



EUROPEAN AND
IBERO-AMERICAN
ACADEMY OF
YUSTE
FOUNDATION



ITINERA
CAROLUS V
IMPERATOR

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES

JUNTA DE EXTREMADURA



DIPUTACIÓN
DE CÁCERES



VII TRAINING ACADEMY 2018

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

“INNOVATION AND NEW TRENDS IN CULTURAL ROUTES: (RE)INTERPRETING EUROPEAN CULTURAL HERITAGE”.

Royal Monastery of Yuste and Palace of Charles V

From 13th to 15th June (Cultural Routes of the Council of Europe)

From 12th to 15th June (Candidate routes and projects)

Draft Program

Tuesday, 12th June 2018

Arrival of Participants. Recommended airport: Madrid Adolfo Suarez Barajas airport.

One shuttle bus will be provided to participants coming from abroad to transfer them from **Madrid Airport** to Yuste at **15:00**. We recommend participants to book their flights in the morning of the 12th June. (Yuste is at 2h45m from Madrid airport by bus).

18:30 – 20:00	Session for candidate cultural routes: Presentation and guidelines for certifications as Cultural Routes of the Council of Europe by the European Institute of Cultural Routes - Eleonora Berti
20:30	Welcome dinner for all participants , location TBA

Wednesday, 13th June 2018

09:00	Registration of participants
09:30-10:00	Opening Session <ul style="list-style-type: none">• Guillermo Fernandez Vara. President of the Regional Government of Extremadura / or Francisco Martín, General Director for Tourism of the Regional Government of Extremadura.• Rosario Cordero. President of the Province Council of Cáceres.• José María Hernández García. Mayor of Cuacos of Yuste.• Francesco Forgione. President of the European Routes of Charles V.• Juan Carlos Moreno Piñero. Director of the European and Ibero-american Academy of Yuste Foundation.• Ignacio Muñoz Llinás. Delegate of National Heritage for the Royal Monastery of Yuste.• Marianne Berger Marjanovic. Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe• Eladio Fernandez Galiano. Head of Democratic Initiatives Department, Council of Europe

10:00-10:30	Keynote speech: "Innovation and New Trends in Cultural Routes", Maria Gravari Barbas – Université Paris 1 Pantheon-Sorbonne
10:30-10:45	Debate
10:45 – 11:00	Introduction to the VII Training Academy on Cultural Routes of the Council of Europe - Stefano Dominioni Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes.
11:00 – 11:30	Coffee break

TOPIC 1: NEW TRENDS FOR CULTURAL ROUTES PRODUCTS.

ORGANISED BY THE EUROPEAN CULTURAL ROUTES OF CHARLES V

11:30 – 12:00	Keynote speech: "From the creation to the implementation of Cultural Routes Products. Challenges and vision", Raul Virosta Merino - Manager of ITINERATOUR.
12:00 – 12:15	Debate
12:15-13:30	<p>WORKSHOP 1. CREATIVITY, PARTNERSHIP, TRAINING AND DEVELOPMENT IN CULTURAL ROUTES PRODUCTS. CURRENT AND FUTURE CHALLENGES. Format fishing pool</p> <p>Introduction to workshop and to format "fishing pool" - Miguel Angel Martin Ramos 10'</p> <p>Introduction to the workshop by organizing Cultural Route 5'</p> <p>Presentation of the topics by expert 10' Jordi Tresseras and Quintín Correas Domínguez. Manager of the Cooperation Network of European Routes of Charles V. "Touristic Product Club of Charles V"</p> <p>Presentation of 2 good practices 5'+5' TBA</p> <p>Debate and exchange of experiences 40'</p> <p>Moderator: Raul Virosta and Miguel Angel Martín Ramos. Secretary of the Cooperation Network of European Routes of Charles V. European and Ibero-American Academy of Yuste Foundation.</p>

13:30-14:30	Buffet lunch break
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TOPIC 2: INNOVATION IN CULTURAL ROUTES.

ORGANISED BY PREHISTORIC ROCK ART TRAILS

14:30-15:00	<p>Can we innovate developing cultural routes?</p> <p>Keynote speaker <i>Maria Gravari Barbas – Université Paris 1 Pantheon-Sorbonne</i></p>
15:00-15:30	Debate
15:30-17:30	<p>WORKSHOP 2. MACRO TENDENCIES ON CULTURAL HERITAGE AND TOURISM MANAGEMENT: CIRCULAR ECONOMY AND OTHER ASPECTS TO BE CONSIDERED WHEN DEVELOPING CULTURAL ROUTES</p> <p>Format fishing pool</p> <p>Introduction to the workshop by the moderator 5' Introduction to the workshop by organizing Cultural Route 5'</p> <p>Presentation of the topics by expert 10' Mr. Jose Manuel Rey-Garcia Director of the Archaeological Park of Rock Art of Campo Lameiro, Representative of Government of Galicia</p> <p>Presentation of 2 good practices 5'+5' Debate and exchange of experiences 90'</p> <p>Moderator: <i>Maria Gravari Barbas</i></p>
	Guided Visit to Garganta de la Olla (typical town from the county of La Vera)
20:00-	Dinner in one of the certified restaurants of the Club of Touristic Product of the European Routes of Charles V, (Restaurant TBA)

Thursday, 14th June 2018

09:00-10:00	<p>(Re)interpreting European Cultural Heritage. New opportunities for the cultural and tourism sectors.</p> <p>Keynote speakers: <i>(TBC)</i></p>
10:00-10:15	Debate

TOPIC 3: THE ROLE OF NEW TECHNOLOGIES IN CULTURAL ROUTES DEVELOPMENT AND COMMUNICATION

ORGANISED BY THE HANSA

10:15-10:45	<p>What is the role of new technologies in Cultural Routes?</p> <p>Keynote speaker Lorenzo Cantoni – University of Italian Switzerland (TBC)</p>
10:45-11:00	Debate
11:00-11:30	Coffee break.
11:30-13:30	<p>WORKSHOP 3. MAIN CHALLENGES AND SUCCESSFUL HISTORIES IN THE USE OF NEW TECHNOLOGIES: SOCIAL MEDIA COMMUNICATION, CREATIVE APPROACHES AND VISIONS. HOW TO CREATE NEW AUDIENCES AND COMBINE TRADITIONAL AND NEW COMMUNICATION TOOLS.</p> <p>Moderator: Lorenzo Cantoni</p> <p>Format fishing pool</p> <p>Introduction to the workshop by Moderator 5'</p> <p>Introduction to the workshop by organizing Cultural Route 5'</p> <p>Presentation of the topics by expert 10' – TBC</p> <p>Presentation of 2 good practices 5'+5'</p> <p>Debate and exchange of experiences 90'</p>
13:30-14:30	Buffet lunch break
14:30-15:30	Guided Visit to the Royal Monastery of Yuste and Palace of Charles V

15: 30-17:30	General discussion between certified Cultural Routes of the Council of Europe and European Institute of Cultural Routes
15: 30 – 16:30 or 17:30	Parallel session for candidate projects on the 5 criteria of certification. Presentation of the ATLAS of Good Practices HECTOR

17:30 – 18:00	Free time to change for trekking (bring your equipment in the morning)
18:00	Let's make the route of the Emperor backwards... (approx. 10km walk)
20:30-	Charles V's Dinner at the Parador de Jarandilla (Castle where Charles V lived for a few weeks before going to Yuste).

Friday, 15th June 2018

09:00- 09:45	Challenges and opportunities for Cultural Routes on 21st Century. Keynote Speaker <i>Eleonora Berti</i>
09:45- 10:00	Debate

TOPIC 4: THE POWER OF PARTNERSHIPS

**ORGANISED BY ROUTES4U PROJECT – JOINT PROGRAMME 2017-2020
EUROPEAN UNION / COUNCIL OF EUROPE**

10:00- 10:30	The power of partnerships: Challenges and visions in the 2018 European Year of Cultural Heritage Keynote Speaker Constanze Metzger - Senior Project Officer "Routes4U" project - Joint Programme 2017-20 European Union/Council of Europe
10:30- 10:45	Debate
10:45 – 11:15	Coffee break.
11:15- 12:30	WORKSHOP 4. Cultural Heritage and Tourism: The perfect wedding? Moderator: <i>Constanze Metzger</i> Format fishing pool Introduction to the workshop by moderator 5' Presentation of a proposal for establishing a Tour Operator Network for Cultural Routes – Inger Harlevi and Jennifer Gaeta 10' Presentation of 2 good practices 5'+5' Debate and exchange of experiences 45'
12:30- 13:30	WORKSHOP 5. Can you do it alone? Developing strategic partnerships

	<p>Introduction to the workshop by Moderator 5'</p> <p>Dr. Jordi Tresserras Juan - Director LABPATC, Universidad de Barcelona. `10</p> <p>Mónica García Alonso General Direction of Education, Science and Culture of the General Secretary of Organization of Ibero-American States: "Developing strategic partnerships with the Ibero-American cultural space. Growth and synergies for European Cultural Routes of the Council of Europe." 10'</p> <p>Presentation of 2 good practices 5'+5'</p> <p>Debate and exchange of experiences 35'</p> <p>Moderator: <i>Eleonora Berti</i></p>
13:45-14:00	CONCLUSIONS AND END OF 2018 ANNUAL TRAINING ACADEMY – Stefano Dominioni, Francesco Forgione Inger Harlevi
14:00-15:00	Buffet lunch
15:00 -	Visit to the city of Guadalupe and Monastery of Guadalupe
20:00	Dinner at the Monastery of Guadalupe.

Saturday, 16th June 2018. Morning: Departure to Madrid Airport.

9:00: Transportation from **Hotel Parador de Jarandilla** to **Madrid Airport** and **Atocha Train Station** in Madrid.