

# UNIVERSITIES AND CULTURAL ROUTES

1<sup>st</sup> International Academic Conference

**-SANTIAGO DE COMPOSTELA, SPAIN, 13 -14 NOVEMBER 2024-**

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## ABSTRACT COMPILATION



Cultural Routes  
of the Council of Europe  
Itinéraires culturels  
du Conseil de l'Europe



UNIVERSITY  
NETWORK FOR  
CULTURAL  
ROUTES  
STUDIES



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



## SESSION 1: CULTURAL ROUTES OF COUNCIL OF EUROPE: INTERSECTIONS OF HERITAGE, EDUCATION AND COMMUNITIES ACROSS TRANSNATIONAL NETWORKS.

### CULTURAL ROUTES OF THE COUNCIL OF EUROPE & FORTHEM EUROPEAN UNIVERSITY ALLIANCE: CURRENT PROJECTS AND FUTURE PERSPECTIVES. THE EUROPEAN ROUTE OF HISTORIC PHARMACIES AND MEDICINAL GARDENS AS A STARTING POINT

*Mrs. María Luisa Vázquez de Ágredos-Pascual,  
Director of the European Route of Historic Pharmacies and Medicinal Gardens.  
Professor at the University of Valencia*

**Abstract:** One of the five priority fields of action of the *Cultural Routes of the Council of Europe certification program* is cooperation in research and development. Under this framework, the *Aromas Itinerarium Salutis* Association and the *European Route of Historic Pharmacies and Medicinal Gardens* have, since their inception in 2021, identified, designed, and implemented research projects aimed at the social transfer of knowledge and the safeguarding of this ancestral cultural and natural heritage. These projects employ community-based approaches, incorporating gender and intergenerational perspectives, as well as fostering other partnerships, including university networks, to enhance the results and impact. An example of such efforts is our most recent project (2024-2025), *The Sensory Landscapes of Hygeia in Europe. Act I: Spices (Taste, Smell & Memory)*, within the framework of the *European Heritage Days joint action by the Council of Europe and the European Union* (Call: *European Cross-Frontier Cooperation Projects*). This project connects universities, pharmacy museums, and municipalities from different European countries linked to the *Aromas Itinerarium Salutis* Network, under the national coordination of the Spanish Ministry of Culture.

The general objective of this project is to create the first phase of the "Hygeia Audiovisual Memory Archive," documenting the traditional use of spices as medicinal remedies, food condiments, and ritual aromas across generations in the Carpathian and Transylvanian regions (Romania), Lazio and Sicily (Italy), and Galicia and Valencia (Spain). These spices constitute an intangible heritage that remains a source of cultural identity, social cohesion, and human development today. The men and women of these communities will share their cultural legacy with us through show-cooking and other cultural activities that will be implemented in parallel with interviews and recordings.

Among the specific objectives of the project, contributing to the construction of a European memory that promotes intercultural and intergenerational dialogue is particularly important. To achieve this, we will collaborate with the European universities that are part of the *Aromas Itinerarium Salutis* Network, as well as with the Laboratories of the FORTHEM Alliance of European Universities, to which the University of Valencia, the headquarters of the *Aromas Itinerarium Salutis* Association, and the *European Route of Historic Pharmacies and Medicinal Gardens* belong.

## **THE IMPORTANCE OF CULTURAL ROUTES IN VALORISING COMMON EUROPEAN HERITAGE OF TRANSBORDER REGIONS – THE CASE OF ISTRIA.**

*Mrs. Natasa Urošević,  
Representative of Interdisciplinary Studies of Culture and Tourism,  
Juraj Dobrila University of Pula, Croatia*

**Abstract:** The paper emphasizes the importance of transnational cooperation and key stakeholders' coordination in the process of developing cultural routes which valorise and celebrate common European identity and heritage in transborder regions, by presenting the research conducted by students and researchers at the Interdisciplinary Study Programme of Culture and Tourism, Juraj Dobrila University of Pula, Croatia. In the framework of the courses on Heritage Management and Cultural Routes, writing their seminar papers and final thesis, the students explored cultural heritage related to the chosen topic and created regional/national sections of existing or future cultural routes. Using an innovative methodology, a combination of desk and primary, field research, by consulting representatives of key stakeholders and study visits, students collected data on heritage resources and development potential for individual routes. In this way, they proposed the development of new sections of over 20 existing and future cultural routes related to key elements of regional and common European identity. The conducted research indicated that European thematic cultural routes, as the simplest and most affordable cultural-tourism product, created by networking attractions and services and involving all key stakeholders, can help to strengthen local identities and develop regional economies in a sustainable way, providing at the same time greater visibility and respect for a common European identity and heritage through education for key European values.

**Keywords:** cultural routes, Council of Europe, transborder regions, European heritage, Istria

## CULTURAL ROUTES AS CATALYSTS OF HERITAGE EDUCATION

*Mr. Dinç Saraç,  
professor at the Antalya Bilim University*

**Abstract:** Cultural routes have become a powerful instrument for academic and non-academic research on a number of fronts. With the establishment of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) in 2010, in particular, the study of cultural routes has gained a distinctive direction within the world of 'heritage'. As a term, cultural route bears positive connotations mainly in the sense that it potentially promises exchange and physical connections between different territories/cultures – representing, I believe, new opportunities to exercise what we have learned from heritage studies since the 1970s. This paper is a policy evaluation of Türkiye's involvement in cultural routes since 2018 when Türkiye signed the EPA. In doing this, I will largely reflect on Antalya Bilim University's institutional experience with heritage and cultural routes courses as well as on my personal observations gleaned from Turkish universities' relationships with the University Network for Cultural Routes Studies. From these, I argue that Türkiye's general interest in cultural routes and in tourism can be a concrete catalyst to enhance academic education on cultural routes, and beyond this, its integration with tourism and heritage studies at a national level. To achieve this, a greater level of communication and collaboration needs to be established among the Turkish members of the University Network.

**THE INSTITUTIONAL CHAIR "THE SAINT JAMES WAY AND PILGRIMAGES" OF THE  
UNIVERSITY OF SANTIAGO DE COMPOSTELA:  
OUR COMMITMENT TO THE CULTURAL ROUTES**

*Mr. Miguel Taín Guzman*

*Director of the Institutional Chair on the Camino de Santiago and Pilgrimages of the University of  
Santiago de Compostela*

The goal of my presentation is to call your attention to the activities of the Institutional Chair "The Saint James Way and Pilgrimages" of the University of Santiago de Compostela and to stimulate your participation in our activities. Our objectives are the international dissemination of the values associated with the St James Way and the pilgrimage, including cultural routes; the international promotion of scientific research in the field of the St James Way and the pilgrimage to Santiago; the realization of international courses, seminars and conferences that help disseminate knowledge, innovation and economic and social development of the St James Way and the pilgrimage; collaboration with international scholars and university departments to encourage the integral formation of students on the St. James Way and the pilgrimage; the international dissemination of knowledge of research on the St James Way and the pilgrimage carried out through publications, videos and other communication actions; and, finally, to make the Jacobean culture more and more closely linked with the formation of university initiatives, scientific research and the economic and social advancement of Galicia and Europe.

## SESSION 2: MEASURING IMPACTS ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE: ECONOMIC BENEFITS, SUSTAINABILITY AND MANAGEMENT STRATEGIES

### TRANSNATIONAL CULTURAL ROUTES: NEW TOOLS FOR MEASURING THEIR SUSTAINABILITY AND IMPROVING THEIR GOVERNANCE

*Mrs. Maria Laura Gasparini and Mrs. Alessia Mariotti,  
researchers at the University of Bologna*

**Abstract:** The COVID-19 pandemic was set to mark a turning point, with drastic changes in the tourism development model on the supply side, as well as a shift in demand towards proximity tourism and less crowded destinations. However, the latest figures from the World Tourism Organisation show that in 2023, international tourism mobility reached almost 90% of pre-pandemic levels, while the report Tourism and Climate Change Stocktake 2023 concludes that tourism is responsible for 8-10% of the global carbon footprint, showing that the changes that were envisaged have not yet materialised.

In this context, cultural routes and itineraries are gaining increasing attention as models of sustainable tourism management, able to connect natural and cultural heritage mainly in nearby rural areas, generating socio-economic opportunities for local communities and causing near-zero emissions in the case of hiking and cycling routes. However, most of these routes still do not measure their impact due to a lack of tools, insufficient technical knowledge and time and funding constraints.

To this end, this contribution will present a sustainability measurement model as a crucial tool to measure the impacts of cultural routes in four dimensions: sustainable management, economic, socio-cultural and environmental sustainability. The main targets of the model are those routes that are certified by the Council of Europe as 'European Cultural Routes' and it was designed in the framework of the Interreg Med BEST MED project. The methodological proposal consists of analysing the limitations of the model and its revision, involving stakeholders and refining the original model to transform it into a valuable tool for managers of cultural routes.

**KEYWORDS:** cultural routes, destination management, indicators, sustainability monitoring, sustainable tourism.

**DOES INCOME FOLLOW PILGRIMS?  
AN INTER RELATIONAL INCOME MULTIPLIER ANALYSIS FOR THE WAY OF ST. JAMES**

*Mr. Fernando de la Torre Cuevas and Mr. Melchor Fernández  
Postdoctoral researchers at the University of Santiago de Compostela*

**Abstract:** the Way of St. James (O Camiño de Santiago) is arguably one of the most successful tourism strategies in the region of Galicia (NW Spain) and beyond. In the last three decades, pilgrim inflows—religiously and non-religiously motivated—have increased dramatically. The impact of pilgrims on residents has, at least, two relevant features. First, its sign is ambiguous. Pilgrims' expenditures account for a modest share of non-residents expenditures in Galicia. Nevertheless, they are perceived positively by residents as long as they provide additional income. On the other hand, pilgrims are partially responsible for congestion effects: displacement of local demand, additional pressure on public services and spaces, etc. Congestion effects seem to be triggering some tourism fatigue. Second, both positive and negative impacts do not apply homogeneously to all subregions in the territory. Indeed, despite the many alternative routes converging to Santiago de Compostela, most pilgrim inflows concentrate in one route: the French route.

Mismatches between received income and pilgrim inflows imply the existence of territories suffering congestion and not benefiting from one of the most important positive economic impacts of pilgrims. Thanks to survey data, it is possible to allocate subregional pilgrim inflows. To what extent pilgrims' expenditures impact income for local population remains unknown. In this paper, we present a multiregional and multisectoral model for Galicia with three household groups: residents, pilgrims and other non-residents. We calculate interrelational income multipliers between pilgrims and residents. Our results yield three main headlines. First, residents in all the region have similar income impacts regardless of the subregion where pilgrims spend their money. Second, our results point to the existence of mismatches between pilgrim inflows and income received in two critical regions for the Way of St. James: those crossed by the French route. Third, mismatches are more acute for the case of pilgrims than they are for other non-residents.

## **CYRIL AND METHODIUS ROUTE AS ENGINE FOR DEVELOPMENT OF TOURISM**

*Mr. Peter Ivanič and Mrs. Hilda Kramáreková  
Researchers at the Constantine the Philosopher University in Nitra*

**Abstract:** Religiosity is historically firmly rooted in Slovakia. The Cyril and Methodius Route as a cultural route certified by the Council of Europe in 2021 represents a set of routes to walk in the footsteps of Saints Cyril and Methodius and their followers (Seven Holy Apostles - Septuagint). Cultural Routes of Council of Europe provide opportunities for rethinking culture and tourism for the future, becoming tools for innovation and drivers for new sustainable development models. The lives and work of St. Constantine-Cyril and St. Methodius, as the main theme of the Cyril and Methodius Route, represent a search for what is unique and characteristic of each region, but also for what unites them. Thanks to the growing international network of partners, the Cyril and Methodius Route has become a Cultural Route of the Council of Europe that ensures the presentation of local heritage and the story of the cultural identity of the Slavic countries on a pan-European scale. The aim of the conference contribution is to analyse the potential of the development of regional religious tourism in the Nitra Region (Slovakia) through the activities of the Cyril and Methodius Route in selected locations. Paper deals with current aspects and results of this phenomenon in the education of university students, in research and in application practice in regional development with examples of good practice as evidence of a living Cyrilo-Methodian heritage too.



## SESSION 3: LANDSCAPE, TOURISM AND EMERGING TRENDS: A HOLISTIC APPROACH TO THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

### SCALE SWITCH TO NEW TOURISM –INFORMATION, ROUTE AND CAPACITY DESIGN

*Mr. Gabor Bodis*

*Professor at the Budapest Metropolitan University*

Tourism is the most narrated visual encounter ever in the world, enabling us to get to know ourselves in the reflection of the social and the natural environment in which we are immersed.”- Gábor Bódis, Transdanube Travel Stories, Closure Conference, Linz, 24. November, 2022

**Abstract:** This paper brings together two areas: Tourism and Design. The dominant conceptual backbone of the merger is the Learning process that is present in both fields. For new destinations or - in many cases - cross-border routes that have not yet been designated or operated and which, due to their geographical location, cannot be developed within the traditional administrative framework, design can add an organisational support with the tools of design-thinking. And Learning as a shared intersection between Tourism and Design can position the place or the route through branding based on relevant product portfolios as well as narratives. What is also special about this paper is that it leaves room for the visualisation of science. Generally speaking, in the course of any Learning process, we start with the questions: what, how and why. This paper draws on this triad of learning questions by associating the interdependent process of Expression, Representation and Involvement with the Information-, Experience- and Capacity-Design challenges and roles of tourism destinations and cultural routes.

## TRANSHUMANCE BETWEEN CULTURAL HERITAGE AND LOCAL DEVELOPMENT

*Mr. Francesco Spada and Mrs. Simona Messina  
Transhumance Trails ; Universidad de La Laguna*

**Abstract:** Transhumance is a form of pastoralism evolved in areas where topography constrains seasonal movements of livestock and herders from summits grasslands in summer to pastures on coastal areas in winter. In transhumance trails, the origin of all historical road network is to be found, as major tracks along which human colonization and cultural exchanges were shaped.

On these assumptions the Cultural Itinerary Transhumance Trails has all the requirements to act as hub of the European identity. Its potential for the development of a cultural tourist offers capable of promoting an economic relaunch strategy for local communities, is huge, just needing awareness and to be framed in a Pan European vision.

As Cultural Itinerary, Transhumance Trails is active in all member countries, thanks to the activity of the associated organizations.

Emblematic for present day transhumance patterns in peninsular Italy, is the Municipality of Jenne, a hilltop village at meters 850, in the region Lazio. Up to the first half of the 20th century, it was the starting station of a much-travelled transhumance trail, joining summer pasturelands on the local summit with the winter pastures on the coast of the Tyrrhenian Sea, 60 km south of Rome, at Anzio.

The Administration in Jenne actively supports the strategy outlined by Transhumance Trails for a social and economic development based on the local transhumance track and traditions.

Along with the relaunch of the civic library, this promoted an array of cultural initiatives, with visible impact on an active sustainable tourism based on local gastronomy, vernacular music heritage, hiking, including the yearly ride along the sheep track to the coast, all with proven strong identitarian value.

The scientific activity of Transhumance Trails focused in 2024 on an ethnobotanical expedition to SE Georgia (Tuscheti), to document aspects of the local flourishing pastoralism and transhumance at higher altitudes in E Caucasus.

## **INTERPRETATION OF THE VALUE OF EUROPEAN CULTURAL ROUTES FROM A LANDSCAPE PERSPECTIVE: THE CASE OF THE VIA FRANCIGENA**

*Mrs. Wenshan Chen,*

*PhD candidate, Department of Architecture and Urban Studies, Polytechnic University of Milan*

**Abstract:** The European cultural route projects are often regarded as tools for promoting regional revitalization, yet differing interpretations of the overall value of these routes frequently influence specific preservation and development strategies. To fully recognize the value of cultural routes, it is essential to understand their constituent elements—such as architectural sites, historical roads, landscapes, and villages—and the relationships between these elements. This study, adopting a case study method combined with literature review and field surveys, explores how landscape perception influences the understanding of the overall value of cultural routes and shapes preservation and management decisions within the framework of European cultural route preservation and revitalization practices.

The research focuses on the Italian section of the Via Francigena, where relevant literature was collected and analyzed alongside field surveys of geographical features and their interactions with the natural environment. The study examines the cognitive framework and preservation strategies of this cultural route project, with particular attention to the recognition of road elements within the landscape context.

The study reveals that, in the practice of cultural route preservation, different emphases on architectural heritage, historical roads, and landscape protection significantly affect the understanding of the overall value of these routes. Although cultural landscapes are crucial components of cultural routes, their importance is often overlooked. Through a detailed analysis of the Via Francigena, the study highlights the potential role of landscape perception in cultural route interpretation and exhibition, stressing that greater attention to landscape elements not only facilitates a more comprehensive understanding of heritage value but also plays an indispensable role in both preservation and revitalization efforts.

## **EUROPEANISATION AND TOURISM: THE CASE OF THE VIA ROMEA GERMANICA BETWEEN VENETO AND EMILIA ROMAGNA**

*Mrs. Brigida Maria Putinato,*

*Master graduate, Università degli Studi di Padova (Italy), deputy manager of the St. Anthony's Path*

**Abstract:** This paper seeks to explore how the Council of Europe's Cultural Routes program's tourism component shapes Europeanization. It is important to remember that this programme reflects the CoE's 'ideas' of Europe, which are based on human rights, democracy, participation, and cultural diversity. Intercultural exchange and a broad understanding of European heritage are promoted by CoE cultural routes. Europeanization usually involves creating a transnational membership network and programme of activities and connecting with qualified European scholars and experts. In this paper, it is asked: How does the presence and acknowledgment of a cultural route affect a socio-spatial context's institutional, social, cultural, and tourism fabric? Do the CoE Cultural Routes foster a sense of European belonging through interactions? If so, what are the traits? The paper moves from a Master's thesis study that analysed two segments of the Via Romea Germanica in Italy—one in Veneto and one in Emilia Romagna—to answer these questions. Via Romea Germanica extends from northern Germany to Rome and obtained the CoE seal in 2020. The ongoing study relies on document analysis and stakeholder interviews. Preliminary results show that the Cultural Routes programme's Europeanisation aims are not significantly being implemented in the areas analysed, mainly due to a lack of awareness of the meaning and potential of CoE routes. Regional and local training is needed to gain a deeper understanding of the programme, which, if implemented in the territories, can boost the sense of European belonging by improving local communities, tourism, and destination management and promotion.

## FROM RELIGION TO TOURISM. EMERGING TRENDS ALONG THE WAY OF ST. JAMES

*Mrs. Lucrezia Lopez, Mrs. Inês Gusman and Mr. Rubén Lois,  
Researchers at the University of Santiago de Compostela*

**Abstract:** Cultural routes are ways and itineraries that, while crossing one or more countries or regions, might contribute to their socio-economic development. The historical, artistic or social interests that justify their recovery or creation are their first territorial resources that throughout time can assume different values and uses. At European scale, the European Cultural Itineraries program was launched by the Council of Europe in 1987 with the declaration of the Way of St. James as the First European Cultural Itinerary. Throughout these decades 48 routes have received this international recognition, although the Way is still considered as the benchmark.

The route has experienced different changes until becoming a consolidated international tourist product able to fit different tourism niches, from culture to wellbeing, from religion to gastronomy. This never-ending secularization process is recording new emerging trends that we aim to explore and define. From the methodological point of view, we combine literature review, statistical analysis, and fieldwork (namely employing participatory observation and interviews along a chosen segment of the route to provide deeper insights into the new trends).

Preliminary results point out that the desire of pilgrims to plan a tailor-made trip with their own rhythms to fully live the experience, regardless of traditional customs, has increased. As a matter of fact, nowadays a growing number of pilgrims travel without the traditional large backpacks and others prefer more comfortable accommodation. A progressive departure from the purist vision, which also begins to emerge in the statistics of Compostela, with an increase in other motivations. All these progressive transformations generate new, increasingly personalised narratives, which move differently, solidifying this route as a unique and unconventional product, while perfectly integrated into the most current motivations of tourism practice.