

Best practice 15: "Mozart ways".

Scale: Transnational

Stage of tourism development: Mature

Main objective: Regional development/ Destination promotion

Categories of effects:

Effects on urban governance

- Cultural tourism strategy
- Regional cooperation
- Networks of cities

Effects on quality of life

- Built heritage diversity
- Cultural practices and representations
- Urban economies

The European Mozart-Ways have been named a "Major Cultural route" by the Council of Europe. As an international trademark it is well known by the friends of Mozart, the inhabitants of the cities and regions and all cultural tourists. This network of cities has created a website, which includes a presentation of the network in several languages, which enables cultural enthusiasts' access to the project as well as to the annual calendar. Public relations and advertising will not only embrace the project in general, but will also contain special projects as well as information about the partner cities and regions. By means of the European Mozart-Ways important cities and regions of ten European countries will be connected. In member cities and regions those buildings and authentic sights related to Mozart as well the historic travelling route itself will be marked by a special logo. The European Mozart-Ways is an accepted platform for the exchange, development and realisation of projects of the most important cultural and educational institutions in the partner cities and regions. All the labelled "Mozart-Ways" projects guarantee an accepted cultural and scientific standard. The label "Mozart-Ways" also stands for innovative and pedagogical projects related to Mozart for children and young people. The label will indicate the path for cultural travel along the "Mozart-Ways", which cross many European small and medium cities, like Salzburg, in Austria; Canterbury, in United Kingdom; Nancy, in France; Cremona or Mantova, in Italy; or Koblenz, in Germany; among others.

Source: European Institute of Cultural Routes, 2006.

Links:

www.mozartways.com

www.culture-routes.lu