

Tourism Development and Promotion Project

ILLYRICUM TRAIL

Extension of the Roman Emperors and Danube Wine Route

- Overview -

BACKGROUND

Cultural tourism plays a leading role in creating new socio-economic opportunities for tourism development at local, regional, national and transnational level. It has recently become one of the fastest-growing tourism trends. Apart from enhancing visitor's experience, cultural tourism products stimulate cultural exchanges, enrich cultural identity of destinations and foster closer ties between visitors and host communities.

One of the priority themes of the RCC Triple P Tourism project is development of a branch of European Cultural Route Roman Emperors and Danube Wine Route – **Illyricum Trail**.

The Roman Emperors and Danube Wine Route is listed among 38 Cultural Routes created to appeal to travellers curious to find and experience something unexpected in a relatively less known region of the Balkan area. Linking the two themes from different aspects of cultural life, archaeology and wine, which have common points in the Roman era, has since been supported by this key motive - *a call to travel*.

The progress of the route and its consistent marketing and positioning depend on how much curiosity it will evoke with visitors

and encourage their desire to travel and enjoy a unique cultural and gastronomic experience focused on the Roman legacy of the Empire during the 2nd and 4th century, and sometimes the 6th century, of the new era.

Illyricum is a geographical term that was used by the Romans in the late 1st century BC and early 1st century AD to describe the new Balkan territory which they were conquering to annex to the Roman Empire. It included the lands which extended from the western boundary of modern Greece to the Alps on the west and from the Danube River on the north to the Adriatic Sea.

Today the term Illyricum is used to designate the modern countries proposed for the Western Balkans extension of the Roman Emperors and Danube Wine Route.

CATEGORIES FOR INCLUSION

Different categories of association with Roman imperial rule have been identified for the Roman Emperors and Danube Wine Route:

- Sites which had a demonstrated presence of an emperor;
- Sites which were connected with the Roman conquest of the region,

- Sites which were connected with the emperors who managed the military campaigns.

The last two categories include sites which resulted from an emperor's military policy in the region and urban entities brought into existence by the emperors' policy of building loyalty and cohesion among conquered indigenous peoples by encouraging acculturation to Roman standards with the introduction of Roman ways of life.

Selected sites

The final list of sites selected to be included in the new extension of the RER/DWR

	ALBANIA	BOSNIA AND HERZEGOVINA	KOSOVO*	MONTENEGRO	NORTH MACEDONIA
1	Apolonia Fier	Mogorjelo Čapljina		Doclea, Podgorica	Stobi Gradsko
2	Buthrotum Saranda			Risinium Risan	Heraclea Lyncestis Bitola
3					Lychnidus Ohrid
SITES TO BE RECONSIDERED IN NEXT ITERATION					
1	Dyrrhachium Durrës		Ulpiana Archaeological park Gracanica		Scupi Skoplje

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence

contains 8 archaeological sites from Albania (2), Bosnia and Herzegovina (1), Montenegro (2) and Republic of North Macedonia (3), and there are additional three sites in Albania (1), Kosovo* (1) and Republic of North Macedonia (1) to be considered in the next iteration. The selected new sites have already attracted a number of tourists, thus increasing the attractiveness and competitiveness of the route.

The selected sites in both first and second iteration are presented in the following table:

Current needs

As a result, the RCC's Triple P Tourism Project aims to create a cultural tourism product that will be based on **innovative**

contents of storytelling and authentic cultural experience, to have developed on-site tourism infrastructure and a **network of**

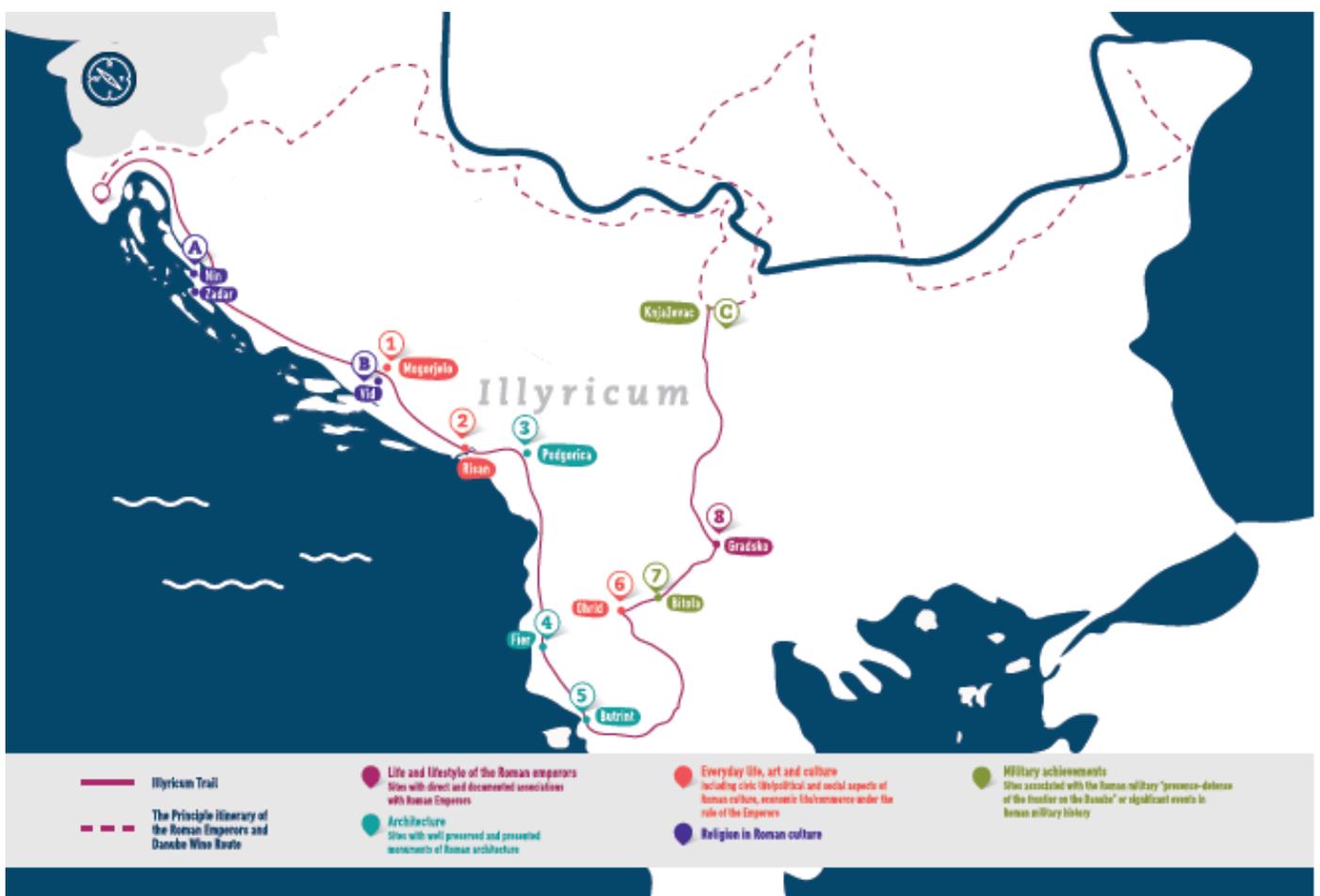
partnerships that will serve as conduit for tourists to effectively engage with these sites. Development of contents should be closely linked with the **local service providers**.

The focus of the actions directed towards transferring tourism potential of the Illyricum Trail into a consumable cultural

tourism product should be on **strengthening cooperation and networking of various stakeholders** along the route, creating tourism contents that can be offered to the market and **improving the visibility** of the trail as an attractive tourism destination. Eight sites included in the final list have priority in the development of activities.

ANNEX 1 – The Map

The map below shows the geographical distribution of destinations (archaeological sites) that were taken into consideration when designing a new "track" of the Route of Roman Emperors and the Danube Wine Route – Illyricum Trail.



--- The purple interrupted line shows the principal itinerary of the Roman Emperors and Danube Wine Route.

— The purple colour full line shows the principal itinerary of the Illyricum Trail.