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CULTURAL
TOURISM
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European Heritage Days
Journées européennes
du patrimoine



EUROPEAN COOPERATION DAY
Sharing borders, growing closer

CHRISTA
Interreg Europe



European Union
European Regional
Development Fund

9th International Conference for Cultural Tourism in Europe

INTANGIBLE HERITAGE
**Incomparable Asset for Sustainable and
Responsible Tourism Development**

23 – 24 September 2016 | Guimarães, Ave region, Portugal



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES

Cultural Routes based on Intangible Heritage: Mythology, Poetry and Visual Arts

Manos Vougioukas

euroTrans consulting /

'Argonautica' Network

Greece

ΔΙΕΥΡΩΠΑΪΚΗ
ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΕΠΕ
ΑΝΑΠΤΥΞΗ
ΣΧΕΔΙΑΣΜΟΣ
ΔΙΟΙΚΗΣΗ
ΜΕΛΕΤΕΣ
ΕΡΕΥΝΑ



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Cultural Routes of Council of Europe

- One of the pioneers in initiatives concerning European cultural integrations and European identity
- Culture as a strong link of European nations
- Linking culture with tourism
- 33 Certified Routes in 2016

COUNCIL OF EUROPE



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Key Objectives of Cultural Routes

- to raise awareness of a European cultural identity and European citizenship;
- to promote intercultural and interreligious dialogue through a better understanding of European history;
- to safeguard and enhance the cultural and natural heritage as a means of improving the quality of life and as a source of social, economic and cultural development;
- to give pride of place to cultural tourism, with a view to sustainable development.

Definition Of A Cultural Route

- A route which includes two or more countries or regions and is organized on a theme whose historical, artistic or social interest is European, either according to the geographical route's features it follows or according to its nature and/or significance. The route is based on multitude of features which present European culture as a whole, and it includes destinations rich in historic associations.

Benefits of Cultural Routes

- **To advance solidarity and tolerance,**
- **To advance exchange of partners from different countries,**
- **To advance cooperation at the institutional level,**
- **To advance development of tourism as to contribute to economic development of the countries**

CHARACTERISTICS OF THE PROGRAM

- Identified across Europe,
- Labeled by common labels,
- Have common promotional activities,
- Have common promotional materials and maps.

COOPERATION

- With other bodies of the Council of Europe
- With the international organizations (UNESCO, EU)
- with national governments (countries signatories of the Cultural Convention which participated in the creation of routes), regional and local governments, NGOs and universities

Criteria I

- Presentation of European values common to several European countries;
- Themes developed by a multidisciplinary team of experts from different European regions;
- Illustration of European history and heritage and contribution to diversity of today's Europe;

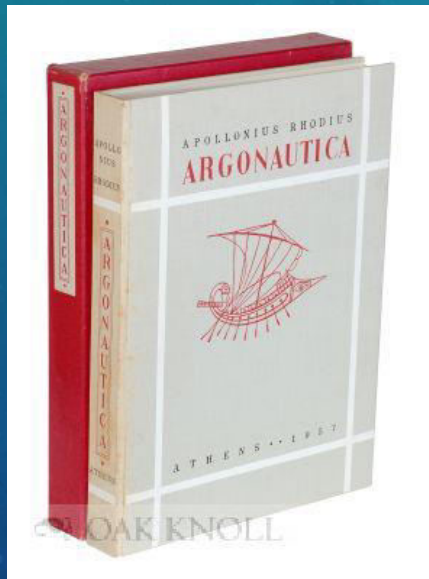
Criteria II

- **Stimulation of cultural and educational youth exchange;**
- **Initiatives and innovation within the area of cultural tourism and cultural development;**
- **Implementation of long-term multilateral cooperation projects through multidisciplinary networks located in Council of Europe members states.**

Themes of Cultural Routes

- Council of Europe Cultural Routes combine tangible and intangible heritage
- Most existing Cultural Routes are mainly based on tangible heritage, such as castles, monuments, products, places of worship, archeological sites, spas, cemeteries, etc
- Cultural Routes based almost exclusively on intangible heritage is an innovation, particularly based on:
 - **Mythology**
 - **Poetry**
 - **Visual arts**

Argonautic expedition



Argonautic expedition

- Estimated dating back to 1200 BC
- Oldest legendary long-distance maritime journey in the world ever
- Covering several countries, seas, rivers, cities, places
- Referred to in tragedy ancient Greek theatre MEDIA by Euripidis, 4th century BC
- Documented in poem work by Apollonius Rhodius 'Argonautica' 250 BC
- Depicted at paintings and frescos of the Renaissance, also in modern art

BRILL'S COMPANION TO
APOLLONIUS
RHODIUS

Second, Revised Edition



Edited by
Theodore D. Papanghelis
& Antonios Rengakos



THE ARGONAUTIC EXPEDITION
OF APOLLONIUS RHODIUS

RHODIUS APOLLONIUS, EDWARD BURRABY GILLES

ECCO
Literature and Language

The Argonautic expedition. Translated from the Greek of Apollonius Rhodius, into English verse, with critical, historical, and explanatory remarks, and preface essays, with a large appendix. ... Volume 1 of 2

Rhodium Apollonius



The Argonautic expedition
of Apollonius Rhodius

Apollonius



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THE
ARGONAUTIKA

THE STORY OF JASON AND
THE QUEST FOR
THE GOLDEN FLEECE

APOLLONIUS RHODIUS



TRANSLATED, WITH AN INTRODUCTION AND GLOSSARY BY

PETER GREEN

CAMBRIDGE GREEK AND LATIN CLASSICS

APOLLONIUS
OF RHODES
ARGONAUTICA

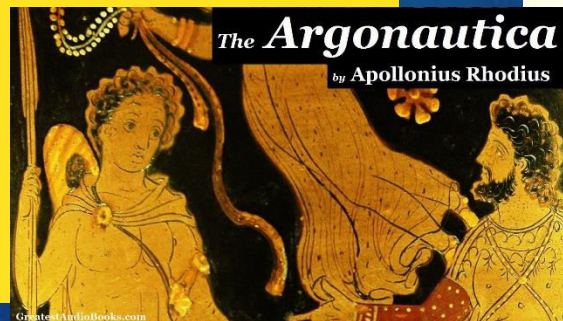
BOOK III



THE ORPHIC
ARGONAUTICA
AN ENGLISH TRANSLATION



translated by JASON COLAVITO



The *Argonautica*
by Apollonius Rhodius

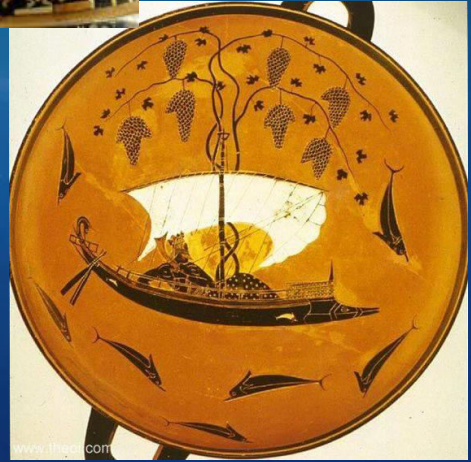
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OXFORD WORLD'S CLASSICS

APOLLONIUS OF RHODES
JASON AND THE
GOLDEN FLEECE

A new translation by Richard Hunter







Savior of the Argonauts As an Argonaut, Orpheus was often called upon to play and sing—sometimes to inspire the rowers with fresh energy, sometimes to stop the fights that arose among the crew. One day, the Argonauts' boat encountered the Sirens, creatures whose song made sailors stop at their island and never want to go home. Orpheus strummed and sang so loudly that he drowned out the song of the Sirens and ensured the Argonauts could continue safely.



THE ARGONAUTICA

AFTER APOLLONIUS OF RHODES



● Outward journey ● Return journey

Map © Jason Colavito. Satellite composite from NASA

'Return of the Argonauts'

Candidate Cultural Route

- From ancient Colchis (modern day Georgia) to Iolkos (modern day city of Volos, Greece)
- Through the Black Sea and the Danube River to the Adriatic Sea and then
- Through Italy to France and to Mediterranean Sea, via North Africa
- To Crete, Anafi, Santorini, Aigina and Evia islands and
- Ending in Volos and Corinth
- Return to Iolkos but also 'return' to present day and in the future

Thank you

- www.argonautica-network.eu