



Ministry of Tourism of Romania



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



# 9<sup>TH</sup> CULTURAL ROUTES ADVISORY FORUM 2019

CULTURAL ROUTES FOR CULTURAL TOURISM



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2-4 OCTOBER 2019, SIBIU, ROMANIA



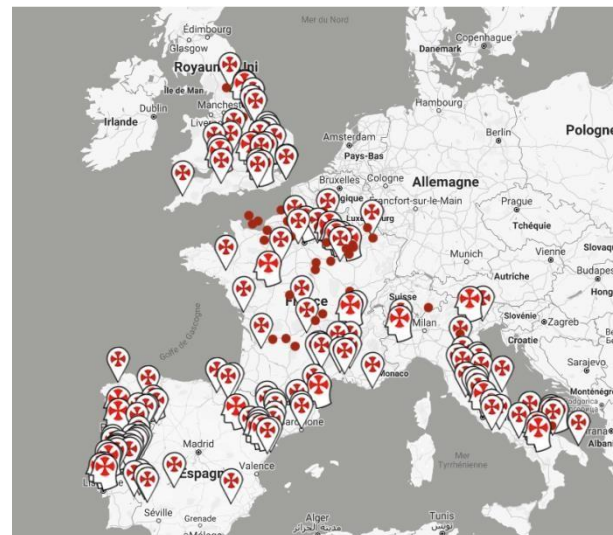
Nicolas Dohrmann, Director of Archives and  
Heritage Department, Aube County, France

Templars Route  
*Route des Templiers*

# OBJECTIVES OF THE ROUTE AND ITS PARTNERS

## LES OBJECTIFS DE LA ROUTE ET DE SES PARTENAIRES

- ✦ **Bring together territories, institutions, associations and other entities touched by the presence of the Knight Templars**  
Fédérer les territoires, institutions et toutes entités marquées par les Templiers
- ✦ **Raise knowledge about the order of the Temple**  
Enrichir les connaissances sur l'ordre du Temple
- ✦ **Enhance Templar memory, history, heritage and territories**  
Valoriser la mémoire, l'histoire, le patrimoine et les territoires marqués par les Templiers
- ✦ **Increase awareness of european history to the people and youth**  
Sensibiliser la population et la jeunesse à l'histoire européenne
- ✦ **Encourage contemporary cultural and artistic practice**  
Encourager la pratique contemporaine de la culture et des arts
- ✦ **Develop sustainable cultural tourism**  
Développer un tourisme culturel durable
- ✦ **Increase the attractiveness and identity of territories**  
Augmenter l'attractivité et l'identité des territoires



Map of Templar sites identified in 5 European countries (Portugal, Spain, Italy, France, England)

[www.templars-route.eu](http://www.templars-route.eu)

# A GROWING NETWORK

## UN RÉSEAU D'ACTEURS GRANDISSANT

### Founding members / Les membres fondateurs

- Département de l'Aube, France
- Ville de Tomar, Portugal
- Ville de Ponferrada, Espagne
- Ville de Pérouse, Italie

### Active members / Les membres actifs

- Temple Church, Angleterre (2018)
- Association des amis de l'histoire de Vianden, Luxembourg (2019)
- Commune de Mesnil-Saint-Loup, Aube (2019)
- Association des Amis de la Commanderie d'Epailly, Côte-d'Or (2019)
- Office de tourisme du Pays Châtillonnais, Côte-d'Or (2019)
- Association Mémoires d'Orient, Grand-Est (2019)
- Commanderie de Rugney, Vosges (2019)
- Commanderie Templière de Jales, Ardèche (2019)
- Musée Hugues de Payns, Aube (2019)
- Souffleur de Plume, Aube (2019)





# MAIN ACTIVITIES OF THE NETWORK

## LES PRINCIPALES ACTIVITÉS DU RÉSEAU



### Scientific research and development

- 25 european experts (France, Portugal, Italy, Spain, England and Cyprus)
- Publications
- International symposium:
  - 2019 in Perugia: "The Order of the Holy Land"
  - 2020 in Troyes: "9th centenary of the Order of the Temple"



### Enhancement of memory, history and European heritage

- Common signage (in development)
- Exhibitions
- Site visits and restoration
  - Archeological research in the Commandery of Avalueur
  - Projet of research and reconstruction of the commandery of Payns



### Sustainable cultural tourism

- Promotion and development:
  - Fairs
  - Tourism products
- Fam trips:
  - 2018: 1st in Aube (touroperators from France, Portugal & Finland)
  - 2019: 2<sup>nd</sup> in Tomar



### Cultural and educational exchanges for young Europeans

- Templar serious-game
- Educational workshops



### Contemporary cultural and artistic practice

- Theatrical animations & concerts
- Medieval festivities
  - 2019: Templar festivities in Ponferrada and Avalueur
  - 2020: Templar festival in Tomar & Medieval festival in Avalueur