

2nd Conference of the University Network for Cultural Routes Studies:

Advancing and Sharing Knowledge for a Better Programme of Cultural Routes

12-13 November 2026 Lugano, Switzerland

PROGRAMME

Università della Svizzera italiana
unesco Chair
INSTITUT EUROPÉEN DES ITINÉRAIRES CULTURELS
EUROPEAN INSTITUTE OF CULTURAL ROUTES
Cultural Routes of the Council of Europe
Itinéraires culturels du Conseil de l'Europe
COUNCIL OF EUROPE
CONSEIL DE L'EUROPE



12 November 2026

8:45 Aula Magna	Registration
9:30 Aula Magna	**Opening** - prof. Lorenzo Cantoni and dr. Silvia De Ascaniis, Conference chairs - prof. Claudio Bassetti, Rector of Università della Svizzera italiana – USI (video-message) - prof. Matthew Hibberd, Dean of the Faculty of Communication, Culture and Society, USI - Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe – EPA - David Vitali, Deputy Director of the Federal Office of Culture
10:00 Aula Magna	**Keynote speech** *Switzerland at the heart of Europe. Its role in shaping the European identity* Prof. Antonio Loprieno, Egyptologist and Professor of the History of Institutions, former President of the Rectors' Conference of the Swiss Universities (CRUS)
10:45 – 11:30 Aula Magna	**Roundtable** *The role of Switzerland in the Cultural Routes programme: best practices and lessons learnt* - Julien Vuilleumier, Federal Office of Culture, EPA Governing Board representative for Switzerland - Catherine Hannequart, Via Francigena - Regula Wyss, European Route of Industrial Heritage - Florian Hitz, Huguenot and Waldensian Trail Moderator: Silvia De Ascaniis
11:30 – 12:00 Aula Magna Foyer	Coffee break and posters presentation
12:00 – 13:00 Aula Magna	Parallel sessions **Heritage** - Harriet Dixon, Patrick Holladay and Anthony Dixon. *From Static Markers to Cultural Routes: The Role of Historical Markers in Supporting Place-Based Heritage Connections* - Alessia Mariotti and Patrizia Battilani. *From Divisive Pasts to Shared Routes: Cultural Routes as Frameworks for Managing Dissonant Heritage in Europe* - Lorenzo Francisci. *Cultural Routes and Industrial Heritage: Stifone and the Proposal for Its Inclusion in the European Route of Industrial Heritage* Moderator: TBD
SI 007	**Storytelling and Cultural Mediation** - Alexander Dimitrov. *Tour Guides as Storytellers: Connecting Roman Heritage and Wine Culture on the Danube River* - Fabio Morotti. *"Bringing Aeneas Back Home": Myth, Heritage, and Cultural Mediation in the Aeneas Route* - Filareti Kotsi and Tatiana Iretskaia. *When heritage precedes the route: The case of Iter Vitis in Greece and Georgia* Moderator: Licia Calvi



13:00 – 14:30 Aula Magna Foyer	Lunch
14:30 – 16:00 Aula Magna	Parallel sessions **Rural development, Sustainability & Accessibility** - Gianluca Bambi, Giuseppe Rossi, Leonardo Conti and Martina Elmi. *Cultural Routes as Tools for Sustainable Rural Development: Integrating Flow Monitoring and User Experience along the Via Francigena* - Elisabetta Doria, Maya Moussallieh, Claudia Lupi and Marco Morandotti. *Digital mapping for the sustainable management of Cultural Routes: documenting built heritage and infrastructural criticalities along the Via Francigena in Pavia* - Anna Trono, *The Via Francigena for All* - Leonardo Porcelloni, *Accessibility for All in the Cultural Routes of the Council of Europe: Learning from the Practices and Governance of Pilgrimage Networks* Moderator: TBD
SI 007	**Personal Growth and Education** - Frederike van Ouwerkerk. *Playing with Heritage* - Kamila Midor. *Walk with grief: How people talk about and process their grief on the Camino de Santiago based on their online posts* - Anna Kvitka. *St. Olav pilgrim badges* - Silvia Beltramo. *On and around the ECRs Programme: Reflecting on Research and Teaching Experiences* - Valbona Karakaci and Rrezarta Dracini. *Universities, Human Sciences, and Cultural Routes: An Albanian Case Study Supporting the Transhumance Trails Network* Moderator: Martin White
16:00 – 16:30 Aula Magna Foyer	Coffee break and posters presentation
16:30 – 17:45 Aula Magna	Parallel sessions **New routes** - Carmen Leo. *Via Francigena Schools of Southern Salento. An original experiment about a new Scholastic Cultural Route along the Via Francigena in the Salento* - Ágnes Sallay, Zsuzsanna Mikházi, Katalin Takács and Imola G. Tar. *Cultural trail planning as a tool for preserving Swabian traditions* - Philip Xie. *Reclaiming the Rust Belt: Proposing a Midwestern Route of Industrial Heritage (MRIH)* - Aikaterini Zografistou, Georges Stassinakis, Ioanna Spiliopoulou, Maria Kouri. *European Routes of Nikos Kazantzakis: A Journey through the Places, Art, Literature, and Values of Europe, Past and Present* Moderator: Valbona Karakaçi
SI 007	**Communication & Brand positioning** - Iuliia Eremenko. *Brand Positioning in a Transnational Serial World Heritage Site: Strategic Choices of the Great Spa Towns of Europe* - Dariusz Raś, Magdalena Niewczas-Dobrowolska and Anna Prusak. *Representation and communication of the Krakow Culinary Trail in media and tourism publications* - Lydia Jose. *Decoding the Silk Roads: Heritage Representation on Council of Europe Cultural Routes and the Reception Among Young Digital Audiences* Moderator: Miaotong Yuan



18:00 Red room, Executive Center, USI	**Meeting of the members of the University Network for Cultural Routes (By invitation only)**
From 20:00 Asilo Ciani, Lugano	**Gala dinner**

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9:00 – 10:30 Aula Magna	Parallel sessions **ICTs & Digitalization** - Beatrice Ghiringhelli Cavallo, Silvia De Ascaniis, Lorenzo Cantoni. *Online Communication of Cultural Routes of the Council of Europe. An analysis of the official websites* - Licia Calvi. *The digital transformation of European Cultural Routes professionals* - Gianluca Bambi, Francesca Pirillo, Leonardo Conti, Giuseppe Rossi and Sebastian Schweizer. *Cultural Routes as Landscape Reading Devices: GIS-Based Multisensory Indicators for Digital Interpretation* - Miaotong Yuan. *ICT-Enabled Resilience: Enhancing OUV Through Heritage Conservation and Sustainable Tourism on Transnational Linear Cultural Routes* Moderator: Philip Xie
SI 006	**Governance and Development** - Dinc Sarac. *Beyond Trails: Governance Challenges and the Future of Cultural Routes in Türkiye* - Maja Jakimovska-Toshikj and Sonja Stojmenska-Elzeser. *Strategies for the development of the Cyril and Methodius Route on Macedonian soil - (achievements and perspectives)* - Maria João Moreira. *Empirical Analysis of the Governance of the Camino de Santiago Cultural Routes in Portugal* - Montserrat Crivillers Simon. *Taking Root – Humans and Plants in Exile: Cultural Route Governance in Practice on the Huguenot and Waldensian Trail* - Nataša Urošević and Matteo Legović. *Challenges of developing cross-border thematic routes – Cultural Routes of the Council of Europe in Croatia* Moderator: Ivan Bodrozic
10:30 – 11:00 Aula Magna Foyer	Coffee break and posters presentation
11:00 – 12:30 Aula Magna	Parallel sessions **Tourism** - Martin White. *From Biographical Trails to Ethical Mobility: A Dual-Axis Framework for Expanding Council of Europe Literary Routes* - Marzia Liuzza. *Between transnational and hyperlocal scales: the Røst Tourism Manifesto as a case study in participatory tourism governance within Via Querinissima, a Cultural Route of the Council of Europe*



	- Peter Ivanič, Hilda Kramáreková, Martin Hetényi and Jozef Filo. *The Cyril and Methodius Route in Slovakia: A Model of Sustainable Cultural Tourism and European Identity* - Donatella Privitera. *Walking Memory and Cultural Routes of Death: Cemetery Tourism, Digital narratives, and the Italian Experience* - Pedro Vaz Serra and Cláudia Seabra. *Cultural routes, heritage accommodation and tourist experiences* Moderator: Kadir Çakar
SI 006	**Spirituality & Universal values** - Giovanna Rech and Sabrina Meneghello. *Defining Spiritual Sustainability. From Theory to practice along the Romea Strata* - Ilaria Papa. *Monastic Networks in Knots: The Cluniac Sites in Europe ECR and the Architectural Heritage of Italian Cluniac Monasteries Reformed in the Early Modern Period* - Ivan Bodrozic. *The Religious Heritage of the Croatian People on the Path to European Unity* - Jack Shepherd and Dimitri Ioannides. *Pilgrim for Peace: Using Cultural Routes as Infrastructure for Peacebuilding* - Maria Laura Gasparini. *Pilgrimage Routes and Cultural Europeanization: The Saint James Way as the First European Cultural Route* Moderator: Leonardo Porcelloni
12:30 – 13:00 Aula Magna	Concluding remarks
13:00 – 14:30 Aula Magna Foyer	Lunch
14:30 – 18:30 Bellinzona	Guided visit to the Fortress of Bellinzona (UNESCO World Heritage Site)

POSTERS PRESENTATION

Raffaela Gabriella Rizzo. *The territorial process of Cultural Route: a university research and training experience*

Anthony Dixon, Patrick Holladay and Harriet Dixon. *Perceived Contributions of Historical Markers to Heritage Learning, Tourism, and Place Attachment*

Lech Kościelak. *The Poděbrady Trail in the light of the idea of the Treaty on Pan-European Peace*

Jolit Shaker. *From the Gospel to a Transnational Heritage Route: The Holy Family Journey in Egypt as a Bridge between Egypt and Europe and the World*