

# TRACES OF MODERNITY

CHANCES OF SUCCESS

FOR THE ESTABLISHMENT OF A CULTURAL ROUTE

# NEW TOURISM STRATEGIES FOR CULTURAL ROUTES

## **Conservation of Heritage**

- **sustainable**
- **environmentally**
- **socially responsible**

## **Culture Tourism / Thematic Tourism**

# NEW TYPE OF TOURIST

- **motivated by special interest**
- **less oriented toward package tours**
- **searching for experiences**
- **new sensations**
- **willing to learn**
- **environmentally sensitive**
- **displaying respect for the culture of local communities**

# NEW TYPE OF TOURIST

## Old Tourist

**Group**

**Search for fun**

**Follow the masses**

**Just to show  
that you have seen**

**Having**

**Escape**

## New Tourist

**Individual**

**Experience Nature**

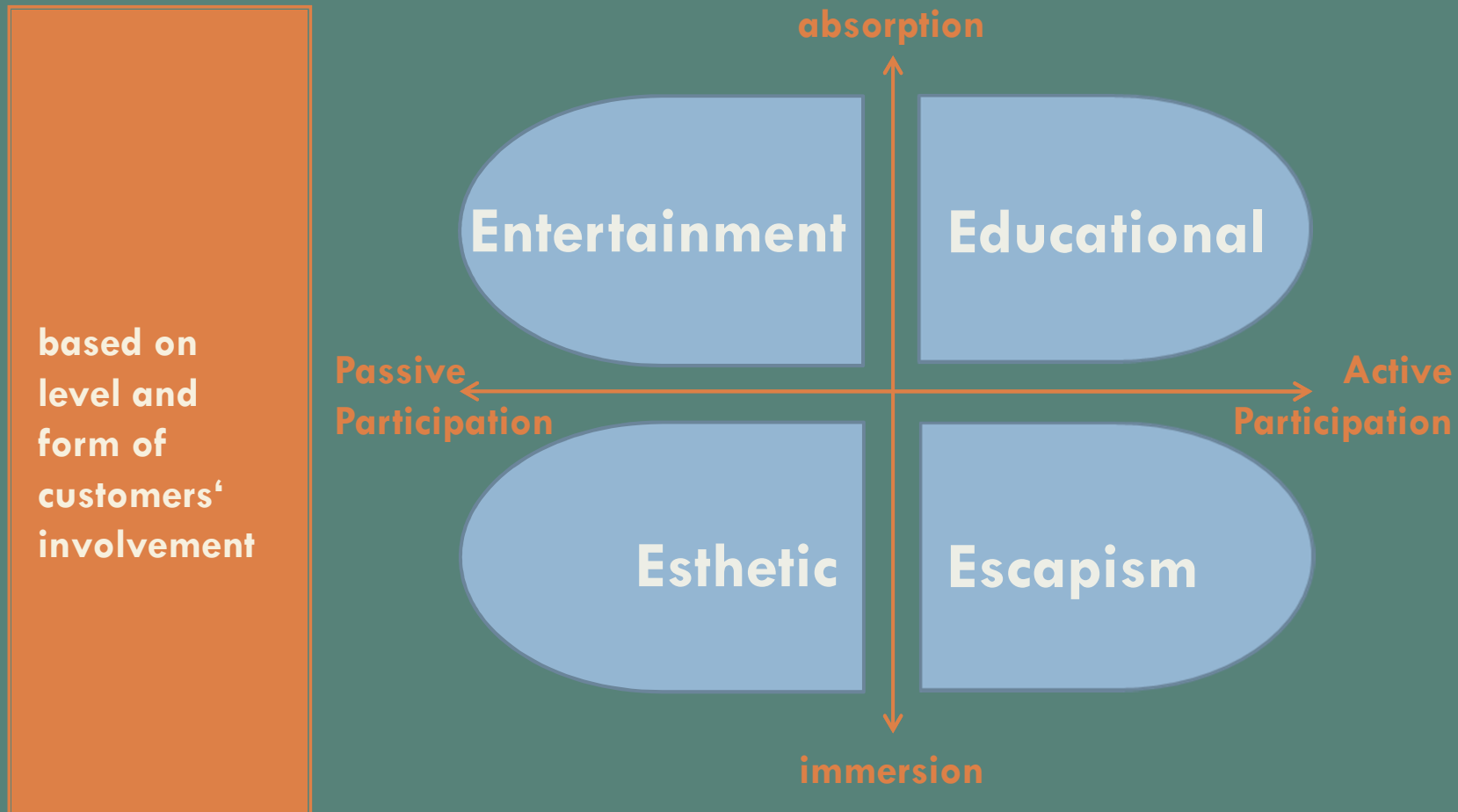
**Affirm individuality**

**Just for the fun of it**

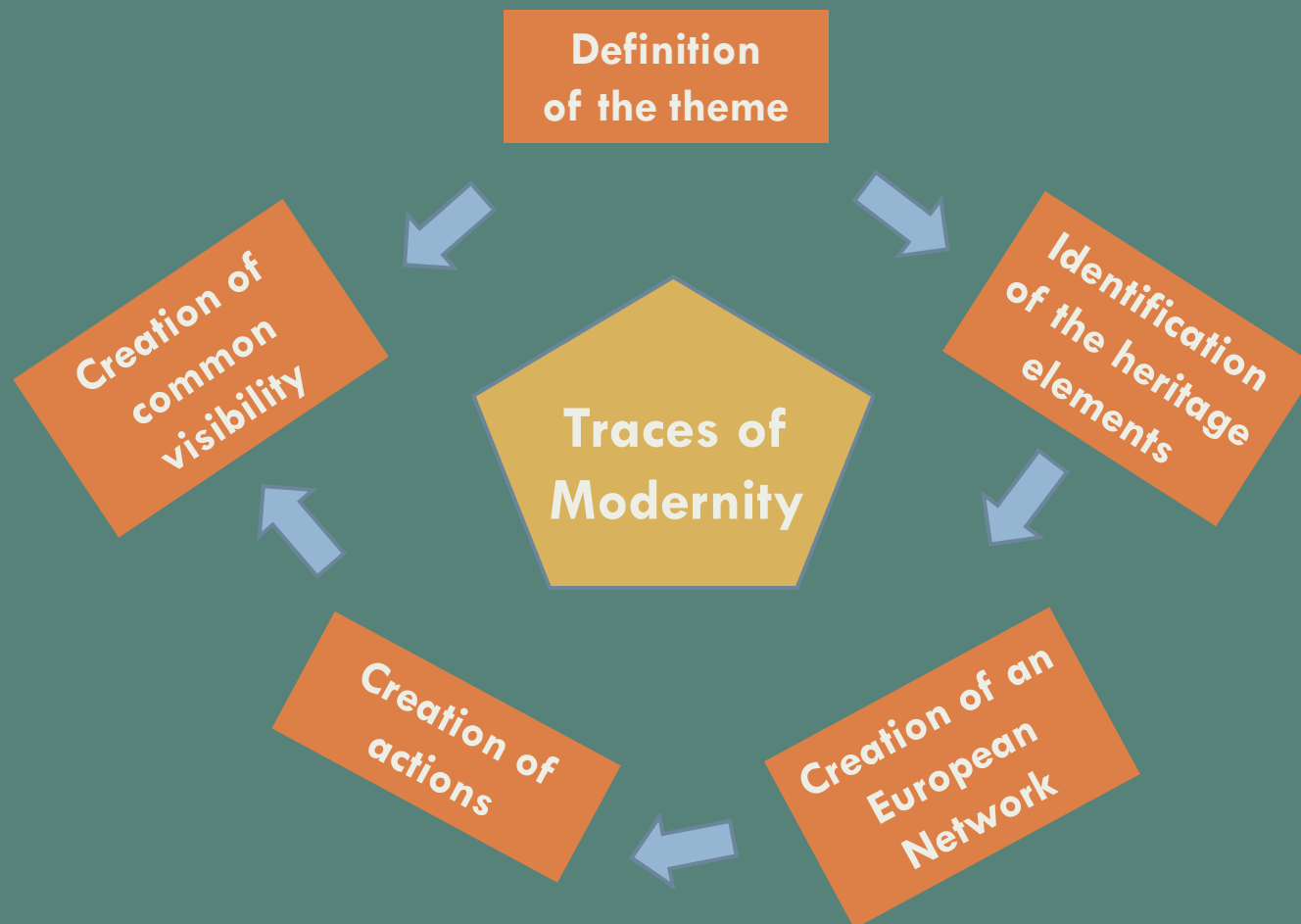
**Being**

**Fulfillment**

# FOUR EXPERIENCES BY PINE AND GILMORE (1999)



# FIVE STEPS IN CREATING A CULTURAL ROUTE



# DEFINITION OF THE THEME

**What is the story you want to tell travellers and citizens?**

**How is the chosen theme declined in the different countries involved?**

**Is the title of the route common to several involved countries?**

# IDENTIFICATION OF THE HERITAGE ELEMENTS

**Different forms of the fundamental theme  
across Europe**

**Re-discover and identification of elements  
of tangible and intangible heritage linked  
with the theme**

**Creation of a narration throughout the sites**



# CREATION OF A EUROPEAN NETWORK

Sites and stakeholders which are part of the route are brought together for example as an association

Network based on a democratic and participative way

# CREATION OF ACTIONS

**Common actions**

**Special actions at the sites**

**Co-operation in research and development**

**Enhancement of memory, history and European heritage**

**Cultural and educational exchanges**

**Contemporary cultural and artistic practice**

**Cultural tourism and sustainable cultural development**

# CREATION OF COMMON VISIBILITY

**Common logo designed for the route**

**Common Web Page**

**Common presentation on social networks**

**Common PR Material (e.g. flyer, newsletter, postcards in different languages)**

# CHALLENGES FOR „TRACES OF MODERNITY“

Rich cultural offer in both areas

Just one cultural theme among many others

Transfer the interest from Austria to the Czech Republic

Overcome logistic barriers for tourists from outside and  
international guests

Communication the new Cultural Route

# TRACES OF MODERNITY



- A/E** Vienna
- B** Purkersdorf
- C** Brno
- D** Brtnice