

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



Cultural Routes ACADEMIC WORKSHOP

2nd Edition - 7th December 2023 - Online



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



2ND CULTURAL ROUTES ACADEMIC WORKSHOP

Draft Programme (30/11/2023)

9:30 – 9:45 CET **Introduction to the Cultural Routes Academic Workshop**
Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe; Director of the European Institute of Cultural Routes

9:45 – 11:15 CET **Session 1: REDEFINING CULTURAL ROUTES: EXPLORING DYNAMIC NARRATIVES OF RELIGIOUS HERITAGE AND CULTURAL ASSETS**

Moderator: Phd. Carla Martins, Associate Professor at the University of Minho (Portugal), Compostela Group of Universities.

CULTURAL HERITAGE REINTERPRETED. ENHANCING HISTORIC CEMETERIES FOR THE FUTURE

*Silvia Beltramo, Associate Professor, Politecnico di Torino-DIST, Turin, Italy.
Ilaria Papa, PhD Student, University of Padua-ICEA, Padua, Italy.*

VERNACULAR RELIGIOSITY AND CAMINO DE SANTIAGO

Anja Mlakar, Assistant Professor, Faculty of Tourism, University of Maribor (Slovenia).

SOCIO-CULTURAL OPPORTUNITIES AND CHALLENGES FOR MOBILITIES AND LOCAL REALITIES ALONG A EUROPEAN PILGRIMAGE ROUTE

Leonardo Porcelloni, Research Fellow, University of Verona (Italy).

TRANSHUMANCE TRAILS IN THE ERA OF EXPERIENCE-BASED TOURISM

Mona Mariacristina, PhD Student, University of Milan-Bicocca (Italy).

Debate

11:15 – 11:30 CET

Coffee break

11:30 – 13:00 CET **Session 2: A HOLISTIC APPROACH TO SUSTAINABLE TOURISM AND COMMUNITY ENGAGEMENT ALONG CULTURAL ROUTES**

Moderator: Prof. Lusine Margaryan, Assistant Professor and Coordinator of the Master programme in Tourism Studies, Mid Sweden University (Sweden).

FROM SITE TO DESTINATION – THE ROLE OF CULTURAL ROUTES IN THE SUSTAINABLE MANAGEMENT OF ARCHAEOLOGICAL HERITAGE: THE IRON AGE DANUBE ROUTE IN THE POŽEGA VALLEY (CROATIA)

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

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

THE BYZANTINE CULTURAL LANDSCAPE

Francesco Calabrò, Associate Professor of Estimation at the Mediterranean University of Reggio Calabria (Italy).

Giovanna Minniti, architecture Student at the “Mediterranea” University of Reggio Calabria and member of the project working group (Italy).

TRACING THE PAST AND UNDERSTANDING THE PRESENT THROUGH COUNCIL OF EUROPE LANDSCAPES: THE IDENTITY OF THE MODERN EXPLORER

Marzia Liuzza, PhD Student, University of Padua and Ca’Foscari University of Venice (Italy).

STRATEGIC DESTINATION DEVELOPMENT PLAN FOR THE ROUTE OF ST. OLAV’S WAYS

Irene Burdisso, Joey Yim Ping Chan, Marie Lerho and Sameera Rodrigo, Master students in Tourism Studies, Mid Sweden University (Sweden).

Debate

13:00 – 14:30
CET

Lunch break

14:30 – 16:00
CET

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

*Moderator: **PhD. Silvia De Ascaniis**, lecturer and researcher at the Institute of Digital Technologies for Communication of Università della Svizzera italiana (Switzerland); coordinator of the UNESCO Chair in ICTs to develop and promote sustainable tourism in World Heritage Sites.*

PILGRIMAGE TOURISM, ACCESSIBILITY AND LOCAL COMMUNITIES IN WESTERN COUNTRIES.

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

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

DIGITALISATION IN THE CAMINO DE SANTIAGO

Xosé Somoza MEDINA, Associate Professor at the University of León (Spain).

DIGITAL SUBSTITUTES OF IMPRESSIONIST COLLECTIONS. A SCENOGRAPHY STRATEGY FROM TWO-HOUSE-MUSEUMS LOCATED ON THE BANKS OF THE SEINE RIVER (FRANCE)

Isabelle Brianso, Associate Professor, Avignon University (France).

THE APPROPRIATION OF NEW TECHNOLOGIES BY CULTURAL ROUTES: NETWORKING, VISIBILITY AND ANALYSIS OF TERRITORIAL IMPACTS

Montserrat Crivillers Simon, PhD in Geography, Université Paris 1 Panthéon-Sorbonne (France).

Debate

16:00 – 16:15
CET

Coffee break

16:15 – 17:45
CET

Session 4: ADDRESSING CHALLENGES AND SHAPING THE FUTURE OF CULTURAL ROUTES THROUGH COOPERATION AND INNOVATIVE APPROACHES

Moderator: Prof. Alessia Mariotti, Associate professor in Economic Geography, Center for Advanced Studies in Tourism (CAST), University of Bologna (Italy).

TOWARDS A EUROPEAN GOVERNANCE FRAMEWORK FOR PILGRIMAGE ROUTES: CHALLENGES, OPPORTUNITIES AND RECOMMENDATIONS

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

BEST MED OPEN PLATFORM: CHALLENGES OF DIGITISING INDICATORS OF CULTURAL ROUTES SUSTAINABLE DEVELOPMENT

Maja Turnšek, associate Professor & Vice Dean for Research, University of Maribor, Faculty of Tourism (Slovenia).

THE MODEL OF CULTURAL ROUTES AS TOURISM PRODUCTS

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

PROPOSING METHODOLOGY FOR DEVELOPING CULTURAL ROUTES

Georgia Zouni, assistant Professor of Tourism Marketing, Department of Tourism Studies, University of Piraeus (Greece).

Katerina Vlara postgraduate student, Department of Business Administration and Management, University of Piraeus (Greece)

Debate

17:45 – 17:55
CET

Closing remarks

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