



## EUHeritage TOUR

Name of the project: **Network for European Cultural Heritage Tourism**  
Acronym: **EUHeritage Tour**  
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Consortium Co-ordinator: **X23 Ltd**

### “Differences and Commonalities”

#### Intrinsic values of the EUHeritage Tour Cultural Route

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To ensure that the new EUHeritage Tour cultural route could be well considered and received by the public/private stakeholders in charge of the management and the promotion of the World Heritage sites selected in the participant countries, a few strong intrinsic values have to be found and then well communicated to the prospects.

## 1. Some notes for the identification of intrinsic values for an inspirational cultural route

*“Travel is fatal to prejudice, bigotry and narrow-mindedness”*  
Mark Twain

### 1.1. Self education

A journey is an experience bringing values to life, in particular if we are talking about young people, whose main interest in travelling is represented by learning, education, and culture.<sup>1</sup>

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<sup>1</sup> New Horizons III, Executive Summary. A global study of the youth and student traveller

In this context, the value of self education could play a relevant role in the definition of the EU heritage Tour intrinsic value as well as mission.

A trip focused on the World Heritage Sites could represent the chance to learn more, through a direct experience, about the great European History.

As referred by the International Charter on Cultural Tourism (ICOMOS, 1999), it must be assured that visitors have access to “... *high quality information in order to optimise their understanding of the heritage’s significant characteristics and its need for protection.* “ Therefore, the institutions responsible for the sites should guarantee not only the quality of the cultural sites beyond their supervision, but also the quality of the services offered to the visitors (from the technical point of view, and considering the quality of the service offer, assuring the maximum security, comfort and accessibility).

Another important element is represented by the capacity of guaranteeing the quality, both in the rehabilitation of the patrimonial goods and sites that integrate the route, as well as in the interpretation materials and technical support that will be offered to visitors (through the production of guides, on line data or at the information points considered).

The relevance of these properties and sites to the construction of a common idea of Europe needs to be emphasised; so that heritage could be assumed as an attractive element for gathering the attention of young European tourists, and these young visitors can live appealing and memorable experiences by learning more about the WH site they are visiting. It is of extreme importance that the interpretative discourse is attractive to young people and that modern resources are used, in an attempt to ‘speak the language of young people’.

The discourse has to be projected to the present and future instead of keeping a strong fixation in the past, for several reasons, but also because the Europe’s past is not completely common.

### **Suggestion**

An innovative idea, to be plugged in the general framework of the EU heritage Tour cultural route, could be the introduction of mechanisms for self education according to gamification criteria. Each stop along the itinerary could be considered as a milestone in an in-progress self-education course, linked to topics such as history, archaeology, heritage management, heritage tourism and providing a set of certification criteria.

### **1.2. Arts and creativity**

To gather the attention of young people, and also of other tourist segments, it is important to embrace modernity and to use a language as well as resources that strongly appeal to the interest and curiosity of people. So it becomes really important to identify environments and artistic resources that can be used as context or instrument practice and contemporary artistic expressions - involving artists and art schools in producing events at heritage sites.

We live in a globalised and Common Europe, in a world where technological devices are massively used ... but where small space is given to one's creativity and fantasy ... It should be interesting to present people, and especially young people, with performances and experiences that, using their own language, can challenge them to go further in the knowledge of Europe History and Heritage.

#### **Suggestion**

- To develop live performances giving a new and more creative insight to the history and value of the WH Sites.
- To promote 'ideas contests' that can involve students of the local art schools, inviting them to organise and create new concepts of interpretation and visitation.

### **1.3. Youth participation**

Participation (and inclusion) is a must in the strategy of building a European identity. A key process in meeting the stakeholders expectations is to assure the participation of young people in the preservation and conservation of the WH sites, namely through activities such as:

- Voluntary activities in cultural or social institutions,
- Participation in activities such as tourist guides (the perspective of the visitor or temporary resident, in Erasmus, for example),
- Activities and projects for the rehabilitation and restoration of buildings or materials, deposits of materials collected in old degraded buildings, restoration laboratories, etc..

#### **Suggestion**

A good idea could be to twin EUheritage Tour project / cultural rout to other relevant similar project basing on participation inclusion of the civil society.

Among a few relevant, the recent program from UNESCO "People protecting places" could be the best in place as it aims to facilitate the management and development of sustainable tourism at World Heritage properties through fostering increased awareness, capacity and balanced participation of all stakeholders in order to protect the properties and their Outstanding Universal Value whilst ensuring that tourism delivers benefits for conservation of the properties, sustainable development for local communities as well as a quality experience for visitors.

<http://www.peopleprotectingplaces.org/>

"World Heritage sites belong to us all, and depend on all of us. Join UNESCO in the new travel and tourism movement to help these irreplaceable treasures continue to inspire future generations.

**WE'RE NOT ASKING YOU TO SAVE THE WORLD.  
JUST ITS GREATEST PLACES.**

**PEOPLE**

You are the world's new generation of travellers. You don't simply see the places you visit; you wholeheartedly embrace them, love them and never forget them. It is up to you to protect these places and experiences. Without you, the treasures of the world could be lost. Are you ready to help protect these extraordinary places?

**PROTECTING**

Join the movement to protect UNESCO World Heritage sites. There are countless ways to help us help the world. With your skills and professional and social networks alone, you can help raise awareness of the importance of these global treasures. Beyond that, even minimal financial contributions can go a long way to helping future generations of travelers experience the joy that you have been able to.

**PLACES**

It's more than just natural places that need protecting; there are man-made icons and cultural institutions that need help too. With over 950 properties, the list of sites and experiences spans all corners of the world. These are more than just awe-inspiring settings; they are homes and livelihoods too. A loss of one means a loss to millions. Join us now and help protect the past and the present for the future”.

**1.4. Affordability and accessibility**

To meet the youth needs and expectation when travelling means to be able to offer them proper facilities and services. The EUheritage Tour cultural route should guarantee affordable/low cost - but quality - services, such as:

- Accommodation, meals, events, travel, rent transportation (bike, car), public transport, etc.;
- EUHeritage discount card for young tourists.

**Suggestion**

In the perspective of building a bookable touristic product, it will be really important to promote an affiliate program to the services providers, in order to create a “EUheritage Tour special prices” targeted in particular to the youth target. But also to promote free and daily activities for visitors and residents is important. As an example, we can consider and be inspired by the ones developed in Buenos Aires:

- Museum's Mile
- Cultural Mile
- Theatrical Visits
- On Foot Visits
- Touristic Bus
- Assisted Bicycles

### *Museum's Mile*

*It's a cultural tourism route that integrates the visit to 15 museums or cultural spaces in a period of 48 hours or three days. It can be focused on history, art, technology, science or fictional characters.*

### *Theatrical Visits: History on its Place*

- A walk with...
- The tragic story of the Barracas brides
- Flowers, Poets Neighbourhood and fairy tales
- Writers and Characters of "Avenida de Maio: Hernández, Borges e Cortázar"
- Writers and Characters of "Avenida de Maio: Lorca, Sasturain e Saint-Exupéry"
- Immigrants of La Boca Neighbourhood

*Guided Visits with Experts that take tourists to contact and meet: historical buildings, parks, graveyards, museums, theatres, temples, art galleries, courts, and so on.*

### *Cultural Tourism in Two Wheels (Assisted Bicycles)*

*Guided visits to: parks and museums, parks and monuments, planetary, hippodromes, Japanese garden, Lawa Tennis Club, Lagos de Palermo, etc..*

## **1.5. Sustainability**

Sustainability is one of the key concept of the EUheritage Tour project / cultural route, to be understood not only as an economic one, but above all from the perspective of the stakeholders managing the WH sites. The globalization of tourism could, in fact, have negative impact on the properties following the great access to the sites and resulting increase of pollution, danger for fauna and flora wild protected species, criminality, etc.

So it will be really important to communicate to the stakeholders that EUheritage Tour cultural route has already incorporate the concept of sustainability, ie:

- to raise awareness of the management entities of the heritage of the need to adopt management measures to make available to the visiting public the conditions for a qualified fruition and strict respect for the sensitivity of heritage sites.
- to define the terms and conditions for the organisation, development and implementation of the management assessment of historical sites and other cultural goods.
- to ensure the management of places of cultural heritage in order to maintain the balance between use and sustainability in all forms of intervention.

Therefore, it will be relevant to communicate properly the degree of compliance of EUheritage Tour cultural route as well as of the thematic itineraries to the objectives set for the sustainability (visit, complementary services, etc.) through the following evaluation indicators:

Indicators for Sustainable Cultural Destinations			
<ul style="list-style-type: none"> <li>• Economic</li> <li>• Promoting Local Prosperity</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• Supporting Community Well-being and</li> <li>• Involvement</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural</li> <li>• Protecting and Giving Value to Cultural Heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental</li> <li>• Minimising Environmental Impact</li> </ul>
<ul style="list-style-type: none"> <li>• Participation in quality certification</li> <li>• Market penetration</li> <li>• Tourism training accessed</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility assessments undertaken</li> <li>• Educational visits</li> <li>• Presence of destination management approach</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition by visitors as cultural destination</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses with eco-certification</li> <li>• CO2 emissions by hospitality and cultural activities</li> </ul>
<ul style="list-style-type: none"> <li>• Visitor satisfaction</li> <li>• Business growth</li> <li>• Tourism spend</li> </ul>	<ul style="list-style-type: none"> <li>• Resident satisfaction with local tourism impact</li> </ul>	<ul style="list-style-type: none"> <li>• Condition of designated sites of importance</li> <li>• Visitor view of distinct 'local' experience</li> </ul>	<ul style="list-style-type: none"> <li>• Waste generated by visitors</li> <li>• Carbon emissions by visitors</li> <li>• Water quality</li> </ul>

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