

## D.T1.2.1 POLICY AND REGULATORY REPORT

Work Package Title	WP T1 Baseline screening and policy framework
Activity No. and Title	A.T1.2 Screening policy and regulatory framework
Deliverable	D.T1.2.1 Policy and regulatory report
Deliverable Responsible	PP1 URBASOFIA
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Reviewed by: Name and Partner Acronyms	All partners
Status	Draft (D)
	Revised draft (RV)
	<b>Final (F)</b>
Length	69 pages

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## Abstract/Scope

The current document aims to present the key policy recommendations at European level in the field of Cultural Heritage management (protection and valorisation), as they represent the most relevant instrument for efficiently tackling the regulatory issues related to CH, and they also provide an integrated approach towards achieving synergic relations between Cultural Heritage and the surrounding territorial and socio-economic context. Ultimately, if applied correctly, the policy recommendations presented and analysed in the following chapters can lead to a truly sustainable and coherent growth of the urban and rural areas adjacent to a Cultural Route, which becomes a catalyst for development. Thus, the Policy and Regulatory Framework provides the necessary guidelines for shaping more relevant and impactful management tools for Cultural Heritage preservation and valorisation, by tackling also the specific approaches for Cultural Routes and Roman Cultural Heritage, which are of special interest for ISTER project.

The document firstly provides a sound justification for the need of capitalizing on Cultural Heritage potential in order to create powerful and synergic territorial impacts (elaborating here the even stronger potential of Cultural Routes in this regard), and continues with presenting the current trends and conditions established at European level for a proper management of CH. Having in mind all the three components of interest for ISTER (Cultural Heritage in general, the Roman Cultural Heritage and the Cultural Routes), the document explores the multifaceted nature of CH valorisation (1), by analyzing the potential impact of integrated approaches of CH for the territorial, socio-economic and environmental dimension of a certain area. By respecting the structure dictated by these three dimensions, the report presents the main challenges, triggers, benefits and also some best practice examples which could further support the framing of relevant policies and regulations in the ISTER countries.

Furthermore, the document presents the current instruments and approaches for CH management in all the ISTER countries, in order to first of all understand:

- the particularities of each territory from the policy and regulatory point of view;
- the gaps and challenges in each context and also the level of integration of EU guidelines in the current policy and regulatory framework;
- the most proper approach for the policy and regulatory guidelines for the whole territory across the route, starting from the particularities, necessities and potentials of each territorial context

Last but not least, the document proposes a connection between the key findings in terms of policy recommendations and the classical approach applied in the process of Cultural Heritage Management. The aim of this last part is to provide a clear understanding of how the current practices can be linked with the broader context which affects and can be positively affected by a smart management of CH.

# 1 Introduction

## 1.1 Definitions of Cultural Heritage

Over the years, the concept of Cultural Heritage has received numerous definitions and interpretations; the terminology not being simplified or standardized in any way. According to UNESCO, *“cultural heritage may be defined as the entire corpus of material signs – either artistic or symbolic – handed on by the past to each culture and, therefore, to the whole of humankind. As a constituent part of the affirmation and enrichment of cultural identities, as a legacy belonging to all humankind, the cultural heritage gives each particular place its recognizable features and is the storehouse of human experience”* (2)

*“Cultural heritage is, in its broadest sense, both a product and a process, which provides societies with a wealth of resources that are inherited from the past, created in the present and bestowed for the benefit of future generations.”*(3)

In a more simplified way: *“Heritage” is a property, something that is inherited, passed down from previous generations. In the case of “cultural heritage,” the heritage doesn’t consist of money or property, but of culture, values and traditions. Cultural heritage implies a shared bond, our belonging to a community. It represents our history and our identity; our bond to the past, to our present, and the future* (4).

The heritage can be divided into two main categories: **Cultural heritage and Natural heritage**. At the same time, Cultural Heritage can be: tangible or intangible. The types of Tangible Heritage properties to which this document refers, are defined by UNESCO as: (1) **monuments** (architectural works, archeological elements, inscriptions, paintings, cave dwellings), (2) **groups of buildings** (separate or connected buildings characterized by homogeneity or peculiar place in landscape) and (3) **sites** (areas with works of man or combined works of nature and man, including archeological sites) which are outstanding universal values for history, science, art etc.

Natural Heritage refers to: (1) natural features consisting of physical and biological formations or groups of such formations, (2) geological and physiographical formations and precisely delineated areas, which constitute the habitat of threatened species of animals and plants and (3) natural sites or precisely delineated natural areas, which represent outstanding universal value for science, conservation or natural beauty.

## 1.2 Values Created by Cultural Heritage

*Values give some things significance over others and thereby transform some objects and places into “heritage”* (5). The process of valuing begins before the object becomes heritage, while the process of valorization begins when institutions, communities or individuals decide that places or objects are worth preserving. But before asking us why and how to protect and valorize the Cultural Heritage, we must ask ourselves: **What makes Cultural Heritage so Valuable?**

From one point of view, an object can create value and thereby constitute an important heritage element if it is: (1) **scarce**, being characterized by its uniqueness, its irreproducibility, non-renewability and deterioration, (2) **useful** in terms of satisfying the community need to enjoy culture, need arising from the necessity to recreate a sense of identity, (3) **durable**, since its existence spans on a long time, accompanying many generations, eager for knowledge and culture, and needing to find something to identify themselves with, (4) **meritorious**, being capable to satisfy high expectations as to guaranteed the support of the public/private financing of culture and (5) **refugee/store of value** or a protection against economic inflation.

From another one point of view, some Cultural Heritage objects can be seen as an outstanding universal value, a value not only important for each nation, but for humanity as a whole: "so exceptional that transcend national boundaries" (6). Although, the variety of values of cultural heritage objects differ according to each specific case depending on place, community etc., these values can be divided in two main *concepts*, according to Manar A. El. Gammal (7): (1) **Intrinsic Value**, being the value of the cultural heritage object itself, for what it is or as an end and (2) **Instrumental value**, being the value in which cultural heritage has a means to a desired or valued end.

Manar.A.El Gammal (7) has listed and detailed six important components of cultural value as follows: **aesthetic value, spiritual value, social value, historical value, symbolic value and authenticity value.**

The **Aesthetic value** can be defined as the judgment of value based on the appearance of an object (cultural heritage object may possess and display beauty) correlated with the emotional responses it evokes in the viewer.

**Spiritual value** refers to the contribution of the object to the sense of wholeness, identity and belonging of the community as a whole and of the individuals living in or around the object/site, and of visitors of it. It may provide them with a sense of cultural confidence and of connectivity between the local and the global levels and may promote intercultural dialogue and understanding.

**The Social value** signifies the interpretation of culture as shared values and beliefs which bring groups together, thereby suggesting that the social value of the heritage site might be reflected in the way in which its presence may contribute towards long-terms wellbeing and resilience of the community and individuals.

**Historical value** is intrinsic to the heritage object and of all the components of cultural value it is probably the most readily identifiable in objective terms, meaning in short: an increase in value because of historical aging. Its principal benefit may be seen in the way in which historical value assists in defining identity, by providing a connectivity with the past and revealing the origins of the present.

The **Symbolic value** refers to an immaterial value attributed to an object/site that may communicate meaning and information which helps the community to interpret its identity and to affirm its cultural personality. **Authenticity value** refers to an object being valued for its own sake because it is original, genuine, truthful and because it is unique.

### 1.3 The importance of capitalizing on Cultural Heritage

To go a step forward, capitalization represents the **recognition** of the inherent value(s) of cultural and natural heritage and taking the necessary **actions** to intervene. From one perspective, to capitalize heritage means to **revalue the culture** and **reinvent the territorial identity** of one place. Perpetuation of Cultural heritage assets have the capacity to support the transmission of expertise, skills and knowledge between generations and it can provide inspiration for creativity and innovation, which result in contemporary and future cultural products, thus boosting **cultural diversity**.

As we saw in the previous subchapter it also enriches social capital and **promotes inclusion** by shaping an individual and collective sense of belonging, which helps supporting social and territorial cohesion. Today, the **economic potential** of cultural heritage is increasingly recognized in many countries through the development of tourism sector, which lead to rising revenues and regeneration of the local economies. However, its value *“transcends money and the economic universe, being a repository of knowledge and meaning that inspires and fulfills human beings”*(8). In the local tourism, cultural heritage stimulates national pride in one's history, while in international tourism, it can stimulate a respect and understanding of other cultures, thus **promoting peace and understanding** between nations.

On the other hand, the necessity of protection and capitalization of the heritage lies in the fact that today Cultural Heritage is under pressure, being at **risk of continuous degradation**, not only by the traditional causes of decay, but also by **changing social, economic and environmental conditions**, uncontrolled urbanization/replacement of the historic urban fabric or pollution, which aggravates the situation even more. In this context, the final stage of the process, namely the disappearance of the cultural heritage properties can represent a harmful impoverishment and privation of the respective heritage values for one nation. *“Today, cultural heritage is inherently linked to the most pressing challenges that humanity faces as a whole; these range from climate change and natural disasters (such as loss of biodiversity or access to safe water and food), to conflicts between communities, education, health, migration, urbanization, marginalization or economic inequalities. For this reason, cultural heritage is considered “essential for promoting peace and sustainable societal, environmental and economic development”*(9).

Ludovico Solima and Antonio Minguzzi analyzed in *“Territorial development through cultural tourism and creative activities”* (10) the **relationship between culture, creativity and local development** in order to make a model that will help develop a coordinated and comprehensive management policy for creative tourism destinations. In the figure below they define territorial competitiveness and the important factors for achieving it according to three main axes: system territorial attractions, system of culture and creativity and system of tourist structures.

As we see in **Figure 1**, tangible and intangible attractions within the territory, like heritage and also cultural industries are playing an important role in the local development. Therefore, investments in the preservation and valorization of cultural heritage are extremely important. Cultural Heritage can be valued in a variety of ways driven by different motivation: economic, political, social, which lead to different approaches of preserving and capitalize it.

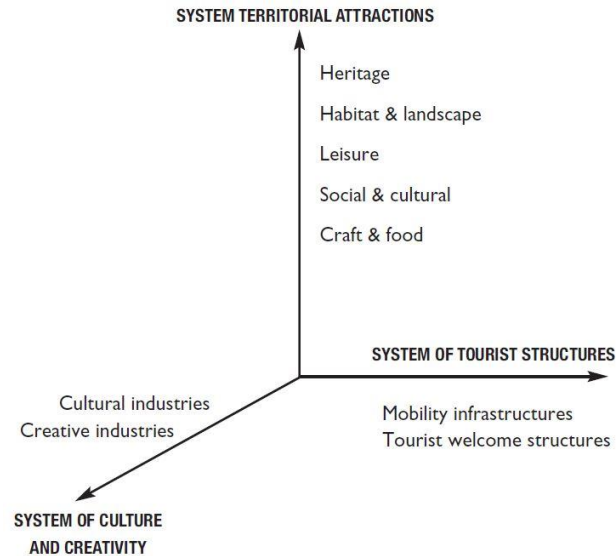


Fig. 1 - The competitive factors in the expanded model for local development (source: Solima, L. and Minguzzi, A.)

## 1.4 Valorization of cultural heritage routes. Local and transnational synergies

*“The cultural routes are defined as roads that pass through one or more regions or countries, which organization is based on the specific theme such as historical, artistic or social, and which are also associated with geographical principle, due to the significance they have.” (11)*

Cultural routes represent a concept used more and more often today due to the benefits it brings in terms of revitalization and preservation of the heritage values in a broader sense—from archaeological, to historical, local, natural and geological significant points and tangible elements.

As we saw in the previous subchapter, cultural heritage has, among other, great economic importance for the tourism sector; thus, the first aspect that should be highlighted is the **connection between cultural routes and tourist development**, which is a direct linked due to increased potential for territorial development, economic revitalization of any destination and social cohesion. *“Over the past decade, cultural routes have been established as an attractive, flexible and extremely effective means of developing cultural tourism products” (12)*

Aleksandra TERZIĆ and Željko BJELJAC highlighted in their article: *“Cultural Routes –Cross-border Tourist Destinations within Southeastern Europe” (13)* that cultural routes have the opportunity to be developed in interesting tourist destinations because of their thematic and traveling experience, making connections between different important places, events and personalities. The process of forming cultural routes as tourist products being considered by the authors a new principle of protection, revitalization, use and preservation of cultural heritage.

In Italy and other European places, over the past ten years many studies were developed on the Roman Roads subject, and these routes have been considered as *“local linear systems for territorial development and as a model for local development and inter-regional cooperation within the ancient boundaries of the Roman Empire (...) that possess cultural, territorial and capacity-building potential.” (14)*

The development of a cultural route will have the capacity to **strengthen the identity and self-reliance of a local system** due to: (1) development of the economic sector that will improve the local population's **quality of living** (increase the number of tourists, reaching new market segments, creating new jobs, stimulating higher involvement of small/micro enterprises), (2) development of the region **identity** and of **links between communities**, (3) **connection to cultural** and historical attractions, (4) **awareness raising** among citizens and visitors about the CH and the importance of intercultural dialogue, (5) good **practices extended** in other areas of the respective territory/region, (6) development of **sustainable tourism products** based on responsible usage of cultural heritage.

However, the value that is given to the concept is much more related to the **holistic framework** that is established between different territories with different context which is guiding decision making processes and approaches under a unique scope and a **common umbrella**. In this regard, the main territorial challenge of the Roman Routes is to become a continuous cultural route instead of fragmented pieces along the way, in order to maximize the profitability and resilience of a sustainable territorial development.

Thereby, the concept of strategic linear local system needs to be scaled up and take into consideration the transnational scale, which is offering new and expanding opportunities like:

- establishing active **synergies with other countries** in terms of mutual learning exchange experiences and expertise;
- stakeholders networking;
- cooperation projects and joint initiatives/activities;
- common image and promotion (enable co-marketing strategies between territories and sites from different countries);
- increasing the overall attractiveness of the route through diversification of “products” and services along locations;
- strengthening “product cohesion”;
- increased visibility for the territories along the route where CH is not yet capitalized (appreciation and awareness would grow and new opportunities for activating will appear).



## 2 Trends and conditions for Cultural Heritage protection and valorisation at DR & EU level

### 2.1 General principles for defining policies and regulations related to Cultural Heritage

As highlighted also in the introductory section of the report, Cultural Heritage's definition and impact is constantly broadening, encompassing many various domains and thus transforming Cultural Heritage into a cross-cutting domain, which influences and is influenced by several fields, such as society, economy, urban planning, tourism or climate changes. Cultural Heritage has become a dynamic field, in interdependence with most of the key aspects of the society, and this perspective can make it either more vulnerable, or more powerful, depending to how it is managed in relation with the aforementioned aspects. Hence, a shift in perspective in what concerns the policies and regulations related to Cultural Heritage protection and valorisation could also be observed in the last decades: while the **World Heritage Convention** (1974) emphasized on preserving the 'legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations [...] for the benefit of future generations'(15), the **Faro Convention** (2005) recognizes CH's social and economic potential for sustainable development (16), and the **New European Agenda for Culture** (2018) brings into discussion new and more specific dimensions, highlighting Cultural Heritage role for (18):

- **assuring social and territorial cohesion and wellbeing** (including topics like territorial development, mobility, migrants inclusion, gender and cultural participation);
- **supporting creativity, education, innovation and job creation;**
- **strengthening international cultural relations;**

The holistic approach towards Cultural Heritage protection and valorisation is validated also by more technical and procedural key documents developed at European level. According to the **Guidelines on Cultural Heritage Technical Tools for Heritage Conservation and Management** (2012), an appropriate conservation and management of heritage properties must be done by **taking into consideration the wider environmental and spatial planning context** (18), as well as by understanding the profound meaning CH has for its owners, the local community and other interested stakeholders. The document recognizes the dynamic character of CH management, which has to be constantly aligned to the contemporary values and needs. The same discourse is promoted within the Faro Convention, which has an article dedicated to Cultural heritage laws and policies. Within Art. 5, parties commit "to **recognize the public interest associated with CH** in accordance with the importance to society", to promote CH protection as a central "supporting factor for sustainable development, cultural diversity and contemporary creativity", "**foster an economic and social climate which supports participation in cultural heritage activities**". Their commitment should reflect in the laws, policies and regulations targeting Cultural Heritage. The same document provides several thematic guidelines, stressing on Cultural Heritage role in assuring quality of life and the environment, boosting economic activity and enabling public participation.

In what concerns its potential role in improving the environment and the quality of life\_(Article 8), the Convention highlights the need to use Cultural Heritage as a tool for:

- supporting the socio-economic, political and cultural development and land-use planning
- promoting an integrated approach towards policy making, by taking into consideration cultural, biological, geological and landscape diversity and assuring a balance within them;
- fostering social cohesion through shared responsibility towards places where people live;
- promoting qualitative approaches for the environment, which do not harm its cultural values.

In the field of economic development (Article 10), the Convention demands for:

- using the potential of CH for economic activities;
- considering the specific character and interests regarding CH when developing economic policies;
- respecting CH integrity and intrinsic value when developing economic policies;

Last but not least, in what concerns democratic participation (Art. 12), the committed parties are asked to **recognise the role of non-governmental organisations as “partners in activities and constructive critics” of CH-related policies**, and to advance in raising CH accessibility especially for youth and disadvantaged people.

Considering the guidelines and principles provided by the European policy and regulatory framework, three major thematic areas can be highlighted, which are closely related to the management of Cultural Heritage: **territorial development, socio-economic development and culture, and the environmental concern**. Thus, the European policy and regulatory landscape for CH protection and valorisation will be analysed from these perspectives in the following chapters. Given the topic of this chapter, a brief description of general principles for defining policies and regulations related to CH for each thematic area will be presented further on.

UNESCO has launched in 2015 a **Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention**. According to the document,

*“In the current context of changing demographics and climate, growing inequalities, diminishing resources, and growing threats to heritage, the need has become apparent to view conservation objectives, including those promoted by the World Heritage Convention, within a broader range of economic, social and environmental values and needs encompassed in the sustainable development concept. [...] if the heritage sector does not fully embrace sustainable development and harness the reciprocal benefits for heritage and society, it will find itself a victim of, rather than a catalyst for, wider change.”(19)*

As part of the clear statement of UNESCO regarding the crucial importance of **blending cultural heritage management with sustainable development principles**, the Policy document strongly advises state parties to “reinforce their governance frameworks” and include more participatory approaches, which takes into consideration local communities and other interested parties views.

In what concerns the first thematic area – TERRITORIAL DEVELOPMENT, the guidelines of the Policy document highlight the need for **integrating conservation and management approaches for World Heritage properties in larger regional planning frameworks**, with particular attention to **maintaining the integrity of the socio-ecological systems** – and the use of ‘buffer zones’ or similar tools considered of strategic relevance in order to **‘enhance mutual benefits for local communities and for the heritage itself’**. Additional guidance for policy development is provided within the **European Cultural Heritage Green Paper (2021)**, which advises policy makers to understand the cultural and creative aspects of mobility patterns (tourism, transportation heritage and urban planning and territorial development) (20). The document emphasizes the need to **provide sustainable mobility solutions** in order to assure

equitable access for various cultural activities, and brings into discussion also the importance of including the Cultural Routes and Landscapes in the mobility infrastructure planning.

For the second thematic area - SOCIO-ECONOMIC AND CULTURAL DEVELOPMENT, the principles for policy development focus on capacity building among practitioners, institutions and communities, on **giving CH 'a function in the life of community'**, on developing standards and operational mechanisms for indigenous peoples and **community involvement in the CH management**, on fostering **inclusive local economic development** and enhancing live hoods through CH, on encouraging locally-driven tourism management around CH properties, on adopting visitor management planning which encourages local tourism and on the promotion of sustainable economic activities related to arts and crafts, in relation with CH conservation.

Last but not least, in what concerns the ENVIRONMENTAL CONCERN, as stated also by UNESCO in the **Global Report on Culture and Sustainable Urban Development**, the related policies were less and less suitable and relevant over the last decades, partly due to insufficient attention dedicated to the subject, and partly due to the rapid rhythm of change in the natural balance (21). Yet, year 2021 recognized the environmental concern as a top priority and a policy paper concerning CH in the environmental context was produced by Europa Nostra in cooperation with ICOMOS and the Climate Heritage Network: **European Cultural Heritage Green Paper** (2021). Recognizing CH potential to drive climate action, influence consumption patterns and support the transition to a healthier, greener and fairer society and economy, the paper proposes the following principles: **circular approaches in CH management** through sustainable adaptive reuse and regeneration, **geographically localized economies which embed also CH as a key asset, integrated nature-culture approaches** (which link the ecological and social functions of landscapes in innovative ways, in harmony with nature), the adoption of CHC mitigation measures and green procurement for cultural institutions and the extension of LCA (life cycle assessment) approaches to cultural tourism, enabling related crafts and heritage start-ups.

## 2.2 Policy and regulatory considerations on Cultural Heritage

### 2.2.1 Territorial triggers and benefits

Cultural Heritage management and territorial development are interconnected in the 'sustainable development' paradigm, even though the link between the two is not so obvious for most of the local and national players, which most often valorise CH only for tourism purposes (22), according to the **European Heritage Strategy for the 21<sup>st</sup> Century**. Yet, Cultural Heritage represents an essential qualitative asset of the territory, when the concept is understood through the Faro Convention perspective, thus including the history, culture, know-how, landscapes and physical assets of an area, elements which shape its identity and makes it unique. Cultural Heritage is strongly linked to the communities around it, and a territorial-based approach should enable its ownership by the local communities and should contribute to a sense of identification and belonging to a territory, and also enhance the transnational cooperation for heritage assets that go beyond borders. A proper territorial governance of areas which are rich in Cultural Heritage should also define clear roles of institutions, communities and individuals, who should work together with the authorities and conduct a heritage management which is 'conducive in living together in harmony, well-being and development'.

The main challenge identified in the international papers (22,23) lays in the lack of understanding and capacity of the responsible bodies to use CH as a tool for improving the quality of life and the living environment. Therefore, in order for the cultural policies to have the envisioned impact on the surrounding territories, it is crucial to support capacity building of the public sector for managing the CH as a 'real resource for development at local and regional level' and as a 'factor for social and territorial cohesion and landscape quality' (23). Furthermore, the managing authorities should strengthen the role of Cultural Heritage in shaping qualitative public spaces and should promote the unique features of a territory as a 'driving force for beneficial transformations of the living environment' (23).

### *2.2.2 Social triggers and benefits*

The social component has a major role for a proper management and valorisation of Cultural Heritage in line with the contemporary needs of the society. Furthermore, the active involvement of people would eventually lead to more sensitive approaches to cultural heritage, more related to people experiences, and thus, more interesting for the surrounding communities. (23). Still, achieving active participation of people in cultural heritage activities and establishing a good governance in the Cultural Heritage field represent a big challenge (24). According to a Eurobarometer survey, almost half of the European population involved in the survey recognized that they are not involved in the cultural heritage field in any way, while 68% of them showed interest in knowing more about the Cultural Heritage and 80% consider Cultural Heritage an important asset at European level. A major challenge identified within The Council of Europe's Technical Co-operation and Consultancy Programme represents to define the proper role of institutions and individuals in order to be able to efficiently collaborate for improving the surroundings and the overall quality of life (25) – and this includes also the co-management of Cultural Heritage, which could have a great contribution for "living together in harmony, well-being and development" (23). The social component of Cultural Heritage has the potential to create strong, committed and diverse heritage communities, which share the same core values and can contribute to preserving the collective memory in a way that fits the surrounding communities' interests and desires. (22).

These being said, despite the big challenge it represents, the recommendations at European level stand first of all for making Cultural Heritage more accessible and keep encouraging citizens, authorities, SMEs and other key stakeholders to cooperate for managing the CH assets in their areas and integrate it in their daily lives. In this regard, the responsible authorities should prepare a framework that would enable the interested parties to collaborate and to take initiative. Secondly, CH should be promoted as a tool for intercultural and intergenerational dialogue, and in this regard, there should be developed several tools, programmes and projects which enhance this dimension. Last but not least, cities and regions should develop proper strategies for facilitating and encouraging the public-private-people-partnerships (PPPPs) for CH protection and valorisation projects.

### *2.2.3 Economic triggers and benefits*

The economic component of Cultural Heritage is strongly linked with first two components presented so far in this chapter, namely the territorial and the social component, as it has the potential to strengthen CH contribution to sustainable development, based on local resources, tourism and employment. Thus, when approaching Cultural Heritage from an economic perspective, the link between CH assets and spatial development strategies, as well as the local/regional governance chains

are key issues to be taken into consideration. The challenges associated with the economic dimension of CH are: capitalizing on CH potential for developing the prosperity and well-being of a city/region/country, through skills and jobs creation in the field of CH, tourism, as well as through the wide range of cultural and educational activities which can be developed around CH assets, integrating CH in the sustainable spatial planning strategies and programmes, enhance the capacity building among the public servants in the field of CH, in order to address properly the heritage issues, and last, but not least, increase the use and re-use of heritage (European CH Strategy for the 21<sup>st</sup> century).

The recommendations provided at European level stand for promoting CH as a resource which gives a place a distinctive character and enabling investments in CH, mitigating the intensive use and exploitation of certain heritage sites, increase the (material and immaterial) accessibility of CH sites and assets, promote CH skills and professionals, make sure that CH is taken into consideration in spatial, environmental and energy development strategies and make management models which take into consideration the economic benefits CH generates, broaden the scope of European Cultural Routes (in order for them to reach also the expected economic impact), promote the use of CH for educational, research and tourism purposes, take into consideration alternative financing mechanisms for CH protection and valorisation, encourage and enable the sustainable adaptive reuse of heritage, having in mind job creation and by building on local resources. As benefits, the capitalizing on CH from an economic perspective leads to job creation, socio-economic and spatial development due to increasing number of visitors and visitor spending and the use of local resources, local businesses development (especially in the field of HORECA, arts and crafts, construction). In this regard, capitalizing on CH and making synergies with the local economic sector could also contribute to the resilience of a given area, by encouraging and supporting the local distribution producers and channels. According to The Council of Europe Technical Co-operation Consultancy Programme, “there is evidence that between 60-80% of the total rehabilitation budget for implemented projects has been invested in local businesses and services”.

#### *2.2.4 Environmental triggers and benefits*

The environmental dimension of CH protection and valorization has little been given consideration until recently. Still, The European Commission has launched a very relevant document in this regard, entitled European Cultural Heritage Green Paper. The paper encourages the CH operators to consider the cultural dimension of energy efficiency, for instance, and to understand and elaborate on the role CH could have in environmental sustainable activities such as cultural ecosystem services and circular economy, and also to consider pilot projects which fit into Europe’s Circular Economy Action Plan. An example here could be the sustainable adaptive reuse of heritage areas, which has a great impact at both socio-economic and environmental level. The paper recommends the mobilization of public funds for culture-based green strategies, which focus on the ecological transition from a cultural perspective and relies on local social and territorial capital and the endogenous capacities of local communities. As part of the recommendations, the paper also encourages the policy makers to sustain the contemporary and the traditional craft producers and designers and include them in an SME strategy as ‘climate and resource frontrunners’. From another perspective, policy makers are encouraged to find links between ecological and social functions of cultural landscapes, with the ultimate goal to create a balance between humans and nature, and therefore more sustainable and ecoaware lifestyles. In what concerns the rural landscapes (but not necessarily), the responsible parties are advised to consider cultural and natural heritage assets as single systems, as this approach “has resulted in greater efficiencies and improved quality of life”. Last but not least, CH could be used also as a resource for climate education,

as it could become a platform for community dialogues on the issue, CH assets and sites representing themselves a model of durability and resilience.

### 3 Roman Cultural Heritage and Cultural Routes – key principles for protection and valorization

#### 3.1 Specific approaches for Roman Cultural Heritage

Key Principles were formulated in this subchapter, that could be adopted by the public authorities in the policies for protection and conservation of the roman cultural heritage assets. For this, three roman cases inscribed in UNESCO World Heritage List were analyzed in terms of protection and management approaches and requirements (Historic Center of Rome, Rome Colosseum, Vila Adriana-Trivolli) and series of general aspects related to heritage conservation in Rome.

In terms of general protection measures applicable to cultural heritage in Rome (26), they refer to: (1) listing (stage that ensure further protection by the Ministry for Heritage and Cultural Activities), (2) maintenance of listed buildings and (3) pre-emption (Ministry have the power to purchase the listed building that that was sold by the owner at the same price offered by a potential buyer). Regarding heritage conservation, the approaches adopted are focused on: emphasis on preserving the historic layout of the city, blending of old and new buildings, large-scale renovation works and public participation. The 2000 large-scale renovation project aimed at : *(1) restoration and extension of artistic, environmental, archaeological, architectural and monumental heritage, including both the renovation of existing cultural areas and the creation of new ones; and (b) renovation of the city's architectural heritage(27)* . For heritage conservation three economic incentives are available: tax incentives, interest subsidy and government's financial assistance.

Historic Center of Rome, Rome Colosseum and Vila Adriana-Trivolli are protected on a larger scale by the Italian legislation, the Holy See legislation (in the case of first two), General Urban Plan and/or Territorial Landscape Plan (28). For **Rome Colosseum (29)**, the protection and management regulations include: ensuring that the features of the buildings and the current urban landscape are not disturbed, different quality control and practices, defining strategic planning for different areas as well as potential future development and outlining fundraising activities to promote and conserve the World Heritage site.

In the case of **Villa Adriana (Tivoli) (30)**, which is an archeological park that comprises classical residential and recreative buildings, extensive gardens and reflective pools, the large open area with green space demands careful maintenance. For safeguarding historic green spaces and maintaining visitor walkway, a Green-space Management Plan of the whole site is drawn up every three years. Among other initiatives for protection and valorisation of CH must be mentioned the following: making a management plan which takes into consideration the infrastructural aspects of the site (drainage, water and electricity supply and distribution, other services and facilities etc.), upgrading visitor facilities through major funding programmes/ sources (also for investigation, restoration and conservation), supporting different types of activities to enhance interpretation and access to the site (cultural events and exhibitions) and supporting a more effective integration with the surrounding area through research and studies.

For the **Historic Center of Rome (31)** the guidelines applied from the General Urban Plan of Rome: take into account the integrity of the urban fabric and the features of the building typologies, allowing



different practices and quality controls; selects, defines and regulates the areas of strategic planning and those with potential for development and outlines fundraising mechanisms for conservation, promotion and preservation of the site. An Agreement Protocol was signed for the management of the site between Roma Capitale, Ministry of CH and Activities, Lazio Region and Vicariate of Rome, which supported drafting a Management Plan, reviewing the action plans, solution critical issues, discover opportunities and promote activities and participation of the main stakeholders in the events.

**Key principles and actions** that can be formulated for **protection, management and valorisation** of Roman Cultural Heritage sites are:

- (1) establishing a **buffer zone** and integrate **specific regulations** in both local and larger-scale urban planning documentations;
- (2) conducting **studies and research** in order to ensure a better integration of different interventions in the roman site limits and with the surrounding areas;
- (3) architectural and environmental **harmonization of new interventions** with the existing Roman cultural heritage constructions/archeological objects;
- (4) supporting **large-scale renovations** and constant **upgrades** of visitor facilities through major financing programs and mechanisms;
- (5) making a **management plan** which will take into consideration all the infrastructural aspects of the site and establish strategic planning areas for future development;
- (6) **monitor and review** the management plan to ensure that the site is always protected, promoted and well conserved in accordance with the social, economic and environmental changes;
- (7) **quality control** and practices;
- (8) promoting the development of various **activities** to ensure visibility and accesibility
- (9) support a **participatory and inclusive** approach.

### 3.2 Specific approaches for Cultural Routes

The overall objective of ISTER is to rediscover and revive the ancient network of roads and settlements developed by the Romans across Danube Region and integrate them in a continuous eco-cultural route. The project intends to use territorial-embedded Roman archaeological values as an opportunity for promoting regional development and sustainable growth of crossed regions. Therefore, a crucial step for reaching the project's objectives consists in providing a coherent policy framework at transnational level, which can be assumed and customized by the public authorities in accordance with the local context. Considering the ambitious goal of the project, it is very important to achieve a proper understanding of the Cultural Routes – their significance and their potential impact for the coherent and balanced development of a wider territory, as well as of the guiding principles and practices agreed and promoted at European level for their protection and valorization.

The first globally valid definition of cultural routes, discussed under the name of heritage routes, came into being in 1994 with the document published after the "Routes as a Part of Our Cultural Heritage" meeting of UNESCO and ICOMOS. According to the document, "A heritage route is composed of tangible elements of which the cultural significance comes from exchanges and a multi-dimensional dialogue



across countries or regions, and that illustrate the interaction of movement, along the route, in space and time.” Since then, the scope and impact of Cultural Routes has broadened under the expanding frame of heritage (32), by integrating besides the cultural exchange also the socio-economic and the territorial development components.

According to the Council of Europe, Cultural Routes represent “a cultural, educational heritage and tourism cooperation project, aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, the figure of the phenomenon with a transnational importance and significance for the understanding and respect of common European values. From this definition, a Cultural Route is to be understood not in the restricted sense of physical pathways. “Cultural Route” is used in a more conceptual and general sense, expressing a network of sites or geographical areas sharing a theme (32) as well as the communities coagulated around them. Thus, mutual benefits can occur when the community is actively engaged in sustaining and valorizing the Cultural Routes – for the people the benefits consist in educational opportunities, Jobs opportunities and more diverse services and activities linked to the Cultural Route; for the route, community engagement can lead to a better overall governance, a better protection and valorization of the cultural assets and a coherent development, as a result of successful cooperation at national/transnational level.

It can be said that the concept of cultural routes reflects different cultures, beliefs and lifestyles from different periods of time. The contemporary understanding of Cultural Routes enhances their significance and adds to the original value a *shared and interdisciplinary framework* (32), by enabling innovative scientific perspectives and by creating a suitable environment for collaboration of a wide range of domains connected to the theme of the route; this approach leads to an enriched and more accurate vision of history.

In order to establish a new cultural route, it is important to identify which kind of route it should become in terms of features and requirements, peculiarities of a given theme and available resources in Europe; therefore, one has to be aware of different types of Cultural Routes agreed at European level. As a result of an in-depth assessment of the 32 certified European Cultural Routes carried out by the European Institute of Cultural Routes, there were identified three typologies of Cultural Routes, as follows:

- **Territorial pattern routes:** concentrated around a common theme and usually located close to each other, these routes are usually based on civilization trends, shared practices/products, relevant historical events, etc. Some relevant examples are: El Legado del Andalusi, Routes of the Olive Tree, Iter Vitis Route.
- **Linear Routes:** routes and trails used for travel and trade, which connect different territories and have influenced their development and evolution over time; the routes existed before the establishment of the cultural route, and the history behind the routes usually represents the connecting element and the shared theme. Examples in this regard are Santiago de Compostela, Via Francigena, Via Regia, Huguenot and Waldensian Trail.
- **Reticular pattern (archipelago) routes:** routes linked by a common theme, without territorial continuity, materialized through a network of points/areas of interest bonded by a common narrative. Some examples of this kind of route are: Jewish Heritage, Transromanica, Historical Thermal Towns.

A set of criteria has been defined in order to support the assessment of potential of a territory to host a European Cultural Route:

1. Cultural Routes must **reflect the European values** and must share a **common transnational feature** on at least three European countries; CR must thus display the common heritage that represent cultural identities in Europe;
2. The theme of a CR must be **result of a joint research effort** made by an interdisciplinary team from different parts of Europe, with the potential to establish a network of experts that will manage the route. The CR must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe;
3. The CR has to **encourage local and transnational cultural and educational exchanges**, especially among the young population, thus forming relevant and sustainable community networks. The focus of the activities should be especially on the intangible heritage which is most often neglected or forgotten by the younger generations, such as traditions, crafts and legends, which also have the potential to make the physical assets more attractive;
4. Cultural Routes must **enable the development of innovative initiatives in the field of cultural tourism and sustainable cultural development**;
5. They must **encourage development of tourist products** in partnership with tourist agencies and operators. European heritage can become an engine for development even in the most remote destinations of Europe.

### *3.2.1 Policies for Cultural Routes in the territorial context*

The European Commission actively cooperates with the Council of Europe, the European Travel Commission, the UN World Tourism Organization, and other international partners to contribute to the development of European Cultural Routes. The following chapter will present the most relevant strategic instruments developed at European level in order to further protect and promote the Cultural Heritage, and specifically the European Cultural Routes which represent the focus of this section.

As part of Europe's support for cultural policies, the Council of Europe's **Work Plan for Culture (2015-2018)** highlighted the need for synergies with all relevant EU programs and funds, especially in the fields of culture, education, research, digitalization, and regional and urban development (33). As part of this Plan, around 20 concrete actions have been pursued under the following priorities: (1) Accessible and inclusive culture; (2) Cultural heritage; (3) Cultural and creative sectors: creative economy and innovation; (4) promotion of cultural diversity, culture in EU external relations and mobility.

Building on the momentum created during the 2018 European Year of Cultural Heritage, on 7 December 2018 the European Commission presented the **European Framework for Action on Cultural Heritage**, available until year 2022. The Framework sets a common direction for heritage-related activities at European level, primarily in EU policies and programs. Under its Pillar on Cultural Heritage, the document envisages a set of actions aimed to promote the Council of Europe's Cultural Routes (24).

Another document that outlines how to build on the legacy of the European Year of Cultural Heritage 2018 is the **New European Agenda for Culture**, and a Staff working document accompanying the Agenda. The Agenda describes how the EC will support EU Member States by tapping into culture's potential to foster innovation, creativity, sustainable growth and jobs (17). The document acknowledges the role of Regional and European Territorial Cooperation in promoting Europe as a destination, including via macro-regional Cultural Routes and highlights that there is scope to build on these experiences to enhance the role of culture for territorial development. To mark the closure of the European Year of Cultural Heritage (EYCH) a Closing Conference was organized by the Austrian Presidency of the Council of the European Union. The main focus of the conference was the legacy of the EYCH 2018 and how ideas can be further developed and integrated into cultural policies.

**Routes4U** represents an EU support program for the Council of Europe's European Cultural Routes, covering the years 2018-2020. This 30-month program was launched by the Council of Europe (Directorate General of Democracy) and the European Union (European Commission – DG REGIO). It seeks to strengthen the macro-regional dimension of Cultural Routes and to develop new Routes in macro-regions, of which there are four to date: the Adriatic-Ionian, the Alpine, the Baltic Sea and the Danube Region. Specific activities include:

- support for the certification of new Cultural Routes in the EU macro-regions;
- the identification and drafting of guidelines for transnational regional policies on Cultural Routes for local authorities and operators;
- the development of new competencies and skills through e-learning modules;
- the development of tourism tools and products such as a Cultural Routes card and a trip planner.

Another impressive initiative that focuses on Cultural Routes is the **"World Heritage Journey in the EU"**, launched by the European Commission in cooperation with UNESCO and in partnership with National Geographic. It aims to develop and promote four thematic trans-European Cultural Routes: Royal Europe, Ancient Europe, Underground Europe and Romantic Europe. These routes link 34 World Heritage sites across 19 EU countries. Cultural heritage, combining built heritage with historic and existing intangible cultural heritage, is the primary focus for this initiative, which encourages people to travel beyond the major tourist hubs and experience local culture. The project also aims to improve the governance of the four trans-European journeys by enabling heritage and destination management authorities, working with local communities, to develop shared objectives and implement common marketing strategies. A web platform has been developed showcasing the different itineraries.

With the support of COSME Program, the European Commission promotes synergies between tourism and cultural and creative industries (CCI). Two calls for proposals on the synergies between tourism and CCI were launched in 2017 and 2018 and the six projects awarded will further develop and promote transnational tourism products such as routes, itineraries and tourism offer, specifically related to Europe's cultural heritage.

### 3.2.2 Policies on Cultural Routes in the wider socio-economic and cultural context

The ministers of the States Parties to the European Cultural Convention met in April 2015, adopting the **Declaration of Namur to promote a shared and unifying approach to cultural heritage management. The ministers (2017) adopted the Recommendation CM/Rec (2017)1 to member States on the “European Cultural Heritage Strategy for the 21st century.** The recommendations are addressed to the policy makers, stakeholders and citizens and correspond to the long-term objectives for promotion of the Cultural Routes and for maximizing their socio-economic impact (34).

**Strategy 21”** (European Cultural Heritage Strategy for the 21st Century), redefines the place and role of cultural heritage in Europe and provides guidelines to promote good governance and participation in heritage identification and management, and disseminates Innovative approaches to improving the environment and quality of life of European citizens.

#### **Social component which are part of Strategy 21 (22):**

##### **1. Encourage the involvement of citizens and local authorities in capitalizing on their everyday heritage.**

Citizens involve individually or collectively in projects, from simple awareness-raising to active participation. They can collaborate with local authorities and associations in processes to identify, interpret, study and promote the heritage. Here are more challenges as helping to foster a shared knowledge society, promote an inclusive approach to heritage, building a more inclusive and cohesive society.

##### **2. Make heritage more accessible.**

Our heritage is a common good, remote or on site, it should be accessible to the target groups and their needs. Use the broad spectrum of methods and techniques available for developing the heritage experience. Proposed actions are:

- Develop heritage experiences combining different forms of cultural expression (dance, music, traditional or new skills, gastronomy, etc.) and appealing to different sides of human nature (senses, feelings, knowledge).

##### **3. Promote heritage as a meeting place and vehicle for intercultural dialogue, peace and tolerance.**

Citizens and visitors share the value of the public space as a common good. Certain sites or monuments require conciliation processes in order to equitably resolve situations where different communities attribute contrasting values to the same heritage. Private owners also contribute to sharing a heritage by opening up their heritage and communicating their knowledge. Some of proposed activities:

- Highlight the history and value of the place in public areas and monuments in order to preserve, create or recreate the continuity of the agora.
- Encourage urban development incorporating cultural heritage to foster the use of public areas as meeting places.

**4. Create a suitable framework to enable local authorities and communities to act to promote and manage their heritage.**

Citizens must be able to express their expectations and be involved in managing their heritage. The authorities must enable the exercise of this cultural heritage-related right, setting up the framework to allow people assess specific aspects of the cultural heritage they wish to preserve and pass on to future generations. Some of proposed activities:

- Encourage the drafting of regional development and planning documents based on heritage as an asset, with the involvement of the population
- Invite citizens to take part in heritage inventories, surveys and protection work, validated by experts to ensure the appropriate level of quality

**5. Encourage heritage rehabilitation initiatives by local communities and authorities.**

The local population is the prime ambassador of their territory. They recognize sites, objects, customs, activities, traditions and the people who keep them alive, as a constantly evolving expression of their values, knowledge and beliefs. These often-unrecognized forms of heritage should not be neglected, we should prioritize the most fragile and support the collective memory. Some of proposed activities:

- Increase citizens' knowledge of and information on heritage in order to enable them to participate in an informed way.
- Showcase efforts by local communities to reveal and rehabilitate forgotten heritage (identification and discovery, upkeep, promotion).

**6. Facilitate and encourage (public and private) partnerships in cultural heritage promotion and conservation projects.**

The enlarged concept of heritage and participatory governance require additional resources such as public-private partnerships. The Administrations should care for appropriate ethical codes to preserve the nature, integrity and meaning of heritage.

Some of proposed activities:

- Step up the search for alternative sources of funding for the conservation and restoration of cultural heritage and for ad hoc enhancement and promotion operations

**7. Support intergenerational and intercultural projects to promote heritage**

Support heritage promotion through intergenerational and intercultural projects based on dialogue and respect for the diversity to enhance social cohesion. Proposed activities:

- Enable people who do not use new technologies to become familiar with their use
- Support diversity in site restoration work, in terms of age, social background, country of origin, disability, etc.

**8. Develop and promote participatory heritage identification programs.**

Before any management and promotion processes can get underway, citizens must identify their heritage and take ownership, getting involved in participatory schemes. They will feel the sense of

belonging to a region and be aware of the importance of a quality living environment, stimulating their collective responsibility. Some of proposed activities:

- Develop participatory heritage identification programs and projects at various territorial levels, with the assistance of experts and designed for different audiences (adults, children, elderly people, etc.)

#### **9. Assess citizen participation practices and procedures.**

Citizen participation is part of the democratic process. It enables people to enjoy heritage while acknowledging their individual and collective responsibility for it. We need to identify existing practices and assess their effectiveness and impact to consolidate the accomplished and to develop other lines of action. Some of proposed activities:

- Assess existing practices and methods with a view to developing citizen participation in the governance of cultural heritage: identification, description, interpretation, promotion

#### **10. Use heritage to assert and transmit the fundamental values of Europe and European society**

Cultural heritage can help the citizens of Europe to look beyond their specific national, regional or local features developing a feeling of shared belonging and history, in line with the fundamental European values of humanism and democracy. Cultural heritage highlights the importance of the knowledge, skills and know-how, imported or exported, that have emerged in Europe through the ages and contributed to build its society. Some of proposed activities:

- Use wording and presentation approaches adapted to different audiences to show that our heritage and our cultural diversity are assets for the future of Europe.
- Produce written, audiovisual and digital material in several languages, creating links between a particular site or event and the other cultures concerned.

#### **Economic development which are part of Strategy 21 (22):**

##### **1. Promote cultural heritage as a resource and facilitate financial investment.**

Heritage resources contribute to the sustainable development and management of territories, and show many positive impacts on the economic, cultural, social and environmental spheres. Some of proposed activities:

- Introduce or consolidate incentives (grants, tax concessions, etc.) for the preservation and management of cultural heritage and for heritage education.
- Provide examples to demonstrate the positive impacts of heritage for society and the territory and for return on investment.

##### **2. Support and promote the heritage sector as a means of creating jobs and business opportunities.**

Heritage covers a broad range of occupations with a variety of roles and levels of skills and qualifications requiring many different techniques. It creates many cross sectoral jobs, especially related to tourism, trade, research and education, in the public, private and voluntary spheres. Some of proposed activities:

- Facilitate access by very small and small and medium-sized enterprises to public procurement.
  - Inform the public and tax payers, elected representatives and decision makers about the economic and social impacts of heritage.
- 3. Produce heritage impact studies for rehabilitation, construction, development and infrastructure projects.**

Heritage plays a part in the field of spatial planning and territorial development, through the implementation of the “integrated conservation” principle. Some of proposed activities:

- Introduce heritage impact studies on a wider scale.
  - Support renovation and rehabilitation projects on existing heritage assets.
  - Verify and encourage an analysis of the expediency of conserving and enhancing heritage assets rather than carrying out new construction work, if this is possible as part of the programme.
- 4. Ensure that heritage is considered in spatial, environmental and energy development policies**

Heritage cannot be viewed in isolation from its physical and cultural context, developing a high-quality living environment means considering heritage in other sectoral policies. Some of proposed activities:

- Give systematic consideration to heritage in spatial planning and environmental management documents at all levels of authority.
  - Adopt policies and enact legislation facilitating the integrated approach by and to heritage.
  - Carry out experimental activities regarding energy performance in old buildings.
- 5. Protect, restore and enhance heritage, making greater use of new technologies.**

Protecting, restoring and enhancing heritage mean constantly having to come up with new solutions in a changing context, undertaking multidisciplinary and interdisciplinary research, trialing new models and new methods and promoting the rational use of the new technologies. Some of proposed activities:

- Inform heritage players, in co-operation with specialists, about the new technologies, including their potential and their limits.
  - Carry out pre-restoration work studies using non-invasive technologies (digitisation, augmented reality, 3D scanners, modelling, drones, LiDAR, etc.).
  - Use non-invasive exploration techniques to study inaccessible or fragile areas.
  - Develop representations of heritage by means of the new technologies (modelling, 3D printing).
- 6. Use cultural heritage as a means of giving the region a distinctive character and making it more attractive and better known.**

Heritage is influenced by the territory in which it is placed and is also an asset for a region’s social and economic appeal and reputation.

- Conduct a critical and future-oriented analysis incorporating the contribution and intellectual support of the heritage sector.
- Showcase the lasting qualities of heritage (use of local resources, local supply and distribution systems, etc.).



- Promote ethical branding (image management with due regard for heritage).
  - Draw up a territorial management charter which takes heritage into account.
  - Develop new management models to ensure that heritage benefits from the economic spinoffs that it generates.
- 7. Use innovative techniques to present cultural heritage to the public, while preserving its integrity.**

Innovative techniques and approaches must be used to the full in showcasing operations but must be used judiciously in order to meet the dual challenge of preserving the integrity of the cultural heritage and making it accessible to as wide a public as possible. . Some of proposed activities:

- Define optimal access or visiting conditions and find solutions to achieve them
- Present a space or object that has disappeared, is inaccessible, vulnerable or disconnected from its context.

**8. Consider heritage in sustainable tourism development policies.**

The development of sustainable tourism requires both the satisfaction of visitor expectations and the preservation of the heritage, as well as local inhabitants' quality of life. It is essential to diversify and publicise tourist attractions of the less well-known areas and offer an authentic cultural experience while strengthening the local identity. Some of proposed activities:

- Draw up culture-heritage-tourism agreements at national level.
- Set up tourism activities incorporating heritage assets and local know-how.
- When promoting tourism in an area, showcase its cultural heritage in a reasoned way.
- Organise consultations with local populations to promote sustainable and responsible tourism, based on the values of cultural heritage.
- Inform and raise the awareness of those involved in tourism (professionals, suppliers) .regarding the cultural heritage, its potential and its vulnerability.
- Develop interoccupational and intersectoral co-operation.
- Jointly devise material for tourists (guidebooks, virtual tourist guides, local visitor guides, etc.).
- Assess the negative impacts and envisage limitation regulations.

**9. Encourage the reuse of heritage.**

Heritage is one of the key ways of addressing the negative effects of demographic changes in both urban and rural areas. It is part of an organic form of spatial organisation and can make for genuine energy savings when considering grey energy.

- Recognise and promote integrated conservation as a priority in heritage policies.
- Introduce incentives for heritage upkeep and maintenance.
- Consolidate national legislation to avoid the destruction of cultural, movable and immovable heritage assets.
- Encourage the reuse of heritage for new purposes while respecting the values of heritage.



## 10. Promote heritage skills and professionals

The industry of tourism often serves as a driver for economic and political agents, processes and resources on regional/local level. Involving as many stakeholders as possible - including the regional/local community, NGOs, tourism industry-SMEs, tourism associations and government – in the process of planning and implementing of actions, greatly increases the chances of long-term success.

The key factor of the sustainability and preservation of tangible and intangible heritage focus on Cultural routes are integration of route in community living.

Base on the “Community Engagement in Cultural Routes“ of the project ECRR , in the development of Cultural Routes there are specific aspects to keep into consideration or we must identifying potential conflicts:

- **Communities** along the route may have different perception and attachment to the selected theme of the route and different attitudes towards the acceptable level of tourism in their place; even within the community, different groups may have different goals and opinions;
- **Tourists travelling** along the route tend to give more importance to the common aspects characterizing the route rather than the differences between countries and communities
- **Planners and promoters** of the Cultural Route pack together many attractions under the same theme and promote it as a unique tourism product, while communities along the route may perceive this as culturally imposing.

### 3.2.3 Policies on Cultural Routes in the environmental context

Cultural Routes are landscapes that link cultural and natural features of the landscape.

The definition of landscapes is here in line with the **European Landscape Convention**, according to which a landscape is “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors” (35).

Landscapes thus are an important component of European heritage and contribute to its identity. The European Landscape Convention clearly describes the landscape as an important public interest role in the cultural, ecological field. Cultural Routes as landscapes describe the interaction and interdependence of natural and human factors. Landscapes reflect the way of life of people living in the landscapes. In Europe, a continent that has been cultivated and sharpened by a multitude of populations, landscapes play an especially crucial role in describing human development in Europe.

“Landscape is one of the most precious assets contributing to Europe’s cultural identity.” (36)

European institutions seem particularly interested in the need to tackle the difficulty of defining a common cultural identity. The search for this common identity in cultural and landscape heritage can be rewarded by these routes, which provide an opportunity to identify a common cultural element through what a traveller experiences in places, areas and landscapes without physical borders and cultural barriers (37,38).

The importance of them landscape and its perception as expressed in 2000 by the **European Landscape Convention (ELC)** indicates the link between Cultural Routes, understood as a combination of itineraries and landscapes we pass through. Themes such as the interpretation of the landscape, democratic participation in its protection and the population’s re-appropriation of local areas – which lie at the

heart of the Convention – are interwoven with the meaning and the potential of Council of Europe Cultural Routes.

The new cultural routes are considered a value of sustainable development. This topic will be expanded upon in this work, considering them as economic clusters in which the members can share and conserve their attractions and as contributors to tackling depopulation and the effects of climate change in the most disadvantaged areas. These cultural routes have the potential for self-tourism and proximity trips, which have a lower environmental impact and offer greater security in the face of health crises.

On the other hand, the routes around the monumental and intangible heritage are considered. These cultural routes provide tools for the implementation of other forms of regenerative tourism, such as ecotourism, organic farming, or apitourism (i.e., routes of community tourism that reinvest the income in economically depressed populations), or ecological tourist services, such as ecovillages and circular economy hotels. In a logic of closed non-disruptive tourism consumption<sup>(39)</sup> environmental and economic aspects are complemented.

To conclude, Cultural routes offer great chances for networking and learning opportunities for members, as well as high potential for developing innovative and comprehensive tourism products and generating new subject specific outputs. Through its offers and activities, Cultural Routes have great potential for adopting educational and awareness raising roles. These opportunities enable the expansion of target groups' profiles and a diversification of offers, increasing the resilience of single sites, other points of interest, municipalities and existing pathways, as well as of potential positive impacts on the territories. Additionally, cultural routes, their connecting narrative and binding character beyond geographic boundaries foster a sense of belonging, cohesion, intercultural dialogue and shared goals among the route members, strengthening and raising awareness about shared values and history.

The geographical area of the Danube Region demonstrates potential for development of new Cultural Routes based on the common historical and geographical background and on the incredible high cultural diversity of this area. The Danube River has facilitated interaction among the countries over the centuries and enabled a strong and vivid cultural exchange as well as intercultural dialogue.

## 4 Best practices on policies and regulations at DR & EU level

### 4.1 Overall approach at EU level – CH valorisation potential and current challenges

Cultural Heritage significance and role in the contemporary society is constantly changing, and it is more often considered as one of the main drivers for territorial and socio-economic development, “triggering new uses for attracting tourists on one hand, and responding to changing and emerging society’s needs and demands, on the other” (40). Policy makers, cultural workers and individuals are starting reconsidering Cultural Heritage as a valuable asset for society, a shared good which coagulates communities around it and opens multiple new perspectives for authentic, locally-driven urban transformation and regeneration processes. It also contributes to the growth success, competitiveness and welfare of the European society, and represents one of the components for European GDP and innovation (41). Therefore, it should be considered as a key element in socio-economic and territorial policy development, as a strategic resource of sustainable Europe (42). Furthermore, from a social and cultural perspective, Cultural Heritage has a massive contribution to the wellbeing, sense of identity and belonging of the surrounding communities.

Thus, as highlighted also in the previous chapters, there were identified at EU level three main sectors where Cultural Heritage can bring added value related with 3 strategic objectives, as follows:

1. **Economy – “Promoting innovative finance, investment, governance, management and business models to increase the effectiveness of CH as an economic production factor”**. In this sense, the European Commission has committed to promote and sustain the innovative uses of CH for economic growth and jobs, to involve more the private actors and to encourage them to consider CH in their business models, to use properly CH assets potential for manufacturing, service and creative industries which could attract investments in CH and new jobs, to keep encouraging the public managing authorities to reduce taxes for the private sector, differentiate the VAT rates and seek for PPP schemes.
2. **Society – “Promoting the innovative use of CH to encourage integration, inclusiveness, cohesion and participation”**. Within the second objective, the European Commission has committed to seek for and support innovative ways of capitalizing on CH in order to actively engage people, through new investments and digital tools. In this regard, cultural practitioners are encouraged to involve youth and unemployed people in CH related activities, in order to increase their self-confidence and to create new skills and job opportunities, and smoothly reintroduce them in the job market. Cultural Heritage is seen here as a tool for inclusiveness, social cohesion and socio-economic development.
3. **Environment – “Promoting innovative and sustainable use of CH to enable it to realize its full potential in contributing to the sustainable development of European landscapes and environments”**. Recognizing CH role in sustainable development of urban and rural areas, the objective aims to bring together the research, planning and management of the cultural landscapes under an integrated approach which eventually will lead to better tailored policies which tackle both the built and natural heritage, a more efficient use of resources and a balance

between the natural ecosystems and the built environment, considered as a “complex dynamic system”.

In order to assure that Cultural Heritage potential is properly capitalized in the following period, the European Union has launched the **European Framework for Action on Cultural Heritage**, in addition to the Work Plan for Culture 2019-2022), which gives the strategic directions for heritage-led activities in Europe, especially in what concerns the EU policies and programs. It represents a source of inspiration for cities and regions across Europe, but also for other interested stakeholders or organizations which aim to initiate cultural projects. Within the framework (24), cultural heritage is promoted as a key resource for the future, which should be linked to contemporary uses and creations, should stimulate citizens engagement and should focus on including and empowering local communities, youth and vulnerable groups, thus contributing to social inclusion and socio-economic development.

In what concerns the financial tools for supporting culture and cultural heritage, the European Union has included this field in several major funding programs, with different focus and approaches. For instance, **Horizon 2020** invests annually more than €100 million euros in CH related projects, in fields such as heritage science, industrial leadership, societal challenges, heritage-led urban regeneration, research projects concerning innovation, research infrastructure, devices, materials, energy efficiency, and so on. For the period 2021-2027, Horizon 2020 will fund culture-related projects under its second pillar – the Global Challenges and European Industrial Competitiveness, where was defined a cluster entitled Culture, Creativity and Inclusive Societies which deals with CH restoration. The **Creative Europe** program had a budget of around €1.46 billion euros for the period between 2014-2020, oriented towards media and cultural projects, with around €27 million for Cultural Heritage related projects. For the 2021-2027 period, the program will allow around €2.24 billion for projects on cultural diversity, cultural heritage and competitiveness of the Cultural and Creative Sector in Europe. **Interreg** is also financing culture in the following period, being focused mainly on supporting cross-border collaboration for cohesion and better quality of life at European level. Programs such as Erasmus+, Erasmus Mundus training and the Lifelong learning program are developed in close collaboration with Creative Europe and are supporting educational activities in the field of culture and cultural heritage, especially on the immaterial CH, on topics such as digitalization, governance, traditional skills and the disappearing professions, with a funding of around €3.4 billion. In addition to the funding programs, the European Union is also supporting several CH-related networks of stakeholders across Europe: professional (the Network of European Museum Organizations), association-based (European Route of Industrial Heritage, which is also presented in the ‘best practices’ section) and civil society organizations (Europa Nostra).

In what concerns the challenges related to defining proper Cultural Heritage related policies and regulations, the most important are considered the ones related to insufficient funding, lack of multi-stakeholders’ cooperation, a lack of interest in cultural consumption in general, the uncertain state of ownership in what concerns the CH assets, and also administrative obstacles.

According to the New European Agenda for Culture, around a third of the European population does not experience at all cultural activities, thus affecting the cultural sector financing, which is also suffering due to insufficient funds and a lack of capability to access funding. Considering the existing social and financial barriers to cultural participation, there is an urgent need for adapting the cultural offer to the contemporary needs and expectations, and also to enlarge the focus of the cultural activities, by strengthening the links between culture and education, policies, research and innovation and social affairs. In this regard, the following subchapters will present a set of good practice examples of how to capitalize on CH in a meaningful way, which takes into consideration the complex socio-economic, cultural, territorial and environmental context around the CH assets.

## 4.2 Policies and regulations - Territorial dimension

Territorial dimension is important to be considered in a cultural heritage/route project, because of potential synergies which it can generate on local, regional and national levels through an integrated approach between peculiar qualities of the physical environment, built environment and anthropic environment. It represents the “*fertile ground for action, a living system on which to act to enhance the local environmental and cultural peculiarities, intended as parts of the wider local territorial cultural system*” (43).

For territorial dimension five case studies were analysed in terms of specific objectives, results, stakeholders involved and lessons learnt, namely: (1) Wooden Architecture Route – WA (POLAND), (2) Cultural Routes of the Council of Europe program at the example of Iter Vitis, (3) Act No. 49/2002 on the protection of monuments and historic sites of Slovak Republic, (4) Puglia Region Operational Program 2014-2020 and (5) The Management Plan of the Historic Centre of Florence 2016.

Title	The Management Plan of the Historic Centre of Florence 2016 (44,45)
<i>Brief description</i>	<p>The purpose of the <b>Management Plan of the Historic Centre of Florence</b> is the management of the UNESCO site with a view to preserving its Outstanding Universal Value (OUV) over time. The plan was proposed as a <b>strategic and operational tool</b> which can bring together the <b>numerous territorial dimensions involved</b> and identify objectives and <b>concrete actions</b> to <b>address the threats</b> to the preservation of the OUV. Is an instrument that can <b>foster projects for protection and development that are agreed and coordinated</b> by the various subjects and entities operating within the territory, which contribute to safeguarding the site and favouring the optimisation of the resources and the rationalisation of the economic investments.</p> <p>The aspiration: “ <i>We are convinced that only <b>sustainable development</b> centred on man, on mutual respect and on <b>intercultural dialogue</b> can provide the foundation on which to build a new and consistent vision for a living, thriving and welcoming city</i>”</p>
<i>Specific Objectives</i>	<p>The <b>specific objectives</b> of this strategy are to: (1) strengthen the <b>credibility</b> of the World Heritage List; (2) ensure the effective <b>conservation</b> of the properties; (3) promote the effective development of <b>Capacity Building</b> measures; (4) increase public awareness, involvement and support for World Heritage through <b>communication</b>; (5) involve the resident population at the time of applying the Convention, thus strengthening the role of the <b>community</b></p> <p>Its <b>Action Plan</b> is based on <b>two main axes</b>:</p> <p>(1) firstly, it intersects with the five key objectives, the 5 Cs, <b>Credibility, Conservation, Capacity Building, Communication, Communities</b>;</p> <p>(2) secondly it is aimed at mitigating 5 <b>risks</b> that could interfere with the preservation of the Outstanding Universal Value and hence with the integrity and authenticity of the site: a. Congestion of the Historic Centre due to mass tourism; b Conservation of the monumental heritage; c. Urban transport system and air pollution; d. Danger of flooding of the river Arno and risks connected with climate change; e. Reduction of the number of residents in the Historic Centre.</p> <p><b>The thematic areas</b> underpinning the structure of the Action Plan in which the project initiatives are broken down are: (1) Management of the tourist system; (2) Conservation and knowledge of the monumental heritage; (3) The transport</p>

	<p>system; (4) The river Arno and climate change; (5) Livability, commerce and residence in the historic center.</p> <p><b>For each thematic area general objectives were formulated.</b> Some of them are: define new instruments to manage the tourist flows; promote innovative activities for visitor information and reception; develop areas external to the Historic Centre and implement strategies for decentralisation of the cultural offer; coordinate the operations of maintenance of the monumental complexes; enhance models of voluntary work taking care of the monumental heritage and identify;</p>
<i>Results</i>	<p>The Office has <b>strengthened its bonds with local, national and international educational and scientific institutions, which have materialised in various projects and programmes</b> namely: Urban Codec, Belvedere Firenze, Buffer Zone, Piazzes project, Guidelines for the Urban Image of the Historic Centre of Florence and HECO (Heritage Colors) Open Data on Architecture for the Historic Centre of Florence, Destination Florence. Reception and Visitor Management in the Historic Centre of Florence etc.</p>
<i>Stakeholders involved</i>	<p>At <b>local level:</b> the Municipality of Florence, Tuscan Regional Authority, the Metropolitan City of Florence, the peripheral offices of the MiBACT, the University of Florence and its Transdisciplinary UNESCO Chair for Human Development and the Culture of Peace, the UNESCO Centre of Florence, the foreign Institutes, the research institutes, the Associations, the Foundations, the Fabbricerie, the Trade Associations and the Chamber of Commerce, the Arno River Basin Authority, the Civil Defence Department etc.</p> <p>At <b>national level:</b> the Ministry of Culture and Tourism (MiBACT), the Italian National Committee for UNESCO and the Association of Italian World Heritage sites.</p> <p>At <b>international level:</b> the UNESCO World Heritage Centre and the Offices, Associations and Foundations that deal with the management of the sites inscribed in the World Heritage List through the development of shared projects.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• The necessity of developing a <b>holistic approach which addressed</b> a variety of different issues in relation with CH, such as the management of the territory and tourism, the organisation of transport and commerce, and any other aspect of the cultural and social life of the city/territory.</li> <li>• <b>Continuous monitoring of the projects development:</b> data collection and continual information exchange (feasibility and measurability of the projects); consultation with the citizens, concerted and shared evaluation (meetings with the stakeholders and Steering Committee).</li> <li>• <b>Involvement and synergy</b> with local, national and international bodies, public and private Institutions, Associations, research and training Institutes, Foundations, Trade Associations as well as with younger generations and with the local community plays a very important role in achieving the strategy's objectives.</li> <li>• <b>The consolidation of an ongoing and solid cooperation</b> between the different local, national and international institutions is an indispensable element for planning a strategy of action appropriate to the real requirements of the city</li> </ul>



<i>Title</i>	<b>Puglia Region Operational Program 2014-2020 (46)</b>
<i>Brief description</i>	
<p>The <b>Operational Program</b> is co-funded by the ERDF for less developed regions and thus aims to contribute to the EU2020 Strategy, for a smart, competitive and inclusive growth and to achieving social, territorial and economic cohesion. Moreover, Puglia Region OP 2014-2020 also contributes to the implementation of the EU Strategy for the Adriatic-Ionian Region (EUSAIR). In particular Puglia Region coordinates in Italy pillar 4, related to sustainable tourism. Puglia Region expects ROP Puglia 2014-2020 to better focus on cultural route development in order to put in place targeted territorial projects on the ground. The Green Pilgrimage project application form informs that Puglia Region expects ROP Puglia 2014-2020 to foster a better governance of natural and cultural heritage along pilgrimage route through <b>public-private partnership, improved infrastructure and cultural tourism offer</b> along the route. Puglia Region policy is also expected to have the opportunity to achieve a <b>comprehensive Action Plan</b> on this issue, in <b>cooperation with all stakeholders</b>.</p>	
<i>Specific Objectives</i>	<ul style="list-style-type: none"> <li>(1) “Improving conditions and standards to enjoy natural heritage in areas of interest”: (1) improve quality conditions of natural areas (mainland and along the coast); (2) preserve natural areas while enhancing their use through innovative tourism services and systems; (3) sustain and promote <b>green travel (non-motorized travel experience) through regional landscapes and connectivity of rural areas with urban centers</b></li> <li>(2) “Improving conditions and standards to enjoy cultural heritage in areas of attraction” : (1) encouraging the development of <b>integrated tourism offer with landscape heritage, food and wine traditions, theatre and music traditions and contemporary arts and life performance</b>; (2) carry out an integrated strategy with Regional Landscape Plan for the enhancement of cultural heritage and local landscape (in order to <b>facilitate economic regeneration and employment</b>); (3) fund infrastructure works and development of quality services and systems in order to <b>allow new modes of travel through knowledge of territorial cultural identity</b></li> <li>(3) “Boosting tourist destinations competitive positioning through integrated enhancement of territorial assets and skills” : (1) raising Puglia tourist brand reputation and awareness; (2) <b>adapting the offer to new forms of experiential tourism</b>; (3) <b>developing tourism operators skills</b> toward visitor economy; (4) differentiating tourism products within a destination in order to meet relevant new demands in low season; (5) <b>boosting a smart, effective and dynamic coordination of public and private actors</b> involved in the management of relevant tourist attractors; (6) <b>improving cooperation among public administrations on common tourist services</b> to increase efficiency and economies of scale</li> </ul>
<i>Results</i>	<p>Puglia Region OP 2014-2020 approach and overall objectives potentially fit fully cultural routes and hiking trails development. The integrated methodology in support of landscape regional plan, cultural heritage and cultural and creative industries facilitate an integrated, inclusive and diffused territorial development through culture, the comprehension of the multifaceted local identity and the preservation of cultural diversity.</p>

	<p>Priority structural actions: route safety infrastructure, so that the route is continuous and safe for hikers, bikers and bridle trail users; targeted quality services development fulfilling the minimum quality standards for pilgrims/hikers, bikers and bridle trail users, governance model development of this segment which assure a responsible overall coordination and dialogue with all concerned parties. The regional DMO should develop the “slow-tourism” segment to be offered as other more traditional thematic segments like it happens for Wealth tourism, MICE, art, sun and beach, nature, etc.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• In order to assure a <b>long-term and quality developments of local activities</b>, the selection criteria of the operations to be supported could include the tourism system/cultural route connectivity, intending by that being connected or being part of international, European or national networks and products, granted with international quality labels (European labels could refer to the route, to green tourism, quality service, etc.).</li> <li>• The multi-perspective dimension of a trans-national cultural route fit the diffused character of cultural and natural heritage in Puglia and provide a thematic narration beyond local differences and administrative boundaries.</li> <li>• An <b>integrated interpretation of the cultural route should plan historical, cultural, artistic, social activities</b>.</li> </ul>

<i>Title</i>	<b>Act No. 49/2002 on the protection of monuments and historic sites of Slovak Republic (46)</b>
<i>Brief description</i>	<p>The purpose of the Act No. 49/2002 the protection of cultural heritage monuments and historic sites, archaeological finds and archaeological sites in accordance with scientific knowledge and in accordance with international conventions concerning European and world cultural heritage to which the Slovak Republic has acceded. The act regulates the organisation and competence of state administration authorities and territorial self-government authorities and the rights and duties of owners and other legal entities and natural persons, and the imposition of fines for unlawful conduct relating to the protection of monuments which form an important part of cultural heritage and whose conservation is in the public interest.</p>
<i>Specific Objectives</i>	<p>The specific objectives of this act are:</p> <ol style="list-style-type: none"> <li>(1) the revision of the Central List of Monuments of the Slovak Republic by means of basic field research and documentary research - the synthesis of data obtained, supplemented with the data of the preceding generations of preservationists, as well as the latest scientific studies;</li> <li>(2) to ensure the effective conservation of the properties;</li> <li>(3) to promote the <b>effective development of Capacity Building measures</b>;</li> <li>(4) <b>to increase public awareness, involvement and support</b> for World Heritage through communication;</li> <li>(5) to involve the resident population at the time of applying the Convention, thus <b>strengthening the role of the community</b>.</li> </ol>



<i>Results</i>	Political trend of gradual improvement of heritage protection and historic building fund conditions are manifested in: (1) Strengthening the support of these activities (financially and methodologically);(2) Evaluating and publishing monument restoration of high quality (competition Monument of the Year and its promotion) (3) Supporting the research and presentation of cultural heritage (subsidy program of the Ministry of Culture, Art Support Fund); (4) Disseminating promotion of cultural heritage in public mass media (Slovak Radio and Television) which is gradually joined by commercial means of mass communication as well as municipalities/cities and regions.
<i>Stakeholders involved</i>	<p><b>At local level:</b> The Regional Monuments Boards, Local Governments, Municipalities, Business and other subjects etc.</p> <p><b>At national level:</b> Ministry of Culture of the Slovak Republic, the Monuments Board of the Slovak Republic, Conservation Authority of the Slovak Republic and the Association of World Heritage sites in Slovakia.</p> <p><b>At international level:</b> the UNESCO World Heritage Centre and the Offices, Associations and Foundations that deal with the management of the sites inscribed in the World Heritage List through the development of shared projects.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• <b>Theoretical and methodological issues</b> in the application of this Act should be guided and <b>inspired by the latest trends in the preservation and presentation of cultural heritage.</b></li> <li>• When presenting a cultural monument, the method that best preserves its heritage values, emphasizing them or making optimal use of them, must be applied. Improving the construction and technical conditions of the monument and eliminating the causes of decay and malfunctions are mandatory in the restoration effort.</li> <li>• The <b>stable cooperation between the various local and national institutions</b> and the active dialogue with the owners or users of the monuments allow the interests of the state protection of the cultural heritage to coincide with the private interests and rights.</li> </ul>

<i>Title</i>	<b>Cultural Routes of the Council of Europe programme at the example of Iter Vitis (47, 48, 49)</b>
<i>Brief description</i>	<p>Launched by the Council of Europe in 1987, the Cultural Routes demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared and living cultural heritage.</p> <p>Shown here is the example of the Federation of Iter Vitis, which got the status “Cultural Route of the Council of Europe” in 2009.</p> <p>The European rural landscape is considered as an important heritage with high added value. Wineries, and the people and the technology associated with this tradition, are important components of our culture, which are also expressed through different forms of oral traditions. Moreover, the quality of life in rural areas can be considered as a model for the future and a heritage to be preserved.</p>
<i>Specific Objectives</i>	The Federation aims to regulate, promote and assist the activities of the members with the precise goals of:

	<ol style="list-style-type: none"> <li>(1) Promoting in a concrete way the protection of the European rural landscape considered as a tangible and intangible asset with high added value.</li> <li>(2) Highlighting the symbolic value of wine production at global level and its significance for the European identity</li> <li>(3) Defining the typologies of viticultural landscape and public and private territories, where viticulture has left important traces in relation to the different forms of viticulture practice, and defining good manners and good practices for their conservation, promotion and maintenance of traditional techniques.</li> <li>(4) Safeguarding viticulture biodiversity, proposing the quality of life in rural areas as a model for the future and contributing to local development by <b>synergising the traditional use of the landscape and the tourism approach to the territory and following the logic of integration, participation and sustainability.</b></li> <li>(5) <b>Developing educational and cultural meetings</b> to organise exchanges in view of a better knowledge of the phenomenon and of its importance in European culture.</li> <li>(6) <b>Improving the operational coordination of the network of cities, regions and wine routes</b> through tools for cooperation and the exchange of knowledge and technologies and through better management and dissemination processes.</li> <li>(7) Developing research and study activities and scientific, cultural, artistic, social, economic and tourism communication campaign among cities and participating countries through <b>projects and initiatives that can promote the knowledge of wine-growing areas and a better dissemination of European cultural identity and image.</b></li> </ol>
<i>Results</i>	<p>The Federation performs the following activities:</p> <ul style="list-style-type: none"> <li>• Actions aimed at young people</li> <li>• Actions for the protection of the artistic dimension of the itinerary</li> <li>• Actions for the promotion of sustainable tourism in involved territories</li> <li>• Actions for the interaction with the cultural routes of the Council of Europe or other cultural paths for the affirmation of common values</li> <li>• Actions of communication</li> </ul> <p>Actions for the training of the operators</p>
<i>Stakeholders involved</i>	<p>international, national and regional bodies, institutions, companies, associations of vine production, heritage and tourism</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• The establishment of the cultural route on a European level gives the idea of routes and the routes themselves an appropriate consideration and support.</li> <li>• The example of Iter Vitis outlined above shows very well that networking and cooperation have created a worldwide active federation that is dedicated to a wide variety of topics.</li> </ul>

<i>Title</i>	<b>Wooden Architecture Route – WA (POLAND) (50, 51, 52)</b>
<i>Brief description</i>	
<p>The Wooden Architecture Route, currently crossing the areas of four provinces of southern Poland corresponds to the wide perspective defining the Regional Tourism Product Development Program product as a spatial one. Therefore, it integrates the role of many subjects involved in its activities, built based on regional attractions (buildings of wooden architecture), testifying not only the region’s history of construction, but also the fates of the inhabitants of these lands. These attractions are an essential part of the historical and cultural heritage of the region. The Wooden Architecture Route in Malopolska Province, stretching over 1500 km, includes 237 architectural examples, from Catholic churches, Orthodox churches, chapels and belfries to granaries, rural cottages and manor houses. All the points of interest on the route are clearly marked with directions on more than 600 signposts. The largest treasures of the region include the churches in, Binarowa, Lipnica Murowana and Debno Podhalanskie, which, in 2003, were entered on the UNESCO List of World Cultural and Natural Heritage.</p>	
<i>Specific Objectives</i>	<p>The idea of WA route was born at the end of the 1990-ies in the Cracow Tourism Development Agency (pl. KART). It concerned initially the integration of about 40 wooden sights into the tourist route. The main objectives were the followings:</p> <ol style="list-style-type: none"> <li>(1) <b>Protecting</b> the sacral architecture of wooden buildings in the area and preserve the cultural and historical heritage of Lesser Poland;</li> <li>(2) <b>Popularization of a unique heritage</b> of wood architecture on a national and European scale;</li> <li>(3) <b>Transforming the route into a tourism</b> product popularization of a unique heritage of wood architecture on a national and European scale;</li> <li>(4) <b>Encourage the local community and the tourism industry to further develop it and create a complete tourist offer.</b></li> </ol>
<i>Results</i>	<p>The WA Route was designed as a car trip, mainly for motorized tourists, it currently measures about 4262 km long and connects on its route 532 historic wooden sights of exceptional cultural value, located in different municipalities in Lesser Poland. Nowadays the WA Route is one of the biggest enterprises related to the marking out of the touristic routes in Poland. It is also the only initiative in Europe that much extensive in terms of diversity and multiculturalism included in various parts of the route. Among the sights included in the WA Route are present: churches, orthodox churches, open-air ethnographic museums, manor houses, whole urban systems, chapels, roadside shrines, bell towers, homes, rural cottages and noble manors, wooden farm buildings, taverns, forester’s lodges, palaces and open-air ethnographic museums.</p>
<i>Stakeholders involved</i>	<p>In order to accomplish the management and maintenance tasks, it was necessary in the beginning of the 2000’s to make arrangements with territorial government units at a local level in each region and with the stewards and holders of historic buildings. Each of the involved provinces had also to establish regional coordinators for the effective implementation of the objectives and tasks.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• The example of the Wooden Architecture Route can be useful during the implementation of ISTER project because it contains several cultural</li> </ul>

	<p>heritage (some of them are under the protection of UNESCO) and it's an exemplary method of managing a touristic route with lot of elements. WA Route also presents the economical facilities for SMEs and other local entrepreneurs.</p> <ul style="list-style-type: none"> <li>• Tourism is now one of the most rapidly growing economic areas and as an economic phenomenon constitutes an important factor for the activation of developmental policies of countries, regions, municipalities, towns and villages not just those attractive from a touristic viewpoint. Tourism is seen as not only an important factor for economic growth, but also as an area which could contribute to the protection of the environment and the preservation of the cultural heritage.</li> <li>• Regional tourism products, among which we can acknowledge the WA Route discussed above, constitute an excellent tool for local and regional development and the activation of local communities. However, they require constant monitoring and improvement based on marketing research. To solely create an offer based on, for instance, the appropriate adaptation of the sights, the marking or routing of the trails is important, but not sufficient.</li> </ul>
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Main points which emerge from the best practice analysis when taking into account territorial dimension are:

- the importance of developing an integrated approach/ management of the territory in terms of tourism infrastructure, transportation and commerce in relation with CH values;
- cooperation with different bodies, consultation with citizens and other interested actors;
- improving the conditions of the surrounding areas;
- sustain green travel through regional landscapes and support the connectivity of rural and urban areas;
- support the development of an integrated tourism offer (food, traditions etc) around the CH assets;
- assure a long-term and quality development of local activities through selection criteria of operations that support the tourism system/cultural route connectivity at macro level.

### 4.3 Policies and regulations - Socio-economic and cultural dimension

Cultural heritage is considered one of the main drivers for economic and social development, being an instrument for: satisfying the demand for leisure activities, creating new jobs and reducing poverty, stimulating enterprise development, fostering private investments, broadening opportunities for learning and training of young and older people, enhancing social cohesion, fostering social inclusion, community empowerment, enhancing civil pride, confidence and tolerance, developing skills and generating resources for environmental and cultural conservation.

As was highlighted in the previous chapters, cultural dimension in heritage capitalization projects is important by providing inspiration for creativity and innovation, boosting cultural diversity and

reinventing the territorial identity of one place and fostering intercultural dialogue thus promoting peace and understanding between nations.

For socio-economic and cultural dimension three case studies were analysed in terms of specific objectives, results, stakeholders involved and lessons learnt, namely: (1) European Route of Industrial Heritage (ERIH), (2) Routes4U - an e-learning tool to drive areas on the path of sustainable tourism and (3) "Together for Heritage" program of the National Heritage Board of Poland.

Title	European Route of Industrial Heritage (ERIH) (53, 54, 55, 56)
<i>Brief description</i>	
<p>ERIH is a network of the most important industrial heritage sites in Europe, some of them World Heritage Sites, being the common link between them all. From disused production plants to industrial landscape parks and interactive technology museums. ERIH also presents itself as the tourism information network of industrial heritage sites in Europe, presenting over 2000 sites in 50 countries, including all member countries of the Council of Europe.</p> <p>ERIH wants to promote regions, towns and sites showing its industrial history and heritage, as well as commercializing them as tourist attractions in the leisure and tourism sector, being structured around Anchor Points (hubs), themed routes, and a multilingual web-portal containing geo-specific information.</p>	
<i>Specific Objectives</i>	<p>Main objective of ERIH is <b>Regeneration through Heritage</b>. More specific, the aims of ERIH fall into four broad categories:</p> <ol style="list-style-type: none"> <li>(1) <b>the interpretation of the industrial heritage</b>, showing the European links of industrialization and sharing its legacy across all the European countries and thus representing the diversity of European identity;</li> <li>(2) <b>promotion</b>: using the potential of industrial heritage tourism for local or regional economic development, and to create an information platform for tourists, visitors and experts;</li> <li>(3) <b>research and knowledge</b>: to contribute to the research on the European dimensions of technology, social and cultural history of the industrial age, present this knowledge to a broad general public and encourage the exchange of experience on an European level;</li> <li>(4) <b>preservation</b>: promote the preservation of industrial heritage sites, encourage industrial heritage sites to make a vital contribution in spatial planning by providing communities in transition with tangible evidence of their roots, and raise the awareness that industrial sites are precious parts of our European history, culture and identity.</li> </ol> <p><b>ERIH's fields of action are:</b> (1) Co-operation in research and development; (2) Enhancement of the memory, history and European heritage; (3) Cultural and educational exchanges of young Europeans; (4) Contemporary cultural and artistic practice; (5) Cultural tourism and sustainable cultural development.</p>
<i>Results</i>	<p><b>-105 Anchor Points</b> (major industrial heritage visitor attractions) <b>in 16 countries</b></p> <p><b>-13 Theme Routes</b> focus on specific questions relating to European industrial history and reveal potential links between radically different industrial monuments all over Europe. The result is a "circuit diagram" showing the connections between the main themes of European industrial heritage, and how these themes are representative of European values shared by several European cultures.</p> <p><b>- 21 regional routes</b> (in Austria, Germany, Luxembourg, Netherlands, Poland, Spain, United Kingdom) link landscapes and sites which have left their mark on European industrial history</p>

	<p>-“<b>Industrial Heritage Barometer</b>” (annually surveys allow to monitor regularly the network situation and the development of its activity in the different regions of Europe)</p> <p>-<b>international scientific conferences</b> organised annually, in which the themes related to the network are discussed and deepened.</p> <p>-<b>regularly organized exhibitions, seminars and lectures</b>, related to industrial heritage and industrial tourism, by experts from several European countries in various Anchor Points</p> <p>-<b>itineraries for young people</b>: allows them to share experiences of great cultural and educational significance</p> <p>- <b>a number of important cultural and artistic activities</b>, mainly at regional or national level, with a few being carried out at a European level: “Industriada”, “ExtraSchicht”, held annually in the Ruhr; “Work-it-Out”, a pan-European dance performance event (in 2018 mobilized more than 3,500 young Europeans); “Twinning of sites Project”, which consists in exchange visits between member sites</p>
<i>Stakeholders involved</i>	<p>Responsible of the ERIH network is a registered association established under German law. The organs of the association are the board of management and the general assembly. The board has commissioned an external manager and nominated national representatives.</p> <p>Although it does not formally have a Scientific Committee, different universities and disciplines are represented in its network, working at the European level.</p> <p>ERIH is well engaged with the tourism sector although does not cooperate directly with tour operators. The cooperation is carried out by multiple ERIH member sites, at local or regional level, that maintain partnerships with public and private entities active in the field of tourism, providing information on the cultural route.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• The <b>creation of the Anchor Points (Hubs)</b> is an excellent solution for an effective promotion of the industrial/cultural heritage at a regional level, allowing to respond not only to the demand of visitors of the respective Route, but also to <b>safeguard the quality of the tourist offer</b>;</li> <li>• <b>Shared advertising messages</b> through all the sites involved leads to a shared success. ERIH raise the topic’s public perception by <b>co-operation</b> via the motto: ‘all for one and one for all’;</li> <li>• <b>Cooperation between heritage sites and relevant destination marketing organisations</b> is also an important point as is the support and <b>collaboration both with the members of the Board and with industrial heritage specialists</b>;</li> <li>• <b>A good scientific support</b>: co-operation with innumerable academics and specialists help ensure not only the quality of the tourism products offered, but also can contribute to the research of the history and industrial heritage of the different countries;</li> <li>• <b>Cooperation and cultural/ educational exchanges with young Europeans.</b></li> </ul>

<i>Title</i>	<b>Routes4U - an e-learning tool to drive areas on the path of sustainable tourism</b>
<i>Brief description</i>	<p>Routes4U aims at developing very concrete tools to foster regional development through cultural heritage policies. One outcome for example is the creation of guidelines for transnational policies on Cultural Routes. Capacity building is also one of the tools highlighted by the Council of Europe to achieve the objectives. In this regard, the first e-learning module was made available “<a href="#">The Cultural Routes of the Council of Europe: step-by-step guidance on the certification and the implementation</a>”.</p>

<p><i>Specific Objectives</i></p>	<p>The tool aims to inform and <b>get inputs from users</b> on the following topics related to Cultural Routes:</p> <ul style="list-style-type: none"> <li>• The role of <b>cultural and natural heritage as an identity marker and promoter of intercultural dialogue;</b></li> <li>• The role of European cultural identities in the context of the Cultural Routes of the Council of Europe and in the EU macro-regions;</li> <li>• The concept of engagement and what are the different types of <b>engagement for Cultural Routes;</b></li> <li>• The <b>role of a local community in the process of development and maintenance of the Cultural Routes</b> of the Council of Europe;</li> <li>• The main barriers and which are the main advantages for community engagement, in general and in the specific context of the Cultural Routes of the Council of Europe in the EU macro-regions;</li> <li>• <b>Strategies and tools which serve to encourage and improve local communities involvement</b> in the Cultural Routes program.</li> </ul>
<p><i>Results</i></p>	<p>During e-learning module, participants learn about the Council of Europe’s Cultural Route label and its potential in attracting tourists and encouraging the sustainable development of territories. They also get the chance to understand the added value of this certification for cultural heritage projects or regions. Examples of existing Cultural Routes in the EU macro-regions, including EUSALP, are presented as well as best practices. Moreover, the course focuses on the relevance of macro-regional strategies when creating new Cultural Routes. The content of the course includes videos, infographics as well as check lists to refer to when planning the creation of a new Cultural Route. Participants are evaluated through practical exercises.</p>
<p><i>Stakeholders involved</i></p>	<p>Key stakeholder: Council of Europe Beneficiaries: developers of the routes.</p>
<p><i>Lessons learnt</i></p>	<p>Complete course, it has easy access to the documents and external links and is also good that it balances with video, text and images. It is user-friendly, and has a clear and coherent flow throughout the sections. Useful that you show examples of existing Routes throughout the process as it helps to <b><u>exemplify the concepts and procedures.</u></b> Could be used as a learning tool for developing the ISTER App and also <u>for gathering inputs during the CBW.</u></p>

<p><i>Title</i></p>	<p><b>"Together for Heritage" programme of the National Heritage Board of Poland (57, 58, 59, 60)</b></p>
<p><i>Brief description</i></p>	<p>The "Together for Heritage" program of the National Heritage Council of Poland is addressed to non-governmental organizations, supports the process of identification, documentation and wide dissemination of cultural heritage and its values, and promotes social participation in the process of protection and care of heritage, including monuments. In this way, the program is in line with the idea behind the Polish edition of the European Heritage Days (EDD).</p>



<p>The desired effect of the program is the strengthening of social capital, which is one of the factors of modern development of civil societies, through joint actions of various local stakeholders for wide recognition and preservation of the common cultural heritage and values related to it.</p>	
<p><i>Specific objectives</i></p>	<p>The main goal of the Program is to create conditions for the sustainable protection of cultural heritage and the use of its values for the social development of present and future generations of Poles.</p> <p>The program has two strategic goals:</p> <ol style="list-style-type: none"> <li>(1) <b>Increase in social involvement in the identification of heritage and in the system of care for monuments</b>, achieved in cooperation with non-governmental organizations, local self-governments, conservation services and volunteers;</li> <li>(2) <b>Increasing social awareness</b> of the role and value of cultural heritage by <b>acquiring, collecting and disseminating knowledge about heritage</b>, its significance and values related to it, enabling the creation of positive emotional bonds between local communities and cultural heritage;</li> </ol>
<p><i>Results</i></p>	<ul style="list-style-type: none"> <li>• animating social activity, especially <b>developing the idea of volunteering in the field of heritage protection and care for cultural heritage</b>;</li> <li>• <b>increasing the competences of volunteers and members of non-governmental organizations in the protection and care of cultural heritage</b>;</li> <li>• increase in social capital through the <b>activation and inclusion of local communities in joint activities for the recognition, protection and care of the local cultural heritage</b>;</li> <li>• developing an optimal model of social protection of cultural heritage, <b>building a cooperation network and a forum for exchanging experiences around the idea of volunteering for heritage</b>;</li> <li>• identifying local cultural heritage and raising awareness of it and its values;</li> <li>• better <b>use of the values of cultural heritage in the economic and social development of regions</b> by widely disseminating and promoting heritage and its values;</li> <li>• improving the preservation of cultural heritage and enhancing its value.</li> </ul>
<p><i>Stakeholders involved</i></p>	<p>Non-governmental and voluntary organizations, public authorities, foundations and other actors in the field of cultural heritage</p>

Several points emerge from the best practice analysis which took into account socio-economic and cultural dimension:

- integrated strategy of CH values correlated with macro level regulation plans which takes into consideration the cultural, socio-economic and territorial development;
- safeguarding the quality of the tourist offer and effectively promote the CH at regional level through “anchor points” (hubs);
- supporting the cooperation between heritage sites and relevant destination marketing organizations;



- synergizing the traditional use of landscape and the tourism approach;
- developing educational and cultural meetings and scientific, cultural, artistic, social, economic and tourism communication campaigns;
- involving cities and regions which share the same cultural values;
- implementing programs which encourage social participation in CH management and valorization;
- creating tools which enable stakeholders' engagement;
- assuring cooperation between heritage sites and relevant destination marketing organizations;
- adapting the touristic offer to new forms of experiential tourism;
- boosting effective and smart coordination of private and public sectors involved in the management of CH assets;
- improving the operational coordination of the network of cities, regions and routes;
- ensure a good scientific support: co-operation with innumerable academics and specialists.

#### 4.4 Policies and regulations - Environmental dimension

Besides the relationship with territorial development and socio-economic and cultural development, cultural heritage capitalization also goes hand in hand with protecting the environment and supporting sustainable development. Heritage sites capitalization can serve as opportunities for building resilience to climate change, connect people with the natural environment, while historic and natural environment can be closely interrelated and interwoven through strategies and interventions that integrate natural science with cultural heritage.

For environmental dimension four case studies were analyzed in terms of specific objectives, results, stakeholders involved and lessons learnt, namely: (1) A sustainable tourism strategy for Suomenlinna and Action Plan, Finland (2015-2020); (2) St Francis Way: development of an intangible cultural history asset to drive rural tourism; (3) Tourism Action Plan 2019-2021 of Ireland and (4) European Greenways.

<i>Title</i>	A sustainable tourism strategy for Suomenlinna and Action Plan, Finland (2015-2020) (61, 62, 63)
<i>Brief description</i>	The strategy was prepared with the main aim of making Suomenlinna a <b>model destination for sustainable tourism</b> and to support tourism service providers in leveraging World Heritage values as added value in their business operations. It provides guidance to tourism functions in supporting the conservation of Suomenlinna's <b>cultural and natural value and increases awareness of the site's World Heritage value</b> . This Sustainable tourism strategy is intended to <b>minimise the harmful impacts of tourism on Suomenlinna's conservation and maintenance</b> , while it promotes the opportunities of service providers to engage in financially profitable business operations, thereby contributing to the vitality of the area. The strategy also includes a separate <b>Action plan</b> , being a roadmap for the development of tourism in Suomenlinna in between 2015-2020 with the purpose to ensure that the strategy is implemented and kept up-to-date.
<i>Specific Objectives</i>	The values that strategy was based on are: customer orientation, cooperation, unique and authentic and sustainable future, while five focus areas were selected for the development of it:  (1) <b>managing the impacts of tourism and taking advantage of its benefits;</b>

	<p>(2) <b>maintaining a high-quality visitor experience;</b>  (3) <b>emphasizing the image of a year-round destination;</b>  (4) <b>developing networked activities;</b>  (5) <b>communicating World Heritage values.</b></p> <p>Each focus area come with a <b>set of directions</b> that are detailed in the Action plan in the form of actions that have to be done. Some of these directions are: establish principles and indicators for measuring GBS 2016 and monitor sustainable tourism, communicate about sustainable tourism and about the positive effects of tourism, develop the quality of the local services and products and the entire service chain of the site based on feedback received from customers, expand the opening hours and offering of services, including networking across industry borders, expand cooperation with educational institutions and making it more goal-oriented and engage in regular, make the World Heritage values understandable and visible to different interest groups, familiarising employees with Suomenlinna’s World Heritage values etc.</p>
<i>Results</i>	<p>Promoting sustainable tourism and developing a specific strategy for enhancing it <b>benefitted to a great extent from close co-operation at 4 levels:</b></p> <p>(1) at the <b>regional and global level</b>, the site was part of Nordic-Baltic sustainable tourism project, a pilot project that put into practice the Unesco World Heritage Centre’s sustainable tourism programme and action plan;</p> <p>(2) at the <b>national level</b>, there was tight cooperation between Finnish World Heritage sites, both cultural and nature sites to promote sustainable tourism together. This signified developing best practices and guidelines for all national heritage sites; the key outcome of the cooperation being developing joint guidelines for sustainable tourism.</p> <p>(3) cooperation at the <b>site level</b> was important for promoting sustainable tourism among different stakeholders and key to its implementation.</p> <p>- has been presented as a best practice case in The Nordic World Heritage Conference, Reykjavik (2016) and European Heritage Days ”Heritage and Sustainable Development” workshop, Helsinki (2017) and also Unesco publication World Heritage Europe Today (2016) select the strategy as an example of good practice from the day-to-day work of site managers; --other Nordic cities adopt it as a good exemple.</p>
<i>Stakeholders involved</i>	<p>The strategy was produced by the <b>Governing Body of Suomenlinna, the World Heritage Site Manager in partnership with the stakeholders from the tourism industry.</b></p> <p>The <b>stakeholders involved in applying the actions establish through Action Plan</b> are: the Governing Body of Suomenlinna educational institutions, tourism operators, resident representatives and the residents’ society, actor in charge of guide operations, Sports Department, city of Helsinki, JT-Line, transport operators, Visit Finland, Allianssi ry, National Board of Antiquities, Ehrensvärd Society, Hostel Suomenlinna, World Heritage Sites, ICOMOS Finland, The Society for Cultural Heritage Education.</p>
<i>Lessons learnt</i>	<ul style="list-style-type: none"> <li>• tourism development and visitor activities have to <b>support and not to damage</b> the protection, conservation, presentation and transmission of the local heritage values; tourism infrastructure development have to contribute to local community empowerment and socio-economic development in an effective and equitable manner;</li> <li>• develop effective partnerships to maximise conservation and presentation outcomes, whilst minimising threats and adverse impacts from tourism;</li> </ul>

	<ul style="list-style-type: none"> <li>the contribution of tourism development and visitor activities ensure the protection and safeguarding of culture and heritage and requires <b>continuous and proactive planning and monitoring</b>;</li> <li><b>inclusive and participatory approach</b> (respecting and empowering the local community including property owners, traditional or indigenous custodians, while taking account of their capacity and willingness to participate in visitor activity).</li> <li>tourism infrastructure and visitor facilities have to be <b>periodically upgraded in order to maximise the quality of visitor appreciation and experiences</b></li> <li>public agencies and heritage property management have to apply a sufficient proportion of the revenue from touristic activity to ensure the future protection, conservation and management of their heritage values.</li> </ul>
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Title	St Francis Way: development of an intangible cultural history asset to drive rural tourism
<i>Brief description</i>	
<p>The St. Francis Way started from the Regional and EU co-financed project focus more on the a less crowded adventure. The goal was to involve local associations to manage routes, tourism SMEs to set the route and publishers specialized in hiking and cycling tourism. In 2010, the Umbria and Francesco's Ways Consortium was formed: a new cooperative industry alliance dedicated to Saint Francis' Way and conceived as part of a Regional co-financed project. The major challenges associated with the project were: working with different government units and some reluctant entrepreneurs for planning and the maintenance of the routes</p> <p>The Consortium was dedicated to both promotion and sales, offering a number of travel packages tailored to specific categories of tourism, from pilgrims interested in a strictly religious or spiritual experience, to hikers, bikers, and travelers on horseback.</p>	
<i>Specific Objectives</i>	<ol style="list-style-type: none"> <li>Expand and improve the offer with <b>slow and sustainable tourism products</b> to attract walking, cycling and horseback tourism, beyond the usual towns and to create new business opportunities in rural areas.</li> <li><b>Plan, map and add infrastructure to blend tangible assets</b> (paths, the villages and cultural sites they pass) associated with St. Francis and intangible ones (the meaning associated with his life);</li> <li><b>Provide signage and maintenance that meet quality and safety standards</b> for walkers of different abilities, cyclists and animals;</li> <li><b>Make strategic partnerships with stakeholders:</b> tourism board; clubs of hikers, cyclists, equestrians; public and religious institutions; trade associations.</li> <li>Enhance cooperation among hospitality and tourism service providers to <b>set minimum standards for walkers, cyclists, equestrians</b>;</li> <li><b>Work with public transit network</b> (including electric vehicles, bike sharing)</li> <li>Assure marketing and promotion to tourists and also for locals in areas the route crosses.</li> </ol>
<i>Results</i>	The road signs are placed in a way that allows travelling along the St Francis' Way in both directions, from North to South and in the opposite direction. Markings for the St Francis Way will vary: on the first section from Florence to Sansepolcro you will

	<p>mainly follow red and white long distance markings (positioned about 200 metres from the previous one, in order to dispel any doubts.) From Sansepolcro, you will be able to follow the blue and yellow St Francis Way signposts. Some interesting outputs of the initiative are the following:</p> <ul style="list-style-type: none"> <li>• GPX tracks of the St. Francis' Way;</li> <li>• depliant and maps;</li> <li>• the development of new package deals and special offers along the St Francis' Way;</li> <li>• Pilgrim's Credential and Testimonium Viae Francisci. The travel documents that accompany the pilgrim on the St Francis' Way;</li> <li>• The Way of St. Francis" guidebook contains a detailed description of each stage of the route with maps.</li> </ul>
<i>Stakeholders involved</i>	<p>Stakeholders: Umbria Region (Agriculture, environment, tourism, commerce, infrastructure), religious institutions, municipalities, SMEs, Ministry of Cultural Heritage</p> <p>Beneficiaries: Tourists, Tourism and other SMEs especially in rural and mountain areas.</p>
<i>Lessons learnt</i>	<p>This is an inspiring example how the development of a pilgrim route strengthened the cooperation between public authorities, stakeholders and citizens, promoted sustainable tourism and brought economic benefits to rural areas. The example of the St. Francis Way that connects cultural heritage and sites from the life of Francis of Assisi into a 550 km route, could serve as an inspiration for other regions in Europe how to establish participatory governance of the route and effectively involve stakeholders that bring not only opinions, but also specific skills needed to implement, manage and promote a pilgrim route.</p> <p>The lessons learned are that it takes a great deal of work, organisation, perseverance and coordination to start and to drive the activity forward, but that the benefits make it worthwhile. The most important thing is to focus on creating a high-quality visitor experience, and let everything else develop from that.</p>

<i>Title</i>	<b>Tourism Action Plan 2019-2021 of Ireland (65, 66, 67, 68)</b>
<i>Brief description</i>	<p>The Tourism Action Plan 2019-2021 sets the national tourism policy of Ireland and provides the strategic direction to support the growth of a competitive and sustainable tourism industry. This plan addresses the potential for recalibrated growth targets, sustainable tourism, a greater emphasis on regional growth and season extension, enhanced tourism experiences and the contribution of wider Government to support tourism. The goals of the Action plan include the sector's climate impacts, its broader environmental impacts, economic impacts, community satisfaction with tourism and customer satisfaction. Ireland has a reputation as the 'Emerald Isle' internationally and sustaining and nurturing this green image through the adoption of sustainable tourism practices is an important underpinning for future tourism growth. Achieving a credible and proven sustainable tourism reputation could also be a differentiator and therefore a competitive advantage for Irish tourism going forward.</p>

<p><i>Specific Objectives</i></p>	<p>The specific objectives of the Action plan are focused on policy and research, marketing Ireland as a visitor destination, enhancing the visitor experience, supporting local communities and coordinating the industry. Specific focus is currently being given to the development of principles for sustainable tourism, the identification of new and emerging markets, best practice as regards accessible tourism and a review of data and tools to improve understanding of tourism trends:</p> <ol style="list-style-type: none"> <li>(1) leadership, resources, funding and work with industry on the development and <b>implementation of sustainable tourism policy</b>;</li> <li>(2) tourism growth and activity which is supported by communities and contributes to improving quality of life;</li> <li>(3) <b>tourism activity that contributes to the preservation and enhancement of Ireland’s environment, culture and heritage</b>;</li> <li>(4) tourism businesses <b>identify and support initiatives where tourism activity can support ecological restoration</b>;</li> <li>(5) presenting the societal and scientific issues relating to the sustainable protection of cultural heritage, such as the balance between protection and use caused by cultural tourism;</li> <li>(6) <b>educating visitors</b> about Ireland’s cultural and behavioral expectations and <b>influencing visitor behavior</b>.</li> <li>(7) disseminating the results of recent Ireland Government-funded collaborative scientific and technological research projects for the protection of cultural heritage in the context of a sustainable society.</li> </ol>
<p><i>Results</i></p>	<ul style="list-style-type: none"> <li>- Establishment of carrying capacity / impact assessment mechanisms in key tourist destinations.</li> <li>- Work with relevant government departments and utility providers to ensure that mechanisms are in place for businesses to measure water, energy and waste consumption.</li> <li>- Establishment of environmental management plans by the tourism business that target investments to build business sustainability, including measures and actions to reduce their carbon footprint and work towards carbon neutrality.</li> <li>- Development of a carbon calculator available for the tourism business.</li> </ul>
<p><i>Stakeholders involved</i></p>	<p>The Programme, developed by the Ireland Government, relies on the cooperation of a wide range of stakeholders and effective Government Departments (the Department of Transport, Tourism and Sport and others), State Agencies (Failte Ireland, Tourism Ireland etc.), Local Authorities, and Industry Bodies. It is oriented towards interdisciplinary research and active involvement of the cultural and creative industries. There are different layers of responsibility, intervention required e.g.: National (set policy context and support with investment), Regional/Local/destination level (Regional Assemblies, Local Authorities), Community, and Business - and every layer has a role in delivering on any principles developed.</p>
<p><i>Lessons learnt</i></p>	<ul style="list-style-type: none"> <li>• Preserving or improving the quality of the environment - the acquisition of relevant scientific and technological research results in Ireland stimulates public awareness and increases the participation of citizens and the state in the decision-making process regarding the preservation of its historical cultural heritage.</li> </ul>

	<ul style="list-style-type: none"> <li>• The launched Platforms for Growth is the largest investment programme of its kind that benefits tourism with individual grants available for major visitor attractions of EUR 2.5 million upwards. The program focuses on developing immersive heritage and cultural attractions that appeal to foreign visitors seeking experience to help them connect with Ireland and revitalize the country's culture, heritage and people.</li> <li>• Access to cultural heritage experiences contributes to social cohesion and inclusion by strengthening resilience and a sense of belonging, uniting people and improving well-being.</li> </ul>
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<b>Title</b>	<b>European Greenways (69)</b>
<i>Brief description</i>	
<p>Greenways are routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.</p> <p>Greenways provide a series of common characteristics:</p> <ul style="list-style-type: none"> <li>(5) Ease of passage: their slopes, either low or zero gradient, allow their use by all types of users, including mobility impaired people.</li> <li>(6) Safety, due to their separation from roads, and to appropriate safeguards at the intersections.</li> <li>(7) Continuity with suitable solutions for any difficulties and alternative routes.</li> <li>(8) Respect for the environment along itineraries and encouraging its respect by the users.</li> </ul> <p>Greenways provide facilities based on the infrastructures and fixtures of the old pathways and tracks, such as disused railway stations and lock keepers' houses. These facilities can take several shapes: general accommodation, museums, bicycle rentals, hostels... They serve local users as well as tourists.</p> <p>Greenways improve communications and non-motorised itineraries in Europe: hundreds of kilometers running through European countries are available for pedestrians, cyclists, equestrians and mobility impaired people (1); promote healthier and more balanced ways of life and transport reducing the congestion and the pollution of cities (2); promote rural development, active tourism and local employment (3); encourage a more human and closer relationship among citizens (4).</p> <p>The European Greenways Association was established in 1998 in Belgium with the aim of encouraging the creation and promotion of greenways in Europe. It brings together more than nearly 50 different organizations from 16 European countries involved in the development of greenways.</p>	
<i>Specific Objectives</i>	<p>Declaration for a "European Green Network" (Madrid, 11th of June 2010) aims the following objectives:</p> <ul style="list-style-type: none"> <li>(1) the creation of specific funding lines for greenways in the different European Union bodies, its member states, regions and local authorities, and the inclusion of Greenways as resources to promote their policies and strategies;</li> </ul>

	<p>(2) the call of a European Greenways Award, promoted by the European Greenways Association, to recognize and disseminate best practices at a European level;</p> <p>(3) the development of national greenway platforms to promote and coordinate their creation, maintenance and promotion.</p> <p>To achieve the aim of creating a European Green Network, the founders also requested the European Union and its member states, regions and local entities, in the framework of their respective responsibilities and tasks like:</p> <p>(4) to consider greenways as strategic mobility facilities at a European scale, for their unquestionable positive contribution to the European policies concerning sustainable mobility, incorporating them into their tourism planning and strategies, and disseminating their existence through the most suitable and accessible means to users and tourism professionals;</p> <p>(5) to promote and finance innovation, research and information technologies for the competitiveness of a tourism industry and all the aspects related with Greenways and the European Green Network;</p> <p>(6) to promote international cooperation around greenways with other territories outside the European Community by promoting the transfer of best practices and exchange of experiences as well as tourism promotion of greenways in other international markets.</p>
<i>Results</i>	<p>The European Greenways Association works from the beginning, there are hundreds of registered Greenways in Europe (In Hungary there are currently 13 greenways). The European Greenways Award was established in 2003, the biennial European Greenways Award is presented to Greenways that stand out for their excellence and demonstration of best practice. Other objective of the Awards is to support the replication of the best practices on other greenways all over Europe.</p>
<i>Stakeholders involved</i>	<p>The European Greenways Association has a good work connection with the EU bodies, they makes suggestions before the different Programming Periods start.</p> <p>The nomination of the Greenways are bottom-up processes so they came from the different touristic organizations, local authorities or private bodies from the member states.</p>
<i>Lessons learnt</i>	<p>The route planned in the ISTER project has a numerous of attractions that are deserted or located in a natural environment. To approach these attractions, the Greenway concept fits perfectly, and its recommendations are worth considering.</p> <p>Finally it's very instructive, that how can work properly a bottom-up Organization (The European Greenways Association) and collaborate with the EU official bodies at the filed of Transportation and Tourism.</p>

Main points which emerge from the best practice analysis when taking into account environmental dimension are:

- integrating slow and sustainable tourism products to attract walking, cycling etc;



- making heritage accessible for all types of users and encouraging the non-motorized transport patterns;
- making strategic partnerships with stakeholders concerned with sustainable practices;
- working with public transit network;
- developing a sustainable tourism policy which integrates also CH;
- identifying and support initiatives where tourism activity can support ecological restoration;
- developing educational programs around CH which focus on influencing visitors' behavior;
- continuous and proactive planning and monitoring which take into account the environmental and social changes;
- tourism infrastructure and visitor facilities upgraded in order to maximize the quality of visitor appreciation and experiences.

## 5 Multi-level Policies and regulations in partner countries

Tourism and cultural laws, regulations, policies and strategies have been further identified and studied by way of a questionnaire sent to public bodies involved in the planning and implementation of Cultural Routes in the Danube Region. Valid responses have been received from Austria, Bosnia and Herzegovina, Bulgaria, Germany, Hungary, Romania, Serbia and Slovenia. As each country has numerous initiatives, legislation, projects and actions in the field of culture and tourism, only some highlights are briefly presented in the following chapter.

### 5.1 Romania

For Romania, there are four main guiding instruments developed at national level, which deal with the protection and valorization of Cultural Heritage: (1) **OG 43/2000 on the protection of the archeological heritage**, (2) **Law 422/2001 on the protection of monuments**; (3) **The Heritage Code** (obligation included in the Legislative Program of the Government of Romania for 2017-2020), (4) **The Strategy for Culture and National Heritage (2016-2020)**. Both laws and the strategy were in the responsibility of the same major institutions such as the main ministries responsible for the topic (Ministry of Culture, Ministry of Regional Development and Public Administration) in collaboration with the National Commission for Archaeology. Yet, for the Strategy for Culture and National Heritage (2016-2020) the process was more transparent and collaborative, and additional stakeholders were invited to participate, such as local public administrations (which were invited to integrate specific objectives for archaeological heritage protection in the socio-economic and urban development programs), non-governmental organizations and SMEs which are active in the field, as well as public cultural institutions from national/regional and local level.

While the laws are mainly focusing on the definition of archeological sites, their protection areas and the guidance regarding their protection, use, and management in a very technical manner, the Strategy's aim is to integrate Cultural Heritage in territorial, socio-economic and cultural policies and programs at national level, in order to valorize the socio-economic potential of the cultural assets and integrate it at community level. The main objectives of the strategy envision transforming culture in a public service, digitalizing heritage, valorizing local knowledge and practices, elaborating local plans for the management of historical areas and the initialization of pilot projects/programs for local development with CH as a driving force. Furthermore, the strategy stands for supporting sustainable development through cultural tourism, promoting knowledge on local/regional heritage and encouraging private investments through taxes reduction.

A relevant priority of the strategy in the context of ISTER project is the connection of national cultural routes to similar routes at international level. More specifically, the strategy refers to the realization, modernization and exploitation of cultural-tourist networks and routes that promotes monuments or places inscribed on the World Heritage List UNESCO or in the indicative list and their connection, as appropriate, with some category A or B monuments in the vicinity or with those relevant in the respective cultural context (archeological sites, natural heritage, etc.). In this regard Romania has also implemented the National Program "Limes" (2015-2019) - The National Program "Limes" (2015-2019) - a research and capitalization program that aimed at achieving the necessary documentation for classification as a historical monument and inscription on the Indicative List of Heritage UNESCO World

Heritage Site of the immovable cultural heritage objectives that constituted the border of the Roman Empire, on the territory of Romania. The Strategy for Culture and Heritage (2016-2022) considers this program a key initiative which needs to be further exploited and developed.

In what concerns the local level, the Romanian cities involved in ISTER project do not have a specific strategy related to Cultural Heritage; instead, they have clear regulations concerning the protection areas for historical monuments and sites. Yet, the Integrated Urban Development Strategies of both cities are listing among their main objectives the need to further valorize the historical and archaeological heritage and to initiate coherent programs and projects in this regard. For the specific case of Cluj-Napoca, the CH is actually presented as a source of regional development, and the city's strategy plans to integrate it in the spatial and touristic plans for the city.

## 5.2 Bulgaria

The **Cultural Heritage Act in Bulgaria** is from 2009, with some later changes. Article 6 (1) defines as part of Cultural Heritage “terrestrial, underground and underwater archaeological sites and reserves”. Article 7 describes the concept of Cultural Value as “material evidence of human presence and activity that has scientific or cultural value”. Article 48 (d) regulates the concept of archaeological reserve and article 146 (1) defines archaeological site, which “are all movable and immovable material traces of human activity from past epochs, located or discovered in the earth layers, on their surface, on land and underwater, for which the main sources of information are field research.”

General principles of protection and conservations are exposed in article 3 (1) as: “This law has the aim of creating a suitable environment in order to preserve and protect the cultural heritage, sustainably develop a policy for its preservation and guarantee an equal access of citizens to cultural heritage by following the principles listed hereafter:

1. equal treatment of all different kinds of cultural heritage when carrying out its protection
2. decentralization of the management and financing of the protection activities
3. publicity and transparency in management the protection activities”

After Article 8 (1) the protection of cultural heritage is a systemic process of finding, studying, identification, documentation, registration, conservation, restoration and adaptation. (2) Protection of cultural heritage is a system of measures with the aim of preserving it for the society.

The **Updated National Strategy for Sustainable Development of Tourism 2014-2030** stipulates the following strategic objectives.

- Establishment of a favorable natural and business environment for the development of sustainable tourism.
- Development of a competitive tourism sector.
- Successful positioning of the country in the international market.
- Balanced development of tourist regions.

### 5.3 Serbia

Protection and valorization of Cultural Heritage in the Republic of Serbia is managed at three different levels: national, provincial and local.

**Ministry of Culture and Information** is in charge of preparing regulations and implementing policies pertaining to protection of movable, immovable and intangible cultural heritage at the national level. Within the ministry, **the Sector for Cultural Heritage Protection and Digitalization** is responsible for analyzing and monitoring the situation in the cultural heritage protection and preservation field and for proposing strategies and measures aimed at its development and improvement. Support in development of cultural policies and strategies comes from The National Council for Culture and The Institute for Studying Cultural Development, while responsibility for implementation of these policies at the national level lies with 21 institutions for cultural heritage protection.

Together with relevant national institutions, representatives of the civil sector and national minorities, these institutions developed the new 2020-2029 **Strategy for Cultural Development of the Republic of Serbia** that defines cultural heritage as one of the two priority areas. *Some of the main objectives* for the 2021-2025 *period* are preservation of cultural and historic heritage and its digitalization, cooperation with UNESCO and development of cultural tourism.

**The Law on Culture** is the main guiding instrument that regulates the entire field of culture in Serbia while **the Law on Cultural Property** defines measures for protection and utilization of cultural properties and conditions for implementing activities relating to protection of cultural property. Additional laws control special areas that relate to cultural goods management, such as the Law on Planning and Construction that regulates preservation of cultural heritage on the national level and many others dedicated to specific types of cultural goods.

Serbia is in process of enacting the Law on Protection of Immovable Cultural Goods and the Law on Cultural Heritage that will more precisely define responsibilities and necessary steps for protection and preservation of cultural heritage on its territory.

The Law on Establishing the Competencies of the Autonomous Province of Vojvodina defines specific jurisdictions at the provincial level that involves management of cultural goods as well. The province of Vojvodina has its own **Secretariat for Culture, Public Information and Relations with Religious Communities** and one of its responsibilities is protection of cultural heritage with support of 17 provincial cultural institutions.

Local cultural policies are defined by local self-governments responsible for the area of culture in accordance with national policies and the Law on Local Self-Governments. There are 465 **local cultural institutions** established and financed by local municipalities that are the main actors supporting the care of cultural heritage and development of culture in their local areas. Belgrade and Novi Sad, the two biggest cities in the country, also have independent **Secretariats for Culture** that are constantly working on improvement and promotion culture of the cities. Results are already there - Novi Sad is the European Capital of Culture for 2022.

The culture of one country is shaped not only by its laws and strategies but also by regulations from areas of public administration and local self-government, economy, urban planning, internal affairs, measures in labor and social security fields, education, tourism and etc.

**Cross-sectoral cooperation between culture and tourism** is crucial for development of **cultural tourism**, one of the main priorities of **the Strategy for Cultural Development** and **the Tourism Development Strategy of Serbia**. Ministry of Culture and Information, Ministry of Tourism and National Tourism Organization of Serbia invested significant resources in development of cultural tourism through many projects and programs:

- The national programme **Cultural Cities in Focus** is improving capacities in culture and developing the cultural sector since 2016 through recognition of specifics of cultural identity and sustainable development of local communities.
- **Timeline for the Culture of the Republic of Serbia and Serbs Living Outside Serbia** presents the continuity, broadness and range of the Serbian culture. Timeline shows the most notable public figures, events and cultural objects of Serbia and the Serbian people in an interactive and modern way.
- **The Cultural Heritage Browser of Serbia** enables visitors of the portal to obtain essential information about the digitized cultural heritage and offers access to the interactive map of cultural institutions on the territory of the Republic of Serbia.
- **Frontiers of the Roman Empire - The Danube Limes (Serbia)** is one of the projects that promote Roman cultural heritage on the Serbian territory. After **Felix Romuliana - Palace of Galerius** which is inscribed on the UNESCO World Heritage List since 2007, the Danube limes in Serbia is inscribed on the UNESCO Indicative List, as well as **Justiniana prima: Empress's town**.
- **Master plan The Roads of the Roman Emperors** is a detailed plan for development of cultural-historical tourist route that promotes legacy of 17 Roman emperors born on the territory of Serbia. The goal of connecting this national route to similar routes at regional and international levels highlights importance of the future ISTER Roman route and its contribution to cultural and touristic development of the Danube Region.

## 5.4 Hungary

Heritage protection activities in Hungary are carried out in a centralized system. Legislation and regulation are a state task, covering the entire country and is enforced locally through the **Departments of Construction and Heritage Protection of the County Government Offices**. Archaeological heritage is protected by **Act LXIV. 2001**, regulated by the governmental implementation decrees. The cultural heritage (CH) appears locally in the strategic documents, in Veszprém these are Integrated Settlement Development Strategy (only mentioning CH), Settlement Development Concept with special annex on the CH. There are other operational local decrees: building regulations, decree on the settlement image. Since 1st March 2020 the does not have any licensing rights, it is done by the Government Office.

The **Act No. LXIV of 2001 on Protection of Cultural Heritage** defines archaeological sites as follows: “clearly defined geographical areas on which the elements of archaeological heritage can be found in their primary relations and which have been registered by the Office”. Archaeological heritage is composed by “all detectable signs of human life originating before 1711 on the ground, under the ground or water surface and in natural or artificial cavities which help to reconstruct the history of mankind and its relationship with the environment.” Archaeological finds are “tangible elements of archaeological heritage perceived, discovered, detected (depending on their character), irrespective whether they have moved or have been moved from their original location, relations or conditions or not. Those cultural assets shall not be considered archaeological finds that were created before 1711 and have remained in art collections with proof.” An archaeological monument has “property elements of archaeological heritage.” Areas with archaeological interest are “all areas, natural or artificial cavities and waterbeds on which or in which an archaeological site might be found or assumed to exist.” Archaeological excavation is defined as “all activities involving scientific methods (site survey,

excavation, certifying and trial excavation, advance excavation, rescue excavation and instrumental find and site detection) the aim of which is to find elements of archaeological heritage.”

In **39/2013. (XI. 20.) Government Decree** on expert activities in the field of archaeological heritage and monumental value further regulations are defined for the executors of archaeological research<sup>81</sup> and restoration works. Other provisions for primary processing archaeological materials are present in the **52/2016. (XII. 29.) EMMI Decree** on the primary processing of archaeological finds and their final admission to a museum institution. The use of monuments is regulated by Article 43:

“1. Monuments must be used and utilized in accordance with their historic value, nature and historic importance without jeopardizing what is being protected.

2. During the restoration and use of monuments attempts should be made to replace removed, detected and identified components, accessories and fittings.

3. In the territory of a historic environment all changes and interventions must be subordinated to the image of the monuments in the city or the landscape and the realization of its value.”

In 2016 the National Touristic Agency was established and since then everything in connection to the tourism is managed at a very centralized way. The Agency has developed The **National Tourism Development Strategy 2030**, intended to be the general handbook of Hungarian tourism, which will serve as a line for all actors and developments in the sector for the next 10 years. Cultural tourism is only slightly mentioned in the document, archaeology as such does not appear. It speaks about touristic regions and treats all cultural issues as local features. Yet, a Danube Limes world heritage management plan for the Hungarian sites was submitted to the UNESCO in 2018.

In the specific case of Veszprem and Paks, some elements occur in the strategic documents, but generally speaking there are punctual interventions, which lack an integrated vision regarding the CH. Still, within the Energy and Climate Action Plan (SECAP) of Veszprém, two bicycle routes are envisioned, one of them (Veszprém-Nagyvázsony-Kapolcs-Tapolca-Sümeg route) being interesting in the connection of Roman CH.

## 5.5 Slovenia

The main law in the concerning field in Slovenia is the **Cultural Heritage Protection Act from 2008** with subsequent changes. <sup>95</sup> In Article 3 we can find precise definitions related to: “2. “archaeological finds” are moveable archaeological remains, which have been under the ground or underwater for at least 100 years. Archaeological finds are also weapons, ammunition and other military equipment, military vehicles and vessels, or parts thereof, that were under ground or under water for at least 50 years; 3. “archaeological remains” are all things, and any traces of human activity from previous periods on the surface, in the soil and water, the conservation and the study of which contribute to discovering the historical development of mankind and its relation with the natural environment, for which the main source of information are archaeological research or discovery and for which it can be assumed that they were under ground or under water for at least 100 years and that they have characteristics of heritage. Archaeological remains are also things related to cemeteries, as defined under the regulations on war graves/graveyards, and to war, together with the archaeological and natural context, which were under ground or under water for at least 50 years. Professionally identified and registered archaeological remains become heritage;

Protection is established through different procedures and with different gradations:

- registered cultural heritage is acknowledged by the entry in the Register of immovable cultural heritage,
- monuments of local importance are acknowledged by proclamation act of the municipality,
- monuments of national importance are acknowledged by proclamation act of the government.

As per Article 29 conservation plans need to be prepared in circumstances of renovation of a monument. Mandatory contents of the conservation plan are defined by the concerning Rules on Conservation Plans.

In the bylaw Rules on the Registry of Types of Heritage and Protection Guidelines from 2011 (Article 3, cf. <http://www.pisrs.si/Pis.web/pregledPredpisa?id=PRAV9575>) we can find protection guidelines for immovable cultural heritage (Article 4):

“(1) The general protection guidelines for immovable heritage are:

- promoting the sustainable use of heritage, i.e. the use of heritage in a manner and on a scale that does not in the long run cause the loss of its cultural characteristics,
- promoting the sustainable development of heritage, by which it is possible to meet the needs of the present generation, without impeding the preservation of heritage for future generations,
- promoting activities and practices that preserve the cultural, social, economic, scientific, educational and other significance of heritage,
- the preservation of the characteristics, the specific nature and social significance of the heritage and its material substance,
- permitted are interventions which take into account and permanently preserve its protected values,
- permitted are interventions allowing the establishment of a permanent economic basis for the preservation of heritage, while respecting its special nature and social significance

In 2019 the government adopted the **Cultural Heritage Strategy 2020-23** for national level. The basis of the strategy is the principle of the integrated conservation of heritage as a fundamental for national identity, Slovenia’s cultural diversity, its attractiveness as a place to live, education, development, the arts, tourism and other economic activities. The general objectives of the strategy are to use heritage to contribute to quality of life and to a better-integrated society, to promote sustainable development, and to improve society’s attitude towards its heritage.

On a **local level**, Slovenian cities involved in ISTER project Ljubljana (part of Municipality of Ljubljana) and Ptuj (Municipality of Ptuj) have adapted their **Strategy** respectively. In **Ljubljana** the Strategy document regarding cultural heritage plans includes: (1) the presentation of northern Emona gates with the establishment of educational point for Roman period of Emona; (2) The establishment of the “Cultural route” with information points on urban development of the town of Ljubljana. In **Ptuj** the Strategy document regarding cultural heritage plans includes: (1) establishment of archaeological museum and (2) renovations of archaeological park Panorama.



## 5.6 Bosnia and Herzegovina

The main act for **cultural heritage conservation** in Bosnia and Herzegovina is the Law on Implementation of Decisions of the Commission/ Commission for the Protection of National Monuments established pursuant to Annex 8 of the General Framework Agreement for Peace in Bosnia and Herzegovina

The act regulating building activities outside national monuments is the Law on approving construction outside the borders of national monuments or outside temporary borders and implementation of protection measures from 2008.

In June 2006, culture was included into the revised **Mid-Term Development Strategy of Bosnia and Herzegovina 2004-2007** (MTDS), under Part II – Sector Strategies, 4.4. Culture. In November 2008 Bosnia and Herzegovina adopted a **Strategy for a Cultural Policy in Bosnia and Herzegovina** ((Official Gazette of Bosnia and Herzegovina no. 93/08)) in which the following priorities were included:

- Establishing the priority of cultural policy in the recovery of cultural infrastructure in all municipalities and cities in Bosnia and Herzegovina;
- Supporting the development of culture through tourist valorization of cultural, historical, natural, builders and spiritual heritage of Bosnia and Herzegovina;
- Investing in key projects of recovery of theatres, cinemas, museums and building new cultural centers;
- Using the cultural resources from the heritage, cultural identity (identities), the culture of differences and freedom of artistic expression in the cultural policy of Bosnia and Herzegovina.

The strategy for a Cultural Policy in Bosnia and Herzegovina, chapter 19, outlines the following priorities:

- To promote investment into the research, enlightenment and affirmation of the cultural tradition in favor of the future, taking into consideration the fact that Bosnia and Herzegovina has many monuments dating from different times and cultures that should be protected, revitalized, for which we have to create the conditions for their presentation and aim that would be financially self-sustainable such as the use of these objects and locations as new grounds for the development of tourism and even small private initiatives (trade of a specific profile, catering), which also makes a part of the support to the development of the culture through the touristic valorization of the cultural-historical, natural, architecture and spiritual heritage of Bosnia and Herzegovina,
- To set up priorities for the reconstruction of cultural infrastructure in all the towns and municipalities of Bosnia and Herzegovina; to make cultural democracy and citizens' cultural rights a reality; to support the economic, social and cultural development of developed rural and urban areas,
- To include the cultural policy strategy into the process of European integration in Bosnia and Herzegovina,
- To use European funds for the projects in the field of culture.

**Tourism** in Bosnia and Herzegovina is legally regulated at several levels: the entity level (Federation of Bosnia and Herzegovina and Republika Srpska) and on cantonal levels (10 cantons in the Federation of BiH). Each level has its own law(s) that regulates tourism issues for a specific spatial region over which it has jurisdiction (entity/cantonal borders).

**Federation of Bosnia and Herzegovina:** The Federal Ministry of Environment and Tourism of the Federation of BiH has the jurisdiction over the matter. Law on tourist operations regulates the issues of

performing tourist activity, types of services in that activity, conditions and manner of performing business, entities that may engage in that activity and conditions and manner of performing activities, entities that may engage in that activity and conditions for performing tourist activity. The FBiH also adopt ordinances on minimum technical conditions and the manner of providing services that must be met and adhered to by all tourism entities, as well as on The Law on hospitality and ordinances on expansion, minimum conditions and categorization of buildings. They also take care of The Registry of entities involved in tourism and hospitality.

1. The Law on Tourist Operations (Official Gazette of the Federation of Bosnia and Hercegovina, No. 32/09)
2. The Law on Hospitality (Official Gazette of the Federation of Bosnia and Hercegovina, No. 32/09)
3. Tourism Development Strategy of the Federation of Bosnia and Hercegovina for the period 2008-2018

**Republika Srpska:** The Ministry of Trade and Tourism of Republika Srpska has jurisdiction over the matter. The Law on Tourism regulates the forms of planning the development of tourism on the territory of Republika Srpska, the rights and obligations of tourist entities, conditions for performing tourist activities, services in tourism, promotion and development of tourism, incentives in tourism, tourist records, administrative supervision as well as other important issues for the development and promotion of tourism.

1. Law on Tourism (Official Gazette of Republika Srpska, No. 45/17)
2. Tourism Development Strategy of Republika Srpska for the period 2011-2020

**Cantonal law** regulates tourism planning and development, tourist operations and entities in tourism, travel agencies, tourist guides, , tourist animator, tourist representative, tourism services, tourism promotion, tourist council and tourist boards, registration and deregistration of tourists, tourist tax and the manner of use and allocation of tourist tax funds, tourist signalization, incentive measures for tourism development, tourism register, supervision of law enforcement and other issues of importance for the development and improvement of tourism in the canton. Every canton has their own Ministry of Economy that has jurisdiction over the matter.

**Current situation in BiH regarding cantonal laws on tourism:** not every canton has its own official Law on Tourism – either the Draft phase or the Proposal has just passed and the promulgation of the Law is pending. In the absence of such laws, the cantons refer to the existing Laws on Tourist Boards.

## 5.7 Germany

Due to the federal structure of the country the responsibility for culture and cultural heritage is not on national but on regional level, which means that respective laws are developed and executed on the level of 16 Bundesländer or federal states. There is only one law available which has binding authority to all federal states, that is the Act on the Protection of Cultural Property (Kulturgutschutzgesetz des Bundes) from 2016, related to movable cultural property. The law defines the conditions for interventions in cases of import, duties of care, return mechanisms, nationally valuable cultural property, national cultural property and export regulations. The law also defines archaeological artefacts, the ownership and the responsible authorities

Bavaria and Baden-Württemberg are the only German regions included in the EUSDR, thus some insights into these two regions are necessary.

The current long-term political priorities in connection with Roman heritage in the federal state of Baden-Wuerttemberg concern only the UNESCO World heritage site of LIMES border. According to this, the current LIMES development plan (year of compiling: 2005), as it has been stated on the page 1, concerns only the “in front of Limes” Roman route (inofficial title)”. There is also another policy paper relating to the LIMES UNESCO World heritage - The Upper German-Raetian-LIMES Management Plan; it is valid not in Baden-Wuerttemberg only, but in Bavaria, Hessen and Rhineland-Palatinate as well. The current Management plan is valid from 2019 to 2023.

## 5.8 Austria

On the European level Austria is bound by the revised **European Convention for the Protection of Archaeological Heritage** and it is also part of ICOM, which has published its own code on ethics (ICOM Code of Ethics, 2017)

Austria is partner to the Enlarged Partial Agreement 2010 regarding “Cultural Routes of the Council of Europe”, which is administered by the European Institute of Cultural Routes in Luxembourg. There are 11 recognized Cultural Routes in Austria at the moment.

**Plan T – Master plan for tourism**” in Austria has been published at the end of March 2019 and is based on a six-month consultation and dialogue process. Central issues are sustainability and the sustainable use of resources, including cultural heritage and raising awareness of the local population of these resources. It constitutes the overall strategy to guide Austrian tourism policy.

**The Federal Act on the Protection of Monuments Due to Their Historic, Artistic or Other Cultural Significance or Monument Protection Act** (Denkmalschutzgesetz, DMSG) provides essential information and guidelines regarding issues of preservation and protection, permission, investigation, ownership and signage in Austria. The **Federal Monuments Authority** (Bundesdenkmalamt, BDA) is a public authority bound by instructions from the federal ministry and tasked with executing federal laws and regulations in this field as well as overseeing matters relating to material cultural heritage in general.

In § 1 (2) preservation is defined as being in the public interest if, from a supraregional or, for the time being, only a regional (local) point of view, the monument is a cultural good, the loss of which would amount to an impairment of the stock of Austrian cultural goods as a whole with respect to quality as well as sufficient abundance, diversity and distribution. Furthermore, it is fundamental whether (and to what extent) the preservation of the monument would enable historic documentation. (5) Taking into account the results of the relevant scientific research, it is incumbent upon the Federal Monuments Authority to decide whether there is a public interest in the preservation of an individual monument, an ensemble or a collection as well as whether (or to what extent) it should (also) be considered a unit to be preserved as a whole. The valuation contained in the lists of monuments which are kept and produced by the **Federal Monuments Authority** (Bundesdenkmalamt, BDA) must be taken into account when selecting objects to be placed under monument protection. Generally, recognized international valuation criteria may be used as part of this evaluation. If research into monuments – in particular in the case of archaeological monuments which have not yet been excavated – has not yet been completed to a sufficient extent, a determination of whether there is a public interest in the preservation of the monuments is only permitted if scientific research documents show that it is at least probable that the requirements for placing the objects under monument protection will be met and failing to do so would endanger the preservation of the monuments in an intact state; such a placement under protection may also be limited in duration. (6) The determination of a public interest

in the preservation of a monument must be based on the condition of the monument at the point when the monument protection becomes legally effective.

Paragraph 15 of the **Federal Monument Protection Act**, provides for the **Monument Advisory Council**, a body to advise the Federal Monument Office (or the Federal Ministers for Education, Art and Culture) on the solution of questions of monument protection and preservation. The Monuments Advisory Council recommends experts in spatial planning for the composition of the committee.

Most museums and collections are within the competences of the individual provinces (Bundesländer), except for a small group of designated Federal Museums. In the province of Lower Austria these are for example governed by the **statutes of the Lower Austria Provincial Museum** (Statuten des Niederösterreichischen Landesmuseums) and the **Lower Austrian law on cultural promotion 1996** (NÖ Kulturförderungsgesetz 1996) as well as regularly updated strategies and guidelines.

A matrix which analyses the level of integration of different thematic fields with Culture and Culture Heritage for each territorial context was created:

COUNTRY		USE AND MANAGEMENT OF CULTURAL HERITAGE	INTEGRATION OF ARCH. HERIYTAGE PROTECTION AND VALORIZATION WITHIN SPATIAL PLANNING POLICIES AND TOOLS	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN MOBILITY DEVELOPMENT	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN CULTURAL TOURISM DEVELOPMENT
SLOVENIA	Type of instrument	LAW	LAW	STRATEGY	STRATEGY
	Territorial level	National	National	Local	Local
	Stakeholders involvement	Top-down approach-involving only national level of decision-makers.	No involvement	Bottom-up - active involvement of NGO, citizens, experts	Bottom-up-active involvement of NGO, citizens, experts
	Level of integration of heritage in the crosscutting issues.	4	2	2	3
GERMANY	Type Of instrument	LAW	LAW	STRATEGY	STRATEGY
	Territorial level	National/regional	Regional	Local-municipality level	Local-municipality level
	Stakeholders	Top-down - involved only	Involved all public agencies	Involved all public	Bottom-up - active

COUNTRY		USE AND MANAGEMENT OF CULTURAL HERITAGE	INTEGRATION OF ARCH. HERIYTAGE PROTECTION AND VALORIZATION WITHIN SPATIAL PLANNING POLICIES AND TOOLS	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN MOBILITY DEVELOPMENT	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN CULTURAL TOURISM DEVELOPMENT
	involvement	national level of decision-makers	whose activities are affected by the planning measure	agencies whose activities are affected by the planning measure.	involvement of NGO, citizens, experts
	Level of integration of heritage in the crosscutting issues.	4	3	4	3
HUNGARY	Type of instrument	LAW	STRATEGY	STRATEGY	STRATEGY
	Territorial level	National	Local	Regional/local	National
	Stakeholders involvement	Top-down - involved only national level of decision makers	Involved all public agencies whose activities are affected by the planning measure.	Bottom-up - active involvement of NGO, citizens, experts	Top-down - involved only national level of decision makers
	Level of integration of heritage in the crosscutting issues.	4	3	4	2
BULGARIA	Type of instrument	LAW	LAW	STRATEGY	STRATEGY
	Territorial level	National	National	Regional	Local
	Stakeholders involvement	Top-bottom - involved only national level of decision-makers	Top-bottom - involve only national level of decision-makers	Involved all public agencies whose activities are affected by the planning measure	Bottom-up - active involvement of NGO, citizens, expsperts
	Level of integration	4	4	2	2

COUNTRY		USE AND MANAGEMENT OF CULTURAL HERITAGE	INTEGRATION OF ARCH. HERIYTAGE PROTECTION AND VALORIZATION WITHIN SPATIAL PLANNING POLICIES AND TOOLS	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN MOBILITY DEVELOPMENT	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN CULTURAL TOURISM DEVELOPMENT
	of heritage in the crosscutting issues.				
AUSTRIA	Type of instrument	LAW	STRATEGY	STRATEGY	STRATEGY
	Territorial level	National	National	Regional/local	Regional/local
	Stakeholders involvement	Top-bottom - involve only national level of decision makers	Cooperation between Federal Monuments Office and municipalities	Bottom-up - active involvement of NGO, citizens, experts	Bottom-up - active involvement of NGO, citizens, experts, museums
	Level of integration of heritage in the crosscutting issues.	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>
BIH	Type of instrument	LAW	LAW	STRATEGY	STRATEGY
	Territorial level	National	National	Local	Local
	Stakeholders involvement	Top-bottom - involve only national level of decision-makers	Top-bottom - involved only national level of decision-makers	Bottom-up - active involvement of NGO, citizens, experts, museums, but under the subordination of the local administration	Bottom-up - active involvement of NGO, citizens, experts, museums, but under the subordination of the local administration
	Level of integration of heritage in the crosscutting issues.	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>

COUNTRY		USE AND MANAGEMENT OF CULTURAL HERITAGE	INTEGRATION OF ARCH. HERIYTAGE PROTECTION AND VALORIZATION WITHIN SPATIAL PLANNING POLICIES AND TOOLS	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN MOBILITY DEVELOPMENT	INTEGRATION OF ARCHAEOLOGICAL HERITAGE WITHIN CULTURAL TOURISM DEVELOPMENT
<b>SERBIA</b>	Type of instrument	LAW	LAW	STRATEGY	STRATEGY
	Territorial level	National	National	Local	Local
	Stakeholders involvement	Top-bottom - involved only national level of decision-makers	Top-bottom - involved only national level of decision-makers	Not active participation process	Not active participation process
	Level of integration of heritage in the crosscutting issues.	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>ROMANIA</b>	Type of instrument	LAW	STRATEGY	STRATEGY	LAW
	Territorial level	National	National	National	National
	Stakeholders involvement	Top-bottom - involved only national level of decision-makers	Top-bottom - involved only national level of decision-makers	Top-bottom - involved only national level of decision-makers	Top-bottom - involved only national level of decision-makers
	Level of integration of heritage in the crosscutting issues.	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>



## 6 Connections between the policy framework at European level and key steps for heritage protection, valorisation and management

### 6.1 The importance of integrated approaches for Cultural Heritage protection and valorisation

Cultural Heritage protection and valorisation most often rely on a strict set of principles and standards which have to be respected by the practitioners in charge with the heritage properties. Most often, the process takes into consideration only research and physical interventions, but the latest studies and practices prove that the whole process of CH management should also integrate the interpretation and sustainable use of Cultural Heritage (18), in a harmonious manner which involves also the wider territorial, socio-economic and environmental context, as it was shown in the previous chapters of this report. In this case, ‘sustainable use’ does not refer only to applying a set of conservation principles which do not harm the cultural assets and the surrounding environment (so an isolated process), but it means starting to understand the actual cultural value and its significance for the local communities and other interested parties, what impact it could have in the socio-economic development and also in the territorial development and how it could be used as a powerful tool for a truly sustainable spatial development. Thus, the conservation measures should take into consideration and prioritize the public interest associated with the cultural heritage, and the interventions, standards and good practices should always protect the public interest (18).

The same approach is also promoted within the Charte de Venice, which highlights the fact that conservation of monuments has to lead to a socially useful purpose (Art 5) (70). The socially useful purpose represents the main focus of the current policy framework proposed at European level, which highlights the multitude of socially useful purposes associated with Cultural Heritage: from creating jobs and new skills, to research and education, nurturing sustainable human behaviours, enhancing well-being, strengthening communities and attracting development. These being said, the Charter of Venice also emphasizes in Article 1 the wider context which has to be taken into consideration in the process of preservation and valorisation, as “The concept of a historic monument embraces not only the single architectural work but also the urban or rural setting in which is found the evidence of a particular civilization, a significant development or a historic event.” In this regard, the literature review done in the current paper has shown also Cultural Heritage (and Cultural Routes, in particular) potential for also enhancing the cooperation between the rural and urban environment and its contribution to territorial cohesion. Last but not least, the document insists on the importance of establishing principles for preservation and restoration based on an international framework, while each country should make efforts to adapt the general guidelines to its own culture and traditions. This last line is of particular importance for the approach assumed by ISTER project’s partners, as in the end of the project a common transnational policy and regulatory framework will be developed for the whole territory across the route.

## 6.2 Synergies between policy guidelines for CH management and key steps for CH protection

Based on literature review done in the first chapters of the current document, a set of key strategic directions for truly integrated approaches in CH protection and valorisation were extracted. Still, in order to be embedded in the current practices, these directions need to be understood in relation with the classical methodology applied by cultural practitioners for preserving Cultural Heritage. In this regard, the current document has chosen the Operational Guidelines for the Implementation of the World Heritage Convention (71) as a standard approach for CH protection and valorisation. According to the document, the main steps for a proper preservation of CH, that maintains the authenticity and integrity conditions of the monument while also attributing it a social function in the life of the community are the following:

1. **RESEARCH** - assessing the authenticity and integrity conditions of the monument
2. **PROTECTION** – this key step is composed of three additional actions, namely:
  - **Apply legislative, regulatory and contractual protection measures:** in order to assure that the monument is protected from social, economic, and other pressures or changes which might affect the monument’s integrity or authenticity
  - **Establish boundaries for effective protection:** this step refers to the delineation of boundaries for effective protection, which ensures the integrity and authenticity of the monument, including the areas and attributes which are “a direct tangible expression of the value of the property” and those areas which, after additional research, could “offer potential to contribute to and enhance such understanding”; boundaries should also “reflect the spatial requirements of habits, species, processes or phenomena what provide the basis for their inscription on the World Heritage List”; In the case of overlapping protected areas, establishing several management zones and make sure that the areas around the monument/site fulfil the requirements for authenticity and integrity
  - **Establish buffer zones:** establishing areas around the cultural asset which has complementary legal and/or restrictions on its use and development, in order to provide an additional layer of protection for the monument; preparing maps which clearly indicate the buffer zones;
3. **MANAGEMENT** – Cultural Heritage management is the most important part for both protection and valorisation of cultural assets, as it has the role to maintain a right balance between the two attitudes, and also to link, in a responsible way, the cultural assets to other dynamic elements which affect or are affected by the Cultural Heritage. In order to ensure effective protection of the monument for present and future generations, the institutions in charge should define management plans/systems which explain how the value of the property should be preserved, “preferably through participatory means”; the plans should take into consideration the cultural and natural context, and could incorporate “traditional practices, existing urban or regional planning instruments, and other planning control mechanisms”. It should comprise a set of short, medium and long-term actions which aim to protect, conserve and valorise the property in an integrated manner. The management plan should include “the broader setting”, namely the natural and built environment, infrastructure, land use patterns, related social and cultural practices, economic

processes and other “intangible dimensions of heritage – ALL OF THESE ELEMENTS ARE SUPPORTING THE VALUE OF THE MONUMENT. According to the Operational Guidelines for the Implementation of the World Heritage Convention, the Management Plan (71) should include:

- a shared understanding of the property and its universal, national and local value + the socio-ecological context integrating all stakeholders;
- the use of inclusive and participatory planning and stakeholders’ consultation processes
- **cycles of planning, implementation, monitoring, evaluation and feedback**
- assessment of “vulnerabilities of the property to social, economic, environmental and other pressures and changes”, including climate change related risks
- mechanisms for stakeholder cooperation and engagement
- how the resources will be allocated
- how capacity building will be made

**4. MONITORING** - there should be established key indicators in order to measure and assess the state of conservation of the property, the factors which could affect it, the conservation measures, the periodicity of examination, etc. The Monitoring is included in the Management and it represents a key step in truly effective cycles of planning, implementation, monitoring, evaluation and feedback.

**5. SUSTAINABLE USE** – if applicable, heritage properties should sustain biological and cultural diversity, should support the wider conservation of natural and cultural heritage and promote the participation of communities and other stakeholders in the sustainable protection, conservation, management and presentation of CH.

Each procedural step for CH protection and valorisation can be enriched with new integrated approaches and perspectives for implementation, in order to achieve a greater impact at territorial and socio-economic level and to really integrate Cultural Heritage in the lives and the concerns of the community and the wider group of stakeholders.

In what concerns **RESEARCH**, the main findings from the European Policy framework are the following:

- Promoting interdisciplinary research related to CH which includes also the socio-economic, environmental and territorial component;
- Striving for including CH in prestigious European-funded research programmes;
- Applying and further developing innovative technologies and tools for an effective research of CH assets;
- Developing attractive and innovative tools and platforms for promoting research results;

For a better **PROTECTION**, which takes into consideration the bigger context, the policy framework advocates for:

- Taking into consideration the wider environmental and spatial planning context and use Cultural Heritage as a tool for land-use planning;
- Promote qualitative approaches for the environment, which do not harm the cultural values;
- Integrating conservation and management approaches for heritage properties in larger regional planning frameworks;
- Maintain the integrity of the socio-ecological systems surrounding the cultural assets;
- Facilitate and encourage PPPs in CH conservation projects;
- Protect and restore heritage through new technologies;

As highlighted also in the Operational Guidelines for the Implementation of World Heritage Convention, an effective and impactful **MANAGEMENT** and **SUSTAINABLE USE** of Cultural Heritage assets should take into consideration (besides the above listed measures for protection), the following:

- Foster an economic and social climate which supports participation in CH and support and promote CH sector as a means for creating jobs and business opportunities;
- Foster social cohesion through shared responsibility, recognize the role of non-governmental organisations as “partners in activities” and include more participatory approaches;
- Boosting effective and smart coordination of private and public sectors involved in the management of CH assets;
- Developing operational mechanisms for community involvement in CH management;
- Enable and encourage circular approaches in CH management (adaptive reuse and regeneration);
- Take into consideration integrated nature-culture approaches;
- Blending CH management with sustainable development principles;
- Provide sustainable mobility solutions for accessing the CH (make heritage accessible for all types of users and encourage the non-motorized transport patterns);
- Synergising the traditional use of landscape and the tourism approach;
- Develop a sustainable tourism policy which integrates also CH;
- Promote heritage as a meeting place and vehicle for intercultural dialogue, peace and tolerance;
- Create a suitable framework to enable local authorities and communities to act and manage their heritage;
- Develop educational programmes around CH which focus on influencing visitors’ behaviour;
- Support intergenerational and intercultural projects to promote CH;
- Creating „anchor points“ (hubs) for effectively promoting the CH at regional level;
- Support the development of an integrated tourism offer (food, traditions etc) around the CH assets;
- Use CH as a means for giving the region a distinctive character and making it more attractive and better known.

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