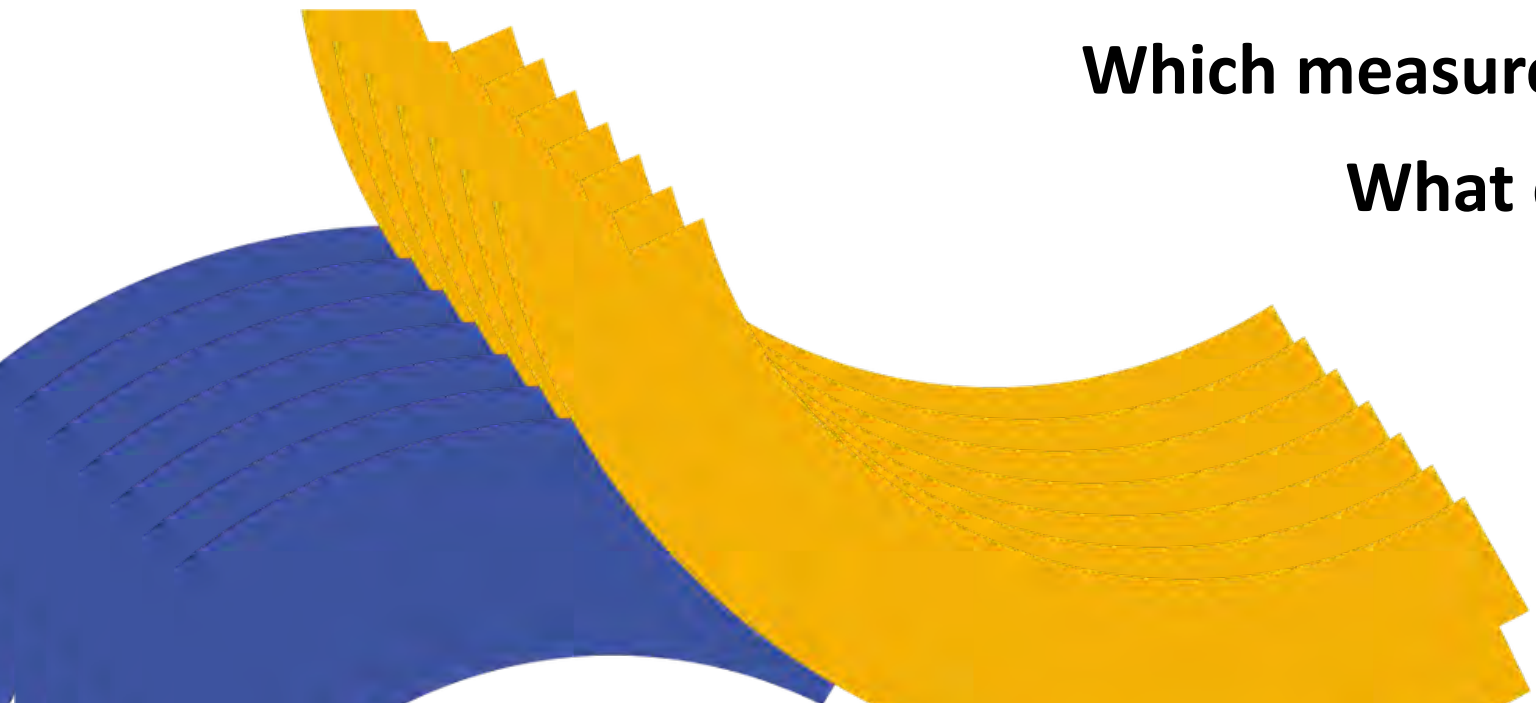
Discussion

Where do you see the Visibility Paradox most clearly?

- European level?
- National level?
- Regional level?
- Route level?

Which measures could help reduce the Visibility Gap?

What can we learn from each other?



Visibility Paradox

Many routes are visible. The programme often is not.



Visibility Gap

A structural distance exists between European certification and public recognition.



Challenge

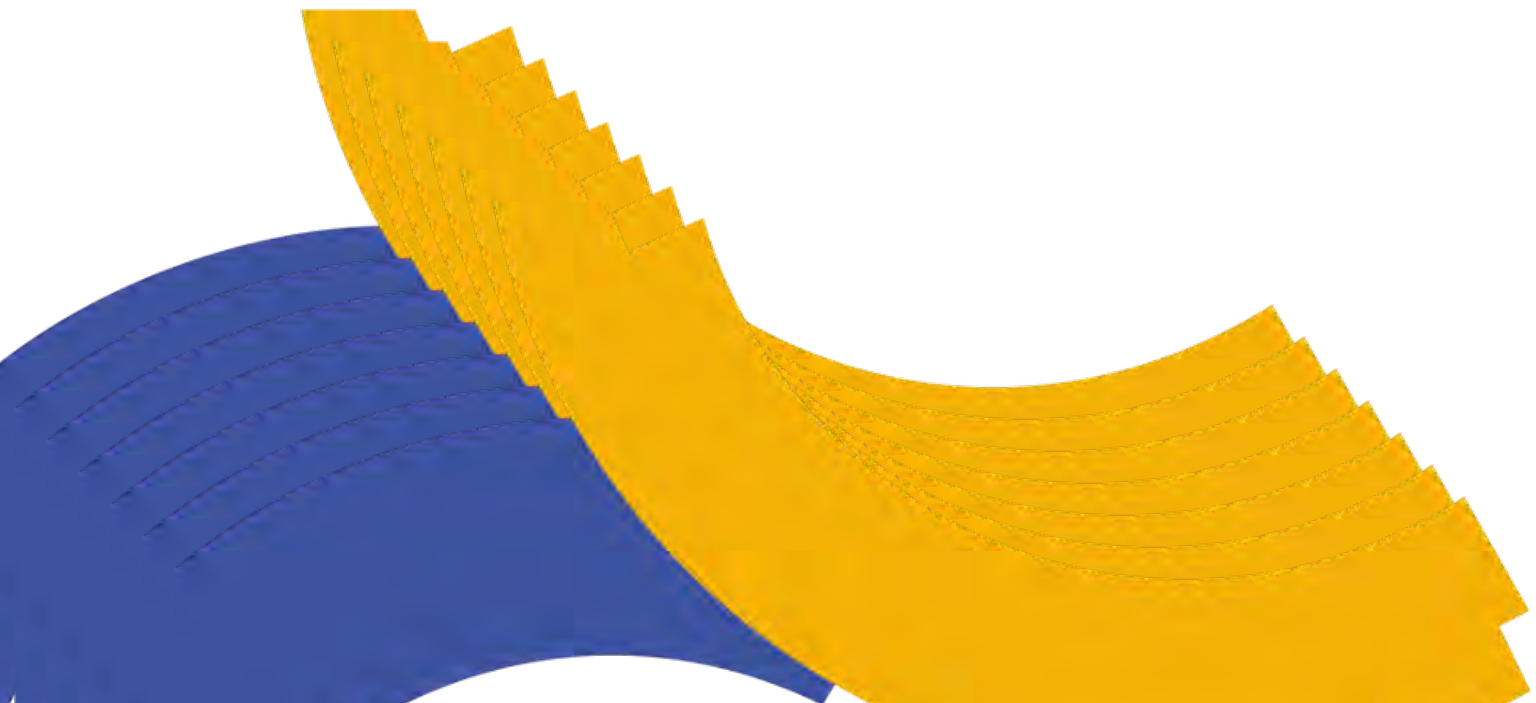
How can we strengthen visibility without changing the decentralised nature of the programme?

The Visibility Paradox

Many people know individual Cultural Routes.

Only a few people know that they are

Cultural Routes of the Council of Europe.



Our Common Goal

To strengthen the visibility of these routes
as Cultural Routes of the Council of Europe.



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International Short Story Contest

40th anniversary of the programme

Mateja Jančar, Women Writers Route



Women
Writers
Route

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



*Participant-led sessions on network and routes development
Friday, 5 June 2026*

Introduction

- Stimulate literary creativity
- Promote intercultural dialogue
- Highlight network values
- Part of Council of Europe Cultural Routes (40th anniversary)
- Promotion of the programme



Contest Structure

- Unpublished short story format
- Max 40,000 characters (20 pages)
- National evaluation phase
- One winner per country
- International final phase



Local Management

- National Reading Committees
- Coordinated by WWR representatives
- Collaboration across Cultural Routes
- Meetings in partner route venues
- Selection of national winner

Publication Options

Option A – Multilingual Edition

- Translated into all languages
- High cultural value; European dimension
- Complex coordination

Option B – International Anthology

- English only
- One translation per country
- Cost-effective and fast



Thematic Proposal

- Central theme:
transformative journey
- Universal narrative archetype
- Reflects cultural diversity
- Many possible developments



Thematic Options

1. The Detour

- Unexpected change of route
- Personal transformation

2. In Transit

- Encounters in travel spaces
- Meaningful brief connections

3. Inner Geographies

- Border crossings
- Physical and emotional transformation



Thank you!

And what do you think?

*All ideas and proposals
are very welcome.*

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Accessibility and Inclusion

Elena Dubinina

European Association of the Via Francigena ways (EAVF)

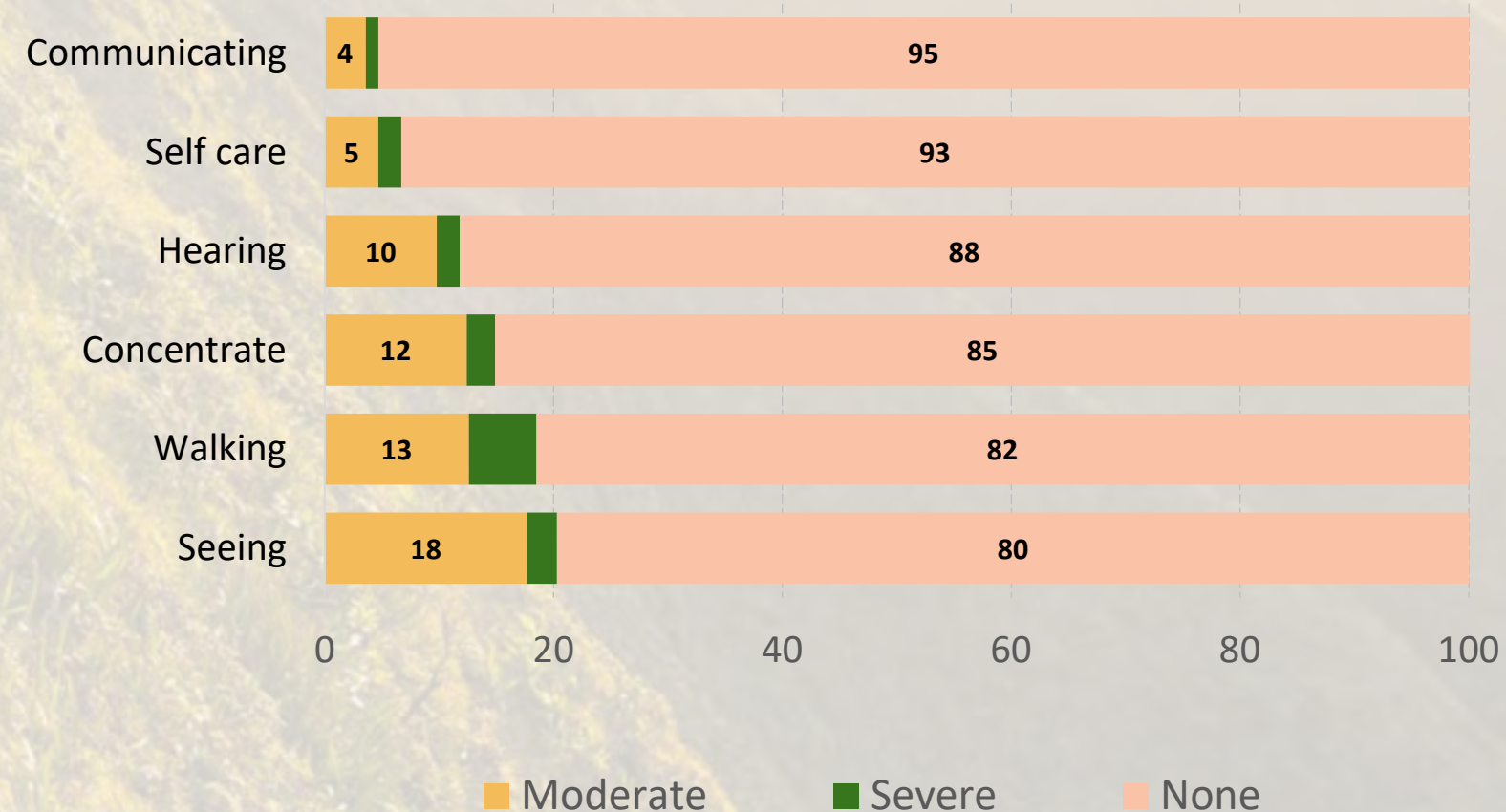


Co-funded by
the European Union

? Did you know?..

- Almost 50% of people aged more than 60 have a disability ¹
- Travellers with disabilities tend to travel accompanied by **2 to 3 travel companions** ²
- 2/3 of people with disabilities in developed economies **are likely to have means to travel** ²
- travellers with disabilities spend **nearly \$50 billion annually on travel**. Including companions, their total economic contribution is estimated at over \$100 billion per year (U.S.) ³

Share of people aged 16 years or over reporting difficulties in basic activities, EU, 2022 (%)¹



¹ Eurostat

² Bowtell, J. (2015), "Assessing the value and market attractiveness of the accessible tourism industry in Europe: a focus on major travel and leisure companies", Journal of Tourism Futures, Vol. 1 No. 3, pp. 203-222

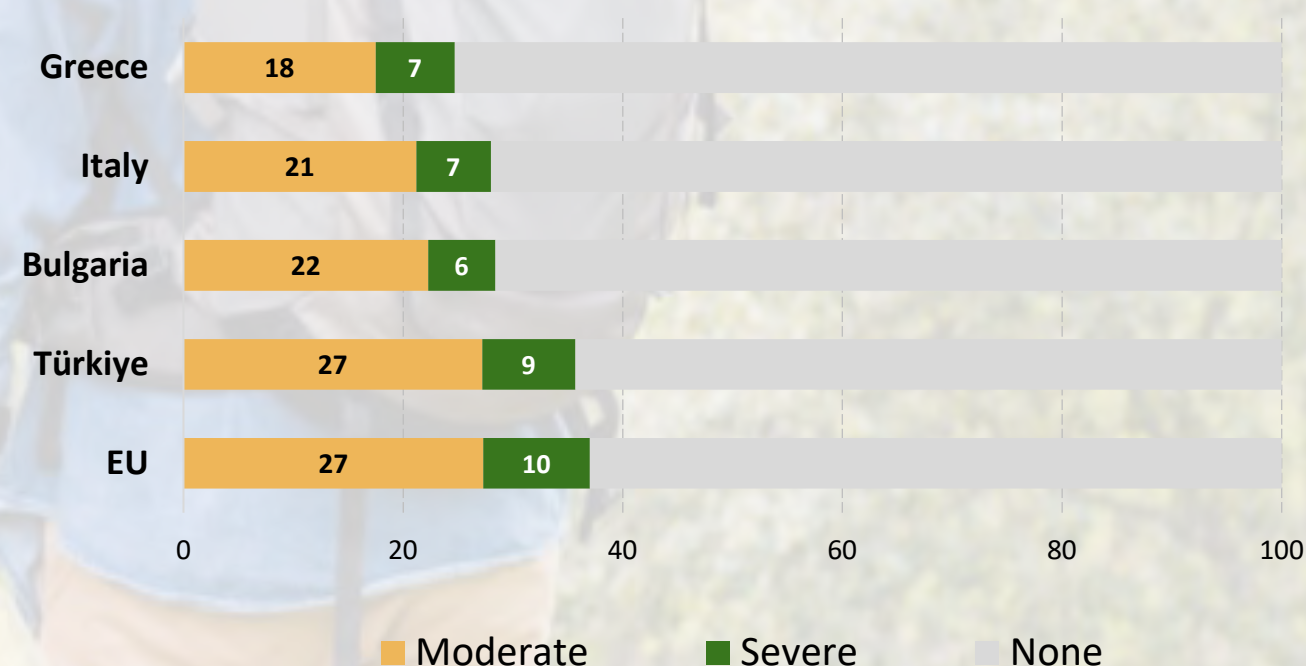
³ Open Doors Organization (2024), PR Newswire.

Why accessibility matters

- people with disabilities and people with different access needs **do travel**, and **are likely to travel with others**. And these travellers represent, according to the Amadeus Accessibility Study, a "**\$70 billion market**" just in Europe and the USA¹
- This fact alone would make **a strong business case** for investing time, effort, and resources needed to become more accessible and inclusive as a business and as an industry
- **But!** Beyond the economic imperative, there are important reasons for the tourism industry to take this segment seriously.

Everyone deserves a holiday!

Share of people 16y.o or over reporting difficulties in basic activities, 2022²



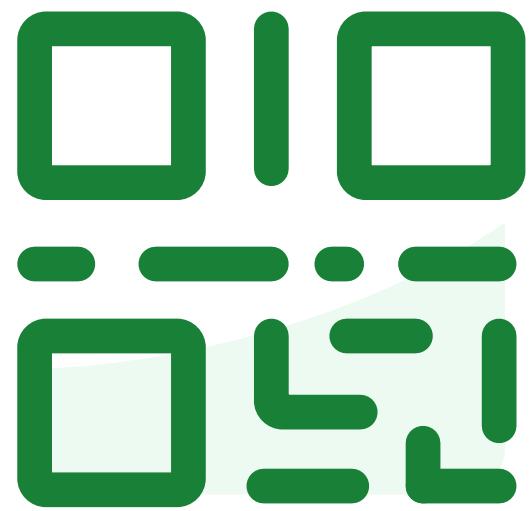
To learn more:

The disabled traveller market represents billions in untapped revenue: [link](#)

¹TrainingAid (2023) Accessible Tourism Solutions for Businesses and Destinations.

² Eurostat

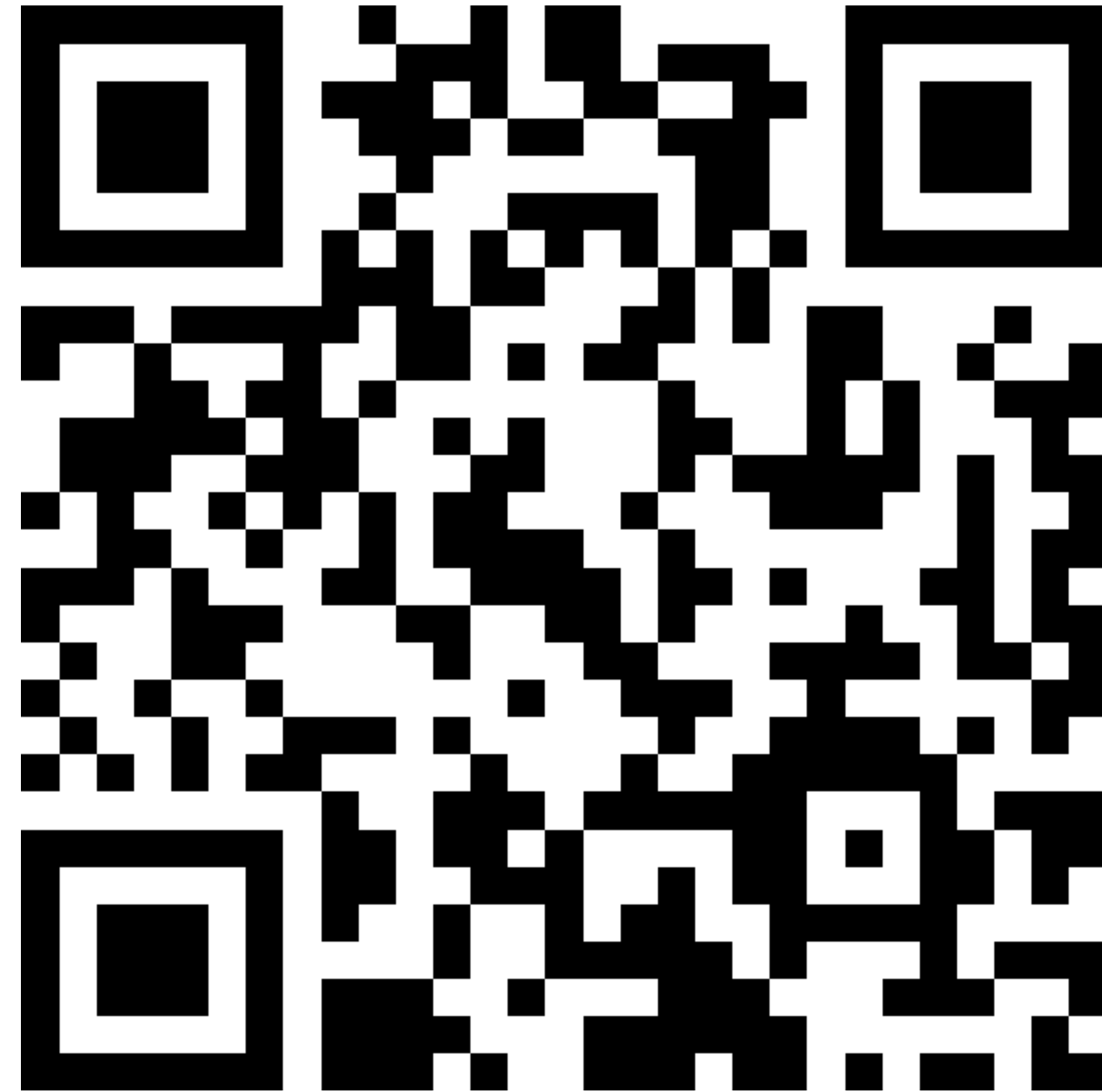
Do not edit
How to change the design



**Join at slido.com
#9501235**

i The Slido app must be installed on every computer you're presenting from

slido





A tourist facility is accessible when

A tourist facility is accessible when:

- A. A wheelchair user can get in
- B. A guided group of blind people can get in
- C. Service animals are allowed in the reception
- D. Everybody can get in and use the different areas and functions

A tourist facility is accessible when:

- A. A wheelchair user can get in
- B. A guided group of blind people can get in
- C. Service animals are allowed in the reception
- **D. Everybody can get in and use the different areas and functions**
- **Explanation: True accessibility isn't limited to just one type of access need. It means the entire space is designed to be usable, safe, and welcoming for everyone, including people with mobility, sensory, cognitive, and even temporary limitations.**

Some examples of accessibility challenges

- For travellers with disabilities, travel is **complex**, requiring comprehensive research, trusted resources, and reviews from people who share their identity
- They spend **nine hours on average** planning their travel, and an additional **four hours** ensuring destinations are safe, welcoming, and accessible
- **Two thirds (67%)** of travellers with disabilities agree that finding the information they need should be easier

51% Find holidays **stressful**

36% Find holidays **frustrating to plan and book**

32% Can't find **affordable and suitable accommodation**

31% Feel **lack of information** on support offered to disabled travellers

26% Say **staff lacked knowledge** when contacted

25% Cite **hidden fees** as a main barrier to travel

* Empowering journeys for all with inclusivity in travel: Expedia Group Blog.

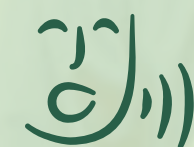
* Ocean Holidays survey

Beyond Disabilities: Designing for All (1)

Accessible tourism isn't just about wheelchair ramps. It's about meeting a **wide range of needs**, including those of:

- **Senior travellers**
- **Parents with small children**
- People with **allergies** or **chronic health conditions**
- Travellers with **temporary or permanent disabilities**
- **Vegetarian/Vegan people**
- **People not speaking English/other language**
- **<...>**

Inclusive > Accessible



*"I get hassled every single time I check in with my service dog. And sometimes I'll get extra billed because they put the animal on the bill and then I have to go back and be like, 'It's a service dog. You're not supposed to bill me for that'" **

Focus Group Participant

To learn more:

*Expedia Group (2024). Journeys for All. An Expedia Group Study on Inclusion in Travel
European Network for Accessible Tourism. What is Accessible tourism?

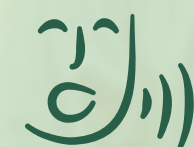
Beyond Disabilities: Designing for All (2)



Everyone has abilities and limits. Creating products for people with permanent disabilities creates **results that benefit everyone**



Solve for one, extend to many



*You will never design a solution that works for everyone all the time. **It's normal to fear "getting it wrong,"** and it's likely you will at some point in the design process. "Inclusion is imperfect and requires humility. It's an opportunity to be curious and approach challenges with a desire to learn." Don't let perfect solutions stand in the way of effective solutions.*

To learn more:

[TrainingAid \(2023\) Accessible Tourism Solutions for Businesses and Destinations.](#)



Which of the following international frameworks or standards provides guidelines to ensure accessibility in tourism for people with disabilities?

Which of the following international frameworks or standards provides guidelines to ensure accessibility in tourism for people with disabilities?

- A) European Inclusion Strategy
- B) European Accessibility Act
- C) EU Charter on Inclusive Mobility
- D) Directive on Accessible Services and Tourism

Which of the following international frameworks or standards provides guidelines to ensure accessibility in tourism for people with disabilities?

- A) European Inclusion Strategy
- **B) European Accessibility Act**
- C) EU Charter on Inclusive Mobility
- D) Directive on Accessible Services and Tourism
- **Explanation: all other don't yet exist :-)**

International Standard ISO 21902

- ISO 21902 provides **concrete guidelines, requirements and recommendations** for making tourism inclusive and accessible to all people. It covers different types of businesses and areas of action
- It is **not legally binding**
- The Standard itself is **paid** (about ~€150-180) – official source
- **UN Tourism** (the UN World Tourism Organisation) offers 6 free guidelines for accessible travel, containing recommendations for key players in the tourism sector **based on ISO 21902**

Guide
for Public
Administrations and
Destinations



Guide
for Accommodation,
Food, Beverage and
MICE

** ed. note: special dietary needs might include cultural, ethical and medical food requirements*

Guide
for Tour
Operators and
Travel Agents



Guide
for Heritage Sites
& Cultural
Institutions

Guide
for Transportation
Sector



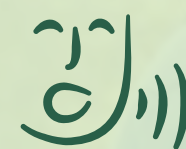
Guide
for Management
of Natural
Resources

Digital Accessibility

The 2016 UK Clickaway Pound Survey¹:

- **71% of customers** with access needs will click away from a website that they find difficult to use.
- Those customers who click away have an estimated spending power of £11.75 billion in the UK alone – **around 10% of the total UK online spend** in 2016.
- **82% of customers** with access needs would spend more if websites were more accessible.

¹The Click-Away Pound Survey 2016



*...When we fail to help people feel successful and in control, they frequently blame themselves. This emotional state can reduce motivation, focus, and interest in continuing with the experience.**

To learn more:

[Inclusive Design Toolkit](#) by Microsoft
(recommended)

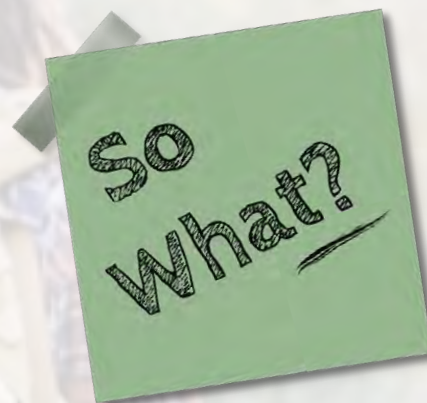
[European Commission portal on Web Accessibility](#)

[Web Content Accessibility Guidelines](#) by
World Wide Web Consortium



Creating Enabling Environment

As we said in U6.1 **everyone has the right to participate in social life** as fully and meaningfully as their bio-psycho-social condition allows...



...for this reason, each of us has a personal responsibility to help create an inclusive and enabling environment, and **to remove — or avoid creating — barriers** that may prevent others from taking part



Types of Barriers



Environmental Barriers,
linked to the **physical space**, such as:
Steps or stairs, narrow passages, steep slopes,
uneven or unstable surfaces, poorly visible or
inaudible signage etc



Behavioural Barriers,
related to the attitudes or actions of people who interact
with individuals with disabilities or provide services to
them. **Staff members** who behave inappropriately can
become a barrier themselves



Which of the following travellers might benefit from inclusive tourism practices?

Which of the following travellers might benefit from inclusive tourism practices?

- A) A solo female traveller
- B) A person with food allergies
- C) A blind hiker
- D) All of the above

Which of the following travellers might benefit from inclusive tourism practices?

- A) A solo female traveller
- B) A person with food allergies
- C) A blind hiker
- **D) All of the above**
- **Explanation: Inclusive tourism supports a wide range of needs - not only physical or sensory disabilities, but also dietary requirements, safety concerns, cultural expectations, personal comfort levels and other aspects**



- **For now we only have 140 km (6 days of hiking) of (potentially) accessible route out of 3200 km**
- Ambition to have at least 1 accessible stretch of the VF in each region (16)
- Plan to have accessible (reduced mobility) guides of the VF in each region in cooperation with a publishing house and associations for reduced mobility
- The discussions started and the project has been presented to the Lazio region
- Way forward: closer cooperation with the authorities, thematic associations and private partners.

HIKE4ALL EU-funded Project (Erasmus +)

Hiking for ALL
along the
cultural
routes:
**January to
December
2026**



HIKE4ALL EU-funded Project (Erasmus +)

- The project is coordinated by EAVF, with a total budget of € 300 000 , promoting inclusive hiking experiences for people of all ages and abilities
- **4 certified cultural routes of the Council of Europe** (Via Francigena in Italy, St Olav Way in Norway, Cyril and Methodius Route in Czech Republic, Camino de Santiago in Spain), **2 candidate routes** (St Paul Trail in Türkiye and the Templars' Route in France).
- **6 long -weekends, one in each country** , combining inclusive hikes, workshops on well -being and sustainability, and sport and cultural activities such as (yoga, cycling, ...)

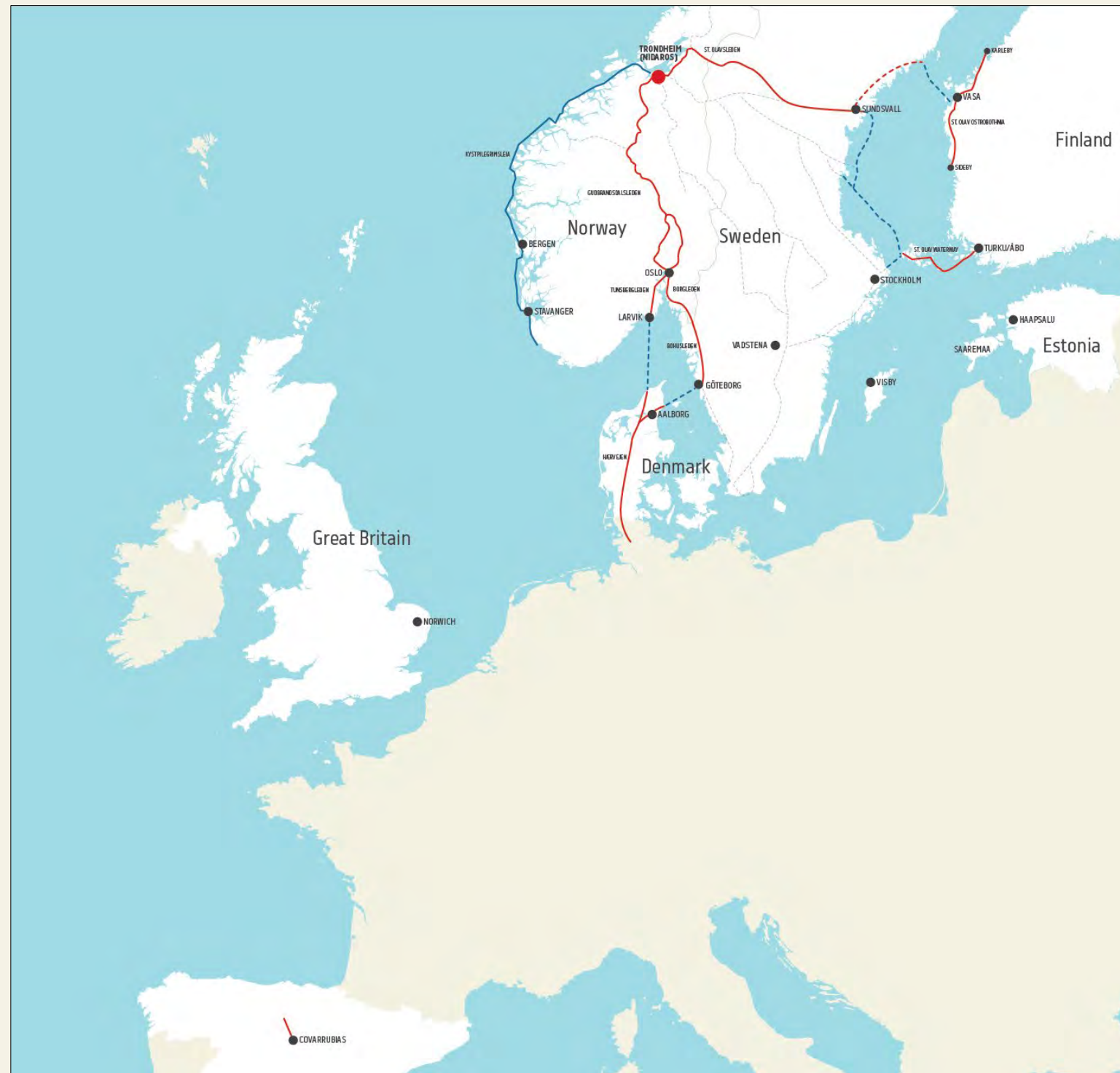


HIKE4ALL along the Via Francigena

Ivrea (IT), 17 -18 April 2026

- Over 200 participants
- **Workshop “Via Francigena: Walking towards accessible tourism”.** The event included inspiring testimonies from ambassadors who shared personal and professional perspectives and it was attended by a large audience, including many local students.
- Inclusive walk from Ivrea to Bollengo (8 km)
- Urban trekking in Ivrea
- The first in -person meeting of HIKE4ALL international partners. Representatives from Italy, Norway, Czech Republic, Spain, Türkiye and France met to exchange good practices, strengthen collaboration and define the next steps





ST.OLAV WAYS
THE PILGRIM PATHS TO TRONDHEIM

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





BACK IN THE RING









«Sta for noe, sta på noe og sta i det»

- Marius Ulckleiv

20.05.20

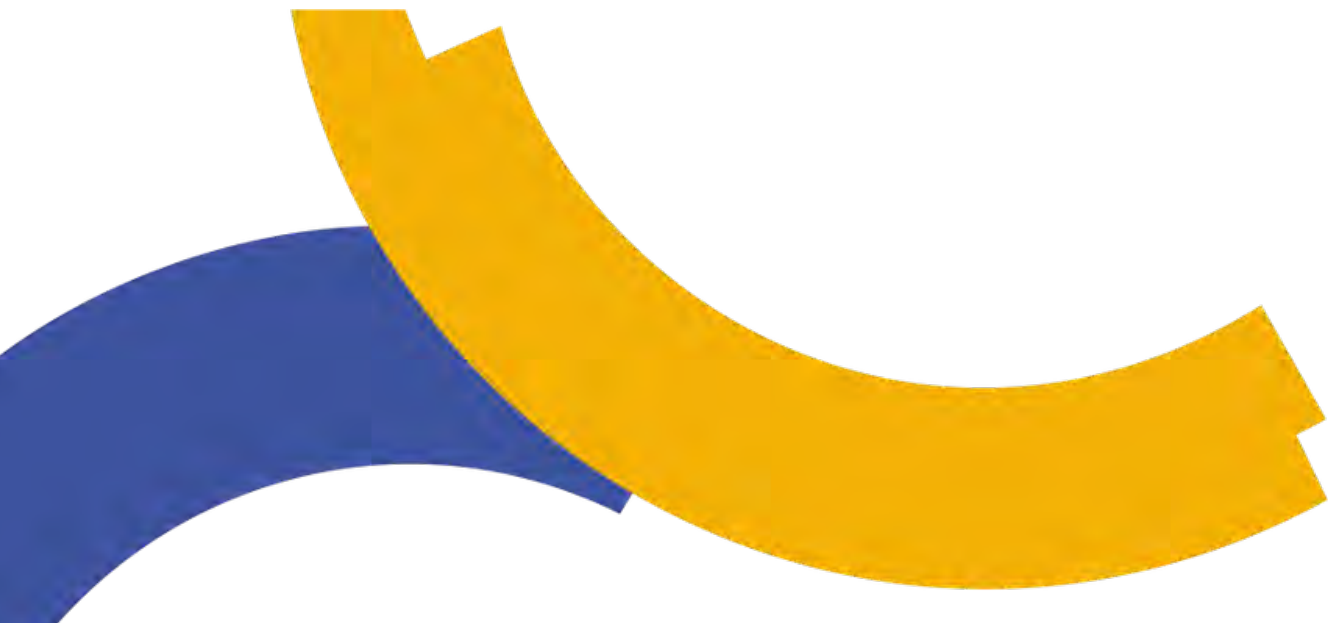
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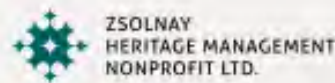
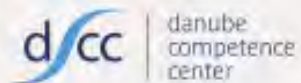
- How do you take into account accessibility and inclusivity in your route?
- Which would be the easiest and most – cost effective measures to take to make it more inclusive?



Thank you!

Elena Dubinina

European Association of the Via Francigena ways (EAVF)



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New Footsteps on the Camino de Santiago

Youth Volunteering within a Cultural Route of the Council of Europe

By Catarina Chaves, European Federation of Saint James Way



Context

- Cultural Routes connect heritage, people and territories across Europe
 - The Camino de Santiago is one of the most established Cultural Routes
 - Yet, youth engagement often remains limited to short-term visits
- 👉 Shift: from “passing through” to “actively contributing”



Why Youth Engagement

- Strengthens intercultural dialogue
- Creates meaningful and transformative experiences
- Supports local communities along routes
- Reinforces the social relevance of Cultural Routes



The Project Framework

- Funded by the European Solidarity Corps
- Developed within the Cultural Route of the Camino de Santiago
- Led by the Portuguese Federation of the Camino de Santiago
- Co-created with clusters of municipalities and pilgrims' associations
- Hosting individual and group volunteers along the route
- Focused on experiential learning through meaningful volunteering



Programme Structure

- International young volunteers placed along the Camino (in Portugal)
- Local clusters ensure coordination and hosting capacity
- Strong connection between local actors and route governance
- Flexible and adaptable model



Individual Volunteering

- Longer stays in a single location
- Deep immersion in local communities
- Direct involvement in daily activities
- Strong personal and intercultural development

👉 Living the Camino from within

Group Volunteering

- Short-term, structured experiences
- Multicultural groups working together
- Collective contribution to local needs
- High visibility and energy

👉 Shared experience, shared impact



Volunteer Activities on the Camino de Santiago

Individual Volunteering

- Supporting pilgrims and local host organisations
- Contributing to improvements in reception and hosting practices through:
 - Communication
 - Hospitality
 - Community awareness

👉 Focus: immersion and personal experience

Group Volunteering

- Supporting community projects and shared spaces
- Maintenance and sustainability actions along the route
- Participating in local and cultural activities
- Working in multicultural teams

👉 Focus: teamwork and visible impact



Preparation Phase

- Careful matching between volunteers and hosts
- Alignment of expectations
- Practical and cultural preparation
- Coordination with local clusters

Hosting on the Ground

- Integration into municipalities and pilgrims' associations
- Clear roles, adapted to local realities
- Continuous support from local actors
- Learning through participation and interaction

We are currently implementing this pilot project, so the results we present today are still expected, not final.



European Dimension

- Articulation with the European Federation of the Camino de Santiago
- Final gathering bringing together volunteers and cluster entities
- Collective journey to Santiago de Compostela
- Official reception by the President of the European Federation

👉 Reinforcing the sense of belonging to a shared European route



Expected Impact

- Young people → skills, confidence, intercultural awareness
- Communities → support, exchange, revitalisation
- Camino de Santiago → stronger connection between people and territory

👉 From cultural route to shared European experience

Routes in Action: Youth Volunteering Lab

Objective

Co-create youth volunteering programmes inspired by the Camino de Santiago experience

1. Group Challenge (10 min)

Participants work in small groups

Each group randomly receives:

2 Cultural Route(s)

👉 Task: design a youth volunteering programme adapted to that context, involving 2 different countries

2. Pitch & Exchange

Each group presents (1 minute)

Short discussion after each pitch

3. Personal Reflection (5 min)

Each participant defines:

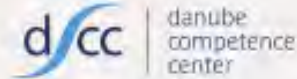
👉 One concrete step for their own route

4. Expected Outcome

Practical ideas for youth engagement

Inspiration across Cultural Routes

Concrete next steps for implementation



Co-funded by
the European Union

Thank You!



Now the next step is yours: turning ideas into experiences for young people across Europe.

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Routes in Action: Youth Volunteering Lab

Challenge

Design a youth volunteering programme inspired by the experience of the Camino de Santiago Cultural Route.

Context

- Route(s):
- Country(ies):
- Type of territory (rural, urban, pilgrimage, heritage, etc.):

Format

- ☐ Individual volunteering
- ☐ Group volunteering
- ☐ Hybrid model

Experience Design

- What will young volunteers do?
- Where will the experience take place?

Expected Impact

For young people:

For local community:

For the route:

Feasibility

- One key partner required:
- One main challenge:

Programme Identity

Name of the programme:

Pitch (3 minutes)

- What is it?
- Why is it relevant?
- What makes it unique?