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Cultural Routes in the Experience Economy

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CERTESS

EUROPEAN CULTURAL ROUTES

TRANSFERRING EXPERIENCES, SHARING SOLUTIONS

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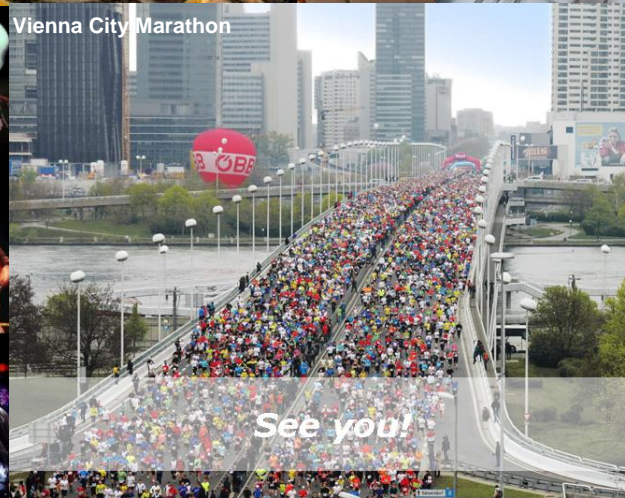
Cultural routes can serve different functions...

- **Connecting regions and communities**
- **Preserving and communicating regional cultural identity**
- **Adding value to regional cultural and natural heritage assets**
- **Promoting local businesses along the route (tourism, gastronomy, local products, ...)**
- ...

But decisive for their success and sustainability are economic criteria

Experience Economy

- Key success factor is the **experiential value** of products and services
- Particularly important in the **tourism and leisure industry**
- Cultural Routes must be positioned as a **unique offer of cultural experiences** distinct, for example, from city breaks or theme parks
- Not the standard tourism package but **enriching, memorable experiences**
- Importance of **understanding the competition** in leisure and travel experiences



Cultural Route is a concept

- What is the reality in terms of experiential value for visitors ?
- How can such value be created in a collaborative, public-private effort of the stakeholders?
- How can governance support on the local, regional, cross-regional levels?

