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European Association Via Francigena Way
Cultural Routes of the Council of Europe
VIII Training Academy 2019
Visby, Sweden



Evaluation of the Tourism Impact of the Via Francigena in France

- Millenary pilgrimage route repeating the travel of Archbishop Sigeric from Canterbury to Rome
- 1800 km
- Incorporated into the Cultural Routes Programme in 1994
- 4 countries (Italy, Switzerland, France, United Kingdom)
- 152 members, 50 friends associations



* Registrato
Siège lég.
Sede lega

The Via Francigena in Figures

- About 50.000 walkers in 2018
- 18.000 EAVF Pilgrim passports
- 15.000 Official Guidebooks
- More than 1.000.000 visits on the website
www.viefrancigene.org.
- 25.000 downloads of the official app
- Hundreds of SME involved



Partnering with universities

- Close cooperation with Via Francigena partner universities in Italy (University of Bologna), France (University of Lille, Paris IREST), Switzerland (University of Lausanne) and UK (University of Kent)
- Engagement of universities in the Scientific Committee



- May 2018 - Project proposal from ISTHIA – Toulouse School of Tourism, Hospitality Management, and Food Studies of the Toulouse University of Jean Jaures
- Cooperation topic – Evaluation of the Tourism Impact of the Via Francigena in France
- Great opportunity where we jumped in IMMEDIATELY



Timeline and Actions



- Practical workshop / FR Atelier Terrain
- 6 months of research and practical experience for students and professors
- Integration of VF in the curricula of bachelor students
- 4 hour per week of supervised group work
- Skypes and video-conferences
- Lots of enthusiasm and motivation
- Amazing final results
- April 2019 – final presentation of the projects



We received

- Territorial analysis
- Benchmarking
- 5 developed project proposals: questionnaire, communication campaign, app development, road-show, cluster management
- Via Francigena ambassadors
- Cold French shower

renvoyer directement sur notre page Facebook où tout le concept y est expliqué

l'intérêt et la curiosité des lecteurs qui après avoir lu se sentiraient intrigués

Le Logo

Un logo de la Via Francigena trouvé sur le site de l'hôtel Osteria del Orca plus adapté à la typologie de l'affiche grâce à sa forme circulaire et sans contours



Le fond

Photo de la Via Francigena prise en Toscane idéale pour intégrer la notion d'étapes à atteindre grâce aux virages sur la route

L'application

Ici représentée par des mains tenant un téléphone. Sur le téléphone on voit le même paysage que le

Le Site Internet

Le site internet de la Via Francigena pour renseigner sur le parcours en lui-même cette





Outcomes



- 0 costs
- Deeper understanding about VF in France / French pilgrims
- Contribution to the research about Via Francigena in France
- 5 developed project proposals
- Foreseen future cooperation with ISTHIA
- Young ambassadors of the VF

Future cooperation

- Memorandum of Understanding
- Participation in the VF General Assembly, 13-14 June 2019
- Students' walk along the VF during the orientation week of autumn semester 2019 + communication campaign
- Potential ERASMUS + programme between the VF partner universities and ISTHIA





**Thank you for your
attention**

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