

1ST CULTURAL ROUTES ACADEMIC WORKSHOP

December 9, 2021
Online



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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*

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 47 Member States, and the regular evaluation of the current 45 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.

Keynote Speech



Mike ROBINSON

Nottingham Trent University (United Kingdom)

Mike Robinson is Professor of Cultural Heritage at Nottingham Trent University UK and Professor Emeritus at the University of Birmingham where he was Director of the Ironbridge International Institute for Cultural Heritage. His twin research fields of cultural heritage and critical tourism studies blend through many years work with the Council of Europe's Cultural Routes Programme, individual routes and State initiatives. He works on the evaluation / certification of the routes and is a long-term contributor to the Routes Annual Advisory Forum.

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



Session 1:

Digital Technology meets Cultural Routes: tools, strategies, and trends

The Covid-19 pandemic has had a profound impact on global tourism and cultural heritage and has forced the sector to adapt new strategies and paradigms for the continuation of activities. Some of these new strategies involve digitalization and digital technologies, that have been introduced as a response to the restrictions imposed by the pandemic.

Session 1 will show case how in relation to Cultural Routes, digital transition is a necessity in order to provide new opportunities for the sector. This includes initiatives such as providing digital access to heritage and culture, virtual or remote access to tourism destinations, communications strategies, streaming of concerts and theatre performances, access to digital libraries and publications and the hosting of online conferences and webinars. New business models that will focus on education of tourism stakeholders in the use of new technologies, digital visits of locations, subscription to newsletters, the use of GPS tracking and QR code based interactive maps will become more important in the new era of post-pandemic tourism. Digitalization can also be used to further sustainable tourism, which is a key component of the practises of Cultural Routes. It is also a necessary tool regarding preservation of cultural heritage sites and can be used to enhance research methods and examine archaeological artefacts.

Moderators



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

Università della Svizzera Italiana (Switzerland)

Silvia De Ascaniis is a senior lecturer and researcher at the Institute of Digital Technologies for Communication of Università della Svizzera italiana - USI, Lugano (Switzerland). She is the coordinator of the UNESCO Chair in ICTs to develop and promote sustainable tourism in World Heritage Sites. Her activities lie in the intersection area among ICTs, tourism and heritage, with an emphasis on tourism at sites of the religious heritage. She has been lecturer for several Massive Online Open Courses (MOOC) in the concerned fields.

Elide GARBANI-NERINI

Università della Svizzera Italiana (Switzerland)

Elide Garbani-Nerini is a Ph.D candidate in Communication Sciences at the Institute of Digital Technologies for Communication at USI – Università della Svizzera italiana (Lugano, Switzerland). She holds a Master degree in Economics and Communication, major in International Tourism from USI. Her research focuses on personalization in tourism, namely on the analysis and interpretation of data to create more personalized tourism communication and experiences. Her Ph.D research is conducted in connection with the Interreg project DESy (Digital Destination Evolution System).



Carolina ISLAS SEDANO

University of Turku (Finland)

Carolina Islas Sedano, currently University Teacher at University of Turku and entrepreneur. She holds a B.Sc. in Electronic Engineering from Universidad Iberoamericana, Mexico; M.Sc. in Communication and Media Engineering from Hochschule Offenburg, Germany; and a PhD from University of Eastern Finland. Her work involves bridging knowledge between industry and academia. Her main interest is in creating meaningful digital tools, through a collaborative process of knowledge exchange across different stakeholders, to learn in context.



Lorenzo CANTONI

Università della Svizzera Italiana (Switzerland)

Lorenzo Cantoni is full professor at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication, Culture and Society, where he is director of the Institute of Digital Technologies for Communication. His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment. He is chairholder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, and board member of WHES - World Heritage Experience Switzerland.

Cultural Routes and digital representations



Marta SEVERO

University of Paris-Nanterre (France)

Marta Severo is a full professor in Communication Sciences at the University of Paris Nanterre. She is deputy director of the Dicen laboratory. Her research focuses on action research in social sciences through web-based data. She works on two thematic areas: (i) the collaborative construction of cultural heritage on the web and (ii) the digital representations of place and space. She has obtained several funding (H2020, ANR, Labex, CNRS, ESPON, etc.).

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



Marija ORLANDIC

University of Donja Gorica (Montenegro)

Marija Orlandić is PhD in Economics. She is assistant professor in the field of resources and sustainable development and Chinese economics. She is a dean of China studies at University of Donja Gorica. She is an the author of several papers in the field of economics and sustainable development.



Andjela JAKSIC-STOJANOVIC

University of Donja Gorica (Montenegro)

Andela Jakšić-Stojanović is associate professor in the field of marketing and management. She is PhD in management in tourism. She is dean at Faculty of Culture and Tourism at University of Donja Gorica and director of International Hospitality Management School- Vatel in Montenegro. She is the author of 5 scientific monographs and more than 100 papers published in relevant scientific journals. Her field of interest is promotion and valorisation of cultural heritage, especially through digitalisation and implementation of modern ICT.

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



Maria Laura GASPARINI

University of Bologna (Italy)

Maria Laura Gasparini is PhD candidate at the Center for Advanced Studies in Tourism, Bologna University. Her main research areas are sustainability monitoring, community-based tourism and transnational cultural routes. She represents Planeterra Foundation in Europe as community tourism advisor and is part of the consultancy network Planet 4 People. In the past, she has collaborated with Green Destinations and Sustainable Travel International.



Alessia MARIOTTI
University of Bologna (Italy)

Alessia Mariotti is Associate professor in Economic Geography. She directed the Center for Advanced Studies in Tourism, Bologna University between 2014 and 2018. Her research focuses on various issues of tourism, but especially in relation to local and regional development, transnational cultural routes, social sustainability and participatory planning. She is a member of the UNESCO/UNITWIN Network “Culture, Tourism and Development” and of the University Network for Cultural Routes studies of the Council of Europe.

Session 2: Enhancing Landscapes and Developing Territories through Cultural Routes

The Cultural Routes program prides itself on implementing sustainable tourism practises and promoting slow tourism, that integrates minor destinations into the main tourism offer. This allows tourism flows to be redirected to less developed areas.

Rural and slow tourism is especially important for the future, as the preservation of landscape and other such territories is key to environmental protection and ensuring that the land we have now can still be used and enjoyed by future generations. The development of rural areas is also crucial. Rural areas are often left behind and do not experience the benefits that cities with large tourism flows and disposable income do. Therefore, many of the best practises initiated by Cultural Routes will focus on slow methods of tourism. As networks, Cultural Routes are important voice for smaller tourism stakeholders and consider their experience and knowledge.

Session 2 will explore how Cultural Routes can become tools for innovation, landscape management, education and knowledge, drivers of new economic models, local development and sustainability, as well as how they provide opportunities for employment and above all, can be used to test innovative paradigms that can address future challenges in the sector.

Moderators



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)

Rebeca Merino is a postdoctoral research fellow at the University of Seville in the Department of Architectural Design. She studied Architecture at the University of Valladolid. In 2014, she completed her master's degree in Architecture History and Theory at the University of Valladolid. In 2016 and 2017 she was guest researcher at Delft University of Technology. Since 2018, her research has been supported by the Spanish Ministry of Science and Innovation. Trained both as a theoretician of contemporary Netherlander architecture and as a specialist in landscape and territorial planning, she received her Doctor in Philosophy degree from University of Seville and University of Florence in 2021. She is currently visiting fellow at Kunsthistorisches Institut in Florenz Max-Planck-Institut and has recently received a second Doctor in Philosophy degree from University of Valladolid.





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
University of Salento (Italy)

Anna Trono, Associate Professor of Political and Economic Geography at the Department of Cultural Heritage (University of Salento, Italy), represents the Department in the network UNESCO/UNITWIN Culture Tourism Development. She steering committee member of the IGU-Commission Geography of Governance and member of the following European Routes Associations: Charles V Emperor, Via Francigena and Via Romea Germanica. She has published numerous essays and books on regional policies, cultural and religious tourism and environmental sustainability issues.



Valentina CASTRONUOVO
University of Salento (Italy)

Valentina Castonuovo is a Postdoctoral Researcher at CNR – IRISS since 2020 as part of the “IDEHA – Innovations for data processing in the Cultural Heritage sector” project. She is a PhD in Cultural Heritage Sciences – Tourism Geography sector. Her main research interests deal with cultural heritage enhancement as driver of tourist and cultural regeneration in urban and rural areas. Currently, she collaborates into European projects on sustainable human-centred innovations for circular cultural tourism.

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

Patrizia BATTILANI
University of Bologna (Italy)

Patrizia Battilani is full professor in Economic History. From 2018 to 2021 she was the head of the Center for advanced studies in tourism at the University of Bologna. Her research focuses on cultural heritage, tourism and economic history. She has been visiting scholar at the University of Sidney (2013) and Glasgow (2018 e 2019). She is participating in many European projects as Recolor (Interreg Italy-Croatia), Rurallure (Horizon 2020) and Fabroutes (Erasmus+).



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

Laure MARIQUE
Université Jean Monnet (France)

Graduated in Interior Architecture with a Master's degree specialised in built heritage as well as a Master's degree in Dynamics of Cultural Landscape, Heritage, Memory and Conflictualities (Erasmus Mundus DYCLAM+), Laure Marique worked for 3 years in a Belgian architectural office specialised in the restoration of historical and listed buildings. From April to August 2021, she was an intern at the ATRIUM cultural route of the Council of Europe. Her research interests are cultural heritage and human rights, integrated management with local communities, dissonant heritage, cultural heritage in armed conflict and disaster zones.



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

The Cultural Routes of the Council of Europe exist as a network of relations. Their tangible output is the product of synergies and relations between Route operators, cultural heritage sites, local actors, international actors, universities, and other bodies. To understand the Cultural Routes' capacities to fulfil their ambitions - of fostering a shared European cultural identity, of promoting sustainable practices in cultural heritage, and of supporting local economies through tourism - one must first understand the nature of the network relations.

Session three dives into these inner workings, exploring the Cultural Routes' structural designs and elucidating the forms of governance through which they function. There will be five speakers, each of whom adopts a unique approach to examining the management practices of the Cultural Routes and how these practices relate to the environment in which the Routes are operating. The session will offer insight into present practices, but also illuminate opportunities for improving these practices in order to maximise the impact of the Cultural Routes' work.

Moderators



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)

Isabelle Brianso is an associate professor at Avignon University (France) / Centre Norbert Elias (UMR 8562), where she teaches museology and heritage studies. After a European PhD (2010), she was awarded as Marie Curie Fellow (FP7) at the Autonomous University of Barcelona (Spain) on a research related to Faro Convention. Her research work focuses on discourses and analysis of heritage processes in a context of international labelling (Unesco, Council of Europe) as well as on heritage interpretation. She is project evaluator for the European Commission (H2020, Horizon Europe).

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)

Angèle Carpentier works for the cultural service of the Regional Board of Education in Nice. As heritage project coordinator, her mission is to facilitate the visit of museums and heritage sites by pupils, students and their teachers. Her field of research concerns the European dimension of heritage education, from a practical perspective; she seeks to study projects that raise awareness of young people that their share common European values.

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)

Annapia Ferrara is an industrial PhD student in Education, Cultural Heritage and Territories at the University of Macerata, Italy. Her research interests are related to sustainable tourism and rural development, with a particular focus on the role of universities in these processes. Her current research topic is social farming for educational and community-based tourism. In recent years, she investigated the cultural routes for the development of tourism initiatives in rural areas.

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



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

Montserrat Crivillers Simon has a PhD in Geography from the Université Paris 1 Panthéon-Sorbonne and she is currently a research associate at laboratory EIREST at this same university. 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 regions and identifies needs, challenges and opportunities.

What sustaining heritage really does

John CARMAN

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



John Carman obtained his PhD in Archaeology from the University of Cambridge in 1993. He is an acknowledged expert in the field of Archaeological Heritage Management, formerly Senior Lecturer in Heritage Valuation at the Ironbridge International Institute for Cultural Heritage at the University of Birmingham, and is Editor of *Archaeologies: journal of the World Archaeological Congress* as well as membership of the Editorial Board of other major journals. He has published widely on heritage issues.