1st International UNWTO Western Silk Road Workshop

The Venetian Routes project – lessons learnt for Tourism development

Silvia LECCI – VeRoTour project manager

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BACKGROUND

The VeRoTour project enhanced a trans-national thematic cultural route linking the diverse heritage flourished during the Reign of the Republic of Venice (the so-called Serenissima) since 1300, throughout almost five centuries.

Originally established for commercial purposes – cultural koiné between Venice, the ports and cities in Euro-Mediterranean Region and the Silk Road.
Project Coordinator:

Project partners:
2. Marco Polo System EEIG (IT)
3. UNWTO (ES)
4. Region of Crete (GR)
5. Art Kontakt (AL)
6. Municipality of Palmanova (IT)
7. Forum AIC (IT)
8. Venice Internat. University (IT)
9. Bilkent University – History Dep. (TK)
10. Občina Piran (SLO)
11. Mocha Tours (TK)
12. Amatori Tour Operator (IT)
13. Albanian Tourist Service Office (AL)
14. Tourism Office Pula (HR)
15. Fondacioni Europa (AL)

Supporting partners:
- Council of Europe – Venice Office (IT)
- UNESCO – Regional Bureau for Science and Culture in Europe (IT)

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WHAT IS THE PROJECT ABOUT?

- **MUTUAL INFLUENCES**, not Reconquering

- Offering solutions to mass tourism destinations (**DIVERSIFYING; CULTURAL TOURISM**);

- **INCREASE ATTRACTIVENESS** and providing opportunities to valuable remote destinations (renowned all over the world).
ACHIEVEMENTS

MANAGEMENT

PILOT PRODUCTS LAUNCH

MAPPING THE ROUTE

COMMUNICATION

NETWORKING and SMEs INVOLVEMENT

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Lessons learnt and future opportunities

LESSONS LEARNT
• A HIGH INTEREST on this multifaceted theme
• Keeping INTERCULTURAL APPROACH
• LEAD-NETWORK/stable network/governance
• MULTI-PERSPECTIVE approach (public-private)
• Increasing JOINT INITIATIVES

FUTURE OPPORTUNITIES
• EUSAIR STRATEGY
• Interreg ADRION PROGRAMME
• EU-China Tourism Year 2018
• European Year of Cultural Heritage 2018
• 2017 International Year of Sustainable Tourism

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Thank you for your attention

INFO AND QUESTIONS:

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