



Cultural Tourism and Vine Routes

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Kyiv Initiative: New Council of Europe Regional Action

- **Location:** Armenia, Azerbaijan, Georgia, Moldova, Ukraine
- **Mission:** contribute to sustainable cultural, social and economic development through multilateral co-operation and a trans-sectoral approach in the management of culture and cultural heritage
- **Object:** sustainable cultural, social and economic development
- **Duration of the action:** 2006-2009



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■ Why wine tourism industry in the KI countries?:

- Wine has played a significant cultural role in the development of civilisation
- Wine routes criss-cross regions
- They represent a common cultural past
- This common past pre-dates by centuries modern frontiers



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■ Wine industry role:

- Supporting and developing functioning wine routes
- Developing consistent and coherent standards
- Setting up of national liaison bodies
- Promoting national and transnational cooperation
- Promotion of wine fairs and cultural events
- Working with tourism bodies and cultural initiatives to develop routes



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■ Tourism industry role:

- Implication of travel agencies into the project activities
- Organising and guiding tourists to wineries
- Developing the project in collaboration with the government bodies (key role of the Ministries of Tourism), elaboration of new tourism programmes
- Contacts with non-governmental establishments in charge of the tourism promotion (e.g. NGOs)



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■ Wine Tourism advantages:

- Highly competitive owing to its novelty
- High potential for development
- Innovative and sustainable in the long term
- Reinforcing the economy of the region
- Possible attraction of external resources
- Incentive to tap foreign wine markets



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- Beyond post-Soviet transition towards post-cold war Europe:
 - The experimental and exploratory characteristics of the project make it a possible reference for the rest of Europe



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■ Vine Routes Meeting, Thessaloniki, 2-4 November 2006:

- Where do the KI countries want to be with respect to Vine Route cooperation at the end of 2009?
- What are the concrete steps which should be taken to achieve this in 2007/2008/2009?
- How will this be developed and put into place in a concrete way?



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■ Conclusions of the meeting:

- a) A dedicated cultural tourism portal linking the 'vine routes', with on-line sales and booking capacity
- b) The development of one wine route in each country which would meet the established norms and standards
- c) Setting up of national working groups to carry the project forward in each country



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■ **Conclusions of the meeting :**

- d) The linking of at least one wine route across frontiers i.e. Azerbaijan and Georgia
- e) Training manuals and programmes for wine route development
- f) Mapping exercises and data development on cultural tourism and the national culture of wine in each state
- g) Development of a 'Vine' Association or 'Foundation'
- h) A focussed partnership strategy for going forward



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■ A Partnership Strategy

- Project actively seeking resource partnerships
- Committed to public/private management



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■ Advantages to Public Partners

- National culture given international profile
- Increase in engagement of local communities
- Creation of employment
- Stimulation of internet use
- Positive relations with cultural diasporas



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■ Advantages to Private Partners

- New commercial networks
- New clients, knowledge and competences
- Wide access to data and information
- New networks for exchange
- Collaboration with viable new partners
- Development of a credible and valuable shared logo



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■ Advantages to Cultural Communities

- Broad access to cultural/commercial markets for exchange
- Stimulation of diversity
- Stimulation of culture, cultural events
- International access for local talent



Thank you for your attention

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