

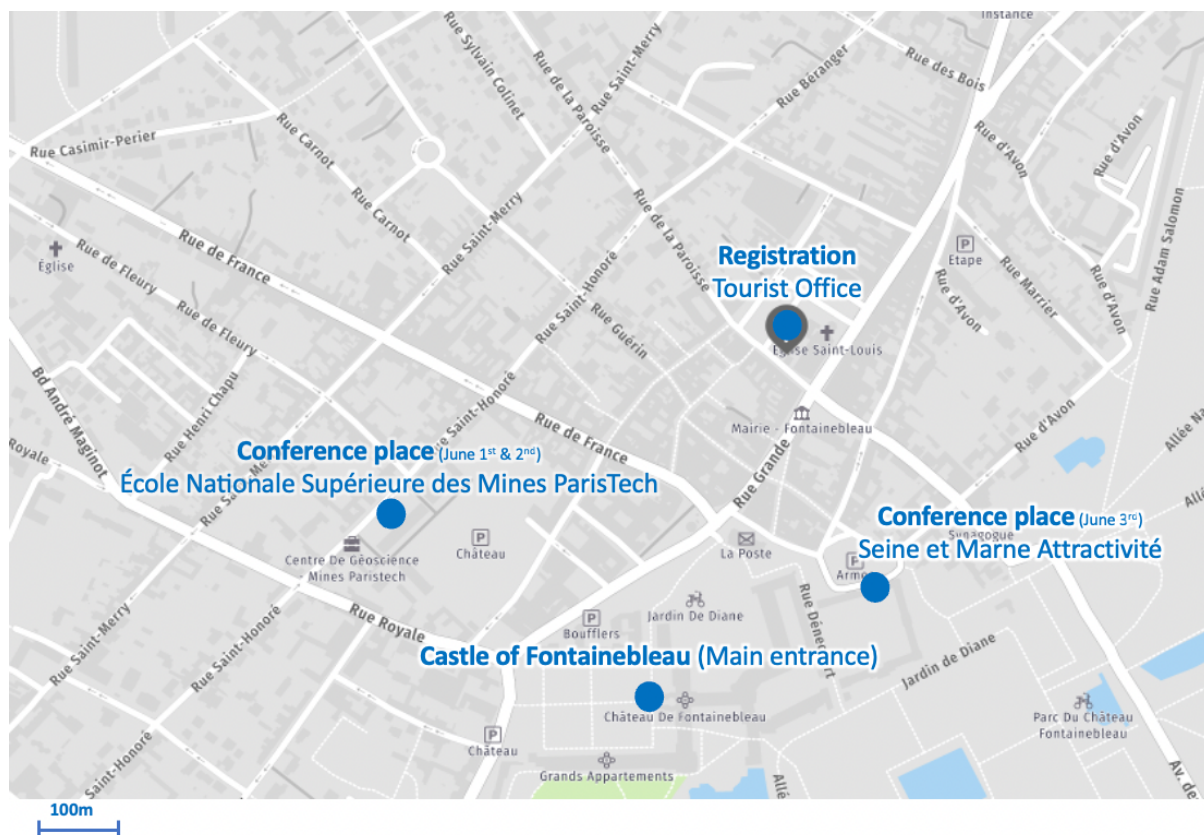
CULTURAL ROUTES OF THE COUNCIL OF EUROPE

9th TRAINING ACADEMY 2022

“Cultural Tourism”

31st May - 3rd June, 2022 | Fontainebleau (France)





AGENDA

Tuesday 31st May, 2022

14:00-18:00 Registration, Tourist Office of Pays de Fontainebleau

Tourist Office - Pays de Fontainebleau

4bis, Place de la République

77300 Fontainebleau

18:00-19:00 Visit of the « Château de Fontainebleau »

Access by the main entrance

19:00-21:00 Welcome speeches followed by Cocktail/Dinner at the castle

Marie-Christine LABOURDETTE (President of the Château de Fontainebleau)

Pierre BEDOUELLE (President of *Impressionisms Routes*®)

Bruno FAVEL (Head of mission for World Heritage - Ministry of Culture)

Barbara ZECHES (Vice-President of the European Institute of Cultural Routes)

Wednesday 1st June, 2022



Ecole Nationale Supérieure des Mines ParisTech
Library building
38, rue Saint-Honoré,
77300 Fontainebleau

9:00-11:00 Meeting of the managers of the Cultural Routes of the Council of Europe
Restricted to the Cultural Routes of the Council of Europe representatives only.
Language : English only

11:00-11:15 Break

11.15-12:15 Opening ceremony

Languages: French / English - Simultaneous translation available

Pierre BEDOUELLE (President of *Impressionisms Routes*®)

Bruno FAVEL (Head of mission for World Heritage - Ministry of Culture)

Stefano DOMINIONI (Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe)

Patrick SEPTIERS (President of « Moret Seine & Loing »)

Olivier MORIN (President of « Seine-et-Marne Attractivité »)

12.15-12:45 “Cultural Routes and Tourism : new opportunities ?” by Nicolas MONQUAUT (Head of mission Culture - Tourisme - French Ministry of Culture)
Languages: French / English - Simultaneous translation available

12:45-14:00 Lunch (on site)

14:00-17:00 *How to better value the brand of the Cultural Routes of the Council of Europe?*

Languages: French / English - Simultaneous translation available

14:00-14:45 Set-up the scene facilitated by Charles BONAPARTE (Destination Napoleon)

“The brand “Destination Napoleon: experiences in the territories and bicentenary 2021” by Charles BONAPARTE (Destination Napoleon)

Guest speakers:

- “The Draft ICOMOS International Cultural Heritage Tourism Charter: Building Destination Resiliency and Sustainability into the European Cultural Routes brand.” by Fergus McLAREN (President of the ICOMOS International Tourism Committee - Canada) - *videoconference*
- “Cultural Routes, Tourism and Destination branding” by Nick NAUMOV (Senior Lecturer in Hospitality & Tourism Management - University of Northampton - UK) - *prerecorded video*

14:45-15:45 Roundtable #1 facilitated by Alain LIBEROS (Route d'Artagnan)

Contribution of the Cultural Routes of the Council of Europe in the building of European citizenship: impact on people, authorities, and partners, for a better promotion by the media.

1. **Towards a global strategy** by the Routes presenting an important consideration in the building of Europe in the current geopolitical context; their contributions to the promotion of the European Cultural Routes are very relevant notably the ones involving Russia and Belarus and the roads crossing Ukraine.

With representatives of 3 Cultural Routes of the Council of Europe: Iron Curtain Trail, Via Regia and the European Route of Jewish Heritage.

2. **How to present our purposes to the media**, not only as touristic or cultural products, but including the political background and common heritage of the different routes.

Examples of concrete actions by authorities and tourist offices involved in the following routes.

- "Implication of the European Route d'Artagnan implementing a European strategy proposed in France to enhance local heritage" by Corinne BATTISTIG (Member of the executive board of Route d'Artagnan),
- Actions developed on the ground by members of Impressionisms Routes, by Elisa BARBIER (Director of Saint- Germain- en-Laye/ Boucles de Seine Tourist Office), and Luc WATTELLE (Mayor of Bougival).

15:45-16:00 Break

16:00-17:00 Roundtable #2 facilitated by Inger HARLEVI (The Hansa)

A common strategy of the Cultural Routes of the Council of Europe.

Presentation of a summary of Good Practices for the promotion and valorisation of the Cultural Routes of the Council of Europe, followed by discussion with the participants on the purposes of these Cultural Routes.

With representatives of Cultural Routes of the Council of Europe.

18:00 Bus departure to Moret-Loing et Orvanne

Bus will be waiting at the main entrance of the Castle of Fontainebleau (5' walk from the conference premises)

19:00-21:00 Visit of the medieval city and dinner at Moret-Loing et Orvanne

Thursday 2nd June, 2022



Ecole Nationale Supérieure des Mines ParisTech
Library building
38, rue Saint-Honoré,
77300 Fontainebleau

9:00-12:00 **How to better position the Cultural Routes of the Council of Europe in the heart of the territories?**

Proposals to strengthen the visibility & notoriety among cultural & touristic stakeholders, as an asset to local & social development.

Languages: French / English - Simultaneous translation available

Facilitated by Miguel MARTIN (European Routes of Charles V) and Christian BROCHIER (In the Footsteps of RL Stevenson)

9:00 Framing the topic

- “Territorial Identity” by Laura SERVAT (*Tourism and cultural projects development officer. Secretary of the European Cultural Route "In the footsteps of RL Stevenson"*).
- “Post Covid Cultural Tourism” by Michel LEGROS (*In the Footsteps of RL Stevenson*)
- “Central Istria/Authentic Istria - a rural destination focused on the development of slow, green, and healthy tourism. A model for Cultural Routes tourism” by Sanja KANTARUTI (*Managing Director, Tourist Board of Central Istria - Croatia*) - *videoconference*
- “Camino de Santiago and Thermalism, an example of synergies for territorial development” by Nava CASTRO (*Director, Tourism Galicia - Spain*) - *prerecorded video*

Debate

10:00 Good practices presentations followed by Q&R

- “Seed money project HansaLink and the digital storymaps: Use of digital tools, strengthen sustainable heritage tourism and joint applications for EU funding” by Stefanie BISCHOF (*The Hansa*)
- “Sharing in the 21st century, shared values, shared resources” by Bruno JUDIC (*St. Martin of Tour Route*)

10:30 *Coffee break*

- “The German network of Cultural Routes of the Council of Europe” by Caroline FISCHER (*Via Regia*)
- “FAB Routes project” by Maria Laura GASPARINI (*Centre for Advanced Studies in Tourism (CAST) - University of Bologna, Rimini Campus, Italy*) - *videoconference*
- “Tourist packages, tourist product club and the involvement of stakeholders in the Routes of Charles V” by Miguel Ángel MARTÍN RAMOS (*Cooperation Network of Routes of Emperor Charles V*)
- “A Cultural-Hotel in Barbizon: a practical example of fostering synergies in a territory” by Pierre BEDOUELLE (*Impressionisms Routes*)

11:45 Open debate: lessons learned & concrete actions for the future

12:30-14:00 Lunch (on site)

14:00-17:00 **How to mobilize our natural partners (locally, nationally, European)?**

Languages: French / English - Simultaneous translation available

Facilitated by Martine CAMPANGNE (Saint Martin of Tours Route) and Benedetta DIAMANTI (European Route of Ceramics)

14:00-15:15 “An inspiring perspective: Paris 2024 Olympic games, the heritage of sport and cultural ambition” by Thierry TERRET (Délégué Interministériel to the 2024 Olympic & Paralympic games).

“The Cultural Routes of the Council of Europe : opening partnerships for sustainable tourism in EUSAIR” by Vlasta KLARIC (EUSAIR Thematic expert, Division of European Affairs and Policies, Ministry of Tourism and Sports - Croatia) - *videoconference*.

“Europeana, European digital platform to access resources of European cultural heritage” by Milena POPOVA (Head of development, Europeana) - *videoconference*.

Good practices presentations followed by Q&R

- “Visits of Jewish history, create attractive online visits based on Jewish heritage data on pan-European topics” by Victor SORENSSEN/Pavel KATZ (European Route of Jewish Heritage)
- “Urbanism in 19th century” by Eleonora BERTI (Destination Napoleon)
- “The DECRA project: develop cultural routes for all” by Martine CAMPANGNE (St. Martin of Tours Route)

15:15-15:45 Break

15:45-16:15 Roundtable: Feedback on the questionnaires sent to the participants of the 2022 Training Academy / Focus on main themes.

16:15-17:00 Open debate: lessons learned & concrete actions for the future

17:00-17:20 Literary award of the Cultural Routes of the Council of Europe

17:45 Bus departure

Bus will be waiting at the main entrance of the Castle of Fontainebleau (5' walk from conference premises)

- #1: visit of Barbizon
- #2: walk to Barbizon by the forest of Fontainebleau with Stevenson (1h30') **Note: Sportshoes required**

19:15-20:00 Welcome at the Barbizon city hall

Welcome by Gérard TAPONAT (Mayor of Barbizon), followed by a “verre de l'amitié”

20:00-22:00 Dinner at Barbizon

Friday 3rd June, 2022



Seine-et-Marne Attractivité
Quartier Henri IV
Place d'Armes,
77300 Fontainebleau

- 9:00-11:00 Closing session: Conclusions and new ambitions for the Cultural Routes
of the Council of Europe
Report of each Working group by co-chairs.
Language: English only
- 11:00 Farewell brunch (on site)

Contacts

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