

# 1<sup>ST</sup> CULTURAL ROUTES ACADEMIC WORKSHOP

December 9, 2021  
Online



[www.coe.int/routes](http://www.coe.int/routes)

09:45 - 10:00 CET

## Opening Session of Cultural Routes Academic Workshop

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

10:00 - 10:20 CET

## Keynote Speech

**Routes for Research: Pathways for multi-disciplinary enquiry**  
Mike ROBINSON, Nottingham Trent University (United Kingdom)

10:20 - 11:40 CET

## Session 1: Digital Technology meets Cultural Routes: tools, strategies, and trends

### Moderator

Eden MAMUT, Black Sea Universities Network (Romania)  
Silvia BELTRAMO, DIST Politecnico di Torino and University of Torino (Italy)

### Speakers

#### Online communication strategies of the Cultural Routes of the Council of Europe

Silvia DE ASCANIIS, Elide GARBANI-NERINI, Carolina ISLAS SEDANO, Lorenzo CANTONI, Università della Svizzera Italiana (Switzerland) and University of Turku (Finland)

#### Cultural Routes and digital representations

Marta SERVERO, University of Paris-Nanterre (France)

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**Organisers:**  
European Institute of Cultural Routes  
in cooperation with the  
University Network for Cultural Routes Studies



*[Session 1 continues]*

**The importance of digitalisation and implementation of modern ICT in the valorisation of the cultural routes -trends and perspectives**

Marija ORLANDIC, Andjela JAKSIC-STOJANOVIC, University of Donja Gorica (Montenegro)

**MED S&C Path Model: Linear Cultural Routes and Sustainability**

Maria Laura GASPARINI, Alessia MARIOTTI, University of Bologna (Italy)

11:40 - 12:00 CET

**Discussion and Q&A session**

12:00 - 13:30 CET

**Lunch Break**

13:30 - 14:50 CET

**Session 2:  
Enhancing Landscapes and Developing Territories through Cultural Routes**

**Moderator**

Mike ROBINSON, Nottingham Trent University (United Kingdom)  
Georgia ZOUNI, University of Piraeus (Greece)

**Speakers**

**Connecting the archaeological site of Italica (Spain) to its landscape: A three-step method to unveil and enhance landscape values through the design of Cultural Routes**

Rebeca MERINO DEL RIO, University of Seville (Spain)

**The Via Francigena del Sud: The value of pilgrimage routes in the development of inland areas. The state of the art of two emblematic cases**

Anna TRONO and Valentina CASTRONUOVO, University of Salento (Italy)

**How to cope with dissonant heritage: a way towards sustainable tourism development**

Patrizia BATTILANI, University of Bologna (Italy)

**Social and urban adaptation to dissonant heritage in post-conflict revitalisation: ATRIUM**

Laure MARIQUE, Université Jean Monnet (France)

14:50 - 15:10 CET

**Discussion and Q&A session**

15:10 - 15:30 CET

**Coffee Break**

15:30 - 17:10 CET

## Session 3: Cultural Routes Management and Governance : Issues and Perspectives

### Moderator

Lusine MARGARYAN, Mid-Sweden University (Sweden)  
Serhat HARMAN, Mardin Artuklu University (Turkey)

### Speakers

#### Heritage Networks: Cultural Routes and members' dynamics

Isabelle BRIANSO, University of Avignon (France)

#### The Cultural Routes of the Council of Europe. What are the challenges for a European heritage education?

Angèle CARPENTIER, Regional Board of Education, Nice (France)

#### The Cultural Routes of the Council of Europe: promotion of local networks and territorial identity in the Marche region

Anna Pia FERRARA, University of Macerata (Italy)

#### Management and tourism governance of European Cultural Routes: the case of Spain and France

Montserrat CRIVILLERS SIMON, EIREST, Université Paris 1 Panthéon-Sorbonne (France)

#### What sustaining heritage really does

John CARMAN, School of History and Cultures, University of Birmingham (United Kingdom)

17:10 - 17:30 CET

Discussion and Q&A session

17:30 - 17:45 CET

## Closing Remarks