

*Cultural
Routes as
Investments
for Growth
and Jobs*

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



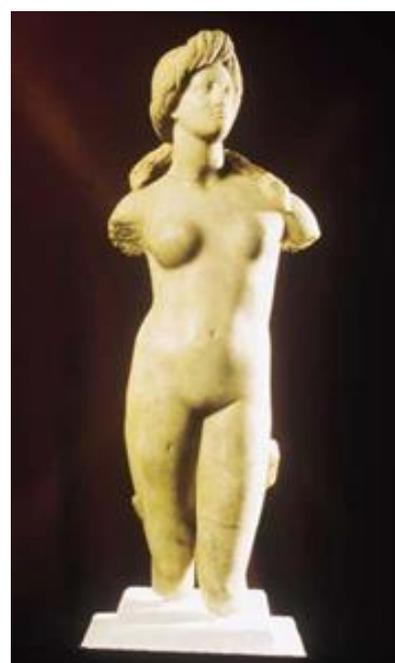
**Pafos Regional
Board of Tourism**


Cult-RinG
Interreg Europe



European Union
European Regional
Development Fund

Action Plan for Pafos Region Cyprus





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December 2018

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

Cult-RInG Project

Cultural Routes (CRs) of the Council of Europe (CoE) have been established since 1987, stressing the importance of European identities. The CoE's Enlarged Partial Agreement (EPA) on CRs currently comprises 33 routes contributing to protection and development of natural and cultural heritage. CRs are used as powerful tools to promote and preserve EU's shared and diverse cultural identities. CRs provide a better understanding of the history of Europe through interregional exchanges of people, ideas and cultures.

The impacts of CRs on SMEs' innovation and competitiveness have showed that CRs are at the heart of cultural tourism development; they have achieved a noteworthy impact and progress, and shown remarkable potential for SME generation, networking, social cohesion, intercultural dialogue, and for promoting the image of Europe. CRs represent a source of innovation, creativity, small-business creation, and cultural tourism products and services development. There is a common challenge, in terms of evaluating and exploiting the benefits of existing CRs and deploy them in the development of new CRs, so that Growth & Jobs targets can be met faster.

The overall objective of the Cult-RinG project is to highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalisation of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building.

Main outputs are action plans on CR development and upgrading, with implementation and monitoring of improved policy instruments in 6 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are regional authorities looking for capturing the benefits of CRs, both existing ones with greater visibility and new ones, NGOs, European Networks, EU institutions, international organisations and stakeholders.

Cult-RInG Project Partnership



Cult-RInG highlights the value of investment in European Cultural Routes in terms of their contribution to growth and jobs and the development of new cultural routes

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FOREWORD

Foreword



It has been a great honour to cooperate with our partners in the Cult-RinG project since its inception in 2016 and during Phase 1 in 2017 and 2018. For some time we at Pafos Regional Board of Tourism had the idea of developing European Cultural Routes to enrich our cultural tourism offer, but we were missing the required interregional contacts and networking. The Cult-RinG project partnership gave us this opportunity, to identify, examine, transfer and capitalise best practices from the other partner regions and jointly develop new cultural routes that are described in the present action plan.

In particular, in Pafos we have been working on the cultural values of the legacy of St Paul's first mission through Cyprus ending in Pafos. During 2004-2006 we developed an initiative entitled 'In the footsteps of St Paul in Cyprus', in the frame of the **CultMark** project, one of the first interregional cooperation projects in the Republic of Cyprus since joining the EU in 2004, in the frame of the **INTERREG IIIC** interregional cooperation programme. At that time, the mission of St Paul in Pafos and Cyprus was not linked with the rest of his missions in Greece and his martyrdom in Rome. We have been very fortunate to share our initiative with Central Macedonia Region in Greece as well as Lazio Region in Italy, through our membership of ECTN. In the frame of Cult-RinG project, we are proud to have signed a Memorandum of Understanding and Cooperation with Central Macedonia, Lazio and ECTN, towards developing the interregional cultural route '**In the footsteps of St Paul the Apostle of the nations**'. And to submit a joint application to the European Institute of Cultural Routes of the Council of Europe for certification of this important development which is closely linked with European values and culture. This will be a big achievement of the Cult-RinG project for European identity as well as for economic development and employment creation, through sustainable cultural tourism. We are committed to making this new cultural route a success for the Interreg Europe programme.

The other actions are also important for us, namely our joining the existing Cultural Routes of '**The Phoenicians**' on ancient civilisations of the Mediterranean and '**Iter Vitis**' on wine tourism, as well as promoting the legacy of ancient Greek Goddess Aphrodite with her alleged birthplace in Pafos region, her sanctuary at Palaipafos (old Pafos) and her baths in Akamas peninsula, north part of Pafos region. The prospect of a future international **cultural route of Aphrodite** from Pafos to the rest of Europe is very exciting indeed.

On behalf of Pafos Regional Board of Tourism we express our sincere gratitude to our partners and the lead partner of this Cult-RinG project. We and our key stakeholders have learned a lot from other partners' experience during Phase 1. We now look forward to achieving significant results jointly during Phase 2 for the benefit of our visitors, host communities, businesses and work force.

Nasos Hadjigeorgiou
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Executive Summary

Main lessons from the interregional cooperation exchange of experience have been:

1. There is great interest for religious and pilgrimage cultural routes, such as St James Way, Via Francigena and St Olav Ways, which provide the basis for new cultural tourism products and services, particularly in lesser known places.
2. European Cultural Routes may generate additional tourism demand and generate significant economic development and employment creation benefits.
3. Membership of existing Cultural Routes of the Council of Europe gives a destination additional exposure to international visitors and creates further interest in relation to the usual tourism offer, enriching the cultural heritage of the destination.
4. Visitors through Cultural Routes have a higher profile than the average, are more educated and also demanding in terms of increased information and quality services. They are more likely to look for other cultural activities and appreciate local traditions and local products. They need targeted marketing efforts and spend more than the average per capita.

In the **policy instrument** addressed in this project, the **Pafos Regional Strategic Tourism Development Plan**, there has not been explicit reference to European Cultural Routes (ECRs) and this weakness is now addressed in the present Action Plan for the first time, which forms a significant improvement in policy. Close stakeholder involvement has been achieved as well throughout the project, with regular meetings and involvement in the interregional activities.

The vision is to make ECRs in Pafos region an effective tool for sustainable cultural tourism development and promotion, for the benefit of visitors and host communities. In this respect, significant policy change is achieved by the action plan with the valuable addition of ECRs in the improved policy instrument.

Actions:

- Action 1: Development of an application to the Council of Europe – European Institute of Cultural Routes for the certification of a new Interregional Cultural Route “In the footsteps of St. Paul, the Apostle of the nations”, as a candidate Cultural Route of the Council of Europe.
- Action 2: Joining the ‘Phoenicians Route’ certified Cultural Route of the Council of Europe and participating in its activities; initiating a ‘Smart Way’ in Cyprus.
- Action 3: Strategy and actions framework for the valorization of the myth of Greek Cypriot goddess Aphrodite, through the establishment of a potential new European Cultural Route from her birthplace in Pafos to the rest of Europe
- Action 4: Joining the ‘Iter Vitis’ Cultural Route of the Council of Europe for promotion of wine tourism.

The above actions will be implemented during Phase 2 (2019-2020) and their impact closely monitored and evaluated, in terms of contribution to tourism development.

The strong links between the actions and the Cult-RinG project are summarised in the Table below:

Actions	Policy learning / Good Practice transfer	Type of Action	Expected Impact
<p>Action 1</p> <p>New ECR 'In the footsteps of St Paul, the Apostle of the nations'</p>	<p>Existing religious and pilgrimage ECRs experience of other partners, viz:</p> <ul style="list-style-type: none"> ▪ PP2 Lazio IT: Via Francigena ▪ PP3 VGr SE: St Olav Ways ▪ PP5 CIM Alto Minho PT: St James Way 	<p>New Project</p>	<p>Policy change in terms of inclusion of new ECR in the improved policy instrument 'Pafos Regional Strategic Tourism Development Plan' For new tourism products and services, leading to employment generation and economic development</p>
<p>Action 2</p> <p>Joining 'The Phoenicians' Cultural Route of the Council of Europe as a member, initiating a smart way</p>	<p>Based on the experience of PP2 Lazio Region IT, as an active member of another ECR of CoE (Via Francigena), in terms of a destination authority working together with a ECR of CoE for growth and jobs (Good practice of Lazio Region on Via Francigena operations)</p>	<p>Structural Change</p>	<p>Policy change in terms of active participation in an existing ECR as a member and capacity building on valorising the heritage of ancient civilisations for cultural and smart tourism development</p>
<p>Action 3</p> <p>New ECR based on intangible heritage on the myth of ancient Goddess Aphrodite</p>	<p>Based on the experience of other cultural routes including intangible heritage, namely PP4 VTA LV working with 'The Hansa' (through common members) and 'The Argonautica Route' by PP7 ECTN advisory partner.</p>	<p>New Project</p>	<p>Policy change in terms of inclusion of ECR in the policy instrument 'Pafos Regional Strategic Tourism Development Plan' For new tourism products and services, leading to employment generation and economic development</p>
<p>Action 4</p> <p>Joining the 'Iter Vitis' Cultural Route of the Council of Europe, for promotion of wine tourism</p>	<p>Based on the experience of PP5 CIM Alto Minho working with Iter Vitis ECR in north Portugal (Good practice: Iter Vitis interpretation centre in Ponte de Lima in study visit)</p>	<p>Improved Governance</p>	<p>Improved activities and promotion on wine tourism through coordination with wineries, Municipalities and Chamber of Commerce and Industry through capacity building</p>

In conclusion, ECRs are now fully included in the policy of PRBT and further promotion is planned in the coming years, as a result of the Cult-RinG Interreg Europe project.

Action Plan (main part)

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

Part I – General information

Project: **Cult-RinG – Cultural Routes as Investment for Growth and Jobs**

PGI02116

Partner organisation: **Pafos Regional Board of Tourism**

Other partner organisations involved (if relevant): **ECTN advisory partner**

Country: **Cyprus**

NUTS2 region: **Pafos**

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Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: **Pafos Regional Strategic Tourism Development Plan**

Part III – Details of the actions envisaged

ACTION 1

Development of an application to the Council of Europe - European Institute of Cultural Routes for the certification of a new transnational Cultural Route “In the footsteps of St. Paul, the Apostle of the nations”, as a candidate Cultural Route of the Council of Europe

Common action with project partners Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia - Greece (lead partner), Lazio Region – Italy and Pafos Regional Board of Tourism – Cyprus, supported by European Cultural Tourism Network (ECTN, advisory partner) – Belgium



1. The background

The Action constitutes a result of the **good practices on pilgrimage and religious cultural routes** presented in the 1st and 2nd thematic workshop of the Cult-RInG project that took place in Riga, Vidzeme, Latvia (November 2017) and in Nösund, Sweden (April 2018) respectively, as well as in the dedicated Study Tour in the Lazio Region, Italy (May 2018). This specific Action is based on the good practices presented by the project partners, namely the Tourism Department of the Lazio Region regarding the management and promotion of the certified by the Council of Europe Cultural Route “Via Francigena”, as well as St Olav Ways in west Sweden by Västarvet, Vastra Gotaland Region, Sweden, and St James Way (Santiago de Compstela) in north Portugal by CIM Alto Minho, Portugal. The Action has been discussed also at a special meeting with the European Institute of Cultural Routes (EICR) of the Council of Europe (CoE) and the managers of six selected certified cultural routes, held in Brussels in June 2018), at the request of CoE.

This Action builds on a related previous initiative in Pafos, extending it to interregional dimension thanks to the exchange of experience and related policy learning in the Cult-RInG Interreg Europe project. The experience of this previous initiative has been shared with the other partners involved in the brand new, interregional Cultural Route developmet within the Cult-RInG project for growth and jobs.

The **Pafos Regional Board of Tourism** had previously highlighted the potential of St Paul’s legacy in Pafos for cultural tourism purposes, in the **INTERREG IIIC CultMark** project on ‘**Cultural Heritage, Local Identity and Place Marketing for Sustainable Development**’ (2004-2006). The CultMark project outline is given below:



CultMark (Cultural Heritage, Local Identity and Place Marketing for Sustainable Development) is a part-financed European Operation, within the framework of the INTERREG IIIC Interregional Cooperation Programme. Its duration is 3 years (2004-2006). The aim of **CultMark** Operation is the Identification and Promotion of Local Cultural Assets and Identity through Place Marketing Strategies, Demonstration and Publicity Actions and the development of Evaluation Criteria in five European countries. The **CultMark** partnership consists of ten partners: DEMKA Nea Ionia (Lead Partner, GR), Chester City Council-The Waterways Trust-British Waterways-Ellesmere Port and Neston Borough Council-Cheshire County Council (Chester Canal Partnership, UK), Kainuun Etu Oy (Finland), Hanseatic City of Rostock (DE), State Technical Museum MV (DE), Paphos Chamber of Commerce and Industry-Tourism Committee (CY).

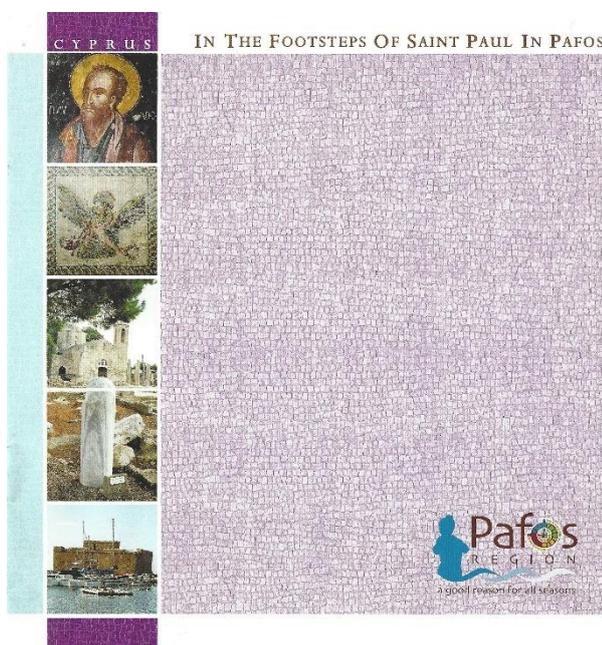
A panel in 4 languages had been created next to the ‘pillar of St Paul’, where St Paul was whipped according to legend, in the courtyard of the Church of Chrysopolitissa at Kato Pafos.



In addition, a brochure entitled 'IN THE FOOTSTEPS OF SAINT PAUL IN PAFOS' had been produced, with contents:

- CYPRUS ISLAND OF SAINTS
- SAINT PAUL
- ARRIVAL IN PAFOS
- THE CHURCH OF AGIA KYRIAKI CHRYSOPOLITISSA
- THE HOUSE OF THESEUS/MOSAICS
- SAINT PAUL'S DEPARTURE

and with map and information about related churches in the region.



This Cultural Route development is a new project based on the following:

The mission of St Paul, the Apostle (in Greek 'Ἀπόστολος Παῦλος', Apostolos Pavlos) in Pafos and Cyprus was his first journey outside Palestine, preaching to the Gentiles (non-Jews). Its success influenced the follow-up of his next two very successful missions in Asia Minor and Greece. Although Pavlos (Saul) was not one of the original students of Jesus, he became an Apostle as a result of a divine conversion on the road to Damascus. A Jew by origin and educated in the Greek language and civilisation, Paul was also a Roman citizen having privileges that helped him become the so called 'creator of Christianity' and 'the Apostle of the nations' (Apostle of the Gentiles).

The earliest reference to Christianity in Cyprus is found in the Acts of the Apostles (chapter 13). This tells of a visit to the island by Paul, Barnabas (who was a Cypriot by birth) and John Mark, at the start of what is called St. Paul's First Missionary Journey. They landed on the east coast at Salamis port and then arrived at the Roman capital Ne (New) Pafos, present day Kato (Lower) Pafos.

Apostles Pavlos and Barnabas, accompanied by Marc (later the evangelist), arrived from Antioch and Silesia in Salamis (near Famagusta) in 45 AD and travelled through Cyprus on foot ending in Pafos, then capital of the island and seat of the Roman Governor (Acts 13.5). In Pafos they converted to Christianity the Roman Governor Sergius Paulus and thus Cyprus became the first country to be governed by a Christian ruler.

The legacy of St Paul in Pafos is very evident through the ages and till the present day. Cypriot tradition has it that Apostle Pavlos was tied to one of the many pillars that now lie adjacent to the church of Agia Kyriaki and beaten. This pillar where St Paul is believed to have been whipped 39 times by the Romans is viewed by thousands of visitors every year.

By 1498 Cyprus came under the control of the Venetians. It was during this time that the present church building was constructed in the style of a Byzantine church. The building is erected over an earlier church that was destroyed in an earthquake in 1159. With the invasion of the Ottomans in 1570 many churches were either destroyed or changed into mosques. Through special arrangements the church by St Paul's pillar was spared destruction and was named Agia Kyriaki Chrysopolitissa, the Byzantine Cathedral of Kato Paphos.

The church is also the base of St. Paul's Catholic Parish in Pafos, Cyprus. This parish covers the Pafos Region and the people in the parish come from many diverse cultures. The church has been visited by the Pope Benedict XVI on a Papal visit to Cyprus in 2010. The legacy of St Paul in Pafos therefore covers several European nations and Christian denominations, providing the European values for a Cultural Route.

The above has been a sound basis of capitalisation in forming the present action, which in addition is based on capacity building from the other pilgrimage and religious cultural routes in the partner regions, namely Via Francigena in Lazio Region visited in the study tour in May 2018, St James Way in CIM Alto Minho visited in September 2018 and St Olav Ways in Vastra Gotaland region, west Sweden, visited in April 2018. The related good practices are as follows:

- Valorisation of the Saint James Way - Portuguese Coastal Way (by PP10 CIM Alto Minho, north Portugal)
- Via Francigena Cultural Route operations in Lazio Region for sustainable tourism development (by PP2 Lazio Region, central Italy)
- Developing attractive, safe and sustainable routes for inhabitants and visitors – St Olav Ways (by PP3 Vastra Gotaland region, west Sweden).

2. Action

The Action is a joint initiative of Pafos Regional Tourism Board (Cyprus) to establish a network along with the Region of Central Macedonia, Lazio Region (Italy) and the European Cultural Tourism Network (ECTN-Belgium) advisory partner, which will apply in due course to the European Institute of Cultural Routes – Council of Europe for the certification of the Cultural Route "In the Footsteps of St. Paul, the Apostle of the Nations".

The 4 project partners will be founding members of the network. Other member of this network in the future can be Regional and Local Government Authorities, Dioceses, Universities, Research Institutes and other interested and relevant organisations, including NGOs.

The steps for the certification of the cultural route are the following:

- Definition of subject that promotes common European values
- Determination of geographical, cultural, historical and natural heritage features in the countries / regions participating in the network.
- Establishment of a European network with legal status
- Coordination of joint actions to encourage cultural cooperation
- Creation a common Viewing Identity for the Route.

An important step towards the certification of the route was the signing of a **Memorandum of Understanding and Cooperation** among the Region of Central Macedonia - Greece, Lazio Region - Italy, Pafos Regional Tourism Board - Cyprus and the European Cultural Tourism Network (ECTN) – Belgium (advisory partner) in October 2018, in which MoU the founding members agree that they will work together to promote the interregional cultural route "**In the Footsteps of St. Paul, the Apostle of the Nations**" and to submit an application for the route's certification by the Council of Europe in due course.

The interregional Cultural Route will run across the Republic of Cyprus from the east coast in Famagusta province to the city of Pafos, with main points of interest the 'pillar' of St Paul', where St Paul was whipped, in the present courtyard of the old Church of Chrysopolitissa (Agia Kyriaki). This will be an important part of the whole cultural route through Greece and Italy ending up in Rome at the Papal Basilica of St Paul outside the walls (in Italian: Basilica Papale di San Paolo fuori le Mura). The vision is to ultimately establish the whole route from Jerusalem tRome including all four journeys of St Paul. The part in Pafos and Cyprus is very important as Paul's first mission that led the way.

3. Players involved

During the implementation of the Cult-RInG project, many stakeholders were invited and participated in the Local Stakeholder Meetings of the project, providing information through questionnaires for the development of this Action Plan. All these stakeholders will also provide information on the development of the Cultural Route and will also be invited to participate as members to the Route's cultural network.

4. Timeframe

January – September 2019: The Action will be mainly completed within 9 months, with the submission of the joint application to Council of Europe by end September 2019 (annual deadline for submission of applications).

October 2019 – December 2020: follow-up and facilitation of the certification activities of the Council of Europe, marketing of the (candidate) Cultural Route in tourism fairs and other cultural and tourism fora (in association with other partners Central Macedonia, Lazio and ECTN). Launch of the interregional route at WTM in London in November 2019.

5. Costs (if relevant)

5000 EUR for the production of promotion materials, jointly with the other 3 partners.

Promotion of the route in tourism exhibitions (WTM London November 2019, ITB Berlin March 2019) at no cost to the project.

6. Funding sources (if relevant)

Own funds of PRBT.

ACTION 2
Joining the 'Phoenicians Route' certified Cultural Route of the Council of Europe and participating in its activities; initiating a 'Smart Way' in Cyprus

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The policy instrument **Pafos Regional Strategic Tourism Development Plan** does not currently address the topic of European Cultural Routes and hence needs to be improved accordingly, based on the experience exchange with other partner regions, namely in project partner Lazio Region IT (PP2) where Via Francigena cultural route of the Council of Europe is active with established good practices on cooperation with the regional tourism agency (Lazio Agenzia Regionale de Turismo). A replication of this successful cooperation model is to be introduced in Pafos region with the respective European Cultural Route (ECR) of '**The Phoenicians Route**'.

Summary of Good Practice:
Via Francigena Cultural Route operations in Lazio Region for sustainable tourism development

The "Via Francigena Cultural Route of the Council of Europe", as a very successful resource for sustainable cultural tourism development in Lazio Region, Italy.

Lazio Region Agenzia de Turismo has promoted the VF CR, attracting pilgrims along the route towards Rome, thus creating jobs.

Membership of Lazio Region in the European Association of Via Francigena (EAVF): Lazio Region is an active member of EAVF, undertaking marketing of the VF CR in international tourism fairs.

Lazio Region has succeeded in the tourism marketing of VF CR.

The active role of Lazio Region Agenzia de Turismo (AdT) in the marketing of VF CR provides a very good paradigm of a destination authority working with a CR of the Council of Europe (CoE), for growth and jobs. The active participation of Lazio Region AdT in marketing the CR, including at international tourism exhibitions such as World Travel Market (WTM) in London and ITB in Berlin, has demonstrated that visitors and pilgrims can be attracted to a CR of CoE. The local authorities along the route also provide local services on accommodation and catering of CR users, with associated employment generation and local economic development. In some cases villages and small towns have had their economies redeveloped thanks to the VF CR visitors and pilgrims.

The close relationship that goes beyond the mere membership of the a CR of CoE, as in the case of Lazio Region and its stakeholders Municipalities/NGOs, forms an excellent practice for potential transfer to other EU destination regions.

The Phoenician Route

Since its recognition as a Cultural Route of the Council of Europe (2003), the Phoenicians' Route aims to promote the Mediterranean culture, to strengthen the bonds among the Mediterranean countries that share the same history. The Route in fact is based on the historical, social, and cultural relationships that the Phoenicians, together with other ancient Mediterranean civilizations, established along these sea routes, on their landing places and emporiums founded in the Mediterranean basin.

The Phoenicians Cultural Route intends to enhance the cultural, natural and landscape heritage of these places through the collaboration of cities, enterprises, volunteers and also institutions that want to bring their contribution to the search of a new relationship between people and the surrounding cultural heritage, as well as new pedagogical and tourism models for the needs of today's cultural exchange. Such places of ancient origin become the stages of a trip along the whole Mediterranean, through which exchange objects, knowledge and experiences.

There are hence several synergies and benefits for Pafos region to become a member of The Phoenicians Cultural Route and participate in its activities, thus transferring the good practice of Lazio Region working together with their respective ECR 'Via Francigena' as an active member, for growth and jobs.

2. **Action** (please list and describe the actions to be implemented)

The first task of the Action is that PRBT joins the International Confederation of the Phoenicians' Route, as the first and only member from Cyprus (like Lazio Region is in the 'European Association Via Francigena'). This has already taken place in late 2018, following the participation of the Director of the Phoenicians CR at the Cult-RinG Workshop C on the development of new CRs in Pafos, Cyprus, on 25-26 October 2018. PRBT had previous contact with The Phoenicians CR at WTM in London, seminar with UNWTO and EICR CoE in November 2016, including proposals for Phoenicians CR activities in Pafos, and at the special meeting in Brussels on 29 June 2018 with EICR and six CRs of CoE.

The Phoenicians' Route refers to the connection of the major nautical routes used by the Phoenicians, since the 12th century BC, as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians – genial sailors and merchants – and other great Mediterranean civilizations contributed to the creation of a "*koiné*", a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas. Pafos as the ancient capital of Cyprus has been a part of these routes.

The second task of the Action aims to initiate a 'Smart Way' in Cypriot territory with focus in Pafos (Pafos Regional Board of Tourism as a partner of International Confederation of the Phoenicians' Route), following the Phoenicians' Route methodology, in order to create forms of creative, experiential and slow tourism as

a basis for further developments on soft mobility, strategies for accessibility and involvement of local communities and other initiatives, integration with local agri-food productions and the Mediterranean Diet, with the forms of local crafts and other identity themes.

The main goal is to support public authorities, local communities, tour operators, other local stakeholders and to improve the tourist offer, diversifying the offer of seaside tourism, with other forms.

The development of tourism in Cyprus has been characterised by the rapid growth of mass, summer-sun and increasingly price-sensitive package tourism. Conversely, inland rural areas, once the focus of tourism in Cyprus, have gained relatively little benefit from tourism.

The Action seeks to diversify the Pafos tourism product by providing an alternative to the beach holidays and by attracting new, specialised segments of the tourist market; initiate a unique Pafos product based on material and immaterial cultural heritage; protect, conserve and let know existing natural, cultural and built environments and to preserve and strengthen traditional lifestyle and culture.

PRBT is member of the Route and participated in the last activities of the network especially in terms of sharing strategies common to all members of the Network.

One of the advantages of being part of an international network such as the Phoenicians' Route is also to be able to count on the cooperation of partners at the Mediterranean level.

The action is derived from the exchange of experience during Phase 1, during which PP6 PRBT delegates staff members and stakeholders representatives were involved in Thematic Workshops and Study Visits in other partner regions where there exists close cooperation between the partner organisation and their respective Cultural Route of the Council of Europe. The model to follow is the long established, close, successful and productive cooperation in PP2 Lazio Region IT with Via Francigena Cultural Route.

Also in north Portugal the developing cooperation between partner PP5 CIM Alto Minho and the St James Way Cultural Route. This exchange of experience inspired the present action in Pafos region, as a new cooperation between PP6 PRBT and The Phoenicians' Route, certified cultural route of CoE.

The action seeks to diversify the tourism product by providing an alternative to the beach holidays, create economic opportunities that involve the younger generation, social inclusion, intercultural dialogue and the enhancement of historical, cultural and artistic heritage, ensuring economic sustainability at its end.

The Phoenicians' Route, thanks to its fifteen-year experience, can provide virtuous experiences already applied in other Mediterranean contexts (including Sicily, Sardinia, Puglia and Tuscany, Italy; Balearic Island, Galicia Region, Andalucia Regione and Melilla, Spain; and other extra-European territory) and therefore to favour the comparison and the cross-border exchange of experiences, methods and best practices. Through the partners of the International Confederation of the Phoenicians' Route it will be possible to capitalize these innovative tourism initiatives and products at the Mediterranean and international level. The constant comparison with the other project partners will also be fundamental, sharing the aims linked to the differentiation of the tourist offer and the enhancement of the traditional lifestyle and culture.

The relevant activities in joining and participating in the ECR of 'The Phoenicians' will be included in the improved policy instrument, namely the **Pafos Regional Strategic Tourism Development Plan**, which hitherto lacked this important aspect of sustainable cultural tourism products and services related to ECRs and smart ways. This improvement of the policy instrument contributes towards a positive structural change in incorporating ECRs as a new means of sustainable development of tourism, towards smart tourism, for growth and jobs.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Local authorities (Municipalities and Communities)
- Chamber of Commerce and Industry
- Hoteliers Association
- Deputy Ministry of Tourism
- Cultural NGOs.

4. **Timeframe**

5. **Costs** (if relevant)

Staff costs of PRBT.

Membership fee of 500 EUR/p.a.

6. **Funding sources** (if relevant):

Own funds of PRBT.



ACTION 3
Strategy and actions framework for the valorization of the myth of Greek Cypriot goddess Afrodite, through the establishment of a potential new European Cultural Route from her alleged birthplace in Pafos to Europe

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

This action is based on the exchange of experience and good practices on European Cultural Routes (ECRs) based on intangible heritage, namely:

- 'The Hansa' Cultural Route of the Council of Europe (by PP4 Vidzeme Tourism Association, Latvia), as well as
- 'The Argonautica Route' (by advisory partner PP7 ECTN),

identified and studied in the Cult-RinG project (Workshop in Riga, Latvia, November 2017).

This is a new project, aiming at policy change in terms of inclusion of an additional new ECR based on intangible heritage in the policy instrument 'Pafos Regional Strategic Tourism Development Plan', for new tourism products and services, leading to employment generation and economic development.

The Hansa Cultural Route

The Hansa is a Certified "Cultural Route of the Council of Europe" since 1991. In the mid-thirteenth century, German seafaring merchants joined together to lay the basis of what became the Hanseatic League as a way to pursue their shared economic interests. Along the coasts of Northern Europe, mainly around the Baltic Sea, up to 225 cities joined the League, which had an important influence on the economy, politics and trade until the 17th century. The main activity of the Hansa CR is one very special occasion based on intangible heritage, the annual Hanseatic day that brings together citizens from more than 100 European cities in 16 countries to celebrate understanding, respect and co-operation.

Good Practice Summary: Cultural Route based on Intangible Heritage: Mythology, Poetry and Visual Arts of Argonautica

Cultural Route based on Intangible Cultural Heritage is an innovation. The Argonautica route is an excellent case for cultural tourism development & promotion.

Most existing Cultural Routes are mainly based on tangible heritage, such as castles, monuments, products, places of worship, archeological sites, spas, cemeteries, etc. Cultural Routes based almost exclusively on intangible heritage is an innovation, particularly based on: Mythology, Poetry and Visual arts.

A cultural route development based on mythology forms a very good basis for learning about intangible cultural heritage and reliving ancient civilisations. This can lead to new cultural tourism products and services for growth and jobs.

Aphrodite is an ancient Greek goddess, believed to have been born in Cyprus, associated with love, beauty, pleasure, passion and procreation. She is identified with the planet of Venus, which is named after the Roman goddess Venus, with whom Aphrodite was extensively syncretized. Aphrodite's major symbols include myrtles, roses, doves, sparrows, and swans.

The cult of Aphrodite was largely derived from that of the Phoenician goddess Astarte, a cognate of the East Semitic goddess Ishtar, whose cult was based on the Sumerian cult of Inanna. Aphrodite's main cult centers were Cythera, Cyprus, Corinth, and Athens. Her main festival was the Aphrodisia, which was celebrated annually in midsummer. Plato, in his Symposium 180e, asserts that her origins belong to separate entities: Aphrodite Ourania (a transcendent, "Heavenly" Aphrodite) and Aphrodite Pandemos (Aphrodite common to "all the people"). Aphrodite had many other epithets, each emphasizing a different aspect of the same goddess, or used by a different local cult. She was also known **Cypris** (Lady of Cyprus), due to the fact that Cyprus claimed to be her birthplace. Along with Athena and Hera, Aphrodite was one of the three goddesses whose feud resulted in the beginning of the Trojan War and she plays a major role throughout the *Iliad*. Aphrodite has been featured in western art as a symbol of female beauty and has appeared in numerous works of western literature.

Hesiod derives Aphrodite from *aphrós* (ἀφρός) "sea-foam" interpreting the name as "risen from the foam". In Cyprus, Aphrodite was sometimes called Eleemon ("the merciful"). In Athens, she was known as Aphrodite en kopois ("Aphrodite of the Gardens"). The ancient Romans identified Aphrodite with their own goddess Venus. According to the Roman historian Livy, Aphrodite and Venus were officially identified in the third century BC when the cult of Venus Erycina was introduced to Rome from the Greek sanctuary of Aphrodite on Mount Eryx in Sicily. After this point, Romans adopted Aphrodite's iconography and myths and applied them to Venus. Because Aphrodite was the mother of the Trojan hero Aeneas in Greek mythology and Roman tradition claimed Aeneas as the founder of Rome, Venus became venerated as Venus Genetrix, the mother of the entire Roman nation. Julius Caesar claimed to be directly descended from Aeneas's son Iulus and became a strong proponent of the cult of Venus. This precedent was later followed by his nephew Augustus and the later emperors claiming succession from him. In this way, the Greek Cypriot Aphrodite as Venus in Rome has become an international symbol of love and beauty throughout the western world art.

This syncretism greatly impacted Greek worship of Aphrodite. During the Roman era, the cults of Aphrodite in many Greek cities began to emphasize her relationship with Troy and Aeneas. Appearances of Aphrodite in Greek literature also vastly proliferated, usually showing Aphrodite in a characteristically Roman manner.

In Pafos region there is Aphrodite's birthplace at 'Petra tou Romiou' seaside rocks, her sanctuary at Kouklia or Palaipafos (Old Pafos) and her baths at Akamas, Latsi within Neo Chorio Community. Mosaics related to Aphrodite have been found at the villas currently on display at the Pafos Archeological Park (UNESCO World Heritage Site). The legacy of Aphrodite is everywhere in Pafos region today and can be capitalised for tourism promotion in the form of an international cultural route.

2. Action (please list and describe the actions to be implemented)

The Action involves the connection of the Pafos shrines of Aphrodite and the Cypriat Aphorodite cultural routes in Cyprus with the rest of Europe where Aphorodite or Venus has been worshiped, into a new European Cultural Route. These points are Kythira island in Greece, Milos island in Greece, Archeological sites in Peloponnese, Crete, Macedonia in Greece, as well as in Sicily, Naples, Rome in Italy.

The proposed European Cultural Route starts at the 'Petra tou Romiou' in Pafos region and ends at the Louvre museum in Paris where the 'Aphrodite of Milo' is exhibited, through the rest of Pafos region, rest of Cyprus, Greece and Italy.

3. Players involved

- Municipalities and Communities in Pafos region, Cyprus, Greece and Italy
- Chamber of Commerce and Industry
- Hoteliers Association
- Ministry of Education and Culture
- Deputy Ministry of Tourism.

4. Timeframe

January – June 2019: collection of relevant information

July – December 2019: recording and documentation for the new CR

January – September 2020: preparation of the application for CR

October – December 2020: marketing of the CR inc. at WTM London 2020

5. Costs (if relevant)

n/a

6. Funding sources (if relevant):

n/a



ACTION 4
Joining the 'Iter Vitis' Cultural Route of the Council of Europe for promotion of wine tourism in the Pafos region

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The policy instrument **Pafos Regional Strategic Tourism Development Plan** does not currently address the topic of Wine Tourism which is facilitated by the 'Iter Vitis' (the journey of the vine) Cultural Route of the Council of Europe certified in 2009. The policy instrument needs to be improved accordingly, **based on the experience exchange with other partner regions, namely in project partner CIM Alto Minho (PP5) where Iter Vitis has established an excellent wine interpretation centre. A replication of this successful practice is targeted in Pafos region, by PRBT joining the Iter Vitis CR association as a new member from Cyprus, for the first time.**

Iter Vitis is based on the following principles:

"The culture of the vine, winemaking and viticultural landscapes are an important part of European and Mediterranean food culture. Since the domestication of the vine, in the fourth millennium BC, its evolution and spread has been considered a great human achievement, which shaped Europe's landscapes, both in terms of its territory and its people."

And the following Council of Europe values:

"Wine production has always been a European symbol of identity. The technical knowledge, which underlies this production, has greatly contributed over the centuries to the construction of a European citizenship, common to the regions and peoples, and of national identities. Several countries of the Mediterranean region share the same common denominator: their cultural landscape. One of the main aims of the route is to safeguard wine biodiversity, highlighting its uniqueness in a globalised world."

PRBT seeks to share in the above by **enhancing the policy instrument with wine tourism promotion**, through membership of Iter Vitis CR of CoE. This has been promoted following the Iter Vitis participation in the Cult-RinG Interregional Thematic Workshop C held in Pafos, Cyprus on 25-27 October 2018.

2. **Action** (please list and describe the actions to be implemented)

The Action is derived from the exchange of experience during Phase 1, during which PRBT staff and stakeholders were involved in Thematic Workshops and Study Visits in other partner regions where there exists close cooperation between the partner organisation and a Cultural Route (CR) of the Council of Europe (CoE). The successful model to follow is the long established, close and productive cooperation in Lazio Region IT with Via Francigena Cultural Route.

This exchange of experience inspired the present action in Pafos region as a new cooperation between PRBT and Iter Vitis CR of CoE.

The Action therefore involves PRBT joining Iter Vitis CR association as a new member from Cyprus. PRBT will gain by developing wine tourism further through the Iter Vitis activities and the Iter Vitis CR will gain another country in its members. Cyprus has not been represented in Iter Vitis so far.

As part of the Iter Vitis Strategy Plan the Cultural Route network further aims to promote information about events, initiatives and cultural events organized in the Iter Vitis landscapes, with particular attention to the various forms of soft tourism and experiential tourism: trails (on horseback, on foot, by bike) and other sports related to the improvement and knowledge of the rural environment, photographic routes, discoveries, visits, sensory experiences (cooking classes, wine tasting, craft classes related to rural activities) and educational activities (distribution of work-related knowledge and/or processing of local agricultural products, participation in harvest or other times of the transmission of the former local knowledge, etc.).

Participation in wine tourism conferences and exhibitions is foreseen, including by UNWTO and City of Wine initiatives.

The activities in joining and participating in ECR 'Iter Vitis' will be included in the improved policy instrument, namely the **Pafos Regional Strategic Tourism Development Plan**. This is expected to improve regional governance by including wine tourism development in the Pafos Tourism Strategy, thus upgrading the cooperation between the tourism and agri-food sectors towards sustainable tourism products and services with growth and jobs. It is worth noting that this will be the first participation of a member from Cyprus in the Iter Vitis ECR.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Wineries
- Hotels
- Restaurants
- Local authorities
- Ministry of Agriculture
- Deputy Ministry of Tourism.

4. **Timeframe**

January – June 2019: collection of information from Iter Vitis experience
 July – August 2019: documentation of offers from wineries and marketing
 January – June 2020: production of promotion materials on wine tourism
 July- December 2020: evaluation of results

5. **Costs** (if relevant)
n/a

6. **Funding sources** (if relevant):
n/a



Date: 20/12/2018

Signature: 

Stamp of the organisation (if available):



Cult-RInG Action Plan for Pafos Region

Actions:

Development and submission of an application to the Council of Europe - European Institute of Cultural Routes for the certification of the new transnational Cultural Route "In the footsteps of St. Paul, the Apostle of the nations", as a Cultural Route of the Council of Europe

Common action with project partners the Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia (lead partner), Pafos Regional Board of Tourism – Cyprus and supported by European Cultural Tourism Network (ECTN, advisory partner) - Belgium

Joining the 'Phoenicians Route', certified Cultural Route of the Council of Europe and initiating 'Smart Ways' in Cyprus

Strategy and actions framework for the valorization of the myth of Greek and Cypriot goddess Aphrodite (Roman Venus), through the establishment of a potential new European Cultural Route from her birthplace in Pafos to Europe

Joining 'Iter Vitis' Cultural Routes certified Cultural Route of the Council of Europe in promoting wine tourism in Pafos region

*Cult-RInG highlights
the value of
investment in
European Cultural
Routes in terms of
their contribution to
growth and jobs
and the
development of
new cultural routes*

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