

The Innsbruck Declaration

Quo Vadis? Council of Europe cultural routes 2014-2024

The Participants in the Innsbruck Forum,

Thanking the authorities of Austria for hosting the 2013 Council of Europe Cultural Routes Advisory Forum in Innsbruck during this country's Chairmanship of the Council of Europe Committee of Ministers,

Recalling the Declaration of Santiago of 23 October 1987,

Referring to the Colmar Declaration of 23 November 2012 which called upon member states of the Council of Europe and interested non-member states having not yet acceded to the Enlarged Partial Agreement on Cultural Routes "to consider accession as soon as possible, in order to ensure the confirmation of the EPA at the end of its pilot phase and to increase the impact and geographical coverage of the programme",

Congratulating in this context Germany, Monaco, Switzerland, Hungary and Romania on having acceded to the EPA since the 2012 Forum,

Thanking Azerbaijan for its invitation, accepted by the EPA Governing Board, to hold the 2014 Advisory Forum in Baku and inviting other member states to consider hosting the Forum in 2015,

Recalling the continuing support of the European Union for the Council of Europe's cultural routes programme through joint management programmes with the European Commission,

Noting the progress with follow-up to the recommendations made in the Colmar Declaration, in particular:

- the two meetings of certified cultural routes held in 2013 and the participation of the elected representative of the routes in the meetings of the statutory bodies on an ad hoc basis;
- the enhanced cooperation between the cultural routes programme and other international organisations, in particular through the Memorandum of Understanding between the United Nations World Tourism Organisation and the European Institute of Cultural Routes (EICR), and dialogue with the OECD Tourism Committee;
- the proposed amendments to the statutory texts of the EPA currently before the Committee of Ministers, submitted for adoption on 11 December 2013;
- the setting up, in cooperation with the European Commission, of a university network of cultural routes studies (CRSN) which will now work on curricula to be proposed for the study year 2014-15;
- the work carried out on a code of ethics/code of conduct for cultural routes referring to the UNWTO Code of Ethics in Tourism;
- the ongoing work on tailor-made indicators for measuring the success and impact of cultural routes as networks, being developed in consultation with the European Commission.

Recalling Resolution CM/Res(2013)53 of the Council of Europe Committee of Ministers, which underlines "the importance of cultural routes as tangible illustrations, through European trans-border itineraries, of the pluralism and diversity of European culture based on shared values, and as means for intercultural dialogue and understanding",

Stressing the vocation of cultural routes as expressed in Resolution CM/Res(2013)53: "such routes lend themselves to long-term European co-operation programmes in the fields of research, heritage enhancement, culture and the arts, cultural and educational youth exchanges, cultural tourism in Europe and sustainable cultural development",

Endorse the following recommendations aimed to further these objectives, discussed during the three workshops held during the Innsbruck Forum, and agree to communicate them to the statutory bodies of the cultural routes programme:

The future of Council of Europe cultural routes programme

The Council of Europe's cultural routes programme, which has become a reference in cultural cooperation at local, regional and trans-national levels, is as relevant today as it was 26 years ago, through its potential to stimulate cultural cooperation and to promote knowledge and transmission of cultures and cultural heritage, intercultural dialogue and sustainable cultural tourism;

A measure of success of the cultural routes programme should be its increased visibility and outreach. With these objectives in mind, the participants request that **the Council of Europe** work with the European Institute of Cultural Routes on the introduction of a Day of Council of Europe Cultural Routes, which could be celebrated on or around the anniversary of the Declaration of Santiago of Compostela (23 October);

In addition, participants encourage the Organisation to seek to develop synergies with other Council of Europe activities in the areas of culture and heritage (for instance the implementation of the Faro Convention, the Heritage Days, the Intercultural Cities programme and the European Landscape Convention activities), in order to increase the impact of the programme and its visibility.

The cultural routes networks agree to continue to work together on defining common strategies and positions in order to share good practices, to ensure that these are in conformity with the aims of the Council of Europe's programme and to coordinate their contribution to the orientations of the programme;

They call upon all partners to assist them in finding sources of funding for their activities and to connect with sustainable tourism operators in order to benefit from the increasing popularity of leisure and educational activities centred on tangible and intangible cultural heritage.

The representatives of international organisations present recognise once again the added value of cooperation between international organisations active in the field of cultural and natural heritage and in particular its tourism dimension, and welcome the opportunity to discuss areas of common interest and synergies;

In this context, agree to continue to work together on common policies in areas such as governance, research and innovation, performance evaluation, knowledge-sharing, training and capacity-building, sustainable cultural heritage management and accessibility;

With regard to the cultural routes programme, recognise in particular the relevance of the work undertaken with the European Commission on capacity-building for cultural routes in sustainable cultural tourism, with UNWTO, in particular on responsible, accessible and ethical tourism issues and on training, skills development and volunteers with the UNWTO Themis Foundation, with ICOMOS on activities related to the ICOMOS Charter on cultural routes and with UNESCO on how to establish a link between UNESCO sites and cultural routes, especially where these already intersect. The organisations also agree to continue to cooperate at a national level with the signatories of the EPA for a common visibility of the different certification systems;

Insist on the importance of seeking a regular dialogue with the states parties, to encourage intergovernmental support and resources for the work of the cultural routes;

With regard to the common shared European heritage, undertake to continue to work with full regard for the principles of tolerance, freedom and solidarity, always acknowledging the value of intercultural dialogue.

The representatives of specialised ministries, recognising the need for coordination between relevant ministries and fluid communication channels between ministries, regional authorities and cultural routes,

Take note of the good practices in intra- and inter-ministerial cooperation developed by France, Spain and Austria and of the legal provisions in Italy for the development of cultural routes;

Stressing the need to ensure communication between the different levels of governance involved in the cultural routes programme, propose that the specialised ministries with competency for transnational cultural routes designate a contact point to facilitate exchanges with the cultural routes and with the European Institute of Cultural Routes;

Decide to establish a working group to explore principles of methodology for cooperation between the national institutions concerned and the cultural routes present in their territories;

Agree to continue exchanging on the appropriate structures and procedures for interaction between national authorities and cultural routes in order to foster their development.

With respect to the alliance between culture and tourism

The participants,

Consider that market research and scientific research are both important conditions for effective development of cultural routes;

Underline the importance of the interpretation of the themes of cultural routes, since “story-telling” gives access to the knowledge and heritage contained in cultural routes to everyone;

Stress the need for the professionalisation of cultural routes management through education and training which allows increased competitiveness while giving the assurance of quality;

Agree to work on possible “coalitions” with tour operators and the private sector in order to foster ownership by all partners involved in cultural routes networks.

Finally, the participants resolve to pursue dialogue on the above subjects as a follow-up to the Innsbruck Forum and in preparation of the 2014 Council of Europe Cultural Routes Advisory Forum in Baku.

Innsbruck, 22 November 2013