

**VIA REGIA -  
Major Cultural Route of the Council of Europe**



**„Tourism for all:  
VIA REGIA -  
a time travel through  
German history and culture“**

(project duration: 10/2014 – 03/2016)

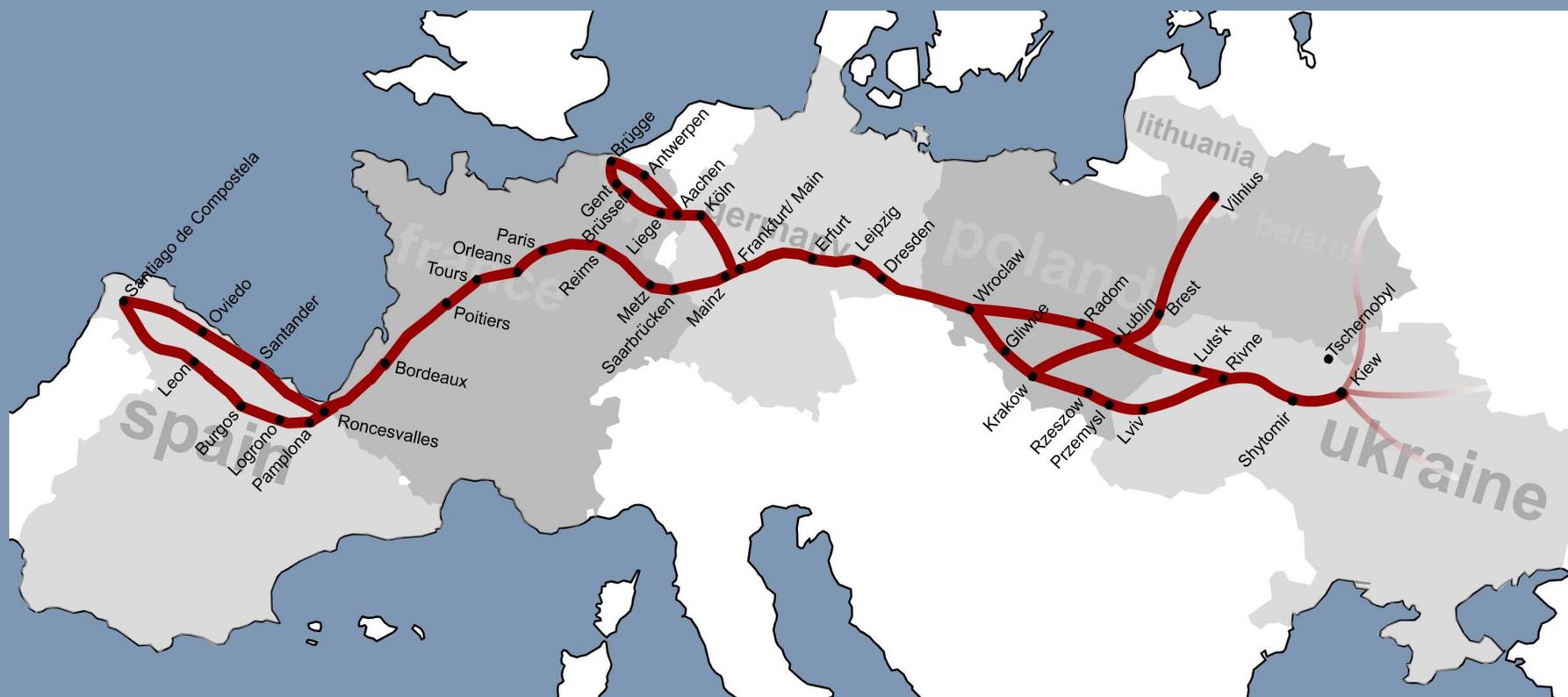
# VIA REGIA - Major Cultural Route of the Council of Europe



Content:

- route VIA REGIA
- aims of the project „tourism for all“
- accessible tourism or tourism for disabled
- communication and information problems

# VIA REGIA - Major Cultural Route of the Council of Europe



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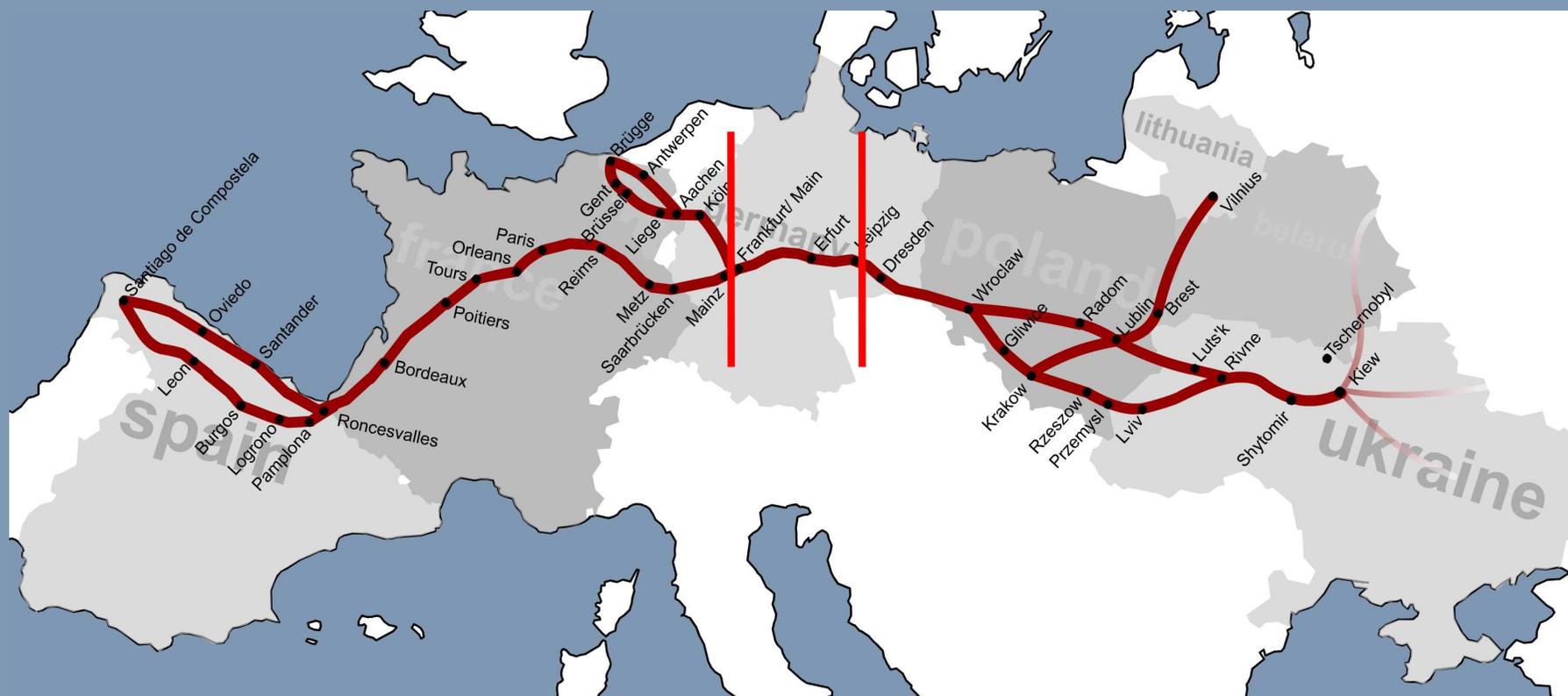
- oldest and longest road link between East and West of Europe
  - trading route, war route, migration route, pilgrimage path
  - 2.000 years - 8 European countries - 48 regions
- unique symbol for the unification of Europe

# VIA REGIA - Major Cultural Route of the Council of Europe



- oldest and longest road link between East and West of Europe
- trading route, war route, migration route, pilgrimage path
- 2.000 years - 8 European countries - 48 regions
- unique symbol for the unification of Europe
- not one single tourism product
- not one „owner“
- travel by car, train or bike

# VIA REGIA - Major Cultural Route of the Council of Europe



# VIA REGIA - Major Cultural Route of the Council of Europe



## accessible tourism in Germany

- heterogeneous in evaluation, realisation, signposting
- huge differences between counties and regions
- often limited to wheelchair users, deaf and blind people



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## project objectives:

- interactive map for individual tourists
- tourist packages
- brochure



## Europe

Home international



in characteristics  /city  /name  search in

User Information

Perspective of Region

Cancel object selection

Selection:

Map

List

Routes at the VIA REGIA Corridor

Arts and Culture

Leisure

Sacral

Worth Seeing



Local Information



Train Station



Touristic Information

Eat and Drink

Overnight Stay

Sort by Theme

geographical Selection

Land:

All

Region:

All

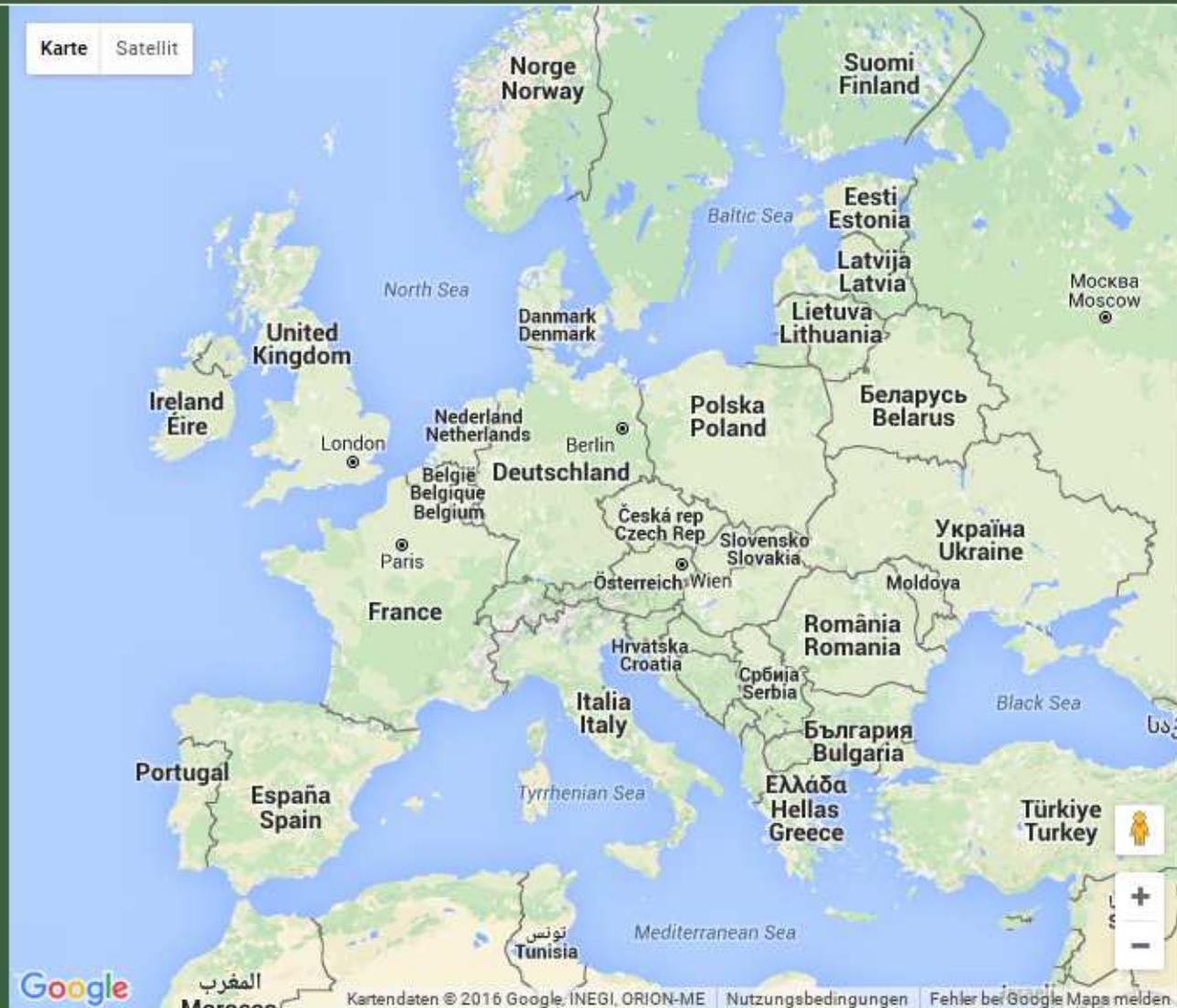
County:

All

City:

All

Karte Satellit



Google

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## Europe

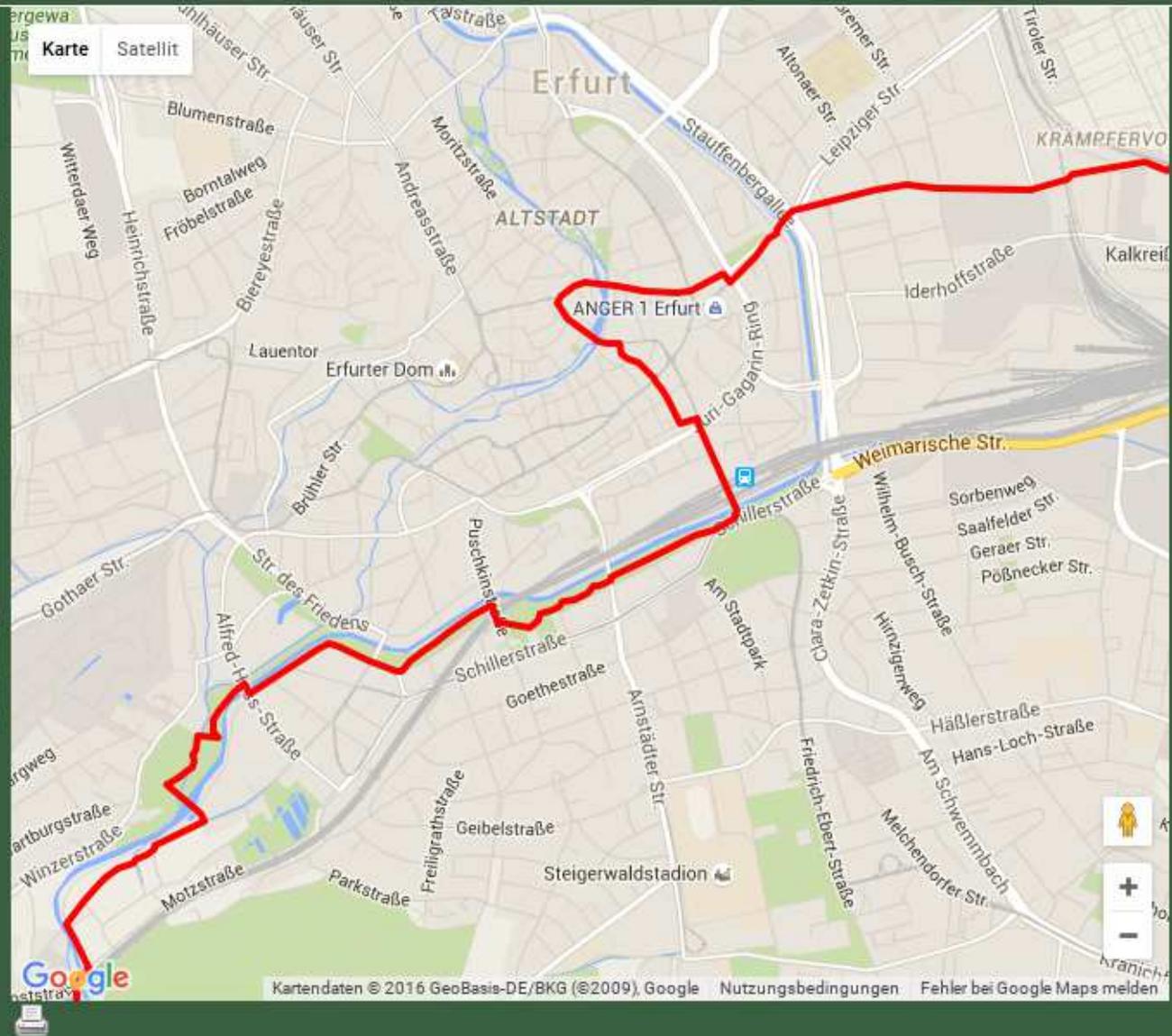


Home international



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- Land:
- Region:
- County:
- City:



## Europe

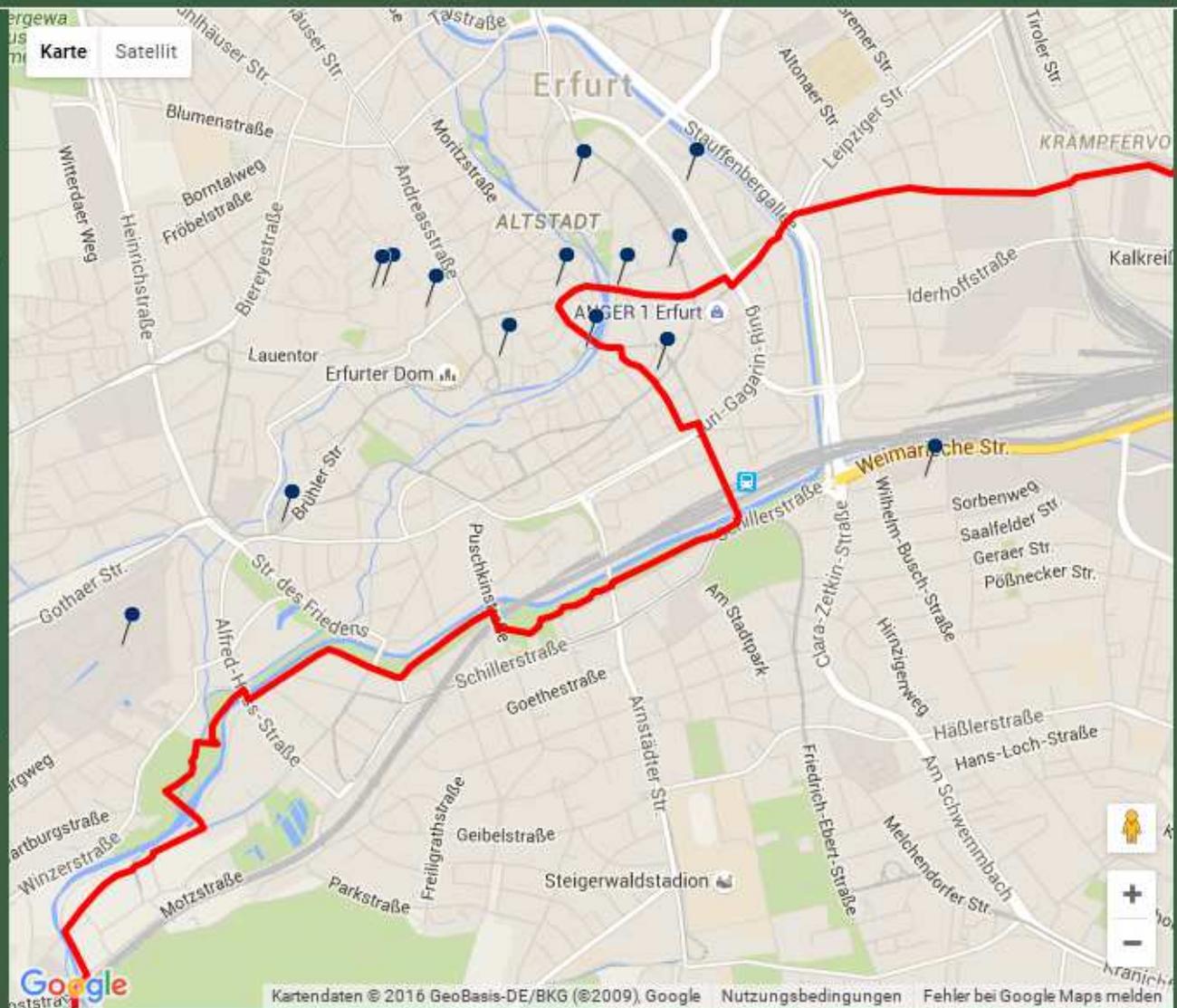


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- City:



# Thüringen - Deutschland



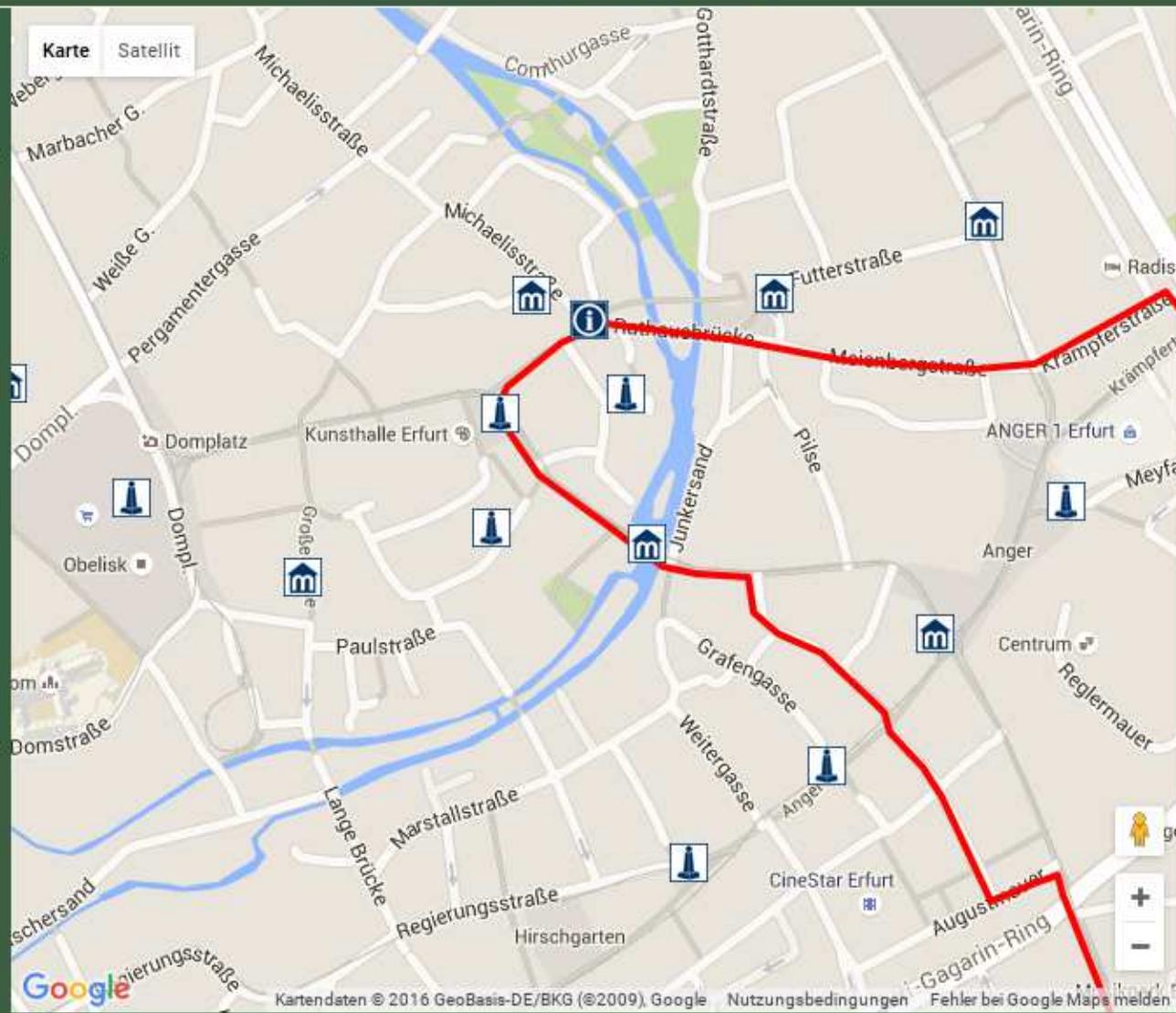
Home international

Home regional



in characteristics  /city  /name  search

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# Thüringen - Deutschland

Home international

Home regional



in characteristics  /city  /name  searchir

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Region:

County:

City:

Karte

**Alte Synagoge Erfurt**

Erfurt

Map showing the city of Erfurt with a red route line. Landmarks include Dompl., Kunsthalle Erfurt, and various streets like Michaelisstraße and Junkersand. A search popup for 'Alte Synagoge Erfurt' is open, showing a photo of the building.

Google  
Kartendaten © 2016 GeoBasis-DE/BKG (©2009), Google Nutzungsbedingungen Fehler bei Google Maps melden



# Thüringen - Deutschland

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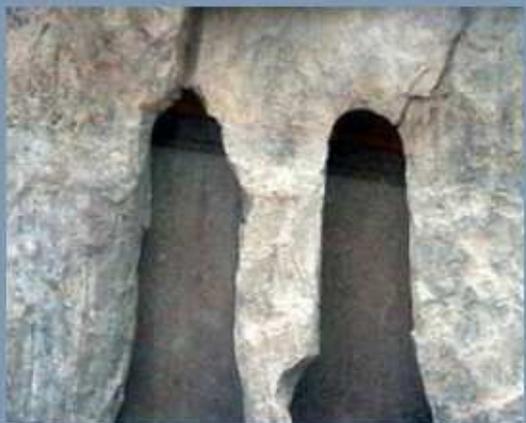
Mozilla Firefox

geo.viaregia.org/pub/show.php?objid=2032

Sprache auswählen

Alte Synagoge Erfurt

Waagegasse 8  
D-99084 Erfurt



Die Alte Synagoge ist mit ihren ältesten Bauteilen aus dem 11. Jahrhundert die älteste, bis zum Dach erhaltene Synagoge in Mitteleuropa. Sie beherbergt heute ein Museum mit außergewöhnlichen mittelalterlichen Sachzeugnissen jüdischer Kultur in Erfurt, die zusammen mit der Dokumentation der Baugeschichte der Synagoge ausgestellt werden. In der Präsentation wird sichtbar, dass die Erfurter jüdische Gemeinde im Mittelalter eine herausragende Stellung in Europa innehatte.



# Thüringen - Deutschland



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Home regional



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Overnight Stay

Sort by Theme

geographical Selection

Land:

D

Region:

Thüringen

County:

Landeshauptstadt Erfurt

City:

Erfurt

Mozilla Firefox

geo.viaregia.org/pub/show.php?objid=2032



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### Informationen zur Barrierefreiheit:



E-Mail: [altesynagoge.presse@erfurt.de](mailto:altesynagoge.presse@erfurt.de)

Webseite: [Alte Synagoge Erfurt](#)

Telefon: 0049 (0)361/ 65 51 520

Öffnungszeiten: Di. - So. 10:00 - 18:00 Uhr

Landkreis: Landeshauptstadt Erfurt

Weiterführende Texte: Die Alte Synagoge zu Erfurt - Baugeschichte

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**wrong developments during the last years**

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**theoretically:**

- accessible for all

# VIA REGIA - Major Cultural Route of the Council of Europe



theoretically:

- accessible for all



# VIA REGIA - Major Cultural Route of the Council of Europe



## **theoretically:**

- accessible for all

## **practically:**

- for disabled esp. wheelchair users

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## **theoretically:**

- accessible for all
- concrete information  
which barriers exist and  
what solutions

## **practically:**

- for disabled esp. wheelchairs
- DIN norms, narrow regulations,  
accessible yes or no

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## **theoretically:**

- accessible for all
- concrete information  
which barriers exist and  
what solutions

## **practically:**

- for disabled esp. wheelchairs
- DIN norms, narrow regulations,  
accessible yes or no

→ **leads to two different separated spheres separating groups**

Treffer 3

Freizeit & Erholung » Naturlandschaften » [Naturparke](#)



## Naturpark Südschwarzwald - Herzlich willkommen!

bei den „Naturpark-Wirten“ oder auf den Höfen der „Käseroute“. Viele Angebote sind auch **barrierefrei** zu nutzen. Der Naturpark

[Seite öffnen](#)

**Bilder, Videos, 360°  
Panoramen**

[Mediengalerie öffnen](#)



Treffer 4

Freizeit & Erholung » Naturlandschaften » [Naturparke](#)



## Naturpark Schwäbisch-Fränkischer Wald – Natur erleben vor den Toren Stuttgarts

wird durch eine Vielzahl familienfreundlicher und **barrierefreier** Angeboten abgerundet. Als Sprungbrett in die Natur dient

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Caroline Fischer/ [netz@via-regia.org](mailto:netz@via-regia.org)

**VIA REGIA -  
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people with special access needs are not integrated in everyday life  
special offers are developed for them

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# VIA REGIA - Major Cultural Route of the Council of Europe



even within one facility

## **example: hotel rooms**

- often only 1 or 2 „hidden“ accessible rooms
- only very few destinations for groups
- functional but without atmosphere

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**example: hotel rooms**



# VIA REGIA - Major Cultural Route of the Council of Europe



**example: hotel rooms**



# VIA REGIA - Major Cultural Route of the Council of Europe



- **accessibility long time seen as „wheelchair accessible“**
  - **accessibility is expensive**
  - **people with special access needs are a minority**
- 
- **accessibility is not normal, it is something extra**
  - **being in parts accessible is a working gesture**

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# VIA REGIA - Major Cultural Route of the Council of Europe



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**communication/ information/ knowledge problems**  
**→ preventing operators from the „simple things“**

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