The Interregional Cooperation Programme INTERREG IVC, financed by the European Union’s Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention.

EUR 302 million is available for project funding, but more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

CHARTS is Regional Initiative project focused on the role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies.

This Leaflet aims to regional and local authorities, destination management authorities, destination agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, EU institutions, international bodies and other interesents.

This Leaflet forms a part of the CHARTS project Web based toolkit on GP title. It is developed with co-funding support from European Regional Development Fund and made possible by the INTERREG IVC programme 2007-2013

In recent years a vision of cultural routes has been consolidated so as to reflect the evolution of the concept of such heritage and its projection in society. Primarily these routes are seen as a tool to highlight the value of cultural identity and to make it better known. Walking the route is more than a simple geographical displacement, it is a journey connecting nature to the past and the present, with the various elements that make up the route linking and interpreting it.
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. It is also a relaxed way to get to know a place and enjoy local culture, and becomes a full tourist experience in which physical outdoor activity turns into a privileged way of relating to nature and human culture.
- Adequate planning of the routes can help revitalise areas with limited development, especially if it is possible to achieve synergies between different areas and integrate these in regional planning managed at a supramunicipal level.
- Reusing the historical heritage in order to reactivate the local economy greatly influences the views the local population will have of the project, which is a key factor in the promotion of its recovery and maintenance.

Consell de Mallorca works in the management and promotion of cultural and hiking routes, and in the recovery of ethnological heritage, in order to promote the sustainable development of Mallorca.

The participation in CHARTS project has permitted us to develop a methodology suitable to apply in the implementation of cultural routes in other European regions. It is based in:

- Defining the purpose and scope of the project
- Analysis
- Design and planning
- Execution
- Management and maintenance
- Dissemination and promotion