Good Practice

CULTURAL ROUTES

This presentation forms a part of the CHARTS project
Web based toolkit on Good Practice title and accompanied by
Guide, Brochure and DVD video clip.
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CULTURAL HERITAGE

- Change in perception and appreciation of cultural heritage from a vision limited to monuments and art to a wider and more diverse focus.

- Takes into account the context of features of historical heritage, recognising their ethnological and anthropological interest.

- At the 2005 Faro Convention, the European Council understood cultural heritage to be “a set of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of values, beliefs, knowledge and traditions that are continually evolving. This includes all aspects of the landscape resulting from the interaction between people and places over time”.

![Image of a cathedral and ruins]
CULTURAL ROUTES

- Promote awareness of cultural heritage and european identity
- Tool to put in value cultural identity
- Heritage to reactivate local economy
- More than a travel
- Sustainable development
HIKING AND CULTURAL ROUTES

- Hiking has acquired a special prominence in the context of cultural routes, it has grown and evolved into one of the most sought-after activities for cultural, sport and nature tourism.

- It is an activity that can be carried out in rural and mountainous areas where the main incentives are contact with nature, the scenery and its heritage.

- Visitors keen on hiking have a varied socio-demographic profile with diverse interests and expectations.

- Many hiking routes based around a cultural theme have emerged all over Europe.
TOURISM AND CULTURAL ROUTES

- Continued growth
- Change on motivations
- Promote rural development
- Improve the perception of the community’s heritage

From: Sustainable tourism based on natural and cultural heritage
TRANSFER PROCESS

1. Purpose and scope of the project:

Right project implementation will require the promoting entity or organisation to:

- define the goals it wishes to achieve.
- identify what regional element will provide the project’s backbone.
TRANSFER PROCESS

2. Analysis:
   - Identify stakeholders
   - Paths network cataloguing
   - Cultural resources cataloguing
   - Natural resources cataloguing
   - Analyze host capacity
   - Analyze regional strategies
TRANSFER PROCESS

3. Design and planning:

- Route selection
- Points of interest selection
- Sustainability
- Adaptation to user’s needs

- Accessibility
- Identify actions to be taken
- Identify training needs
- Define management mechanisms, work plan and budget
TRANSFER PROCESS

4. Execution:

- Works to adapt the route and signposting will be performed and action taken to improve the quality of the route.

- Preservation of cultural heritage elements that are important to the route, as well as restoring natural surroundings that have suffered deterioration.
TRANSFER PROCESS

5. Management and maintenance:

- Maintenance works to ensure that services, infrastructure and heritage sites are well maintained.

- Creation of a citizen participation structure, it will enable incidents on the route to be reported, as well as suggestions for improvement.

- Creation of visitor communication channels through which users can indicate how satisfied they were with their experience.

- Systematic and periodic review of elements that make up the route.
TRANSFER PROCESS

6. Dissemination and promotion:

- Set up a marketing strategy for:
  - Differentiate with other destinations by an strategy based on its unique qualities, in particular those of its cultural heritage, the landscape and its environmental values.
  - Positioned the route as a cultural product, for active tourism, nature and hiking.
  - Orientate the route to potential markets.