

SHAPING CONFIDENCE AND DIVERSITY

13th Training Academy of Cultural Routes of the Council of Europe





ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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REPORT

Cultural Routes
of the Council of Europe

REPORT
13TH Training Academy
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1. Executive summary

Each year in late May or early June, a Training Academy for the Cultural Routes managers and partners is organised in close collaboration with one of the certified Cultural Routes of the Council of Europe.

The Training Academy aims to provide training and knowledge-sharing on specific current issues in the field of cultural heritage management and tourism promotion to Cultural Routes operators. The Academy offers hands-on approaches to the selected topic through the participation of academic or professional experts with whom the Cultural Routes operators can have some exchanges of views.

The 13th Training Academy of Cultural Routes of the Council of Europe was held from 2 to 5 June 2026 in the cross-border cultural tourism destinations of Pécs (Hungary) and Osijek (Croatia). The event's central theme was "Shaping confidence and diversity". It was organised by the European Institute of Cultural Routes in joint partnership with the Roman Emperors and Danube Wine Route, Zsolnay Heritage Management Nonprofit Ltd. and the Tourism Board of Osijek-Baranja County. The Informal Contact Group of Cultural Routes provided guidance and support in the programme development by representing the concerns of Cultural Routes, including the experiences of the former Task Force of Cultural Routes.

The Academy successfully operationalised the human-centric principles of the Faro Convention, placing shared democratic values and interdisciplinary heritage at the heart of network and cultural heritage management. The Academy was organised within a spirit of consolidation and transition: consolidation the experiences of cooperation and participation that have presided the role of the routes in the past academies and reflecting about additional and complementary means to support capacity-building, mutual learning and greater collective confidence in the programme. The event served as a capacity-building platform, bringing together over 100 attendees, including representatives from 23 member states and 30 Cultural Routes, candidate networks and cross-sector institutional partners.

The primary objectives achieved during the 2026 Academy focused on aligning route managers with updated strategic programme developments, exchanging sustainable tourism practices, and identifying collective, bottom-up operational standards to safeguard democratic values and human rights. The methodology balanced plenary inputs, parallel working groups and interactive, participant-led dialogue sessions with extensive experiential field learning across the host region. This integrated approach successfully transformed local heritage sites, such as the Cella Septichora Visitor Centre and the Zsolnay Cultural Quarter in Pécs, into active case studies on cross-border cooperation, diversity management and sustainable tourism practices.

A landmark of the Academy's programme was keynote address by Dr. Karin Drda-Kühn, which urged managers to transition out of their "culture bubbles" and view routes as active drivers of local revenue and European vision. Dr. Drda-Kühn mapped out major macro-pressures, including geopolitical shifts, climate change, technological disruptions like AI, shifting demographic expectations (Gen Z and digital nomads) and vocational resource gaps, and outlined how routes can systematically leverage a "SMART management plan" to unlock innovative fundraising streams and engage with emerging audiences.

The Academy also featured parallel group discussions and participant-led working sessions, where they explored the role of Cultural Routes in the Programme development as well as drafted action-oriented frameworks for responsible destination management, better visibility and cooperation, more inclusive and youth-friendly practices.

By utilising the hosting Cultural Route, the Roman Emperors and Danube Wine Route, as a resource for cross-border cooperation, networking, innovation, creativity and cultural tourism development, the Training Academy offered participants an opportunity to share and learn practices in driving tourism growth along transnational itineraries, protection of cultural and environmental resources, and the economic regeneration of marginalised areas and emerging destinations.

2. The context and objectives of the Academy

The 13th Training Academy (hereinafter: the Academy) was organised within the institutional framework established by the Council of Europe to safeguard common heritage and promote a shared European cultural identity. The Programme of Cultural Routes of the Council of Europe (hereinafter: The Programme) is rooted in the [1987 Santiago Declaration](#) which recalled the importance of the ideals of *freedom, justice and confidence* in forging European cultural identities and overcome distances, frontiers and language barriers. The Cultural Routes are recognised as playing an essential role in raising awareness of the shared European heritage as a cornerstone of European citizenship, a means of improving the quality of life and a source of social, economic and cultural development.

The Academy was jointly prepared and organised by the European Institute of Cultural Routes and the Roman Emperors and Danube Wine Route, in close cooperation with [Zsolnay Heritage Management Nonprofit Ltd.](#) in Hungary and the [Tourism Board of Osijek-Baranja County](#) in Croatia. The Informal Contact Group of Cultural Routes provided guidance and support in the programme development. The Academy was hosted by the [Roman Emperors and Danube Wine Route](#), a Council of Europe Route since 2015, spanning through ten European countries, and connecting 23 archaeological sites and 12 wine regions.

The Academy aimed to further cooperation among Cultural Routes and strengthen their capacity to contribute to the implementation of the Programme of Cultural Routes of the Council of Europe. The programme pursued the following objectives:

- to update participants and associate them to recent developments and perspectives in the programme;
- to exchange practices and experiences in the management of the routes, with a specific emphasis on principles and practices of sustainable tourism;
- to discuss and possibly identify standards for the development of the routes and ways of supporting their role in the Programme.

3. Programme methodology

The programme methodology relied on a close relationship between formal elements of exchange and dialogue, and the experience of discovering the diverse cultural heritage represented in the Roman Emperors and Danube Wine Route. The Academy's main theme was *Shaping Confidence and Diversity*, grounded in the foundational ideas of the 1987 Santiago Declaration and the Enlarged Partial Agreement (EPA) on Cultural Routes.

The Academy's methodology relied heavily on a participant-centred and interactive learning methods designed to operationalise the human-centric principles of the Faro Convention. The programme balanced plenary sessions and a strategic keynote input on the current-day relevance and challenges of European Cultural Routes, and informative plenary sessions, with parallel working groups and participant-led discussions, enabling dense peer-to-peer exchange on pressing issues such as network management, youth engagement, cooperation, visibility, accessibility and representativeness. Additionally, a carefully placed experiential field visit to the Osijek-Baranja County further enabled a shared vision of sustainable tourism development and deeper peer-to-peer reflections on the existing practices and possible innovations.

Ultimately, the event provided a cohesive roadmap for route managers and representatives to utilise their networks as active, democratic bridges that visually communicate a shared European identity. The daily programme is available in Appendix A.



Picture 1: Participants gathering and registering on the Day 2 of the Academy (3 June) at the Kodály Centre

4. Daily programme's outcomes

This chapter outlines the highlights of key plenary sessions and group discussions throughout the Academy programme. It also provides an insight into the main conclusions made by the participants.

4.1 Institutional welcomes and regional context

The Academy was officially launched with a series of high-level welcome addresses split across the opening evening at the Cella Septichora Visitor Centre on 2 June, and the first formal morning session at the Kodály Centre on 3 June. These addresses established strong institutional and political endorsement for the cross-border initiative from both Hungarian and Croatian authorities. Namely, representatives of the City of Pécs and the Zsolnay Heritage Management Nonprofit Ltd. welcomed participants by highlighting Pécs's prominent role as a hub for cultural, artistic and world heritage brand management. Representatives of the national Ministries in charge of culture from Croatia and Hungary emphasised the strategic importance of cross-border cooperation in safeguarding European identity. Concurrently, the Vice-Chair of the EPA, Eszter CSONKA-TAKÁCS reiterated the Council of Europe's commitment to supporting certified routes as active spaces for cultural democracy, whilst the Roman Emperors and Danube Wine Route representatives welcomed attendees by framing the 13th edition as a critical space for peer exchange, consolidation and cross-sector capacity-building.



Picture 2: Participants during the institutional welcomes at the Cella Septichora Visitor Centre on 2 June

innovative methods, modern heritage interpretation styles and creative avenues to improve youth engagement and reach wider, more diverse audiences.

Lastly, aligning route operations with sustainable tourism management practices and the community-focused, democratic principles of the Faro Convention was highly expected. In this context, the participants placed great value on direct experiential learning from the hosts in Hungary and Croatia, looking forward to immersing themselves in the local heritage while enjoying a positive, collaborative event atmosphere.

4.3 Keynote input by Dr. Karin Drda-Kühn

The keynote speaker, Dr. Karin Drda-Kühn, Managing Director at media k GmbH (Germany), set a critical, strategic tone with her keynote presentation titled *"Cultural Routes: crossroads or bridges for European cultural identity?"*. The primary objective of the keynote input was to critically reflect on the contemporary relevance, challenges and evolving responsibilities of the Council of Europe's Cultural Routes within a rapidly changing geopolitical, economic and technological European (and global) landscape. Dr. Drda-Kühn examined the current operational gap between the stated ideals of the 2017 Santiago Declaration (trans-border cooperation, intercultural dialogue and sustainable development) and the real-world execution found on many cultural routes' websites, which frequently lack practical visitor tools like tour operator links, local craft connections and cohesive tourism packages. By challenging route managers to step out of their traditional "culture bubble", Dr. Drda-Kühn urged them to view cultural routes not merely as passive regional assets, but as active visitor-oriented promoters of the European vision and economic drivers capable of generating significant local revenue and securing diverse funding streams.

Further in her presentation, the speaker detailed a landscape disrupted by major global pressures, but emphasised that these crises simultaneously open specific, strategic doors for European cultural tourism. Namely, she reflected on a number of concerns and opportunities for cultural routes development, including:

- **Geopolitical shifts and ongoing conflicts** such as the current situations in Ukraine and the Middle East which leave border regions with declined in the number of visitors and redirecting them toward perceived stable urban and rural European destinations, whilst simultaneously accelerating an increase in domestic European travel;
- **Climate change challenges** including extreme weather which heavily threatens physical cultural heritage and demands active resilience and adaptive management strategies;
- **Technological disruptions** such as AI and advanced data analytics, which are reshaping operational efficiency, demand forecasting, real-time routing, and the creation of highly personalized, immersive storytelling experiences;
- **Shifting demographics in visitor's profile and cultural tourism market**, including a rise of digital nomads (aged 25-40), environmentally conscious travellers and Gen Z youth who rely heavily on technology-supported platforms, on-the-spot decisions, digital marketing and storytelling, seeking localised experiences and direct collaboration with local communities for a full (cultural) experience including local heritage, customs and way of living;

- **Accessibility and mobility issues**, arising from the fact that visitors are actively attempting to escape overcrowded tourism hotspots and are looking for remote, culturally-rich alternatives, but oftentimes those isolated rural destinations are logistically challenging and expensive, making transportation a major "factor of acceptance".
- **Human resources and vocational gaps** reflected in difficulties to find qualified due to the increasingly complex, interdisciplinary requirements of route management, whilst leveraging on-the-job training and continuous vocational education as a prerequisite for operational success.

Furthermore, Dr. Drda-Kühn detailed how global macro-pressures simultaneously present vital opportunities for routes to champion European values, intercultural dialogue, and sustainable local development. Notably, she highlighted the following opportunities for route managers, stressing that a ***SMART¹ management plan*** is the basic requirement for seizing them:

- **Creating value with (cultural) diversity:** European societies are becoming increasingly diverse, giving rise to new niche audiences such as migrant communities, patchwork families and international family history explorers, which gives space for diversity management and guided encounters between the old and new communities through dialogue and historical exhibits.
- **Capitalising on emerging destinations:** Due to geopolitical instabilities, travellers refrain from flyovers or layovers at airports near the Middle East, so routes can leverage this shift in demand and for example, capitalising on European rural regions with rich cultural heritage as trending tourism hotspots.
- **Integration of new technologies:** Advanced technologies like AI are enhancing cultural experiences through interactive and immersive storytelling, so routes can utilise them for demand forecasting and real-time operational efficiency, while leveraging satellite data analysis (tracking visitor streams, weather and traffic density) to optimise visitor dispersal and guide tourists to lesser-known historical sites.
- **Reaching young people:** Research from major travel agencies reveals a surprising interest among Generation Z (born 1997–2012) for culturally immersive travel experiences, so routes can find powerful ways to co-create digital, educational and cultural products tailored to younger generations.
- **Involving the local economy:** Bearing in mind that the cultural heritage sector is a massive economic driver in Europe, supporting over 300,000 direct jobs and roughly 7.8 million indirect jobs in tourism, hospitality, and construction (according to an ESPON study), the routes could capitalise on the heritage conservation market where every €1 of public funds invested can generate up to €10 in the local economic cycle.
- **Interdisciplinary cooperation and fundraising:** Route managers must "leave the culture bubble" and integrate into broader economic, technological and agricultural networks in order to open up entirely new, cross-sectoral funding streams.

¹ SMART is a highly popular framework used to guide goal-setting and strategic planning, which transforms vague ideas into concrete manageable plans by ensuring that objectives meet five specific criteria, each represented in one letter of the acronym. The acronym breaks down to: S-Specific, M-measurable, A-achievable, R-relevant and T-time-bound.

- **The European vision as a bridge builder:** At a time when physical and figurative bridges are being destroyed, cultural routes are uniquely positioned to act as lived proof of successful transnational cooperation, because they embody the core democratic values of the Council of Europe, and can therefore, actively communicate and defend these values to contemporary audiences.

Dr. Drda-Kühn's keynote input was concluded with her personal reflection about the "crossroads for cultural routes" lying in their ability to seize these opportunities through active networking and cooperation, intelligent conservation and sustainable tourism, equal involvement of citizens in developmental decisions, and using democratic instruments to continuously learn and grow.

Following the presentation, participants had the opportunity to reflect and engage in the conversation. What they found particularly interesting was the demographic shift among visitors and ways to adapt to emerging demand, as well as using emerging digital tools for travel-related decision-making and informing visitors. Participants were also interested in the best ways to interpret data and information provided by Dr. Drda-Kühn to public decision-makers who lack capacity to grasp the trends, to which she reiterates the importance of lifelong learning and vocational staff training for an optimal chance to bring institutional stakeholders onboard. Participants inquired about ways to engage institutional stakeholders in routes development, especially with right-wing populism on the rise in Europe, to which Dr. Drda-Kühn's belief was that routes should establish democratic practices in their governance structures and procedures to ensure adherence to human rights, democracy and the rule of law. Lastly, participants reflected on the importance of far-away travellers (from outside Europe) with larger financial capacity and money-spending intentions, inquiring about ways to sustain their presence and long-term engagement. Dr. Drda-Kühn argued that long-haul travellers from Asia and the Americas are a high-value economic asset rather than a sustainability threat, and that the root issue to sustainability could stem from a lack of practical booking tools, tour operator connections and transnational mobility options on existing route websites to help these visitors navigate rural regions. She underlined that route managers must reject the "missing money" excuse and actively tap into cross-sector funding to ensure both financial and environmental sustainability.

In summary, participants found this keynote input extremely relevant for the current context of their operations and plans, highlighting that it provided them with very useful insights and recommendations.



Picture 4: On the left, Dr. Karin DRDA-KÜHN and on the right, Mila LUKIĆ

4.4 Developments in the Cultural Routes Programme

The Academy provided space for newly certified routes to present their programmes to the participants. The attendees had an opportunity to hear from Romea Strata, Saint Francis Ways and Via Querinissima, whereas other routes not present in the room (Pyrenean Freedoms Routes, European Paganini Route and Singing Heritage Route) were introduced by the EPA Executive Secretary.

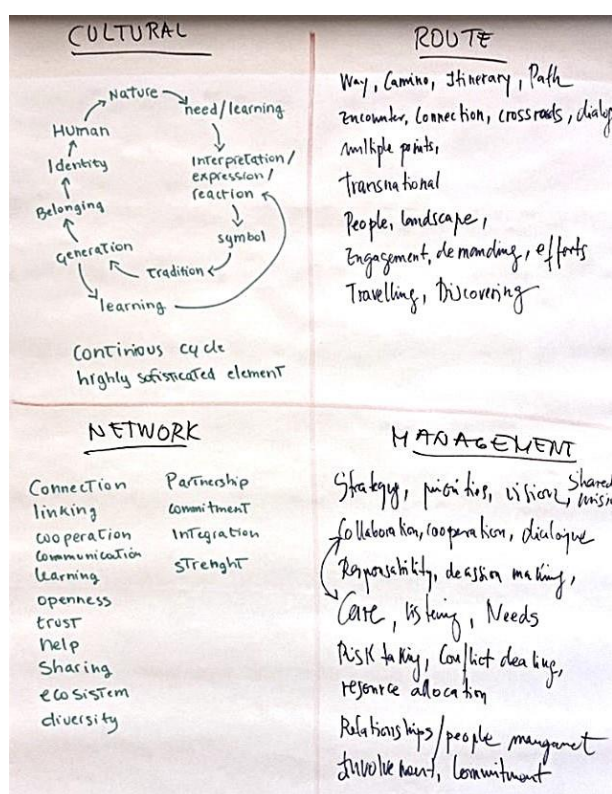
The participants were also informed about the recent developments and perspectives of the Programme, including the work on thematic representativeness, strengthening youth engagement, certification training for candidate routes, and the recent decisions of the EPA Governing Board meetings including reflections about the Programme's contributions to the [New Democratic Pact of the Council of Europe](#).

4.5 Discussion groups on the role of the routes in the development of the Programme

The afternoon on 3 June was reserved for parallel facilitated dialogue sessions on the role of the routes in the development of the Programme, including network management, representatives of the routes, strengthening youth participation, the consequences of the armed aggression of the Russian Federation against Ukraine, preparations for the 40th anniversary of the Programme, and cooperation on scientific work and the role of universities. The outcomes of each discussion group, which were presented to the plenary on Friday, 5 June, are synthesised below.

1) **Network management** (facilitated by Danko ČOSIĆ, Roman Emperors and Danube Wine Route)

The objective of the group discussion was to explore ways to upgrade routes network management practices by deconstructing four fundamental pillars: culture, network, route and management. *Culture* was concluded to be a dynamic, continuous cycle of learning, interpretation, and renewal originating from human-nature interaction. *Network* was defined by human and organisational connections built on trust, shared resources, and the practical application of partnerships. *Route* was viewed as both a physical process (way, camino, itinerary) and a destination, defined fundamentally by travel, discovery, and transnational encounters. Finally, *management* was separated from core emotional organisational values (dialogue, care) and defined through concrete operational realities: resource allocation, risk mitigation, decision-making, and conflict resolution.



Picture 5: Conclusions of the workshop "Network management"

2) **Representativeness of the routes** (facilitated by Rui GOMES, Council of Europe)

The objective of the group was to examine and provide feedback to a pre-developed "Representativeness Scorecard" self-assessment questionnaire. This tool, coming from the study on thematic representativeness carried out by Teodora KONACH and presented in the first meeting of the Working Group on Thematic Representativeness in December 2025, captures different dimensions including thematic and geographical diversity, cultural and minority inclusion, governance, intangible cultural heritage (ICH) integration, and youth involvement.

Participants noted that while some criteria might not apply to every individual route, improving representativeness is crucial for the steady, sustainable evolution of the entire Programme. A general consensus emerged to adopt a program-wide approach rather than looking through purely internal lenses. Key elements highlighted included geographical coverage, gender equality, local community inclusion, and youth involvement. However, some concerns were raised regarding question clarity (distinguishing between route-wide vs. management-wide levels).

Additionally, the group noted an open question towards the same understanding of the Cultural Routes, and underlined that representativeness can be different in every single route. In regards to making the questionnaire useful and meaningful for all routes, the group provided direct feedback to its content, that will be followed up by the EPA Secretariat, including reformulation of scorecard questions into a logical funnel structure. Moreover, they suggested creating a joint knowledge database i.e. a "table of routes" mapping out links, contacts, governance and financial systems (e.g. membership fees, projects), and stakeholder inclusion strategies to facilitate peer-to-peer learning.

REPRESENTATIVENESS SCORECARD FOR THE CULTURAL ROUTES PROGRAMME - self-assessment

DRAFT TRIAL VERSION

Amikor elküldi ezt az űrlapot, az nem gyűjti automatikusan az Ön adatait, például a nevét és az e-mail-címét, hacsak Ön nem adja meg azt.

Dimension 1: Thematic Diversity

1. To what extent does your route reflect the breadth of European cultural expressions (e.g. historic, artistic, economic, religious, social, scientific and contemporary themes)?

☒ Our route has one predominant thematic area.

☐ Our route has some thematic variation (between 2 and 3 themes).

☐ Our route has good distribution across several thematic areas (4 or more themes).

Picture 6: Preview of the self-assessment questionnaire for representativeness scorecard

3) Strengthening youth participation (facilitated by Réka HESZTERÉNYI, Council of Europe)

The objective of discussion was to map out clear strategic approach to bridge the gap between the Cultural Routes and younger generations. They coined the term "the routes of tomorrow" to represent routes that are actively involving young people. The group began discussion by exploring youth engagement definition. To effectively build a lasting engagement with youth, the group proposed a dual mechanism should be adopted: creating

initiatives FOR youth and ensuring actions are led BY youth. They underlined the importance of both having young people at the forefront of activity implementation, as well as having them as the final beneficiaries. The primary aspiration is for young people to become multipliers or local ambassadors. With regards to operationalising this suggestion, the group proposed adding a clear youth dimension directly into the Cultural Routes events such as the Forum and the Training Academy, for example as a side event, a panel discussion or a targeted workshop completely carried out by young people for *a//* participants. Additionally, the group proposed developing a toolkit for youth inclusion with practical recommendations and examples, as well as organising a training for Cultural Routes on working with young people and youth organisations. They also discussed other ways to engage with young people, including internships, gamification and digital storytelling, working with schools and universities, and finally recognising their effort with certification through Erasmus+ programme and European Solidarity Corps.



Picture 7: Viola Gaudiano (Romea Strata) presenting the outcomes of the Youth discussion group on 5 June

4) **The consequences on the routes of the armed aggression of the Russian Federation against Ukraine** (facilitated by Mila LUKIĆ, general facilitator)

The objective was to present the main findings of the recent study on and explore ways to continue supporting Ukrainian partners. The discussion heavily concentrated on targeted solidarity measures to preserve and expand the network in Ukraine. The group also shared own experiences in working with Ukrainian partners under the current circumstances. They reinforced that maintaining active, unified connection lines with Ukrainian partners is paramount. Their proposals include staying in touch and setting up regular communication channels to link Ukrainian partners directly with wider European community and bring new interested Ukrainian partners into the fold. Secondly, the group suggested systematically including Ukrainian partners in local and European event, proposing that costs such as travel and accommodation of their attendance be fully funded. Lastly, the group proposed a tailored capacity-building support in project writing and submitting project applications for EU programs such as Creative Europe, or organising crowdfunding campaigns to raise money for the work of the Ukrainian partners. Ultimately, the group invited participants to join a pilgrimage project „Camino for Peace“, organised by Camino Europa Compostela, to be held on 21 June.

CONSEQUENCES OF THE WAR IN UA
- what can we do? -

1. STAY IN TOUCH
 - BE THE BRIDGE BETWEEN UKRAINIAN PARTNER AND EUROPE-BASED PARTNERS
 - MAKING ROUTES VISIBLE TO NEW & POTENTIAL PARTNERS (and vice-versa)
2. COOPERATION ACTIVITIES
 - ~~THE~~ LOCAL COMMUNITY ENGAGEMENT
 - EVENT PARTICIPATION (with covered costs)
3. TAILORED SUPPORT TO PARTNERS
 - EU FUNDING TRAINING
 - SUPPORT IN APPLYING FOR EU FUNDS
 - CROWDFUNDING CAMPAIGNS
 - MATERIAL PROVISION (tools & resources for daily work)
 - PILGRIMAGE PROJECTS  „CAMINO FOR PEACE“

Picture 8: Conclusion of the discussion group “Consequences on the routes of the war in Ukraine”

5) **Preparing the 40th anniversary of the Cultural Routes Programme** (facilitated by Inger HARLEVI, Hamsa Route)

The objective of discussion was to lay out a proposal framework for celebrating the 40th anniversary of the Cultural Routes Programme in 2027. The group discussed the core

objectives of the celebration including to enhance membership, improve visibility, promote a shared common heritage and celebrate 40 years of continuous growth. More precisely, the group proposed the main theme of the event "52 Weeks for 52 Routes" campaign, i.e. a full year of celebrations where each route is allocated one specific week throughout the year divided chronologically by certification order (e.g., Week 1: St. James Way, Week 2: Hansa). The designated route would provide a digital presentation, with the option to organise local/regional activities and involve different voices in the celebratory week. The group also proposed a coordination mechanism, i.e. a team consisting of one person from the Informal Contact Group (ICG) and 4–5 volunteers to act as liaisons. Their discussion also identified the type of institutional (Council of Europe) support needed reflected in support with graphic solutions (design, logo, visibility materials), a centralised landing page for the celebrations and a 1-minute emotional introductory video representing all 52 routes. Additionally, the group also viewed this anniversary as an occasion to propose introducing an annual "European Day of Cultural Routes of the Council of Europe" starting in 2027 as a flagship day during the year dedicated to the visibility and achievements of the Programme.

Workshop on 40th Anniversary

Why to celebrate:

- Enhance the membership
- Improve the visibility
- Promote shared common heritage
- Celebrate a precious program
- 40 years of continuous growth

Our proposal:

52 weeks – 52 routes = one week per route

Divide the weeks in line with the order they were certified
(1=St James Way, 2=Hansa....)

Digital presentation – optional to organise a local/regional activity

Involve young people and let them tell how they look upon Cultural Routes

Coordination:

- 1 person from ICG
- 4-5 volunteers for the contacts to the routes

What we need to get from the Institute/Council of Europe:

Graphic design – logo

Create a landing page

An emotional video, max 1 minute long, to represent the program's all routes (could be used as a start of the presentation done by each route)

Furthermore:

Initiate a "European Day of Cultural Routes of the Council of Europe" – to start in 2027 and after that to be annual.

Picture 9: Conclusions of the discussion group "Preparing the 40th anniversary of the Cultural Routes Programme"

6) Cooperation on scientific work and role of the universities (facilitated by Crina ZUGRAV, European Institute of Cultural Routes)

The objective of this discussion was to analyse what role universities and scientific committees play in the Cultural Routes Programme, particularly regarding certification, rigour and content development. While the Programme's University Network has grown to 41 members across 23 member states, their representativeness is difficult to manage, and cooperation often stays at the individual network/route, rather than institutional level. Key challenges that the group identified include a lack of long-term accessibility to past conference outputs (legacy accessibility) and a lack of direct cooperation between individual routes and the network. To overcome these and strengthen cooperation with scientific actors, the group firstly proposed to review the University Network itself, starting with a clearer definition of its mission and purposeful connection to the needs of Cultural Routes. Another element they proposed to be inspected are membership statutes to ensure active participation of scientific partners. Secondly, the group concluded that having thematic conferences with universities could lead to a more focused, specific, predetermined research work, implying a more targeted and practical output from such events. For example, scientific conferences could focus on applied research about tools for tourism development, heritage protection, uncovering lesser-known historical narratives and defining regenerative tourism models. The group explored a possibility of mapping experts and scientists as a contact database being at Cultural Routes' disposal for collaboration purposes. It proposed joint working spaces that would bring Cultural Routes managers and university representatives to build consortiums and apply for joint cooperation projects. Lastly, the group underlined the utmost importance of ensuring accessibility to University Network's legacy and institutional memory, by publishing conference documents, task force/working groups outcomes and other relevant information via the Institute's website.



Picture 10: Marc Francesch Camps (European Route of Jewish Heritage) presenting the outcomes of the discussion group on scientific work and role of the universities.

4.6 Field visit to Osijek-Baranja County

Apart from plenary sessions in Pécs, participants of the Academy had the opportunity to explore the Croatian part of the Baranja County by visiting local wineries in Zmajevac and Kneževi Vinogradi, sightseeing local heritage, and spending their lunch break at an open-air museum with a traditional restaurant in Karanac.

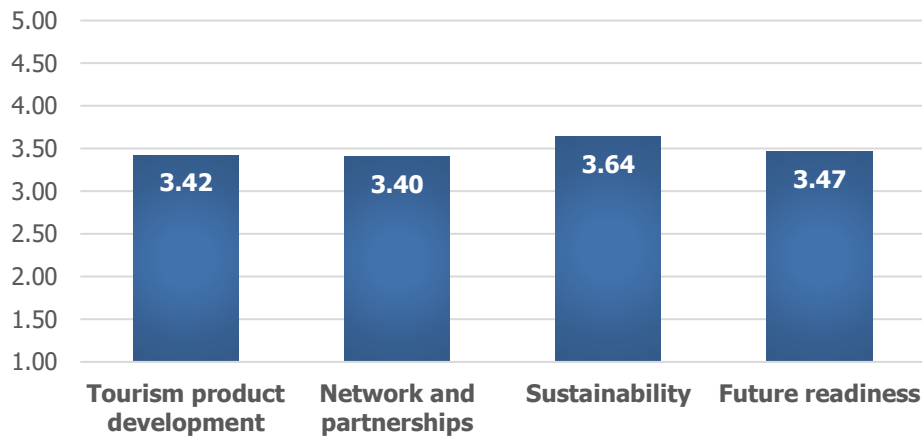
After their arrival in Croatia, at Winery Vina Belje, participants were welcomed by Ivana JURIĆ, from Tourism Board of Osijek-Baranja County, who gave an insightful presentation about sustainable tourism and cultural heritage. The presentation outlined a strategic shift in destination management, moving from traditional extractive mass tourism towards a cooperative, network-driven symbiosis between culture and tourism. Using the Roman Emperors and Danube Wine Route as a case study, she explained how cultural networks can design authentic, sustainable and economically resilient tourism products that empower local communities and distribute wealth directly to rural regions.



Picture 11: Participants at the monument of Batina Battle in Croatia

Participants also had the chance to reflect on the inputs given by Ivana JURIĆ with an online self-assessment questionnaire (see Appendix C) that reflected on their route's current tourism product/offer and sustainability practices. The questionnaire measured performance on a scale from 1 (Not at all) to 5 (Fully) across four key categories: *Sustainability*, *Future Readiness*, *Tourism Product Development*, and *Network and Partnerships*. Below is a summary of 43 responses collected via the anonymous questionnaire.

Self-assessed performance rates across four categories



Picture 12: Infographic chart based on answers from the self-assessment questionnaire (Appendix C)

In general, respondents rated their routes highest on core *sustainability* factors (3,64 out of 5), while expressing the greatest need for improvement in *network and partnerships* (3,40 out of 5) and *tourism product development* (3,42 out of 5). The *future readiness* i.e. understanding of tourism trends, a clear vision and priorities for tourism development) ranked in the middle with 3,47 out of 5. More specifically, collected data showed that Cultural Routes excel at protecting their underlying assets and generating generic network visibility. For example, 67% respondents reported having in place programs for cultural heritage protection while 65% reported contribution of their network to route's visibility and promotion. Another highly ranked element were community benefits, as 38 respondents (88%) said their activities generate benefits for the local communities.

As for areas for improvement (lowest scoring statements), the data drops significantly when moving from "general networking" to "commercial execution" and concrete tourism infrastructure. In terms of joint experiences such as intra-route cooperation in creating joint offers or experiences, almost 14 respondents reported not having or having such practices in place to a small extent, while 15 of them reported partial cooperation in this. Another area for improvement would be collaboration with tourism stakeholders (tourism boards, operators, guides, accommodation providers) where the majority of respondents (55%) reported partial or no cooperation with these stakeholders. Lastly, an element that lagged behind was market readiness of the routes' product, where 26 respondents (almost 61%) scored with 1 (not market ready), 2 (market ready to a small extent) or 3 (partially market ready).

Key takeaways from this self-assessment questionnaire include:

- The "heritage-to-product" disconnect: Routes strongly believe they protect heritage (3,88) and combine diverse elements well (3,56), but they struggle to package these assets into clear, concrete customer experiences (3,42) or items that are practically market-ready (3,30);
- Weak B2B integration with the travel industry: While internal networks are effective at generating visibility (3,86), routes isolated themselves from commercial partners. The

very low scores for external tourism stakeholder cooperation (3,26) show that routes need help learning how to speak the language of commercial travel agencies, tour operators and local hoteliers;

- Low internal synergy for itineraries: The bottom-ranking score for route members creating joint offers (3,09) reveals that routes operate too often as a collection of individual scattered sites rather than unified, cross-border travel itineraries.

After completing the self-assessment questionnaire individually, participants were able to share their results in smaller groups, focusing on areas where they scored highly, but also challenges they identified. These discussions highlighted that creating complex, all-inclusive packages (bundling local transport, authentic food experiences, wine tasting, and accommodation) remain a high-priority goal that needs immediate institutional guidance.

4.7 Participant-led sessions on network and routes development

The morning on 5 June was dedicated to participants-led sessions where they could bring topics, dilemmas and ideas they wanted to further explore with the Academy participants. A total of 5 parallel sessions were organised, and their outcomes were briefly presented in the plenary on the same day. The discussions and highlights from each session are summarised below.

- 1) **Responsible tourism and local infrastructure development** (presented by Iryna DENYSKO, European Route of Historic Gardens)

The objective of this session was to establish actionable methods for destination management that preserve resources while elevating local community well-being. The group was firstly presented with a management framework that centres respect as a core value (respect for nature, respect for heritage and respect for the local community). Their discussion focused on avoiding extractive tourism and building local quality-of-life benefits so that resident populations have a direct, vested interest in sustainable development. The group highlighted the need to prepare visitors before they arrive, citing the example of the Alvar Aalto Guidebook for the Responsible Traveler. The group suggested developing sensory infrastructure at destinations to move beyond purely visual tourism by developing interactive, multi-sensory experiences with heritage sites (leveraging touch, smell, feel and taste) to construct deep, memorable visitor connections. Secondly, they recognised the importance of digital optimisation through expansion of digital products tailored to optimise onsite experiences and properly prepare visitors prior to departure. Lastly, the group underlined that education about sustainable and responsible tourism with the local community is paramount to endure respect for local heritage and lifestyle. Setting up structured, on-site educational workshops and distributing dedicated informational leaflets for both residents and tourists could enhance shared sustainable behaviours.

2) **Cooperation working group** (facilitated by Victor SORENSSEN, European Route of Jewish Heritage)

The main aim of this group was to bridge existing cooperation and communication gaps across routes and establish concrete, transparent channels for joint project formulation. The session identified that a lack of uniform information distribution has created a high level of misunderstanding between various routes. The group highlighted that routes are often not on the same page regarding available project parameters or data. Therefore, the group suggested to utilise members of the Informal Contact Group (ICG) as the main strategic platform to communicate and channel joint project ideas (such as CURV) directly to the EPA Secretariat. Further, the proposed integrating concrete project ideas originating from other clusters, such as the Visibility Working Group, into the cooperation loop to create cross-working group synergy and alignment.



Picture 13: Participants of the Working Group on Cooperation

3) **Visibility working group** (facilitated by Dorothe RÖMER, Huguenot and Waldensian Trail)

The objective of this group was to evaluate and address the structural imbalances in the Programme visibility and optimise brand identity strategies. The group firstly identified a critical "visibility paradox": iconic routes (e.g. the Saint James Way) have massive global brand recognition, yet the general public remains largely unaware that they operate under the patronage of the Council of Europe. The group traced this issue back to divergent governance models across EPA states. They noted that centralised models feature a single national ministry fully running and funding promotion, whereas decentralised or federal systems (like the one in Germany) split authority among regional/local entities, meaning CoE promotion relies heavily on shifting localised political will. The group firmly concluded that routes and EPA states must stop competing against one another for prominence and instead establish cooperative, cross-border visibility measures. Their conclusions involved brand enforcement, i.e. mandating individual routes to strictly use and leverage their identity as a certified Cultural Route of the Council of Europe across all promotional materials, as well as visual identity refinement (to explore visual upgrades to elevate recognition, discussing proposals such as

an optimised logo redesign or the creation of a centralised programme mascot). Furthermore, the group invited all interested routes to join the visibility group to plan collaborative, cross-route joint public events.

4) **International Short Story Contest** (presented by Mateja JANČAR, Women Writers Route)

The objective of this session was to present and discuss the upcoming International short story contest led by the Women Writers Route and designed to mark the programme's milestone anniversary. The group discussed the operational timeline, themes and evaluation parameters. Namely, the contest will be for unpublished short stories written around two thematic options: the transformative journey and cultural identity. The evaluation will be done firstly at the national level and then by an international committee, formation of which has already begun. The group formally invited all Academy participants to assist the Women Writers Route in promoting the contest across their networks, with the official promotional launch scheduled for mid-July 2026. The winning short stories and overall contest results will be officially presented at the 2026 Forum in Armenia this September.

5) **Youth engagement in Cultural Routes** (presented by Catarina CHAVES, *Saint James Ways*), combined with **Accessibility and Inclusion (Hike4all)** (presented by Elena DUBININA, *Via Francigena*)

This session combined two presentations regarding youth engagement and accessibility and inclusion. It provided participants with concrete examples and projects that different routes are implementing to enhance access, inclusion and youth involvement. During the first part of the session, the participants were familiarised with the initiatives funded through the European Solidarity Corps and the Erasmus+ programme which support engagement of young people, including having young volunteers to help with event organisation and everyday activities, as well as facilitating a programme specifically tailored for young people. In the second part of the session, participants were introduced to Hike4All project, a project utilising Erasmus+ funding to give cultural and heritage-promotion opportunities to young offenders to aid their social reintegration. Discussion emphasised the vital necessity of physical and non-physical accessibility, giving a voice to marginalised groups (often with an unseen disability), and using international instruments to advocate for accessibility funding. Finally, the group discussed how to promote accessibility and inclusion in their programmes underlining the importance of knowing European and international human rights instruments that can be used to advocate for funding for inclusive projects.



Picture 14: Elena Dubinina (Via Francigena) presenting the Accessibility and Inclusion session

4.8 Presentation of the 2026 Forum on Cultural Routes and guidelines for the 2027 Academy

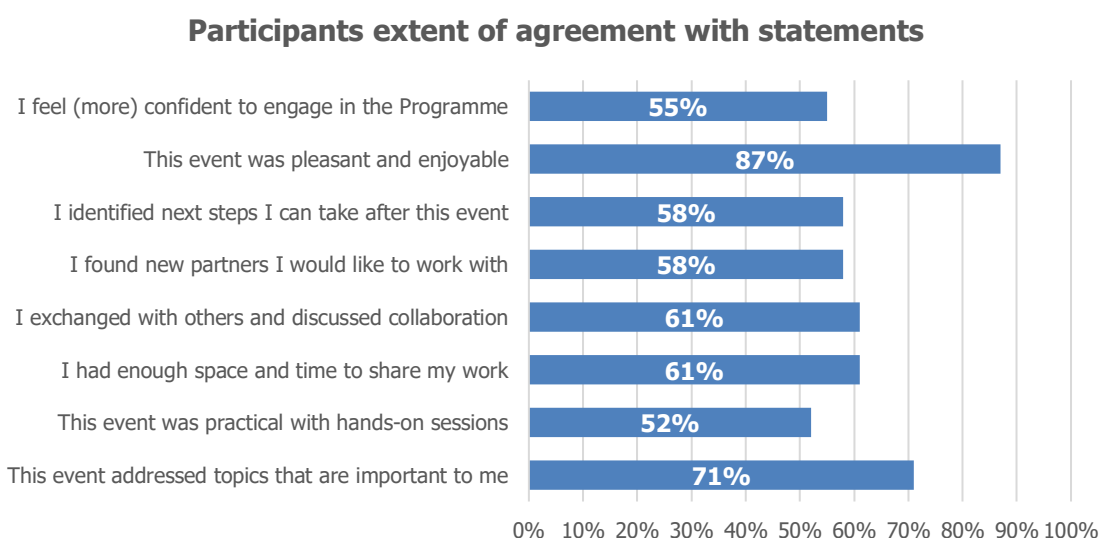
Rui GOMES, Executive Secretary of EPA, gave an overview of the upcoming activities for the Cultural Routes Programme, including the 2026 Forum on Cultural Routes (23-25 September 2026, Yerevan) and the meeting of the University Network (12-13 November 2026, Lugano). He also announced the continuation of work of the Reflection Group on Thematic Representativeness and the Working Group on Youth Participation in the Cultural Routes, and finally, invited routes to apply for being the 2027 Training Academy host.



Picture 15: Rui GOMES presenting the 2026 Forum

4.9 Evaluation and closing of the formal programme

The final phase of the Academy involved an interactive participant evaluation conducted via Slido to assess satisfaction, track the efficacy of the program design and gather qualitative insights for future editions. Overall feedback indicated a highly successful event, with participants rating the extent to which their expectations were fulfilled at an average score of 4.3 out of 5. A deeper breakdown of participant experiences (31 respondents) confirms that the Academy successfully operationalised its strategic and interactive goals. The highest-scoring element of the academy was its social and collaborative environment, with 87% of participants stating that the event was pleasant and enjoyable, characterised by a positive atmosphere and strong engagement. Over 70% of participants agreed that the Academy directly addressed topics of high individual importance to their work and 61% of them reported having enough opportunity and sufficient time and space to share their experiences and discuss new collaboration possibilities. Almost 60% of participants stated they have identified new partners or routes they intend to work with in the future, while 58% of them explicitly mapped out clear next steps to implement after the event. Ultimately, more than half of attendees reported feeling more confident to engage further in the Cultural Routes Programme and cooperate with other routes, while 52% commended the practical nature of the hands-on sessions and information provided.



Picture 16: Infographic chart based on evaluation of the Academy

The open-text evaluation allowed participants to freely communicate the most impactful elements of the programme alongside recommendations for future academies. What participants liked the most included the keynote address by Dr. Karin Drda-Kühn which was repeatedly highlighted as an exceptional and inspiring component of the event. Secondly, participants also enjoyed the parallel working groups with more than enough time to work collaboratively, and stated they preferred such peer-to-peer approach over excessive expert lecturers. Another highly praised programme element was the second-day visit to Osijek-Baranja County, where participants commended the seamless organisation of the trip and the

hospitality of the local hosts. Lastly, multiple participants noted the high-quality teamwork, the professional networks established and a shared will to advance the Cultural Routes Programme collectively. On the other hand, some participants called for clearer, tighter moderation during the sessions to keep discussions focused. Additionally, it was recommended that the official programme be launched and communicated earlier in the planning cycle to allow for better participant preparation. No major weaknesses of the Academy programme were identified by the participants.

At the very end of the formal programme, the participants were addressed by Danko ĆOSIĆ (Roman Emperors and Danube Wine route), Eszter SZKOTOVICS (Zsolnay Heritage Management Nonprofit Ltd) and Rui GOMES (Enlarged Partial Agreement on Cultural Routes of the Council of Europe) who thanked participants for their (pro)active contributions and wished them a safe journey home.

5. Conclusions

An analysis of the collective reflections, empirical evaluation data, and outcomes of discussion groups and participant-led sessions demonstrates that the 13th Training Academy highly fulfilled its core objectives. The Academy was evaluated positively as a dynamic, orienting platform where newly certified routes found their voice within the Cultural Routes community, while the visionary keynote address by Dr. Drda-Kuhn served as a powerful compass that successfully aligned Cultural Routes network with the complex macro-trends and geopolitical realities of today's European (and global) landscape.

The exchange of sustainable tourism and cultural heritage preservation practices truly came alive through immersive, real-world case studies across the rich cultural landscapes of Pécs and Osijek-Baranja County. Yet, this experiential learning also brought participants face-to-face with a clear implementation gap where their exceptional passion for heritage protection must now be matched by a bolder, more market-ready push toward commercial integration and cross-sector industry collaboration.

Furthermore, the Academy succeeded in breaking down traditional silos, providing participants with the ultimate structural freedom to co-create, spark meaningful professional connection and forge concrete new strategic partnerships that ensure everyone left with a clear, unified roadmap to advance the Programme collectively.

To capitalise on this high level of objective fulfilment and prepare for upcoming milestones, such as the 2026 Annual Forum in Yerevan and the landmark 40th Anniversary of the Programme in 2027, the Programme must actively address the challenges that arised during the Academy and leverage the connections and ideas made during its days.

6. Appendices

APPENDIX A: DAILY PROGRAMME

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



EICR-TA-Prog (2026) rev2

Luxembourg, 29 May 2026

13th TRAINING ACADEMY

ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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

Interreg
Danube Region



Co-funded by
the European Union


#RomansWineDanube



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



ZSOLNAY HERITAGE
MANAGEMENT LTD.



danube
competence
center

Tuesday, 2 June

15:00 Meeting of the preparatory team

Arrivals

19:00 Opening session (Cella Septichora Visitor Center, Pécs)

Welcome words by:

- KATA NAGY, Project Manager, Zsolnay Heritage Management Nonprofit Ltd.
- ATTILA PÉTERFFY, Mayor of Pécs
- DANKO COSIĆ, Principal Manager of the Roman Emperors and Danube Wine Route

19:30 Opening dance performance by students of the Art School of Pécs

19:40 Dinner

21:00 World Heritage night tour (with headlamps)

Wednesday, 3 June (Kodály Centre, Pécs)

08:00 Registrations

09:00 Welcome addresses by

- MÁRK HUMMEL, Managing Director, Zsolnay Heritage Management Nonprofit Ltd.
- CSABA RUZSA, Deputy Mayor of Pécs
- ZOLTÁN TARR, Minister for Social Relations and Culture of Hungary
- ESZTER CSONKA-TAKÁCS, Vice-Chair of the Enlarged partial Agreement on Cultural Routes of the Council of Europe
- GORDANA PLAMENAC, President, Roman Emperors and Danube Wine Route
- TATJANA HORVATIĆ, Ministry of Culture and Media of Croatia

09:45 Introductions of participants and their expectations

10:30 The context of the academy: Pécs, Osijek and the Roman Emperors and Danube Wine Route, with:

- DANKO COSIĆ (Principal Manager of the Roman Emperors and Danube Wine Route)
- DÁNIEL POULET (World Heritage manager, Zsolnay Heritage Management)
- IVANA JURIĆ (Tourism Board of Osijek-Baranja)

11:00 Break

11:30 Programme and practicalities of the academy

11:45 Cultural Routes: crossroads or bridges for European cultural identity? Keynote speech on the current-day meaning, relevance and challenges of routes in a changing Europe and global context, by DR. KARIN DRDA-KÜHN, Managing Director media k GmbH

12:30 Presentation of recently certified Council of Europe Cultural Routes

13:00 Lunch

14:00 Developments and perspectives of the programme of Cultural Routes of the Council of Europe, by RUI GOMES, Executive Secretary of the programme

14:30 Discussion groups on the role of the routes in the development of the programme

- 1. Network management**, facilitated by DANKO ĆOSIĆ
- 2. Representativeness of the routes**, facilitated by RUI GOMES
- 3. Strengthening youth participation**, facilitated by RÉKA HESZTERÉNYI, secretariat of the Cultural Routes programme
- 4. The consequences on the routes of the armed aggression of the Russian Federation against Ukraine**, facilitated by MILA LUKIC
- 5. Preparing the 40th anniversary of the Cultural Routes programme**, facilitated by INGER HARLEVI, The Hansa
- 6. Cooperation on scientific work and role of the universities**, facilitated by CRINA ZUGRAV, European Institute of Cultural Routes

17:30 Guided tours on exhibitions in the Zsolnay Cultural Quarter of Pécs

19:00 Dinner and cultural programme

Thursday, 4 June – Osijek Baranja County

08:30 Meeting point - Pécs, main railway station, Indóház tér

08:50 Departure to Beli Manastir (Croatia) by train

10:00 Departure from Beli Manastir to Baranja-Croatia Danube wine region (by bus)

11:00 Learning from and applying sustainable tourism practices along Cultural Routes, input by IVANA JURIĆ, Tourism Board of Osijek-Baranja

13:30 Bus transfer to Baranjska Kuća

14:00 Lunch in Baranjska Kuća (rural heritage restaurant and open-air museum)

15:30 Field visits (wine and local produce tasting)

20:00 Return to Pécs

Friday, 5 June (Kodály Centre, Pécs)

09:00 Presentation of the conclusions of the sessions on the role of the routes in the development of the programme and on sustainable tourism

09:30 Participant-led sessions on network and routes development, including:

- A. Responsible tourism and local infrastructure development**, by IRYNA DENYSKO, European Route of Historic Gardens
- B. Cooperation** Working Group, by VICTOR SORENSEN, European Route of Jewish Heritage
- C. Visibility** Working Group, by DOROTHE RÖMER, Huguenot and Waldensian Trail
- D. International Short Story Content** – 40th anniversary of the programme, by MATEJA JANČAR, Women Writers Route
- E. Accessibility and Inclusion** (Hike4all), by ELENA DUBININA, Via Francigena
- F. Youth engagement in Cultural Routes**, by CATARINA CHAVES, Saint James Ways
- G. ...**

(Break included in the sessions)

12:15 Feedback from the previous session

12:30 Presentation of the 2026 Forum on Cultural Routes and guidelines for the 2027 Academy (in the framework of the 40th anniversary of the Santiago Declaration).

12:45 Evaluation and closing of the formal programme

13:30 Lunch

14:30 Departures together in groups to the downtown

15:00 Guided tours at the downtown of Pécs

17:00 Opening of the Roman Parade

APPENDIX B: LIST OF PARTICIPANTS

Luxembourg, 15 June 2026



LIST OF PARTICIPANTS

Cultural Routes of the Council of Europe			
Name	Cultural Route	Position	Country of Residence
Sergio FERRARO	Aeneas Route	Member of the Board	Italy
Maija OINONEN	Alvar Aalto Route	Executive Director	Finland
Elisabeth GALDA-BRANDHUBER	Cyril and Methodius Route	Slovak Nationality Self-Government of Budapest	Hungary
Levente GALDA	Cyril and Methodius Route	Vice-President (Deputy Chair - Deputy President)	Hungary
Martin PETERKA	Cyril and Methodius Route	Project manager	Czech Republic
István KOVÁCS	European Cemeteries Route	Representative of the National Heritage Institution	Hungary
Benedetta DIAMANTI	European Route of Ceramics	Director	Italy
Linda GUERRINI	European Route of Ceramics	Technical Secretariat	Italy
Ágnes HERCZEG	European Route of Historic Gardens	Board member	Hungary

Ana Rosa MORENO	European Route of Historic Gardens	Technical manager	Spain
Barbara SÓLYOM	European Route of Historic Gardens	National Responsible	Hungary
Edina NAGY	European Route of Historic Gardens	International Relations	Hungary
Iryna DENYSKO	European Route of Historic Gardens	Senior Researcher of the National Dendrological Park "Sofiyivka"	Ukraine
Simona TARDI	European Route of Historic Pharmacies and Medicinal Gardens	Executive Secretary	Spain
Simone ZAGRODNIK	European Route of Historic Thermal Towns	Executive Director	Belgium
Marc FRANCESCH CAMPS	European Route of Jewish Heritage	Route manager	Spain
Victor SORENSSEN	European Route of Jewish Heritage	Director	Spain
Bernhard WITTE	European Route of Megalithic Culture	Office Manager	Germany
Ursula WARNKE	European Route of Megalithic Culture	Managing Director	Germany
Dorothe RÖMER	Huguenot and Waldensian Trail	Vice President	Germany
Florian HITZ	Huguenot and Waldensian Trail	Swiss Coordinator	Switzerland
Pierre BEDOUELLE	Impressionisms Routes	Président	France
Martin WHITE	In the Footsteps of Robert Louis Stevenson	President	United Kingdom
Adrienn PÁLINKÁS	Iron Age Danube Route	Communications Committee	Hungary
Katalin WOLLAK	Iron Age Danube Route	Management Board member	Hungary
Marta RAKVIN	Iron Age Danube Route	Secretary	Croatia
Szabolcs CZIFRA	Iron Age Danube Route	Member of the Scientific & Tourism Committees	Hungary
Szilvia FÁBIÁN	Iron Age Danube Route	President	Hungary
Feridun EKMEKCI	Iron Curtain Trail	National EuroVelo Coordinator for Türkiye	Türkiye

Miklós BERENCSEI	Iron Curtain Trail	National EuroVelo Coordinator Centre	Hungary
Ainara IROZ	Iron Route in the Pyrenees	On behalf of the President	Spain
Sinem SOYGUL	Iter Vitis Route	Representative	Türkiye
Antonio FAUSTO BARONE	Phoenicians' Route	Director	Italy
Alexandra CÎRSTOIU	Roman Emperors and Danube Wine Route	Project Partner, Alba Iulia Municipality	Romania
Ana SOLDÓ	Roman Emperors and Danube Wine Route	Office of the Government for European Integration, Assistant Director	Bosnia and Herzegovina
Andreea MITROFAN	Roman Emperors and Danube Wine Route	Project Partner, Alba Iulia Municipality	Romania
Emőke VIGH	Roman Emperors and Danube Wine Route	Network for Regional Development Foundation (Project partner of #RomansWineDanube), Consultant	Hungary
Ivan YOROV	Roman Emperors and Danube Wine Route	Reenactor	Bulgaria
Ivana PEŠORDA	Roman Emperors and Danube Wine Route	Project partner 13 - Office for european integration of the government of West Herzegovina Canton	Bosnia and Herzegovina
Ivana SAMARDŽIĆ	Roman Emperors and Danube Wine Route	Project Manager	Serbia
Katarina ANĐELKOVIĆ	Roman Emperors and Danube Wine Route	Croatian member, Osijek Baranja County Tourism Board	Croatia
Martin DUJČÁK	Roman Emperors and Danube Wine Route	Project Partner, Technical University of Kosice	Slovakia
Smiljana NOVIČIĆ	Roman Emperors and Danube Wine Route	Serbian member	Serbia
Milena MILOŠEVIĆ MICIĆ	Roman Emperors and Danube Wine Route	Serbian member	Serbia
Nataša MRŠEK	Roman Emperors and Danube Wine Route	Project manager	Slovenia
Nicolae NEAG	Roman Emperors and Danube Wine Route	Project Partner, Alba Iulia Municipality	Romania
Renata KOLOBARIĆ	Roman Emperors and Danube Wine Route	PP13- Office for European integration of the	Bosnia and Herzegovina

		Government of West Herzegovina Canton	
Richard OLHAVA	Roman Emperors and Danube Wine Route	Project Partner, Technical University of Kosice	Slovakia
Stafana YOROVA	Roman Emperors and Danube Wine Route	Manager of Ethnography fund	Bulgaria
Stefan PRODANOV	Roman Emperors and Danube Wine Route	Manager, Council of Tourism Svishtov,	Bulgaria
Momchil PETKOV	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Aleksandar PETKOV	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Milen MARKOV	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Yoan ZAHARIEV	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Monika PETKOVA	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Viktoriya ZARKOVA	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Silviya ZARKOVA	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Radostin BEEV	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Rositsa PRODANOVA	Roman Emperors and Danube Wine Route	Member, Council of Tourism Svishtov	Bulgaria
Aleksandra GRBIC	Romea Strata	Route Manager	Italy
Viola GAUDIANO	Romea Strata	Project Developer	Italy
Vitor SÁ MARQUES	Saint Francis Ways	Board Member	Portugal
Emília GÁL	Saint Francis Ways	Head of Communications	Hungary
Catarina CHAVES	Saint James Way	Secretariat	Portugal
Vedran PRAZEN	Saint James Way	Vice President	Croatia
Martine CAMPANGNE	Saint Martin of Tours Route	President, European Federation of Saint Martin	France
Róbert ORBÁN	Saint Martin of Tours Route	Board Member	Hungary
Guro VISTAD	Saint Olav Ways	Secretary	Norway
Hans MORTEN LØVRØD	Saint Olav Ways	Route Manager	Norway

Stefanie BISCHOF	The Hansa	Route Manager	Germany
Annemarie SCHMIDT	Transromanica	Managing Director	Germany
Elena BRNČALOVÁ	Transromanica	Member of the Cultural Route	Slovakia
Maja CEPETIĆ ROGIĆ	Transromanica	Member of the Cultural Route	Croatia
Elena DUBININA	Via Francigena	Route Manager	Italy
Caroline FISCHER	Via Regia	Manager	Germany
Susanne BINCZYK	Via Regia	Office Manager	Germany
Nicoletta MARTORANA	Via Querinissima	Route manager	Italy
Mateja JANČAR	Women Writers Route	Manager	Slovenia
Cedomir DRAŠOVIĆ	Women Writers Route	Member of the Cultural Route	Montenegro

Candidate Cultural Routes			
Name	Cultural Route	Position	Country of Residence
Daniela Stefanie HAUF	European Goethe Ways	Managing Director	Germany
Andreas BARDEAU	Castle Route between Orient and Occident	President	Austria
Filippo CAILOTTO	FORTE CULTURA e.V.	President	Germany
Levente ISTVÁN FÖLDVÁRY	Mary's Route	Project Coordinator	Hungary

Member states		
Name	Member State	Position
Eszter CSONKA-TAKÁCS	Hungary, Open Air Museum	Head of the Centre for Intangible Cultural Heritage / Vice-Chair of the EPA Governing Board
Krisztina TOMPOS	Hungary, Open Air Museum	Museologist, Programme Officer
Tatjana HORVATIĆ	Croatia, Ministry of Culture and Media	Head of Movable, Ethnographic and Intangible Cultural Heritage Office
Déborah JIMÉNEZ PEREDA	Spain, Ministry of Culture	Cultural European Programs' Technician
Rosa EPERJESI	Hungary, Szentendre Skanzen Village Museum	Intern

Speakers/guests			
Name	Organisation/Institution	Position	Country of Residence
Karin DRDA-KÜHN	Media k GmbH	Managing Director	Germany
Gábor ZAG	Municipality of Pécs	Deputy Mayor	Hungary
Gordana PLAMENAC	Roman Emperors and Danube Wine Route	President	Serbia
Daniel POULET	Zsolnay Heritage Management Nonprofit Ltd.	World Heritage Manager	Hungary
Márk HUMMEL	Zsolnay Heritage Management Nonprofit Ltd.	Managing Director	Hungary
Réka VÁGVÖLGYI	Zsolnay Heritage Management Nonprofit Ltd.	World Heritage and Tourism Guide	Hungary

Organisers			
Name	Organisation/Institution	Position	Country of Residence
Rui GOMES	Council of Europe	Executive Secretary, Enlarged Partial Agreement on Cultural Routes	Luxembourg
Réka HESZTERÉNYI	Council of Europe	Executive Assistant, Enlarged Partial Agreement on Cultural Routes	Luxembourg
Crina ZUGRAV	European Institute of Cultural Routes	Project Manager	Luxembourg
Beyza GÖÇGÜN	European Institute of Cultural Routes	Project Manager	Luxembourg
Danko ĆOSIĆ	Roman Emperors and Danube Wine Route	Director of Programmes	Serbia
Ivana JURIĆ	Roman Emperors and Danube Wine Route	Osijek Baranja County Tourism Board	Croatia
Inger HARLEVI	The Hansa / Informal Contact Group on Cultural Routes	Vice President	Sweden
Eszter SZKOTOVICS	Zsolnay Heritage Management Nonprofit Ltd.	International Project Manager	Hungary
Kata NAGY	Zsolnay Heritage Management Nonprofit Ltd.	Project Manager	Hungary
Mila LUKIĆ		Consultant	Serbia

APPENDIX C: SELF-ASSESSMENT QUESTIONNAIRE ABOUT CULTURAL TOURISM OFFER AND SUSTAINABILITY PRACTICES

Tourism product development: please rate (1-5) the following statements according to your knowledge and experience.

1. Our route offers clear visitor experiences, not only heritage sites.
2. Visitors can easily understand what they can do, see, learn or experience along our route.
3. We combine different elements (heritage, gastronomy, nature, events, local stories, etc.) into coherent visitor experiences.
4. Our route has developed tourism products or itineraries that can realistically be marketed.

Network and partnerships: please rate (1-5) the following statements according to your knowledge and experience.

1. We actively collaborate with tourism stakeholders (tourism boards, operators, guides, accommodation providers, etc.).
2. Members of our route cooperate in creating joint offers or experiences.
3. Our network contributes to the visibility and promotion of the route.

Sustainability: please rate (1-5) the following statements according to your knowledge and experience.

1. Our activities generate benefits for local communities.
2. We actively support the protection of cultural heritage.
3. Environmental considerations are integrated into our activities and visitor experiences.
4. Tourism activities create economic opportunities for local actors.

Future readiness: please rate (1-5) the following statements according to your knowledge and experience.

1. We understand current tourism trends and visitor expectations.
2. We have a clear vision for developing sustainable tourism along our route.
3. We know what our next priority should be to strengthen our tourism offer.

Reflection question 1: Which area(s) above received the lowest scores, and why? Please explain, and be specific. (*open-ended question*)

Reflection question 2: What is your route's strongest tourism asset? Please explain, and be specific. (*open-ended question*)

Reflection question 3: What is one tourism product, service or experience of your route that could be strengthened? Please explain, and be specific. (*open-ended question*)

Reflection question 4: What partnership or network connection would most improve your route? Please explain, and be specific. (*open-ended question*)