Session ‘The Role of Cultural Routes and Tourism In building Alliances of Civilizations’, 27 May 2010, 16.30 – 18.00

Partner organization
Abraham Path Initiative

Background
In the past two decades the rise of travel with meaning on cultural, historical, and religious based routes has skyrocketed in popularity. As but one example, between 2002 and 2008, general tourism grew by 33 percent, but religious and ‘travel with meaning’ swelled by a startling 85 percent. Given this dramatic increase, this panel will ask the primary question: How can these cultural routes and other tourism related products help in the creation of Alliances of Civilizations?

Drawing on the experience of three existing cultural routes – Abraham’s Path, the Camino Santiago de Compostela, and the Via Francigena – answers to this question will be put forth and different ways of benefiting from these kinds of routes will be highlighted with specific stories and data. Moreover, other tangible benefits from these kinds of routes, including sustainable tourism, economic development, cultural and historical preservation, and environmental awareness will be discussed.

Speakers
- Dr. William Ury, Chair, Abraham’s Path
- Dr. Yunus Ebrahim Sola, Executive Director, Abraham’s Path
- Representative from the Friends of the Camino in Brazil, Camino Santiago de Compostela
- Mr. Luca Bruschi, Associazione Europee delle Vie Francigene
- Ms. Irene Guidikova, Representative of the Council of Europe, Directorate of Culture and Culture and Heritage
- Ms. Ana Maria Diniz, Brazilian Business Woman and traveler on the Camino de Santiago