

Interreg
CENTRAL EUROPE



ECRR

European Union
European Regional
Development Fund

Good Practice Catalogue of existing certified cultural routes

Work Paper, Deliverable T.2.1.1

Version 1
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IMPRINT:

This work paper was written by Dominik Aigner, SPES ZUKUNFTSAKADEMIE and Sylvia Prunthaller, Upper Austrian Tourism Board, project partner in the EU Interreg Project 'European Cultural Route of Reformation' (ECRR).

Schlierbach, 12/2016

1. Introduction

As appointed in the application form, the main goal of D.T2.1.1 is to investigate good practices from cultural routes acknowledged by the Council of Europe to learn from them, especially on regards of their management structure, marketing- use of digital tools, financial sources, alignment of services, etc. This is the first deliverable of the Work Package 2 of the project “European Cultural Route of Reformation” (ECRR) funded by Interreg CENTRAL EUROPE. This Work Package concentrates on capacity building for a sustainable management of cultural assets. However, this good practice assessment will provide fundamental inputs not just for this Work Package but also for the other two packages, since it will deliver very valuable information on experiences collected by already certified cultural routes and these might be crucial for conceiving, developing and consolidating an interesting Route as well as a sound and well-functioning management body to sustainably run it.

Due to financial and temporal efficiency issues, the Work Package Leader, in agreement with the Lead Partner, decided to use an online questionnaire as a main mean to collect the information from the certified Cultural Routes. This survey was available online through the software tool “surveymonkey”. It contained 49 questions, mostly in form of (multiple) choice, opportunities to provide additional information and comments, as well as some few open questions and key facts on the routes and their management. The survey was structured in the following sections: description of the route, conditions of the route, infrastructure and target groups, offered services and events, facts about statistics, innovations along the route and benefits of the route. The response time was approximately 30 minutes.

The 32 certified European Cultural Routes (status in October 2016) were briefly assessed to select which ones should be included as good practices. For that a combination of thematic, geographic and development process proximity factors were contemplated. Finally 20 Routes were approached and encouraged to take part in the online survey. They were contacted in abundant occasions through personal contact, phone calls and e-mail by the SPES staff and the Lead Partner. Even though more than 15 Routes assured their participation, in the end just 13 answers were collected.

This catalogue contains the main insights gathered from the survey in form of factsheets. After the 13 factsheets some key reflections to be considered in the conception and development of the ECRR are depicted.

2. Routes' factsheets

2.1. The Way of Saint James

- Key facts:
 - Managing body: Fédération européenne des Chemins de Saint Jacques
2, Rue Becdelièvre
43 000 Le Puy-en-Velay (FRANCE)
Phone : +33 (0)4 71 07 00 20
contact@saintjamesway.eu
unknown
1987
 - Contact information:
 - Date of foundation:
 - Year of certification by the CoE:
- Route's brief description:

The Route has manifold branches and follows the way that St. James' remains were carried along from Jerusalem to Santiago de Compostela. It turned one of the most important Christian pilgrimage in the Middle Age, after the supposed tomb was discovered in the IXth Century.
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: n.a.
 - Type of members: Technical committee: all and special work per team 2 or 3 countries
 - Decision making process: the Federation is a coordinating body, decentralized (outsourced boards with local personnel), holacracy (task-oriented roles within self-organized teams, circles instead of certain jobs or managers)
 - Organization structure: each country counts with 2 technical staff. There is a technical committee incl. all countries and special working teams incl. 2/3 countries. 3 times a year meetings with stakeholders are organized
 - Financing: 75% self-financing. Support in form of funding from Interreg SUODE, Cosme -Culture Programme, etc.
- QM and "certifications":

Quality management based on certification revision by the CoE every 3 years. Recognized UNESCO Heritage in Spain and France, add. particular towns in the way are also recognized UNESCO heritage sites
- Most common visitors: approx. 260.000/a, German, Italian, Spanish and French.
- Route's condition and offer:
 - Route's condition: very good physical + aesthetic condition, good marking
 - Offers along the route: hundreds of events in involved countries; installation of compost/dry toilettes, solar panels, establishment of a short circuit, etc.
- Main contributor to success: very good national & regional promotion at the end point
- Main challenge: enlarge/ expand the Route to more countries in Europe



Source: European Institute of Cultural Routes (2016)

2.2. VIA REGIA

- Key facts:
 - Managing body: Europäisches Kultur- u. Informationszentrum
Bahnhofstraße 27
99084 Erfurt, Germany
netz@via-regia.org
Tel.: +49 361 76 48 590
 - Contact information:
 - Date of foundation: 2002
 - Year of certification by the CoE: 2005
- Route's brief description:

The oldest and longest country connection between Eastern and Western Europe. It exists for more than 2,000 years, connecting 4,500 km of length to 9 European countries. The road exists today in its modern form as a European Corridor C III. (Ancient and still alive) the VIA REGIA is thus a unique symbol for the common European cultural space, exchange, movement, encounter (peaceful and warlike). Importance of the road as trade route, warpath, pilgrimage route, migration route. Main activities: historical Research, cultural tourism, citizen and youth exchange, art projects, school projects...
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: 3
 - Type of members: public, private, NGOs
 - Decision-making process: project related its holacracy one point of contact holding communication to all members and the institute for cultural routes, awa the Council of Europe - additionally cares for the online activities and the common information, service and knowledge system as for the project all members are involved; local, regional, national, transnational projects realised by different groups of members depending on content
 - Organization structure: Project group of the association NETZ - MEDIEN UND GESELLSCHAFT e.V.
 - Financing: partially subsidized, funded privately, subsidized by municipality, subsidized by government. No institutional funding, exclusively individual project promotion from very different sources
- QM and "certifications": evaluation by the CoE, otherwise project related
- Most common visitors: German, Polish, French
- Route's condition and offer:
 - Route's condition: no thematic route, no countable highlights; pilgrimage route from Ukraine to France developed, cycling path from Frankfurt to Krakow, accessible tourism from Leipzig to Frankfurt.
 - Offers along the route: in some areas absolutely brilliant in other poor developed guided tour, part of exhibition, information desks / panels, thematic printed brochures or books, QR codes to special information , educational trail, individual exhibition
- Main contributor to success: Small and medium enterprises
- Main challenge: communicating the effort - poorly known CR programme - too many fields of activities (difficult define to responsibility on political level)



Source: European Institute Cultural Routes (2016)

2.3. Roman Emperors and Danube Wine Route

- Key facts:

- Managing body:
- Contact information:

Danube Competence Center Ass.
 Čika Ljubina 8/1
 11000 Belgrade, Serbia
 Phone: +381 64 104 2004
 vladan.kreckovic@danubecc.org
 2002
 2015



Source: European Institute of Cultural Routes (2016)

- Date of foundation:
- Year of certification by the CoE:

- Route's brief description:

Consists of the archaeological sites with their individual (unique) histories that are monuments to the leadership of the Roman emperors in the introduction of Roman culture along the northern frontier of the Empire - incorporates the same regions which continue the tradition of wine production begun in Roman times. The wine, as the key subtheme, blends in conceptually with the introduction of Roman culture and social mores into the Danube region.

- Management structure:

- Legal form of managing body:
- Number of members in managing body:
- Type of members:
- Decision-making process:
- Organization structure:

Association
 5 in board, 6 in staff
 public, private, NGO
 centralized, hierarchic
 =1 headquarter/board/committee directs the branches
 Association board, tourism boards and national park centres as an association of members from the public, private and non-governmental sectors of 10 Danube related countries (Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Bulgaria, Moldova and Ukraine)
 1/3 donors, 1/3 membership fees, 1/3 EU funds

- QM and "certifications":

Cooperation with the German Federal Ministry of Economic Co-operation and Development (BMZ), through its agency Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, but also other national donor organisations and the European Commission.

- Most common visitors:

Germany, France and Benelux countries

- Route's condition and offer:

- Route's condition:
- Offers along the route:

Moderate, there are still some locations where routepanels need to be put.
 regular guided tours, full exhibition presented in at least one foreign language, basic information / explanations in foreign language as a part of the exhibition, audio programme in foreign language, printed brochures and other materials

- Main contributor to success:

Business and Cultural - First one since the goal of the project was to create commercialised touristic offer, second one since project aimed to raise level of cultural interpretation on the localities included on the route.

- Main challenge:

Internal communication amongst each other,
 Weak statistics and bad infrastructure

2.4. TRANSROMANICA - The Romanesque Routes of European Heritage

- **Key facts:**
 - **Managing body:** TRANSROMANICA e.V.
Danzstraße 1, 39104 Magdeburg
Germany
Phone: +49 3917 384350
c.prange@transromanica.com
 - **Contact information:**
 - **Date of foundation:** 2003
 - **Year of certification by the CoE:** 2007
- **Route's brief description:**

Romanesque heritage of eight European countries: Germany, Austria, Portugal, Spain, France, Italy, Serbia and Romania. Along the route, you can find historic buildings of this era. Romanesque style emerged in the late 10th century as a new form of architecture. Magnificent cathedrals, monasteries and peaceful churches and castles held witnesses to this major European era. The first Europe formed in the Middle Ages is the origin of our present European Community. Romanesque is unity in diversity, promoting the European heritage of the Romanesque art and architecture, and develop tourism so as to support sustainable regional and economic development. Goals: It strives to promote its member regions, buildings and sites, and make them accessible to the public.
- **Management structure:**
 - **Legal form of managing body:** Association
 - **Number of members in managing body:** n.a.
 - **Type of members:** public authorities, science and associations
 - **Decision-making process:** centralized, hierarchic
 - **Organization structure:** Executive Board; General Assembly; Scientific Advisory Board; TRANSROMANICA headquarter
 - **Financing:** 100% through membership fees; additional project funding acquired through EU projects
- **QM and "certifications":**

Evaluation of application by the Scientific Advisory Board prior to admission of new members; conditions and requirements can be found in the TRANSROMANICA information brochure (see question 4); triannual evaluation through the Council of Europe to maintain the status as "Cultural Route of the Council of Europe"
- **Visitors:** differs per region; not yet available for the whole route
- **Route's condition and offer:**
 - **Route's condition:** expansion of the route is ongoing, signposting is being expanded to more and more sites, see highlight sites in the map (<http://www.culture-routes.net/routes/transromanica>)
 - **Offers along the route:** Open Day of Romanesque Heritage Sites; TRANSROMANICA Journey of Sound Palcos do Românico, Summer Nights at Millstatt Abbey
- **Main contributor to success:** through its network character and activities, cooperation and cross-promotion.
- **Main challenge:** n.a.



Source: European Institute of Cultural Routes (2016)

2.5. ATRIUM - Architecture of Totalitarian Regimes of the XXth Century in Europe's Urban Memory

- Key facts:
 - Managing body: ATRIUM a. m. below
 - Contact information: ATRIUM - Municipality of Forlì
Via G. Saffi 18, 47121 Forlì, Italy
Phone: +39 5437 12919
cristina.vallicelli@comune.forli.fc.it
 - Date of foundation: 20 June 2013
 - Year of certification by the CoE: 2014
- Route's brief description:

The route aims to develop cultural tourism around a new theme: architectural and urban heritage of totalitarian regimes of the 20th century. It aims to highlight this symbolic and historical significance as an object of cultural, touristic and economic interest and as an opportunity for a critical and historical reflection on the regimes which produced it. Thus it is strongly dedicated to the promotion of democratic values, clearly rejecting all the forms of historical revisionism and apologetics with regard to dictatorial or totalitarian regimes.
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: n.a.
 - Type of members: public authorities
 - Decision-making process: Members are public institutions (Municipalities). All the members have the same rights and response abilities. According to the ATRIUM's statute, the Route is run by a President, a Board of Governors and a General Assembly, which are also supported by a Scientific Committee and by an operative staff managed by a Director to coordinate the transnational action. Each member, in its own country, has its own staff for implementation of local ATRIUM initiatives.
 - Organization structure: n.a.
 - Financing: subsidized by municipality, Grants by EU, national/regional-local programmes; sponsorships
- QM and "certifications": n.a.
- Most common visitors: n.a.
- Route's condition and offer:
 - Route's condition: n.a.
 - Offers along the route: guided tour, part of exhibition, information desks / panels, thematic printed brochures or books, Maps - on average 10-15 cultural and social events
- Main contributor to success: The area which benefits most is culture, also thanks to the active involvement of many stakeholders in each territory of the route
- Main challenge: n.a.



Source: European Institute of Cultural Routes (2016)

2.6. European Routes of Emperor Charles V

- Key facts:
 - Managing body: Cooperation Network of European Routes of Charles V
 - Contact information: C/ Felipe II, s/n, 1st floor
10430 Cuacos de Yuste, Spain
Phone: +34 927 172 264
management@itineracarolsv.eu
 - Date of foundation: 25 Apr. 2007
 - Year of certification by the CoE: 2015
- Route's brief description:

On the 25th of April 2007, the Cooperation Network of the European Routes of Emperor Charles V was created in Medina de Pomar (Burgos) with the objective of protecting and promoting the tourist, historical-cultural and economic resources of the European Routes of Charles V. Currently it comprises more than 60 cities and historical sites along the length and breadth of the journeys covered by Charles Habsburg (1517-1557).
- Management structure:
 - Legal form of managing body: Cooperation Network
 - Number of members in managing body: 12
 - Type of members: public, private
 - Decision-making process: centralized, hierarchic
 - Organization structure: President, Vicepresident 1st, Vicepresident 2nd, Secretary Treasurer and 7 Vowels
 - Financing: partially subsidized
- QM and "certifications":

Inventory of heritage declared world heritage by UNESCO in the European routes of emperor charles V - material heritage: La Grande-Place, Brussels (1988), Major Town Houses of the Architect Victor Horta (Brussels)(2000), Belfries of Belgium and France (1999, 2005), Alhambra, Generalife and Albayzín, Granada (1984, 1994), Burgos Cathedral (1984), 6. Historic city of Toledo (1986), Royal monastery of Nuestra Señora de Guadalupe (1993), 8. Historic centre of Naples (1995), Syracuse and the Rocky Necropolis of Pantalica (2005), Monastery of the Hieronymites and Tower of Belém in Lisbon (1983), Medina of Tunis (1979) Every three years the Cultural Route has to pass an audit process of the Council of Europe. Our next audit process will be on 2018
- Most common visitors: n.a.
- Route's condition and offer:
 - Route's condition: n.a.
 - Offers along the route: regular guided tours, full exhibition presented in at least one foreign language, audio programme in foreign language, printed brochures and other materials
- Main contributor to success: n.a.
- Main challenge: n.a.



2.7. Via Sancti Martini. Saint Martin European Cultural Route

- **Key facts:**
 - Managing body: The Hungarian Assembly of the Saint Martin
 - Contact information: Ósz Street 4
9700 Szombathely, Hungary
Phone: +36 3020 43926
info@viasanctimartini.eu
 - Date of foundation: 2005
 - Year of certification by the CoE: 2005
- **Route's brief description:**

The goal is to create a memorial to Saint Martin, the great European Saint the symbol of sharing. To present the locations, that Saint Martin himself visited, or the memorial places connected to his figure. The two focus points of the route is the birthplace (Szombathely, Hungary) and the place of Saint Martin's tomb (Tours, France). The main route connects Szombathely with Tours through Slovenia, and Italy. However, by the further, connected routes attach 6 countries to the European network of the Route (Croatia, Belgium, the Netherlands, Luxemburg, Germany, Slovakia), which makes the number of participating countries 10.
- **Management structure:**
 - Legal form of managing body: Assembly
 - Number of members in managing body: n.a.
 - Type of members: n.a.
 - Decision-making process: The assemblies are built up of volunteers in each case. They bring their ideas, present them at the meetings. The members discuss if the ideas are in accordance with the aims and values of the Association. Discuss if they are sustainable, whether it can be financed. The decision making is the fastest if it involves a small number of countries. The members all vote on the issues. The local assemblies participate in the realization of the projects.
 - Organization structure: hub & spoke (local branches, units organized by one or more hubs), decentralized
 - Financing: subsidized by government, subsidized by municipality, fully self-financed
- **QM and "certifications":** n.a.
- **Visitors:** spiritual guests, cultural enthusiasts, casual hikers
- **Route's condition and offer:**
 - Route's condition: Very good (in Hungary and Slovenia)
 - Offers along the route: part of exhibition, information desks / panels, thematic printed brochures or books, individual exhibition
- **Main contributor to success:** The attachment and involvement of the local municipalities in the network of the European culture through the shared cultural background. Preserving local values.
- **Main challenge:** The cooperation of diverse institutions, assemblies in international and local level.



Source: European Institute of Cultural Routes (2016)

2.8. European Route of Jewish Heritage

- Key facts:
 - Managing body:

	AEPJ Association Européenne pour la Préservation et la Valorisation de la Culture et du Patrimoine Juif Sant Llorenç 17004 Girona, Spain Phone: +34 6297 78448 aepj@jewishheritage.org 2004
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 - Contact information:
 - Date of foundation:
 - Year of certification by the CoE: 2004
- Route's brief description:

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) supports the preservation, appreciation and promotion of Jewish culture and Jewish heritage in Europe. The Association also strives to encourage Jewish sites to be open to the general public. These goals are notably achieved through its two leading programmes - the European Days of Jewish Culture and the European Routes of Jewish Heritage.
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: a committee and a Board. Both are executive decision-makers.
 - Type of members: NGOs, public
 - Decision-making process: sociocratic (collaborative decision-making)
 - Organization structure: European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) The AEPJ is formed by six organisations: B'nai B'rith Europe, the Red de Juderías de España - Caminos de Sefarad and, since June 2014, the Rede de Judiarias de Portugal, the Unione delle Comunità Ebraiche Italiane and JECPJ France.
 - Financing: funded privately
- QM and "certifications": n.a.
- Most common Visitors: Italian, Spanish, French. Ø change from year to year.
- Route's condition and offer:
 - Route's condition:

	http://www.jewishheritage.org/web/routes/pdfs/AEPJ_Routes_Brochure.pdf
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 - Offers along the route: guided tour, part of exhibition, thematic printed brochures or books, interactive programme, individual exhibition
- Main contributor to success: Cultural contents
- Main challenge: lack of financial resources



Source: European Institute of Cultural Routes (2016)

2.9. FORTE CULTURA® - European Culture Route of Fortified Heritage

- Key facts:
 - Managing body: ECCOFORT reg. ass.
 - Contact information: Albertinenstr. 1
13086 Berlin, Germany
Phone: +49 3092 37210
office@eccofort.eu
 - Date of foundation: 2014
 - Year of certification by the CoE: 2016
- Route's brief description: FORTE CULTURA informs the contestant tourism market - about European fortified architecture as a Cultural Heritage - about its rich world of experience for several target groups - about travel offers for culture and active tourists.
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: n.a.
 - Type of members: European Fortress Tourism and Fortress Marketing Network e.V. in Berlin, the management (Network office) is outsourced to the European Cooperation Centre of Fortified Heritage -ECCOFORT reg. ass.
 - Decision-making process: centralized, hierarchic and decentralized
 - Organization structure: n.a.
 - Financing: fully self-financed, membership fees
- QM and "certifications": Specifications of the UNESCO ICOMOS organisation ICOFORT to the rescue and maintenance of the fortified cultural heritage and the national law of monument protection
- Most common Visitors: n.a.
- Route's condition and offer:
 - Route's condition: all instruments and elements of the European culture route are created. Main tasks are the further development and diversification of the tourist product FORTE CULTURA and marketing instruments, development of regional clusters and permanent research to fortress heritage.
 - Offers along the route: guided tour, part of exhibition, information desks / panels, thematic printed brochures or books, individual exhibition
- Main contributor to success: culture and business for the single fortified monuments
- Main challenge: research of tourist offers in the fortress monuments, construction of the tourist product culture route, construction of transnational management, financing further route development and organisation



Source: European Institute of Cultural Routes (2016)

2.10. European Historic Thermal Towns Association

- Key facts:
 - Managing body: EHTTA
 - Contact information: Piazza Libertà
43039 Salsomaggiore, Italy
Phone: +39 32966 29306
bruschi.l@comune.salsomaggiore-terme.pr.it
9 dec. 2009
 - Date of foundation: 2010
 - Year of certification by the CoE: 2010
- Route's brief description:

EHTTA is a membership organisation representing historic thermal spa towns across Europe, and is certified by the Council of Europe to run the European Route of Historic Thermal Towns, as part of the Cultural Routes programme. The Association pursues the following non-profit-making objectives of international utility: The creation of a permanent European organisation with a view to forming a network of towns that boast a recognised spa tradition and a rich heritage, in order to enhance their history and safeguard and protect their cultural heritage as spa towns, while defining creative and innovative policies of promotion and enhancement.
- Management structure:
 - Legal form of managing body: Association
 - Number of members in managing body: Task force composed by 5 people: Raffaella Caria, Marion Vansingle, Catherine Lyiod, Luca Bruschi, Lia Perez
 - Type of members: spa towns
 - Decision-making process: centralized, hierarchic
 - Organization structure: n.a.
 - Financing: subsidized by municipality
- QM and "certifications":

Since 2012, some cities of the EHTTA network have been working on the UNESCO label: great of SPAS of Europe
- Most common Visitors:

German, French, British
- Route's condition and offer:
 - Route's condition: Not so well. Is under process a new graphic chart to collect all tourism offices
 - Offers along the route: guided tour, part of exhibition, thematic printed brochures or books, educational trail
- Main contributor to success:

Cultural heritage
- Main challenge:

Collecting data; involving different countries; balance three components: culture, tourism, wellness; creating a unique and strong brand in terms of visibility



Source: European Institute of Cultural Routes (website)

2.11. Via Francigena

- **Key facts:**
 - Managing body: European Association of the Via Francigena Ways
 - Contact information: Piazza Duomo 16
43036 Fidenza, Italy
+39 523 492 793
sami.tawfik@viefancigene.org
 - Date of foundation: 9. Apr. 2001
 - Year of certification by the CoE: 1994
- **Route's brief description:**

The Association of the Italian Municipalities of Via Francigena was founded in Fidenza in April 2001 in order to promote the ancient pilgrimage route. The initiative has been started by 34 Italian Municipalities and Provincial Administrations, belonging to 7 different Regions. Nowadays more than 100 European local authorities, including also Rome, Canterbury (UK) and the Swiss Reagion of Bas-Valais are part of the Association.
- **Management structure:**
 - Legal form of managing body: Association
 - Number of members in managing body: 1 president, 6 vice presidents
 - Type of members: local authorities and more than 100 friend associations
 - Decision-making process: centralized, hierarchic
 - Organization structure: Executive board and General Assembly
 - Financing: funded privately, subsidized by municipality
- **QM and "certifications":**

EAVF has been designated by the document of 9 February, 2007, by the Council of Europe "network carrier" (Réseau porteur) of the Via Francigena, as a leader of the Cultural Route, according to the Directive n. 98/4 of the Resolution 2007/12 of the Ministry Committee of the Council of Europe
- **Most common visitors:**

Italy 50%, France 15%, England 15%, Germany and northern Europe 10%, other 10%
- **Route's condition and offer:**
 - Route's condition: A journey passing through the European landscape, a fascinating array of geographical features, often productive but socially diverse. The path is extraordinarily beautiful and unexpectedly new and original even if you already know some of the places visited. The journey will change your point of view and change your rhythm.
 - Offers along the route: Trough the 1.800km of the Via Francigena we have also a lot of beautiful Museums, castles and churches.
- **Main contributor to success:**

New businesses on the Via Francigena are a key factor for its development in future years.
- **Main challenge:**

Mainteance of the route, signposting



Source: European Institute of Cultural Routes (website)

2.12. The Hansa

- Key facts:
 - Managing body: Headquarter of Hansa office
 - Contact information: Inspiration Gotland AB
Donnersplats 1, 62145 Visby
Sweden
+46 705 211 260
Inger.harlevi@balticness.se
 - Date of foundation: 1980
 - Year of certification by the CoE: 1991
- Route's brief description:

The Hansa is a thematic route. Members must have been members in Medieval Times. Today 187 cities in 16 countries are members. Main goal to develop authentic tourism based on a common historic heritage. The core value is to bring people together to foster understanding and respect between citizens. Cities share a common history, i.e. the Hanseatic period dating from 1161-1668.
- Management structure:
 - Legal form of managing body: Municipality / public authority
 - Number of members in managing body: respective representative of part. towns
 - Type of members: Representatives from municipalities and towns Number of 187 municipalities and towns in 16 countries
 - Decision-making process: One headquarter and then each city is responsible for their activities and contacts to develop the route. One board to decide about common topics for the whole network.
 - Organization structure: General assembly, committee, presidium
 - Financing: The Hansa office is financed by the city of Lübek. Apart from that each city finances their own staff for this work and the activities where they take part
- QM and "certifications": Many cities are UNESCO World Heritage
- Most common visitors: mainly Germans
- Route's condition and offer:
 - Route's condition: n.a.
 - Offers along the route: regular guided tours, guided tours to book in advance, part of exhibition presented in at least one foreign language, printed brochures and other materials
- Main contributor to success: The uniqueness is the Hanseatic day where around 100 cities come together to one common event/festival
- Main challenge: Its size. Make it understood that it is a thematic route with the structure that this brings



Source: European Institute of Cultural Routes (website)

2.13. The Huguenot and Waldensian Trail

- **Key facts:**
 - **Managing body:** Huguenotten- & Waldenserpfad Ass.
Großseelheimer Str. 8
35039 Marburg, Germany
Phone: +49 6421 47673
info@huguenotten-waldenserpfad.eu
2012
 - **Contact information:**
 - **Date of foundation:** 2013
 - **Year of certification by the CoE:** 2013
- **Route's brief description:**

The persecution of the Protestants of France and Piedmont in the 17th century generate significant exiles. Violence and intolerance caused a wave of protest and reflection in Europe. These are the foundations of a new age, "Enlightened" by science, technology, and respect for humanity. Highlight the European history and cultural heritage, promote the meeting of people by offering a quality tourism, these are the objectives of this cultural hiking trail.
- **Management structure:**
 - **Legal form of managing body:** Association
 - **Number of members in managing body:** 4 national partners
 - **Type of members:** Germany, France=Association and Italy + Switzerland=Foundation
 - **Decision-making process:** decentralized (outsourced boards with local personnel)
 - **Organization structure:** International steering committee, general assembly, scientific committee and a marketing committee (on the national level): when needed
 - **Financing:** partially subsidized, funded privately, subsidized by municipality, church, government and donor-supported
- **QM and "certifications":** Criteria for certification as "Huguenot and Waldensian harbourage"
- **Most common visitors:** german, french, italian, suisse
- **Route's condition and offer:**
 - **Route's condition:** Internat. border crossing signposted hiking trail with cultural and historical attractions concerning the heritage of the Huguenots & waldensians: Towns and villages, monuments, churches, museums etc.
 - **Offers along the route:** guided tour, part of exhibition, information desks / panels, thematic printed brochures or books, QR codes to special information, individual exhibition
- **Main contributors to success:**

business: Huguenots and waldensian harbourages, cultural: valorisation of the cultural heritage and values of the Huguenots and Waldensians referred to the recent political and social occurrences, infrastructure: Sign-posting of the route and implementation of information panels, spiritual: explaining the religion of the protestant refugees and their values (esp. tolerance, freedom of thoughts and ideas)
- **Main challenge:** Elaborating the exact route, building up the network and partnerships, connecting all members and partners on all levels



Source: European Institute of Cultural Routes (2016)

3. Considerations / Reflections

- Usage of new media for better visibility and promotion is a vital necessity.
- Active interchange of Good practice experiences among the regions fosters faster achieving of tourism successes.
- Large network is a basis for Europe wide collaboration.
- A strong commitment of the local municipalities for succeeding development is a basic requirement.
- The voluntary participation of citizens who are feeling called upon routes mission and vision is crucial in order to succeed and stakeholder involvement.
- Regular meetings are essential for coordination, maintenance and sustainability of the route not alone for board members but even more as important for participants on voluntary level.
- Recurring events are a very high-level marketing instrument for public recognition value and a better possibility to find many more companies as future sponsors and stakeholders.
- Regular membership fees could be a very suitable variant of financing.
- The strategy leads to the path of financing: either commercialised character (would lead to more sponsorship and engagement of enterprises) or educational awareness raising character (needs mainly public subsidies) or donors with idealistic identification.
- **No** path-connected Routes claim a lot more focus on their common theme as a strong mission promoting their country wide scattered sights and contents with a funded vision by all the stakeholders.
- A consistent accessibility on the sights/routes and websites must be a fundamental condition for visitors with any impairment (visual, hearing, mobility, intellectual)

References

European Institute of Cultural Routes (2016) Cultural Routes of the Council of Europe. Available online at: http://www.culture-routes.net/sites/default/files/files/layout%2017x24web_15-11%2011%20superlight--.pdf (last retrieved on 28-11-2016)