

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Cultural Routes ACADEMIC WORKSHOP

2nd Edition - 7th December 2023 - Online

BIOSKETCHES



Organised by the The European Institute of Cultural Routes in cooperation with the University network for Cultural Routes Studies



Introduction to the Cultural Routes Academic Workshop



Stefano DOMINIONI

*Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe;
Director, European Institute of Cultural Routes*

Stefano Dominioni is Executive Secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA) and Director of the European Institute of Cultural Routes (Luxembourg). He is responsible for overseeing the certification by the Council of Europe of Cultural Routes in the field of European culture and heritage across its 46 Member States, and the regular evaluation of the current 47 certified Cultural Routes. Dr. Dominioni oversees EPA Governing Board and Statutory Committee operations, management of the European Institute of Cultural Routes and coordination with the Cultural Routes of the Council of Europe. He is responsible for cooperation with the European Union and International Organisation such as UNESCO, OECD and UNWTO. During his career at the Council of Europe, he has worked for the Directorate General of Education, Culture and Youth and the Directorate General of Social Cohesion. He received his Ph.D. from Yale University and a B.A. from the University of Milan.

SESSION 1

REDEFINING CULTURAL ROUTES: EXPLORING DYNAMIC NARRATIVES OF RELIGIOUS HERITAGE AND CULTURAL ASSETS

Moderators



Carla MARTINS

*Assistant Professor at the University of Minho, Portugal; President of the Compostela Group of
Universities*

Carla Martins holds a PhD in Psychology from the University of Reading (UK) and is Assistant Professor at the School of Psychology, University of Minho (UMinho), since 1996. Carla Martins integrates the Development and Psychopathology Laboratory at the Center for Research in Psychology (CIPsi) at the School of Psychology, has coordinated and participated in various funded projects, has published numerous scientific papers in impact factor journals, and has successfully supervised many master and doctoral students. Between January 2013 and September 2014, Carla Martins was Vice-President at the School of Psychology and the President of its Pedagogical Council. Between September 2014 and November 2021, Carla Martins was Pro-rector for Internationalisation at UMinho. During those years, she was responsible for exploring diverse aspects of the internationalisation at the University, namely recruiting and welcoming international students, establishing cooperation protocols and designing educational offer with foreign higher education institutions, and supervising institutional applications to the calls of the Erasmus+ program, among other responsibilities. Between September 2015 and September 2023, Carla Martins was an elected Executive Committee member of the Compostela Group of Universities (CGU) under the leadership of the President Professor Marek Kręglewski. In September 2023 Carla Martins was unanimously elected President of the Compostela Group of Universities for a 4-year mandate by the CGU General Assembly.

Speakers



Silvia BELTRAMO

Associate Professor, Politecnico di Torino-DIST, Turin, (Italy)

Silvia Beltramo is an associate professor at the Politecnico di Torino. She has a PhD in Architectural History and her research focuses on Cultural Heritage, Cultural Routes, Architectural and Urban History in Medieval and Early Modern Period, Construction History. She is an independent expert evaluator for the CoE European Cultural Routes from 2012; Feasibility study on a cultural route dedicated to the mountain heritage of the Alpine Region -Via Alpina, Mountaineering villages in Project Routes4U (2019). From 2020 scientific coordinator for the Politecnico di Torino (DIST) in the University Network for Cultural Routes Studies. Member of the Scientific Committee ICOMOS (Italy) CIVVIH on historical urban cities (from 2020) and ICOMOS (Italy) on Cultural Routes (from 2021).



Ilaria PAPA

PhD Student, University of Padua-ICEA, Padua (Italy)

Ilaria Papa is an architect a III level specialist in Architectural and Landscape Heritage and a student in Civil, Environmental and Architectural Sciences at the University of Padua-ICEA. Her research delves into medieval and modern architecture and cities, with a specific focus on religious heritage. In the field of CRs of the CoE, she won a scholarship to study Pilgrimages Routes (Politecnico di Torino-DIST, 2022) and she tutored the activities of the 2022 DIST Project.

Anja MLAKAR

Asst. Prof. at the Faculty of Tourism, University of Maribor (Slovenia)

Anja Mlakar is an Asst. Prof. at the Faculty of Tourism, University of Maribor (Slovenia). She has an educational background in history and archaeology and holds a PhD in Cultural Anthropology. Her research interests include religiosity, folklore, cultural tourism, nationalism, and identity.



Leonardo PORCELLONI

Research Fellow, University of Verona (Italy)

Leonardo Porcelloni recently completed his PhD in Human Geography at the University of Nottingham and is currently a Research Fellow at the University of Verona. He was previously involved in international cooperation projects and his main research interests include territorial and socio-cultural studies (environment, heritage, tourism) from the perspective of historical and modern mobilities. Ultimately, he is an independent expert in the evaluation cycle for the Institute of Cultural Routes of the Council of Europe.



Mona MARIACRISTINA

PhD Student, University of Milan-Bicocca (Italy)

Mona Mariacristina is a PhD student in Intangible Heritage in Socio-Cultural Innovation at the University of Milano Bicocca and the University of Basilicata. Master's Degree in Anthropological and Geographical Sciences with specialization in folktales oral tradition. Most of my knowledge was built in the field, working as an environmental hiking guide, walking through the paths of Southern Italy, and talking to people living in these inland areas. Interested in: intangible cultural heritage, socio-cultural development, cultural anthropology, landscape anthropology, oral tradition, environmental education, and natural conservation.

SESSION 2

A HOLISTIC APPROACH TO SUSTAINABLE TOURISM AND COMMUNITY ENGAGEMENT ALONG CULTURAL ROUTES

Moderators



Lusine MARGARYAN

Assistant Professor at Department of Economics, Geography, Law and Tourism at Mid Sweden University

Lusine Margaryan works at the European Tourism Research Institute (ETOUR) at Mid Sweden University in Östersund, Sweden. Lusine has a decade of experience in teaching and research in the field of tourism, recreation and sustainability in the Nordic countries. She is also the Head of the international Master's Programme in Tourism Studies. Lusine's main research interests pursue bringing together environmental and social sciences perspectives with a focus on nature-based tourism and outdoor recreation.

Speakers



Marta RAKVIN

M.L. and M.A. in Archaeology, Faculty of Humanities and Social Sciences, University of Zagreb, Iron Age Danube Route Association (Croatia)

Marta Rakvin, Faculty of Humanities and Social Sciences, University of Zagreb; Iron Age Danube Route Association, M.L and M.A. In Archaeology, PhD candidate in Iron Age archaeology; research interests: prehistory archaeology (Bronze and Iron Ages), archaeological heritage management.



Jacqueline BALEN

PhD, Archaeological Museum in Zagreb; Iron Age Danube Route Association (Croatia)

Jacqueline Balen, Archaeological Museum in Zagreb; Iron Age Danube Route Association; PhD, museum advisor, research interests: prehistoric archaeology (Neolithic and Copper Age), public archaeology, archaeological heritage management.



Francesco CALABRO'

Associate Professor of Estimation at the Mediterranean University of Reggio Calabria (Italy)

Associate Professor of Estimation at the Mediterranean University of Reggio Calabria; Director of the economic-estimative evaluation laboratory "Edoardo Mollica" - LaborEM and the Master in Landscapes and Cultural Tourism; Coordinates the "Cultural Tourism" Scientific Committee of ICOMOS Italia. Scientific director of the International Scientific Symposium "NMP".



Giovanna MINNITI

Architecture Student at the "Mediterranea" University of Reggio Calabria and member of the project working group (Italy).

Giovanna Minniti is an architecture Student at the "Mediterranea" University of Reggio Calabria and one of the members of the project working group.



Marzia LIUZZA

PhD Student, University of Padua and Ca'Foscari University of Venice (Italy)

Marzia Liuzza is a PhD student in Historical, Geographical and Anthropological Studies. She has a Bachelor's degree in Tourism and a Master's degree in Marketing and Communication and her PhD project focuses on the tourist enhancement of the Via Querinissima. Her areas of research include the study and valorisation of landscapes, the Cultural Routes of the Council of Europe, the study of sustainable tourism and new sustainable travel techniques, the sociology and history of tourism, as well as European values and tourism in cultural landscapes.



Irene BURDISSO

Master student in Tourism Studies, Mid Sweden University (Sweden)

Irene Burdisso is a master's student in Tourism Studies at Mid Sweden University, in Sweden.



Joey Yim PING CHAN

Master student in Tourism Studies, Mid Sweden University (Sweden)

Joey Yim Ping Chan is a master's student in Tourism Studies at Mid Sweden University, in Sweden.



Marie LERHO

Master student in Tourism Studies, Mid Sweden University (Sweden)

Marie Lerho is a master's student in Tourism Studies at Mid Sweden University, in Sweden.



Sameera RODRIGO

Master student in Tourism Studies, Mid Sweden University (Sweden)

Sameera Rodrigo is a master's student in Tourism Studies at Mid Sweden University, in Sweden.

SESSION 3:
CULTURAL ROUTES FOR ALL: DIGITALIZATION AND
ACCESSIBILITY FOR AN INCLUSIVE CULTURAL
EXPERIENCE

Moderators



Silvia DE ASCANIIS

PhD, Professor and researcher at the Institute of Digital Technologies for Communication of Università della Svizzera Italiana, coordinator of the UNESCO Chair in ICTs

Silvia De Ascaniis is a lecturer-researcher at the Institute of Digital Technologies for Communication at the University of Italian Switzerland - USI, in Lugano (Switzerland). She serves as the coordinator of the UNESCO Chair in ICTs to develop and promote sustainable tourism in World Heritage Sites.

Speakers



Anna TRONO

Professor, Department of Cultural Heritage, University of Salento, Lecce (Italy)

Anna Trono is a professor, an experienced researcher in tourism, environmental problems and urban planning in EU Countries. She has published numerous papers and books on these themes, many of which in connection with large-scale projects involving international universities and under the aegis of EU research programs and inter-university accords. She is a Member of the steering committee of GU-CGoG Steering Committee (International Geographical Union-Commission Geography of Governance) (2016-2024), and of European Cultural Route Project "The European Routes of Emperor Charles V" and of European Association of Vie Francigene Europe.



Valentina CASTRONUOVO

PhD Economic-Political Geography, ICOM Italia - Coordinamento regionale ICOM Campania (Italy)

Valentina Castonuovo has a Ph.D. in Economic-Political Geography. She is a researcher in tourism, cultural heritage, environmental and, more generally, in cultural and tourism development for the local contexts. She has worked as a cultural planner for both private and public entities. She is a member of the working group A.Ge.I (Association of Italian Geographers) "Territorial Reorganization and Local Development" for the study of local development experiences and the configuration, in this context, of the concept of local identity. She is a scientific reviewer for national and international journals, and she is the author of contributions and articles in journals, books, projects and research reports, published both internationally and nationally.



Xosé Somoza MEDINA

Associate Professor at the University of León (Spain)

Xosé Somoza Medina is an associate Professor at the University of León (Spain), a member of INVESTER (Territorial Research Group), he is currently Principal Investigator of Tourism Digitalization in the Digital Innovation Hub DIGIS3. He was before Head of the Geology and Geography Department at the University of León and General Director of The Innovation and Services Center of Galicia on Ferrol. His main lines of research are urban and political geography, tourism, demography and regional planning.



Isabelle BRIANSO

Associate Professor Avignon University (France)

Isabelle Brianso is a full academic staff at Avignon University (France). Her research interest focuses on cultural heritage processes in an international context (UNESCO, Council of Europe). Former Marie Curie Fellow (FP7) at the Autonomous University of Barcelona (Spain), she works on local heritage dynamics in Europe (Cultural Routes) with special attention on museums' visitors. The author is a member of the scientific committee of the Impressionism Routes.



Montserrat CRIVILLERS SIMON

PhD in Geography, Université Paris 1 Panthéon-Sorbonne (France)

Montserrat Crivillers Simon has a PhD in Geography from the Université Paris 1 Panthéon-Sorbonne. She collaborates as an Independent Expert on Cultural Routes for the Council of Europe. Her research interest is focused on the management and tourism governance of the European Cultural Routes. Her several years of professional experience in the tourism sector allows her to know the processes for sustainable destination development. As an expert consultant, she analyses the tourist situation of the region and identifies needs, challenges, and opportunities.

SESSION 4:

ADDRESSING CHALLENGES AND SHAPING THE FUTURE OF CULTURAL ROUTES THROUGH COOPERATION AND INNOVATIVE APPROACHES

Moderators



Alessia MARIOTTI

PhD, President of the Rimini Campus Board Department for Life Quality Studies Center for Advanced Studies in Tourism; Associate Professor in Economic Geography Department, University of Bologna (Italy)

Alessia Mariotti was the head of the Center for Advanced Studies in Tourism (Rimini Campus) between 2014 and 2018 and is an Associate professor in Economic Geography at the University of Bologna. She is currently the President of the Rimini Campus Branch and has been the Director of Master Degree in Wellness Culture: Sport, Health And Tourism between 2021 and 2022. Her main research interests are: cultural heritage as drivers for regional development, participatory processes in local tourism development, territorial partnership strategies and territorial promotion policies for sustainable tourism development, management plans and monitoring indicators for World Heritage sites, cultural routes and cultural itineraries. She teaches Geography of Sustainable Tourism, Local Development and Cultural Routes, Cultural Geography of Local Development, Tourism and Sport Geography. She is a member of the PhD doctoral committee in "ARCHITECTURE, DESIGN, PLANNING" - University of CAMERINO and Responsible for the University of Bologna of UNESCO/UNITWIN Network "Culture, Tourism, Development". She was an invited speaker at the first G20 Tourism Working Group in March 2021.

Speakers



Maria Laura GASPARINI

Research Fellow and PhD candidate in Economic Geography, Center for Advanced Studies in Tourism (CAST), University of Bologna (Italy)

Maria Laura Gasparini is currently a Research Fellow and PhD candidate in Economic Geography at the Center for Advanced Studies in Tourism (CAST), University of Bologna (Rimini Campus), being her main research focus on rural development, transnational cultural routes and sustainability monitoring. She holds a Master's Degree in Tourism Economics and Management from the University of Bologna (Italy) and a Degree in Tourism from the National University of Lanús (Buenos Aires, Argentina).

Maja TURNŠEK

Associate Professor & Vice Dean for Research, University of Maribor, Faculty of Tourism (Slovenia)

Maja Turnsek is Associate Professor & Vice Dean for Research at University of Maribor, Faculty of Tourism, Slovenia. Her research interests cover digitalisation and experience design in tourism and climate change and communication in tourism. Katja Kokot is teaching assistant at University of Maribor, Faculty of Tourism, Slovenia. Her research interests cover health and tourism and digitalisation in tourism.

**Katalin NAGY**

Tourism expert, master lecturer, University of Miskolc, Faculty of Economics, Marketing and Tourism Institute (Hungary)

NAGY, Katalin is a Hungarian tourism expert, master lecturer at the University of Miskolc, Northern Hungary. She started her tourism career during the college years when she worked as a tourist guide. She has the following diplomas: Teacher of Mathematics and English (1994); Tourism expert (specialised degree, 2006); Economist (Master's degree in Marketing specialisation, 2010); and PhD Absolutory as she is working on finalising her dissertation in the field of cultural routes. Her other qualifications are: English-speaking tour guide on high level (1991); Rural Tourism Consultant (1995). Work experience: she started work at the Tourism Board of Borsod-Abaúj-Zemplén County Government in the town of Miskolc, in 1992. She worked as a tourism manager, and from 1993, the opening of the "Tourinform" County Tourism Information Centre, she had the position of the director of the office till 2010. She is now a master lecturer at the University of Miskolc, Faculty of Economics, Marketing and Tourism Institute. She has wide project experiences in rural and cultural tourism and marketing.

**Georgia ZOUNI**

Assistant Professor of Tourism Marketing, Department of Tourism Studies, University of Piraeus (Greece)

Dr Georgia Zouni is an Assistant Professor of Tourism Marketing at the Department of Tourism Studies at the University of Piraeus. To date, she has contributed to the Tourism academic community with scientific papers in international journals after reviewing and participating in international Tourism and marketing conferences, and as a reviewer in Marketing journals (e.g. European Journal of Marketing). Her academic interests focus on destination marketing, destination experience, events marketing, tourism satisfaction and digital marketing.

**Katerina VLARA**

Postgraduate student, Department of Business Administration and Management, University of Piraeus (Greece)

Aikaterini Vlara is a postgraduate student at the Department of Business Administration and Management, specifically in MBA- Tourism Management of the University of Piraeus. Her research interests are focused on tourism, especially on cultural tourism, cultural routes and the best way to manage and promote them.