



THE IMPORTANCE OF EUROPEAN CULTURAL ROUTES IN VALORISING COMMON EUROPEAN HERITAGE OF TRANSBORDER REGIONS – THE CASE OF ISTRIA

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THE COUNCIL OF EUROPE CULTURAL ROUTES PROGRAMME

- The Council of Europe Cultural Routes programme: launched in 1987, with the aim to provide greater visibility and respect for a common European identity and to preserve and promote European cultural heritage in terms of improving life and social, economic and cultural development.
- Promoting the basic principles of the Council of Europe: human rights, democracy, cultural diversity and inter-cultural dialogue; cultural and educational exchange.
- Each route **represents European values** common to at least three countries, by enriching the cultural tourism offer and highlighting less attractive and little-known destinations.
- As a result of scientific research conducted by a
 multidisciplinary team of experts, it showcases European
 memory, history, heritage and identity, thus contributing to
 the interpretation of the diversity of contemporary Europe.



48 CULTURAL ROUTES OF THE COUNCIL OF EUROPE - 21 EUROPEAN ROUTES IN CROATIA AND ISTRIA

Croatia is a member of the Enlarged Partial Agreement on the Cultural Routes of the Council of Europe (EPA) since 2016. Today, Croatia counts 21 Cultural Routes crossing the country:

Santiago De Compostela Pilgrim Routes (1987)

Phoenicians Route (2003)

European Route of Jewish Heritage (2004)

Saint Martin of Tours Route (2005)

Routes of the Olive Tree (2005)

TRANSROMANICA (2007)

Iter Vitis Route (2009)

European Cemeteries Route (2010)

European Route of Historic Thermal Towns (2010)

European Route of Ceramics (2012)

ATRIUM (2013)

Roman Emperors and Danube Wine Route (2015)

Destination Napoleon (2015)

Impressionisms Routes (2019)

European Route of Industrial Heritage (2019)

Iron Curtain Trail - Eurovelo 13 (2019)

Iron Age Danube Route (2021)

Cyril and Methodius Route (2021)

European Fairy Tale Route (2022)

Women Writers Route (2022)

European Route of Historic Pharmacies (2024)





Roman Emperors and Danube Wine Route













Ruta povijesnih termalnih gradova Route of Historic Thermal Towns

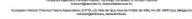
































ISTRIA – A TRANSBORDER REGION IN THE HEART OF EUROPE



ISTRIA is the westernmost county of the Republic of Croatia; a multi-ethnic, multi-cultural, and multi-lingual community with developed cross-border collaboration.

The leading Croatian tourist region: due tue its central position, diversity and richness of cultural and natural heritage Istria accounts for 25% of tourist arrivals, 25% of tourist beds, and almost 1/3 of total overnight stays in the Republic of Croatia.

Key challenge: seasonality and concentration of tourism in coastal destinations

Solution: dispersion of tourism demand in time and space by developing cultural routes – crossborder regional cooperation!

CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN ISTRIA

Roman Emperors and Danube Wine Route – the City of Pula, National Park Brijuni (from 2015)

Phoenicians Route - the City of Poreč (from 2018)

Routes of the Olive Tree – the Museum of Olive Oil Pula

ATRIUM – the city of Labin, Raša (from 2014)

<u>Santiago De Compostela Pilgrim Routes</u> - the city of Pula (from 2023 - Camino South Istria)

European Route of Industrial Heritage

Cyril and Methodius Route







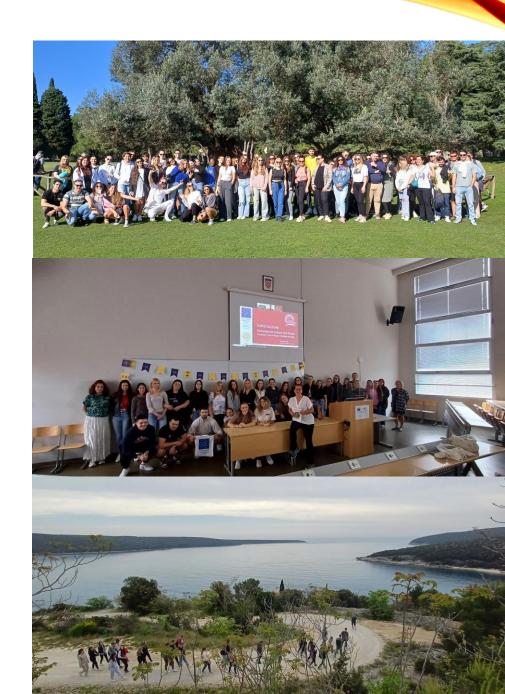
JURAJ DOBRILA UNIVERSITY OF PULA: A NEW MEMBER OF THE UNIVERSITY NETWORK

- ✓ Training modules/academic courses: Interdisciplinary Study Programme of Culture and Tourism: Cultural Routes, Cultural Heritage Management
- ✓ **Journal articles/publications**: Urošević, N., Cameron, R., Frančić, D. (2024), Valorising Transnational Heritage through Cultural Routes European Travels in Special Collections of Adriatic Libraries, E-ROUTES International Conference "Enhancing Heritage Experience Exploring Cultural Routes";
- Dolenec, S. (2024). State of Art: Cultural Tourism Routes Development according to the Stakeholder Analysis. In N., Vojnović, & J., Gržinić (Eds.). Tourism and Transformation, Juraj Dobrila University of Pula, etc.
- ✓ Master thesis: Cultural routes of the Council of Europe in the Republic of Croatia/ European cultural route of Historic Thermal Towns / European route of Industrial Heritage – regional route in Croatia /Possibilities of improving international cultural cooperation by creating new sections of European cultural routes / European cultural routes - Transromanica (proposal for the development of the Croatian section) /European Cultural Routes – Routes of archaeological heritage
- ✓ European projects: The European Spa as a Transnational Public Space and Social Metaphor (HERA) 2019-2022 / FORTIC From remains Of the war to the aRchiTecture of peace in cross-border area of Italy-Croatia (2024-2025) / INTERREG Croatia Italy project aiming to developing cross-border cultural routes
- ✓ Visiting lectures: representatives of the Ministry of Culture and cultural routes
- ✓ Student blog: https://cooltourists.blogspot.com/
- ✓ **The European Heritage Days 2024** Heritage of Routes, Networks and Connections series of lectures, workshops and study visits with international networks and cultural routes

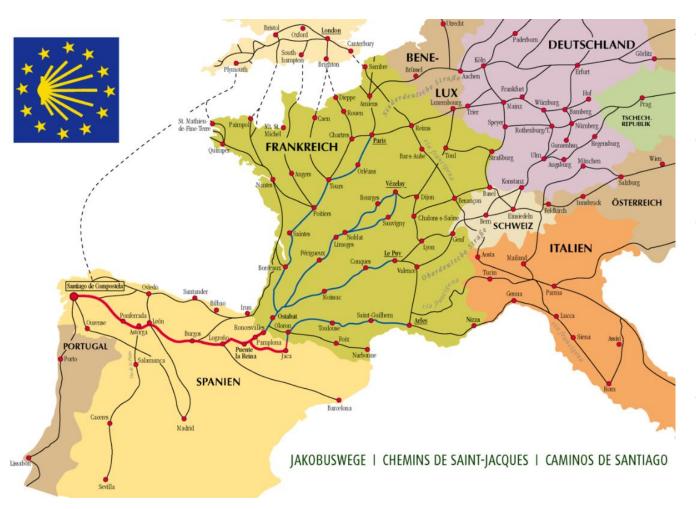


CULTURAL ROUTES - COURSE CONTENT

- 1. Defining the concept of cultural routes
- 2. Cultural routes of the Council of Europe: project history, topics, criteria
- 3. Thematic routes as a strategic priority for the development of cultural tourism in Croatia
- 4. Methodology and process of development of cultural routes
- 5. Route management and visitor management. Identification of stakeholders in the process of developing cultural routes
- 6. Regional cultural routes in Istria
- 7. City cultural routes
- 8. Field teaching tour of existing cultural routes
- 9. Workshop design and development of a new cultural route
- 10. European cultural routes routes of fortified architecture



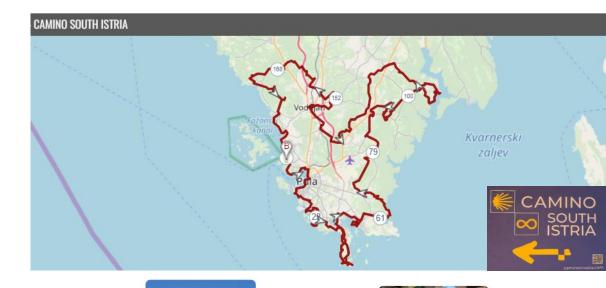
CAMINO DE SANTIAGO PILGRIMAGE ROUTE



- Ever since the Council of Europe in 1987 proposed the Camino de Santiago Pilgrimage Route as the first cultural route, 48 cultural routes of the COE have been certified to date.
- There are 21 cultural routes passing through the Republic of Croatia, making it a destination with a rich cultural heritage.
- In 2010, the Committee of Ministers of the Council of Europe adopted the Enlarged Partial Agreement on Cultural Routes (EPA), aimed at ensuring a better cooperation of Member States. The Agreement comprises 41 Member States, including the Republic of Croatia, which joined the Agreement in 2016.
- The programme raises awareness of European and Croatian culture through common European themes, encouraging local communities to reflect on their heritage through transnational networking and multidisciplinary research.

NEW ROUTE - CAMINO SOUTH ISTRIA Route map

- A circular route that covers the entire area of southern Istria, with a total length of 192 kilometres (Pula-Medulin-Ližnjan-Marčana-Vodnjan-Fažana)
- In cooperation with the Brotherhood of St. James, the Camino route was designed with the aim to become a part of the Croatian Camino route as part of the European network of pilgrimage routes of St. James.
- The Camino South Istria route is divided into 7 pilgrimage chapters 7 days that are needed to experience the historical, cultural, and sacred heritage in impressive natural environment.
- Promotion of the local way of life and traditions, cultural and religions heritage local product and economies.
- Promotion of healthier lifestyles!
- Possibilities of development of sustainable special insterest tourism clusters!
- Students' proposal for developing the cross-border section from Trieste via Slovenia to Rijeka/Opatija















JOIN US ON EXPLORING THE COMMON EUROPEAN HERITAGE OF ISTRIA!





CULTURAL ROUTES AS CATALYSTS OF HERITAGE EDUCATION

Dinç Saraç, Tourism Management, Antalya Bilim University

1st International Conference on Universities and Cultural Routes Santiago de Compostela

13 November 2024

Cultural Routes

Gaining significance since the 1970s:

The World Heritage Convention (1972): heritage

Charter (1976): sites and monuments as sources of economic benefit and cultural education

The Burra Charter (1979): cultural significance



- new management strategies regarding heritage sites in many countries
- evolution of Cultural Heritage
 Management in Europe, Australia and the United States
- birth of **community research** in heritage studies
- heritage sites are not only valued for their historic, scientific, and aesthetic qualities, but that social and cultural components should also be taken into account

Cultural Routes

The Cultural Routes
 Programme of the Council of Europe (1987): bringing people and places together in networks of shared history and heritage in Europe



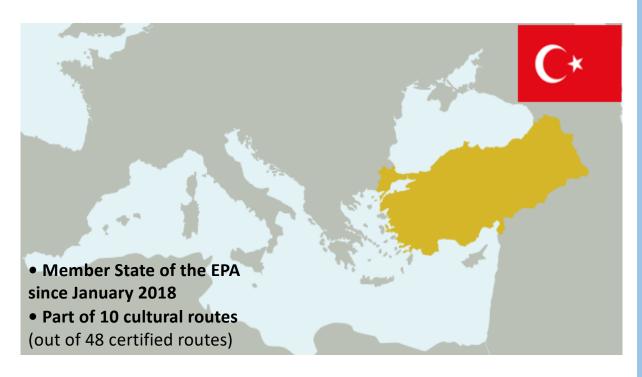
 Enlarged Partial Agreement of the Cultural Routes of the Council of Europe (2010): culture and tourism

- Theme-based tourist attractions have gained increasing popularity as a means of diversifying the tourist product and adding distinctiveness to places
- **Diversify and spread demand** for tourism in time and in space
- integration of culture and tourism (i.e. cultural tourism, heritage tourism)
- **new tourism:** more individualised forms of activities and strategies for seeking differentiaton (since the 1990s)

Cultural Routes: Today

- Powerful instruments in heritage management
- Positive connotations
- Promising more connections with the public spheres and places
- Provides new opportunities / rooms for: funding, sustainability, preservation and interpretation of heritage
- Sharing expertise and knowledge at various levels
- Creating partnerships

Cultural Routes and Türkiye



NATIONAL TOURISM AGENDA

- **Cultural tourism** is one of a number of privileged types of tourism which have been on Turkey's agenda since the 1990s.
- The desire to develop World Heritage designation in Türkiye for tourism promotion paved the way for the introduction of the **Regulation of Site**Management (November 2005) which provisions participatory and sustainable management for heritage sites.
- Cultural Routes represent another facet of the cultural tourism initiatives.
- National Country Mapping Türkiye (2020): Turkey's strengths lie in its wealth of tangible (particularly archaeological) and intangible cultural heritage as well as its natural heritage; its historic and cultural links with neighbouring and other European countries.



Source: cultureroutesinturkey.com/all-routes/

National Country Mapping Türkiye (2020): Regional/local authorities strive to become a member in relevant existing Cultural Routes; seek opportunities to develop new Cultural Routes in partnership with relevant university programs, research institutes, CSOs in Turkey and abroad; co-operate closely with CSOs, university departments, the private sector and local communities in the implementation of different cultural tourism development projects (Ayşegül Yılmaz)

The University Network for Cultural Routes Studies is a network of Universities interested in the study of Cultural Routes of the Council of Europe.

- launched in 2012 with 6 universities (32 as of November 2024)
- aims to encourage the conduct of research on Cultural Routes of the Council of Europe
- encourage students to undertake their academic research on Cultural Routes, jointly apply for European Grants with the EICR, participate in the annual programme of activities of the EICR and offer scientific advice where required.

Turkish Universities and The University Network

- Four universities joined the network (three in April-September 2024 period)
- course or research activities on cultural routes at various levels
- entirely, tourism management and tourism guidance undergraduate degree programmes
- member universities are connected with the CRs in Türkiye

Some Observations:

- there will be **new institutions seeking membership**; a sign for a **growing interest in CR studies in connection with** cultural tourism initiatives nationwide
- parallel interests in Heritage Management was there after the introduction of the Regulation for Site Management (2005 onwards: 2 years- associate degree programmes on CHM in Türkiye)
- there is now a pressing need for sharing knowledge, collaboration, a common agenda for the conduct of research, teaching on CR in Türkiye



Culture Routes Society (based in Antalya/Türkiye) was established in July 2012 in order to protect Turkey's existing culture routes, to promote the establishment of new routes, and to set best-practice standards for their development.

- •CRS works with international organisations: the EICR and the World Trail Conference. They have association agreements with several cross-border Mediterranean routes and work with them to link Turkey to Europe and the Middle East.
- The Cultural Routes Society currently maintains 20 long-distance trekking routes in Turkey. Four of these cross international borders and continue into other parts of Europe and Asia.
- The CRS has extended a major European cultural route, the Via Francigena to Turkey to make a new Cultural Route called the Via Eurasia.

ABU and CRS, launched a Cultural Routes course (first in Spring 2022). For two terms, it was **delivered by the representatives of the CRS**.

• The prime motivation for a new course on CR was to enhance our culture-related themes on tourism management curriculum; a connection with the activities and research conducted on CR in Antalya was needed.

Antalya is well connected with historic and hiking rotes:

The Lycian Way: Turkey's first long-distance trekking route; 760 km way-marked footpath around the coast of Lycia in the southern coast, from Fethiye to Antalya.

The St Paul Trail: a 500km way-marked footpath from Perge (East of Antalya), to Yalvaç (NE of Lake Eğirdir).

Pisidia Heritage Trail: connecting not so well-known archaeological sites of Pisidia to benefit village communities along the trails and promote these exceptionally.



A variety of technical, practical and theoretical issues were covered in classes

Familiarity with the definitions and types of cultural routes and relevant legal frameworks; history and development of cultural routes, in Turkey, Europe and the world; economic, environmental and socio-cultural sustainability of routes; analysis of route benefits to different stakeholder groups; knowledge of the route life-cycle - developing and marketing the product; awareness of the complexities regarding the relationship between heritage and cultural routes; and a case study on the Via Eurasia, as an example of an international cultural route.

The course involved series of lectures, group discussions (e.g. on themed routes and user experiences), exercises and practical sessions (e.g. exemplary routes; signposts and waymarks), and field trips.

Concluding Remarks: Cultural Routes and Heritage Education

- The University Network must benefit from the experiences and expertise of other circles working on cultural routes; ABU's co-operation with the CRS opened up new ways of thinking
- Universities should introduce the philosophy of cultural routes to students. In Mike Robinson's words (2020):

How to share bigger stories and connections through cultural routes?

What connects your heritage to other places around?

How to share a cultural route with new audiences and new generations?

• Important to know how young people see cultural diversity...

The Burra Charter: Why Conserve? (1979)

Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to lived experiences...Places of cultural significance reflect the diversity of our communities, telling us about who we are and the past that has formed us...

The Convention for the Safeguarding of Intangible Cultural Heritage (2003)

Consider the invaluable role of the intangible cultural heritage as a factor in **bringing human beings closer together and ensuring exchange and understanding among them.**

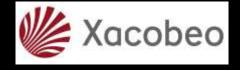
The Institutional Chair "The Saint James Way and Pilgrimages" of the University of Santiago de Compostela: Our Commiment to the Cultural Routes

Miguel TAÍN GUZMÁN
Professor of Art History and
Director of the Institutional Chair "The Saint James Way and Pilgrimages"

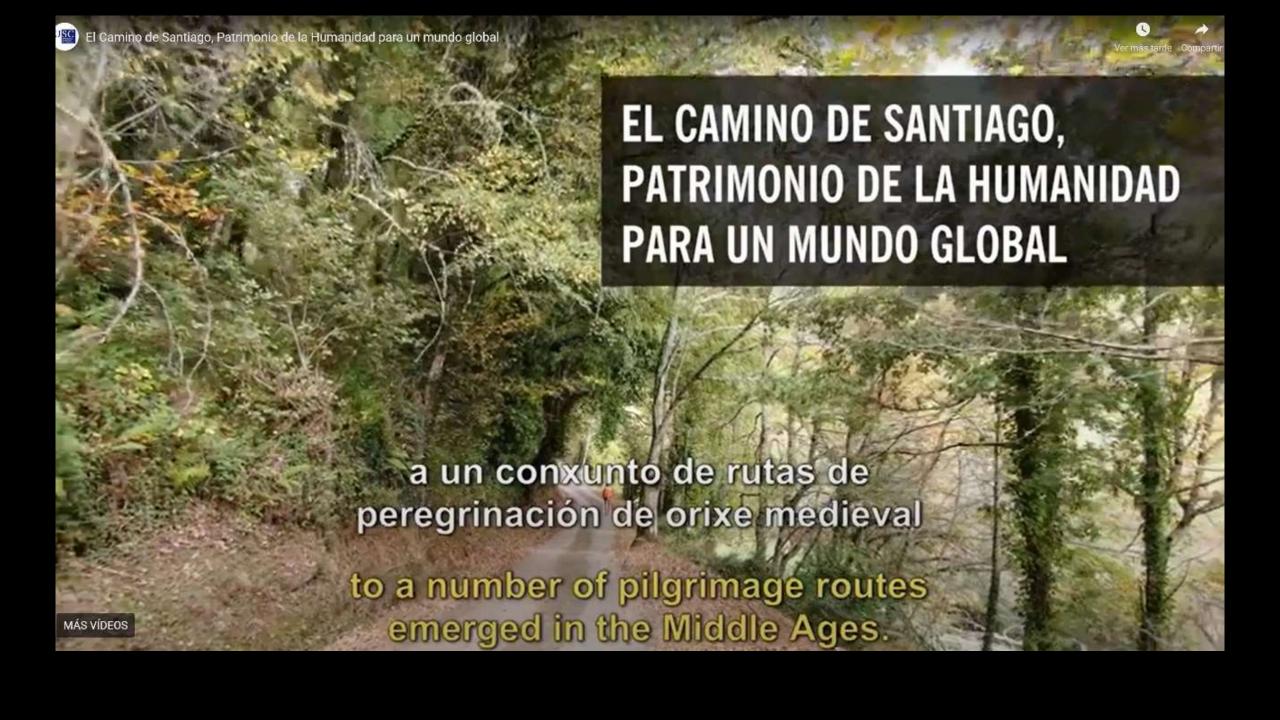












List of research projects awarded in recent years

2019

- "Perception of Security in the Camino de Santiago", by Mar Durán Rodríguez (Univ. de Santiago de Compostela-USC)
- "The Camino de Santiago as a Provider of Health and Well-being for the Population", by Melchor Fernández (USC)

2020

- "The Impact of COVID-19 on the profile ol pilgrims", by Dolores Riveiro (USC)
- "Database of Academics, Scientific and Educational Resources = Red Jacobea", by Paula Pita (Univ. of Granada)
- "The Impact of the Crisis Caused by COVID 19 on the Carrying Capacity of the Way of Saint James", by Roberto Bande (USC)

2021

- "Pilgrimage to Compostela at the Origin of the Portuguese Theatre", by Ma. Isabel Morán Cabanas (USC)
- "Time and travel. Time and times in the pilgrimage to Santiago de Compostela in the Middle Ages", by Xosé Sánchez Sánchez (USC)
- "The Way of Santiago in the historical novel", by Israel Sanmartín (USC)

2022

- "Romanesque at the end of the Camino: San Xiao de Moraime", by Javier Castiñeiras (Univ. of León)
- "Santa María de Sar, Jacobean place. Expansion of the Museum of Sacred Art", by Victoriano Nodar Fernández (Univ. of Vigo-Ourense)
- "The impact of the Camino on profitability & survival of tourism companies", by Rubén Lado Sestayo & María Milagros Vivel Búa (USC)

2023

- "Analysis of the impact of Xacobeo on the 'resemántica' process of the Way of Saint James and the figure of the pilgrim: the case of the Spanish national print media (1992-2022)", by Manuel Seco Lamas (Univ. de Toulouse 2, France)
- "Analysis of the offer of commercial activity and the demand of tourists and pilgrims in Compostela as the end of the Way", by Sara María Torres Outón (Univ. de Vigo)
- "Beyond the Codex Calixtino. Compilation, translation and commentary of texts from the Jacobean tradition until 1200", by Joel Varela Rodríguez (USC)

2024

- "Indetification of the risk areas for tick bites on the French Way (stages O Cenbreiro Santiago)", by Susana Remesar Alonso (USC).
- "The Ways de Santiago of Santiago in Portugal. Analysis od thecertification process", by Maria Joao da Cruz (Univ. Minho, Portugal).
- "The AlertCops app on the Way of Santiago: the importance of Communicating a safe Way", by José Sixto García (USC).

Award winners of the Annual International Research Prize

2019

Marco Giacintucci (Italia), *Il Paternoster di san Giuliano ospitatore. Testi e Letterature – dalle origini alle fonti narrative italiane*, Chieti: Solfanelli, 2018

2020

Elías J. Torres Feijó (Espagne), Bem-estar comunitario e visitantes através do Caminho em Santiago. Grandes narrativas, ideias e práticas culturais na cidade, Santiago: Andavira, 2019

2021

John K. Moore (EEUU), *The Legal Case of José Soller, Accused of Impersonating a Priest and Other Crimes in Seventeenth-Century Spain.* Leiden/Boston: Brill, 2020

2022

Victoriano Nodar Fernández (España), *El Bestiario de la Catedral de Santiago de Compostela: Espacio, Función y Audiencia* (Santiago de Compostela: Andavira Editora y Consorcio de Santiago, 2021. Doctoral thesis

Patxi Pérez Ramallo (España), Pilgrimage to Santiago de Compostela. Osteological and Biomolecular Analysis of Medieval Individuals (Universidad del País Vasco, 2), 2021, Doctoral Thesis

2023

Carlos Pazos-Justo, Beatriz Busto Miramontes, Susana Sotelo Docío (eds.) (Portugal et Espagne): *Comunidades locais e caminos de Santiago. Alianças e ameaças*, Ribeirao, Edição do Centro de Estudos Humanísticos da Universidade do Minho, 2022.

2024

Liliana Andreia Valente Neves: Caminhos que se cruzam. A assistência aos peregrinos e viajantes no Norte de Portugal: as Misericórdias (séculos XVII e XVIII), University do M inho, Portugal, 2023, Doctoral Thesis.

Award winners of the Annual International Prize for "End of Degree Work" and "End of Master's Work"

2020

Zuzanna Checinska (Polonie): The promotion of pilgrimages to Santiago de Compostela / La promoción de las peregrinaciones a Santiago de Compostela, Undergraduate Thesis submitted to obtain a diploma in Hispanic Studies at the University of Warsaw.

2021

Vitoria Laudisio Neira (Italie): The legend of Saint James Major in the legendary Hungarian angevin: a hagiographical, codicological and historical-artistic reading / La legenda di san Giacomo Maggiore nel Leggendario Angioino Ungherese: una lettura agiografica, codicologica e storico-artística, Corso di Laurea Magistrale in Storia dell'Arte, Università degli Studi di Siena.

2022

Irina Malyuchenko (Kazakhstan): Heritage policies in the narratives of the municipal authorities of northern Portugal: the case of the Portuguese Roads of Santiago under consideration / Políticas patrimoniales en las narrativas de las autoridades municipales en el norte de Portugal: el caso de los Caminos Portugueses de Santiago a examen, Travail Fin du Master, Máster Universitario Erasmus Mundus "Encrucilladas nas Narrativas Culturais" (2ªed) (EM Crossways in Cultural Narratives), organizado polas universidades The University of Sheffield (Reino Unido), a Universidade Nova de Lisboa e a Universidade de Santiago de Compostela, e feito baixo a supervisión de Elias Torres Feijó (USC) e Marta Lalanda Prista (Universidade Nova de Lisboa).

2023

María Rodríguez Senra (Santiago de Compostela): Pistoia and Santiago de Compostela: relation and worship of the Apostle / Pistoia y Santiago de Compostela: relación y culto al Apóstol, End of Degree Work, University of Santiago de Compostela.

2024

María Belén Pucci González (Argentina): Análisis de la representación de la mujer en las películas del Camino de Santiago y relación con el Turismo Cinematográfico / Analysis of the representation of women in films on the Camino de Santiago and relationship with cinema tourism, End of Master Work, University of A Coruña.





XVI LECCIONES JACOBEAS INTERNACIONALES DE LA USC:

SABIOS DEL CAMINO DE SANTIAGO Y LA PEREGRINACIÓN

Curso de verano de la Universidad de Santiago de Compostela (USC) 14-17 de julio de 2025

Santiago de Compostela Auditorio del Museo de las Peregrinaciones y de Santiago



Santiago Niko Poregrino, detalla de La Santa Parentela, éleo tabla del circulo de Jacob Cornelise van Oostsanen, ca. 1520, Moseodus Peregrinacións e de Santiago

XVI International Jacobean Lessons of the University of Santiago

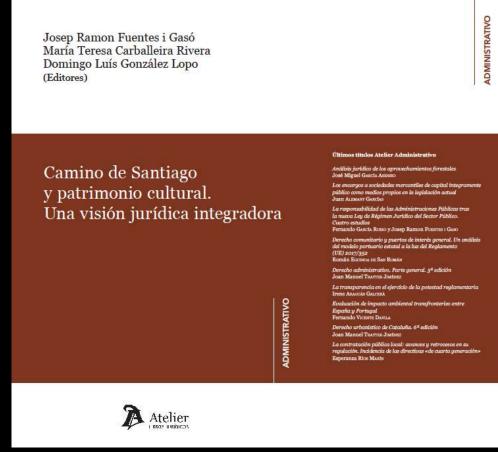
Wise Scholar of the Way of Saint James and the Pilgrimage 14th - 17th July, 2025



Students, researchers and professors visiting the Virgen de la Barca shrine, Muxía, International Jacobean Lessons, July 2022

Latest publications by the Chair of St James at the USC







The Vía de la Plata as a Route for Cultural Immersion

The Camino de Santiago and Cultural Patrimony. A Unified Juridical Vision

Immaterial Cultural Patrimony

https://www.catedradelcaminodesantiago.com/





RED JACOBEA

study of the Jacobean world and pilgrimages.



BADAPECO

A database of Institutional, Research and Teaching A database of pilgrims who received a compostela: an Resources on the Camino de Santiago, a tool for open access digital reference tool with updatable finding current information on active scholars, historical records of pilgrims who came to the Cathedral institutions, events and publications dedicated to the to gain a compostela, the certificate of completion granted by the Church to validate those who complete the Camino de Santiago.

https://www.catedradelcaminodesantiago.com/



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https://www.youtube.com/@catedracaminosantiagoUSC2016

