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## Foreword

### Introducing Emperor Charles V and the beginnings of globalisation

Paul Arthur, Anna Trono

The world is big by most peoples' standards, but there are few places in it that have not been touched, one way or another, by the empire of Charles V. Its historical legacy is as wide ranging as was its geographical scope. During Charles's reign of less than forty years, Western Europe in particular was finally transformed from the Middle Ages to modernity. Medieval villages disappeared in favour of more organised agro-towns or their prototypes, as agriculture and production were gradually put to regime, generating manageable surplus and capital. Plantations of olives, vines and grains, to which cotton and sugarcane were soon to be added, vied for the good land with the quantitatively larger stocks of cattle and flocks of sheep invading the landscape. Thus, the ever-greater need of enclosing the countryside. But the domesticates too endured the revolution, as better fodder and attentive breeding increased their meat yield. Thus, surplus increased, food diversified, diets changed and the health of the populace generally improved, perhaps encouraged, at least in some areas, by the changing climate and environment of the Little Ice Age<sup>1</sup>. Lofty castle battlements and round towers gave way to sprawling geometric forts

1. The scale, effects and eventual benefits of climate change need to be examined area by area. But whatever the case, the positive effects outlined above were clouded by various negatives, from increasing social hierarchy to urban pollution (More *et al.*, 2017) and the spread or increase in diseases. The sixteenth century, for instance, witnessed a substantial growth, henceforth hardly ever abated, in the quantity of caries amongst the European populations (Lanfranco, Eggers 2011, pp. 8-9). Perhaps the same may be said of coronary disease and others maladies.

with massive prow-shaped bastions, adjusting medieval fortifications to the new striking force of heavy artillery and gunpowder. Urban landscapes changed shape and aspect as more money and manpower was increasingly poured into the construction of churches and monasteries, palazzi and *piazze*, public works and civic improvements. As quarries were ever more cultivated and stone was carved, wheeled-traffic increased, scouring the surfaces of roads through town and country<sup>2</sup>. Even the humblest dwellings and lifestyles of town folk were gradually transformed, as spending power increased throughout the European populations and supply and demand took on a more modern meaning, based less on necessity and perhaps more on self-gratification and display. In the field of the arts, the Renaissance was in full swing, aided and abetted by the increase in spending power and display. Frescoes and paintings, sculptures and carpets, adorned the homes of both the rich and powerful and the rising middle class and soon to be bourgeoisie. The new élite were the new gods, heroes and emperors of Classical antiquity. In architecture, the sixteenth century presaged the baroque, that in Catholic countries would rapidly bedeck the urban landscape and the accoutrements of cult. Although many of these processes began long before Charles V came to the throne, perhaps finding their deepest roots in the reactions to the crises of the fourteenth century, the sixteenth largely saw their apogee, from which a new world would gradually take form. It was the beginning of a true world-system. The changes recently illustrated for Portugal<sup>3</sup>, which was in the thick of things, profiting from colonisation and intercontinental trade, are a good example. Indeed, the momentous transformations sketched out above, not only changed Europe, but rippled, if not swept, across much of the earth's surface. Perhaps, for the first time, we may speak of globalisation. It is a weighty word indeed, and not all was positive and

2. Clearly seen in Salento and other parts of southern Italy, where *carraie* or deep wheel-ruts gouge the surfaces of the natural limestone bedrock, testifying to the frequent wheeled traffic of early post-medieval times.

3. Freire Costa *et alii* (2016).

certainly not for many of the peoples, terrains or environments of large parts of Africa, India and the New World.

Be that as it may, emperor Charles V was a major player in Fernand Braudel's long sixteenth century<sup>4</sup> that, as noted above, saw substantial population growth and economic expansion in Western Europe after the viciously abrupt halt caused by the bubonic plague pandemic of 1348-50<sup>5</sup>. This was the age that saw the transition from feudalism to a capitalist mode of production. Indeed, people and capital were major factors in all that was to ensue, from a quantum jump in knowledge and the beginnings of a world view, to the arts and sciences. However, Charles V may himself be judged, and opinions differ greatly, there is no doubting the impact that the spread of Western Europe was to have on the future of the entire globe and how the Holy Roman Empire, the Iberian Peninsula and the Habsburgs were major catalysts to change and growth, before the baton was passed to Britain<sup>6</sup>. Above all, the second half of the second millennium witnessed the world rapidly becoming Eurocentric – a state of affairs that was to last essentially up to the beginnings of the third millennium. The rest, for better or for worst, is history in the making. Thus, the conference, intitled “A New World. Emperor Charles V and the beginnings of globalisation”, was an opportunity to reflect upon how his reign impacted upon human development and how, through the rapid growth of communications and connectivity, we have ended up where we are now. The reign of Charles V is thus a fascinating, worthwhile and illuminating topic to study. It was a major threshold in history.

The Lecce conference took place largely within the suitable setting of the *Castello di Carlo V*. We were all appropriately gathered beneath the arms of Charles' *Capitan General de la Mar*, García Álvarez de Toledo y Osorio (1514-1577), that decorate the soffit

4. Braudel (1982-84).

5. Arthur *et al.* (2016).

6. Ferguson (2003).

of the great hall or *sala magna*. The two days of talks and discussions ranged from the warfare and politics of Charles V in the New World and the Mediterranean to a focus on the Kingdom of Naples and, eventually, to the Terra d'Otranto and Lecce, where participants covered such varied themes as defences and coastal towers to artistic manifestations and diet.

Thus, these proceedings detail the results of the international conference, which we had the pleasure organising for the University of Salento. From the very beginning it saw our respective interests align: apart from our mutual love of Lecce, Anna was exploring the immense cultural legacy of the empire of Charles V with a view to promoting knowledge and tourism through the creation of enlightened public itineraries. On the other hand, Paul was excavating the Castle of Lecce, founded by the Normans, but now commonly known as the *Castello di Carlo V*, and had just finished the scientific direction of a major project for Lecce's town council on the restoration of its town walls. The impressive standing remains of both the castle and the walls were, of course, realised under emperor Charles V as a defence against the expanding Ottoman Empire, but also served as a monument to the might of his empire in what was one of the main towns of the Kingdom of Naples. Details of these projects and other papers pertaining to the castle and walls of Lecce are illustrated in texts contained in this very volume.

Our respective interests were further united within our university's Department of Cultural Heritage that joined forces with the Municipality of Lecce so as to host the occasion, promoted by the scientific committee of the Charles V European Cultural Route. All was made possible through the interest and generosity of various people and both public and private institutions. It is, therefore, a great pleasure to thank the following for their contributions:

- Agenzia del Patrimonio Euromediterraneo;
- Banca Credito Cooperativo of Leverano;



- INTERFRUTTA s.r.l.;
- Istituto Alberghiero e Turistico IPSEO “Aldo Moro” of Santa Cesarea Terme;
- IC “Don Lorenzo Milani” and “Geremia Re” of Leverano;
- Palazzo Bernardini, Lecce;
- Municipality of Minervino di Lecce;
- CEA – Coordinamento Ambientale pro Porto Cesareo.

In concluding, however, we thank our distinguished speakers and authors for their contributions, without whom this volume would not have been possible.

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## Premise

Miguel Ángel Martín-Ramos

This book is the result of the seminar on “Carlos V and the origins of Globalisation” organised on 4 and 5 November 2019 by the University of Salento in the impressive Castle of Carlos V in Lecce, Italy, in cooperation with the Cooperation Network of Routes of Emperor Carlos V, as a Cultural Route of the Council of Europe, with the support of the Comune di Lecce and the INTERREG ADRION, Adriatic-IONIAN EU FUND, and under the coordination of Anna Trono, member of the scientific committee of the Cooperation Network of Routes of Emperor Carlos V. We must also underline the support given by Alain Servantie, coordinator of the scientific committee, Ludolf Pelizaeus and Francesco Totaro, both members of the scientific committee. Many thanks to all of them and all the people that made it possible, including the members of the network that participating on the seminar.

In this international seminar we learn about the figure of Charles V, who stood out because of his humanistic education, his gift of languages, and his ambition to unite the European territories over which he ruled... a united Europe that took 500 years to consolidate, and from which now we all enjoy.

We focused, among other topics, on the Mediterranean, and the impact that Carlos V has had on the territory. The Castle of Carlos V de Lecce is an example of this, and today, after an immense renovation that has lasted four decades, offers enormous possibilities, becoming a new cultural, social, academic center and a point of tourist attraction of the territory. Not for nothing is it

one of the largest constructions and fortifications in the Puglia region of Italy.

We also analyzed the globalisation strategy of Carlos V, focusing on three pillars: networks (highlighting the importance of communication and the image to be transmitted, knowledge of maps, and planning); the war industry and management of the army to face the challenges he faced; and the importance of controlling resources, especially financial ones, to have the necessary resources to carry out such an endeavor, and the development of the most important intelligence services.

During the seminar we also studied the War and Peace Diaries in the time of Charles V, and it was mentioned as an example the speech delivered by Carlos V on 17 April 1539 in Spanish, in the Hall of the Vatican Consistory before Pope Paul III and the cardinals and foreign ambassadors where Charles V finished it by saying “I want peace, I want peace, I want peace” (“que quiero paz, que quiero paz, que quiero paz”).

And finally, we also presented the initiative of the Routes of Emperor Carlos V, recognized by the Council of Europe as European Cultural Route. A recognition of excellence and of its potential to promote European cultural diversity, its history, European values, culture and memory, as a fundamental pillar to promote the union and integration of peoples, but also with a great impact, through history, heritage and culture, on the tourist and economic development of the places and territories represented in the network, all of them related with the figure, life and period of Carlos V.

# The Cultural itinerary of Charles V

Introduction



# The Cultural Routes of the Council of Europe and the Routes of Emperor Charles V

History, Heritage and Culture  
as a Driver of Development

Miguel Ángel Martín-Ramos

I was in Germany 9 times; 6 times in Spain, and 7 times in Italy. I made 10 trips to Flanders, and 4 to France, during war times and in times of peace; I was twice in England and in Africa; I sailed 8 times across the Mediterranean and 3 times across the Ocean which, now for the fourth time, I will cross again for the last time...<sup>1</sup>

## 1. The Cultural Routes of the Council of Europe<sup>2</sup>

Following in the footsteps of Charlemagne, Charles V or Napoleon, discovering and feeling our religious and spiritual roots while strolling, discovering and admiring rock and megalithic art, Art Nouveau, ceramics, impressionist paintings, and architectural – including industrial – monuments, delving into the megalithic culture, literature and the adventures led by Robert Louis Stevenson, learning about the intricacies of the Viking and Ro-

1. Charles V, *Abdication speech and acknowledgement of his son Philip as sovereign*, Brussels, September 1555.

2. <https://www.coe.int/es/web/cultural-routes/all-cultural-routes>.

man eras, getting to know first-hand about the Andalusí legacy of the Arabs in the Iberian Peninsula, or the Jewish heritage, sailing through the Hansa Route and reliving the history of this commercial route, and even navigating the Mediterranean on the Phoenician Route, letting ourselves be captivated in the wine routes, and experiencing and remembering our past and recent history, such as the Liberation of Europe and the Iron Curtain, is possible today thanks to the European Cultural Routes of the Council of Europe.

Culture, history, tourism, gastronomy, development, nature, sports, spirit and values become intertwined behind a project which offers visitors unique experiences thanks to this programme. In 2019, it was awarded with the Charles V European Award<sup>3</sup>. This prize is awarded each year by the European and Ibero-American Academy of Yuste Foundation<sup>4</sup> to recognise the work of people, projects, organisations or initiatives which, with their efforts and dedication, have contributed to the general knowledge and enhancement of Europe's cultural, social, scientific and historical values, as well as to the European building and integration process. According to the jury's decision, "The Cultural Routes of the Council of Europe" were awarded the prize for fostering and helping achieve the European values of cultural diversity, respect for identities, intercultural dialogue and exchange and knowledge of countries and history. The jury also acknowledged the valuable work carried out by the routes in favour of cooperation in research and development; the enhancement of European memory, history and heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice and cultural tourism. The image and position of Europe showcased by the Cultural Routes abroad, as well as their relations with the rest of the world was also highlighted. Finally, it was pointed out that it is a project involving different stakeholders at different levels

3. <https://www.fundacionyuste.org/project/itinerarios-culturales-del-consejo-de-europa/>.

4. <https://www.fundacionyuste.org/>.



including governments and countries, international institutions, regions, municipalities, civil society organisations, associations, museums, foundations, universities, companies and thousands of citizens, including the express participation of young people. They also stated that the Cultural Routes of the Council of Europe help in this way to the process of European integration through history, culture, heritage and active citizenship, as well as contributing to local, national and European social, cultural, economic and sustainable development.

Undoubtedly, these routes allow us not only to travel physically, but also to make an inner journey to our history, memory and to the diversity and richness that make up the European continent, also linking it with many other cultures that are part of ours. They allow us to fulfil the European motto: “United in diversity”. In the words of the deputy secretary general of the Council of Europe, Gabriella Battaini-Dragoni, it is a “pioneering and unique” programme.

Created by the Council of Europe in 1987<sup>5</sup>, the Cultural Routes programme demonstrates, through a journey in space and time, that the heritage of European countries contributes to creating a shared living culture.

The Routes put into practice the core values of the Council of Europe: human rights, cultural democracy, diversity and cultural identity, exchanges and mutual enrichment beyond borders and centuries. They act as bridges to intercultural dialogue and the promotion of a better knowledge and understanding of a European cultural identity.

The Cultural Routes preserve and highlight Europe’s natural and cultural heritage as a factor for improving our environment and a source of cultural, social and economic development. They work for cultural tourism with a sustainable development approach, while contributing, to a high extent, to the fight against the depopulation of our territories.

5. <https://www.coe.int/es/web/cultural-routes/home>.

The certified Cultural Routes undergo an assessment every three years. The Council of Europe certifies new Cultural Routes each year based on a number of criteria:

- The theme must be representative of European values and common to at least three countries of Europe.
- It must be associated with scientific, multidisciplinary and transnational research.
- The theme must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe.
- The theme must lend itself to cultural and educational exchanges for young people.
- The theme must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development.
- The theme must lend itself to the development of tourist products aimed at different audiences.

Certification is carried out pursuant to Resolution<sup>6</sup> CM/Res(2013)67, under which the certified Cultural Routes of the Council of Europe and the networks of candidates are subject to an evaluation to receive the certification of “Cultural Route of the Council of Europe” granted by the Governing Board of the Enlarged Partial Agreement<sup>7</sup> comprised of representatives<sup>8</sup> of each member State of said Agreement.

In short, the “European Cultural Route” label is a distinctive mark awarded by the Council of Europe to those routes, itineraries and tours that bring together a number of values. With the Cultural Routes, the Council of Europe aims to go beyond just launching cultural or tourist products, and commits itself to the

6. [https://search.coe.int/cm/Pages/result\\_details.aspx?ObjectId=09000016805c69fe](https://search.coe.int/cm/Pages/result_details.aspx?ObjectId=09000016805c69fe).

7. <https://www.coe.int/en/web/cultural-routes/governing-board>.

8. <https://www.coe.int/en/web/cultural-routes/epa-member-states>.

protection of European cultural values, to promote new ways of meeting for young Europeans, to sustainable development, to value underappreciated heritage and to develop transnational cooperation programmes.

To this end, the European Institute of Cultural Routes was created in 1997. This is an institution dedicated to accompanying the promoters of the routes already chosen, to help those who contribute with new projects to implement their initiatives and to share information about this programme.

The Council of Europe considers that a European Cultural Route is a route based on those used by previous civilisations, cultural movements or economic exchanges, which seeks the dissemination of the European identity, promoting the preservation of the Cultural and Natural Heritage as a factor for developing high-quality tourism.

The Cultural Routes of the Council of Europe initiative aims to create a link between the citizens of Europe and cultural heritage<sup>9</sup>. They are paths between sites of particular interest, which are sometimes historical routes. But they are not only tourist routes, they are a living heritage, which is based on the mutual enrichment of exchange and facilitates awareness of a common European identity. Each Cultural Route encourages citizen participation in a democratically defined cultural heritage, which is not only interesting for its beauty and age, but above all for its fundamental intangible value. Thus, the Cultural Routes are a reflection of the cultural diversity of the European continent. The European Cultural Routes Certification hopes to invite Europeans to discover the diverse wealth of their continent in an alternative manner. Tourism is therefore proposed as a form of sustainable economic growth for the regions involved. Beyond this tourism goal, social cohesion and respect for the environment are pursued through the right integration of cultural and natural heritage.

9. <https://www.culturaydeporte.gob.es/cultura/areas/patrimonio/mc/patrimonio-consejo-europa/presentacion.html>.

Obtaining the European Heritage Label is a key milestone for certified networks that allows the network to be consolidated and to start international and European projects, and also opens up the doors to obtaining funds in order to finance its activities. This also means that current partners at the international level can have a greater presence and prominence.

As of 2020, the Council of Europe has thirty-eight certified Cultural Routes, which evoke different themes relating to European memory, history and heritage and contribute to the interpretation of Europe's current diversity. It boasts more than 2,500 members in 60 countries on four continents – Europe, Africa, Asia and America.

The Cultural Routes currently certified by the Council of Europe in early 2020 were: The Santiago de Compostela Pilgrim Routes, The Hansa, the Viking Route, the Via Francigena, the Routes of El legado andalusí, the Phoenicians' Route, the Iron Route in the Pyrenees, the European Mozart Ways, the European Route of Jewish Heritage, the Saint Martin of Tours Route, the Cluniac Sites in Europe, the Routes of the Olive Tree, the VIA REGIA, the TRANSROMANICA, the Iter Vitis Route, the European Route of Cistercian Abbeys, the European Cemeteries Route, Prehistoric Rock Art Trails, the European Route of Historic Thermal Towns, the Route of Saint Olav Ways, the European Route of Ceramics, the European Route of Megalithic Culture, the Huguenot and Waldensian trail, ATRIUM – Architecture of Totalitarian Regimes of the 20<sup>th</sup> Century in Europe's Urban Memory, the Réseau Art Nouveau Network, the Via Habsburg, the Roman Emperors and Danube Wine Route, the Routes of Emperor Charles V, Destination Napoleon, In the Footsteps of Robert Louis Stevenson, the Fortified Towns of the Greater Region, the Impressionisms Route, the Via Charlemagne, the European Route of Industrial Heritage, the Iron Curtain Trail, Le Corbusier Destinations: Architectural Promenades, the Liberation Route Europe, the Routes of Reformation.

## 2. Advantages of being part of a Council of Europe Cultural Itinerary

First of all, it is worth noting the possibilities offered for partners to join an international – not only European – project recognised by the Council of Europe, on relevant issues of European history and culture.

In each case, based on history, the municipalities and territories where each route belonged in every European place must be studied, analyse and identified in order to include their history, heritage, culture and traditions of each partner in the certified routes.

This will undoubtedly allow to identify a further path of dialogue and collaboration between the countries that are currently part of the Certified Network and these territories, also considering that they are living routes in which new projects are continuously developed. All partners of each route participate and are open to new additions, which offers its members the possibility to participate in several networks and great possibilities of cooperation and development of projects that result in a mutual benefit of the partners of the networks to which they are incorporated: promotional actions of the territory, tourism promotion, participation in international and European projects, development of new cultural and tourist products, exchange of knowledge and experts in topics related to tangible and intangible heritage, mutual support in the resolution of problems and enhancement of certain products linked to the theme of each network, and even being able to participate in different European programmes by also adding to these benefits the possibility of obtaining funds that help and contribute to the development of those territories, not only from a social and economic perspective, because there are both tangible and intangible benefits.

The process of joining the routes depends on each route, although all must have a scientific committee that assesses the suitability of belonging to that route. The application process is usually simple, and each route offers the possibility of joining through a

form, which is subsequently subject to evaluation by the scientific committee according to its relationship with the route and the activity that it can propose. Membership usually requires paying a fee to cover the secretariat and joint activities costs of each Route. The final incorporation occurs after the approval at the general assembly of each route that is usually held once a year.

### 3. Cooperation Network of the Routes of Emperor Charles V

In 1556, Spain witnessed a symbolic journey. emperor Charles V landed in Cantabria, northern Spain, to travel approximately 550 kilometres to the Monastery of Yuste, in Extremadura, where he would retire and die after 40 years of a historical reign. Four centuries later, and taking as the starting point that last journey, you can relive the journeys that Charles V made throughout Europe, including the Mediterranean Sea and the Atlantic Ocean, looking towards Ibero-America, thanks to the Routes of Emperor Charles V<sup>10</sup>.

In the case of Spain, it should also be noted that the arrival in Spain of Charles V for the first time in 1517 marked a change of course in history. His encounter with the country that he was to rule took place in Tazones, a small village on the Asturian coast<sup>11</sup> where at first people thought that the landing was an attack on the village. From there, the emperor travelled to Villaviciosa, to the Palace of the Hevia family, to spend his first night.

On 25 April 2007, the Cooperation Network of the Routes of Emperor Charles V<sup>12</sup> was set up in Medina de Pomar (Burgos), with the aim of defending and promoting the tourist, historical, cultur-

10. [https://www.spain.info/es/reportajes/ruta\\_de\\_carlos\\_v\\_el\\_ultimo\\_viaje\\_de\\_un\\_emperador.html](https://www.spain.info/es/reportajes/ruta_de_carlos_v_el_ultimo_viaje_de_un_emperador.html).

11. See *The Journey of Charles of Ghent through Asturias* described by Ignacio Gracia Noriega: <http://www.ignaciogracianoriega.net/nie/20000727.htm>.

12. <http://www.itineracarolusv.eu/>.

al and economic resources of the Route of Charles V. The municipalities of Laredo, Colindres, Ampuero, Limpias, Rasines, Ramales de la Victoria, Lanestosa, Merindad de Montija, Medina de Pomar, Merindad de Valdivieso, Puente Arenas, Villarcayo de Merindad de Castilla La Vieja, Merindad de Río Ubierna, Jarandilla de La Vera, Aldeanueva de La Vera, Cuacos de Yuste, the Municipal Association of La Vera, the Community of Jerónima de Yuste and the European Academy of Yuste Foundation are its founding members. The Association for the Integral Development of the Region of La Vera (ADICOVER) is permanently designated as the seat of the Network, as well as the Technical Office for its management and is located in the municipality of Cuacos de Yuste. The Association is open to the integration of any city, municipality, region, agency and institution linked to emperor Charles V.

The European Cultural Route project of the Routes of Emperor Charles V is based on the following principles<sup>13</sup>:

1. The institutions that make up the Cooperation Network of the Routes of Emperor Charles V as a whole house and/or represent the cultural, historical, artistic, academic and social legacy of the European emperor Charles of Habsburg's reign, grouping the largest known concentration of evidence from this period of the history of Europe.
2. This legacy is a formidable cultural and historical reference for present-day citizens of Europe. It is also the tangible evidence that the European nations of the Modern Age shared cultural, artistic, political and social values, not without tensions and great clashes that were overcome.
3. Today, the represented regions offer countless cultural and natural destinations, as well as activities and commemorations linked to Charles V, representative of European Renaissance society (16<sup>th</sup> century), and open to the knowledge and enjoyment of the European and international society.

13. <http://www.itineracarolusv.eu/es/recv>.

4. This European Cultural Heritage meets all the requirements to create a journey that covers several regions and countries and is organised around a topic whose historical, artistic, academic, cultural, social and socio-political interest is revealed as European, mainly based on its content, significance and geographical layout.
5. The study and enhancement of the figure and time of Charles V, Europe's last emperor, is key in the process of European history and construction, and necessary in fostering the development of a European identity and an enduring feeling of shared belonging to a history and a broad, diverse and supportive common heritage such as the European one, and which will allow advancing the process of European construction on the strongest pillars: culture and solidarity among the peoples of Europe.

#### Aims of the Cultural Route of Charles V:

- To consolidate a broad network of cooperation for the development of a cultural and tourist product based on the European heritage of the 16<sup>th</sup> century and on the character of emperor Charles V.
- To develop a research programme focused on the history, art and culture during the emperor Charles V time which will facilitate the development of joint activities.
- To promote the preservation and diffusion of the European Cultural Heritage of the Renaissance, encouraging common activities in its management, recovery and social enhancement.
- To encourage cultural and educational exchanges, paying particular attention to contact between young people in the various regions and countries.
- To boost the development and circulation of activities which encourage and widen social awareness of contemporary cultural and artistic activities amongst the members of the network promoted by the route, as well as with other



networks, particularly with the Cultural Routes of the Council of Europe.

- To work in a decisive manner to create sustainable tourist products which will improve the lives of citizens, create jobs, free tourism of its seasonal limitations, and create quality cultural tourism.
- To encourage understanding and cohesion between the peoples of Europe, particularly stressing those aspects required to overcome religious, social and political conflicts brought about by the eventful European history of the Modern Age.
- To work in the unifying aspects of European society during the Renaissance era (arts, culture, classical pro-European vision), against religious intolerance and territorial war conflicts of the time.

#### 4. Structure of governing, leadership, management and research bodies

The presidency of the Network is currently held by the European and Ibero-American Academy of Yuste Foundation. The vice presidency is jointly held by the Coudenberg Palace in Brussels, Belgium, and the “Luigi Einaudi” International Cultural Centre, located in the municipality of San Severo, Italy. The technical management office is managed by ADICOVER (Association for the Integral Development of the Region of La Vera), while the secretary is held by the municipality of Jarandilla de la Vera and the treasury by the municipality of Cuacos de Yuste, both in Spain.

The network is assisted by a scientific committee composed of academics’ specialist of Renaissance. Since 2007, the scientific committee and other hired specialists have been developing several lines of research focused on emperor Charles V, his historical, political and social vicissitudes, and the contemporary historical-artistic heritage preserved in the different locations crossed by the different routes of the emperor throughout Europe, and

their potential for tourism. It is divided in national groups, with specialisations by thematic working groups or task forces or by regional areas. There are four thematic working groups:

- *Research* – It consists of academics specialised in historical research on Charles V, his time and/or his legacy.
- *Heritage and museums* – It consists of experts in the study, management and appreciation of heritage sites and museums linked to Charles V and his time. It should be noted that some of them are in the list of UNESCO World Heritage and have the European Heritage Label.
- *Cultural management* – It consists of experts in the study and planning of historical reenactments, music festivals, theatre and dance, and cultural activities related to Charles V and his time.
- *Sustainable cultural tourism* – It consists of experts in the study, management, promotion and marketing of Cultural Routes and Itineraries related to emperor Charles V, his time and/or his legacy.

## 5. An international network and hundreds of activities

The Cooperation Network of the Routes of Emperor Carlos V was born in Extremadura as a result of the work promoted by both the Association for the Integral Development of the Region of La Vera (ADICOVER), and the European Academy of Yuste Foundation. While it is true that the network as such was officially set up in 2007, the project has come a long way, because the idea came up in 2002 and it was from that date that ideas and projects were developed for the creation of the route, initially in Extremadura and Spain and subsequently at European level. In 2020 it became international and it currently includes about 80 partners and collaborating entities from 11 countries (Germany, Algeria, Belgium, Spain, France, Italy, Morocco, the Netherlands, Panama, Portugal and Tu-

nia) of which eight are European, three from North Africa – to reinforce the Mediterranean routes of the emperor – and one from Latin America (Panama)<sup>14</sup>. France and Panama are the latest additions to the Network, the latter opening a new avenue of expansion, as the research carried out has shown us that Charles V founded more than three hundred cities in the Americas during his reign, although he never travelled so far. All of them can be part of our network. We therefore have huge growth potential if we consider all those cities in the Americas, as well as the more than two hundred municipalities he visited in Europe during his lifetime, or those that have a direct and close connection with the emperor.

In this context, some of the most relevant activities can be found below: the landing of the emperor in Laredo (Cantabria), with extraordinary regional and national impact and tourist interest, the landing in Villaviciosa (Asturias), the Emperor's Route (on foot and on horseback) in La Vera (Extremadura): Jarandilla – Aldeanueva and Cuacos de Yuste (almost 9000 hikers and a thousand riders participated in their last celebrations) declared of regional tourist interest, the route of Charles V from Tornavacas to Jarandilla de La Vera (Extremadura), the arrival of Charles V to Tornavacas and Jarandilla de La Vera, the consolidated route Laredo – Medina de Pomar (Castile-Leon), the event in Mojados (Valladolid) of “Charles V Mojados – Heart of an Empire”, commemorating the meeting in that municipality in 1517 between Charles V and Ferdinand II, the celebration in Brussels of the Ommegang, the entrance of Charles V in the Grand Place, the Historical Courtship of Charles V in San Severo (Italy), the Renaissance Week (Pistonieri) in Cava dei Tirreni (Italy), the Carolus V Festival, in Coudenberg Palace (Brussels), the Procession of the Noose Bearers in Ghent (Belgium) or the creation of the Museum of the Battle of Muhlberg (Brandenburg, Germany), the Emperor's Concerts hosted each year by the European and Ibero-American Academy Foundation of Yuste and National Heritage, the Charles V European Award, and exhibitions, courses and sem-

14. <http://www.itineracarolusv.eu/en/content/members-and-collaborators>.

inars around the figure and time of the emperor, promotional and marketing actions, training activities not only historical or heritage, but also business aimed at promoting tourism and socio-economic and cultural development of the territories represented in the Network, and a myriad of other activities. All these celebrations and routes have been held a good number of years and are a permanent fixture in the tourist programmes of the respective local authorities and the Cooperation Network of the Routes of Emperor Charles V.

The Cooperation Network thus promotes a comprehensive project to consolidate both the necessary management structure and the strategic plan that will lead to the integration of all current actions, any new ones and the financing mechanisms to give a corporate image, management unit, power of tourist and cultural attraction and stability and permanence to the true Routes of Emperor Charles V, being differentiated by their historical and cultural content and thematic activities. This is in turn reinforced by agreements that the Network has entered into with several institutions, such as the National Geographical Institute, The Spanish Paradors, the Miguel de Cervantes European University, the Rueda Wine Routes, the Royal Theater in Madrid, the I.E.S. Jaranda de Jarandilla and TurEspaña (TourSpain).

Among the most recent programmes of the network we find the Charles V Tourist Product Club. It is a “Club of Hospitality, Crafts, and Agri-Food Excellence” intended to give visibility to the tourist products found along the different routes travelled by the king/emperor Charles of Habsburg. The programme, which is already being implemented with great success in several of the territories that are part of the Network, also aims to include into the Association Cooperation Network of the Routes of Emperor Charles V – and in its European Cultural Route – the productive hospitality, artisan and agri-food fabric of the cities and regions of the several routes. For this purpose, six Quality Labels have been created: Imperial Lodging; Imperial Kitchens; Imperial Crafts; Agri-food Products; Collaborating Establishments and Museums and Interpretation Centres.

Likewise, among the most recent projects is the tourist marketing of the routes of Charles V, having already presented the first three routes in FITUR 2020. The commercialisation of tourist packages on these routes has already started with great success, having received several requests for all of them: Charles V in the Rueda Wine Route; Extremadura, Imperial Retreat; and The Emperor in Cantabria: Discover its treasures.

As projects to be developed in the future we are working on a Laredo-Yuste Cycle Route, following in the footsteps of the emperor's last journey. It is scheduled to be done by the end of October 2020, and meetings are already taking place with potential stakeholders. If it cannot be done in 2020 due to the Covid-19 pandemic health crisis, it would be postponed until 2021 or 2022 on the same dates<sup>15</sup>.

## 6. The Routes of Emperor Charles V recognised by the Council of Europe as a European Cultural Route

On 27 September 2013, the Cooperation Network of the Routes of Emperor Charles V (CNCV) submitted an application for the distinction of Cultural Route of the Council of Europe at the European Institute of Cultural Routes. After the first evaluation, the project was left under observation for one year and incorporated some improvements that were presented the following year. The project was presented and defended at the Institute's headquarters in Luxembourg on 29 April 2015, and was highly praised by the Governing Board of the Extended Partial Agreement of the European Cultural Routes, following the recommendation of the Bureau, unanimously expressing the recognition of the Cooperation Network of the Routes of Emperor Charles V's as a Cultural Route of the Council of Europe. On 26 May 2015, the Cooperation Network was declared a Cultural Route of the Council of Europe.

15. You can view a video about this route on social media or by clicking the link below: <https://youtu.be/kEUhfQnxKHo>.

On 30 April 2019, the European Institute of Cultural Routes of the Council of Europe confirmed the renewal of the certification of the Routes of Emperor Charles V as a Cultural Route of the Council of Europe. Undoubtedly this certification was a turning point in the project of the Routes of Emperor Charles V and the need to consolidate it at an international level.

## 7. Interest for Network Members

Firstly, it is worth noting the possibilities offered for partners to join an international – not only European – project recognised by the Council of Europe, around a figure as relevant in European and Latin American history as Charles V was, and the legacy of his empire.

In each case, and based on history, it is possible to study, analyse and identify which were the European and Latin American municipalities and territories which belonged to the empire of Charles V, in order to include its history, heritage, culture and traditions in the project of the Routes of Emperor Charles V, which would undoubtedly lead to identifying an additional way of interacting and collaborating between the countries that are currently part of the network and those territories. It should also be taken into account that there is work being carried out to bring other countries such as Luxembourg or Malta, given that Charles V visited more than two hundred municipalities in Europe during his lifetime, in addition to the Ibero-American countries where there are cities and universities founded by Charles V. We have identified about three hundred cities in the American region founded by Charles V), which give us huge expansion potential and great possibilities for cooperation and project development that will mutually benefit the network's partners.

Once the potential partners are identified, the municipalities and regions joining this project would benefit directly from the promotion activities we have been carrying out, such as participation in International Tourism Fairs. We have just presented

the project at the WTM London and previously in ITB Berlin and FITUR in Madrid. They would feature in the audiovisual material of the Cooperation Network (network posters, rollers, brochures including all the municipalities that are part of it, website, etc.). That is, one of the most direct benefits is tourism promotion, and in a special way of municipalities and regions that join the network, within the framework of a European project recognised by the Institute of European Cultural Routes of the Council of Europe.

On the other hand, they would benefit from the activities we are developing such as the Tourist Product Club, the marketing of Tourist Packages, or the Future Cycling Routes of Emperor Charles V, because they are activities designed to be developed in each of the territories that are part of the route, also creating synergies between them, and contributing to their tourism, social, economic and cultural development in a sustainable way. It should also be noted that the route is also governed by the Sustainable Development Goals and the 2030 Agenda to promote sustainable tourism development that it contributes to those objectives.

They could also benefit from audiovisual projects, as the partners who have benefited from the documentary of the Charles V Routes with TV5MONDE, which was recorded in several countries and locations related to the emperor. This was a documentary that aired on TV5MONDE worldwide. A similar series/documentary, *The Emperor's Ways*, has been recorded on the emperor's routes at European level and was broadcast by RTVE<sup>16</sup>.

Partners would also be included on the network's website and App<sup>17</sup>. Information on the different routes of the Cooperation Network is shared through them, as well as information about each of the municipalities that are part of the network – where to eat, where to sleep, festivities, activities, tourist, heritage, cul-

16. <https://www.rtve.es/alcarta/videos/carlos-v-los-caminos-del-emperador/carlos-v-caminos-del-emperador-nacimiento-emperador/4965463/>.

17. <https://play.google.com/store/apps/details?id=com.cotesa.carolusv&hl=es>.

tural and gastronomic resources, etc. The Cooperation Network's website is also being improved to make it much more visible and operational, aimed at the dissemination and promotion of the activities and partner territories of the network<sup>18</sup>.

It is also important to note that the Routes of Emperor Charles V have teamed up with other routes to make a joint tourism promotion, and creating, in the case of Spain, the Cultural Routes of Spain Brand, in collaboration with TourSpain. This collaboration has become a reality, among many other actions, with the publication of the PETIT FÛTÉ tourist guide<sup>19</sup> (*Globetrotter Guide*).

On the other hand, we are working on the development of European projects. Several of these projects have already been approved under the Erasmus+ or Creative Europe programmes, from which the partners of the network could benefit. In this regard, projects for both Creative Europe and Europe for Citizens or Erasmus Plus continue to be developed, and we also want to apply for other funding lines aimed at financing European Cultural Routes projects within the framework of the European Commission's Internal Market, Industry, Entrepreneurship and SMEs.

It is also worth noting the celebration of different anniversaries, as when we celebrated in 2017 the 500<sup>th</sup> anniversary of the arrival of Charles V in Spain in 1517, and his coronation as king of the Spain (Charles I of Spain) in 1518. Many activities have been carried out and are being carried out around this commemoration, including historical reenactments, conferences, courses, concerts, exhibitions or publications, with great impact in the tourism, social, cultural, academic and economic sectors of the places where these activities take place. This year we celebrate the 500<sup>th</sup> anniversary of his coronation as emperor in Aachen in 1520.

On the website <http://www.itineracarolusv.eu/> information about the network, Charles V routes maps, news, projects, activi-

18. <http://www.itineracarolusv.eu/es/node>.

19. <http://www.petitfute.com/>.



ties and memberships procedure can be found in several languages (Spanish, English, French, and Italian).

## Sitography

Web: <http://www.itineracarolusv.eu>.

Twitter: <https://twitter.com/CAROLUSVEMPEROR>.

Blog: <https://redderutascarlosv.wordpress.com/>.

Facebook: <https://www.facebook.com/RutasdeCarlosV/>.

YouTube: <https://www.youtube.com/channel/UCXa28XCoMC9u9wdt900wO5w>.



Figure 1. Sea routes of Emperor Charles V.