



EIREST, Université Paris 1 Panthéon-Sorbonne  
CAST, University of Bologna, Rimini  
LABPATC, University of Barcelona  
Fondazione Federico II  
European Institute of Cultural Routes

## Call for papers

# TOURISM GOVERNANCE OF THE COUNCIL OF EUROPE'S CULTURAL ROUTES

## Stakeholder networks: cooperation, creativity and innovation

Thursday 29 and Friday 30 September 2016, Paris

Conference organized as part of the HECTOR project  
(*HEritage and Cultural Tourism Open Resources for innovative training schemes related to the Cultural Routes of the Council of Europe*)

The Council of Europe's Cultural Routes programme was implemented in 1987 to discover not only "significant" cultural properties, but also those situated in lesser-known regions with little or no tourism. Its objective is to address European identity in all its different forms. Cultural routes have always played an important role in cross-border cultural cooperation by promoting sustainable cultural tourism. These projects "anchored" on European soil offer travellers a new vision of Europe through shared themes.



Source: European Institute of Cultural Routes

Each European cultural route is made up of a network of properties and sites that promote cultural, educational, heritage and tourism cooperation projects that are continually evolving. The routes have enormous potential for collaboration at all levels (Moulin and Boniface, 2001)<sup>1</sup>. Located in several Council of Europe states, the routes form multidisciplinary themed networks that have a legal structure and must operate democratically and effectively at different scales.

Governance tools were created to ensure the participation of all route stakeholders. This governance model can be defined as a new type of collective decision-making through partnership conventions between the public and private sectors and civil society (Dredge, 2006)<sup>2</sup>. It is a notion of governance that applies to the networking strategies of the Council of Europe's Cultural Routes at the local, regional, national, and European level. This governance structure attempts to describe a transformation that alters traditional styles of government at all levels, Its central objective is to form stakeholder networks that promote cooperation planning (Tinsley and Lynch, 2001)<sup>3</sup>. This collaborative approach has become necessary to tackle the complex subjects that institutions cannot resolve on their own.

Cultural tourism is an activity that lends itself well to the analysis of governance processes. It is, by definition, a transversal field as its development requires support from multiple sectors which, while working towards the same goal, have different and sometimes contradictory logics. Therefore, a cultural route involves establishing a set of relationships in network form between the different stakeholders, who are sometimes highly diverse.

Cultural tourism can be a significant factor in territorial dynamics, but proper coordination between the numerous actors involved is necessary. Some cultural tourism projects are carried out without the involvement of regional actors, but this can jeopardise the sustainability of the project.

*What obstacles do Route members face during networking? How do they adapt to new forms of governance? What solutions do they find? To what extent do the cultural routes meet the expectations generated during their creation?*

This conference sets out to analyse new governance practices in the Council of Europe's Cultural Routes in all their various aspects, such as territory, culture, tourism, sustainability, and innovative approaches to research, education, training and youth. It also aims to give participants the opportunity to exchange inter-sector practices and methods of cooperation that may form part of a cultural route and, more particularly, of cultural tourism.

*What methods can researchers implement to analyse these governance practices?*

The conference is part of the HECTOR project (*HEritage and Cultural Tourism Open Resources for innovative training schemes related to the Cultural Routes of the Council of Europe*) funded by the Erasmus+ Key Action 2 programme. It is designed to support the development and dissemination of best practices and innovative approaches for training, heritage and cultural tourism management related to the Council of Europe's Cultural Routes.

## Conference themes

---

- New forms of governance of cultural tourism and/or cultural routes
- Creation of cooperation tools and inter-stakeholder participation
- New challenges in cultural routes management

---

<sup>1</sup> Moulin, C., & Boniface, P. (2001). "Routeing Heritage for Tourism: making heritage and cultural tourism networks for socio-economic development", *International Journal of Heritage Studies*, Vol. 7, no. 3, pp. 237-248.

<sup>2</sup> Dredge, D. (2006). Policy networks and the local organization of tourism. *Tourism Management*, 27, pp 269-280

<sup>3</sup> Tinsley, R., & Lynch, P. (2001). Small Tourism Business Networks and Destination Development. *International Journal and Hospitality Management*, 20(4), 367-378.

- Innovative practices in cultural routes-related cultural tourism management
- Participation of universities and academia in cultural routes governance
- Innovative practices and methods in education, training and youth in relation to the cultural routes

*(This is not an exhaustive list).*



Source: European Institute of Cultural Routes

## Programme

---

The conference will include sessions of scientific communications in the form of plenary sessions, workshops and round tables bringing together stakeholders and managers of cultural routes.

## Submission procedures

---

### Scientific communications

An abstract (500-1000 words) in French or English, presenting the issue, methodology and expected results.

### Participation of cultural routes managers in the forum or round table

Presentation of case studies and their issues

## Schedule

---

Proposals for papers must be sent before **17 June 2016** to the following address: [montserrat.crivillers-simon@univ-paris1.fr](mailto:montserrat.crivillers-simon@univ-paris1.fr)

Notification of accepted abstracts: **8 July 2016**

## Conference languages

---

French and English (simultaneous translation).

## Scientific officer

---

Montserrat CRIVILLERS SIMON, *EIREST, Université Paris 1 Panthéon-Sorbonne, LABPATC, University of Barcelona*

## Organization committee

---

Eleonora BERTI, *European Institute of Cultural Routes*

Montserrat CRIVILLERS SIMON, *EIREST, Université Paris 1 Panthéon-Sorbonne, LABPATC, University of Barcelona*

Maria GRAVARI-BARBAS, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Alessia MARIOTTI, *CAST, University of Bologna, Rimini*

Cécile RENARD-DELAUTRE, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Jordi TRESSERRAS JUAN, *LABPATC, University of Barcelona*

## Scientific Committee

---

Eleonora BERTI, *European Institute of Cultural Routes*

Jacinthe BESSIERE, *University of Toulouse 2*

Peter BURNS, *University of Bedfordshire*

Lorenzo CANTONI, *USI Università della Svizzera italiana*

Jean-Michel CHAPUIS, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Francesca COMINELLI, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Fiorella DALLARI, *CAST, University of Bologna, Rimini*

Géraldine DJAMENT, *SAGE, University of Strasbourg, EIREST, Université Paris 1 Panthéon-Sorbonne*

Edith FAGNONI, *EIREST, Université Paris 1 Panthéon-Sorbonne, Paris-Sorbonne University VI*

Emmanuelle GEORGE-MARCELPOIL, *IRSTEA, National Research Institute of Science and Technology for Environment and Agriculture*

Maria GRAVARI-BARBAS, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Malte HELFER, *University of Luxembourg*

Sébastien JACQUOT, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Wided MAJDOUB, *University of Sousse*

Yoel MANSFELD, *University of Haïfa*

Alessia MARIOTTI, *CAST, University of Bologna, Rimini*

Cécile RENARD-DELAUTRE, *EIREST, Université Paris 1 Panthéon-Sorbonne*

Mike ROBINSON, *University of Birmingham*

Habib SAIDI, *IPAC, Université Laval*

Jordi TRESSERRAS JUAN, *LABPATC, University of Barcelona*

Anna TRONO, *Università del Salento*

Noël SALAZAR, *KU Leuven*

Maria Dolores VIDAL CASELLAS, *Universitat de Girona*