

2021/22 ENG

Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2021-2022

Regular evaluation: **Via Habsburg** Independent expert report

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



**Cultural Routes of the Council of Europe
Evaluation Cycle 2021-2022**

Independent expert report

Via Habsburg

Prof. (FH) Mag. Claudia Bauer-Krösbacher Ph.D.
University of Applied Sciences Krems/Austria
claudia.bauer-kroesbacher@fh-krems.ac.at
++43-2732-802-394

06.12.2021



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



**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

Table of Contents

1.	Executive Summary.....	5
2.	Introduction.....	6
3.	Main Body Evaluation	8
	3.1 Cultural Route Theme.....	8
	3.2 Fields of Action	8
	3.3 Cultural Route Network.....	17
	3.4 Communication Tools	21
4.	Conclusions and Recommendations.....	24
5.	List of References.....	29
6.	Annex 1: Expert Field Visit and Online Interviews.....	30
7.	Annex 2: Expert Assessment Checklist.....	34
8.	Annex 3: List of Tables, List of Figures, List of Pictures, List of Acronyms	39

1. Executive Summary

The Habsburg dynasty has played a significant role in Europe's history. With the establishment of the Via Habsburg different regions are connected by their common history and cross-cultural exchange on diverse levels is enforced.

With the new president Mr. Reinhold Sahl who followed Mrs. Udolf-Strobl in 2020, some important tasks have been accomplished including the launch of a new website, nomination of vice-presidents as regional managers for the Route, acquisition of new members, and an increase in membership fees. There is a very positive spirit among the members who also show very high commitment towards the Route.

Overall, such a Route needs time to unfold its full potential. However, it is important that it has a clear vision, functioning structures, a decent budget to work with, and that efforts are put into continuous product development and communication. The Via Habsburg has already achieved many goals but there is still much to do.

The Route encompasses several flagship attractions which work successfully as stand-alone attractions. The perception as a Route, however, is unfortunately not apparent yet. Creating attractive joint Via Habsburg products and highlighting the specific activities people can engage in will therefore be a necessity. This must be accompanied by corresponding marketing measures.

What started with a few idealists on the regional level has reached a European dimension with notable partners across different countries. However, a continuous extension of the Route has to be planned wisely in order to keep it manageable.

Due to the COVID-19 pandemic the Habsburg Route has experienced difficult times over the last two years. This resulted in fewer activities and the cancellation of planned exhibitions and events. At the same time, consumer behaviour has been changing significantly. Thus, the Route must respond to new needs and demands. This has implications for visitor management and for requests towards more sustainable approaches. Thus, also the Via Habsburg has catch up on this.

Expert summary conclusions		
	Yes	No
The theme complies with criteria listed in Resolution CM/Res(2013)67, I. List of eligibility criteria for themes.	x	
The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, II. List of priority fields of action.	x	
The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, III. List of criteria for networks.	x	
The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe”		X

2. Introduction

The Habsburg dynasty is one of the world's longest lasting dynasties. From 996 to 1815 the house of Habsburg (-Lothringen) wrote key chapters in history and contributed to the form of present-day Europe. The values of the Route are as follows:

“From France to Austria, along some 1,000 km, the Via Habsburg is a path of knowledge, sharing and friendship that builds relationships across borders and between nations. It pursues a civic and humanist objective by building links between different peoples of the continent and by promoting a shared history, of which the Habsburg legacy is an important part” (Council of Europe, Cultural Route, 2021, n.p.a.).

The Route has been developed in the former territory of Further Austria and Inner Austria (Innerösterreich), following a geographical order. It includes five countries (France, Germany, Switzerland, Austria, Czech Republic) (see Map 1) with the following six regions: Salzkammergut with Bad Ischl, Tyrol/Vorarlberg, Aargau/Upper Rhine, Lake Constance/Jura Upper Swabia, Black Forest/Briesgau, Alsace and Lorraine.

Map 1: Via Habsburg



Source: Via Habsburg online, themed routes, 2021

The association “In the traces of the Habsburgs” was established in 2001, after a successful exhibition “The Habsburgs between Rhine and Danube” in 1996. The association decided to work on an application for the European Cultural Route in 2011 and the certification “Cultural Route of the Council of Europe” was received in 2014. Today, the Route connects 96 partners in the areas of culture, arts, and tourism. Along the 1.000 km long Route 150 points of interests, both in urban rural and rural areas, are linked (Council of Europe, Cultural Route, 2021, para. 3; Via Habsburg online, introduction, 2021, para. 3; Via Habsburg brochure, 2021). The aim of the Route is not only to make the Habsburg cultural heritage accessible so it can be experienced by visitors but also to sustain it for future generations.

Based on the historical links between the different sites the following four different thematic tours have been developed (Via Habsburg brochure, 2021):

1. The Habsburg power centres residence cities, places of power and politics
2. Castles of the Habsburg and life at court
3. Churches, cloisters, and abbeys
4. Experiencing Landscapes in Further Austria.

These suggested thematic travel routes allow for experiencing the Habsburg past according to individual interests (Habsburg online, 2021, para 4).

The network works in the form of an association with an Austrian president (Reinhold Sahl). The president together with Christian Gepp (also Austria) are responsible for the management of the Route in terms of project coordination as well as scientific and educational coordination. There are four vice presidents representing each of the involved countries. Management board members include four people from Austria and five from Germany. There is also a steering committee with eight representatives for the scientific and educational advisory board as well as a treasurer and a Webmaster. The networks headquarter is in Vienna in the prestigious Hofburg.

At present the network has a total of 96 members including mainly public institutions, cities, municipalities, and tourism institutions. Also, a handful of private people joined the network. The big majority joined the network in 2014, however, only two members were acquired in 2019, three in 2020 and three in 2021. The president and vice presidents are eager to expand the network especially when it comes to cities/municipalities. More details about the network are provided in section 3.3. in the report.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the Theme of the Route

The Habsburg dynasty – with their different sovereigns and emperors – has played a significant role in the shaping of Europe’s history. Over several centuries they were setting the course for many cultural, political, and economic developments. In addition to the construction of castles, palaces, estates, and gardens they supported churches and cloisters. Moreover, they were passionate collectors of arts from all around the world which still can be found in today’s museums. This dynasty has influenced the development of societies and coined a specific identity in Europe.

Thematically the Route is consistent and encompasses well selected sites which represent important historic places of the Habsburg dynasty. Not only the tangible remains of the past are highlighted and shown but also intangible (traditions, stories, festivals, and events) and living heritage elements (e.g., re-enactments) are included. Geographically the Route crosses five different countries with potential for extension in basically all directions, even other continents.

Overall, the “Habsburg” theme lends itself to a plethora of cultural tourism products and innovative activities. It also offers a solid basis for youth cultural and educational exchange. Furthermore, it is reflected in academic research conducted by different institutions of the participating regions.

3.1.2 Historical and Cultural Context

The history of the Habsburg dynasty connects different regions by the Via Habsburg. The Habsburg empire can be regarded as a pre-formation of the European Union. History helps us to better understand where we come from and where we go (Nuss, interview, 2021). It also helps us to understand present time and what unites us. In this perspective, history is the fundament of today’s Europe (ibid.). The different cultural attractions including museums, palaces, castles, churches show the material evidence of the dynasty and specific exhibitions, concerts, festivals, and events brings the Via Habsburg to live. The Route is organised geographically and stretches out over five different countries in today’s Central Europe, dealing with the period of 996 – 1850. However, it does not include the Spanish branch of the dynasty (yet). Therefore, in terms of historical comprehensiveness there is still room to extend the Route. Vienna as the historic more recent stronghold of the Habsburg dynasty is yet to be included with different sites.

3.1.3 Council of Europe Values represented by the Theme

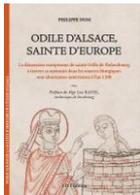
The Habsburgs are a shining example for the history of European citizenship. Today, the Via Habsburg unites different parts of Europe, supports cross-country exchange and collaboration, and celebrates the common cultural heritage. The Route’s theme represents real European values commonly shared among the five member countries of the network. It is illustrative of European memory, history and heritage and contributes to an interpretation of the diversity of present-day Europe, with common roots. Thus, it is in compliance with the eligibility criteria of CMRes(2013)67.

3.2 Fields of Action

3.2.1 Co-operation in Research and Development

At university level in general, the Habsburg dynasty is a well-researched area since it is such an important part of European history. In relation to the Via Habsburg specific research was conducted for the first exhibition in 1996 and was published in the book “The Habsburgs”. This another high quality-publication followed: “Odile from Alsace – Sainte of Europe” by Prof. Nuss (interview, 2021) – in which the European dimension is discussed. The book will also be translated into German.

Picture 1: Book publication



Source: Prof. Nuss, email communication, 2021

Another publication is the travel guide “Via Habsburg” published in 2020, however, this is no scientific publication per se. Overall, scientific publications instigated by the Via Habsburg are limited, however, publications need time and effort. The network operates with a scientific and educational advisory board (details see section 3.3.1 in this report) which is responsible for monitoring and boosting scientific publications on the Via Habsburgs. Plans for publications and research are usually discussed during the general assemblies.

The Museum Freiburg collaborates with the Alemannic Institute Freiburg and organises lecture series on the theme of “Habsburg” (Kalchthaler, interview, 2021). It includes scientific and popular lectures addressing a lay audience. It is currently offered in the winter term and due to Covid-19 it is organised in an online format. The lectures is extremely popular with sometimes more than 150 participants. There were press releases in several different newspapers about it. The local university also organises a Saturday-University and very often pick up a historic topic including the Habsburg one.

Individual members have collaborations with research centres and close links to universities such as the University of Strasbourg, Albert Ludwig University Freiburg, Alemannic Institute Freiburg, Vienna University, the German-historic Institute in Vienna, Ministry of Economics in Vienna – all notable institutions. However, a stronger collaboration with these universities is needed. A unifying platform which brings together different efforts in terms of scientific publications and educational offers by different members and makes them visible does not exist yet. However, there are plans to start with the compilation of a list of Habsburg related literature and an archive which will be made accessible to the public. This will be one of the first activities with the new board. Moreover, students will have the possibility to use the Via Habsburg for networking. There are intentions that exchange among students working on their BA, MA or PhD theses will be supported such as travelling to different places and providing accommodation (Sahl, interview, 2021). These initiatives should help in bringing dispersed knowledge together and to promote scientific publications.

Mr. Sahl (interview, 2021) argued that there are intentions to participate in the European heritage volunteer programme – European-wide network. Co-financing can be made possible for approximately 12-14 people. For the participating institution this would mean added value and it would also support the intermediation of European values. An interesting cultural programme could be offered for the volunteers which would enhance the attractiveness of the programme.

Table 1: Overview of scientific events

Event	Contents	Date	Country
Scientific Colloquium "The Habsburgs and their cities in Freiburg "	Academic colloquium	28.09.2018	Freiburg, Germany
Conference - Concert "Concert des princesses 2018".	A ladies' choir accompanied the conference, which focused on the 9 princesses represented by coats of arms in the Thann Minster. These princesses were wives of Austrian dukes, from Johanna of Pfirt to Maximilian I. The Austrian Consul General in France Erika Bernard was present. The event took place within the framework of the Women's Day (Journée de la femme).	10.03.2018	Thann, France, Collégiale de Thann (Minster or Collegiate Church of Thann)
Conference - Concert "Concert des princesses 2019".	A ladies' choir and an alto instrument ensemble accompanied the conference as part of the "Maximilian Year ". Maximilian 1 is presented three times in the Thanner Minster but also Mary of Burgundy and Anne de Breagne. The conference also dealt with his daughter, Marguerite of Austria.	2019	
Conference	Scientific celebration of 650 years of Freiburg being part of the Habsburg territory. (Freiburg bei Habsburg).	2019	Museum Freiburg
Conference	The first Habsburgs in and presentation of the Via Habsburg for the Museum Lorrain de Nancy (Prof. Dr. Philippe Nuss).	22.-23.11.2019	Université de Strasbourg
Conference "The Austrian Dimension of the Collégiale de Thann	Conference in a room of the "Université populaire du Rhin "of Mulhouse.	15.10.2020	Université populaire du Rhin
Video Conference "The Austrian Dimension of the Collégiale de Thann "	Conference for the members of the "Association Autrichienne en Alsace "	2020	Video-conference

Source: by the author based on information from Burghauptmannschaft, 2021

3.2.2 Enhancement of the Memory, History, and European Heritage

In 2019 on the occasion of the 500th anniversary of Maximilian I. the Maximilian year with an exhibition and a number of events was celebrated in Innsbruck, Fortress Kufstein, Stams

Monastery, Ambras Castle, Castle Tyrol/Meran, Tratzberg Castle, Rattenberg, and other sites.

Picture 2: 500 years of Maximilian I.



Source: maximilian2019.tirol | maximilian2019.tirol

As explained on the website for this celebration (Maximilian 2019.tirol):

“Maximilian I. laid the foundation for the Habsburg Empire through heritage, wars and marriages. Especially the Tyrol was considerably enlarged during his reign. In 1490, he took over the governance in the Tyrol from Duke Sigismund and started to expand the residence in Innsbruck, to revitalize the country, to promote mining and coining and to establish a considerable arm industry. [...] The largest extensions of power, however, he achieved through marriage: he himself married Mary of Burgundy and received the rich Burgundian heritage. Through the marriages of family members, he also won Spain, Bohemia and Hungary for the Habsburg. [...] In 1519, Maximilian died in Wels. His pompous grave in Innsbruck was only finished in 1584 and remained empty. Maximilian was buried in the St. George’s Chapel in Wiener Neustadt. His heart, however, is buried in Bruges with his first wife, Mary of Burgundy”.

A grand final event was staged on October 12th, 2019 in the city centre of Innsbruck. An attractive programme was offered with free guided tours and culinary delights from the Tyrol and South Tyrol.

Table 2: List of events over the last four years

Event	Contents	Date	Country/Location
Excursion to Alsace On the tracks of the Habsburgs	On Saturday, 29 September, a full-day excursion to Alsace (Neuf-Brisach, Ensisheim, Thann, Ottmarsheim) the previous day’s colloquium	29.09.2018	Neuf-Brisach, Ensisheim, Thann, Ottmarsheim France
Journées du patrimoine 2018	Presentation of the coats of arms representing the 9 Austrian princesses in the Collégiale at Thann guided tours	16.11.2018	Thann, France, Collégiale de Thann
Exhibition	Queen Agnes from Hungary	2018	Cloister Königsfelden, Museum Aargau
Special exhibition	“Maximilian I. – Zu Lob und ewiger Gedachtnis”	11.4- 31.10.2019	Ambras Palace, Innsbruck, Austria
Special exhibiton	“Des Kaisers neuer Heiliger. Maximilian I. und Markgraf Leopold III. in Zeiten des Medienwandels”	09.03.- 17.11.2019	Stiftsmuseum Klosterneuburg, Austria
Excursion in Bourg	The "Monastère royal de Brou" was	2019	Monastère royal de

en Bresse to visit the Monastère de Brou	built by Margarita of Austria. In Brou, one finds the same coats of arms as in Thann and as on the Golden Roof in Innsbruck		Brou, City of Brou
Reconstruction of the Habsburg	VR-Glasses, experience	permanently since 2019	Habsburg Castle, Museum Aargau
Journées du patrimoine 2019	The coats of arms presenting Emperor Maximilian 1 in Thann. The coats of arms red-white-red in Thann Minster. (About 30!)	15.09.2019	Thann, France, Collégiale de Thann
Special guided tour	Anna von Habsburg – my life as a queen	2020	Habsburg Castle, Museum Aargau
Concert des princesses 2020“	Johanna von Pfirt (princess who lived in Thann and who married Albrecht 2nd of Habsburg in Thann), Accompanied by a soprano singer and organ playing.	26.09.2020	Thann, France
Choir Festival "Oktophonia"	September and October 2020: Choir festival "Octophonia" in Ottmarsheim with 400 choir singers to bring together young European citizens. The cities connected to the "Via Habsburg" were presented in a video mapping. Choirs from member towns performed in the church of Ottmarsheim, among others choirs from Innsbruck, Nancy, Aachen.	09 / 2020 10 / 2020	Nancy, France Innsbruck, Austria
Habsburg weeks	Gastronomic event in which restaurants from both sides of the Rhine participate. Different culinary delights from the «Habsburg kitchen» are offered.	17.10.- 01.11.2020	Laufenburg F.Habsburger.20.qxp(laufenburg-tourismus.com)
Special guided tour	Sisi visits Habsburg Castle	2021	Habsburg Castle, Museum Aargau
Workshop for children	Towers, latrines, and a paradise garden	2021	Habsburg Castle, Museum Aargau
Special guided tour for children	Life in a medieval cloister	2021	Cloister Königsfelden, Museum Aargau
Special guided tour	Women in the cloister Königsfelden	2021	Cloister Königsfelden, Museum Aargau
Habsburg weeks	Gastronomic event in which restaurants from both sides of the Rhine participate. Different culinary delights from the «Habsburg kitchen» are offered.	23.10. - 07.11.2021	Laufenburg Habsburger Wochen: Laufenburg

Source: by the author based on interviews, data by Museum Aargau and Burghauptmannschaft, 2021

The following table outlines planned events by different partners for the near future.

Table 3: List of planned events

Name of Event	Contents	Date	Country/Location
---------------	----------	------	------------------

Exhibition	Lebenswelten zum Thema Habsburg	2022	Innsbruck, Hofburg
Concert series	Concerts from classical to modern music	2022	Innsbruck, Imperial gardens
Walking path Freiburg "Schlossberg"	Big project is planned on common history. Plates for outside area are in production at the moment. Project will be introduced in spring. Will be point of departure for long-distance hiking trail (Schwarzwaldverein).	2022	Museum Freiburg, city of Freiburg
Travelling exhibition	Cooperation with the Museum in Besançon.	t.b.d.	Museum Freiburg
Exhibition "Treasure of the Monks"	Exhibition together with St. Paul in Carinthia, convent which wasn't secularised. Region will be highlighted as Habsburg region.	2022	Museum Freiburg
Medieval days	Open air salt production demonstration in an authentic way with copper pans, fire control (Feuerwarte), to bring medieval times back to life.	October 2022	Tourism office Hall, Münze Hall/Hasegg Castle
Maximilian exhibition	Hofburg Innsbruck, travelling exhibition	2023	Innsbruck, Hofburg
Museum opening	Opening of the Augustinermuseum, Topic Connection Freiburg with Austria will play a major role.	2023/24	Museum Freiburg, city of Freiburg
Exhibition	Marriage of Johanna von Pfirt and Albert the Wise from Habsburg. Their role was important for the ongoing dynasty. Sun was Rudolf the "Stifter"	2024	Thann, Alsace
Habsburg year	For the planned Habsburg year, the network will be used intensively in the preparation phase: cooperation and exchange (know-how, expertise) with other partners (e.g., History Museum Pfalz), and loan items are discussed.	2025	Museum Aargau

Source: by the author based on interviews, 2021

The Via Habsburg includes several members which are located in rural areas such as Palace Niměřice (CZ) (CZ) or Schloss Hof (AT). Thus, there is a strong focus to identify, preserve and develop heritage sites off the beaten track. Another approach is to direct people from the highly visited sites in cities to rural areas. For example, the Maximilian I exhibition in Innsbruck included the Fragenstein Castle, located in a rural area in the Tyrol (Gepp, interview, 2021). The castle was digitalised with hint to visit the actual site and the Zirl area. More in this direction is yet to come also with the new member in Montenegro (Tourism Organisation of Herceg Novi). A mountain bike trail will lead through the landscape and crosses smaller sites in the countryside.

When it comes to taking account of the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape, and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...) it must be said that they are all relevant and serve as basis for the preservation and conservation of

material and immaterial culture and heritage. For the 2021 World Heritage Austria Summer Academy in which the Via Habsburg was presented also ICOMOS was on board.

3.2.3 Cultural and Educational Exchanges for Young Europeans

The network has been working on a specific educational programme to impart knowledge around the Via Habsburg and the Habsburg dynasty. A draft version of this programme exists already. It contains information material for history classes with the aim of promoting a better understanding of the common values and a shared European identity. In which way Maximilian I. can be perceived as a European would be an example for this (Sahl, interview, 2021). It was during the 16th century that people started to talk about Europe. On a silver coin which was minted on the occasion of Maximilian I.'s proclamation as emperor the first time the word "Europe" appeared on a coin (field visit, Burg Hasegg-Münze Hall 2021). Through marriage policy, the so-called travel empire (Reisekaisertum), imperial assemblies, and through several other conditions and developments a European sense of togetherness started to establish (Sahl, interview, 2021). By looking at the history today's commonalities among the partner territories can be discovered (Kalchthaler, interview, 2021). Shared identity has long roots into the past – many people are not aware of this. The Habsburgs are for instance the connecting link between Alsace, South-Baden and northern Switzerland (ibid.). There are many commonalities along the Route such as architecture and buildings, names of streets, sculpture, traditions and practices, to name but a few and interesting questions are "Which other commonalities do we share?" and "How has all of this led to where we stand today and who we are today?" (ibid.). The commonalities might be exemplified by the legend of the White Lady – a type of female ghost who spooked in different castles of European noble families. By finding out where else such stories about a White lady exist along the Via Habsburg commonalities can be exemplified and explained. Ultimately, this will include a decision as to what element/aspect out of that rich history can be picked up and how it can be presented in the most appealing way. A multitude of ideas are already there and a fruitful approach that will be taken on board is the use of the concept of storytelling. According to Mr. Sahl (interview 2021) museum educators work on specific exercise sheets for children and material for school classes. Children and their lecturers should be encouraged to visit the historic sites. They constitute interesting out-of-school classrooms in which history and heritage can be experienced through workshops and guided tours (Nipp, interview, 2021).

A reception for Viennese pupils from the grammar school of the 8th district in Vienna took place in 2019. It was organised as a cross-country exchange with the Lycée Scheure-Kestner in Thann. The Viennese pupils were delighted because they found many Austrian coats of arms in the "Collégiale de Thann" (France). By this they were able to better understand the common history. Mr. Klinkert (interview, 2021) pointed at a cross-country exchange for school children in terms of singing together which was offered in the past. Youth choirs with more than 200 pupils in total from the four countries met in Alsace and were singing in French and German in remembrance of the common history. After the Covid-19 pandemic, such exchange will be taken up again. He also suggested to offer youth camps during the summer for the restoration of palaces - akin to what Mr Sahl proposed for students and participating in the European volunteer programme. Both approaches would support a better understanding of the concept of European citizenship and would offer collaborative opportunities for educational institutions at various levels (from elementary school up to university level). What remains important to attract young people is the need for lively presentations and making it an experience (Nuss, interview, 2021).

When it comes to digital technology several members are at the forefront of its application for the presentation and interpretation of cultural heritage and have a competent digital team.

Since 2019 the Museum Aargau offers a virtual reality film featuring a reconstruction of the Habsburg Palace. This needs to be considered and promoted as a highlight within the Via Habsburg. Digital offers have experienced a special boost during lockdown phases and will remain important for the upcoming future (Nipp, interview, 2021). Digital media are applied to support analogue exhibitions and audio-guides have become commonplace. The application of such tools makes visits to the sites more attractive especially for the younger audience.

3.2.4 Contemporary Cultural and Artistic Practice

In August 2021 the flower festival “Blumengeflüster” was opened in the Wildegg Castle (part of the Museum Aargau). Nine Master-florists were asked to let inspire them by the historical rooms of the castle and to develop different kinds of installations. The flower festival attracted 7.000 visitors. It is a prime example for linking heritage and contemporary culture and stimulating different senses.

Another approach is used by Hofburg Innsbruck in which space is dedicated to contemporary arts. Collaboration with the local artist community and changing exhibitions. Another very successful exhibition was “Guernica – Icon of Peace” in which Picasso’s Guernica was on show in 2019. Along with this exhibition several school projects reflected on peace and peaceful coexistence (see also [Guernica | Ikone des Friedens | Hofburg Innsbruck](#)).

Some years ago, artist competitions were hosted in the museum in Freiburg. This could be integrated in the Via Habsburg soon to bring in contemporary artistic practices (Kalchthaler, interview, 2021).

Up until now no packages with a focus on contemporary cultural elements are offered by the Via Habsburg.

3.2.5 Cultural Tourism and Sustainable Cultural Development

According to Mr. Kalchthaler several plans for 2020 had to be cancelled because of the Corona pandemic. Among these a big travel with participants from Alsace and South-Baden to travel from Freiburg over Innsbruck to Vienna. On the part of French participants, it would have been a well-booked journey. Many other activities were not performed for the same reason.

All exhibitions and events outlined in the previous three sections are relevant to promote cultural tourism in the regions and cities. A positive development which will foster a more transnational exchange and movement is the availability of a night train which will follow the route Paris-Strasbourg-Munich-Salzburg-Vienna at the beginning of December 2021. According to Mr. Klinkert (interview, 2021) this is an important development also for the Via Habsburg because along this train route a specific touristic route could be developed. In a similar vein, he suggested that a cycling route could be developed along the Via Habsburg connecting the five countries. So far, the modes of transportation were limited to either bus or car. Even a combination of train and bike is conceivable such as cycling along the rivers Rhine and Danube on already existing cycling trails. For the development of tourism products connections with local tourism offices need to be sought-after and enforced.

Another possible avenue would be to offer a joint museum-pass (Klinkert, interview, 2021). Such passes already exist for example for Oberrhein (for € 150 it is possible to visit 320

different museums in Alsace) and in many other places. Such a concept would encourage visitors to go on a journey along the Route. For tourism product development this would mean to organise such a travel as a package. More international travellers could be attracted which would not only raise the number of visitors but would have positive economic effects on the territories crossed. European funding could be applied for, and a cultural map could be established (Klinkert, interview, 2021). Ms. Nipp pointed out that their campaign 2 for 1 was well received. An idea which could be taken up for the entire route.

Despite its long existence the Via Habsburg is far too little known. Therefore, there is not only need for more communication efforts but also development of specific products (Friede, interview, 2021). This should include the creation of packages for land-based travel together with a tour operator specialised in cultural travels. Different target groups need to be considered and products are to be shaped according to their needs (ibid.). As such the Via Habsburg and its different players is unclear for a traveller in the sense of “What exactly can I do there?”.

In terms of tourism product development support is provided by the former director of the Austrian National Tourism Board, Petra Stolba. The aim is to develop a blueprint of specific tourism products in which three to four partners can be linked by a one common theme. Based on this prototype further details can be designed for making it a product that can be offered to visitors. The concept of storytelling will be used as an approach for experience design (Sahl, interview, 2021). For example, Innsbruck, Stams and Zirl can be linked on the topic of Maximilian I. and tourism professionals from “Per pedes” will be asked for their feedback and collaboration to develop a concrete tourism package.

There are a number of partnerships with public and private organizations active in the field of tourism such as Per Pedes, the tourism organization in Wr. Neustadt (AT), Austrian Federal Railways (ÖBB), and Austrian Airlines. Railtour is partner and a package composed of travelling and a reduced entrance fee for the Hofburg in Innsbruck is offered.

Sustainability is among the most important and pressing issues in tourism. DMO's and tourism stakeholders must develop products in line with the 17 sustainable development goals (SDGs) laid out by the UN [see [THE 17 GOALS | Sustainable Development \(un.org\)](https://www.un.org/sustainabledevelopment/)]. Therefore, the Via Habsburg is required to make a clear statement on sustainability and integrate it as one of their key goals. Individual members such as the Museum Aargau have already moved into this direction. Important measures which are already in place include the following: exhibition design and use of light, extension of exhibitions, re-use of elements of exhibitions, mobility (all locations are accessible via public transportation, information is announced before events are staged), new lightening of the castle outside considering the bird population, eco-friendly approach in the cultivation of the gardens, slow food collaboration with “Genusmarkt”, workshops are offered on the topic of slow food, support of the café and bistro and catering for fair products and avoidance of any plastic. According to Ms. Nipp (interview, 2021) the museum collaborates with the association “ProSpecieRara”, which promotes biodiversity, the cultivation of rare vegetables and historic plants. In spring every year, they host the seedlings sale event being the most visited event around the year. On a single weekend they registered 10.000 visitors this year. In the garden a self-guided tour is offered on the topic of sustainability addressing biodiversity and plant variety.

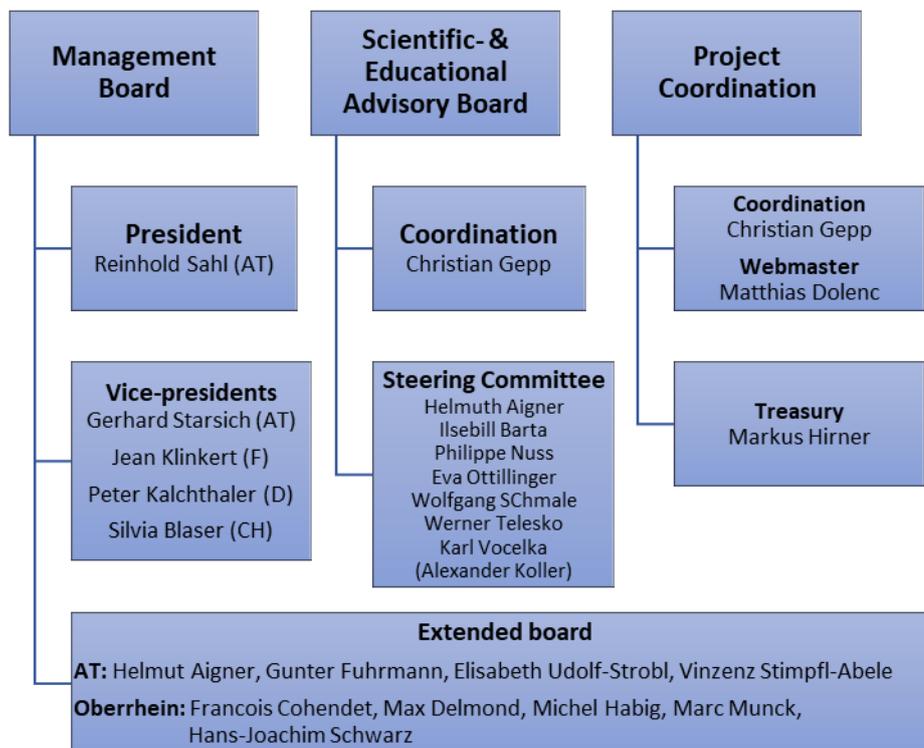
Individual members notice the importance of sustainability and the need to ensure a careful use of resources, e.g. Mr. Kalchthaler.

3.3 Cultural Route Network

3.3.1 Overview of Institutional /Legal structure of the Network

In 2018 the presidency changed from Jean Klinkert (France) to Elisabeth Udolf-Strobl (Austria). With the retirement of Mrs. Udolf-Strobl in 2020 presidency changed again and Mr. Reinhold Sahl (Austria) followed who has long been a member of the network. The Via Habsburg's management board is composed of nine members. A scientific as well as an educational advisory board was established in 2019. The steering committee includes six historians (e.g., with a focus on art history, religious history) one mathematician and one director of a grammar school). To date a multidisciplinary advisory board is not yet implemented. Figure 1 provides an overview of the organisational structure of the association with the management board, scientific- and educational advisory board as well as project coordination. A new organisational structure is in the process of being approved. At present there are 96 members (see information below).

Figure 1: Organisation chart of the Via Habsburg



Source: Via Habsburg website, 2021

The network's legal structure is still in the form of an association, according to the French-Alsace regional law. Decisions are made by the managing board including president and vice-presidents or in the general assembly, both with a majority vote and in consideration of all regions. The president as well all vice presidents are active in the acquisition of new members and search for funds. Also, common activities are mainly coordinated between them. The network partners show great enthusiasm for working together on the Via Habsburg. They demonstrate great respect for each other's work. Some partners know each other for many years now which also adds to the sense of cohesion within the network. Overall, there is a very positive spirit among individual partners. What helps is the common language. Members mainly communicate in German, but all official documents are translated and are available in French as well. There is also a balanced geographical distribution when

it comes to the level of engagement by members. In the near future a stronger collaboration between members such as between the Museum of Freiburg and Hofburg Innsbruck is aimed at (Mr. Kalchthaler, interview, 2021). Such a collaboration will include common projects, item loans, common catalogue and would result in reduced costs for loans and transportation.

Table 4 below provides an overview of all official events of the association within the last three years including general assemblies, board- and strategy meetings. It shows that general assemblies are held at least once a year. Strategy meetings were held in 2019 and 2020 – in general whenever required. Usually, all meetings take place in presence (if the situation allows it). The next general assembly would have taken place on December 3rd, 2021 in Korneuburg in presence, however, due to the lockdown in Austria it was cancelled. The vote on the change in the organisational structure will therefore be postponed to an extraordinary general assembly in spring 2022. In future the locations of the assemblies/meetings will rotate between different regions of the Habsburg Route.

Table 4: Official events of the association

Type of Event	Contents	Date	Country/Location
Board meeting		25.07.2018	Enisheim, France
General assembly		30.11.2018	Enisheim, France
Strategy meeting	Developing new ideas and measures for the strategic reorientation of the Route	07.10.2019	Mont St.-Odile, France
General assembly	amendment of the statutes, membership packages & future membership structure, new LOGO, Presentation of the educational concept	22.11.2019	Innsbruck, Austria
General assembly	new elections for the chairmanship	08.01.2020	
Board meeting		30.06.2020	Vienna, Austria
Strategy meeting	Promotion of youth exchange programmes Activities for 2021	07.09.2020	Schloss Hof Estate, Austria
General assembly	relaunch website, travel guide Via Habsburg, establishment of Via Habsburg ambassadors. membership fees, Via Habsburg boards, new members, election Mr. Sahl new president	06.11.2020	Video Conference
General assembly	was planned for December 2021 but is postponed to spring 2022 because of Lockdown in Austria	t.b.d. 2022	

Source: Burghauptmannschaft Vienna, 2021

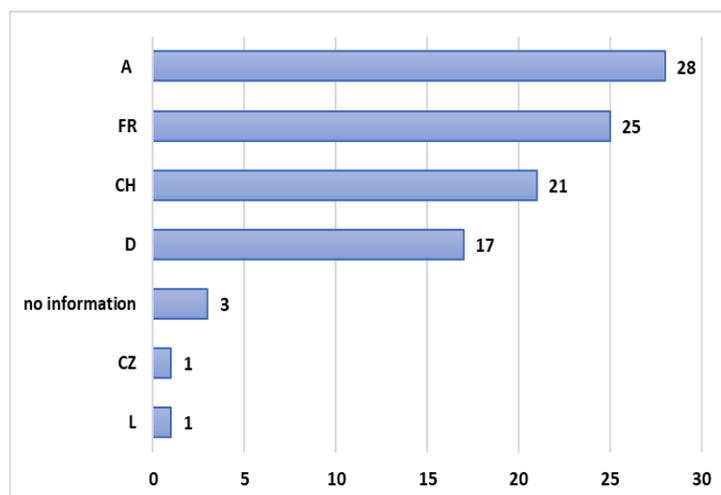
For doing the accounts of the Via Habsburg association in 2019 the auditors claimed that this has been accomplished at a very satisfactory level. The main source of income of the association is the membership fee. In 2021 the decision was made to raise membership fees. Criteria for membership were updated as well as benefits determined. However, no official document outlining the benefits was found by the evaluator. Membership fees vary between € 50 – 1.200 per year (€ 60 for individual members or associations, € 300 for smaller institutions, € 1200 for bigger cities). The increase of the membership fees was a

necessity for being financially more viable. However, it is still a small budget for such a huge task. The network was also able to find sponsors for specific projects. „Die Münze Österreich“ acted as a sponsor for the website. The book “Via Habsburg” was partly sponsored by Alsace Destination Tourism. For further acquisition of sponsors specific products will first have to be developed (Sahl, interview, 2021). So far, the network did not engage in commercial activities for the Route, except for open-air concerts held in Austria and France with voluntary donations by participants. However, commercial activities will be embraced in the future. There are no paid employees as such. People work on a voluntary basis because they believe in the Via Habsburg itself or are employees of the Burghauptmannschaft.

3.3.2 Current Composition of the Network by Country and Type of Member

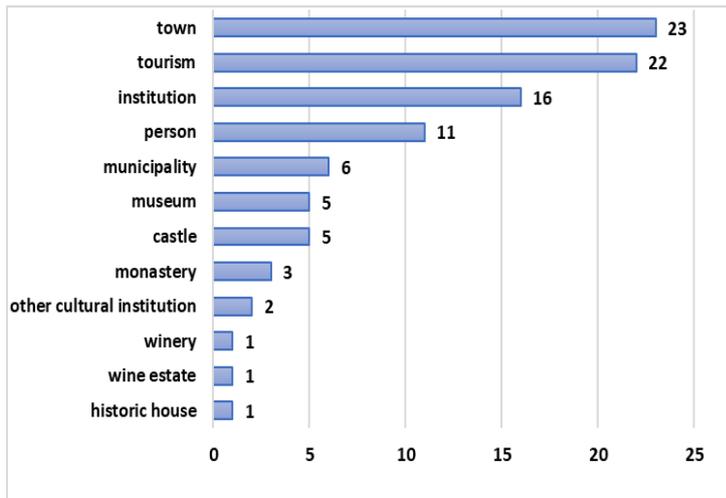
The two figures below show the composition of the network by country and by type of member. It can be observed that country wise Austria seems to have the highest number of members followed by France and Switzerland. In terms of types of members towns and tourism institutions lead. The numbers must be interpreted with caution because the basis for this data analysis is somehow chaotic with partly missing information.

Figure 2: Composition of the network by country, absolute numbers



Source: by the author based on data by Burghauptmannschaft, 2021

Figure 3: Composition of the network by type, absolute numbers



Source: by the author based on data by Burghauptmannschaft, 2021

3.3.3 Network Extension since last Evaluation

Over the last three years a total of seven new members joined the network. Most of them are cultural institutions and municipalities (see Table 5 below). With the Museum Aargau which includes among other cultural attractions and institutions the Habsburg Palace a significant member joined the network. The Habsburg Castle is the ancestral seat of the Habsburg dynasty.

Table 5: New members over the last three years

	Name of Member	year
1	Convent of the Salesian Sisters (AT)	2019
2	Klosterneuburg Abbey (AT)	2019
3	Museum Aargau (CH)	2020
4	Restaurant "Gasthaus Das Herzog Leopold" (AT)	2020
5	Notary Dr. Michael Malaniuk (AT)	2020
6	Palace Niměřice (CZ)	2021
7	Town hall Korneuburg (AT)	2021
8	Christian Gepp, Burghauptmannschaft Wien (AT)	2021

Source: Burghauptmannschaft, 2021; Via Habsburg Website, 2021

Picture 3: Habsburg Castle



Source: Museum Aargau Website, screenshot

With the admission of the Museum Aargau a highly respected and innovative institution with considerable know-how and interesting approaches in the area of intermediation and visitor management joined the network. This offers great possibility for knowledge transfer among members. New members can also change the value and perception of the entire Route. With the Habsburg castle and cloister Muri (used to be the home cloister of the Habsburgs) also the “Ursprungslande”, i.e. the country of origin, of the Habsburg dynasty receives a stronger attention. Ms. Nipp (interview, 2021) highlighted that Habsburg should not only be associated with Vienna and Sisi. The dynasty’s origin is to be found in Switzerland and Alsace.

What started with a few idealists on the regional level has reached a European dimension with notable partners across different countries. A steadily growing network needs intensive coordination and a viable structure in terms of its management. Thoughts need to be given to how the different partners can work together in the best possible way according to their possibilities (smaller versus bigger institutions, well known versus lesser known). The aim is to provide a cross-national offer which is not only attractive for visitors/tourists but also provides benefits for the respective institutions and ultimately the regions.

3.3.4 Strategy for the Network Extension in the three Years to come

The strategy for the network extension includes the acquisition of new members within the existing participating countries with a focus on (bigger) institutions, cities/municipalities and tourism organisations. However, no one will be excluded, also individual members are still welcome (Kalchthaler, interview, 2021). Geographically an extension of the Route into the East (Czech Republic, Hungary, Slovakia, Romania) and South (Italy) is envisaged (Sahl, interview, 2021). In the West an extension direction Burgundy over Besançon would be possible (Kalchthaler, interview, 2021). The scientific and educational advisory board reflect about new members from a historical point of view and make suggestions. New members are first examined by the board before they are accepted. The following will soon become new members of the network: City of Luxembourg, Cloister peninsula Wettingen (CH), Municipality of Zirl (AT), Tourism Organisation of Herceg Novi.

3.4 Communication Tools

3.4.1 Current state of communication tools developed by the network

It is among the key priorities of the network to have a stronger focus on communication in relation to the Via Habsburg. This is reflected in the new communication strategy. In recognition of the importance of digital media a more dynamic approach and appearance in social media channels has already been initiated. Many partners have a social media team which continuously reports on activities and events.

The following communication materials and channels are currently applied:

- Website: The Via Habsburg website was relaunched in 2021 (established in 2019), however, it is currently only available in German. It is planned to raise presence on Google. The website will serve as a common platform to announce specific events and activities by the individual partners. This is valuable information not only for potential visitors but also for the different members to know what’s going on around the Via Habsburg and to identify further possibilities for collaboration. So far, no overview of all members of the Via Habsburg is provided which is something that is urgently needed. However, the website is still young and in progress. It has already seen improvements during the time of the evaluation. If it will be successful as a common marketing tool

active participation by members is a prerequisite. A responsible person needs to be made responsible for demanding and collecting information (Kalchthaler, interview, 2021).

- Brochures: A new brochure is in print at the moment with the link to the Via Habsburg website. Despite all enthusiasm for a website and social media some visitors still prefer a printed brochure which can be taken home. Therefore, its importance should not be underestimated.
- Press releases: Several press releases were issued. This tool is used mainly when a new member joins the network or when specific events are announced.
- Newsletter: is still relevant and is distributed on a regular basis. The past newsletters are available on the Via Habsburg website.
- Trade fairs: Via Habsburg did not participate in any trade fairs as an institution itself but in combination with for example Imperial Austria of the Hofburg Innsbruck.
- Signboards/Boards: Since 2019 new Habsburg boards are available for all members which should be positioned at the entrance of each site. 10 boards are already fixed at various locations and another 10 are ordered and will be disseminated. Unfortunately, due to the pandemic distribution of the boards got stuck. It is among the new strategy that new members get the plate as a welcome and will be included in their membership fee. Signboards are also needed everywhere on major streets or motorways along the Via Habsburg to embed it in people's minds (Kalchthaler, interview, 2021). However, there are different regulations and laws on traffic in each country, including the use of signboards. This had to be checked first. It was eventually decided that signboards will be established, but primarily for cities.
- Via Habsburg-ambassadors: they were established in 2020, act as special representatives for the association and present the Via Habsburg for schools and events. Mr. Günter Fuhrmann (AT) und André Walgenwitz (FR) are such ambassadors for the respective regions.
- Social media: A facebook page was established in 2021. If resources allow also Instagram will be taken up as a channel.
- Youtube: There is also a youtube channel available for the Via Habsburg.
- TV productions: Collaboration with Tirol TV, a regional producer of movies and commercials, also having a channel which is played in all hotel in the Tyrol. Furthermore, a documentary is in preparation. It will be a three to five-part documentary about a trip along the Via Habsburg. It will present its members, the common European values and the common cultural heritage. The broadcast is planned for 2023.
- Guide book: The Via Habsburg guidebook by Matt-Willmatt and Linke was published in 2020. It introduces the Route across all four countries and provides a detailed description of different attractions along with different pictures. The founding president Jean Klinkert has written the foreword.

3.4.2 Compliance with Guidelines for Use of the Logo “Cult. Routes of the CoE”

In terms of branding the network agreed on a new logo in 2019 which should be used by their members. The logo is included on the Via Habsburg website and the new brochure. However, unfortunately it does not appear on the majority of the partner websites. Therefore, this compliance is only partly fulfilled.

4. Conclusions and Recommendations

List of Eligibility Criteria for Themes

Eligibility criteria are all fulfilled.

List of Priority Fields of Action

1. Cooperation in research and development
 - Intensify cooperation with universities and joint publications on scientific level. Consider the support of BA, MA or PhD theses.
 - Find out which funding possibilities could be made use of for research projects on the Via Habsburg.
 - Offer cross-border webinars on different Habsburg-related topics. People can participate from the comfort of their home. Communicate this through your website.
2. Enhancement of memory, history and European heritage
 - Develop joint exhibitions (travelling exhibitions) to highlight similarities between the regions and to raise the awareness of the Via Habsburg and its (new) members. Integrate hands-on activities and develop educational material at diverse levels.
 - Give new members a chance to be highlighted (e.g. under member list on the website).
3. Cultural and educational exchanges for young Europeans
 - Implement your own suggestions as outlined in this report (e.g. participation in European Heritage Volunteer programme).
 - Establish a summer school for students in which they travel along the Via, visit different sites, get professional insights by experts, engage in discussions and by that collect ECTS credits. Make best experience reports available on website.
 - Seek collaboration with universities on the course level: integrate Via Habsburg theme into projects within specific courses at universities e.g. communication, (digital)marketing, branding, tourism product development, history).
 - Continue presenting the Via Habsburg at educational institutions through your ambassadors.
 - Continue with the development and dissemination of educational material.
 - Make the education material for children available on your website. Use “The world of the Habsburgs” in the section special pages as a benchmark (www.habsburger.net).
4. Contemporary cultural and artistic practice

There are some great approaches in this direction already. Some suggestion to intensify this include the following:

 - Integrate local artists and give them a platform.
 - Encourage contemporary artists to combine old and new and/or develop contemporary interpretations and approaches of culture and heritage expressed in their arts.
 - Consider Artist in residence project.

5. Cultural Tourism and Sustainable Cultural development

It has become clear that considerable efforts need to be devoted to product development. Potential travellers need to know what they can expect and what activities they can engage in. Therefore, the following is advised:

- Build on what you have and develop 3-5 specific tours with a focus on the activities (e.g., visiting the tower of the Burg Hasegg in Hall, see the tower falcons there, engage in minting and mint your own coin which can be taken home as memorabilia. Visitors need to know why it is worth the time and money visiting a specific site. The benefits need to be clearly communicated.
- Offer some attractive packages that include travelling.
- Respond to the needs and demands of present-day society since they have been changing considerably – also because of the Covid-pandemic (strict safety and hygiene measures, more tailored products, digitalisation, increase in domestic travel)
- Offer press trips if possible.
- Establish a group of all tourism members in the Via Habsburg network to work on common cross-country offers/packages.
- Offer some special deals for visiting several sites along the Via Habsburg (short-term).
- Work on the establishment of a joint-museum pass (long-term).

In terms of sustainability all three pillars of sustainability need to be addressed, not only the wise use of resources. Therefore, the following is advised:

- Define sustainability criteria of the Via Habsburg
 - discuss their level of fulfilment among members and especially when new members are acquired.
 - communicate the criteria on your website.

List of Criteria for Networks

At the moment the scientific and educational advisory board is mainly composed of historians and art historians. The network needs a more interdisciplinary advisory board. The following is advised:

- Integrate more experts in the field of education.
- Take experts from the tourism area on board.
- Take media experts on board.
- Take young experts on board.

Documentation is incomplete and disordered. Therefore, the following is advised:

- Keep your documentation transparent and comprehensible.
- Tidy up your documentation and find a coherent labelling system.
- Review your member list (e.g. how many members per institution) and develop a clearer categorisation scheme (institutions can be broken down into different type of attractions).
- Keep your member list à jour (check if different memberships are still active, update your list).
- Assign an administrator for documentation.

A continuous extension of the Route should be planned strategically. The following is advised:

- Keep the number of members manageable.
- Focus on high quality partners which show commitment to the Via Habsburg.
- Focus on combining well-known sites with smaller institutions as well combining developed and more disadvantaged regions.

To have a clear vision for the future and work towards concrete goals the following is advised:

- Prepare a strategic plan with a concrete action/operational plan as a written document and make it available for all members.
- Work out short term and long-term goals.
- Develop key performance indicators (KPIs) which can be monitored regularly by all members

Communication Tools

The need to intensify communication and marketing for the Via Habsburg has been recognised but there is still a lot to be done. The following is advised:

- Improve website
 - Make it available in different languages.
 - Link it with all member institutions.
 - Promote specific products in relation to the themes (not only providing history of each place).
 - Make the visit of the website an experience: since 2019 the Museum Aargau offers a virtual reality film featuring a reconstruction of the Habsburg Castle. Make it available on the website if possible.
 - Add an internal platform for internal communication.
 - Try to increase access rate by setting the right search words.
 - Monitor website traffic on a regular basis.
- Make sure that all members know about the (sign)board and use it.
- Signboards are needed everywhere on major streets or motorways along the Via Habsburg to embed it in people's minds.
- Advance branding and develop a marketing plan.
- Embrace cross marketing possibilities.
- Establish a social media team.
- Keep members updated on recent developments by sending quarterly newsletters.

The network agreed on a new logo in 2019 which should be used by their members. However, unfortunately it does not appear on the partner websites. Therefore, it is advised to:

- Make use of logo compulsory for all members.
- Establish control mechanism for this.

Finally, the Via Habsburg does not have the level of awareness it should have. It is far too little known. Therefore, raising the awareness for the cultural street should be one of the key priorities for the future.

In the following an overview of fulfilment of recommendations from the previous evaluation is provided.

Table 6: Overview fulfilment of recommendations

CRITERIA		Recommendations previous evaluation 2017-2018	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2021-2022
			YES	NO	
I. Cultural route theme		None are provided.	<input type="checkbox"/>	<input type="checkbox"/>	No recommendation.
		None are provided.	<input type="checkbox"/>	<input type="checkbox"/>	No recommendation.
II. Priority fields of action	Cooperation in research and development	Workshops with university students	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Tourism marketing with storytelling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not yet implemented, concrete plans exist
		Scientific conference on history	<input checked="" type="checkbox"/>	<input type="checkbox"/>	See report
		Collaboration with more universities and scientific institutions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	See report
	Enhancement of memory, history and European heritage	Collaboration with living castles	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		Organisation of travelling exhibitions especially with new members	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not implemented yet.
	Cultural and educational exchanges for young Europeans	Establish contact with organisations of teachers and educ. institutions.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	First attempts but due to Corona this was difficult.
		Development of learning material	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Concepts are there, full realisation not accomplished yet
		Summer camp	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Twin – town relations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Actions for young people by using website	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Contemporary cultural and artistic practice	Contemporary artists to create modern pieces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Castle Wildegg
		Photo competition	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		Habsburg souvenirs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Cultural Tourism and	Combination of existing products	<input type="checkbox"/>	<input checked="" type="checkbox"/>		

	Sustainable Cultural development	into new ones.			
		Package tours		<input type="checkbox"/>	
		Twin city possibilities		<input type="checkbox"/>	
		Participation in travel fairs	<input type="checkbox"/>		
		Packages and tours on website		<input type="checkbox"/>	Tours are partly available, no packages
III. Cultural Route Network	No same people in different positions of network.	<input type="checkbox"/>	<input type="checkbox"/>		
	Clear documentation	<input type="checkbox"/>	<input type="checkbox"/>	See report	
	Preparation of strategic plan & action plan	<input type="checkbox"/>	<input type="checkbox"/>	Exist only in very broad terms	
Communication Tools	Consequent use of logo.	<input type="checkbox"/>	<input type="checkbox"/>	See report	
	Activate newsletter.	<input type="checkbox"/>	<input type="checkbox"/>		
	Use signboards		<input type="checkbox"/>	Not consequently applied	
	Translations of website, etc.		<input type="checkbox"/>	See report	

Source: by the author based on evaluation report last period

5. List of References

List of References provided by the Cultural Route

It was hard to get an overview since the documents are not properly labelled and for some years not provided.

2018

- Minutes of general assembly 30.11.2018 in French
- List of signatures general assembly 2018
- Document on election of the new board 30.11.2018 in French
- Powerpoint presentation Via Habsburg 2018 in French

2019

- Agenda general assembly 22.11.2019 in French
- Minutes of general assembly 22.11.2019 in French
- Annual report 2019 Powerpoint presentation in French

2020

- Minutes of general assembly 06.11.2020 in German
- Email communication 19.03.2020 Via Habsburg about changing fees (old statutes in German and French as well as logo are attached)

Documents regarding budget (labelling was confusing, had to change it):

- Cash report 01.01.-31.12.2018 (Aargauer Kantonalbank Euro Konto) in German
- Cash report 01.01.-31.12.2018 (Aargauer Kontanalbank SFR Konto) in German
- Cash report 01.01.-31.12.2019 (Sparkasse Hochrhein) in German
- Audit on cash report 2019 in German
- Cash report until 01.01.-22.07.2020 (Sparkasse Hochrhein) in German
- Planned budget for 2022 to 2024 in German

Statutes (old) in French

List of members in excel (incomplete and chaotic)

Evaluation report last evaluation cycle

List of References for additional sources

Maximilian 2019 Tirol (2019). *History Maximilian*, accessed at [History | maximilian2019.tirol](https://www.history-tirol.com/en/maximilian2019), date of access: 01.11.2021.

Watt-Willmatt, H., Linke, H. (2020). *Via Habsburg. Auf den Spuren einer europäischen Dynastie*. Innsbruck: Tyrolia.

Picture Credits

Museum Aargau (2021). Habsburg Castle. Screenshot, accessed at [Habsburg Castle \(museumaargau.ch\)](https://www.museumaargau.ch), date of access: 25.11.2021

6. Annex 1: Expert Field Visit and Online Interviews

Interviews were conducted with a total of 10 people as outlined in Table 7 below.

Table 7: Overview of interviews

	Name	Function	Location	Date/time
1	HR Mag. Reinhold Sahl Sahl.Reinhold@burghauptmannschaft.at	President	Burghauptmannschaft Wien teams	02.11.2021, 09.00-11.30 01.12.2021, 15.30-16.30
2	Mag. Christian Gepp Gepp.Christian@burghauptmannschaft.at	Scientific committee	Burghauptmannschaft Wien teams	02.11.2021, 09.00-11.30 01.12.2021, 15.30-16.30
3	Günter Fuhrmann G.fuhrmann@cantat.com	Member of management board	Skype	03.11.2021, 14.30-15.30
4	Jean Klinkert jean.klinkert@adt.alsace	Vice president	Teams	04.11.2021, 13.30-14.30
5	Manuela Nipp, MA manuela.nipp@ag.ch	MUSEUM AARGAU Assistant director of Wildegge castle	Teams	04.11.2021, 14.30-15.30
6	Peter Kalchthaler M.A. Peter.Kalchthaler@stadt.freiburg.de	Vice president, Manager of the Museum of city's history, Freiburg	Teams	11.11.2021, 09.45-10.50
7	Fabian Karner Karner.Fabian@burghauptmannschaft.at	Representing the younger generation, Burghauptmannschaft Wien	Teams	17.11.2021, 15.00-15.45
8	Victoria Walter Walter.Victoria@burghauptmannschaft.at	Representing the younger generation, Burghauptmannschaft Wien	Teams	22.11.2021, 13.00-13.30
9	Martin Friede M.Friede@hall-wattens.at	Head of Tourism Office Hall-Wattens, member	Teams	03.12.2021, 09.15-10.00
10	Philippe Nuss philippe.nuss@wandadoo.fr	Scientific committee, France	Teams	03.12.2021, 10.00-10.30

Source: by the author

Table 8: Overview of site visits

Site Visit	Programme
<p>Hofburg Innsbruck</p> <p>16.11.2021 13.00-16.00</p> <p>Mr. Reinhold Sahl</p>	<p>The visit started with an inspection of the outside area and checking if the board of the Via Habsburg is mounted. Unfortunately, this was not the case yet.</p> <p>After that Mr. Sahl guided me through the exhibition on Maximilian I. and the special exhibition on “Der Kaiser und seine Turniere”.</p> <p>Mr. Sahl provided insights not only into the life of Maximilian I but also into the following aspects of the exhibition:</p> <ul style="list-style-type: none"> • Exhibition design, use of text panels, decision on type of font, involved experts for the design. • Scientific basis for different parts of the exhibition • Application of hands-on activities (e.g. wearing a sword) • Educational approach with children’s activities offered • Use of multimedia, production of the 3 D audio-visual show, App • Specific objects (e.g. painting of Maximilian by Albrecht Dürer) • Collaboration with the municipality of Zirl regarding Fragenstein castle (will be a new member soon), miniature castle was reproduced with 3D printing. • Costs of the exhibition <p>Thereafter we visited the Hofburg with the state rooms, “Kaiser apartment”, the “Riesensaal”, chapel & sacred room with the Renaissance organ. Mr. Sahl shared insight on the history but also on challenges regarding visitor management and using the state rooms for different kinds of events. He also explained details on the renovation and restauration activities over the last few years in the Hofburg.</p> <p>After the visit I had the opportunity to ask some open questions for the evaluation such as ways to strengthen the European identity in the Via Habsburg and addressing specific target groups like young people.</p> <p>At the end I had the opportunity to also visit the foyer with a special exhibition on contemporary arts. I did this on my own.</p> <p>All in all, this was a very insightful visit followed by a productive meeting.</p> <p>Below are some pictures from the field visit taken by the author.</p> <div data-bbox="504 1630 1031 1924" data-label="Image"> </div>



Burg Hasegg,
Münzturm, Hall i. Tirol
17.11.2021
14.00-16.00

Mr. Werner Anfang

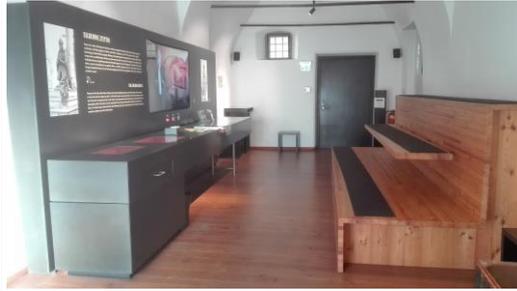
The visit started with an inspection of the outside area and checking if the board of the Via Habsburg is mounted. Unfortunately, this was not the case either.

Mr. Anfang gave a short introduction to the site and we discussed difficulties for museums in general and the Burg Hasegg/Münzturm in particular because of the Covid-pandemic. It is a privately-owned museum and this makes it even more difficult to survive. We also talked about different approaches to visitor management and the use of digital technologies. He could not give so much information on the Castle Hasegg/Münzturm being a member of the Via Habsburg and the responsible person was not available on that day.

Nevertheless, I was able to visit the Museum and the Tower. With the help of an audio-guide I received the necessary insights on the history. The tour starts in the museum and then visitors have the possibility to visit the tower. Focus is put on Maximilian and how printing silver coins helped to finance wars and ultimately also how the "Europataler" and the distribution of the coins on which he was displayed himself added to his fame. In the tower a multimedia show is available on the tower falcons.

Below are some pictures from the field visit taken by the author.





Visit to Korneuburg or Wiener Neustadt

Was planned but could not happen because of the Lockdown in Austria.

Source: by the author

7. Annex 2: Expert Assessment Checklist

EXPERT ASSESSMENT CHECK-LIST					
QUESTIONS			Yes	No	Comments
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		
	3	Does the theme of the route offer a solid basis for innovative activities?	1		
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		
3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1		is there but not fully
	7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1		
	8	Does the Route show how these themes are representative of European values shared by several European countries?	1		
	9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1		
	10	Does the Route have a network of universities and research center working on its theme at the European level?	1		
	11	Does the Route have a multidisciplinary Scientific Committee?		1	to date mainly historians
	12	Does the Scientific Committee work on its theme at the European level?	1		
	13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?		1	only one publication is available for respective evaluation period
	14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1		
	3.2.2 Enhancement of the memory, history and European heritage	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	
16		Do the Route activities promote the values of the Council of Europe?	1		
17		Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?		1	not fully embraced yet
18		Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1		
19		Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		
20		Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?		1	
21		Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		1	
22		Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		
23		Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?		1	needs to be improved
24		Do the Route activities take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1		

3.2 FIELDS OF ACTION	3.2.3 Cultural and educational exchanges of young Europeans	25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1		
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1		
		27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?		1	
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?		1	ideas but no definitive plans
		29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1		
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?		1	plans
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?		1	ideas but no definitive plans
	3.2.4 Contemporary cultural and artistic practice	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	not to a big extend and to date mainly in the area of music	
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?		not yet clearly visible, some contemporary arts exhibitions are hosted	
		34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?		1	
		35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?***		1	
		36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?		1	
		37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?		1	
		38	Do the Route's cultural activities highlight the most innovative and creative practices?		1	
39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***		1			

3.2.5 Cultural tourism and sustainable cultural development	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation?	1	
	41	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	
	42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1	
	43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	with the recent acquisition of new
	44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	on east-west
	45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?		1
	46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1	
	47	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?		1
	48	Do the Route's activities aim to diversify cultural product, service and activities offers?		1 in this area
	49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1	the development phase
	50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1	
3.3 NETWORK	51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?		1 will be enforced in the future
	52	Does the Route represent a network involving at least three Council of Europe's member states?	1	
	53	Was the theme of the route chosen and accepted by the network members?	1	
	54	Was the conceptual framework of the route founded on a scientific basis?	1	
	55	Does the network involve several Council of Europe member states in all or part of its projects?	1	
	56	Is the network financially sustainable?	1	low budget
	57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	
	58	Does the network operate democratically?	1	
	59	Does the network specify its objectives and working methods?	1	
	60	Does the network specify the regions concerned by the project?	1	
	61	Does the network specify its partners and participating countries?	1	chaotic
	62	Does the network specify the fields of action involved?	1	in very general terms only
	63	Does the network specify its overall strategy in the short and long term?	1	about short/long term
	64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	available
	66	Does the network provide details of its operational plan?		1 does not exist
	67	Does the network append the basic text(s) confirming its legal status?	1	

3.4 COMMUNICATION TOOLS	For certified Cultural Routes of the Council of Europe only	68	Does the Route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?		1 members do not use the
		70	Does the Route have its own dedicated website ?	1	
		71	Is it the website available in English and French?		1 no
		72	Is it the website available in other languages?		1 only in German
		73	Does the network use effectively social networks and web 2.0?	1	established
		74	Does the network publish brochures on the Route?	1	
		75	If yes, are the brochures available in English?		1 no
	76	If yes, are the brochures available in French?	1	not yet but is in process	
	77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?		individual partner 1 websites	
	78	Is the certification logo present on all communication materials?	1		
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?	1		
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1		
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?		1	
SCORE				53	28

8. Annex 3: List of Tables, List of Figures, List of Pictures, List of Acronyms

List of Tables

Table 1: Overview of scientific events.....	10
Table 2: List of events over the last four years	11
Table 3: List of planned events.....	12
Table 4: Official events of the association.....	18
Table 5: New members over the last three years.....	20
Table 6: Overview fulfillment of recommendations.....	27
Table 7: Overview of interviews	30
Table 8: Overview of site visits	31

List of Figures

Figure 1: Organisation chart of the Via Habsburg	17
Figure 2: Composition of the network by country, absolute numbers	19
Figure 3: Composition of the network by type, absolute numbers	19

List of Pictures

Picture 1: Book publication	9
Picture 2: 500 years of Maximilian I.	11
Picture 3: Habsburg Castle.....	20

List of Acronyms

DMO	Destination Management Organisation
ibid.	ibidem, i.e. the same as before
n.p.a.	no page available