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Heritage of the Ancient Rome as a Theme of Cultural Tourism in the Authors' Route in the Rhineland

ABSTRACT

This article pertains to the heritage of the ancient Rome in the Western European cities as a theme of cultural tourism. The main objective is to describe this heritage and to present it as a tourist value of particularly high historical and cultural worth. The main goal is to develop the authors' concept of a cultural heritage route named the Rhineland Route of the Roman Civilization that includes 11 cities where 30 selected monuments of legacy of the ancient Roman civilization have been depicted. A cartographic method, namely the signature one, has been applied in the article. It was used to mark, among other locations, towns with Roman roots on a map of the Rhineland, showing a proposed route through the ancient Roman monuments. The heritage of the ancient Rome can serve to raise historical and cultural awareness at many levels – from local and regional to international ones. This historical legacy has a real impact on the tourist attractiveness in all the characterised cities, being well-adapted and attractively developed for tourist use.

KEYWORDS: Ancient Rome, Heritage, original route, Rhineland, cultural tourism

STRESZCZENIE

Dziedzictwo starożytnego Rzymu jako motyw turystyki kulturowej w autorskim szlaku w Nadrenii

Artykuł dotyczy dziedzictwa starożytnego Rzymu w miastach zachodnioeuropejskich jako motywu turystyki kulturowej. Celem pracy jest charakterystyka tegoż dziedzictwa i ukazanie go jako waloru turystycznego o szczególnie dużej wartości historyczno-kulturowej. Głównym zadaniem jest opracowanie koncepcji autorskiego szlaku dziedzictwa kulturowego „Nadreński Szlak Cywilizacji Rzymskiej”, który na trasie uwzględni 11 miast, a w nich 30 wybranych zabytków spuścizny cywilizacji starożytnego Rzymu. W artykule zastosowano jedną z metod kartograficznych, sygnaturową. Posłużyła ona m.in. do zaznaczenia na mapie miast o rzymskich korzeniach w Nadrenii, jednocześnie pokazując proponowaną trasę przez starożytne rzymskie zabytki. Dziedzictwo starożytnego Rzymu może służyć podnoszeniu świadomości historycznej i kulturowej na wielu poziomach – od lokalnych i regionalnych po międzynarodowe. Dziedzictwo to w scharakteryzowanych w artykule miastach ma realny wpływ na ich atrakcyjność turystyczną, a także jest dobrze przystosowane i atrakcyjnie zagospodarowane do użytku turystycznego.

SŁOWA KLUCZE: starożytny Rzym, dziedzictwo, szlak autorski, Nadrenia, turystyka kulturowa

Introduction

Despite the passage of over 1500 years since the fall of the Roman Empire, its heritage is still characterized by cultural landscapes of numerous different European countries, regions and cities. The fact that contemporary cities in various parts of Europe, e.g. Rome (Italy), Mainz (Germany), Lyon (France), Plovdiv (Bulgaria), Kavala (Greece), Coimbra (Portugal) and Tarragona (Spain) share a common element of the anthropogenic landscape, namely aqueducts, built by the Romans almost two thousand years ago, is fascinating. The Roman Empire also constituted a very dense network of cities, without which it would be difficult to imagine contemporary Europe. We are talking about London, Budapest, Paris, Ljubljana, Vienna and many other European metropolises which were founded in antiquity by the Romans.

Due to Roman imperialism and the fact that the borders of the Roman Empire were based on the Rhine and the Danube rivers, remnants of the culture of the ancient Rome can be found, among others, in Germany, Austria and Hungary. The Roman monuments in transalpine Europe (outside Italy) are mostly concentrated in the cities – those that were founded by the Romans themselves between the 1st century BC and the 5th century AD.

The thematic scope of the article includes cultural tourism, cultural heritage tourism, and architectural tourism.

The role and essence of culture in tourism as well as the specificity of cultural tourism have been analyzed on the basis of the publications of A. Kołodziejczyk (1979); C.M. Hall & H. Zeppel (1990); M. Marczak (2000); J. Małek (2003); P. Zmyślony (2008); M. Mika (2007); A. Stasiak (2007); K. Buczkowska (2008); W. Daszkiewicz (2010); and A.M. Rohrscheidt (2008; 2010).

The common denominator connecting numerous definitions of cultural tourism is an emphasis on its cognitive aspect (e.g. Hall & Zepell, 1990; Kowalczyk, 2008; Marczak, 2000; Metelka, 1990; Rohrscheidt, 2010; 2012; 2019; 2020). As noted by M. Mika (2007), this is influenced by the fact that the intention of getting to know and experiencing the material and non-material manifestations of human activity (both contemporary and historical) constitutes a major motivation in cultural tourism. The cognitive element of cultural tourism satisfies curiosity regarding both material human creations as well as the very life of people in their natural environment, the language they use, customs, traditions, cuisine, religious, artistic and craft activities.

An attempt to develop a comprehensive definition of functional cultural tourism was made by A.M. Rohrscheidt (2008; 2010). The author emphasized that the attempt at providing the functional definition of cultural tourism will only succeed if it simultaneously facilitates the analysis of its multifaceted phenomenon, enables its congruent description and finds the widest possible application, turning out to be a useful instrument in shaping and distributing tourism products.

Thus, tangible cultural heritage commonly includes monuments, historical complexes and sites. In order to give the cultural heritage objects an *a sui generis* face, we may also identify them with all those old cultural assets that have been recognised as valuable ones by successive generations and – as a result – have been preserved to this day (Kobyłinski, 2011). According to the commonly accepted definition of cultural heritage suggested by the UNESCO, heritage tourism can be defined as “a journey whose main objective is to bring participants into contact with monuments, sites and places officially and universally recognised as cultural heritage of the world, country or region” (Rohrscheidt, 2010). Consequently, heritage tourism constitutes a type of cultural tourism.

It is also worth referring to urban and architectural tourism that has been studied by, among others, L. Benevolo (1995); G.J. Ashworth (1997); M. Schwarzer (2005); T. Żabińska (2013); B. Czarnecki (2015); and P. Zmyślony (2015). There are highly diverse motives and forms of contemporary urban sightseeing. The cultural aspects, such as visiting

monuments, going to museums, walking along historical streets and tracts, exploring the places shrouded in legend or unique history as well as participating in cultural events and entertainment in the broadest sense are dominant (Buczowska, 2008). Taking into account the fact that in the cities, especially historical ones, there is a strong accumulation of historical and cultural objects as well as numerous cultural events take place there, it can be assumed that urban tourism constitutes one of the most important segments of cultural tourism (Rohrscheidt, 2010).

Analysing the heritage of ancient Rome as the attraction of cultural tourism, the authors reviewed the literature. The following authors have dealt with considerations of the place of cultural tourism in tourism: H. Zgólkowa (1998) and J. Sójka (2005).

The outline of the history of ancient Rome was based on numerous publications, e.g.: M. Jaczynowska (1986); J. Vogt (1993); T. Holland (2004); A. Ziółkowski (2004); D. Brodka (2006); S. Ruciński (2007); T. Martin (2014); and M. Beard (2016).

The heritage of ancient Rome in the selected Western European cities, particularly in Cologne, was based on numerous publications of the following authors: G. Wolff (1998); M. Gechter & S Schütte (2012); and A. Hess (2017).

Studies of A.M. Rohrscheidt (2008) and Ł. Gawęł (2011, 2012) were used to develop the authors' route of cultural heritage. The description of tourist values on the route was based on *The Princeton encyclopedia of classical sites* (1976), verified websites of the museum institutions (e.g. www.web.rgzm.de; www.museenkoeln.de) as well as studies by M. Witteyer (2003).

L. Puczko & T. Ratz (2007) write that a cultural trail constitutes a thematic trail, possessing a cultural value or an element of cultural heritage as its focal point, with cultural attractions playing a key role in it. Consequently, the above definition narrows the broad concept of a tourist trail, giving it a specific core which – in the case of cultural trails – beyond any doubt, appears in the cultural values, most often being elements of tangible cultural heritage (Gawęł, 2011).

Methods

The main objective of the study is to characterise the heritage of ancient Rome in selected Western European cities and present it as a tourist asset of a particularly high historical and cultural value.

Scientific and popular science literature query, on top of internet sources as well as statistical and iconographic materials have constituted the key

method. The search was conducted in the following libraries: Jagiellonian University, Pedagogical University and Regional Public Library in Krakow, as well as using internet search engines and digital databases disseminating scientific publications: Academia.edu, BnF Catalogue, CEON Biblioteka Nauki, DDB – Deutsche Digitale Bibliothek, eScholarship, Elsevier, Google Scholar, IBUK Libra, NUKAT, ResearchGate, and Turystyka Kulturowa. Afterwards, critical analysis and selection of the source materials were conducted.

A cartographic method, namely the signature one, has been applied in the article. It was used to mark, among other things, towns with Roman roots on a map of the Rhineland, showing a proposed route through the ancient Roman monuments.

Result

Project of a cycling route – the Rhineland Route of the Roman Civilisation

The route presented by the authors connects Mainz and Cologne. These two cities are about 190 km apart (taking into account the shortest and fastest routes). Between them there is a noteworthy 65-kilometre section of the Middle Rhine Valley which is extremely attractive for tourists and due to its high cultural landscape value, it was inscribed on the UNESCO World Heritage List in 2002 (Dressler & Paunovic, 2018). The two cities are also linked by the prestigious EuroVelo 15 – Rhine Route, a cycle route, running directly along the left and right banks of the Rhine on routes suitably adapted for cycling. It should also be added that the Rhine was the border of the Roman Empire, along which many military camps or settlements as well as the whole network of technical infrastructure (roads, aqueducts, etc.) were built between the 1st century BC and the 5th century AD, whose remains are still preserved in various condition today. All this inspired the development of the concept for the cycling route – the Rhineland Route of the Roman Civilisation, which would ultimately link all the material peculiarities of heritage of the ancient Rome, situated on the left bank of the Rhine between Mainz and Cologne.

The route was developed in a linear fashion, running for 235.8 kilometres from Mainz through the Central Rhine Valley to Cologne, i.e. connecting the two above-mentioned cities and using the EuroVelo 15 infrastructure. Therefore, the project fits in with the tourist routes operating in the Central Rhine Valley. The route consists of 30 sites situated in 11 different towns, considered by the authors to have the greatest tourist potential

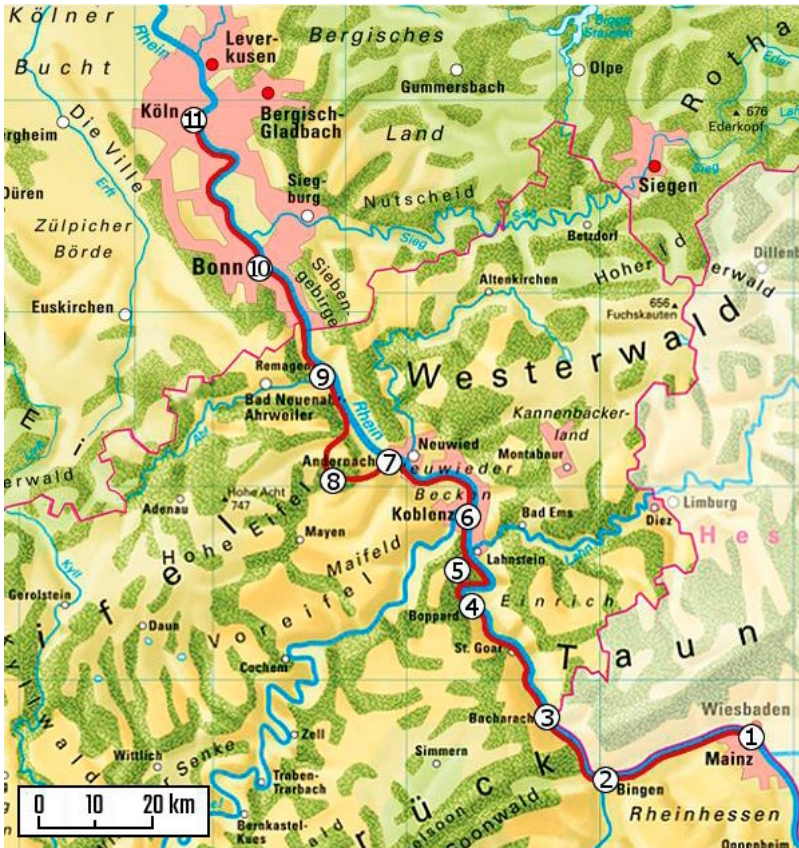


Fig. 1. Map of the proposed Rhineland Route of the Roman Civilisation with the route alignment and towns marked by points where the exhibited Roman monuments are located. – 1. Mainz, 2. Bingen, 3. Bacharach, 4. Boppard, 5. Brey, 6. Koblenz, 7. Andernach, 8. Kretz, 9. Remagen, 10. Bonn, 11. Cologne.

The source: Authors' own elaboration with the use of the background map from www.mr-kartographic.de

(Table 1). The starting point of the route is the Roman-Germanic Museum in Mainz, which is not a coincidence since this institution does not only fulfil a museum function, but a research one as well. It is also a suitable place to promote the route by means of its permanent exhibition based on achievements of modern museology (e.g. using interactive visualizations of the route and objects situated along it as if transporting a tourist in time). The Helenturm, a not very popular Roman tower in the centre of Cologne, was selected to be the end point of the route. The authors

described it as “an enigmatic monument to transience, oblivion and inevitable action of time.” This is not without reason – its form creates a special atmosphere and offers a wide range of interpretation possibilities. At the same time, it seems to be a suitable point to end the route – constituting not only its crowning point, but releasing deeper emotions in the visitor, leading to broader reflections, for example connected with the theme of the fragility, impermanence and passing of what is human. In Tab. 1, the authors have presented 11 towns included along the route, with 30 monuments, describing the tourist value of the objects, their locations and mileage of the route.

Tab. 1. Description and location of tourist values and attractions on the proposed Rhineland Route of the Roman Civilisation with the mileage of the route

No	Name of the tourist value/ tourist attraction	Location	Kilo- metre of the route	Description of the tourist value
1.	Mainz (<i>Latin: Moguntiacum</i>) – a city founded by the Romans between 15 and 12 BC in the Rhine-Main basin. The former capital of the Roman province of <i>Germania Superior</i> , the current capital of the Rhineland-Palatinate state.			
1.1.	Central Roman-Germanic Museum (<i>abbreviation: RGZM</i>)	Ernst-Ludwig-Platz 2, 55116 Mainz, Germany	0.0	The museum and research institute, founded in 1852, conducts studies and collects artefacts related to the Roman period of the Rhineland-Palatinate. Permanent exhibition at the Electoral Palace in Mainz (as located). Planned in 2023, the exhibition will be moved to the new archaeological centre.
1.2.	Arch of Dativius Victor	Ernst-Ludwig-Platz, 55116 Mainz, Germany	0.1	Reconstruction of the Arch of Dativius Victor from the middle of the 3rd century. It is built on a scale of 1:1, height 6.5 m, width 4.5 m. The structure is reminiscent of a triumphal arch and plays this role in the contemporary urban landscape where it was placed to mark the 2000th anniversary of the city. Originally, the structure served as the central part of the portico of one of the public buildings in the <i>Moguntiacum</i> .

1.3.	Jupiter Column	Platz der Mainzer Republik, 55116 Mainz, Germany	0.3	Reconstruction of the Jupiter Column erected ca. the year 65. Sculpted in 1:1 scale, height 12.5 m. There are 28 reliefs on it with images of numerous Roman and Celtic deities, particularly Jupiter, in honour of whom it was originally erected.
1.4.	Mainz State Museum	Große Bleiche 49–51, 55116 Mainz, Germany	0.6	A museum facility founded in 1803, one of the oldest museums in Germany. It exhibits cultural artefacts dating from prehistory to modern times. The valuable Roman collection, including, inter alia, more than 2,000 examples of stone monuments and tablets as well as original fragments of the above-mentioned Arch of Dativius Victor and Jupiter Column. The exhibition will be moved to the new archaeological centre in 2023.
1.5.	The Sanctuary of Isis and Mater Magna	Römerpassage, 55116 Mainz, Niemcy	1.0	The remains of the Roman temple from the 2nd century, dedicated to Isis and the worship of the Mother Goddess. It is not situated in its original location, after its discovery its walls were moved to the basement of the shopping arcade and enclosed in a visually attractive museum space.
1.6.	Museum of Ancient Seafaring	Neutorstraße 2b, 55116 Mainz, Niemcy	2.5	A museum facility, founded in 1994, managed by the Central Roman-Germanic Museum in Mainz. Its collections include, inter alia, the remains of five Roman ships from the 4th century AD, their 1:1 scale replicas, reliefs and monuments with images of ships and other artefacts related to ancient shipbuilding.
1.7.	Roman Theatre	Roman Theatre 55131 Mainz	2.8	The structure was built in the 1st century AD. In the Roman times it was the largest theatre north of the Alps, with a diameter of 116 m and audience capacity of more than 10,000. The current condition of preservation of the theatre is not impressive, only the foundation walls and the lowest level of the auditorium have been restored. Due to numerous renovations, the space around it is attractively landscaped.

1.8.	The Drusus Stone	Zitadelle, 55131 Mainz, Germany	3.3	The Drusus Stone was probably erected in 9 BC as a cenotaph in honour of the Roman general Drusus. It is an authentic object, however, its shape has been considerably transformed since its construction. Nowadays, the cenotaph has been preserved in the form of an approx. 20-metre high monument.
1.9.	City Gate	Kästrich 61, 55116 Mainz, Germany	4.3	The city gate and a fragment of the city wall are the only remains of the Roman fortification of the city, from the 3rd century, about 7 m high. The fragment preserved today is about 1 m high and its preservation condition can be assessed as bad.
1.10.	Aqueduct Ruins	Untere Zah- lbacher Str., 55128 Mainz, Germany	6.2	Remains of the aqueduct in the form of 58 monoliths situated a few metres apart along a relatively short distance (ca. 600 m). The highest monoliths are about 7 m high. Originally, the aqueduct was 9 km long and at its highest point the arcades rose to 25 m.
2.	Bingen (<i>Latin: Bingium</i>) – a town founded by the Romans probably at the beginning of the 2nd century AD, it was located within the Roman province of <i>Germania Superior</i> , today it is in the state of Rhineland-Palatinate.			
2.1.	The Basilica of St. Martin	Basilikastraße 6, 55411 Bin- gen am Rhein, Germany	36.3	The Basilica of St. Martin is a church built in the Middle Ages on the foundations of an ancient temple. The basilica contains one of the best preserved ancient tombstones, belonging to an early Christian priest, Aetherius.
3.	Bacharach – a town in the state of Rhineland-Palatinate, located in the Middle Rhine Valley.			
3.1.	Roman Road	K24, 55422 Bacharach, Germany	52.8	A fragment of <i>Rheintalstrasse</i> , the Roman road which connected Trier with Mainz in ancient times, over a distance of about 118 km. Originally, it was about 5 m wide. Nowadays, a small part of it has been preserved, picturesquely situated on a hill, however, it is in a poor state of preservation.

4.	Boppard (<i>Latin: Bodobrica</i>) – a town (fort) founded by the Romans probably at the turn of the 2nd and 3rd centuries AD in the Middle Rhine Valley, it was located within the boundaries of the Roman province of <i>Germania Superior</i> , at present it is situated in the state of Rhineland-Palatinate.			
4.1.	Kastell Bodobrica	Kirchgasse 5, 56154 Boppard, Germany	82.6	Late Roman military camp, established in the 4th century along the <i>Rheintalstrasse</i> . It was one of many camps located along the Rhine. Originally, it had dimensions of 308x154 m (rectangular plan with area of 4.7 ha). Nowadays, the foundations of the camp and partly its towers and defensive walls have been preserved. It is the best preserved structure of its kind by the Rhine.
4.2.	Museum Boppard – Römer in Boppard	Karmeliterstraße 7, 56154 Boppard, Germany	82.9	A museum facility, founded in 2020. It presents a permanent exhibition on the Roman period of the town of Boppard and its surroundings. Its collections include artefacts excavated during the archaeological works at Kastell Bodobrica, such as Roman pottery and stone tablets.
5.	Brey – a town in the state of Rhineland-Palatinate, located in the Middle Rhine Valley.			
5.1.	Remains of the Roman canal	Breyer Bach, 56321 Brey, Germany	93.9	A Roman canal from the 2nd or 3rd century. So far, a 500-metre section has been excavated. Originally, it was about 2–2.5 km long. Its shafts have a diameter of 1.5 to 2 metres. The canal was part of the water supply system to a rich estate or to one of the Rhine military camps. Today, the structure is in a good state of preservation.
6.	Koblenz (<i>Latin: Confluentes</i>) – a city (fort) founded by the Romans probably at the turn of the 1st century AD in the Middle Rhine Valley, it was part of the Roman province of <i>Germania Superior</i> and is now part of the state Rhineland-Palatinate.			
6.1.	Roman settlement – ruins of the Roman estate and temple	56075 Koblenz, Germany	104.9	Ruins of the Roman estate and temple, which are the remains of a Roman settlement. The existence of 24 villas, a Gallic-Roman temple complex and 28 tombs in the area has been proved. The reconstructed foundations of the temple (measuring ca. 19 x 18 m x 18 m) and one of the villas are preserved.

6.2.	State Museum in Koblenz	Festung Ehrenbreitstein, 56077 Koblenz, Germany	117.2	A museum facility, founded in 1956, is the youngest state museum in Rhineland-Palatinate. The museum presents exhibitions covering a wide range of topics – from photography or archaeology to wine growing. One of the most interesting exhibitions on Ancient Rome is titled Romans of High Tech and presents the technological achievements of the ancient civilisation.
7.	Andernach (<i>Latin: Antunacum</i>) – a town (fort) founded by the Romans probably at the turn of the 1st century AD. It was located within the boundaries of the Roman province of <i>Germania Superior</i> , today it is part of the state Rhineland-Palatinate.			
7.1.	City Museum in Andernach	Hochstraße 99, 56626 Andernach, Germany	143.6	A museum facility founded at the end of the 19th century; mainly collects cultural artefacts from antiquity and the early Middle Ages. The most interesting Roman exhibits include restored stone monuments. Computer visualisations of the Roman military camp of <i>Antunacum</i> are also noteworthy.
8.	Kretz – a town in the state of Rhineland-Palatinate, located in the Middle Rhine Valley.			
8.1.	Roman Meurin Mine	Nickenicher Str., 56630 Kretz, Germany	151.5	Pumice mine from the 3rd century AD. A modern open-air museum presenting the tunnels and tufa shafts dug by the Romans, visualising the way pumice was mined at that time. It is one of the biggest attractions related to the heritage of ancient Rome in the middle Rhine valley.
9.	Remagen (<i>Latin: Rigomagus</i>) – a city founded by the Romans around 6 BC in the Middle Rhine Valley, once located within the boundaries of the Roman province of <i>Germania Superior</i> , now located in the state of Rhineland-Palatinate.			
9.1.	Roman Museum of Remagen	Kirchstraße 9, 53424 Remagen, Germany	180.4	A museum facility, founded in 1989. It exhibits the archaeological heritage of the city, related to its 400-year Roman history. The most valuable museum exhibits include the remains of the city walls and praetorium, tombs from the 1st and 2nd centuries as well as numerous ceramic and glass artefacts.

10.	Bonn (<i>Latin: Bonna</i>) – a city founded by the Romans between 16 and 13 BC in the Middle Rhine Valley, once one of the most important cities of the Roman province of <i>Germania Inferior</i> , now located within the state of North Rhine-Westphalia.			
10.1.	“Roman Path” Roman Cemetery	Rheinaue Park, 53113 Bonn, Germany	198.9	Roman cemetery, or rather a park path, around which dozens of reconstructed tomb monuments from the Roman period (originally in the LVR Museum) and cult altars found in and around Bonn were placed. The trail is located in the picturesque Rhine city park.
10.2.	House of the History of the Federal Republic of Germany	Willy-Brandt-Allee 14, 53113 Bonn, Germany	201.2	A museum facility, founded in 1986, organises exhibitions mainly related to modern German history (since 1945). During the construction of the building a Roman cellar from the 2nd century was discovered. The preserved finds are displayed in a permanent exhibition illustrating the ancient foundations on which European history is still based today.
10.3.	LVR Museum – State Museum in Bonn	Colmantstraße 14–16, 53115 Bonn, Germany	204.2	A museum founded in 1820 as the Museum of Antiquities. Today it exhibits archaeological heritage and works of art. The museum’s most valuable collections related to the Roman period include the above-mentioned tomb monuments, cult altars, tombs or ancient sculptures (e.g. the popular “Roman woman of Bonn”).
11.	Cologne (<i>Latin: Colonia Claudia Ara Agrippinensium</i>) – a city founded by the Romans in 50 AD on the Cologne Plain, the former capital of the Roman province <i>Germania Inferior</i> , the current capital of the state North Rhine-Westphalia. More information about the city and its tourist attractions in section 5.			
11.1.	Monument of the Ubii	An der Malzmühle 1, 50676 Köln, Germany	235.4	The remains of the walls of the Roman harbour, erected around 5 AD. Nowadays, the building is in a good state of preservation, enclosed in a visually attractive museum space.
11.2.	The Praetorium	Kleine Budengasse 1–3, 50667 Köln, Germany	234.3	Archaeological site, remains of the Roman praetorium from the 1st century BC, which was rebuilt in the 4th century AD. Nowadays, the walls of the building that are enclosed by a museum space and open to the public have been preserved in good condition.

11.3.	The Roman-Germanic Museum	Roncalliplatz 4, 50667 Köln, Germany	235.8	The museum and research institute, founded in 1946, conducts research and collects artifacts related to the Roman period of the North Rhine-Westphalia. The museum's most valuable collections include, inter alia, the tomb of Lucius Poblicius and the world's largest collection of the Roman glass vessels.
11.4.	The North Gate	Kardinal-Höfner-Platz, 50667 Köln, Germany	236.0	The North Gate, a remnant of the Roman city wall from 50 AD. Its features include a very good state of preservation and an interesting location, directly adjacent to the Cologne Cathedral.
11.5.	Roman fountain	Burgmauer 68, 50667 Köln, Germany	2364	The fountain was built between 1910 and 1915 to celebrate the Roman foundations of the city. It takes a monumental form, with the statue of the Capitoline wolf rising above the footstall and 9 reliefs on the surrounding hemispherical wall representing the daily life of the inhabitants of the Roman city.
11.6.	Römerturm	Zeughausstraße 13, 50667 Köln, Germany	237.1	The Roman watchtower from 50 AD is the best preserved part of the Roman fortifications of Cologne. It is 6 metres high and surrounded by intricate mosaics dating back to the 3rd century AD. It is the biggest tourist attraction related to the Roman period in Cologne.

The source: Authors' own elaboration.

Objects listed and briefly characterized in Tab. 1, besides spatial connection resulting from the marked out route that materializes, inter alia, in road signs, information boards, guides or maps, should also closely cooperate with each other on many levels of their activity. The thematic offer of the route should be coherent, attractive and improved on a permanent basis; audit investigations would also have to be necessary. In the event of the route predisposing to be a professional tourist product, and the proposed Rhineland Route of the Roman Civilization would ultimately be considered to be, it is necessary to provide tourists with widely available guide services (e.g. in the form of audio guides) and uniform information and promotional publications (preferably in several popular languages, necessarily in English).

Discussion and Conclusions

The implementation of the concept and marking out of the Rhineland Route of the Roman Civilisation should serve – above all – to protect and popularise Roman heritage. It should also stimulate restoration and reconstruction of the historically valuable objects, which – for various reasons – have not been given due attention so far (e.g. a neglected Roman road in Bacharach or a poorly developed area of the ancient settlement on the outskirts of the present-day Koblenz). The formation of the route would also favour the financial condition of the entity managing it – preferably a third sector organisation. Operator of the route with proper management of resources and capital should gradually increase the tourist attractiveness of the objects located on the route and the route itself, particularly in relation to aesthetic and educational values. This would be possible through extensive restoration and reconstruction works and consistent provision of tourist attractions with necessary scientific and educational equipment (e.g. 3D models of monuments, their digital visualization, educational boards, etc.).

However, it should clearly be emphasized that economic benefits generated by the cultural heritage sites that would form the route should primarily serve its development, not enrichment of the private sector stakeholders. The historical, aesthetic, educational and scientific value of the Roman heritage is so significant that it should not be subject to over-commercialization. The proposed route could also serve to strengthen social and cultural links on many levels – from local, through regional and supra-regional, to international ones. However, it should be remembered that the remnants of the Roman civilisation are, to a certain extent, pan-European heritage.

The significant tourist attraction in the Rhine area constitutes an attribute of the route as well. The 65-kilometre section of the Middle Rhine Valley between Mainz and Cologne is one of the most attractive tourist regions in Germany (Dressler & Paunovic, 2018). This results from, among other aspects, a high concentration of the medieval monuments and wine cultivation. The Middle Rhine Valley is renowned for its castles, fortresses and palaces that became famous already during the Romantic era. It is also one of the most popular wine regions in Western Europe. Numerous enotourist routes run through it as well. The heritage of ancient Rome seems to be somewhat forgotten as compared to the other assets of the Middle Rhine Valley as if relegated to the “background.” Marking out the ancient Roman heritage route and its proper management would enable us to draw attention to elements of the Rhine cultural landscape which have been overlooked by tourists so far, since they have been inadequately

exposed and their poor state of preservation and that has not determined interest. Exposure of the Roman cultural resources as components of the varied Rhine landscape between Mainz and Cologne would undoubtedly strengthen the tourist offer, both regionally and from the perspective of the individual cities.

Third sector organizations seem to be the most appropriate entities that would be able to perform management functions of the cultural trail. They bring together people dedicated to an idea, often specialists, willing to act for a commonly defined good (Gawel, 2012). In the case of the proposed Rhineland Route of the Roman Civilisation, there are at least two institutions of this kind. The first one is the Römisch-Germanisches Zentralmuseum (RGZM), an international research institute situated in Mainz. Archaeological research and supervision of several museums in Rhineland-Palatinate constitute the core of its activities. Above all, the institution brings together a wide range of scientists and specialists (cooperating with a number of different associations and universities). It is also worth mentioning that a new museum and research facility of the RGZM – a modern archaeological centre that can be the starting point of the trail, introducing tourists to its themes – will be opened in 2023. The second institution is the Römisch-Germanisches Museum (RGM) in Cologne which – like the RGZM – is a research institute that manages a museum facility as well. It must also be pointed out that the key issue would be cooperation between all stakeholders who could contribute to development of the route – regardless of the sector they belong to.

The public and private institutions that manage the Roman heritage in Mainz and Cologne (bringing together a wide range of specialists in various fields, mainly archaeologists) are usually subsidised with public funds. The main objective of these institutions is to take care of the best possible condition of the Roman sites (including excavation, restoration and reconstruction works) and to display them in the most attractive possible form, not only increasing tourist attractiveness of the cities, but also historical and cultural awareness of their inhabitants. This is why the tourist values of Mainz and Cologne may constitute the core of a broader offer – one that is not spatially limited to the urban area alone, but one using the potential of both cities to promote the Roman heritage of the entire Rhine Valley region. At this point it is worth quoting the results of the research conducted by Ł. Gawel (2012), who – on the occasion of the audit of the Silesian Industrial Monuments Route – distinguished four groups of objects, depending on their function on the route – the objects of the highest substantive value were referred to by the author as “anchor points.” While establishing them, the parameter of geographical distance should be also taken into consideration, locating at least one point of this kind on

both ends of the route (Gaweł, 2012). In the case of the proposed Rhine Route of the Roman Civilisation, anchor points could be the Roman heritage of Mainz and Cologne, regarded as a synthetic element – the Roman legacy of these two cities.

The route should be equipped with several points of distribution of the promotional and source materials, e.g. maps, guidebooks and leaflets about particular objects of the route. These points could be located in numerous museum facilities constituting a part of the route (situated in Mainz, Boppard, Koblenz, Andernach, Remagen, Bonn and Cologne, consequently – on average – every 35 km). Information boards with a map of the route and basic tourist information that should be located at all attractions are equally important. As far as the tourist infrastructure related to accommodation and catering is concerned, no investments will be necessary in this case – features of the Rhine Valley include an extremely developed tourist function and, thus, rich tourist infrastructure, which incidentally would be another asset of the proposed route.

The essence of historical awareness and interpretation of heritage does not only deal with the past, however, it allows for a different view of the future. Bearing it all in mind, it seems that cultural tourism is the best and most attractive way to create historical awareness or build cultural integration.

Even if – due to inexorable influence of time – ancient heritage has not been preserved in the condition that would enable admiration of its form, it still offers many possibilities of interpretation, being an extremely valuable tourist asset. What is more, the perception of cultural heritage as a tourist asset, including many values important from the point of view of various levels of socio-cultural education (such as building social awareness, cultural integration, etc.), suggested by the authors of this work, may lead to extensive, interdisciplinary scientific research.

Nowadays, tourist routes have become an inseparable attribute of tourist space in the case of cultural tourism, taking the form of cultural routes. Their significance is invaluable, particularly in shaping the tourist offer of the cities or regions. Cultural routes can also be regarded as an effective tool for popularising and protecting cultural heritage, especially if they are built on solid foundations and managed carefully. It is worth mentioning that cultural routes connect objects of the greatest historical, cultural and other values of a specific region, allowing for their interpretation in a coherent and comprehensive way. These routes also influence the process of cultural identity formation (on many levels) by changing the attitude of the local communities to their own past and its material traces. However, the above considerations gain true meaning only when we try to turn them into action. This type of action may include, for example, the creation of conceptual projects of cultural routes, such as the Rhineland

Route of the Roman Civilisation, and – afterwards – an attempt at their implementation. It is essential to bear in mind here that initiatives of this kind are not only intended to generate income, but above all, to convey many of the values desired in the modern society.

Attempts are being made to manage the ancient heritage in the most attractive manner, not only to highlight its historical and cultural value, but also to attract the mass tourist. Cases of “unethical” commercialisation of the Roman culture have not been recorded in the examined cities.

The heritage of ancient Rome can serve to raise historical and cultural awareness at many levels – from local and regional to international. This cultural legacy, in all the characterised cities, has a real impact on their tourist attractiveness, being well-adapted and attractively developed for tourist use.

Roman monuments connected by a well-developed and thematically prepared route could create a unique international tourist product, influencing its protection, renovation or reconstruction of individual objects.

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