



**UNWTO Regional Course in Europe
on Cultural Routes Tourism Development Strategy
for the Council of Europe Cultural Routes and their partners
8-12 September 2014, Gaillac, France**

A Regional Training Course with the support of the UNWTO.Themis Foundation

On the basis of a comprehensive theoretical introduction, this training course designed for 20 participants will transmit a practical approach to relevant areas of tourism strategy, under the guidance of three experts from the UNWTO.Themis Foundation and the participation of the European Institute of Cultural Routes. These experts will share relevant experiences from their daily work and carry out a case study exercise on their destinations with the UNWTO.Themis experts.

Topics of the course include:

- Tourism strategy, quality and sustainability
- The Council of Europe Cultural Routes - programme and methodology
- Situational analysis
- Tourism development, strategy and monitoring

Takeaways for participants include knowledge, skills, and tools to discuss development strategies against the backdrop of the Council of Europe Cultural Routes.

An initiative of the Council of Europe Cultural Routes Programme, the World Tourism Organization (UNWTO) and the European Institute of Cultural Routes, the course will be carried out by the UNWTO.Themis Foundation in co-operation with the **Iter Vitis Route France** in the Region Midi Pyrénées , Pays Bastides et Vignoble du Gaillac in France. This initiative is part of the Council of Europe-European Commission joint programme on European Cultural Routes (2013-2014).

This capacity building initiative follows an agreement signed in 2013 between UNWTO and the European Institute of Cultural Routes, recognizing the need to support the competitiveness and sustainability of the cultural tourism sector, in view of its growing economic, cultural and even environmental importance.

Background:

The Council of Europe launched its cultural routes programme in 1987 with the Declaration of Santiago de Compostela, which made the Ways of Saint James the first Council of Europe Cultural Route. Today there are **29 certified cultural routes** crossing the whole of Europe and exploring all kinds of themes. The routes combine tangible and intangible heritage, paths to follow and points of interest linked together through networks of local communities, cultural institutions, university and research centres, and service providers. The members of the routes networks work together to create attractive destinations for visitors, offering a variety of activities and creative ways of enjoying Europe!





The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

The UNWTO.Themis Foundation (UNWTO.Themis) is a specialized structure of the United Nations World Tourism Organization (UNWTO), based in Andorra, implementing education and training policies, plans and tools that fully harness the employment potential of their tourism sector and effectively enhance its competitiveness and sustainability.

The Iter Vitis Route in Europe, involving 18 countries, has its origins in the role of the agricultural landscape linked to wine production as an element of European identity. It brings together European citizens from the Atlantic to the Caucasus and from the Mediterranean to the Baltic, representing the diversity of European identity.

Iter Vitis France is managed by a non-profit organization that brings together three major sectors for regional territorial development: Viticulture, Tourism and Culture.

Relevant links:

www.culture-routes.lu; www.coe.int/routes

www.unwto.org

www.themis.unwto.org

www.facebook.com/pages/ITER-VITIS-France/1394255204177578?fref=ts

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