

Developing Routes and Trails

Cultural Routes in Finland

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Tourism Routes and Trails

Theory and Practice

David Ward-Perkins, Christina Beckmann and Jackie Ellis



The power of routes (1)



I cammini del Lazio



Routes in Portugal

The power of routes (2)

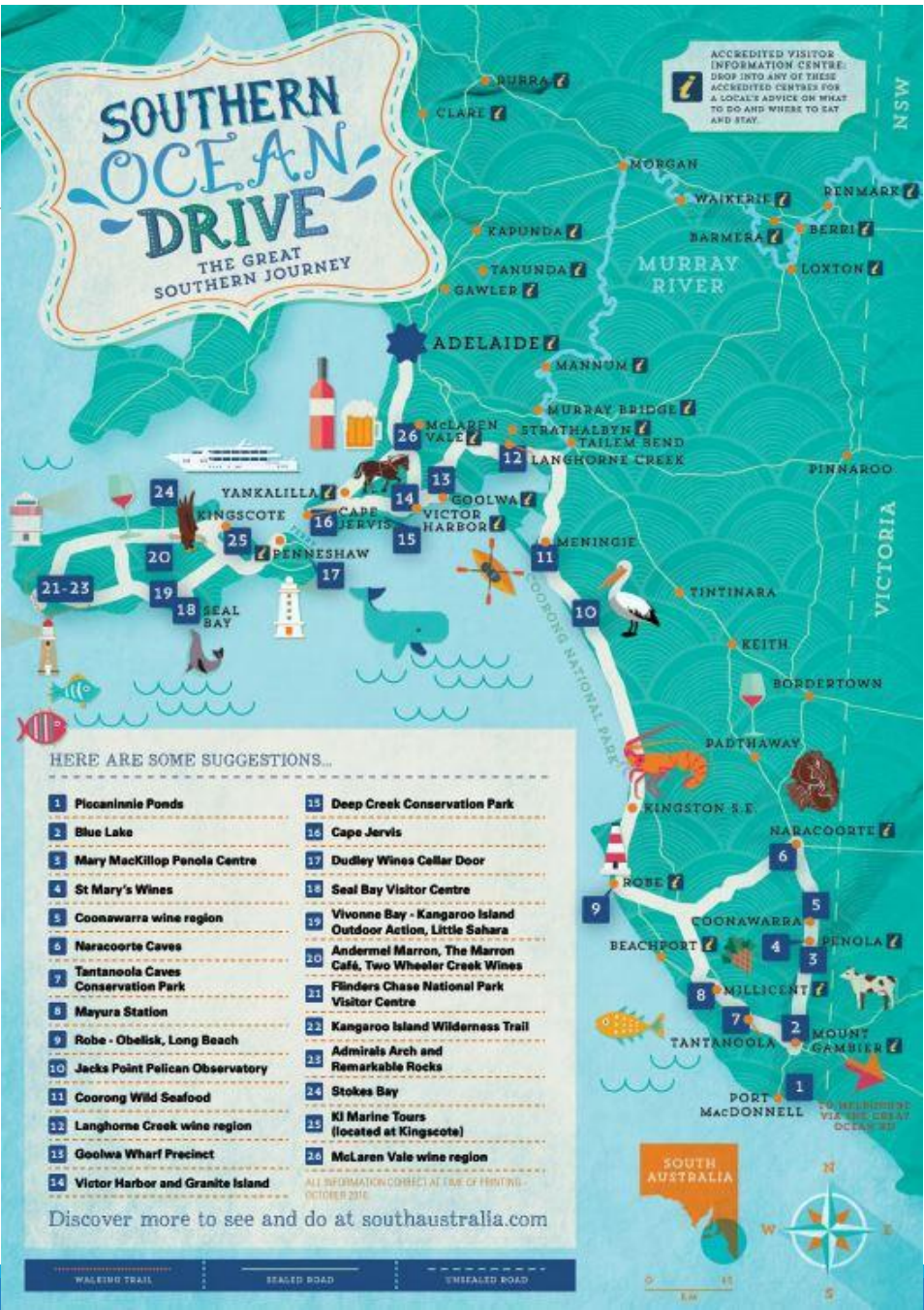


The Brazilian Carioca trail

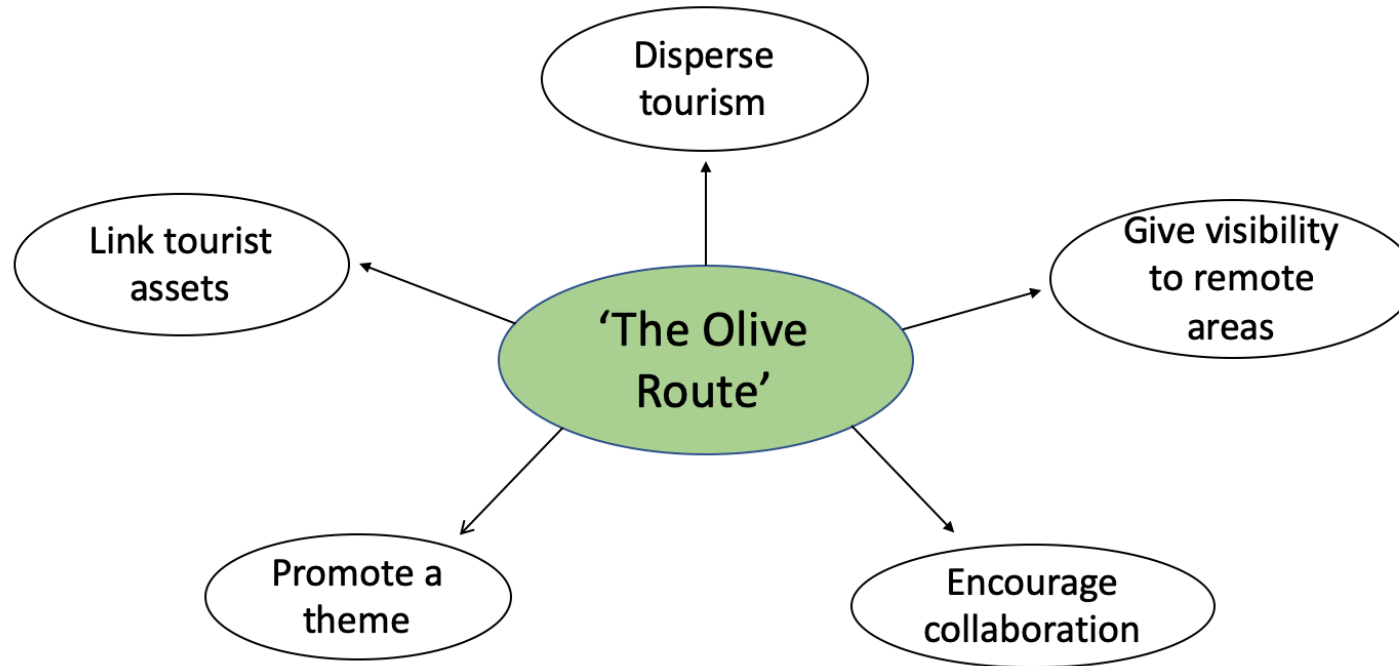
Definitions, dimensions

Tourism

The Arctic Way, Iceland



Tourism objectives



Challenge, engagement with the landscape



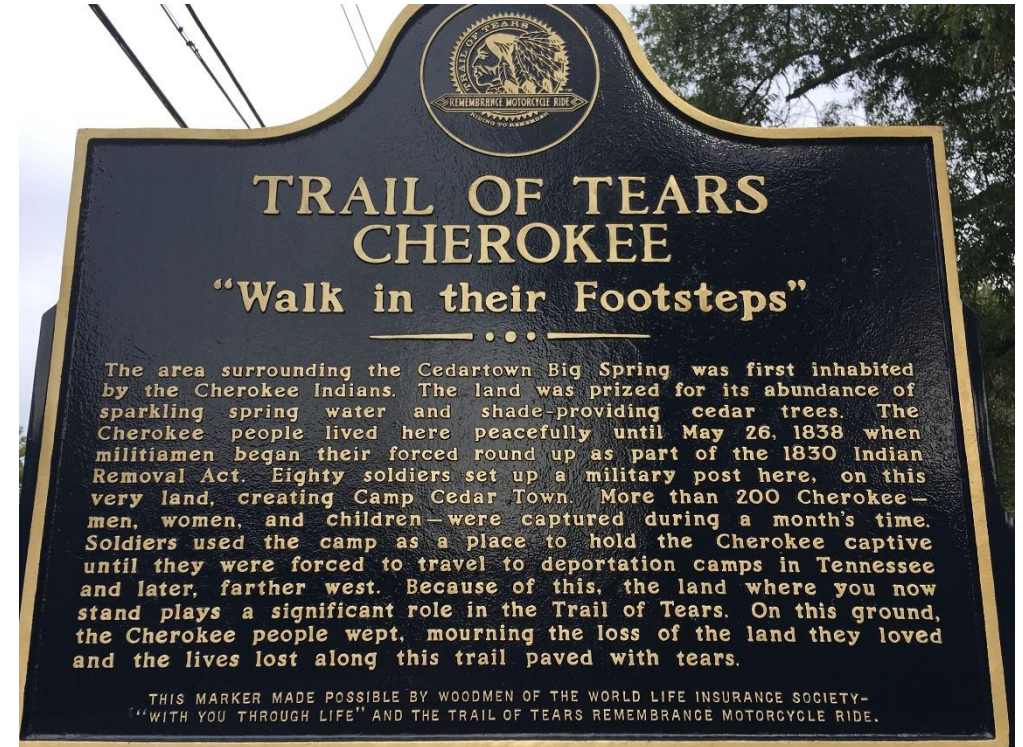
Cultural routes

Cultural routes - memory

Destination Napoléon



Cultural routes - identity



Identity

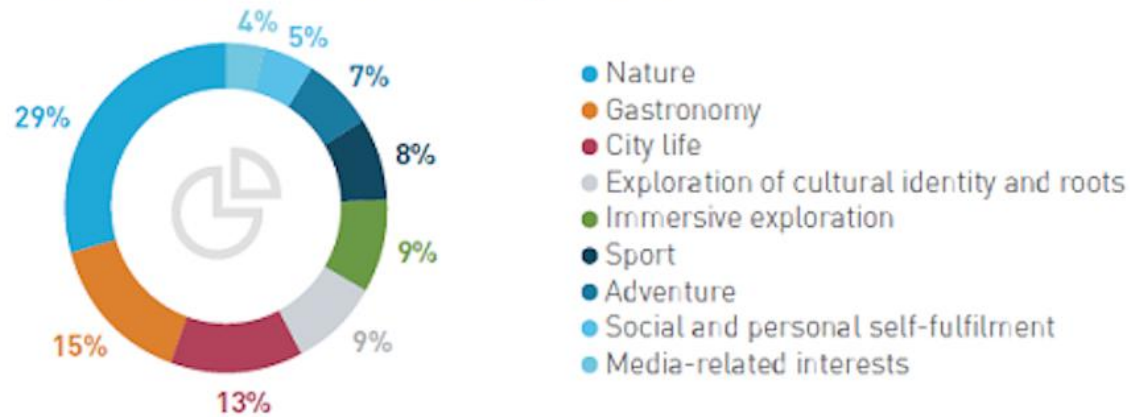
Tro Breizh, Brittany



A concept: engagement

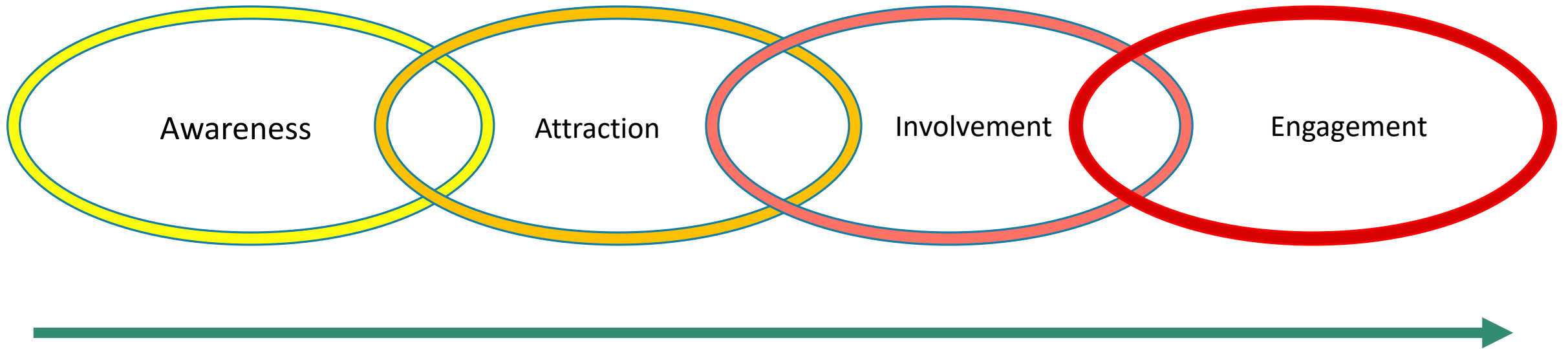
Challenges

Primary interest to travel (share of respondents)



Source: ETC Infographics 'Tourism Passion Communities' (2019) at <https://etc-corporate.org/reports/tourism-passion-communities/>.

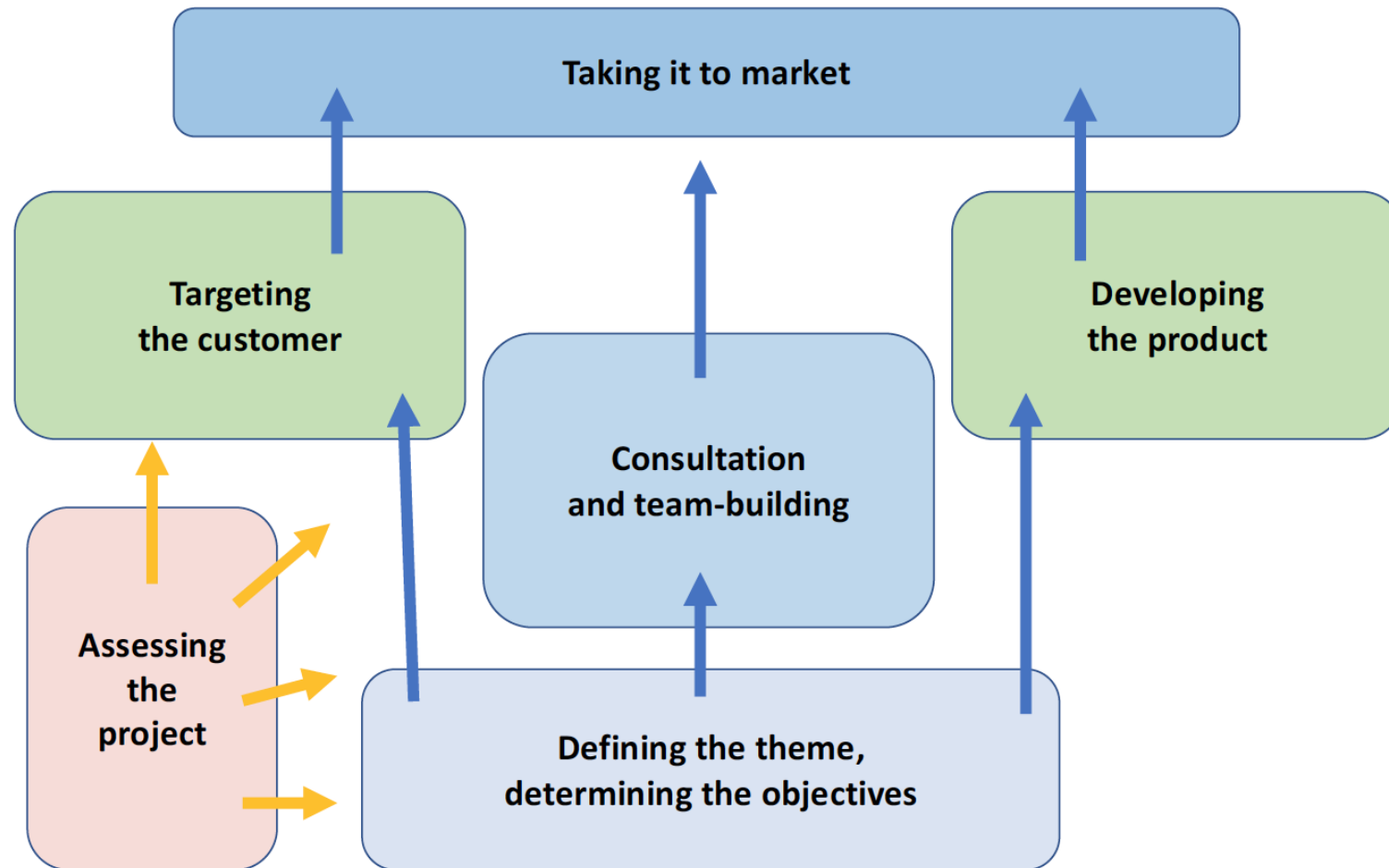
Awareness – engagement diagram



Visitor engagement

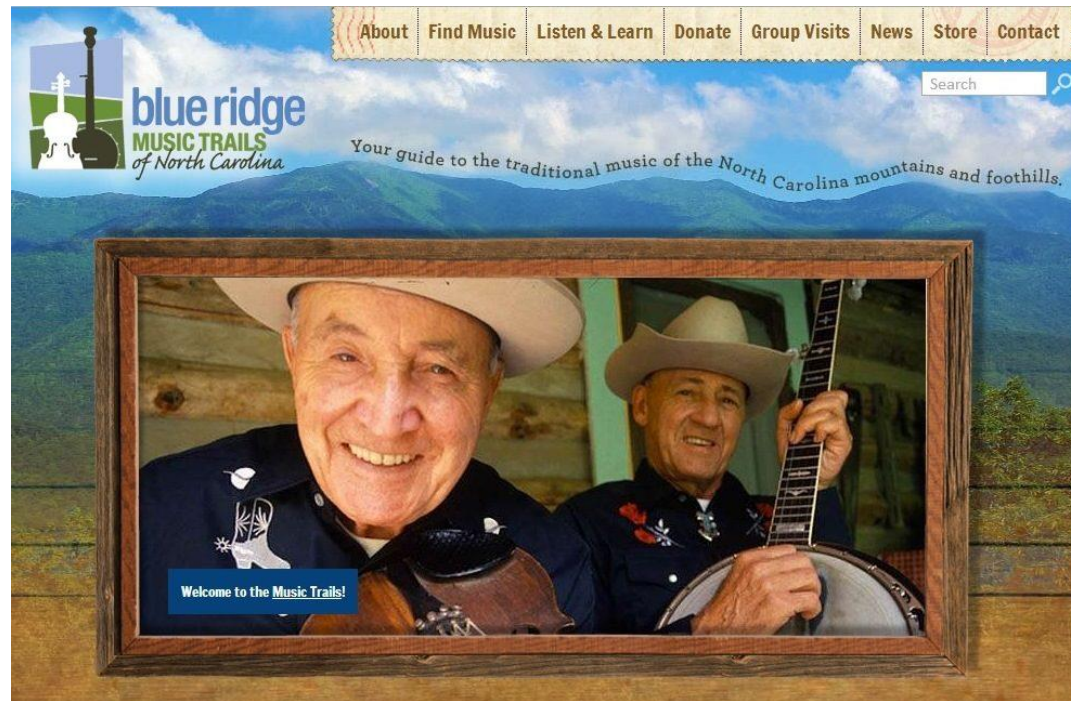


The tourism process



Case studies

The Blue Ridge Music Trails

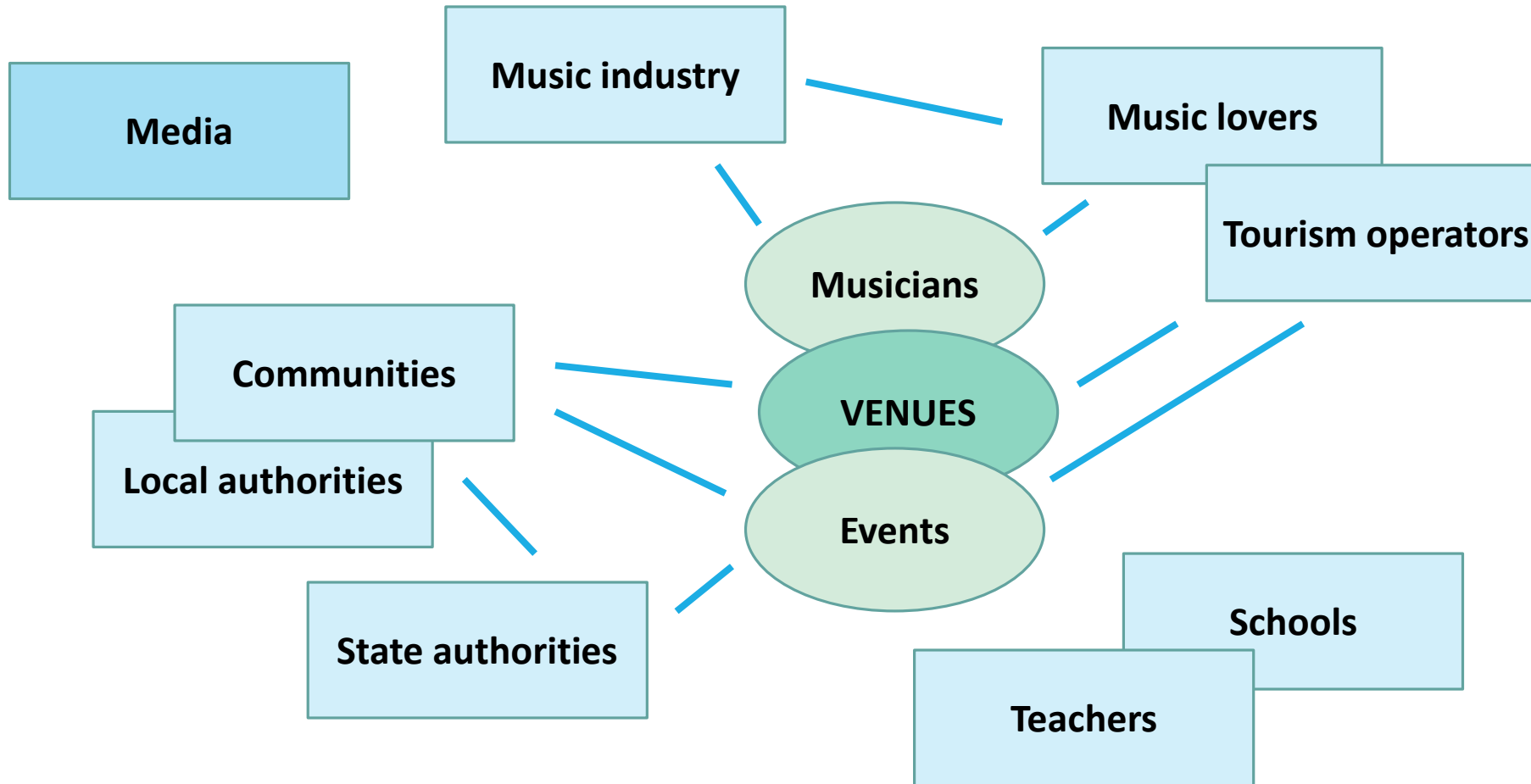


The Blue Ridge case study



- Working with music venues (that must meet specific criteria), event organisers, tourism agencies, singers, dancers and small towns (upgrading their facilities through grants)
- Link authenticity with traditions = strong local community identity
- Communities to be tourist-ready (training, grants to improve facilities...)
- Working at the state level (ie. Partnered with the NC Arts Council in their traditional music programme in schools)
- For every new product/ grant, an economic impact survey is conducted (goals and performance measures)
- Distribution channels to raise awareness : online visibility (website); media partners - TV, sponsor a TV program (use well-known artists to get people to visit their website), radio (regional, podcasts also available on their website and radio stations worldwide), magazines (where to find the music venues, artists, story-telling), books, maps. Signage and logo in the 29 counties.
- Partners meet twice a year (for new activity and product programmes, introduction and connection)

Blue Ridge



Kumano Kodo pilgrimage routes



Kumano Kodo pilgrimage routes



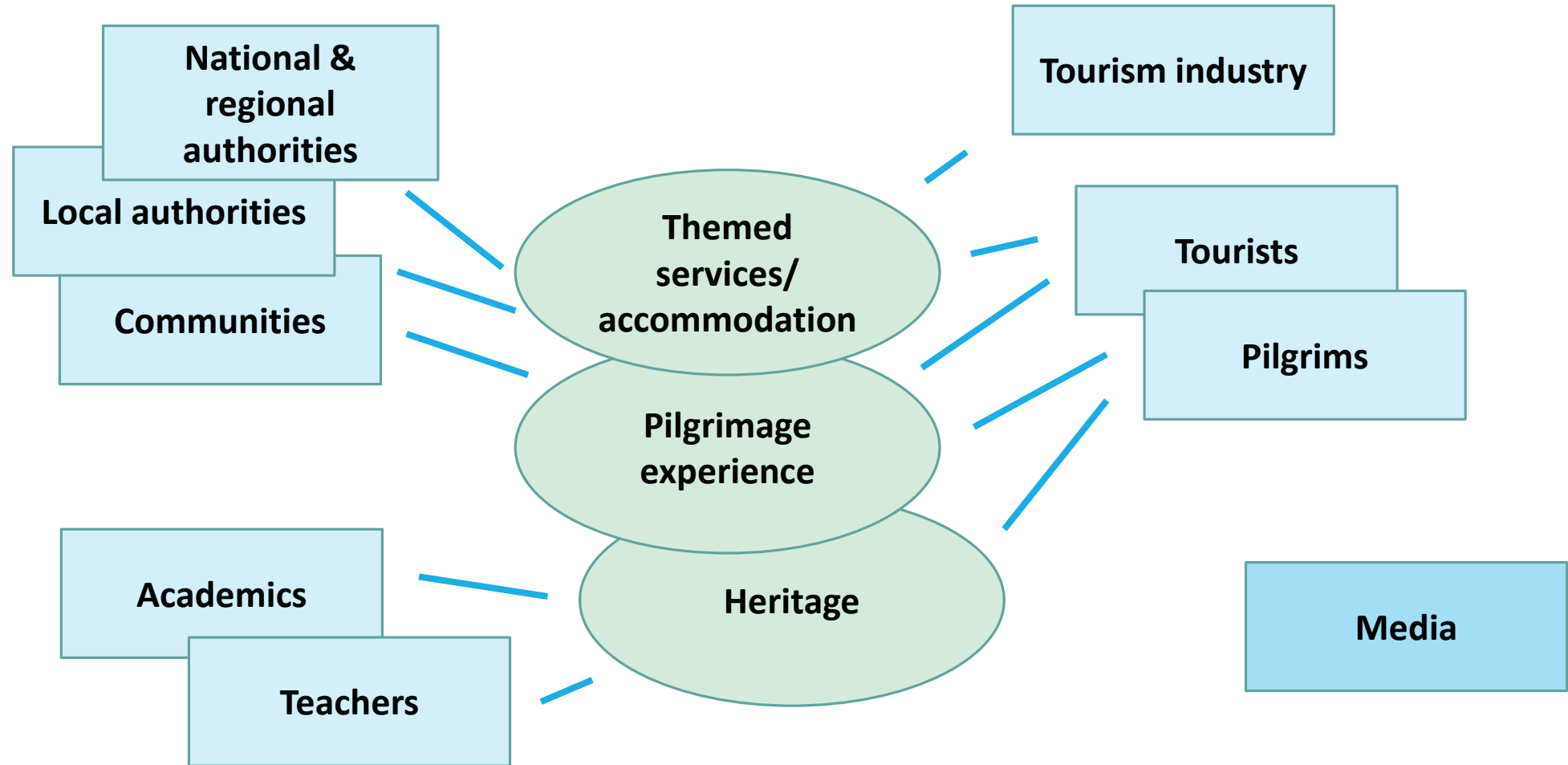
The Kii Peninsula boasts an exceptional heritage of ancient temples and monasteries. These assets have been opened up to tourism through the development of pilgrimage walking routes, attractive both to religious and cultural tourists.

The case is primarily interesting for a high focus on the visitor's needs and the quality of the implementation.



Legend		
Oji shrine	Covered shelter	Bus stop
Toilet	Michi-no-Eki rest area	Shrine
Shop/Store	Drinking water	Public Wifi
Public phone	Sunrise, Sunset point	Post Office
Vending machine	View point	School
Accommodation	Stamp	Unpaved trail
Information	Number markers every 500 meters	Paved road
Onsen (Hot spring)	Camping	

Kumano Kodo



Via Karelia ?

End
