

Deliverable 5.2: Ways to Rome – Second pilot report

Alessia Mariotti, Maria Laura Gasparini, Patrizia Battilani (UNIBO), Maddalena Bassani, Maria Bergamo (IUAV), Paola Zanovello, Jacopo Turchetto, Andrea Meleri (UNIPD), Elena Dubinina, Simona Spinola, Nicole Franciolini (AEVF), Aleksandra Grbic, Viola Gaudiano (FHV), Silvia González Soutelo, Miguel Gómez Heras and Laura García Juan (UAM)

This document summarizes the work done in the rurAllure pilot on the ways to Rome, including reports of the actions conducted up to November 2022 with pilgrims or tourists, stakeholders and policymakers. It also documents the efforts invested in the documentation of Points of Interest and in the creation of featured trips and narratives.







Project acronym	rurAllure
Full title	Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes
Grant agreement number	101004887
Funding scheme	Coordination and Support Action (CSA)
Work programme topic	SOCIOECONOMIC AND CULTURAL TRANSFORMATIONS IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION (H2020-SC6-TRANSFORMATIONS-2018-2019-2020)
Project start date	2021-01-01
Project duration	36 months

Work Package	WP5 – Thermal heritage and others on the ways to Rome
Deliverable lead organisation	UNIBO
Authors	Alessia Mariotti, Maria Laura Gasparini, Patrizia Battilani (UNIBO), Maddalena Bassani, Maria Bergamo (IUAV), Paola Zanovello, Jacopo Turchetto, Andrea Meleri (UNIPD), Elena Dubinina, Simona Spinola, Nicole Franciolini (AEVF), Aleksandra Grbic, Viola Gaudiano (FHV), Silvia González Soutelo, Miguel Gómez Heras and Laura García Juan (UAM)
Reviewers	Lía Pérez (FUN), Blandína Šramová and Tatiana Deptová (CU)
Version	1.0
Status	For EU review
Dissemination level	Public
Due date	M24 (2022-12-31)
Delivery date	2022-12-31



Table of contents

1. PILOT STATUS AND OVERVIEW OF IMPLEMENTATION UP TO M24	5
2. ACTIONS WITH PILGRIMS AND TOURISTS	6
ALONG THE VIA FRANCIGENA	6
ALONG THE VIA ROMEA STRATA	35
ALONG THE VIA ROMEA GERMANICA.....	45
3. ACTIONS WITH STAKEHOLDERS AND POLICYMAKERS	58
ALONG THE VIA FRANCIGENA	59
ALONG THE VIA ROMEA STRATA	90
ALONG THE VIA ROMEA GERMANICA.....	103
4. POI DOCUMENTATION	131
ALONG THE VIA FRANCIGENA	131
ALONG THE VIA ROMEA STRATA	138
ALONG THE VIA ROMEA GERMANICA.....	143
5. FEATURED TRIPS CREATION	146
ALONG THE VIA FRANCIGENA	147
ALONG THE VIA ROMEA STRATA	152
ALONG THE VIA ROMEA GERMANICA.....	169
6. NARRATIVES CREATION	177
ALONG THE VIA FRANCIGENA	177
ALONG THE VIA ROMEA STRATA	188
ALONG THE VIA ROMEA GERMANICA.....	195
7. CONCLUSION AND PLANS FOR 2023	205
ANNEX I: SUMMARY OF COMMUNICATION ACTIONS	210
VISIBILITY MATERIALS.....	212
COLLABORATIONS WITH JOURNALISTS/BLOGGERS/INFLUENCERS/AUTHORS.....	216
PROMOTIONAL AND VISIBILITY EVENTS	218
MEDIA APPEARANCES.....	219



1. Pilot status and overview of implementation up to M24

During the second year of activities, the project partners involved in WP5 have devoted a greater time in developing actions in the different pilot stretches and in improving the coordination of actions and the balance in activities targeting the different project goals. This has led the partners in participating in one online coordination meeting every 5-6 weeks from March to September, when they had the chance to meet in Bratislava for the General meeting and plan together the coordination of activities for the last part of the year.

Thanks to the multiple meetings and to the constant e-mail exchanges, the partners involved in WP5 have been able to better share the weight of the project activities, not only as far as WP5 is concerned, but also concerning the engagement in the other WPs (WP2, WP3 and WP8). More specifically, UNIPD has been in charge for the coordination between WP5 and WP3, that means the issues related to the upload of information generated in the pilot and its appearance in the platform as POIs, featured trips or narratives. On the other hand, AEFV acted as natural coordinator between WP5 and WP8, collecting the communication and dissemination actions related to the pilot activities.

Altogether the partners involved in WP5 have developed a massive amount of work testing approaches and proposing methodologies also usable by other project partners. The constant sharing of pilot results and updates has led to two internal seminars: one devoted to share a possible methodology for the marketing and communication analysis to be performed in order to include the pilot results in the existing framework at the local level, the second one open to the whole consortium about universal design.

Due to space constraints, but also to the need of presenting the pilot results in a more cohesive way, not all the actions undertaken in the different pilot stretches have been included here. The complete list of actions can be found in the repository of actions included in WP2. Some actions are still ongoing and will be concluded in 2023, while others have already produced outcomes useful to nurture the platform and visible there.

This report includes a descriptive summary of the most relevant actions along the Ways to Rome divided in actions targeting tourists and pilgrims (9 actions and events reported), actions targeting stakeholders (14 actions and events reported), POI documentation (4 reports about POIs), featured trips creation (7 reports about featured trips), narratives creation (5 templates with multiple narratives included in this report).

For the coming year the actions will be devoted to the following priorities:

- Supporting and coordinating the network of stakeholders developed during the first year and a half of the pilot development.
- Consolidating, checking and giving feedbacks on POIs, featured trips and other technical aspects in the relationship with the IT platform.
- Develop narratives and monitor their effectiveness in luring new visitors to rural areas along the Ways to Rome.
- Devoting increasing energy in disseminating the pilot results within and without the consortium.

In the following pages you will find the actions developed in WP5 along the ways to Rome, knowing that although always coordinating with the other pilot partners, UNIBO oversaw the pilot stretch along the Via Romea Germanica, UNIPD, IUAV and FHV worked along the Via Romea Strata, UAM, and AEFV oversaw the pilot actions along the Via Francigena.



2. Actions with pilgrims and tourists

During 2022 AEVF and UAM cooperated on a number of activities, some of them developed independently, some of them through a coordinated action. In the following tables you will find:

- The participation in the fair “Fa la cosa Giusta!”.
- I love Francigena Thermal.
- Accessibility workshop in Bagno Vignoni.
- Submission of questionnaires to en-route pilgrims.

In the same period FHV together with UNIPD and IUAV worked along the Via Romea Strata, basically following the cooperation scheme approved and tested during the first six months of the pilot development in 2021. This has led to the following actions:

- Pilgrimage promotion tour Via Romea Strata.
- Pilgrims profiling along the via Romea Strata.

Along the Via Romea Germanica, UNIBO engaged pilgrims and tourists by integrating existing projects on which the cooperation with the German Association of Via Romea Germanica was strengthened and by enlarging the number of respondents to pilgrims profiling questionnaires:

- Pilgrims Open Horizons 2022 Tour.
- Questionnaires for pilgrims to be (online).
- Questionnaires for en-route pilgrims (online and in person).

Along the Via Francigena

Table 1. “Fa la Cosa Giusta!”.

EVENT	Participation in the fair “Fa’ la Cosa Giusta!”
LOCATION	Fieramilanocity, Milan, Italy
DATE	29/04/2022 – 01/05/2022
REFERENCE ROUTES	Via Francigena/Roads to Rome
MOTIVATION	Promoting the rurAllure project at the Via Francigena stand during the sustainable lifestyle fair “Fa’ la Cosa Giusta!” Promoting the thermal heritage along the Via Francigena.
TOPICS	Thermal heritage
RELATION TO PREVIOUS ACTIONS	rurAllure joined the Via Francigena stand of the AEVF, which already participated in previous editions of the fair. Participation in the event was preceded by several activities, such as the preparation of ad hoc information materials, gadgets, and activities to be offered to the participants.
PARTICIPANTS	<ul style="list-style-type: none">• Elena Dubinina, European projects and International relations / rurAllure team leader (AEVF)

-
- Simona Spinola, Communication Expert (AEVF)
 - Nicole Franciolini, Project Assistant (AEVF)
 - Giulia Melilli, Intern (AEVF)
-

PROMOTION

rurAllure's presence at the fair was promoted via rurAllure and AEVF websites and social channels, as well as via newsletters and through the event organizer's official website.

The event was also launched on the AEVF website through the creation of a dedicated landing page, available at this link: www.viefrancigene.org/it/francigena-fa-la-cosa-giusta/, and through the official page of the event www.falacosagiusta.org, with the creation of 9 different banners for our events.



COST SHARING

The stand and participation costs were covered by the AEVF, as well as the travel expenses.

RURALLURE PARTNERS' CONTRIBUTION

All: the team promoted the project (and in particular the activities of WP5) to the public at the Via Francigena stand, engaging visitors into interactive activities such as games, quizzes and other challenges ("Sfida dei Timbri").

Giulia Melilli and Nicole Franciolini prepared an online quiz dedicated to the Via Francigena and its thermal heritage, which was one of the interactive activities proposed to the visitors.

AGENDA

Friday 28 April 2022 – Saturday 1 May : the pavilion was operational during the entire public opening hours of the fair, from 9:00 to 20:00.

The planned activities were as follows:

- Distribution of information and visibility material: brochures about the rurAllure project and the thermal heritage pilot, postcards with thermal sites and Via Francigena themes.
 - Prize quiz "How well do you know the Via Francigena?".
 - The quiz specially designed for the fair, featuring the Via Francigena and its thermal heritage, was proposed to the public as part of the interactive 'Stamps Challenge' activities on the stand throughout the fair.
-



	<ul style="list-style-type: none">• Aperitif with typical products from the pilot area (Tuscany).
AGREEMENTS AND OUTCOMES	<p>Attendance at the AEFV-rurAllure stand was very successful.</p> <p>The quiz proved to be a useful tool not only for making the Via Francigena and its thermal heritage known, but also for making contacts. In fact, many of the participants left their email address and subscribed to the rurAllure newsletter. The results collected as of 4 May 2022 indicate that 100 people filled out the quiz, 80 of them during the fair.</p> <p>A variety of visibility materials were produced on the occasion of the fair: rurAllure t-shirts for the staff, information brochures, postcards on the thermal heritage along the Via Francigena and bamboo toothbrushes as a quiz prize.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI2: Social media activity (posts on the rurAllure social media accounts): +10• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +5• CPI5: Media impact: +13
MEDIA CLIPPING	<ul style="list-style-type: none">• https://rurallure.eu/rurallure-at-a-tourism-fair-fa-la-cosa-giusta/• https://www.viefrancigene.org/it/la-via-francigena-ti-aspetta-alla-fiera-fa-la-cosa-giusta-2022-a-milano/• https://www.facebook.com/rurallure/posts/pfbid0TWGdCEEwJsC1uapXQSXVomct81Ti2VMD5B6oBMU8fzxkReqcrUD14rks5verfDuFl• https://www.facebook.com/rurallure/posts/pfbid02Hq3CvjQ4py5RYgThfJ8YdTnn6dQ5wjZ6ssRhKTEiN-CyBm4XYEod8HowKS3aA7f6vI• https://www.facebook.com/ViaFrancigenaEU/posts/pfbid02UTK26PNHcdAsfF5cVvvMJhg8cS2dLYfVwCGkR4bXkbBTHixarfy7znAi9LNeUCFI• https://www.facebook.com/ViaFrancigenaEU/posts/pfbid02gGAgE5fsagkvT8rieG96jtRFBLSQdRqudck3baqwQZ32nrAcMgVCf4J7A4MHEua8I• https://www.instagram.com/p/Cc0NybyNodA/• https://www.instagram.com/p/CdNgyJ8tmsd/• https://www.linkedin.com/feed/update/urn:li:activity:6924710546734776322• https://www.linkedin.com/feed/update/urn:li:activity:6928271486730301440• https://twitter.com/rurallure/status/1518945340669501441• https://twitter.com/rurallure/status/1522505340805427201• https://twitter.com/rurallure/status/1521776370501758976
FEEDBACK	<p>Participation in the event proved to be an important opportunity to make the rurAllure project known to civil society and general public, with the advantage of</p>

reach out!



targeting people interested in the topics of sustainability, slow and sustainable tourism and walking along cultural routes.

The quiz was highly appreciated by the fair audience, enough to decide to continue to keep it active and reachable by rurAllure and AEVF website, including for future events.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- [Continuity] Participation in the 2023 edition would be desirable as well as participation in other tourism and pilgrimage fairs.
 - [Initiative + Anticipation] To be successful and make it worthy to participate in a fair, it's important to be able to engage the audience. Therefore, it is necessary to prepare the participation far enough in advance in order to have an opportunity to develop necessary activities, materials and communication strategies.
 - [Networking] Participating in trade fairs is an excellent opportunity for networking. In addition to the general public, many stakeholders (for example other pilgrimage routes and Italian local authorities) visited the stand thus learning about the rurAllure project.
-

QUIZ STRUCTURE

The quiz was structured as follows, according to 10 questions with a multiple choice of 4 options:

How well do you know the Via Francigena?

INTRO

Answer all 10 questions about the Via Francigena and its cultural heritage: many surprises await you!

By answering this quiz, you can participate in the rurAllure lottery, which will be conducted on 1 October 2022 by a random winner picker tool.

START THE QUIZ

Before we start... have you ever walked/cycled the Via Francigena?

0

- Yes, once
 - Yes, more than once
 - No, but I would like to
 - No, I have never considered it
 - Go to the first question
-

What are the starting and finishing points of the Via Francigena?

1

- From Canterbury (UK) to Santa Maria di Leuca (IT)
 - From Brindisi (IT) to Istanbul (TR)
 - From Passo San Bernardo (IT) to Gambassi Terme (IT)
 - Next question
-

reach out!



The official route of the Via Francigena, recognised by the Council of Europe as a European Cultural Route, goes from Canterbury to Santa Maria di Leuca, via Rome.

Which countries does the official Via Francigena route cross?

2

- France, Switzerland and Italy
 - United Kingdom, France, Vatican City and Greece
 - United Kingdom, France, Switzerland, Italy and Vatican City
 - Next question
-

The Via Francigena is a route which unites the Europe of peoples and cultures, touching 5 states (United Kingdom, France, Switzerland, Italy and the Vatican City), 16 regions and more than 600 municipalities.

Why is it called "Via Francigena"?

3

- Because it was walked by St Francis
 - Because it meant "The way from France"
 - Because it was established by Archbishop Sigeric
 - Next question
-

It was originally called 'Via de Monte Bardone', but was renamed 'Via Francigena' (i.e. the way from France) around the year 876 following the transfer of power from the Lombards to the Franks.

Sigeric walked the entire Via Francigena in 990 and first described each stage in his diary, from Rome to Canterbury, but the name has even earlier origins.

Since 1212, Saint Francis has walked many kilometres in Italy, Europe and beyond, but the Via Francigena has even earlier origins.

What is the name of the event organised to celebrate 20 years of the European Association of Vie Francigene?

4

- "Walking Together 2021"
 - "Via Francigena. Road to Rome 2021. Start again!"
 - "Via Francigena. 20 years walking"
 - Next question
-

The event "Via Francigena. Road to Rome 2021. Start again!" celebrates both the foundation of the AEFV 20 years ago on 7 April 2001 in Fidenza (Parma, Italy) and the 27th anniversary of the certification of the Via Francigena as a "Cultural Route of the Council of Europe" in 1994. The "Road to Rome 2021" event is a 4-month relay march, on foot and by bike, along 3,200 km of the Via Francigena. An opportunity to walk and cycle, discovering wonderful places, local cultures and traditions, carrying a pilgrim's staff like an Olympic torch and passing it on to the next group, step by step, along the route.

How long does it take to walk the entire Via Francigena from Canterbury to Santa Maria di Leuca?

5

- Three months, covering more than 2200 km in 103 official stages
 - Four and a half months, covering more than 3200 km in 144 official stages
-



-
- Two months, covering more than 1000 km in 44 official stages
 - Next question
-

The Via Francigena from Canterbury to Santa Maria di Leuca is more than 3200 km long (including the variants). In fact, from Canterbury to Rome, the itinerary covers more than 2200 km, of which about 1000 km are on Italian territory. In addition, there are more than 900 km of the Via Francigena in the South from Rome to Santa Maria di Leuca.

Which of these free thermal sites is NOT located along the Via Francigena?

- 6
- Bagno Vignoni and Bagni San Filippo (SI)
 - Bagnaccio and Piscine Carletti (VT)
 - Cascate del Mulino (Saturnia - GR)
 - Next question
-

The free thermal baths of Saturnia, known as Cascate del Mulino, are one of the beautiful free thermal sites in Tuscany, but are not within 5 km of the official Via Francigena route.

Bagno Vignoni and Bagni San Filippo, also in Tuscany but in the province of Siena, are close to the Via Francigena, as are Bagnaccio and Piscine Carletti, in the Viterbo province.

Along the Via Francigena, where can you taste the typical dish of "Testaroli al pesto"?

- 7
- Pontremoli (Massa - Carrara)
 - Vetralla (Viterbo)
 - Mortara (Pavia)
 - Next question
-

Testaroli with pesto is a typical dish of the culinary tradition of the Lunigiana area, between the provinces of Massa-Carrara (in Tuscany) and La Spezia (Liguria). Testaroli are made of only water and sifted flour and are cooked on a special pan called "testo", hence their name, then boiled for a few minutes and enriched with homemade pesto.

What curative properties do the thermal waters of Viterbo have?

- 8
- They can be drunk to promote diuresis and intestinal functions.
 - They are recommended for slimming treatments and weight reduction
 - They are mainly used to treat dermatological, cardiovascular and respiratory diseases.
 - Next question
-

Therapeutic mud, with its antioxidant properties, has demonstrated great benefits for the skin, acting as a natural detoxifier and cosmetic. In addition, various pathologies are treated in the thermal structures, such as chronic skin diseases, locomotor apparatus, gynaecological apparatus, respiratory tracts (e.g. allergies), venous and lymphatic circulation, etc. Viterbo's thermal waters are of volcanic origin (carbonic) and ingestion is not recommended, also because of the high temperature, which often exceeds 40°C.



What is the name of the document that is issued once you have travelled at least 100 km along the Via Francigena?

9

- Credenziale del Pellegrino
- Testimonium
- Testimonial
- Next question

The Testimonium is the certificate that is issued on arrival in Rome, and is reserved for those who have continuously covered at least the last 100 km on foot or 200 km by bicycle.

The Credential is the document that certifies the status of pilgrim and can be stamped in many places along the route. It is indispensable to be accommodated in many "pilgrim" lodgings and entitles one to discounts in tourist facilities.

How can you walk the Via Francigena in a sustainable way?

10

- Spending only a few days on holiday, choosing B&Bs and hotels in big cities and avoiding small towns, buying few souvenirs, telling about your trip on social media.
- Relying on a tour operator for short excursions and guided tours, staying in hotels, buying from large retail chains and visiting the most famous places in the city centres
- Walking, respecting the cultural heritage, staying mainly in tents or in responsibly managed structures, buying authentic products and dialoguing with the local population.
- Next question

Walking is the mode of travel with the least impact on the environment in terms of emissions. It brings development to areas less frequented by tourism and allows direct interaction with the culture of the place and the inhabitants, who are witnesses to an authentic intangible heritage.

So-called 'hit-and-run' tourism is not sustainable either for the environment or for local communities because it does not encourage an authentic experience.

The high number of tourists in the same places of interest creates congestion in cities and serious problems in resource management. So-called 'mass' tourism is not sustainable for the environment.

Join the rurAllure lottery!

Insert your email address to participate in the rurAllure lottery (optional). It will be conducted on 1 October 2022 by a random winner picker. You can win exclusive rurAllure prizes!

FINAL

I consent to the processing of my personal data for the sole purpose of the quiz results and lottery.

Don't forget to subscribe to the rurAllure newsletter, with updates on cultural heritage along the European pilgrimage routes.

Check your SCORE!

FINAL 2

Share your results!

reach out!

Your score is X points out of 10.

You still have a lot of kilometres to go

Unfortunately, it didn't go well this time! But keep going: you never know what surprises await you at every step!

Follow rurAllure to find out more

**LOW
SCORE**

This could have gone better

Have you found a swamp? You got a few answers right, but we're sure that, with a little more practice, you'll choose the best way next time!

**MEDIUM
SCORE**

You were almost there

Even the most experienced explorers sometimes stop before the top! But don't despair: on the Via Francigena you never stop learning!

**HIGH
SCORE**

Wow! You made it. After a long climb, here you are at the top!

Congratulations, you really know a lot about the Via Francigena and the Italian cultural heritage!

Now, a well-deserved rurAllure surprise awaits you!

PICTURES FROM THE EVENT



VISIBILITY MATERIALS





Table 2. I love Francigena Thermal.

EVENT	I love Francigena Thermal
DATE	28-29/05/2022
REFERENCE ROUTE	Via Francigena (Tuscan pilot area)
MOTIVATION	To promote the Via Francigena and its thermal heritage with a hiking event open to the public, to connect the local authorities and associations; promote sustainable tourism
TOPICS	Thermal heritage
GEOGRAPHICAL SCOPE	Local
RELATION TO PREVIOUS ACTIONS	The event is part of the "I love Francigena" hikes, an event format developed over the years by the AEFV. However, this is the first thermal-themed edition, thus adapted to the objectives of rurAllure's WP5. The event was preceded by an institutional roundtable discussion with all event partners (stakeholders and local authorities), which was held in Florence in-person and online on May 19.
TARGET AUDIENCE	Experienced and novice hikers; no specific profile
SCHEDULING	The first edition of an event that we plan to repeat in the future, even in different locations
PROMOTION	Promotion of the event to the public was carried out mainly via rurAllure and AEFV social media, websites, and newsletters. On the other hand, the municipalities and stakeholder partners of the event promoted the initiative on their channels.



The event was also promoted through a press release relaunched by many local media outlets (14 external web articles and numerous social media relaunches from event partners or entities operating in the area).

NUMBER OF PARTICIPANTS	50 registered; 46 attended
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none"> • Municipality of San Quirico d'Orcia • Municipality of Castiglione d'Orcia • Municipality of San Gimignano • Municipality of Gambassi Terme • Pro Loco Gambassi Terme (local cultural association) • The Gambassi Experience (association for tourism promotion of Gambassi Terme)
VENDORS' INVOLVEMENT	<ul style="list-style-type: none"> • Albergo Posta Marcucci • Terme della Via Francigena
IT PLATFORM COVERAGE	<ul style="list-style-type: none"> • 21 POIs • 1 featured trip • 1 narrative



DISTANCES FROM THE OFFICIAL PATHS	In the first hike we followed the official Via Francigena route, in the second we followed the official route and in addition we made a 2,5 km detour to visit the Bollori Natural Park.
FACILITATED TRANSPORT	Yes: shuttles were made available to return to the starting point.
COST OF PARTICIPATION	Free
PROGRAMME	<p>Saturday 28 May 2022: 11 km walking from San Quirico d'Orcia to Castiglione d'Orcia via Bagno Vignoni:</p> <ul style="list-style-type: none">• 8:30: Meeting in the historical centre of San Quirico d'Orcia and institutional greeting from the administration and the rurAllure/AEVF team• 9:00: Beginning of the walk and short visit to the historic centre• 10:30: Arrival in Bagno Vignoni, short visit to the town and coffee break at Albergo Posta Marcucci• 11:30: Visit of the Park of Mills and departure on foot towards Castiglione d'Orcia• 13:30: Arrival in Castiglione d'Orcia and lunch• 14:30: Visit to the Tentennano Fortress and the historical centre of Castiglione d'Orcia, ice cream time.• 16:30: Return by van to San Quirico d'Orcia <p>Sunday 29 May 2022: 17 km walking from San Gimignano to Gambassi Terme via the natural thermal park "Parco dei Bollori":</p> <ul style="list-style-type: none">• 8:30: Meeting in the historical centre of San Gimignano and institutional greeting from the administration and the rurAllure/AEVF team• 9:00: Beginning of the walk and short visit to the historic centre• Visit of the Monastero di Cellole and Santuario di pancole along the way• 13:30: Arrival in Parco dei Bollori, visit to its thermal heritage and lunch with local fresh seasonal products• 14:30: Walking towards Gambassi Terme• 16:00: Reception at the Terme della Via Francigena spa and tasting based on typical products from local producers• 17:00: Return by bus to San Gimignano



ITINERARY

Hike 1. Main places and POIs visited:

- San Quirico d'Orcia
- Pieve dei Santi Quirico e Giulitta (San Quirico d'Orcia)
- Chiesa di Santa Maria Assunta (San Quirico d'Orcia)
- Vignoni Alto
- Bagno Vignoni
- Albergo Posta Marcucci (Bagno Vignoni)
- Piazza delle Sorgenti (Bagno Vignoni)
- Parco dei Mulini (Bagno Vignoni)
- Crete Senesi UNESCO Landscape
- Rocca d'Orcia
- Rocca di Tentennano (Castiglione d'Orcia)
- Castiglione d'Orcia

Hike 2. Main places and POIs visited:

- San Gimignano
- Porta San Giovanni (San Gimignano)
- Piazza del Duomo (San Gimignano)
- Monastero di Cellole
- Santuario Maria SS. Madre della Divina Provvidenza in Pancole



-
- Parco dei Bollori
 - Hypothermal spring of I Bollori e Putizza
 - Gambassi Terme
 - Terme della Via Francigena (Gambassi Terme)
-

TRIP AND TERRITORY CHARACTER- ISTICS

Hike 1:

- Distance: 11 km
- Difficulty: medium-easy
- Duration: 7/8 hours
- The route followed stage number 36 of the Via Francigena, from San Quirico d'Orcia to Castiglione d'Orcia. The area is rich in cultural sites (such as the historical centres of the two stage towns and the two villages along the way), as well as in thermal resources, the greatest peculiarity of the Bagno Vignoni area (the town is under the municipality of San Quirico d'Orcia). Moreover, the stage is distinguished by the particularity of crossing the so-called 'Crete Senesi' hills, a Unesco World Heritage Site.

Hike 2:

- Distance: 17 km
 - Difficulty: medium
 - Duration: 8/9 hours
 - The route followed stage number 31 of the Via Francigena, but in the opposite direction, from San Gimignano to Gambassi Terme. The area is rich in cultural sites, such as the historical centres of the two stage towns and the two important religious sites found along the way), as well as in thermal resources, which are concentrated in the Gambassi Terme area. Moreover, the stage is distinguished by the particularity of crossing the so-called 'Crete Senesi' hills, a Unesco World Heritage Site.
-

HERITAGE- RELATED NARRATIVE

1

INCENTIVES FOR PARTICI- PANTS

Before starting the walk, each participant was given:

- Pilgrims' credential
 - Via Francigena map and brochure
 - rurAllure brochure about the thermal pilot
 - rurAllure pin
 - rurAllure postcard
-



PROVISIONS FOR ACCESSIBILITY

Accessibility was considered in relation to people who could feel tired along some steep slopes, which made it necessary to include stops when required. Someone prepared to transport tired or difficult people by car was available, but there was no need to use this service.

COST SHARING

- The AEVF paid for the travel expenses of its team and ambassadors, for the certified guide services, and to produce the gadgets and materials.
- The Albergo Posta Marcucci in Bagno Vignoni Municipality of San Quirico d'Orcia provided breakfast.
- The municipality of Castiglione d'Orcia provided lunch and return bus on the first hike.
- The open-air lunch and the local products taste in Gambassi Terme were on the associations Pro Loco Gambassi Terme and The Gambassi Experience.
- The municipality of Gambassi Terme provided the return bus on the second hike.

RURALLURE PARTNERS' CONTRIBUTION

- E. Dubinina coordinated the organization of the excursions, budgeting and reporting, supervised the production of visibility materials, and was responsible for promoting rurAllure during on-site meetings with various stakeholders.
 - S. Spinola was responsible for promoting the event on the website and social media, preparing press releases, disseminating them, and liaising with local media and press.
 - N. Franciolini was responsible for liaising with local stakeholders and authorities, organizing various aspects of event logistics, managing contacts with participants, producing visibility materials, and day-by-day storytelling of the excursions on rurAllure's social channels through posts and stories.
 - G. Melilli oversaw the editing and operation of the participant registration form.
-



CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +8
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +2
- KPI3.3: Number of pilgrims and tourists involved in pilot actions: +40
- CPI3: Number and type of newly created actions for pilgrims: +1
- CPI5: Media impact: +52

MEDIA CLIPPING

rurAllure and AEFV websites and social media:

- https://rurallure.eu/i-love-francigena-thermal-by-rurallure-two-days-of-walk-ing/?fbclid=IwAR0ifQ0d_QAXnMCfJnEiR51y06oRokK3rpU77iTvn5ELO1HXzN-5oodb1jU
- <https://www.facebook.com/rurallure/posts/pfbid0Gn6wQGzbGUL1CaEBj7sRM-WygsKPUgnWZnP8ci1bTs1fpx9GcPyXxF85wyb3weaC7I>
- <https://www.facebook.com/rurallure/posts/pfbid02A8bCddszh3Mzy3zNDWHQxto7sfVbaxhBR-NqMtV2B1KrWhUcY5aKKWzRQseTdjWRKl>
- <https://www.facebook.com/rurallure/posts/pfbid031MtW4PRcut6vYBhedxtpt2V42dHz9MA7jXQYbdb4emX9YfxLxT8aejtvrrHiVSY3zl>
- <https://www.facebook.com/rurallure/posts/pfbid02fTYBFR-WutDheRLBj5DqNZdh3dwqKDZsWogJKUZseptqWdwCunZGZ7kD5nCrCCKk9I>
- <https://www.facebook.com/rurallure/posts/pfbid0264ohA5QaLkA75XaYqWiX1QqdmkcCJxdDeB2YEGWW81M7fPZkRafezGUGdqdqpZ8kl>
- <https://www.facebook.com/rurallure/posts/pfbid025hBYoB-cJMu1DGMpcFxZezSf8pYNH6HVgh-dmYuDaWY7N2zc5ytKLJcQN998bTaiZml>
- <https://www.instagram.com/p/CdczC8AtOoA/>
- <https://www.instagram.com/p/CelghdwMfVd/>
- <https://www.instagram.com/p/CeLZCxBM418/>
- <https://www.instagram.com/p/CeQ3suUMuQi/>
- https://www.instagram.com/p/CeyhndIM2_p/
- <https://www.linkedin.com/feed/update/urn:li:activity:6930433622814396416>
- <https://www.linkedin.com/feed/update/urn:li:activity:6937771621617180672>
- <https://www.linkedin.com/feed/update/urn:li:activity:6942118352219734017>



-
- <https://www.linkedin.com/feed/update/urn:li:activity:6942472711503810560>
 - <https://twitter.com/rurallure/status/1524656644973596672>
 - <https://twitter.com/rurallure/status/1528674473913761792>
 - <https://twitter.com/rurallure/status/1531672169498951680>
 - <https://twitter.com/rurallure/status/1531998569099558912>
 - <https://twitter.com/rurallure/status/1532281266728583168>
 - <https://twitter.com/rurallure/status/1536356494907781122>
 - <https://twitter.com/rurallure/status/1536710686155366401>
 - <https://www.viefrancigene.org/it/partecipa-a-i-love-francigena-termale-by-rurallure/>
 - <https://www.viefrancigene.org/it/i-love-via-francigena-termale-in-toscana-in-viaggio-con-rurallure/>
 - <https://www.facebook.com/ViaFrancigenaEU/posts/pfbid024ESDjuwBwxhKZu-KAF3cTWgUA5cbuPgPVw4U8wp6fTHNktsB5DwjER8kEi57HqxLI>
 - <https://www.facebook.com/groups/viafrancigena.roadtorome/posts/749444013075844/>
 - <https://www.facebook.com/groups/3115721571821521/posts/5229446800448977/>
 - <https://www.facebook.com/ViaFrancigenaEU/posts/pfbid0ij8MqEzj8E3eedMASrhgG-fotVjCBUd6LqNNw9ttnegGoUj7GaxjyrrifaEwseYpzI>
 - <https://www.facebook.com/ViaFrancigenaEU/posts/pfbid02btNCdj9LvnHntFkBE58KooqHxHxhVkap-BEyhEzeDBECA5icG7oC8unyKiBdW63WI>
 - <https://www.instagram.com/p/CddKRcltkWi/>
 - https://www.linkedin.com/posts/via-francigena-eu_slowtourism-free-hike-viafrancigena-activity-6930442091504222208-wHxL?utm_source=share&utm_medium=member_desktop
 - <https://twitter.com/ViaFrancigenaEU/status/1524683271514304512>
 - <https://twitter.com/ViaFrancigenaEU/status/1525063577811488769>
 - <https://twitter.com/ViaFrancigenaEU/status/1526194539098263553>
 - <https://twitter.com/ViaFrancigenaEU/status/1528673286762254336>
 - <https://twitter.com/ViaFrancigenaEU/status/1529371247045398531>
 - <https://twitter.com/ViaFrancigenaEU/status/1529469606901043209>
 - <https://twitter.com/ViaFrancigenaEU/status/1531671259175653381>
-



External articles :

- <https://www.toscana-notizie.it/-/rurallore-due-giorni-in-cammino-lungo-la-via-francigena-termale%C2%A0/>
- <https://www.lanazione.it/firenze/cronaca/alla-scoperta-delle-terme-lungo-la-via-francigena-1.7720402>

The full list is available in the press clipping, which was created after the event, available in the "Annexes" section of the document.

FEEDBACK

Feedback about the event was overwhelmingly positive, both from participants and local authorities and event partners. The numbers confirm a large attendance, and the numerous press relaunches confirm an interest in this kind of event, so the team is working on preparing new editions.

Two aspects that should be emphasized are the participation of people even from outside the region (Lazio, Umbria, Lombardia), who moved specifically to participate in the event, and the satisfaction of the people who were having their first walking experience.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- The involvement of local stakeholders and authorities is crucial. As in the case of I love Francigena thermal, they can contribute to many significant aspects of the trip, especially logistics, while also alleviating the expenses of organizing this type of event.
 - It is essential to move with an expert in the area, such as a certified environmental hiking guide
 - The AEVF has experienced that in this type of event it is useful to involve "ambassadors" (figures such as travel bloggers, journalists, influencers and youtubers) who, by participating in the event, can help promote it and the target path through their own channels, directly addressing their own community and thus making it possible to reach a wider audience.
 - It is important to emphasize the local culture, which is not only summarized in heritage, but also in other aspects such as typical gastronomy.
 - Pre-event promotion is key, but it must continue also after the event. It is fundamental to stay in touch with local stakeholders and participants, continuing to engage them by sending them materials (such as photos and videos of the event).
-

OTHER INFORMATION

A special section has been created on the AEVFs website, available at the following link:

<https://www.viefrancigene.org/it/i-love-francigena-termale/>

PICTURES FROM THE EVENT



Table 3. Accessibility workshop in Bagno Vignoni.

EVENT	Accessibility workshop in Bagno Vignoni
DATE	09/07/2022
REFERENCE ROUTE	Via Francigena (Tuscan pilot area)



MOTIVATION	The workshop was conducted for the visually impaired with a special focus on the enhancement of sensory skills to experience the Via Francigena and its thermal heritage. Following the philosophy of "nothing for us, without us" people with different disabilities were invited to be active creators of content and not mere receivers. This workshop aims to integrate and develop experiences and content for all kinds of people based on the design of inclusive dissemination materials, gather feedback from end-users with visual impairment on preliminary accessible designs of materials and narratives of the thermal heritage of Bagno Vignoni.
TOPICS	Accessibility / Dissemination / Thermal heritage (Archaeological and Geological)
GEOGRAPHICAL SCOPE	Local / Provincial
RELATION TO PREVIOUS ACTIONS	The event links with a preparatory fieldtrip in January 2022 and a seminar for the rurAllure team on July 14 2022.
TARGET AUDIENCE	People with visually impairment from the Siena section of the Italian Union of the Blind and Visually Impaired (UICI Siena) and accompanying persons.
SCHEDULING	9 July 2022 – 9:00-13:00
PROMOTION	The event was promoted by the European Association of the Via Francigena ways (AEVF) and rurAllure websites and social media. Press releases were distributed, as well as information to the Italian Union of the Blind and Visually impaired. Participants were contacted directly as well as the local authorities joining the workshop.
NUMBER OF PARTICIPANTS	12 participants including staff, visually impaired persons, and local authorities.
STAKEHOLDERS' INVOLVEMENT	The event was attended by Marco Bartoli, Vice Mayor of San Quirico d'Orcia, Virginia Pecci, Responsible for Administrative Area, and Massimo Vita, the President of the Siena and Florence section of the Italian Union of the Blind and Visually Impaired.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 2 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	The town of Bagno Vignoni is crossed by the Via Francigena.
FACILITATED TRANSPORT	The attendants reached Bagno Vignoni by themselves.



COST OF PARTICIPATION	The activity was free of cost for the participants.
PROGRAMME	<ul style="list-style-type: none">• 9:00: Meeting at the car park at Bagno Vignoni.• 9:00-12:00: Tour along the town of Bagno Vignoni and the Parco dei Mulini – testing of designed materials and narratives.• 12:00-13:00: Light refreshments and water testing activity.
ITINERARY	Bagno Vignoni: Central pool, archaeological remains and travertines at the Parco dei Mulini.
TRIP CHARACTERISTICS	The trip was mainly urban with short stretches of rough paths.
HERITAGE-RELATED NARRATIVES	Thermal heritage (natural and cultural), including the explanation about travertines, free pools, archaeology, architecture, economy, etc included in the narratives.
INCENTIVES TO PARTICIPANTS	<p>In occasion of the workshop the following material was prepared:</p> <ul style="list-style-type: none">• Urban maps and 3D models of the topography designed by the UAM team and the Italian geologist Riccardo Rocca, which allowed the participants to understand the geographic formation and geological composition of this area, including differences in height and indications in Braille.• A street map created by Laura García (UAM)• A geological section drawn at the Geology and Geochemistry department of the UAM printed in relief by Ilunion UAM, including text in Braille. <p>The participants were offered with drinks and snacks.</p>
PROVISIONS FOR ACCESSIBILITY	One of the main aims of the activity was to provide a fully accessible experience to the thermal heritage of Bagno Vignoni, in this case, specifically focused on people with visual disabilities.
COST SHARING	UAM paid the costs of the material produced for the event, team members travel and accommodation expenses, the costs of the interpretation service and the light lunch at the Albergo Le Terme at the end of the event and the translations costs.
RURALLURE PARTNERS' CONTRIBUTION	<ul style="list-style-type: none">• Universidad Autónoma de Madrid: Conceptualisation and design and on-site arrangements.• European Association of the Via Francigena ways (AEVF): promotion, official contacts, translations.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +5• CPI3: Number and type of newly created actions for pilgrims: +1• CPI5: Media impact: +30



rurAllure web site and social media:

- <https://rurallure.eu/rurallure-accessibility-workshop-in-bagno-vignoni-tuscany/>
- <https://rurallure.eu/cultural-routes-and-inclusion-via-francigena-accessibility-workshop/>
- <https://www.facebook.com/rurallure/posts/pfbid026bmZMP-DRXUx2kBH3D1pswykkXfu9LTF1GLhbU-jaRPW9jTXtepLR9TbcXUxGyXNBbl>
- <https://www.facebook.com/rurallure/posts/pfbid038H5FxinTGh-CGhUPn7frUqnWqHr38ryikB2VcFJgSUjJQont5C4sWcALMHssF6XT3l>
- <https://www.facebook.com/rurallure/posts/pfbid03ekJnTqcyHBQ5hEfXWW8iC-cTN4dZ6ukiuveKiB5dxcD9T9pyLCTkPZAQXZGvprDPI>
- <https://www.instagram.com/p/Cfv29XkNw8Y/>
- <https://www.instagram.com/p/Cf6kK8DtceE/>
- <https://www.instagram.com/p/Cf839qtsQcl/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6947480224817152001>
- <https://www.linkedin.com/feed/update/urn:li:activity:6952628977991565312>
- <https://www.linkedin.com/feed/update/urn:li:activity:6952955819969654784>
- <https://twitter.com/rurallure/status/1541694541752946689>
- <https://twitter.com/rurallure/status/1545340606565818371>
- <https://twitter.com/rurallure/status/1546861917318397956>
- <https://twitter.com/rurallure/status/1547188122282332160>
- <https://twitter.com/rurallure/status/1547521747691491329>

MEDIA CLIPPING

External social media:

- <https://www.facebook.com/uici-siena/posts/pfbid02NMRPL8y47B3ehAM47x3tffUj4jCspT7sGdwGxS2PALrKFKg6HpgXwaUkhwhf6uDPI>
- <https://www.facebook.com/uici-siena/posts/pfbid022pNCjTbJGsErxUMkMa5SMjhYMJmSnCpwxN9BwgZoacbDy57V96aryhVJu9MsvQQEI>
- <https://www.linkedin.com/feed/update/urn:li:activity:6953681209902129153/>
- <https://twitter.com/GeografiaUam/status/1548950810205241344>



The following external media published an article about the event:

- <https://www.viefrancigene.org/it/in-arrivo-il-workshop-sullaccessibilita-per-riscoprire-il-patrimonio-di-bagno-vignoni-con-lunione-ciechi-e-ipovedenti-di-siena/>
- <https://www.viefrancigene.org/it/in-cammino-verso-una-via-francigena-per-tutti-e-tutte/>
- <http://www.uicisiena.org/drupal/?q=node/340>
- <http://www.uicisiena.org/drupal/?q=node/341>
- <https://www.nove.firenze.it/in-cammino-verso-una-via-francigena-per-tutti-e-tutte.htm>
- <https://www.ilcittadinoonline.it/cronaca/provincia/in-cammino-verso-una-via-francigena-per-tutti-e-tutte/>
- <https://www.virgilio.it/italia/firenze/notizielocali/in-cammino-verso-una-via-francigena-per-tutti-e-tutte-69283031.html>
- <https://giornale.uici.it/u-i-c-i-siena-in-cammino-verso-una-via-francigena-per-tutti-e-tutte/>
- <https://sienafree.it/133811-in-cammino-verso-una-via-francigena-per-tutti>
- <https://www.quinewssiena.it/san-quirico-d-orcia-turismo-e-non-vedenti-se-ne-parla-in-valdorcia.htm>

Other communication activities:

In addition to communication on social media and the website through articles, posts and stories, a press release in Italian, English and Spanish containing all the details about the workshop was prepared in order to be shared with local, national and international press contacts and journalists. The press release underlined the goals of the initiative and detailed all the activities conducted from the team on 9 July, adding declaration from all the people present, such as the importance of the message of inclusion from the Deputy Mayor, who thanked the organizers for helping to make Via Francigena an increasingly inclusive path; a comment from the Communication Manager of the project, who remarked that it was not a guided tour but an itinerant and interactive laboratory and the opinion of the Spanish team of the UAM University, who reiterated the active role of people with different disabilities, who are invited to be active creators of content.

Some of the materials produced can be found at the following links:

- <https://rebrand.ly/rurallure/monte-amiata>
- https://riccardorocca.github.io/Bagno_Vignoni/

FEEDBACK

The attendants offered feedback on the materials and gave ideas for their improvement, such as: generating bigger-size 3D models; clarifying captions and legends in 3D printed tactile material

The event was highly praised by the local authorities and provided a great impulse to the development of the accessible tourism along the selected stretch of the route. It was disseminated among the local media outlets and increased the project visibility.

reach out!

HIGHLIGHTS AND RECOM- MENDA- TIONS FOR REPLICABIL- ITY

The activity showed the possibility of generating fully accessible dissemination activities about the thermal heritage along the Via Francigena.

It is crucial to have preparatory workshops as this to gather feedback from end-users before considering an accessible activity fully designed.

This kind of workshops are very useful to provide data and feedback on the models and materials created, which are meant to facilitate access for the visually impaired to the thermal and geological heritage along the Via Francigena and in general to the cultural heritage.

The event represented a further opportunity to field mapping the thermal heritage of the area and to evaluate the state of conservation of the path in relation to its accessibility.

Thanks to this workshop the network of rurAllure stakeholders in WP5 along the Via Francigena in the selected area was reinforced.

OTHER INFORMATION

The proposed activity aimed for people with disabilities to be active content creators and test onsite haptic teaching materials and activities designed to build an inclusive narrative of the archaeology and geology of the town of Bagno Vignoni.

PICTURES FROM THE EVENT





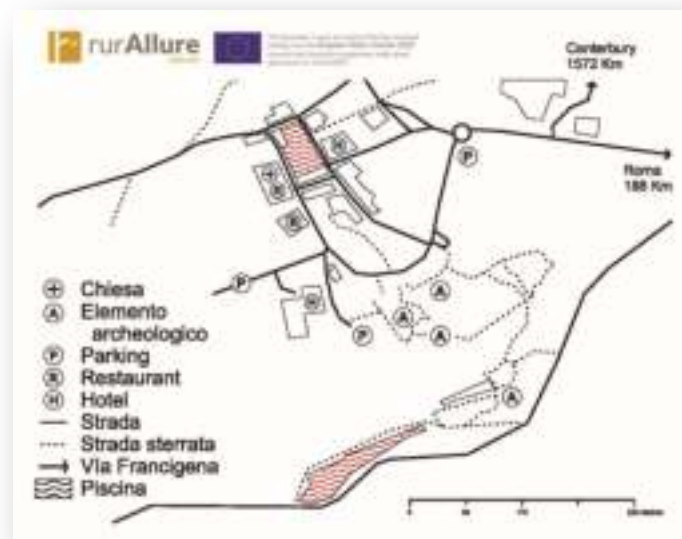
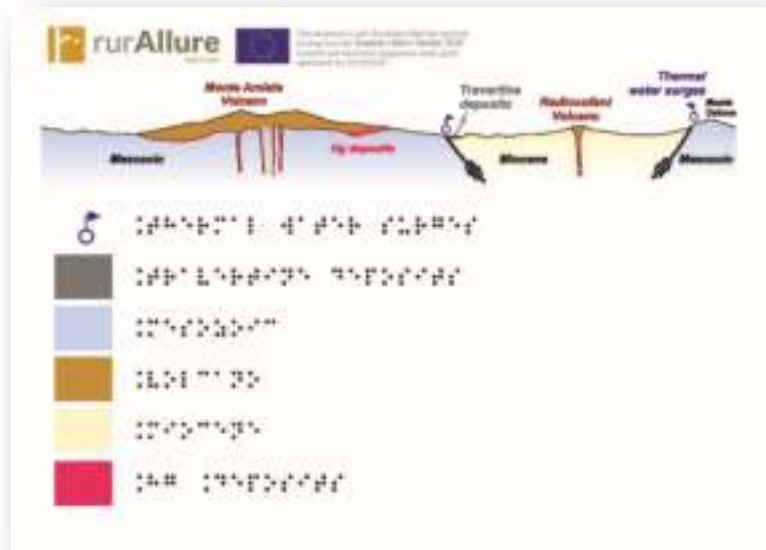




Table 4. Questionnaires submission to en-route pilgrims.

ACTIVITY	Identification of en-route pilgrim's profiles along the Via Francigena
DATES	From April to October 2022
REFERENCE ROUTE	Via Francigena
MOTIVATION AND GEOGRAPHICAL SCOPE	To identify pilgrim's profiles along the entire route, evaluate their motivations and desires to discover heritage sites along and in the vicinity of the route.
DESCRIPTION AND METHODOLOGY	<ul style="list-style-type: none"> • Participation in the questionnaire drafting together with the project partners under the coordination of WP2. • Translation of the questionnaire in the languages of the Via Francigena and other relevant for the route languages (French and German)



RELATION TO PREVIOUS ACTIONS	This activity follows up the dissemination of the questionnaire in 2021
TARGET AUDIENCE	Pilgrims, tourists, walkers en-route along the Via Francigena (on foot or by bicycle)
PROMOTION/ DISSEMINATION	<p>Via the AEFV newsletter, emailing, social media (Facebook page, Facebook community), social media groups and the network of tourism offices, pilgrims' associations and hostels.</p> <p>The tourism offices and pilgrims' associations printed the survey's QR code and had it in their offices to facilitate the pilgrims' access.</p> <p>The questionnaire was also disseminated to the participants of the thematic hikes organised by the AEFV (I love Francigena Thermal by rurAllure in May 2022 in Tuscany and in Viterbo in October 2022). The survey was included in the registration forms, it was also sent to the participants after the hikes together with photos and video taken during the hikes.</p> <p>The photo contest was also included in the thermal quiz.</p> <p>In the communication to the partners and stakeholders we have provided communication guidelines on better dissemination of the questionnaire:</p> <p><i>"Considering the great potential of pilgrimage and tourism on foot and by bicycle as an activity that can bring great benefits to all the territories crossed by the paths and cultural routes such as the Via Francigena, we kindly ask for your support to help us circulate the questionnaire." Based on past experiences, we suggest among the most effective ways:</i></p> <ul style="list-style-type: none">• <i>Circulate the link through your social channels, chats and groups.</i>• <i>Propose it to incoming pilgrims to fill it in, providing them with the QR code.</i>• <i>Print the QR code and leave it posted at the reception of the tourist office / accommodation facility, accompanied by a brief description.</i>• <i>Circulate the link via newsletter.</i>• <i>Invite pilgrims to share the link with fellow travellers they will meet on the way,</i>
NUMBER OF QUESTIONNAIRES COLLECTED	200
STAKEHOLDERS' INVOLVEMENT AND RURALURE'S PARTNERS CONTRIBUTION	<p>Tourism offices :</p> <ul style="list-style-type: none">• Tourism Office Fidenza• Tourism Office Monteriggioni• Viterbo info point• Lucca info point• Tourism Office in Orsiere• Tourism office Champlitte



	<p>Pilgrims' hostels in:</p> <ul style="list-style-type: none">• Ostello Sigerico Gambassi Terme• Ostello Canoa Club Ivrea• B&B Ospitaliere La Torre Merlat, Palestro• Casa del pellegrino and Casa del Calzolaio, Radicofani• Locanda Del Pellegrino, Pontremoli• Hotel Pellegrino, Brindisi• Casa del Pellegrino, San Severo <p>Associations:</p> <ul style="list-style-type: none">• Gruppo dei 12• Via Francigena Ivrea <p>Partners have contributed to disseminate and promote the questionnaires among their members and followers.</p>
INCENTIVES FOR PARTICIPANTS	Contribute to the research which aims to improve pilgrims' experience during the pilgrimage
COST	Cost of personal working on translations and dissemination of the questionnaire
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +15 directly• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +3 (translations in the languages of the Via Francigena)• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +200
RESULTS	The results will be ready for 2023.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>It is of crucial importance to receive support from the pilgrims' associations, hostels and tourism offices to be able to efficiently disseminate the questionnaire.</p> <p>The social media groups working on pilgrimages have shown a great rate of engagement and participation.</p>

PICTURES



Along the Via Romea Strata

Table 5. Pilgrimage promotion tour Via Romea Strata.

EVENT	Pilgrimage Promotion Tour (PPT)
DATE	14th of May - 29th of June
REFERENCE ROUTE	Via Romea Strata
MOTIVATION	<p>The activity was conceived to:</p> <ul style="list-style-type: none"> • give visibility to this ancient way of faith and culture, • give pilgrims the opportunity to walk along the route with experienced group leaders.
GEOGRAPHICAL SCOPE	From Aquileia to Rome along the main path of Via Romea Strata.
RELATION TO PREVIOUS ACTIONS	In summer 2021 the first stage of the PPT was organised and pilgrims from all over Europe walked from Krakow to Aquileia from 14th of May till the 28th of June.
TARGET AUDIENCE	Pilgrims from all European country with specific reference to those crossed by Via Romea Strata (Estonia, Lithuania, Latvia, Cech Republic, Poland, Austria and Italy).



PROMOTION	The event was promoted on all FHV media channels: website (www.romeas-trata.org), social media (Facebook and Instagram official page/profile - both organic and sponsored content, AERS Facebook group), newsletters (both FHV and AERS), local newspapers. It was also promoted by sponsor and supporting organisations, local communities and municipalities along the path.
NUMBER OF PARTICIPANTS	600
STAKEHOLDERS' INVOLVEMENT	<p>All relevant stakeholders on the field were involved:</p> <ul style="list-style-type: none">• <u>Municipalities</u> were asked to welcome pilgrims arriving at each stage.• <u>Local cultural organisations</u> were engaged in specific territories to give pilgrims a more interactive experience of history and heritage.• Italian Regions crossed by the path (<u>Friuli Venezia Giulia, Veneto, Emilia Romagna, Toscana, Lazio</u>) supported the event and its promotion in different ways. <p><u>AERS members</u> supported the promotions and participated with a few groups in the pilgrimage.</p>
VENDORS' INVOLVEMENT	Accommodations had been contacted in order to host the pilgrims, a few business owners active in cultural and recreational activities were involved.
COST OF PARTICIPATION	Each participant contributes with 50 euros per stage (covering insurance, accommodation and dinner).
PROGRAMME	<p>Forty-five days in which the pilgrims walked along the main path of the Via Romea Strata with the idea to unite along the itinerary all those who share the desire to make a journey. An experience to do together by discovering a territory that is too often underestimated, and rich in natural, cultural, religious and historical beauties.</p> <p>The PPT started in Aquileia with an official ceremony also welcoming the Municipalities part of the Via Romea Aquileiense. FHV organised some captivating experiences along the pilgrimage:</p> <ul style="list-style-type: none">• the visit of the Basilica of Aquileia lead by local guides and enriched by the narratives of Father Raimondo Sinibaldi,• the crossing of Po River from Sariano to Stellata with small boats and the opportunity of observing flora and fauna of this peculiar habitat,• the crossing of the Holy Door in Pistoia for the Compostela Holy Year with the withdrew the Jacopea,• the show with the flag-wavers in the main square a Fucecchio followed by the community dinner hosted by the Municipality,• a tour in rome visiting the 7 churches representing the seven Countries crossed by the Via Romea Strata followed by a round table with the Ambassadors of these Countries at the Holy See• the participation in the Angelus of Pope Francis on June 29th during which the Pope officially greeted the pilgrims of the Romea Strata.



ITINERARY

- Stage 0 | 14 May PPT Opening PPT in Aquileia
 - Stage 01 | 15 May Aquileia- Carlino | Km 23,3
 - Stage 02 | 16 May Carlino-Latisana | Km 18,2
 - Stage 03 | 17 May Latisana-Concordia Sagittaria | Km 17,8
 - Stage 04 | 18 May Concordia S.-Torre di Mosto | Km 16,2
 - Stage 05 | 19 May Torre di Mosto-San Donà di Piave | Km 18,7
 - Stage 06 | 20 May San Donà di Piave-Quarto d'Altino | Km 28,2
 - Stage 07 | 21 May Quarto d'Altino-Mestre | Km 20,1
 - Stage 08 | 22 May Mestre-Dolo | Km 21,3
 - Stage 09 | 23 May Dolo-Padova | Km 18,7
 - Stage 10 | 24 May Padova-Monselice | Km 22,1
 - Stage 11 | 25 May Monselice-Este/ Carceri | Km 15
 - Stage 12 | 26 May Este- Badia Polesine | Km 25
 - Stage 13 | 27 May Badia Polesine-Sariano | Km 18,5
 - Stage 14 | 28 May Sariano-Stellata | Km 18,9
 - Stage 15 | 29 May Stellata-Finale Emilia | Km 21,3
 - Stage 16 | 30 May Finale Emilia - Bomporto | Km 27
 - Stage 17 | 31 May Bomporto - Modena | Km 25
 - Stage 18 | 01 June Modena - Spilamberto | Km 19
 - Stage 19 | 02 June Spilamberto-Samone | Km 28,4
 - Stage 20 | 03 June Samone-Montese | Km 18,9
 - Stage 21 | 04 June Montese-Fanano | Km 23,3
 - Stage 22 | 05 June Fanano-Capanno Tassoni | Km 10,4
 - Stage 23 | 06 June Capanno Tassoni-Cutigliano | Km 13,7
 - Stage 24 | 07 June Cutigliano-Pontepetri | Km 23,4
 - Stage 25 | 08 June Pontepetri-Pistoia | Km 18
 - Stage 26 | 09 June Pistoia-San Baronto | Km 19
 - Stage 27 | 10 June San Baronto-Fucecchio | Km 26,3
 - Stage 28 | 11 June Fucecchio- San Miniato | Km 10
 - Stage 29 | 12 June San Miniato-Gambassi Terme | Km 23,9
 - Stage 30 | 13 June Gambassi Terme-San Gimignano | Km 13,4
 - Stage 31 | 14 June San Gimignano-Abbadia Isola | Km 30,9
 - Stage 32 | 15 June Abbadia Isola-Siena | Km 20,6
 - Stage 33 | 16 June Siena-Ponte d'Arbia | Km 25,7
-



	<ul style="list-style-type: none">• Stage 34 17 June Ponte d'Arbia-San Quirico Km 26,2• Stage 35 18 June San Quirico-Radicofani Km 32,2• Stage 36 19 June Radicofani-Acquapendente Km 23,9• Stage 37 20 June Acquapendente-Bolsena Km 22,1• Stage 38 21 June Bolsena-Montefiascone Km 17,7• Stage 39 22 June Montefiascone-Viterbo Km 17,8• Stage 40 23 June Viterbo-Vetralla Km 16,9• Stage 41 24 June Vetralla-Sutri Km 23,6• Stage 42 25 June Sutri-Campagnano di Roma Km 23,8• Stage 43 26 June Campagnano di Roma-La Storta Km 23• Stage 44 27 June La Storta-Roma Km 17,2• Stage 45 28 June Roma Tour of the Churches and meeting with Ambassadors• Stage 46 29 June Roma Closing event
TRIP AND TERRITORY CHARACTERISTICS	44 days, 800km, different types of landscapes (from river's bank to mountains) and levels of expertise required (shorter or longer stages, involving or not mountain's path).
HERITAGE-RELATED NARRATIVES	In the stages of the PPT covering the pilot area (stages 10 to 12) no narratives were tested, however several POIs later included in narratives were visited and details were collected.
PROVISIONS FOR ACCESSIBILITY	During the Stage 25 Pontepetri - Pistoia a group from "Disabilincorsa", an association promoting sports and outdoor activities for disabled people, joined the pilgrimage with their specialised guides.
RURALLURE PARTNERS' CONTRIBUTION	FHV organised the entire event, while AERS (rurAllure Associate Partner) contributed supporting promotional activities also with the assistance of several AERS' members.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• Number of users overall in the pilot experiments: +100• Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, that they wouldn't get to know otherwise: +600• Number key stakeholders attended rurALLURE events by M34: +6
MEDIA CLIPPING	<p>Below few links related to media coverage of the event; several contents were also uploaded on social media by FHV on Via Romea Strata Facebook and Instagram page/profile (FB: https://www.facebook.com/romeastrata/ - IG: https://www.instagram.com/romea_strata/):</p> <ul style="list-style-type: none">• https://www.romeastrata.org/wp-content/uploads/2022/08/FX8ILO.pdf• https://www.romeastrata.org/news/la-romea-strata/

-
- <https://www.romeastrata.org/wp-content/uploads/2022/07/FRYZTZ.pdf>
 - <https://www.romeastrata.org/wp-content/uploads/2022/06/FPCTLP.pdf>
 - <https://www.romeastrata.org/wp-content/uploads/2022/06/FOK4O3.pdf>
 - <https://www.romeastrata.org/wp-content/uploads/2022/06/FN3O8B.pdf>
 - <https://www.triesteprima.it/partner/regione-fvg-informa/cultura-protocollo-romea-strata-esempio-di-collaborazione-fra-comuni-20220514173521006.feed>
 - <https://salsa-e-merende-padova.blogautore.repubblica.it/2022/05/21/pellegrini-di-varie-nazionalita-in-cammino-sulla-romea-strata-per-scoprire-i-tesori-e-lospitalita-di-padova-monselice-e-carceri/>
-

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

This event is part of a more comprehensive promotional strategy held by AERS through FHV along the Via Romea Strata; the aim is to encourage pilgrims to walk along the different paths to discover the heritage and opportunities of each different country. The 2022 PPT was the second stage of this strategy: in 2021 pilgrims travelled from Krakow to Aquileia, in 2023 they will cross Poland from Sejny to Krakow. In 2024 FHV is planning to give visibility to all national and international route branches.

PICTURES FROM THE EVENT



Stage 0 - 14 May Aquileia.



The PPT group visiting the Austrian church of Santa Maria dell'Anima in Rome (June 28th).



Stage 4 - 18 May Concordia S.-Torre di Mosto.



Stage 8 - 22 May Mestre-Dolo.



Stage 44 - 28 June Rome Saint Peter's Square.

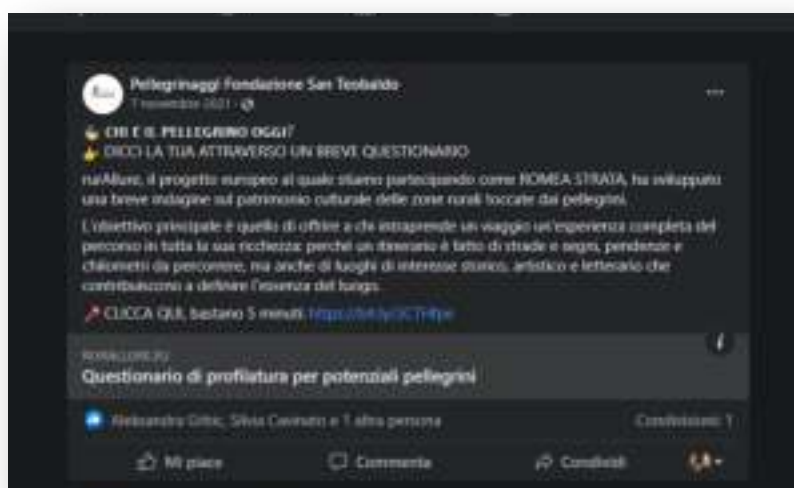


Table 6. Pilgrims profiling along Via Romea Strata.

EVENT/ACTION	<p>Following the instructions coming from WP2 FHV disseminates the online questionnaires for pilgrims-to-be.</p> <p>The questionnaire is administered online, and it has been disseminated through the use of multiple FHV channels:</p> <ul style="list-style-type: none">• monthly through 3 newsletters (Via Romea Strata, the European Association and the pilgrimages office of FHV's diocese),• with several posts on different social pages of the organisations that FHV coordinates,• by email to volunteers who collaborate with FHV,• by email to pilgrims who requested the credential. <p>With the support of an undergraduate student from UNIBO, FHV integrated the questionnaire for pilgrims en-route and collected a few feedback from one-to-one phone calls to a specific target group of pilgrims who have already experienced walking along the Romea Strata (not only in the project pilot area).</p>
DATE	From December 2021 (still ongoing)
REFERENCE ROUTE	Via Romea Strata
MOTIVATION	<p>The two questionnaires are necessary to identify pilgrims' profiles along the selected segment but also along the entire route. Understand their motivations and willingness to spend more time on the road to discover new heritage that is proposed to them.</p> <p>The actions carried out by UNIBO's student are crucial to go in depth on investigating the questionnaire with a specific niche of pilgrims who deeper know Via Romea Strata.</p>
TOPICS	Tourists' behaviour - interest - motivation - satisfaction regarding pilgrimaging and cultural heritage
GEOGRAPHICAL SCOPE	Entire route
TARGET AUDIENCE	<p>AERS members - 58 organisations along the route (Estonia, Lithuania, Latvia, Czech Republic, Poland, Austria)</p> <p>Pilgrims requesting credential - 20 per month on average</p> <p>Participants to Pilgrimage Promotion Tour - over 600 participants</p> <p>Via Romea Strata newsletter mailing list - 1.700 verified emails</p> <p>AERS newsletter mailing list - 90 verified emails</p> <p>The student made one-to-one calls with volunteers of Via Romea Strata who have been accompanying the groups during the Pilgrimage Promotion Tour.</p>

NUMBER OF PARTICIPANTS	The system used for collecting the questionnaires doesn't allow to diversify the source of each feedback; however, for the last part of the data collection - supported by a student from UNIBO - we are intercepting the data and we have been collecting 30 questionnaires until September 2022.
STAKEHOLDERS' INVOLVEMENT	The touristic information network was involved in disseminating the online questionnaire to the pilgrims that come in their offices.
RURALLURE PARTNERS' CONTRIBUTION	Beyond FHV, UNIBO is contributing with one of its undergraduate student.
CONTRIBUTION TO KPIS	Number of pilgrims and tourists involved in pilot actions: +30
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>The questionnaire is not the most efficient tool for quantitative analyses that need a large number of responses.</p> <p>Pilgrims are hard to be solicited in person along the way, especially on long European routes such as those of the project.</p> <p>The presence of two different questionnaires certainly contributed to a dispersion of dissemination efforts, and their length also did not help in their compilation.</p> <p>An administration strategy should be established and shared in the design phase and not in the implementation phase of the project.</p> <p>The selection of the research instrument should be careful and take into consideration the feasibility of its use.</p>

PICTURES OF THE ACTION



Facebook post on Ufficio Pellegrinaggi page promoting the questionnaire for pilgrims-to-be [November 2021]



Newsletter of AERS (European Association of Romea Strata) promoting the questionnaire for en-route-pilgrims [September 2022]



Newsletter of AERS (European Association of Romea Strata) promoting the questionnaire for en-route-pilgrims [July 2022]

Along the Via Romea Germanica

Table 2. Pilgrims Open Horizons 2022 Tour.

EVENT	Pilgrimage Open Horizons 2022 – European pilgrimage on the Via Romea Germanica
DATE	From June 19th to October 13th 2022
REFERENCE ROUTE	Via Romea Germanica (and a stretch of the Saint Olav's ways)
MOTIVATION	<p>To spread the values of pilgrimage as form of intercultural and interreligious dialogue and mutual respect. Pilgrims are on their way to Rome along the Via Romea Germanica, share moments of meeting people within the group as much as people from the spots they cross, thereby openings horizons.</p> <p>A further goal is to raise awareness about the pilgrimage routes, since it is a joint event with Saint Olav ways.</p>
TOPICS	Pilgrimage, religious heritage and cultural heritage in general
GEOGRAPHICAL SCOPE	Transnational (Norway, Denmark, Germany, Austria and Italy)



RELATION TO PREVIOUS ACTIONS	UNIBO signed an Associated partner agreement with the Italian Associations of the Via Romea Germanica and made a commitment to collaborate in the organization of the event along some Italian stretches, specifically in the Ferrara-Ravenna stretches and the arrival in Rome.
TARGET AUDIENCE	Adults (tourists/ pilgrims) and local communities, willing to walk the entire route or just certain stretches; members of the network of Via Romea Germanica and also members of the Saint Olav's network.
SCHEDULING	The event was planned for 2020 but then cancelled due to the Covid-19 pandemic and re-scheduled for 2022.
PROMOTION	Promotion took place mainly through the website and social media channels from the Via Romea Germanica associations (both Italian and German), pilgrimage groups on Facebook, as well as rurAllure social media channels.
NUMBER OF PARTICIPANTS	Difficult to estimate since there were groups of pilgrims joining at different stages in the different countries. Probably around 2000 people taking into consideration all stretches in the various countries.
STAKEHOLDERS INVOLVEMENT	<p>The main organizers of the event have been the European Association of Via Romea Germanica (EAVRG) and the German Association of Via Romea Germanica.</p> <p>University of Bologna (in contact with some members of the Italian Association of the VRG) has actively collaborated in the organization of the stretches in Italy, mainly in two parts:</p> <p>The Emilia Romagna region's stretches from Ferrara to Ravenna organized by Maria Laura Gasparini with the assistance of Carlo Rios Chu.</p> <p>The arrival to Rome, including the visit to the Vatican and the several churches in Rome was organized by Fiorella Dallari.</p>
VENDORS' INVOLVEMENT	It was not planned at this stage but the team from University of Bologna, while walking from Ferrara to Ravenna, has taken the chance to distribute the questionnaires to profile pilgrims in several hostels, B&Bs and tourist information offices. This was also the occasion to introduce the rurAllure project and raise awareness among potential vendors about the IT platform and mobile app which will be actively promoted from 2023.
IT PLATFORM COVERAGE	Several POIs that are included in the rurAllure platform have been traversed by the pilgrims throughout the entire route. In particular, the featured trips proposed in the pilot area of Argenta have been done by the UNIBO team (the "Ring of the Argenta Valleys"). This pilot area is in turn the topic of several narratives which have been developed for the rurAllure mobile app.
DISTANCES FROM THE OFFICIAL PATH	<p>The event was performed along the official path since the aim was to do the pilgrimage along the route.</p> <p>To what concerns specifically the pilot area of Argenta, the detour is 6 km from the official path and this detour has been tested by the UNIBO team.</p>



FACILITATED TRANSPORT

It was not planned, however, pilgrims walking the final stretches from Cervia to Rome joined another group of pilgrims (“Il cammino del sale”) who have the luggage transport service. But in general each pilgrim organized their own transport to arrive at the chosen starting point and come back from their final destination.

COST OF PAR- TICIPATION

Free

Departure from Oslo (Norway): May 3rd 2022

Starting date along the VRG in Stade (Germany) June 19th 2022

Arrival date to final destination Rome (Italy): 13th October

Nearly six months and approximately 2,200 km.

The UNIBO team organized 2 different activities:

- **Walk along the stretches from Ferrara and Ravenna:**
 - Starting on September 16th in Ferrara
 - Ferrara-Traghetto: September 17th
 - Traghetto-Argenta/ Campotto: September 18th (here the Unibo team was accompanied by representatives from the Italian Alpine Clubs of Argenta, Ferrara and Castel Francoemilia)
 - Campotto – Anita: September 19th
 - Anita – Casalborgsetti: September 20th
 - Casal Borsetti – Ravenna: September 21st

- **Welcoming programme in Rome:**
 - Audience with Pope Francis and visit to the St Peter’s Tomb on October 12th
 - Urban pilgrimage tour on October 13th
 - Total tour: 5 km
 - Santa Maria Maggiore basilica papale
 - Chiesa del Gesù con i resti dei pellegrini sant’ Ignazio di Loyola e san Francesco Saverio
 - San Giuliano l’ospitaliere dei Fiamminghi
 - Collegio Germanico e Ungarico
 - Santa Maria dell’anima chiesa della nazione tedesca e austriaca
 - Ospedale santo Spirito in Sassia
 - Chiesa di san Michele e Magno dei frisoni
 - Campo santo teutonico

PROGRAMME AND ITINERARY

<https://www.google.com/maps/d/u/0/viewer?mid=1pQZ0mJI2k0EuB3fIPZo0ycNij5QqAMw&ll=0%2C0&z=15>



TRIP AND TERRITORY CHARACTERISTICS	<p>6 months, 2.200km, different levels of difficulties (from mountains, hills and plain terrains).</p> <p>The Ferrara – Ravenna stretches that have been traversed by the UNIBO team involved 100 km of flat road, mainly in rural areas, along the Reno riverbank, Argenta and Comacchio’s valleys and San Vitale forest.</p>
HERITAGE-RELATED NARRATIVES	<p>No narratives were tested during the event, however most of the territories traversed from Ferrara to Ravenna are included in the narratives and POIs inserted in the rurAllure IT platform.</p>
COSTS	<p>The organization of the event didn’t imply costs for the organizers. In some places along the route pilgrims were hosted free of charge, using municipal buildings, churches or even rural museums as places to spend the night.</p> <p>For the rest of the places the costs of accommodation and meals were beard by the pilgrims themselves.</p> <p>The welcoming program in Rome was organized by Prof. Fiorella Dallari and did not imply costs for pilgrims</p>
PROVISIONS FOR ACCESSIBILITY	<p>There were no specific thoughts in the design of the tour for people with disabilities but everyone was welcome to join the pilgrimage and do it at their own pace.</p>
RURALLURE PARTNERS’ CONTRIBUTION	<p>As previously explained the UNIBO team contributed in the organization of the event, as well as by taking part in some stretches of the pilgrimage tour.</p> <p>From Ferrara to Ravenna, Maria Laura Gasparini and Carlo Rios Chu walked over 100 km between September 16th and 21st, taking the chance to meet local stakeholders, submit questionnaires to pilgrims and raise awareness about rurAllure project.</p> <p>For the arrival in Rome, it was Professor Fiorella Dallari who took care of the organization, the welcoming of pilgrims, the visit to the Vatican and several churches in Rome.</p> <p>The associated partners (German and Italian associations of the Via Romea Germanica) also took care of the organization of the pilgrimage and walk several stretches along the route.</p> <p>All the activities were communicated using the rurAllure and Via Romea Germanica social media channels.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +11• KPI3.2: Number of events/materials organized/created for stakeholders’ awareness and training: +1• KPI3.3: Number of pilgrims and tourists involved in pilot actions: 2000• CPI1: Number of POIs uploaded to the platform: +10• CPI5: Media impact: 100 approximately between German and Italian press



MEDIA CLIPPING	<p>Some links to news about the event in the local media, social media and websites:</p> <ul style="list-style-type: none">• Special Facebook group created to share the entire trip: 188 members https://www.facebook.com/groups/680468326392049• Via Romea Germanica (German association) https://www.viaromea.de/pilgrimage-2022/• rurAllure website: https://rurallure.eu/rurallure-at-the-pilgrims-open-horizon-2022-tour/• https://www.linkedin.com/posts/rurallure_rurallure-horizon2020-culturalroutes-activity-6989153617245048832-5n-l/• https://www.lolivoelaginestra.it/blog/oggi-parliamo-del-progetto-poh-pilgrims-open-horizons/ <p>Other local papers:</p> <ul style="list-style-type: none">• https://www.ilrestodelcarlino.it/forl%C3%AC/cronaca/le-nuove-iniziativa-della-via-romea-germanica-1.8158663• https://www.unplitentino.it/dettaglio-comunicato-stampa/-/d/cammina-menti
FEEDBACK	<p>Very positive feedback from pilgrims who took part in the walk</p> <p>Positive feedback from the local stakeholders in the pilot area between Ferrara and Ravenna, regarding the walk and the questionnaires for pilgrims.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>This type of transnational initiatives has proven to be very effective, since all the roads leading to Rome have done a similar action between 2021 and 2022. In the specific case of VRG, it is advisable that for future transnational initiatives, more coordination is achieved between the 3 associations involved, since there were considerable differences between the organization in Norway, Germany, Austria and Italy.</p>

PICTURES OF THE EVENT



Departure from Oslo, May 3rd 2022.



Departure from Stade on June 19th 2022.



UNIBO team at the stretches between Ferrara and Ravenna with local stakeholders (September 16th – 21st).



Pilgrimage group “Il cammino del Sale” who joined the Pilgrimage Open Horizons tour on October 1st.





Arrival to Rome, October 11th – 13th. Representatives from UNIBO and Via Romea Germanica with other pilgrims and associations.



Some of the media impacts.

Was ist dem Landfremde das Tierwohl wert?

Landfremde sind nicht nur in der Landwirtschaft, sondern auch in der Tierhaltung zu finden. Sie sind oft die ersten, die auf die Probleme der Tiere aufmerksam werden. Sie sind die ersten, die auf die Probleme der Tiere aufmerksam werden. Sie sind die ersten, die auf die Probleme der Tiere aufmerksam werden.



Ein Pilger auf dem Weg nach Rom, der seinen Pilgerstab in der Hand hält.

Die in der Regel auf die Tiere...
Die in der Regel auf die Tiere...
Die in der Regel auf die Tiere...

Landfremde sind...
Landfremde sind...
Landfremde sind...

Landfremde sind...
Landfremde sind...
Landfremde sind...



Pilger öffnen Horizonte

Europäische Pilgerstaffel
Wohin 29. Juli neben Wallfahrern auf der
Via Roma durch den Landkreis Würzburg
Königsplatz in Würzburg führen

Ausgangspunkt der...
Ausgangspunkt der...
Ausgangspunkt der...



Ein gelber Schale, die ein Symbol für die Pilgerreise darstellt.



Table 8. Questionnaires for pilgrims to be (online).

ACTIVITY	Identification of pilgrim's profiles along Via Romea Germanica and other pilgrimage routes
DATES	From June to September 2022
REFERENCE ROUTE	Via Romea Germanica mainly (but also targeting potential pilgrims interested in other transnational pilgrimage routes)
MOTIVATION AND GEOGRAPHICAL SCOPE	To identify pilgrim's profiles along the selected segment but also along the entire route. Understand their motivations and willingness to spend more time on the road to discover new heritage that is proposed to them
DESCRIPTION AND METHODOLOGY	<p>Firstly, following the instructions coming from WP2, we assisted in the drafting of the questionnaires to identify pilgrim's profiles (the details can be found in Deliverable 2.1, "Common strategies for pilots").</p> <p>Furthermore, we have translated these forms in Italian, as well as the instructions to fill out the questionnaires.</p> <p>The online questionnaires for pilgrims-to-be have been slightly adapted in order to add more specific questions regarding the motivations of pilgrims, since the activity was carried out by a Masters' students from University of Bologna, who is working on her final dissertation on this topic. After adapting the questionnaire, it was sent to UVIGO to create a copy of the original questionnaire and UVIGO provided the link to the form and granted access to the results.</p>
RELATION TO PREVIOUS ACTIONS	This activity is the continuation of the questionnaire's dissemination during 2021, only that this time the questionnaire has been enriched with some extra questions to respond to certain aspects the student was interested in finding out, to better understand pilgrims' profiles and motivations.
TARGET AUDIENCE	Pilgrims in the phase of planning and preparing a pilgrimage (whether on foot or by bike)
PROMOTION/DISSEMINATION	The student has disseminated the questionnaire through a number of online channels, such as the Facebook community group from the Via Romea Germanica (which counts 3.500 followers), the Via Romea Germanica website, newsletter and whatsapp groups, and personal social media channels.
NUMBER OF QUESTIONNAIRES COLLECTED	100
STAKEHOLDERS' INVOLVEMENT AND RURAL PARTNERS'	<ul style="list-style-type: none">• The European Association of VRG• The German Association of VRG• The Italian Association of VRG• University of Bologna, Center for Advanced Studies in Tourism



CONTRIBUTION	Partners have contributed to disseminate and promote the questionnaires among their members and followers.
INCENTIVES FOR PARTICIPANTS	Contribute to a research project in a topic close to their interests and having access to the results once available
COST	No costs involved since the questionnaires have been submitted online. The University of Bologna will provide access to the software needed for data analysis
CONTRIBUTION TO KPIS	<ul style="list-style-type: none"> • KPI3.1: Number of local stakeholders involved in pilot actions: +4 directly (plus other associations contacted by the main 4 stakeholders) • KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1 (adapted version of the questionnaire) • KPI3.3: Number of pilgrims and tourists involved in pilot actions: +100
RESULTS	The results will be ready for 2023 when the student will present the final thesis.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>It is very important to have support from pilgrims' associations, in particular those managing the routes (like in our case) and other local associations or friends of the route's organizations, this will help in reaching more pilgrims.</p> <p>Also, posting on the several groups and communities of pilgrims in Facebook has been a successful strategy.</p> <p>Finally, having personal contacts and using own social media channels (especially Linked In or Facebook) can be helpful to reach wider target groups</p>

Table 9. Questionnaires for en route pilgrims (online and in person).

ACTIVITY	Identification of pilgrim's profiles along Via Romea Germanica and other pilgrimage routes
DATES	From September 2022 - ongoing
REFERENCE ROUTE	Via Romea Germanica mainly, but also targeting pilgrims that are taking or have taken in the past the Via Francigena and Via Romea Strata
MOTIVATION AND GEOGRAPHICAL SCOPE	<p>To identify pilgrim's profiles along the selected segment but also along the entire routes (Via Romea Germanica, Francigena and Strata).</p> <p>Understand their motivations and willingness to spend more time on the road to discover new heritage that is proposed to them</p>
DESCRIPTION AND METHODOLOGY	Firstly, following the instructions coming from WP2, we assisted in the drafting of the questionnaires to identify pilgrim's profiles (the details can be found in Deliverable 2.1, "Common strategies for pilots"). Furthermore, we translated the forms and the instructions to fill out the questionnaires into Italian.



	<p>The online questionnaires for pilgrims en-route have been slightly adapted in order to add more specific questions regarding the motivations of pilgrims, since the activity is carried out by a Masters' students from University of Bologna, who is working on her final dissertation on this topic.</p> <p>The student has hosted the adapted questionnaires in the Qualtrics software (having access as UNIBO student).</p>
RELATION TO PREVIOUS ACTIONS	This activity is related to the submission of the pilgrims-to-be questionnaire but provides a different point of view, since the target audience are pilgrims who are taking a pilgrimage or have done it in the past.
TARGET AUDIENCE	Pilgrims that are currently walking (or biking) along a pilgrimage route or that have done it in the past.
PROMOTION/DISSEMINATION	<p>The student has used a QR code to distribute the questionnaire online but also in presence, during the participation in the Pilgrims Open Horizon Tour between Ferrara and Ravenna. The QR code was left in hostels, b&bs and tourist information offices</p> <p>The student is currently disseminating the questionnaire through a number of online channels, such as the Facebook community group from the Via Romea Germanica (which counts 3.500 followers), the Via Romea Germanica website, newsletter and whatsapp groups, and personal social media channels.</p>
NUMBER OF QUESTIONNAIRES COLLECTED	The questionnaire is accepting responses until December 2022
STAKEHOLDERS' INVOLVEMENT AND RURAL-LURE'S PARTNERS CONTRIBUTION	<ul style="list-style-type: none"> • The European Association of VRG • The German Association of VRG • The Italian Association of VRG • University of Bologna, Center for Advanced Studies in Tourism <p>Partners have contributed to disseminate and promote the questionnaires among their members and followers.</p>
INCENTIVES FOR PARTICIPANTS	Contribute to a research project in a topic close to their interests and having access to the results once available
COST	<p>200 euros were used for the student's participation in the Pilgrims Open Horizon tour where the QR codes for the questionnaires were submitted. No costs were involved in the online distribution of the questionnaires.</p> <p>The University of Bologna provided access to the software needed for data analysis.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none"> • KPI3.1: Number of local stakeholders involved in pilot actions: +4 directly (plus other associations contacted by the main 4 stakeholders) • KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1 (the adapted version of the questionnaire)



RESULTS	The results will be ready for 2023 when the student will present the final thesis.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>It is very important to have the support from pilgrims' associations, those managing the routes (like in our case) and other local associations/ friends of the route's organizations, to be able to reach more pilgrims.</p> <p>Unfortunately, due to the lack of coordination among the Italian and German VRG association, we were not able to walk the stretches from Ferrara to Ravenna with other international pilgrims, which would have allowed for interviews to be performed.</p> <p>As for the online part, it has proven to be successful to post on the several groups and communities of pilgrims in Facebook.</p> <p>Finally, having personal contacts and using own social media channels (especially Linked In or Facebook) can be helpful to reach wider target groups</p>
OTHER INFORMATION	Questionnaire available at this link: https://unibodisa.eu.qualtrics.com/jfe/form/SV_eRt9qUOhFQ7GYAK

3. Actions with stakeholders and policymakers

To ensure long term impacts of the project on the pilot areas, WP5 partners as a whole have put a huge effort in engaging stakeholders and policymakers. In the following pages you will find the actions undertaken along the three pilgrimage trails crossing Italy:

- Site visit to thermal heritage sites in Tuscany along the Via Francigena.
- Round table organised with Tuscan stakeholders and municipalities in proximity to Bagno Vignoni and S. Quirico d'Orcia.
- Dissemination and communication of pilot activities by AEFV and by UAM.
- Meeting with TOI network and LAGs in the Via Romea Strata pilot area.
- Stakeholders network development in the Euganean Area.
- UNESCO site's networking along the Via Romea Strata.
- Prospects rurAlluire stakeholder's meeting in Euganean Hills.
- Fieldwork for network development with Ravenna UNIBO Master students along Via Romea Germanica.
- Fieldwork with languages' High school students "Giulio Cesare Valgimigli".
- Fieldwork with Wellness Master degree students May 2022.
- Events and conferences for pilot activities dissemination.
- Associated partners agreements signed along Via Romea Germanica.
- Marketing and communication strategy analysis of the pilot area of Argents (Po Delta Regional park).
- Inventory of stakeholders related to the Via Romea Germanica in the pilot area.



Along the Via Francigena

Table 10. Site visit to thermal heritage sites in Tuscany.

LOCATION	San Casciano dei Bagni, Radicofani, Bagni San Filippo, Abbadia San Salvatore, San Quirico d'Orcia, Bagno Vignoni, Chianciano Terme (Province of Siena) - Tuscany, Italy
DATE	24-26/01/2022
REFERENCE ROUTES	Via Francigena (Tuscan pilot area)
MOTIVATION	<ul style="list-style-type: none">• Site inspections.• Local authorities and stakeholders meeting.• Collection of material for the development of the rurAllure pilgrims' tech platform.• Project promotion.
TOPICS	<ul style="list-style-type: none">• Thermal heritage.• Archaeological heritage.• Geological heritage.
GEOGRAPHICAL SCOPE	Local (7 main locations in 6 municipalities in the province of Siena, Tuscany). Locations: see above. Municipalities: San Casciano dei Bagni, Radicofani, Abbadia San Salvatore, San Quirico d'Orcia, Chianciano Terme.
RELATION TO PREVIOUS ACTIONS	After the first study visits to the pilot area (30 August 2021 in Bagni San Filippo and Bagno Vignoni), the teams of UAM and AEFV decided to organise a second study tour, expanding the pilot area and including new locations along and in the vicinity of the Via Francigena, which are interesting from a thermal, archaeological and geological as well as historical and cultural points of view.
PARTICIPANTS	AEVF team: <ul style="list-style-type: none">• Nicole Franciolini, Project Assistant. UAM team: <ul style="list-style-type: none">• Silvia González Soutelo, Archaeologist, Project coordinator for UAM.• Miguel Gómez Heras, Geologist. Local authorities and stakeholders: <ul style="list-style-type: none">• Agnese Carletti, Mayor (San Casciano dei Bagni).• Gruppo Archeologico Eutyche Avidiena (San Casciano dei Bagni).• Massimo Sabatini, City councilor (Abbadia San Salvatore).• Marco Bartoli, Vice Mayor, Councillor for Tourism, Culture, Productive Activities and Budget (San Quirico d'Orcia).



	<ul style="list-style-type: none">• Chiara Biagiotti, Marketing and Reception Manager of Albergo Le Terme (Bagno Vignoni).• Angela Betti, Press Office Manager of Terme di Chianciano (Chianciano Terme).
PROMOTION	The visit was organised by the two rurAllure partner institutions, while stakeholders and local authorities were contacted directly by the AEVF team during the programme organisation phase.
COST SHARING	Each institution paid its own costs.
RURALLURE PARTNERS' CONTRIBUTION	<p>Silvia González Soutelo and Miguel Gómez Heras from the UAM team was particularly involved in the drafting of the outline programme and the collection of important information for the rurAllure platform, the realisation of POIs and narratives and for research purposes in general.</p> <p>Nicole Franciolini from the AEVF was responsible for drafting the detailed programme, liaising with local authorities and stakeholders, and promoting the visit on rurAllure social media and website.</p>
AGENDA	<p>Day 1</p> <ul style="list-style-type: none">• 11:30-12:00 – Meeting at Roma Fiumicino Airport. Departure by car to San Casciano dei Bagni (195 km, approx. 2:15 hours driving).• 14:30 – Arrival in San Casciano dei Bagni and meeting with some representatives of the local archaeological association “Gruppo archeologico Eutyche Avidiena”, including the director of archaeological excavations Emanuele Mariotti.• 15:00-16:30 – Guided tour to the free thermal pools of San Casciano dei Bagni and to the archaeological excavation (5 min. walking from the old town).• 16:30-18:00 – Guided tour to the archaeological museum of San Casciano dei Bagni (located in the municipal palace) and meeting with the Mayor Agnese Carletti.• 18:00-19:00 – Visit to the archaeological found preserved in the Fonteverde thermal spa resort (1,5 km / 5 min. driving from San Casciano dei Bagni). Short meeting with the communication manager of the structure.• Night in San Casciano dei Bagni. <p>Day 2</p> <ul style="list-style-type: none">• 8:30-11:00 – Transfer by car from San Casciano dei Bagni to Radicofani (18 km, approx. 25 min. driving) with technical stops along the way to collect pictures and register GPS coordinates. Visit to basaltic collapses of Radicofani.• 11:00-12:00 – Transfer by car from Radicofani to Bagni San Filippo (12 km, approx. 15 min. driving) with technical stops along the way to collect pictures and register GPS coordinates.



-
- 12:00-13:15 – Site inspection to the Fosso Bianco (natural thermal pools) and Balena Bianca (limestone rock formation) in Bagni San Filippo.
 - 13:15-13:30 – Transfer by car from Bagni San Filippo to Abbadia San Salvatore (10 km, approx. 15 min. driving).
 - 15:00-17:00 – Guided tour with City Councilor Massimo Sabatini of the town of Abbadia San Salvatore, the Abbey, the crypt and the Museum of Sacred art.
 - 17:00-19:00 – Guided tour with City Councilor Massimo Sabatini of the Mining Museum of Abbadia San Salvatore and the industrial architecture heritage of the former mine (900 m, approx. 2 min. driving from Abbadia San Salvatore).
 - 19:00-19:30 – Transfer by car from Abbadia San Salvatore to San Quirico D'Orcia (30 km, approx. 35 min. driving).
 - Night in San Quirico D'Orcia.

Day 3

- 9:00 – Meeting with the vice Mayor of San Quirico D'Orcia Marco Bartoli.
- 10:00-10:30 – Transfer by car from San Quirico D'Orcia to Bagno Vignoni (5,5 km, approx. 10 min. driving) with technical stops along the way to collect pictures and register GPS coordinates.
- 10:30-12:00 – Visit to Bagno Vignoni. Short meeting with Chiara Biagiotti, Marketing and Reception Manager of Albergo Le Terme.
- 12:00-14:00 – Visit to the archaeological site and natural thermal pools of Parco dei Mulini in Bagno Vignoni. Inspection visit to the nearby former travertine quarries.
- 14:00-16:30 – Transfer by car from Bagno Vignoni to Chianciano Terme (25 km, approx. 30 min. driving) with technical stops along the way to collect pictures and register GPS coordinates. Visit to the small borgo of Vignoni along the Via Francigena (2 km, approx. 6 min. driving from Bagno Vignoni). Inspection visit to the Acqua Puzzola thermal site (sulfur water spring) near Pienza (13 km from San Quirico D'Orcia).
- 16:30-18:00 – Meeting with Angela Betti (Press Office Manager of Terme di Chianciano). Tour of some main places of Terme di Chianciano (Parco dell'Acqua Santa and the hydroponic treatment establishment, Terme Sensoriali, Piscine Termali Theia).
- 18:00-22:00 - Transfer by car from Chianciano Terme to Padova (345 km, approx. 3 h 40 min. driving).
- Night in Padova.

AGREEMENTS AND OUTCOMES

During the meetings with stakeholders, the project was presented and the new press kits of rurAllure project were delivered.

A large amount of material for POIs and Narratives was collected, as well as quality multimedia material (photos and videos).

reach out!



“Thank You” letters were sent to all the stakeholder met during the study trip.

Stakeholders were invited to disseminate the web articles, the press release and the social media posts through their communication channels.

Communication activities:

- During the three-day visit, content (posts and IG stories) was created and daily shared on rurAllure's Facebook and Instagram social channels.
- The site visit was presented during the press conference for journalists (in Italian) held on 27/01/2022 during the General Meeting of rurAllure in Padua. The press conference, in online mode, was held by the AEVF communication team in order to present the rurAllure project to journalists and other interested parties.
- A Press Release about the site visit was written on 07/02/2022 and sent to the stakeholders together with the Thank You letters and a photo gallery with some shots from the trip.
- News articles on [rurAllure website](#) and [AEVF website](#) were created on 07/02/2022 and disseminated to the local stakeholders together with the Thank You letters.

CONTRIBUTION TO KPIS

- KPI2: Social media activity (posts on the rurAllure social media accounts): +7
- KPI3.1: Number of local stakeholders involved in pilot actions: +7
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
- CPI5: Media impact: +8

MEDIA CLIPPING

- <https://rurallure.eu/thermal-heritage-via-francigena-tuscany-rural-lure-technical-visit/>
- <https://www.viefrancigene.org/it/aevf-in-visita-al-patrimonio-termale-ma-non-solo-della-via-francigena-in-toscana/>
- <https://www.facebook.com/rural-lure/posts/pfbid033orNhSsKUyjQXD4ztwVe4paHrbgMDNWnoyvKERgjEqRcBojWKEyUEivjcDwzT1bNI>
- <https://www.instagram.com/p/CZILP3tMWML/>
- <https://www.facebook.com/rural-lure/posts/pfbid0GXncgZ3uBTMSLLCZN3hJbMgKJHEDCPy6wopt67ZkBs8JU3uYZrfrteXZv4BtwECI>
- <https://www.instagram.com/p/CZK3U4mscLT/>
- <https://www.facebook.com/rural-lure/posts/pfbid02eNJ6ASAzD9g8phQd34D4Lv7wwMTwBFFvW1wvp33pr34p4ZiM8e7LBeo4cW4bou43I>
- <https://www.instagram.com/p/CZNPZYkMtgN/>

reach out!

FEEDBACK

All the participants provided great support and appreciation to the rurAllure project. All showed interest in collaborating on future events and initiatives

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- **[Continuity + Networking]** Keeping in contact with stakeholders met during this visit, exchange of material, information, statistics and results is mandatory in the perspective of further research of the pilot area, organization of the events and workshops, development of promotional activities.
- **[Expectations]** After two study visits the pilot area – due to its characteristics and the interest of local stakeholders and authorities – it seems to be favourable for the organisation of future events that will also aim to involve the public and private stakeholders as well as local associations and private individuals.
- **[Initiative]** The stakeholders met proved to be extremely proactive, they organized guided tours and unplanned visits and activities for the team, such as a visit to the archaeological excavations in San Casciano del Bagni.
- **[Anticipation]** It is necessary to organise study visits sufficiently in advance, considering that local authorities' agendas are often busy. Good organisation thought out well in advance allows to get the most out of these visits.

LOCATION

San Casciano dei Bagni, Radicofani, Bagni San Filippo, Abbadia San Salvatore, San Quirico d'Orcia, Bagno Vignoni, Chianciano Terme (Province of Siena) - Tuscany, Italy

PICTURES OF THE EVENT





Table 11. Round table with the Tuscan stakeholders and municipalities.

EVENT	Institutional Round Table “Thermal Via Francigena”
LOCATION	Headquarter of Tuscany Region, Florence, Italy
DATE	19/05/2022



REFERENCE ROUTES	Via Francigena (Tuscan pilot area)
MOTIVATION	<ul style="list-style-type: none">• Organisation of the hiking events "I love Francigena Thermal by rurAllure" on 28 and 29 May 2022.• Strengthening relations with the thermal municipalities and stakeholders in the sub-pilot area.• Promotion of the rurAllure project.• Promotion of the thermal heritage along the Via Francigena.• Organising the network of institutions along the Via Francigena
TOPICS	<ul style="list-style-type: none">• Thermal heritage• Slow tourism
GEOGRAPHICAL SCOPE	Local (4 municipalities in the provinces of Firenze and Siena, Tuscany)
RELATION TO PREVIOUS ACTIONS	After two study visits to the pilot area (30 August 2021 and 24-26 January 2022), the team decided to organise a free walking event based on the 'I love Francigena' methodology, a format of free hikes open to the public developed by AEVF in the previous years. The format was adapted to the WP5 objectives by focusing the hikes on thermal heritage along the Via Francigena in Tuscany.
PARTICIPANTS	<p>rurAllure/AEVF team:</p> <ul style="list-style-type: none">• Massimo Tedeschi, President (AEVF)• Luca Bruschi, Director (AEVF)• Elena Dubinina, European projects and International relations / rurAllure team leader (AEVF)• Simona Spinola, Communication Expert (AEVF)• Nicole Franciolini, Project Assistant (AEVF) <p>Government institutions:</p> <ul style="list-style-type: none">• Federico Eligi, Cabinet counselor (Tuscany Region)• Carolina Taddei, Councillor for Culture and Education, Territorial Enhancement and Promotion, Tourist Reception, International Relations, Image Protection, Town Twinning (San Gimignano)• Erika Formichi, City councilor (Castiglione d'Orcia)• Marco Bartoli, Vice Mayor, Councillor for Tourism, Culture, Productive Activities and Budget (San Quirico d'Orcia)• Paolo Campinoti, Mayor (Gambassi Terme)
PROMOTION	The participants were invited directly upon invitations via emails and phone calls.



COST SHARING	<p>Tuscany Region provided the venue.</p> <p>The AEFV paid for travel expenses.</p>
RURALLURE PARTNERS' CONTRIBUTION	<p>Elena Dubinina and Simona Spinola presented the rurAllure project and its advancement to the participants.</p> <p>Luca Bruschi presented the "I love Francigena" methodology and "I love Francigena thermal" event.</p> <p>All: organisation of the events of 28 and 29 May together with the other participants.</p>
AGENDA	<p>From 15:00 to 16:30</p> <ul style="list-style-type: none">• Opening greetings• Presentation of the rurAllure project by E. Dubinina and S. Spinola• Presentation of the methodology "I love Francigena" and the event "I love Francigena Thermal by rurAllure"• Discussion a relaunch of the "Thermal Via Francigena", an AEFV project in the framework of rurAllure
AGREEMENTS AND OUTCOMES	<p>Official launch of the "I love Francigena thermal" hikes event</p> <p>All representatives involved were asked to actively participate in disseminating the initiative locally, sharing the programme and details on their communication channels and involving the local press.</p> <p>Decision to amend the agreement for the AEFV project "Via Francigena Termale" (Distinta Via Francigena Termale) – to be simplified and customized according to the contemporary situation and the rurAllure project needs.</p> <p>Analyzing the background of AEFV's project "Via Francigena Termale, the participants identified the needs to amend the collaboration agreement, prepare a brochure entirely dedicated to the thermal heritage in Tuscany and proposing the Tuscan regional department for transport to take the thermal facilities along the Via Francigena into consideration when preparing the public transport schemes.</p> <p>For the future, it would also be desirable to start collaborations with private stakeholders, such as tourism agencies that could provide their expertise in organizing thermal packages along the Via Francigena, contributing to the promotion and dissemination of this millennial heritage.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI2: Social media activity (posts on the rurAllure social media accounts): +4• KPI3.1: Number of local stakeholders involved in pilot actions: +5• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1• CPI5: Media impact: +11
MEDIA CLIPPING	<ul style="list-style-type: none">• https://rurallure.eu/institutional-meeting-with-the-tuscan-stakeholders-via-francigena-and-the-thermal-heritage/



-
- <https://www.viefrancigene.org/it/il-patrimonio-termale-della-francigena-toscana-una-sfida-da-cogliere/>
 - <https://www.facebook.com/rurallure/posts/379189250819354>
 - <https://www.linkedin.com/feed/update/urn:li:activity:6933413736275705856>
 - <https://www.instagram.com/p/CdyEdtOt-gTf/?igshid=YmMyMTA2M2Y=>
 - <https://twitter.com/rurallure/status/1529005658061819906>
 - <https://www.linkedin.com/feed/update/urn:li:activity:6934441586311229441/>
 - <https://twitter.com/ViaFrancigenaEU/status/1528675713343184896>

The following outlets disseminated the news about the meeting:

- Valdelsasette, newspaper, 20 May.
- Online news in Amiatanews.it, 24 May: [Il patrimonio termale della Francigena toscana, una sfida da cogliere anche per Bagni S. Filippo e Bagno Vignoni - Amiatanews - La schiaccia](#)
- Facebook profile Comune Castiglione d'Orcia: [post Facebook](#).

Other communication actions:

The following media outlets, press and info points were contacted and received the press release, photos, and "Save the Date" of the event "I love Francigena termale": Valdelsasette, Tirreno, Gonews, Valdorcias.it, Valdorciamziata.it, Valdorciasinfo.it, Pro Loco Gambassi Terme, Pro Loco San Quirico d'Orcia, Pro Loco Castiglione d'Orcia, Ufficio Cultura Comune di Gambassi Terme, Ufficio Cultura Comune di Castiglione d'Orcia, Ufficio Cultura Comune di San Gimignano, Ufficio Cultura Comune di San Quirico d'Orcia, Firenze Today, Gabinetto Regione Toscana.

The press release was included in the rurAllure newsletter sent on 23 May to 125 contacts.

FEEDBACK

All the participants provided great support and appreciation to the "I love Francigena thermal" project.

PICTURES OF THE EVENT



Table 12. Dissemination and communication of pilot activities AEFV.

Events and conferences where the rurAllure project was featured during 2022:	
EVENT	<ul style="list-style-type: none"> • Event 1: International meeting on Cultural Routes of the Council of Europe • Event 2: AEFV General Assembly • Event 3: Interreg Greece-Italy International Forum



	<ul style="list-style-type: none">• Event 4: International conference "Cyril and Methodius Route - Cultural Route of the Council of Europe"• Event 5: 9th Annual Training Academy of Cultural Routes of the Council of Europe• Event 6: 11th Cultural Routes Annual Advisory Forum• Event 7: AEVF General Assembly
LOCATION	<ul style="list-style-type: none">• Event 1: Venice, Italy• Event 2: Canterbury, England, UK• Event 3: Bari, Italy• Event 4: Zlín, The Czech Republic• Event 5: Fontainebleau, France• Event 6: Chania (Crete, Greece)• Event 7: Viterbo, Italy
DATE	<ul style="list-style-type: none">• Event 1: 18/02/2022• Event 2: 27/04/2022• Event 3: 13/05/2022• Event 4: 17/05/2022• Event 5: 31/05/2022 - 03/06/2022• Event 6: 5-7/10/2022• Event 7: 14/10/2022
REFERENCE ROUTES	All routes, with Via Francigena as case study during some meetings.
MOTIVATION	<ul style="list-style-type: none">• rurAllure project presentation and dissemination• Networking• Invitation to join the project as associate partner• Promotion of the network of institutions
TOPICS	<ul style="list-style-type: none">• General overview of the project• Presentation of the technological platform• Presentation of the POIs and research methodology• Thermal heritage
GEOGRAPHICAL SCOPE	International



RELATION TO PREVIOUS ACTIONS	N/A
PARTICIPANTS	One or more members of the rurAllure/AEVF team took part in the events
RURALLURE PARTNERS' CONTRIBUTION	<ul style="list-style-type: none">• Event 1: S. Spinola participated in the speed dating and networking events and collected video interviews about relevance of digitalisation of cultural heritage along the pilgrimage routes in Europe, which are now available in rurAllure YouTube channel.• Event 2: L. Bruschi (AEVF Director) presented rurAllure projects and its advancements during his speech in front of representatives of the local authorities and the AEVF members and stakeholders from England, France, Switzerland and Italy.• Event 3: M. Tedeschi (AEVF President) featured rurAllure as example of the best practice in valorisation of heritage.• Event 4: M. Tedeschi presented Via Francigena governance and best practices and its commitment in enhancing cultural heritage in the rurAllure project framework.• Event 5: E. Dubinina (AEVF international relations and EU project and rurAllure communication team leader) and J. Chevin (Project manager for Via Francigena development in France) presented the rurAllure project together with M. L. Gasparini from the University of Bologna, who also represented the Via Romea Germanica.• Event 6: E. Dubinina presented rurAllure as the best practice of European cooperation to 48 cultural routes, stressing the importance of digitalisation for heritage and collaboration between thematic routes. L. Bruschi featured rurAllure in his speech in the thematic session on safeguarding cultural heritage, focusing on challenges for the protection of cultural heritage and the development of sustainable tourism strategies.• Event 7: L. Bruschi presented the advancement of the project to 215 members of the AEVF, speaking about the POIs, technological platform and the future atlas of the Via Francigena cultural heritage.
AGREEMENTS AND OUTCOMES	<ul style="list-style-type: none">• Event 1: rurAllure was featured during the event.• Event 2: rurAllure was presented during the AEVF General Assembly in England, which gathered all Via Francigena stakeholders, partners, and actors in the field of slow tourism, also united 200 representatives of local authorities from England, France, Switzerland and Italy. The rurAllure progresses, activities and actions were presented at the event showcasing the cooperation of various stakeholders and local authorities – AEVF members – and their participation in this important project.• Event 3: rurAllure was featured by AEVF President in his speech as example of the best practice in valorisation of heritage. AEVF President underlined in his speech the crucial importance of collaborative projects on the European level, such as rurAllure, which provides an opportunity for heritage research along the pilgrimage routes, its digitalisation and promotion.



-
- **Event 4:** rurAllure partners Via Francigena and Romea Strata shared their governance models and best practices, including their participation in the European project rurAllure and the advances within it. As a result of this meeting, the Memorandum of Understanding between the AEVF and the Associations of the European Cultural Route of Saints Cyril and Methodius was signed on June 6 at the Embassy of the Czech Republic in Rome.
 - **Event 5:** rurAllure was presented as the best practice at the informal workshop on cooperation among the cultural routes. The event united 37 cultural routes with representatives from 17 European countries for the first time after the pandemic.
 - **Event 6:** rurAllure was featured in 2 sessions: exchange of best practices of cultural routes and safeguarding of cultural heritage. Attended by more than 400 participants, the forum brought together the representatives of ministries, tourism boards and 49 cultural routes from all over Europe.
 - **Event 7:** rurAllure was featured during the presentation of the AEVF activities to all the members of the association (215 public authority, 70 friends associations).
-

CONTRIBUTION TO KPIS

- KPI2: Social media activity (posts on the rurAllure social media accounts): +37
 - CPI5: Media impact: +49
-

Event 1

- <https://rurallure.eu/rurallure-featured-at-the-international-conference-on-cultural-routes-of-the-council-of-europe-in-italy/>
 - <https://www.viefrancigene.org/it/aevf-partecipa-alla-conferenza-internazionale-sugli-itinerari-culturali-in-italia-del-consiglio-deuropa/>
 - <https://www.facebook.com/rurallure/posts/pfbid08Mw2XQmc6R2CBeG1VJD9yzS2nRpet-kEC7F31DgQrC6TcdSj38JsbiGj8Mpce6mNnl>
 - <https://www.facebook.com/rurallure/photos/a.101834298554852/323674609704152/>
 - <https://www.facebook.com/rurallure/posts/pfbid0BY-pocXY3ptsT2WFWEA4opdSULUDAZMVi-MAL52FWriGFFJ21sFgnj8gPherD1RRxnI>
 - <https://www.facebook.com/watch/?v=2417140041759189>
 - <https://www.instagram.com/p/CaB96jCNHdL/>
 - <https://www.instagram.com/p/CaHS-eTME15/>
 - <https://www.instagram.com/p/CbuGVqxNBMm/>
 - <https://www.linkedin.com/feed/update/urn:li:activity:6899623197721927681>
 - <https://www.linkedin.com/feed/update/urn:li:activity:6900368221317275648>
-

MEDIA CLIPPING

reach out!



-
- <https://www.linkedin.com/feed/update/urn:li:activity:6901905953839566848>
 - <https://twitter.com/rurallure/status/1493859115470401538>
 - <https://twitter.com/rurallure/status/1496143110144937984>

Event 2

- <https://rurallure.eu/rurallure-presented-at-the-international-meeting-in-canterbury/>
- <https://www.viefrancigene.org/it/laevf-riparte-da-canterbury/>
- <https://www.facebook.com/rurallure/posts/pfbid028HLvygAug3L3PjxFUnYmXM3gNhBUqFcgxqch4AfV7U6dah4qxHjbxAGAi2ih7TUUI>
- https://www.instagram.com/p/CdLOV_eN58X/
- <https://www.linkedin.com/feed/update/urn:li:activity:6927949557196550144>
- <https://twitter.com/rurallure/status/1522182925181140992>

Event 3

- <https://rurallure.eu/international-forum-on-cultural-routes-ways-sustainable-tourism-13-may-bari/>
- <https://www.facebook.com/rurallure/posts/pfbid0SBw8MWEsjnU-eNDGL1c9MXwJzpwYj3Yfbw5VVDbuqukrakN2SQb6Ejhe73ykHaKvRI>
- <https://www.linkedin.com/feed/update/urn:li:activity:6933000496571928577>
- <https://twitter.com/rurallure/status/1527238608272384000>

Event 4

- <https://www.cyril-methodius.cz/conference/>
- <https://www.facebook.com/rurallure/posts/pfbid0tW9P3nfH-hiM48jHrdxsmaXqyv8CEfUm1wKi7sDqmVMHDoKfYBvDAY7Ft3AB-MRWKI>
- <https://www.linkedin.com/feed/update/urn:li:activity:6932671347395321856>
- <https://twitter.com/rurallure/status/1526906254462951425>
- <https://twitter.com/ViaFrancigenaEU/status/1526908894659940352>

Event 5

- <https://rurallure.eu/training-academy-on-cultural-routes-of-the-council-of-europe-best-practice-by-rurallure/>
 - <https://www.viefrancigene.org/it/aevf-partecipa-alla-training-academy-dedicata-agli-itinerari-culturali/>
 - <https://www.facebook.com/rurallure/posts/pfbid02w7Howpg7JB41HoJD9XGr-cLVwGuwFmpGNRs7Pw71eAMvnKNHqzNJAp3qw1FVuyb3il>
-

reach out!



-
- <https://www.instagram.com/p/Ceiusuntcjz/>
 - <https://www.linkedin.com/feed/update/urn:li:activity:6940266013485604864>
 - https://www.linkedin.com/posts/via-francigena-eu_rurallure-horizon2020-slowtourism-activity-6940572069512294400-Qr9-?utm_source=share&utm_medium=member_desktop
 - <https://twitter.com/rurallure/status/1534498361792942081>

Event 6

- <https://rurallure.eu/rurallure-at-the-11th-annual-forum-on-cultural-routes-of-the-council-of-europe/>
- <https://www.viefrancigene.org/en/the-via-francigena-at-the-11th-annual-forum-on-cultural-routes-of-the-council-of-europe-in-chania/>
- <https://www.facebook.com/rurallure/posts/pfbid08oGZLRsKUZsrZQRoRAePzHfGkZgVA4n2xBgPcQBqPc7USWYKemPQX7sNFd5WwkRWI>
- <https://www.instagram.com/p/CjiCJ9FNLDQ/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6985199650836221953>
- https://www.linkedin.com/posts/via-francigena-eu_viafrancigena-viafrancigena-europe-activity-6985162440950857729-8xS1?utm_source=share&utm_medium=member_desktop
- <https://twitter.com/rurallure/status/1576927939588808707>
- <https://twitter.com/rurallure/status/1579453699742912512>

Event 7

- <https://rurallure.eu/thermal-hike-in-viterbo-on-15-october/>
- <https://www.viefrancigene.org/it/assemblea-aevf-oltre-cento-delegati-internazionali-si-sono-incontrati-a-viterbo/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6987762516147728384>
- <https://www.facebook.com/ViaFrancigenaEU/posts/pfbid0XmXVeezoNdapJ4nfcVpqctVJqXpS1s2jcCGpGMyyvpfKdHGj8TwERtbZjvFP5jYwtI>
- https://www.linkedin.com/posts/via-francigena-eu_viafrancigena-caminata-pellegrino-activity-6987729120541446144-SGT?utm_source=share&utm_medium=member_desktop
- <https://twitter.com/ViaFrancigenaEU/status/1581998970053984257>

FEEDBACK

Positive, the presented received questions about the rurAllure project and were impressed by its development and advancement.

reach out!

PICTURES OF THE EVENTS



Event 1



Event 2



Event 3



Event 4



Event 5



Event 6



Event 7



Table 13. Dissemination and communication of pilot activities by UAM.

EVENT	Online Seminar “Universal Design for Learning: Reaching out to everyone”
DATE	14th July 2022
REFERENCE ROUTE	Via Francigena, but it is extensive to others.
MOTIVATION	Offering tips to design accessible activities in the context of rurAllure project
TOPICS	Thermal heritage (Archaeological and Geological)
GEOGRAPHICAL SCOPE	All the areas of the project.
RELATION TO PREVIOUS ACTIONS	The event links with an onsite workshop/fieldtrip July 9th at Bagno Vignoni
TARGET AUDIENCE	rurAllure partners
SCHEDULING	14th July 2022 10:00-11:00
PROMOTION	The event was promoted by rurAllure mail list and social media, mainly focus on rurAllure Consortium.
NUMBER OF PARTICIPANTS	+20
COST OF PARTICIPATION	Free access
PROGRAMME	10:00-12:00 Seminar
COST SHARING	Without any cost
RURALLURE PARTNERS' CONTRIBUTION	Universidad Autónoma de Madrid: Conceptualisation and preparation. Seminar.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>To improve our capacity to design better activities allowing better accessibility, it is necessary to be able to consider different situations and that our reality is not the same as for the others.</p> <p>It would be interesting to reinforce this type of seminars in order to sensitize administrations, costumers, public and private institutions about the different possibilities improve accessibility to our heritage.</p> <p>We would promote new proposals of seminars and meetings to learn more about this subject but also on the main aspects to take into consideration when we work in natural and cultural heritage.</p>

OTHER INFORMATION

A general article about this subject is in press by the UAM team (to be published in 2023).

PICTURES

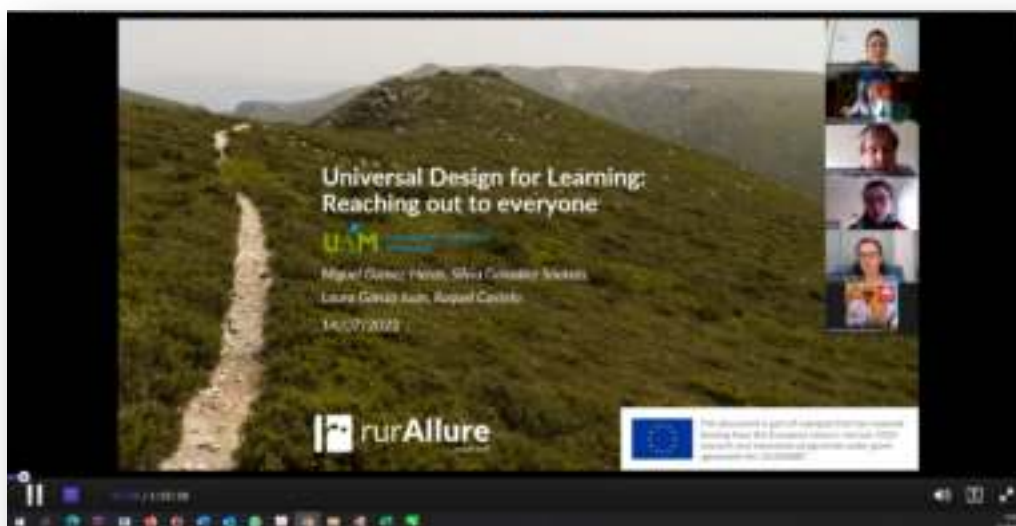




Table 14. Dissemination and communication of pilot activities by UAM.

EVENT	Meeting with management at Keetmanshoop Campus of the University of Namibia and Seminar “Universal Design for Learning: making science accessible to everyone”
DATE	28th July 2022
REFERENCE ROUTE	WP5_Via Francigena. General rurAllure project.
MOTIVATION	<p>Although Namibia has not a pilgrimage route as such, visitors to the country tend to follow routes avoiding small villages, in desperate need of development.</p> <p>Ai-Ais thermal springs in the Fish River National Park are among the numerous geo-heritage in the country. Namibia’s social and political situation makes this country one with a large potential to be at Africa’s forefront of accessible tourism.</p> <p>The meetings and seminar aimed at disseminating good practices from rurAllure in terms of designing narratives and other activities of science dissemination.</p>
TOPICS	<ul style="list-style-type: none"> • Accessibility • Cultural and natural heritage
GEOGRAPHICAL SCOPE	Keetmanshoop (Namibia)



RELATION TO PREVIOUS ACTIONS	The event links with an onsite workshop/fieldtrip July 9th at Bagno Vignoni and a seminar for the rurAllure team on July 14th 2022.
TARGET AUDIENCE	Lecturers and students from the South Campus of the University of Namibia
SCHEDULING	28th July 2022 10:00-11:00
PROMOTION	The seminar was advertised as part of the events of the university's 30th anniversary.
NUMBER OF PARTICIPANTS	Ca. 200
STAKEHOLDERS' INVOLVEMENT	Different researchers and members of universities of Namibia
COST OF PARTICIPATION	The event was free of charge
PROGRAMME	11:00-12:00 Seminar
ITINERARY	Via Francigena. Routes of the rurAllure project
PROVISIONS FOR ACCESSIBILITY	Discussion about different types of solutions to create and promote a more accessible heritage.
COST SHARING	Meeting and seminar took place within a stay were supported by Erasmus+
RURALLURE PARTNERS' CONTRIBUTION	Universidad Autónoma de Madrid (UAM): Conceptualisation and impartation

MEDIA CLIPPING



FEEDBACK

Colleagues and teachers had a great interest about our experience and about the different examples displayed during the seminars that Dr. Gómez-Heras gave at the Namibian University.

Also, during the meeting with management at Keetmanshoop Campus of the University of Namibia, they were interested about the development of this sort of projects, and about the possibility to consider this type of proposals in Namibia to disseminate the natural and cultural heritage through the country.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

The economic, social, and political situation of each country is different, so each proposal must be considered in its context. However, the possibility of exchanging work experiences, the ability to show examples of good practices that can be exported to other territories, is always an element to learn and improve within our possibilities.

The possibility of learning about and replicating experiences and recommendations of other researchers or other successful projects, in most cases allows us to improve our actions and be more aware of the many possibilities that may arise.

In this sense, it is highly recommended to participate in meetings, courses, seminars and discussions, which allow learning from the best practices, aware of the singularities of each territory and culture.

PICTURES OF THE EVENT



Table 15. Dissemination and communication of pilot activities by UAM.

EVENT	Other talks and conferences about Thermal Heritage and rurAllure by the UAM team (mostly like invited specialists)
DATES	16/12/2021; 18/02/2022; 08-09/04/2022; 03/06/22; 07/06/2022; 17/06/2022; 15/07/2022; 09/09/2022.
REFERENCE ROUTE	WP5_Via Francigena. General rurAllure project. Thermalism and Thermal heritage
MOTIVATION	<p>In order to explain the different activities developed in our WP5, as well as to disseminate the possibilities and interest of this project for rural areas and thermal cities/towns to develop their thermal heritage using different tools considered in our project, we have participated in several seminars and congress linked to Thermal tourism / Thermal heritage / Natural and Cultural Heritage.</p> <p>The possibility to discuss about different aspects of this heritage and consider how is the situation of thermal rural areas in other countries and regions and how they are working about this subject to improve the economic and social role of the areas with thermal resources.</p> <p>Also, we have had the opportunity to interchange experiences about this subject and the perception of the Thermalism from different points of view, since younger to older people, as well as politicians, students and researchers from archaeology / history / geology / tourism / economy / geography, etc.</p>
TOPICS	<ul style="list-style-type: none"> • Cultural and natural heritage • Thermal heritage • Dissemination • Economical and touristic opportunities



GEOGRAPHICAL SCOPE

- 16/12/2021. **Ourense (Spain)**. Course: “International specialist in Thermalism and spas”. University of Vigo. Silvia González Soutelo (UAM)
- 18/02/2022. **Bern (Switzerland)** -online-. 2nd International Online-Workshop Roman baths and thermo-mineral baths: an update on the present state of research. By Maddalena Bassani (IUAV) and Silvia González Soutelo (UAM). “The archaeological thermal heritage on the ways to Rome: a diachronical overview from the rurAllure project”.
- 08-09/04/2022. **Chaves (Portugal)**. Symposium Aquae. Thermal cities in the Roman Empire. “El balneario romano de Chaves en contexto; el termalismo antiguo”. By Silvia González Soutelo (UAM)
- 03/06/2022. **Chiba (Japan)**. **Online**. “Enhancing the value of recent geomorphological features related to archaeological heritage around the via Francigena (Tuscany, Italy). In Japan Geoscience Union Meeting 2022. MAKUHARI MESSE, Chiba, Japan. By Miguel Gómez-Heras (UAM), Silvia González Soutelo and Nicole Franciolini (UAM-AEVF).
- 07/06/2022. **Sofia (Bulgaria)**. “Archaeology of the Roman thermal spas from the West to the East: new studies, new proposals”. Seminar during an ERASMUS+ action at the Faculty of History, University of Sofia, and in different thermal areas of Bulgaria. By Silvia González Soutelo (UAM).
- 17/06/2022. **Bande (Ourense, Spain)**. “Descubriendo Aquis. Aguas y arqueología en el territorio de Bande”. IES Bande (Ourense). FECYT & University of Vigo. Specialist invited.
- 15/07/2022. **A Coruña (Spain)**. “Thermal heritage: one step on the way”. In VII Summer School. Potencialidades do Turismo de saúde e benestar: unha formula para a recuperación. By: Silvia González Soutelo (UAM).
- 09/09/2022. **Budapest (Hungary)**. “Roman healing spas in context: considerations about some examples from the western provinces”. In Bathing Culture in Budapest. Frontinus Society on the History of Water Management and Hydraulic Engineering (8-13th September 2022). By: Silvia González Soutelo (UAM)
- (in press) Laura García Juan. “Las TIG como herramienta para el potencial turístico”. Patrimonio geológico y minero en Mazarrón. Murcia.

RELATION TO PREVIOUS ACTIONS

All the lectures presented in this scientific event showed some onsite workshop/field trip July 9th at Bagno Vignoni and a seminar for the rurAllure team on July 14th 2022.

TARGET AUDIENCE

- Students, researchers and people specialized in Thermalism and Tourism (e.g. thermal spa owners)

reach out!



	<ul style="list-style-type: none">• Doctors-hydrologists• Geologists• Touristic managers• Local administrations
SCHEDULING	Different times (see geographical scope)
PROMOTION	In all these conferences we could interchange experiences and examples prepared in the rurAllure project, encouraging the other speakers and participants to know rurAllure project.
NUMBER OF PARTICIPANTS	More than 500 people plus future readers.
STAKEHOLDERS' INVOLVEMENT	Spa owners, associations specialized in thermalism, Geological and geographical institutes, universities, museums, and others.
COST OF PARTICIPATION	Some conferences had some fees to participate, including some trips to participate in them.
HERITAGE-RELATED NARRATIVES	Thermal heritage, cultural and natural heritage, archaeology, narratives in WP5.
COST SHARING	Participations in conference and congress mostly invited by the organizers, but also with budget of Erasmus+ actions, and other Research projects linked to each researcher.
RURALLURE PARTNERS' CONTRIBUTION	Universidad Autónoma de Madrid (UAM): Conceptualization and dissemination of good practises after the examples and experience developed in this Project.
CONTRIBUTION TO KPIS	International visibility from different points of view, mostly in academic sectors but also in other sectors (business, thermal spas, hydrologic doctors, etc)
FEEDBACK	We received different expressions of interest on the part of colleagues and researchers from other universities, as well as those responsible for tourism, culture and heritage in the private and public spheres.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>We could see that is necessary to consider different proposals to enrich and protect the thermal heritage that should be considered in other Ways and regions.</p> <p>Consideration about the different necessities of pilgrims and how to arouse their interest in other sites in the rural route: we should focus our attention on the curiosity of people, and be able to show them the thermal heritage (and other types of heritage) from an interesting and entertaining way.</p> <p>Our information must be exhaustive, but at the same time we should be able to convey the value and importance of the heritage of rural areas</p>

to be preserved and valued (knowing is wanting, and valuing is protecting and caring).

In this regard, we have tried to show the different aspects linked to thermal heritage in different countries and regions, in order to disseminate the ideas proposed in our project as well as reinforce our proposal.

PICTURES OF THE EVENTS



u^b
UNIVERSITY OF THE BASQUE COUNTRY

**2nd International Online-Workshop
ROMAN BATHS AND THERMO-MINERAL
BATHS –
an update on the present state of research**
18th February 2022 via Zoom

PROGRAM of two qualifications in the UICU1 Degree

09:30 - 09:45 Welcome

09:45 - 10:30 **9:45 AM Andrea Adán** (University of Navarre) *Archaeology of Roman Thermal Baths in the Iberian Peninsula: 2000 years of bathing history in Iberia (Roman Gaul), in Mediterranean*

10:30 - 11:00 **10:30 AM Maddalena Bassani** (Università Ca' Foscari Venezia) *Thermae, Nymphaea, Tepidaria, Balneae: The Roman Thermal Bath as a Religious, an Update on the ongoing research*

11:00 - 11:30 **11:00 AM Paula Pascual, Jaume Puiguet, Andrea Michel** (University of Tarragona) *Roman baths revisited: Ancient Urbanism and the Post-Roman Way*

11:30 - 12:00 **11:30 AM Maddalena Bassani** (Università Ca' Foscari Venezia) *Silvia González Soutelo* (Spanish Institute for Advanced Studies (IAS) - Universidad Autónoma de Madrid (UAM)) *The Archaeological Thermal Heritage on the ways to Rome: a diachronical overview from the rurAllure project*

12:00 - 12:30 Lunch break

12:30 - 13:00 **12:30 PM Ana Realde** (University of Navarre) *The Aqueducts of Roman Thermal Baths in the Iberian Peninsula*

13:00 - 13:30 **13:00 PM Jaume Puiguet** (University of Tarragona) *Thermae, Nymphaea, Tepidaria, Balneae: The Roman Thermal Bath as a Religious, an Update on the ongoing research*

13:30 - 14:00 **13:30 PM Esther Sánchez** (University of Navarre) *18 Roman Baths in the Iberian Peninsula: From the Roman to the Middle Ages*

14:00 - 14:30 **14:00 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

14:30 - 15:00 Lunch break

15:00 - 15:30 **15:00 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

15:30 - 16:00 **15:30 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

16:00 - 16:30 **16:00 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

16:30 - 17:00 **16:30 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

17:00 - 17:30 **17:00 PM Maddalena Bassani** (Università Ca' Foscari Venezia) *Roman and the Water: Operating the archaeological Roman Baths at the University of Engineering and Architecture*

The Zaragoza Adults and Further Information please contact:
Andrea Adán, a.a.adan@unavarra.es | Silvia González Soutelo, silvia.gonzalez@ias.uam.es

Basque Workshop, 2nd edition
www.basqueworkshop.com

University of Navarre, Institute of Archaeological Sciences, Dept. of Archaeology of the Roman Period

u^b
UNIVERSITY OF THE BASQUE COUNTRY

**2nd International Online-Workshop
ROMAN BATHS AND THERMO-MINERAL
BATHS –
an update on the present state of research**
18th February 2022 via Zoom

**The archeological thermal heritage on the ways to Rome:
a diachronical overview from the rurAllure project**

Maddalena Bassani
Università Ca' Foscari Venezia
m.bassani@univie.it

Silvia González Soutelo
Universidad Autónoma de Madrid (UAM)
Madrid Institute for Advanced Studies (IAS)
silvia.gonzalez@ias.uam.es

UCL **ETH** **MIAS** **rurallure** **University of Navarre**

This document is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019867.



SYMPOSIUM AQUAE

CIDADES TERMAIS NO IMPÉRIO ROMANO

8 e 9
abril 2022

Auditório
do Centro
Cultural
de Chaves

COLÓQUIO AQUAE FLAVIAE CIDADE TERMAL





inscrições em
<https://forms.gle/shao1jNBmMdyWbLN9>

8 de abril

9 de abril 2022

<p>8:00 Início</p> <p>8:30 Início do trabalho</p> <p>9:00 O termo e a rede de águas de Chaves no contexto do território e da rede de aquedutos romanos. <i>Álvaro González (Universidade de Extremadura)</i></p> <p>9:30 A arquitetura de 4 Termas Romanas de Chaves e de 6 Pedras de Sabão antigas e diferentes. <i>Micaela Castro (UNL)</i></p> <p>9:45 As Termas e o Muro de Adriano em Chaves. <i>Luís Miguel Fidalgo (Universidade de Aveiro)</i></p> <p>10:00 A Terra e o povo Romano de 7^a a 2^a Década do século III nos Termos Romanos de Chaves. <i>Regina Coimbra (UNICL) e Ana Luísa (IC-AL Chaves)</i></p> <p>10:15 Chaves de alvenaria romana, e o uso do mármore para ornamentação e afresco nos termas e casas de águas quentes. <i>Micaela Castro (UNL), Ana Luísa Castro (UNL) e Ana Herculino (IC-AL Chaves)</i></p> <p>10:30 Chaves</p> <p>10:45 Placota apresentada ao Museu das Termas Romanas de Chaves. <i>Álvaro González</i></p>	<p>10:45 Início</p> <p>11:00 Situações de rede de água quente em Chaves. <i>Manuel Gonçalves, João Ribeiro (Universidade de Aveiro)</i></p> <p>11:15 A água em época romana, para além das fontes termas. <i>Álvaro Furtado (Universidade de Aveiro)</i></p> <p>11:30 Chaves Romana, uma cidade termal. <i>Luís Miguel Fidalgo (UNICL)</i></p> <p>11:45 O projeto de investigação de rede aqueduto das Termas Romanas de Chaves. <i>Regina Coimbra (Universidade de Aveiro), Patrícia Romão (Universidade Nova de Lisboa) e Patrícia Soares</i></p> <p>12:00 O papel do termalismo na cultura em sociedades antigas e modernas do mundo. <i>Álvaro Furtado (Universidade de Aveiro)</i></p> <p>12:15 Património de investigação e do design das Termas Romanas de Chaves. <i>Patrícia Soares (Universidade Nova de Lisboa) e Carolina Soares</i></p> <p>12:30 Almoço</p> <p>12:45 Início da sessão paralela</p> <p>13:00 Placota apresentada ao Centro Histórico de Chaves. <i>Álvaro Ribeiro</i></p>
--	---

Sub-convênio com o Centro Cultural Municipal de Chaves (UNICL) e apoio técnico do grupo de trabalho de arqueologia romana da Universidade de Aveiro.

Patrocinador

Patrocinadores

Patrocinador

MARTES 14 DE XUÑO	MÉRCORES 15 DE XUÑO	
<p>9:00 Entrega de documentación.</p> <p>9:15 Reapertura do curso</p> <p>9:30 MESA REDONDA: O turismo de saúde e benestar: situación, retos e oportunidades. Moderador: D. Carlos Rodríguez Carro, Universidade da Coruña</p> <ul style="list-style-type: none"> Dña. Nava Castro, directora de Agencia de Turismo de Galicia D. Xosé Regueira, vicepresidente da Deputación da Coruña D. Cesáreo Pantón, Cluster Turismo de Galicia <p>11:30 Pausa café libre/networking</p> <p>12:00 MESA REDONDA: Representando o turismo de saúde e benestar en Galicia. Moderador: D. Mario Crecente, Universidade da Coruña</p> <ul style="list-style-type: none"> D. Benigno Amor, gerente de Baños de Galicia D. Salvador Ramos, director médico de Talaso Asántico D. Francisco Almeida, Casa do Romariz de Baños de Bispo <p>14:00 Xarfe libre</p> <p>15:30 TÍTULO DO RELATORO: De onde ven o turismo de benestar e care trade others.</p> <ul style="list-style-type: none"> Dña. Margarita Nová, Universitat de les Illes Balears Dña. Patricia Pardo, consultora sanitària <p>17:30 Pausa café libre/networking</p> <p>18:00 TÍTULO DO RELATORO: Experiencias internacionais de turismo termal.</p> <ul style="list-style-type: none"> Dña. Rosa Mejide, Universidade da Coruña 	<p>9:30 TÍTULO DO RELATORO: Turismo social: accesible como modelo turístico</p> <ul style="list-style-type: none"> Dña. Ana Isabel Gómez, Universidade de Coruña D. Pablo Barreiro, socio consultor ABTUR <p>11:30 Pausa café libre/networking</p> <p>12:00 TÍTULO DO RELATORO: O patrimonio termal: unha persoa no camiño</p> <ul style="list-style-type: none"> Dña. Silvia González, Universidade Autónoma de Madrid <p>14:00 Xarfe libre</p> <p>15:30 TÍTULO DO RELATORO: Issues prácticas respecto de COVID-19: O sector dos balnearios e benestar en España e Alemaña</p> <ul style="list-style-type: none"> Dña. Kerstin Bremer, Universität de Pforzheim Dña. Ma Casarino Franco, Universidade da Coruña <p>17:00 Clausura e presentación dos resultados do proxecto por parte do alumnado da UDC e do alumnado de Pforzheim.</p>	
	<p>XOVES 16 DE XUÑO</p> <p>Visita ao Baño de Mondoñiz e a Illa da Toxa como destinos referentes do turismo de saúde e benestar en Galicia. A finalidade da actividade é coñecer de primeira man o produto turístico e levar a cabo o traballo de campo, que permite poñer en práctica os coñecementos teórico, desenvolvidos durante as anteriores xornadas.</p>	

14 - 16 XUNO 2022

VII CURSO DE VIAMH

POTENCIAL NEGRO DO TURISMO DE SAÚDE E BIENESTAR: UNHA FORMULA PARA A OCCUPABILIDADE

Thermal heritage: a step in the Way

Silvia González Soutelo
 Doctora Investigadora "Tomás y Valiente"
 Universidad Autónoma de Madrid (UAM)
 Madrid Institute for Advanced Studies (MIAS)

LA UAM EIL MIAS

urAllure

This document is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019667



Bathing Culture in Budapest

International Conference of the Festschrift Society on the History of Water Management and Hydraulic Engineering
Budapest, September 8 - 10, 2022

Preliminary Program

14.09.2022

08.09.2022, Thursday

Arrival and Registration

15:00 Registration at the Castle Museum
18:30 Welcome Cocktail at the Castle Museum

19:30 OPENING OF THE CONFERENCE

Opening address by the President of the Society Prof. Dr. György ÁRKAI
Prof. Dr. György ÁRKAI, President of the Festschrift Society
By: Dr. ÁRKAI György, President of the Festschrift Society

20:00 OPENING LECTURES

Chairpersons:

- Dr. ÁRKAI GYÖRGY - A. A. The Festschrift Society and its activities
- Dr. ÁRKAI GYÖRGY - G. A. The Festschrift Society and its activities



09.09.2022, Friday

08:00 - 18:00 Lectures in the morning and afternoon

BATHS AROUND THE ROMAN WORLD

Budapest

- 09:00 Dr. György ÁRKAI - HU, The Roman Baths in Budapest and the Roman Baths in the World
- 09:30 Dr. ÁRKAI GYÖRGY - HU, The Roman Baths in Budapest and the Roman Baths in the World

Rome and Italy

- 09:30 Dr. Tímea KATYK - HU, Aquas, Waters and the Ancient Landscape of Rome in the Context of the Roman World
- 10:00 Dr. Tímea KATYK - HU, The Roman Baths in Rome and the Roman Baths in the World

Western Provinces

- 10:30 Dr. Silvia STREJALDO-BISTEGLIO - HU, Roman Baths in the West: A Review of the Current State of Research
- 11:00 Dr. Silvia STREJALDO-BISTEGLIO - HU, Roman Baths in the West: A Review of the Current State of Research
- 11:30 Dr. Silvia STREJALDO-BISTEGLIO - HU, Roman Baths in the West: A Review of the Current State of Research
- 12:00 Dr. Silvia STREJALDO-BISTEGLIO - HU, Roman Baths in the West: A Review of the Current State of Research

Eastern Provinces

- 12:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 13:00 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 13:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 14:00 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 14:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 15:00 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 15:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 16:00 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 16:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 17:00 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire
- 17:30 Dr. Tímea KATYK - HU, Roman Baths in the Eastern Roman Empire

18:00 - 19:30 FRONTINIUS-PRIMA

Reporting of the Frontinus Medal by Prof. Dr. György ÁRKAI

- 18:30 Dr. György ÁRKAI - HU, The Frontinus Medal
- 19:00 Dr. György ÁRKAI - HU, The Frontinus Medal

- 19:30 Dr. György ÁRKAI - HU, The Frontinus Medal
- 20:00 Dr. György ÁRKAI - HU, The Frontinus Medal

20:00 Gala-Dinner at the Banquet Hall of the Castle Museum

Archaeology of the Roman thermal spas from the West to the East. New studies, new proposals

rurAllure
PROJECT

The RURALLURE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019127

Co-funded by the Erasmus+ Programme of the European Union

Dr. Silvia González Soutelo
Postdoc Fellow Teresa y Valente
Universidad Autónoma de Madrid
Madrid Institute for Advanced Studies (MIAE)

Logos of participating institutions: UCL, EIT, MIAS

reach out!



Along the Via Romea Strata

Table 16. Meeting with TOI network and LAGs.

EVENT/ACTION	<ul style="list-style-type: none">• Meeting with the network of Tourist Office Information.• Meetings with Local Action Groups.
DATE	From September 2021 to July 2022
REFERENCE ROUTE(S)	Via Romea Strata
MOTIVATION	<p>FHV identified two relevant networks already working on the field on topic coherent with project's activities:</p> <ul style="list-style-type: none">• Tourist office information network: FHV set several meetings (sub-regional, regional, national) to make sure this network is on board and to identify synergies on the field.• Local Action Groups network: LAGs are relevant players in local development and it is therefore crucial to share common goals, to collaborate on the creation of a consistent tourism proposal, to enhance the cooperation between the local tourism operators and the governance of the Romea Strata.
TOPICS	<ul style="list-style-type: none">• Presentation of the rurAllure project and goals.• Presentation of sub-pilot areas related to Via Romea Strata.• Explanation of opportunities related to the rurAllure platform and related services for the pilgrims and tourists.• Review of existing projects or available content (from stakeholders) relevant to the rurAllure project.• Discussion of possible areas of collaboration and definition of supporting activities.• Request for signing the associated partner form.
GEOGRAPHICAL SCOPE	Entire Italian path of Via Romea Strata.
RELATION TO PREVIOUS ACTIONS	The activities with these networks within the project are based on a previous existing strategy of FHV that strongly believe in the relevance of field partners able to share local priorities from one hand and to have a daily connection with pilgrims and tourists on the other hand.
PARTICIPANTS	<p>Local action groups:</p> <ul style="list-style-type: none">• LAG Patavino• LAG Montagna Vicentina• LAG Delta del Po



	<p>(FHV coordinates a working group between the LAGs affected by the Italian stretch of Via Romea Strata)</p> <p>Tourist information Offices from:</p> <ul style="list-style-type: none">• Friuli Venezia Giulia Region• Veneto Region• Emilia Romagna Region• Tuscany Region• Lazio Region
AGREEMENT AND OUTCOMES	<p>Due to the pandemic situation, FHV was only able to have preliminary discussion with these 2 relevant groups of stakeholders in late 2021 early 2022; the parts agreed to develop the discussion later in spring.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• Number of local stakeholders involved in pilot actions: +12• Number of events organised for stakeholders' awareness: +4
FEEDBACK	<p>FHV held 2 general meetings with Local Action Groups; 8 LAGs are connected with Via Romea Strata in Italy and LAG Patavino (based in Monselice) is the most relevant one for the pilot area. The LAG is already working on models for the promotion of thermal and rural tourism products. Thermalism is part of the "Before Venice" theme, and they have also made dedicated videos and podcasts. The Abano area is not a municipality included in the area of their project and therefore through rurAllure we can implement the activity. Early next year we will discuss how to use their existing experience in favour of rurAllure and vice versa.</p> <p>FHV held about 25 meetings with different groups of Tourist Information Offices collecting their sentiment related to rurAllure goals and activities in terms of project's ownership and synergies with already ongoing activities. Most part of them appreciate the initiative, however they express two main concerns: the risk of duplicate actions similar to each other (wasting funds and human efforts), the importance of organising the content on a regional level in order to have the chance to offer pilgrims and tourists a wider proposal on pilgrimage and hiking.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>An initial e-mail contact with a general presentation of the project is recommended followed by the in-person meeting and phone contacts to keep the collaboration alive.</p> <p>Keep tourism seasonality in mind when organising video calls with stakeholders that may be unavailable at specific times of the year.</p>



Table 16. Stakeholders network development in Euganean Area.

EVENT/ACTION	Development of stakeholders network in Euganean Area
LOCATION	Euganean Hills (Padua - Italy)
DATE	From March 2022 (still ongoing)
REFERENCE ROUTE(S)	Via Romea Strata
MOTIVATION	<p>FHV is working on different levels in order to develop a comprehensive network of stakeholders in the area of the Euganean Hills since it covers most part of Via Roma Strata pilot area; the activities conducted are directed:</p> <ul style="list-style-type: none">• To better understand local touristic strategies and identify common goals.• To identify existing initiatives that can be explored as synergical opportunities.• To develop a tangible collaboration with local organisations working in local promotion, culture and any field related to tourism.• To build a solid channel of communication with the Municipalities in the area.
TOPICS	<ul style="list-style-type: none">• Project's awareness within the pilot area.• Network development with public and private stakeholders relevant for the success and sustainability of the actions.
GEOGRAPHICAL SCOPE	Via Romea Strata sub pilot area in Euganean Hills
RELATION TO PREVIOUS ACTIONS	<p>FHV developed the activities related to networking from actions undertaken earlier in late 2021 early 2022 by:</p> <ul style="list-style-type: none">• Segmenting the pilot area in consistent zones.• Identifying relevant stakeholders.• Organising segmented networking activities.
PARTICIPANTS	<p>Taking in consideration the extent of the area, FHV has been leading different activities with several stakeholders:</p> <ul style="list-style-type: none">• LAG Patavino, a public-private organisation with whom FHV is already collaborating: from March 2022 the goals and activities of rurAllure were shared with the LAG team and it was evident the relevant connection with the project #daiColliall'Adige, the new rural tourism promotion system that involves 44 municipalities in the area between the Euganean Hills and the Lower Padua area. The Project is part of the Local Development Program 2014-2020 of the LAG Patavino LAG and it is supported by the European Agricultural Fund for Rural Development. The LAG also joined the project as Associate



	<p>Partner at the end of May 2022. [https://www.galpatavino.it/daicolli-alladige/]</p> <ul style="list-style-type: none">• Literary Park of Francesco Petrarca and the Euganean Hills, a cultural organisation based in the Municipality of Arquà Petrarca and working all along the Euganean area: the Park was initially contacted by FHV for support in mapping relevant POIs in the area, then in selecting stretches might be considered to be part of detours and eventually the collaboration was upgraded until the Park joined the project as Associate Partner at the end of September 2022 since more and more clear connections with the work the Park is conducting in the area and the goals of rurAllure arise. [http://www.parcopetrarca.com/]• Municipality of Monselice with its IAT and Council Member delegate for Culture and Tourism. FHV already had an active collaboration with the Municipality of Monselice since the town is on the main path and hosts the Sanctuary of Seven Churches, one of the most relevant in the area; from March to June 2022 FHV team is working more closely with the IAT to map their needs in terms of ability to support pilgrims, understand the pre-existent connections with other local stakeholders (public and private), and provide them with appropriate promotional materials. [http://www.monseliceturismo.it/]
AGREEMENTS AND OUTCOMES	<ul style="list-style-type: none">• The #daicolliall'Adige Project from LAG Patavino includes on average 10 events each month allowing tourists to discover the area in a one-day trip; within the projects several multimedia materials have been developed including audio-narrative, all those are available to be uploaded on rurAllure platform.• The Literary Park placed 34 plaques in the pilot area to testify the connection with Italian poet Francesca Petrarca; these places are connected with several itineraries around the hills, all of them are available to be uploaded as features plan on the project's platform.• The IAT welcomes around 25.000 visitors per year and the office is willing to collaborate more closely for the promotion of Via Romea Strata and the contents have been developed within rurAllure. The Municipality, who's responsible for the IAT strategy, is included in a larger conversation the sub-pilot team on Via Romea Strata is conducting with public stakeholders and tourist information offices in the area.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• Number of local stakeholders involved in pilot actions: +3• Number of events organised for stakeholders' awareness: +5
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>The field work with local stakeholders is a continuous adjustment and updating that should be organised in communication flows in both directions: Via Romea Strata opened a channel with a specific segment of the territory and actors in the area must be educated to take in consideration their affiliation with the route as an asset.</p> <p>The strategic approach used in this activity has already been tested with some adjustments in other segments of the Via Romea Strata long path.</p>

PICTURES FROM THE EVENT



The main square of Monselice where the Tourist Information Office is located.



Luca Piccolo from the Municipality of Monselice with one of the volunteer of Via Roma Strata at the Cloister of Saint James in Monselice.



The last house of Francesco Petrarca in Arquà Petrarca.



The team of the Tourist Information Office in Monselice with a group of pilgrims and Aleksandra Grbic and Viola Gaudiano FHV rurAllure team.



Claudia Baldin, President of the Literary Park with Aleksandra Grbic and Viola Gaudiano, FHV rurAllure team.

Table 17. UNESCO site's networking along the Via Romea Strata.

EVENT/ACTION	Development of network of UNESCO sites along Via Romea Strata
DATE	From September 2022 (still ongoing)
REFERENCE ROUTE(S)	Via Romea Strata
MOTIVATION	Within rurAllure FHV had mapped all UNESCO sites along Via Romea Strata in Italy with the aim to have a joint conversation with them and draft together a common mutual promotion strategy. The sites are in fact not always well known, especially those in rural and/or remote areas.
GEOGRAPHICAL SCOPE	Italian segment of the Via Romea Strata.
RELATION TO PREVIOUS ACTIONS	The networks FHV has been establishing with LAG and IAT along the path in Italy are good practices that have been used to develop the network with UNESCO sites in Italy.

PARTICIPANTS

- Regional coordinator of Veneto Region for UNESCO site.
- Lazio Region Tourism Coordination Office.
- Promoturismo FVG.
- World Tourism Event for World Heritage Sites organising team.

AGENDA

FHV team participated in the World Tourism Event for World Heritage Sites promoted by Veneto Region in Verona on the 16th of September. The event hosted more than 20 different sites from all the Italian regions crossed by the route: Friuli Venezia Giulia, Veneto, Emilia Romagna, Toscana and Lazio. FHV was able to briefly share with all regions the project's main goals and developing tools.

Thanks to the conversation initiated at the World Tourism Event in Verona, FHV team is starting a dialogue with each Regional coordination of UNESCO sites in order to arrange mutual promotion and possibly include them in next year project's activities.

CONTRIBUTIONS TO KPIS

Number of heritage sites involved: +35

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

FHV is currently working on involving specific UNESCO sites in co-designed actions aimed at creating synergies between the project's goals, Via Romea Strata local development, and sites' promotional strategy.

PICTURES FROM THE ACTION



FHV team sharing rurAllure activities and goals with Veneto Region representative at the World Heritage Sites in Verona (September 16th).



Aleksandra Grbic (FHV) at the World Tourism Event for World Heritage Sites.

Table 18. Prospect rurAllure stakeholders meeting in Euganean Hills.

EVENT	Stakeholder meeting with prospect rurAllure partners operating in the Euganean Hills
LOCATION	Euganean Hills Museum, Galzignano, Padova
DATE	20/10/2022
REFERENCE ROUTES	Ways to Rome / Romea Strata (nearby Padova and the Euganean Hills)
MOTIVATION	Presenting rurAllure project to possible future stakeholder partners in the Euganean hills area.
TOPICS	<ul style="list-style-type: none"> • Thermal heritage • Natural heritage • Cultural heritage



GEOGRAPHICAL SCOPE	Sub-regional (Euganean Hills, province of Padova)
---------------------------	---

RELATION TO PREVIOUS ACTIONS	This is the first event of this kind in this area.
-------------------------------------	--

PARTICIPANTS	<ul style="list-style-type: none">• Museum of Euganean Hills (venue)• Gian Pietro Bano - permanent delegate of the Mayor of the Municipality of Abano Terme• Luca Callegaro - Mayor of the Municipality of Arquà Petrarca• Antonella Buson - permanent delegate of the Mayor of the Municipality of Baone• Filippo Zodio - permanent delegate of the Mayor of the Municipality of Battaglia Terme• Massimo Campagnolo - Mayor of the Municipality of Cervarese S. Croce• Davide Berton - permanent delegate of the Mayor of the Municipality of Cinto Euganeo• Beatrice Andreose - Permanent Delegate of the Mayor of the Municipality of Este (appointment deed: PDF DPGR 45 of 06.06.2022)• Riccardo Masin - Mayor of the Municipality of Galzignano Terme• Luca Ruffin - Mayor of the Municipality of Lozzo Atestino• Giorgia Bedin - Mayor of the Municipality of Monselice• Riccardo Mortandello - Mayor of the Municipality of Montegrotto Terme• Ermanno Magagnin - Mayor of the Municipality of Rovolon• Valentino Turetta - Mayor of the Municipality of Teolo• Marco Rigato - Mayor of the Municipality of Torreglia• Nico Schiavon - permanent delegate of the Mayor of the Municipality of Vo'• Alessandro Frizzarin - expert• Antonio Scarabello - expert• Enrico Specchio - expert• Stefano Agujari Stoppa - representative of the Province of Padua (appointment deed: DPGR 26 of 4.03.2022)• Diego Bonato - representative of the associations expressing the productive activities of the primary sector• Giancarlo Reverenna - representative of the tourism promotion associations• Christianne Bergamin - representative of environmental associations
---------------------	--



	<ul style="list-style-type: none">• Maurizio Fassanelli - representative of environmental associations• Giannantonio Turlon - representative of hunting associations• Giuseppe Destro - representative of fishing associations
PROMOTION	The participants were invited directly.
COST SHARING	No expenses for this event, the venue was made available by the Museum hosting the event
RURALLURE PARTNERS' CONTRIBUTION	<ul style="list-style-type: none">• UNIPD, prof. Paola Zanovello together with the president of the Regional Park of the Euganean hills sent the invitation to all entities operating in the area. Other members aided to present the rurAllure project and UNIPD activities (POIs list, roman centuriation and Euganean hills natural detours...)• UNIVE aided to present the rurAllure project and FHV activities (archaeological/thermal detour and narratives)• FHV aided to present the rurAllure project and FHV activities drawing from their experience with pilgrims along the Romea Strata.
AGENDA	<ul style="list-style-type: none">• 18.00-18.15: Opening (Museum of the Euganean Hills).• 18.15-18.30: Introduction to the rurAllure project (Paola Zanovello)• 18:30-19:00: UNIPD, UNIVE and FHV present their activities with rurAllure (see above in partners' contribution section), explaining also opportunities for stakeholders' partners• 19:00-19:30 Feedback and question from the audience
AGREEMENTS AND OUTCOMES	This is a first meeting, no agreement reached at this stage, but an example signed agreement was presented (comune di Borgoricco, following roman centuriation detour)
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: unknown at the moment (+10 potential)• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1• KPI4: Outreach to decision makers besides the pilot experiments: unknown at the moment• CPI5: Media impact: +1 (one journalist present)

At least one journalist was present, but while writing this report (3 days after), media material still has to be collected.

A Facebook post from Comune di Galzignano (where the hosting venue is located)

MEDIA CLIPPING



FEEDBACK

Aside from general question about the project, the activity, the portal, a peculiar question about the name rurAllure which sounds very foreign to local ears.

There were requests if any promotional material (leaflets) would be available. Also, it was noted that the project's website (<https://rurallure.eu/>) is not available in Italian.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Prepare a live demo (or pre-recorded video) of the rurAllure platform/portal or, even better, of the app itself. Try to show practically how it works. Also prepare some leaflets or paper handouts with logo, QR code linking to the apps or webpage explaining the project.

PICTURES OF THE EVENT



reach out!



Along the Via Romea Germanica

Table 19. Fieldwork Master of Ravenna: network development.

EVENT	One field trip with the students of the 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna (based in the Ravenna Campus) to meet local stakeholders in Argenta (Ferrara)
LOCATION	<ul style="list-style-type: none">• Marsh Museum, Campotto, Argenta• Argenta Valleys (6th station of the Po Delta Regional Park)• Land Reclamation Museum, Argenta• Municipal Archive, Argenta• Municipal Museum, Argenta
DATES	1 field trip: April 9 th 2022
REFERENCE ROUTE	Via Romea Germanica
MOTIVATION	<ul style="list-style-type: none">• To provide Master students with an experience combining the local dimension (working for a small rural museum) with the international dimension (being part of a European project).• To foster the relationship between students and the local communities (education outside the classroom).• To provide students a first-hand knowledge of the stakeholders and the cultural and natural heritage of Argenta which was the tourist destination chosen for their Master project works.
DESCRIPTION OF THE ACTIVITIES	<p>Cast organizes the 1st level Master in Tourism Enhancement and Cultural Heritage Management of the University of Bologna (at the Ravenna campus premises) aiming at training new professional profiles equipped with operational tools for cultural heritage management and tourism promotion. Within this framework, the students are requested to realize project works in which they can experience the knowledge and skills acquired.</p> <p>Cast has involved students of the 2021-2022 edition of this Master in the development of interactive content to be displayed and enjoyed by tourists who use the rurAllure mobile app, as well as to motivate them to visit the Marsh Museum and the Argenta Valleys.</p> <p>During the Master students must develop also project works on tourism development based on participatory processes and networking activities along cultural itineraries</p> <p>Within this framework students have worked in content creation aiming at promoting the small local museums and attracting and entertaining visitors.</p>
METHODOLOGY	A detailed project has been presented to the Master director and has become part of the teaching Tourist system and cultural routes to include the students' activities in the Master Program



The field trip to the destination was performed on April 9th 2022 to meet the local stakeholders and visit the museums part of the Ecomuseum of Argenta as well as the Municipal archive.

Then the groups brainstormed ideas to co-design narratives for the museums and the ruAllure platform.

- On April 23rd in the morning students worked at the Ravenna Campus premises of the University of Bologna to attend some lectures (prof. Bruno Marangoni, prof. Patrizia Battilani and Maria Laura Gasparini) on the history of Argenta and the traditional agriculture of this area to acquire more information on what they visit during the fieldwork.
- On April 23rd, in the afternoon, students were organized into 4 groups to reflect on the field trip they had experienced on April 9th and start working on new narratives and contents about Argenta natural and cultural heritage, by using service design tools.
- On May 13th students presented and discussed together their first proposal of new narratives.

Currently they are finalising the content to upload to the ruAllure platform and mobile app and presented in December to the local stakeholders.

TOPICS

- History of the area
 - Agricultural tradition
 - Main flora and fauna
 - Water related heritage
 - Climate change
-

GEOGRAPHICAL SCOPE

Local (Argenta Municipality)

RELATION TO PREVIOUS ACTIONS

Following the signature of a collaboration agreement between ruAllure and the Argenta Municipality, this activity was organized in order to fulfil the objectives of the project (creative content creation for the platform and mobile app), provide a new narrative linking together all the natural and cultural heritage of the area and allow students to develop tourism valorisation project works mixing together the local and the international dimension and be involved in a European project.

PARTICIPANTS

- Students of 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna
 - Professors and researchers from the Center for Advanced Studies in Tourism (CAST), University of Bologna
 - Representatives from the Municipality of Argenta
 - Representatives from the Ecomuseum of Argenta, including the Marsh Museum, Civic Museum and Land Reclamation museum as well as of the Municipal Archive.
 - Tourist guides from the Argenta Valleys
-



PROMOTION	The participants were invited directly.
COST SHARING	<ul style="list-style-type: none">• The Master has covered the traveling and catering expenses of the students.• UNIBO has covered the travelling and accommodation expenses from the researchers involved as part of rurAllure's budget for pilot activities.• The local stakeholders provided access free of charge to the premises of the Marsh Museum where most activities were developed.
RURALLURE PARTNERS' CONTRIBUTION	<p>UNIBO: Patrizia Battilani and Alessia Mariotti have coordinated all the activities, including lectures after the field trips, participation and organization of the field trips, coordination with local stakeholders and guidance of students for the project work. Maria Laura Gasparini has organised the participation of one of the Master's students in the final activity with High-school students.</p> <p>Simone Zambruno and Cristina Bernini have coordinated the inclusion of this experience in the Master training program.</p>
OUTCOMES	<ul style="list-style-type: none">• Engaging students in research activity putting their previous knowledge and creativity to the service of a small rural area.• Inclusion of locally available sources in the development of new narratives thanks to the access to the local archives.• Foster the relationship between students and the local communities (education outside the classroom)• Opportunity for the Argenta Municipality to have international visibility through a European project• New content in the form of multimedia narratives for the rurAllure platform and mobile app
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +9• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +9 (including videos, translation of podcasts, translation of museums' panels)• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +4• CPI5: Media impact: +2
MEDIA CLIPPING	<ul style="list-style-type: none">• https://www.linkedin.com/posts/masterturismoculturale_allinterno-del-modulo-di-sistemi-e-activity-6919293281222742017-9Xp0?utm_source=share&utm_medium=member_desktop• https://www.facebook.com/cast.unibo

PICTURES OF THE EVENT





Table 20. Fieldwork with Languages' High School students "Cesare Valgimigli".

EVENT	A second set of field trips with "Cesare Valgimigli" High school students from Rimini to meet local stakeholders in Argenta (Ferrara)
LOCATION	<ul style="list-style-type: none">• Marsh Museum, Campotto, Argenta• Argenta Valleys (6th station of the Po Delta Regional Park)• Land Reclamation Museum, Argenta• Mercato Cultural Centre, Argenta
DATES	2 field trips: May 3rd and September 12 - 13th, 2022
REFERENCE ROUTE	Via Romea Germanica
MOTIVATION	<ul style="list-style-type: none">• To provide high school students with a first work experience combining the local dimension (working for a small rural museum) with the international dimension (being part of a European project).• To foster the relationship between students and the local communities (education outside the classroom).
DESCRIPTION OF THE ACTIVITIES	<p>The University of Bologna has established a partnership with the High school "Cesare Valgimigli" from Rimini to involve the students in the development of interactive content to be displayed and enjoyed by tourists who use the rurAllure mobile app, as well as to motivate them to visit the Marsh Museum and the Argenta Valleys.</p> <p>The students have to perform a work experience during their 3rd and 4th year of high school, which is called PCTO (standing for Transversal Skills and Orientation Pathways) and the connection has been established since the teacher was interested in providing students a work experience as part of a European project.</p> <p>Since this is a linguistic school, students have worked in content creation in several languages (Spanish, English, German) that are useful for the narratives and featured plans but also to provide a small local museum with content in foreign languages, which for the moment they have only available in Italian.</p>
METHODOLOGY	<ul style="list-style-type: none">• A training programme for the entire scholastic year has been defined together with the teachers from the different subjects that prepares students for the practical experience (see agenda below for the calendar of activities).• The first field trip to the destination was performed in May 3rd to visit the museums part of the Ecomuseum of Argenta and meet the local stakeholders.• Then the groups brainstormed ideas to co-design the interpretational content for the museum and the ruAllure platform. The students have also performed a benchmark with other rural museums of the area to provide suggestions for improvement.• The second field trip took place in September 12-13th where the students, divided in 4 groups, collected materials, interviewed local



	<p>stakeholders, took part in guided tours by bike and eco-shuttle, recorded videos and photos.</p> <ul style="list-style-type: none">• On September 14-15th the students worked at the University of Bologna premises to attend some lessons, reflect on the field trip and start working on the videos/ podcasts and interpretative materials <p>As of November 2022, the students are finalising the multimedia content in order to include it in the rurAllure platform and mobile app and presented in December to the local stakeholders.</p>
TOPICS	<ul style="list-style-type: none">• Water related heritage• Climate change• Myths and legends related to water• Other cultural and natural heritage (history of the area, flora and fauna, landscapes, etc.)
GEOGRAPHICAL SCOPE	Local (Argenta Municipality)
RELATION TO PREVIOUS ACTIONS	Following the signature of a collaboration agreement between rurAllure and the Argenta Municipality, this activity was organized to fulfil the objectives of the project (creative content creation for the platform and mobile app), provide the Marsh Museum with content in foreign languages that they could display and allow students to perform a first work experience, making a contribution at local level but also being involved in a European project.
PARTICIPANTS	<ul style="list-style-type: none">• Students and teachers from the Liceo Linguistico "Cesare Valgimigli", Rimini (RN)• Professors and researchers from the Center for Advanced Studies in Tourism (CAST), University of Bologna• Representatives from the Municipality of Argenta• Representatives from the Ecomuseum of Argenta, including the Marsh Museum, Civic Museum and Land Reclamation museum• Tour guide and photographer from the Argenta Valleys• Campotto Hostel, run by La Pieve social cooperative
PROMOTION	The participants were invited directly.
COST SHARING	<ul style="list-style-type: none">• The high school has covered the traveling and accommodation expenses of the students and teachers.• UNIBO has covered the travelling and accommodation expenses from the researchers involved as part of rurAllure's budget for pilot activities.• The local stakeholders provided access free of charge to the premises of the Marsh Museum, where most activities were developed.



- The University of Bologna put a classroom and technical equipment at disposal for students for the 2 days of work in the University, Rimini Campus.

RURALLURE PARTNERS' CONTRIBUTION

UNIBO: Maria Laura Gasparini and Alessia Mariotti have coordinated all the activities, including lessons in the classroom before the field trips, participation and organization of the field trips, coordination with local stakeholders and guidance of students for the project work, assisted by the high school teachers, Barbara Rossi and Lorenza Angelini.

AGENDA OF THE ENTIRE YEARLY PROGRAMME

DESCRIPTION OF ACTIVITIES	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Presentation of the project to students and preparatory lessons												
Site visit to the area: visit to Museums, interviews, analysis of context, enquire about needs of local stakeholders												
Define duties of students and action plan; translations, creation of new content (podcast, video, etc), written material												
Stage: collecting material, creation of new narratives, registering podcasts, translations, etc.												
Finalize content, discussion with tutors and stakeholders												
Presentation of results to Argenta's stakeholders												

OUTCOMES

- First work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum.
- Foster the relationship between students and the local communities (education outside the classroom).
- Opportunity for the Museum to have their offer accessible in other languages and international visibility through an European project.
- New content in the form of multimedia narratives for the rurAllure platform and mobile app.

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +9
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +9 (including videos, translation of podcasts, translation of museums' panels)
- CPI2: Number of featured itineraries and narratives created for specific topics and segments: +4
- CPI5: Media impact: +2

MEDIA CLIPPING

The activities were covered by the rurAllure website as well as the University of Bologna social media channels:

- <https://www.facebook.com/cast.unibo>

-
- <https://rurallure.eu/a-study-visit-for-the-students-along-via-romea-germanica/>
 - https://www.linkedin.com/posts/rurallure_rurallure-horizon2020-site-inspection-activity-6931900487206072320-kQQG?utm_source=share&utm_medium=member_desktop
-

FEEDBACK

The local stakeholders, namely the authorities of the Argenta Municipality and the different museums part of the Ecomuseum of Argenta were very satisfied with the work performed by students, especially the benchmark performed with other rurAllure museums and the student's suggestions to attract younger audiences to visit the Museums. They are now looking forward to receiving the multimedia materials produced by the students.

For the students and teachers of the Linguistic High School it has been a positive learning and working experience outside the classroom and to be involved in an European project using students creative and linguistic skills.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- Win-win-win situation: positive experience for students, for the Argenta Ecomuseum and for the rurAllure project.
 - Time consuming activity but low cost of implementation.
 - Easily replicable in the Italian and European context since most schools include traineeships for students to have a first work experience and a learning experience outside the classroom.
-

PICTURES OF THE EVENT









Table 21. Fieldwork with wellness students May 2022.

EVENT	A third field trip with the students of the 2st level Master in Wellness: sport and health from University of Bologna (based in the Rimini Campus) to evaluate the physical efforts of Pilgrims taking the main detour proposed in Argenta (Ferrara).
LOCATION	<ul style="list-style-type: none"> • Traghetto – Campotto Stage of the VRG • Marsh Museum, Campotto, Argenta • Campotto hostel, Argenta • Argenta Valleys (6th station of the Po Delta Regional Park) • Agriturismo Vallesanta Argenta
DATES	1 field trip: 31 st May – 1 st June 2022
REFERENCE ROUTE	Via Romea Germanica
MOTIVATION	<ul style="list-style-type: none"> • To provide the Municipality with a multisectoral evaluation (physical effort, branding, sustainability, nutrition, and typical products) of the possible activities involving pilgrims along the two stages from Traghetto to Argenta/Campotto and within the Valli di Argenta detour. • To provide the students with an experience allowing them to combine the different skills and knowledge they acquire during the two years master’s degree. • To allow the international degree students to appreciate the possibility to integrate their expertise both in a local dimension (working for a small rural museum) with the international dimension (being part of a European project). • To foster the relationship between students and the local communities (education outside the classroom).



-
- To provide students a first-hand knowledge of the stakeholders and the cultural and natural heritage of Argenta which was the tourist destination chosen for their project works of the Sport Tourism and Geography course.
-

DESCRIPTION OF THE ACTIVITIES

Ten students of the international master's degree course in Wellness, Sport and Health had the possibility to test from the point of view of physical effort and the perception of fatigue, the stage (about 20 km on foot) of the Via Romea Germanica that connects the towns of Traghetti and Argenta, a stage that pilgrims face before entering the municipal area, the western gate of the Po Delta Park.

On the second day the same students evaluated the same parameters on an alternative route around the Argenta valleys of about 25 km but biking.

In parallel a second group of 10 students evaluated effort and endurance on the alternative route around the Argenta Valleys both by bike and by foot.

The whole group of students has been assigned an interdisciplinary activity combining the different expertise they are acquiring:

- Under the supervision of Professor Marcora learn how to measure in an integrated manner the physiological and psychological responses to active leisure.
 - Under the supervision of Professor Mariotti test the possibility of moving from theory to practice when it comes to sustainability in tourism: is it possible evaluate the impact of our fieldwork activity following the sustainability pillars?
 - Under the supervision of Professor Giovanardi find the balance between promotion of nature and rural resource-based destinations and sustainable development of tourism.
 - Under the supervision of Professor Malaguti to detect typical products of the area, evaluate them under a nutritional point of view and find the right balance between healthy food, active leisure and tourism promotion.
-

METHODOLOGY

A detailed project has been presented to the Department's director and to the program coordinator and has become part of the integrated teaching Sustainability and local development composed by "Geography of Sport and Tourism" and "Sustainable Management".

The field trip took place on 31st May and 1st June 2022 to allow the students to experience directly the walking and biking activities usually performed by pilgrims.

At the end of the first day, evaluation questionnaires and leading questions have been distributed to students to stimulate their critical approach to the subject. Some tasks have been developed by them individually, other have been the core of teamwork in groups.

At the end of the second day a wrap up and focus group debate has taken place after the tasting experience at Agriturismo Vallesanta.



	<p>One week after fieldwork the students have been summoned to brainstorm on the four aspects of their experience. Some of them were able to present their work and thoughts to the others.</p> <p>Later on the general results of the interdisciplinary experience have been summarised in a short report.</p>
TOPICS	<ul style="list-style-type: none">• Branding of Rural areas.• Sustainability.• Physical efforts and strengths evaluation.• Sport tourism.• Typical products and nutrition.
GEOGRAPHICAL SCOPE	Local (Argenta Municipality)
RELATION TO PREVIOUS ACTIONS	<p>Following the signature of a collaboration agreement between rurAllure and the Argenta Municipality, this activity was organized to fulfil the objectives of the project (testing of featured trips and content creation for the platform and mobile app). The Municipality is organising yearly bike related events, in particular the so called “Fargravel”, an amateur competition for gravel bikes along the percorso Primaro. The sport science students were included in a tourism valorisation project works, thus contributing to the general sport tourism strategy of the area.</p>
PARTICIPANTS	<ul style="list-style-type: none">• Students of second degree in Wellness Sport and health University of Bologna.• Professors and researchers from the Center for Advanced Studies in Tourism (CAST), University of Bologna.• Representatives from the Municipality of Argenta.• Representatives from the Ecomuseum of Argenta, including the Marsh Museum, Civic Museum and Land Reclamation museum as well as of the Municipal Archive.• Ostello di Campotto management body.
PROMOTION	The participants were invited directly.
COST SHARING	<p>The second cycle degree has covered the traveling and catering expenses of the students.</p> <p>UNIBO has covered the travelling and accommodation expenses from the researchers involved as part of rurAllure's budget for pilot activities.</p>
RURALLURE PARTNERS' CONTRIBUTION	UNIBO: Alessia Mariotti has coordinated the organisation and the structure of the fieldtrip; Massimo Giovanardi, Marco Malaguti, Samuele Maria Marcora have participated in the fieldwork and suggested student's activities.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2

-
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: + 4
 - CPI2: Number of featured itineraries and narratives created for specific topics and segments: +4
-

MEDIA CLIPPING

<https://www.facebook.com/cast.unibo>

https://www.facebook.com/alessia.mariotti.351?locale=it_IT

PICTURES OF THE EVENT





Table 22. Events and conferences where UNIBO featured the rurAllure project during 2022.

EVENTS

- **Event 1:** Congress “Artistic and religious heritage in the Recovery and Resilience Italian Plan” co-organized by CAST – UNIBO.
- **Event 2:** 9th Annual Training Academy of Cultural Routes of the Council of Europe organized by the European Institute of Cultural Routes.



	<ul style="list-style-type: none">• Event 3: Workshop on Cultural Routes of the Council of Europe: "Cultural Heritage, Landscape and Tourism" organized by the DIST, Politecnico di Torino.• Event 4: International Geographical Union Centennial Congress, session on "Tourism and Routing" co-organized by UNIBO and UNIPD.
LOCATIONS AND DATES	<ul style="list-style-type: none">• Event 1: Bologna, Italy, 26th March 2022.• Event 2: Fontainebleau, France, 31st May to 3rd June 2022.• Event 3: Turin, Italy, 1st to 6th July 2022.• Event 4: Paris, France, 18th to 22nd July 2022.
REFERENCE ROUTES	All routes part of the rurAllure project have been featured, with a particular focus on the roads leading to Rome (Via Francigena, Via Romea Germanica and Via Romea Strata).
MOTIVATION	<ul style="list-style-type: none">• Training and education.• rurAllure project presentation and dissemination of scientific outputs of the project.• Networking with local and regional stakeholders, as well as the scientific community.• Invitation to join the project as associate partner.• Promotion of the rurAllure network of institutions.
TOPICS	<ul style="list-style-type: none">• Presentation of the value of pilgrimage routes in local and rural development.• Opportunities to preserve and promote religious heritage using the funds coming from the Recovery and resilience programme.• General presentation of the project goals, tools, pilot activities and expected outcomes.• Presentation of the policy brief launched in 2021 and developed by the UNIBO team in collaboration with all rurAllure partners.
GEOGRAPHICAL SCOPE	Regional, national and international levels
RELATIONS TO PREVIOUS ACTIONS	The results from the policy analysis on pilgrimage routes presented in Event 4 (IGU Congress) were the outcomes of the Deliverable 2.8.
PARTICIPANTS	<ul style="list-style-type: none">• Professors Fiorella Dallari and Alessia Mariotti• PhD candidate and researcher Maria Laura Gasparini
PROMOTION	All events were promoted through the CAST-UNIBO social media channels as well as the rurAllure project website and social media channels.



Moreover, the IGU Congress was widely featured worldwide in the geographical scientific community.

COSTS SHARING

Most of the costs have been covered by CAST-UNIBO own funds, or covered by the organizers of the events, so only a few of the travelling expenses have been covered using rurAllure funds.

Event 1: Congress “Artistic and religious heritage in the Recovery and Resilience Italian Plan”.

- Prof. Fiorella Dallari presented the cultural heritage along the 3 roman roads and the rurAllure project.

Event 2: 9th Annual Training Academy of Cultural Routes of the Council of Europe

- The event united 37 cultural routes with representatives from 17 European countries for the first time after the pandemic.
- Maria Laura Gasparini attended the event representing the Via Romea Germanica and networked with several Cultural Routes, including Cyril and Methodius Route who later on joined the project as associated partner.

Event 3: Workshop on Cultural Routes of the Council of Europe: Cultural Heritage, Landscape and Tourism"

- The aim of the workshop was to address the theme of the Cultural Routes of the CoE, which represent in their specificity a node of fundamental importance in the active interpretation of cultural heritage and are configured as strategic tools to guide the processes of territorial and landscape enhancement. The workshop was performed between July and September and was divided into three main modules: I. Ex cathedra lessons; II. Study visits and on-site workshops; III. Students final project.
- Prof. Fiorella Dallari and Maria Laura Gasparini performed 2 lectures highlighting rurAllure and the value of pilgrimage routes for local development.

Event 4: International Geographical Union Centennial Congress

- The IGU Congress is the main event gathering geographers from around the world, this year celebrating its 100th anniversary. There were 14 sessions on tourism geography sponsored by the IGU Tourism Commission including the session co-organized by Prof. Alessia Mariotti and Maria Laura Gasparini from UNIBO together with Prof. Chiara Rabbiosi from University of Padova.
 - The session was entitled "Tourism and routing: exploring the economic, cultural and political dimensions of walking routes" and saw the participation of 13 scholars presenting their research on tourism and walking routes, including colleagues from UDC.
 - As part of the session, Maria Laura presented the research led by the UNIBO team with the collaboration of all rurAllure partners that led to the creation of the Policy Brief on Pilgrimage routes with
-

CAST - UNIBO TEAM CONTRIBUTION TO EACH EVENT

reach out!



	evaluates policies on routes, pilgrimages, rural development and sustainable tourism.
GENERAL OUT- COMES OF THE EVENTS	<ul style="list-style-type: none">• Further dissemination and awareness raising about the project goals, tools and preliminary results.• Enlarged network of potential stakeholders to involve in the network of institutions, including one Associated partner agreement signed with the Cyril and Methodius route (recognised recently by the Council of Europe).• Generation of scientific knowledge related to pilgrimage and cultural routes.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI2: Social media activity (posts on the rurAllure social media accounts): +5• CPI5: Media impact: +13
MEDIA CLIPPING	<p>Event 1:</p> <ul style="list-style-type: none">• https://eventi.unibo.it/pnrr-turismo• https://youtu.be/KkwiMUiK1LE• https://rurallure.eu/rurallure-featured-at-the-cast-conference-on-religious-heritage/• https://www.linkedin.com/posts/rurallure_rurallure-horizon2020-pilgrimage-activity-6917354919846973440-DD_P?utm_source=share&utm_medium=member_desktop <p>Event 2:</p> <ul style="list-style-type: none">• https://rurallure.eu/training-academy-on-cultural-routes-of-the-council-of-europe-best-practice-by-rurallure/• https://www.viefrancigene.org/it/aevf-partecipa-alla-training-academy-dedicata-agli-itinerari-culturali/• https://www.facebook.com/rurallure/posts/pfbid02w7Howpg7JB41HoJD9XGr-cLVwGuwFmpGNRs7Pw71eAMvnKNHqzNJAp3qw1FVuyb3il• https://www.instagram.com/p/Ceiusuncjz/• https://www.linkedin.com/feed/update/urn:li:activity:6940266013485604864• https://www.linkedin.com/posts/via-francigena-eu_rurallure-horizon2020-slowtourism-activity-6940572069512294400-Qr9-?utm_source=share&utm_medium=member_desktop• https://twitter.com/rurallure/status/1534498361792942081 <p>Event 3:</p> <ul style="list-style-type: none">• https://www.linkedin.com/posts/rurallure_rurallure-horizon2020-activity-6988393473389285376-6WOs?utm_source=share&utm_medium=member_desktop

Event 4:

- <https://rurallure.eu/call-for-abstracts-special-session-on-tourism-and-routing-igu-tourism-commission/>
- https://www.linkedin.com/posts/rurallure_rurallure-culturalroutes-horizon2020-activity-6980061004172832769-JcLK?utm_source=share&utm_medium=member_desktop

FEEDBACK

Very positive feedback received in each presentation and event and much interest in following the development of the project and get involved in the network of institutions.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

A mix of academic conferences, lectures and outreach events has proven to be very effective in order to fulfil the goals of the project, related to generate scientific knowledge and also awareness among decision makers.

PICTURES OF THE EVENTS

26 MARZO 2022
ore 10:00

Auditorium E. Carlo Raboni
Largo Broletto 8, Bologna
Via Sabazia, 8
40133 Bologna

CONVEGNO IN PRESENZA E ONLINE
PATRIMONIO ARTISTICO E RELIGIOSO NEL PNRR

PROGRAMMA

10:00 - 10:15 **Apertura**
 10:15 - 10:30 **Introduzione**
 10:30 - 11:00 **Il patrimonio artistico e religioso nel PNRR**
 11:00 - 11:30 **Il patrimonio artistico e religioso nel PNRR**
 11:30 - 12:00 **Il patrimonio artistico e religioso nel PNRR**
 12:00 - 12:30 **Il patrimonio artistico e religioso nel PNRR**
 12:30 - 13:00 **Il patrimonio artistico e religioso nel PNRR**
 13:00 - 13:30 **Il patrimonio artistico e religioso nel PNRR**
 13:30 - 14:00 **Il patrimonio artistico e religioso nel PNRR**
 14:00 - 14:30 **Il patrimonio artistico e religioso nel PNRR**
 14:30 - 15:00 **Il patrimonio artistico e religioso nel PNRR**
 15:00 - 15:30 **Il patrimonio artistico e religioso nel PNRR**
 15:30 - 16:00 **Il patrimonio artistico e religioso nel PNRR**
 16:00 - 16:30 **Il patrimonio artistico e religioso nel PNRR**
 16:30 - 17:00 **Il patrimonio artistico e religioso nel PNRR**
 17:00 - 17:30 **Il patrimonio artistico e religioso nel PNRR**
 17:30 - 18:00 **Il patrimonio artistico e religioso nel PNRR**
 18:00 - 18:30 **Il patrimonio artistico e religioso nel PNRR**
 18:30 - 19:00 **Il patrimonio artistico e religioso nel PNRR**
 19:00 - 19:30 **Il patrimonio artistico e religioso nel PNRR**
 19:30 - 20:00 **Il patrimonio artistico e religioso nel PNRR**
 20:00 - 20:30 **Il patrimonio artistico e religioso nel PNRR**
 20:30 - 21:00 **Il patrimonio artistico e religioso nel PNRR**
 21:00 - 21:30 **Il patrimonio artistico e religioso nel PNRR**
 21:30 - 22:00 **Il patrimonio artistico e religioso nel PNRR**
 22:00 - 22:30 **Il patrimonio artistico e religioso nel PNRR**
 22:30 - 23:00 **Il patrimonio artistico e religioso nel PNRR**
 23:00 - 23:30 **Il patrimonio artistico e religioso nel PNRR**
 23:30 - 24:00 **Il patrimonio artistico e religioso nel PNRR**

ORGANIZZAZIONE
 UNIVERSITÀ DI BOLOGNA
 A3
 A3





CALL FOR PARTICIPATION

Deadline for application
15.05.2022

**CULTURAL ROUTES OF THE COUNCIL OF EUROPE:
CULTURAL HERITAGE, LANDSCAPE AND TOURISM**
DnT 2022 Teaching Project
Students' workshop with study visits
July-September 2022

The workshop represents the first phase of activity of a broader teaching project organized by Politecnico di Torino – DnT, within the framework of the scientific and teaching activities of the Network for Cultural Routes Studies with the patronage of the European Institute of Cultural Routes (Council of Europe). The aim of the workshop is to address the theme of the Cultural Routes of the CoE, which represent in their specificity a route of fundamental importance in the active interpretation of cultural heritage and are configured as strategic tools to guide the processes of territorial and landscape enhancement.

The workshop will last approximately 75 hours in total and will be divided into three main modules:
I. **Key activities involved:** II. **Study visits and on-site workshops;** III. **Students final project**
The workshop activities provide 200 CPU (ECTS) depending on the degree course.

ELIGIBLE CANDIDATES: graduate students enrolled in the following courses: Pianificazione Territoriale, Urbanistica e Paesaggistica-Architettura / Territorio, Urbanistica, Environmental and Landscape Planning / LM5 Progettazione delle aree verdi e del paesaggio / LM5 Geografia e Scienze Territoriali, LM5 Scienze dell'Architettura, delle Culture e del Territorio. **10 students will be selected to participate.**

DELIVERY LANGUAGE: The workshop and the planned activities will be held mainly in English (modules I and II); students may decide in which language to submit the final project (module III).

Scientific coordinator: Silvia Galasso

PCU/DN-TIC Staff: Federica Brusconi, Maria Dolera, Claudia Cassinella, Marco Deverchi, Andrea Longhi, Carlo Salone, Rossa Tamburino

Invited guests: Antonio Rizzato (Parks for People), Association of Significant Circles in Europe (ASCE), Fiorella Dallari, Maria Laura Gasparini, Alessia Marchi (Unico-CAST), Stefano Domenico, Corinne Clark (European Institute of Cultural Routes), Elena Dubois (AEOP), Aleksandra Orlic (Fondazione Home Visitor – Iser Tinkovski, European Association Roma Street), Alessia Tili (Fondazione Bartolotta), Renata Iannone (MFC), Anna Trossi (Assolombarda).

Tutor: Silvia Papp

Travel and accommodation costs related to the participation of up to 10 selected students in the workshop will be covered by DnT / Excellence Project MUR 2016/2022 funds.

For enquiries, send an email to: CulturalRoutes.PdTO-DnT@gmail.com





Table 23. Associated partner agreements signed.

EVENT	Associated partner agreements signed
STAKEHOLDERS	<ul style="list-style-type: none">• Argenta Municipality (Emilia Romagna region, Italy)• Cyril and Methodius Route (headquarters based in Zlín, the Czech Republic)• RURITAGE project (H2020 project)
DATES	During 2022
REFERENCE ROUTES	<ul style="list-style-type: none">• Argenta Municipality: Via Romea Germanica• Cyril and Methodius Route: all the roads leading to Rome• RURITAGE: Saint James Way, Via Mariae, Saint Olav's ways
GEOGRAPHICAL SCOPE	Local and international
MOTIVATION	<p>As for the local stakeholders (Argenta Municipality) the motivation has been to contribute to the objectives set by the Municipality of Argenta in relation to the enhancement of the Primaro Route (in correspondence with the section of the Via Romea Germanica), through the actions of the European H2020 project rurAllure. To secure their collaboration as well as to align our actions with their goals and priorities and establish synergies to contribute to their existing plans and initiatives.</p> <p>Regarding the agreements signed with transnational cultural routes and partners from the Ruritage project, the aim was to establish long term partnerships that would allow the rurAllure network to expand.</p>
RELATIONS TO PREVIOUS ACTIONS	<p>During the first year of the project, we signed associated partner agreements with the Associations managing the Via Romea Germanica in Italy and Germany for actions specifically related to the Via Romea Germania. We have also signed an agreement with the cooperative Kòrai – Territorio, Sviluppo e Cultura and the Itinerarium Rosaliae Association from Sicily, to expand the network of institutions of rurAllure.</p>
PARTICIPANTS	<ul style="list-style-type: none">• Benedetta Bolognesi and Giulia Cillani from Municipality of Argenta• Martin Peterka and Zuzana Vottová from Cyril and Methodius Cultural Route• Simona Tondelli from Ruritage project• Martín López Nores as rurAllure project coordinator
PROMOTION	The signed agreements have been promoted through the rurAllure website and social media channels.
COSTS	N/A



RURALLURE PARTNERS CONTRIBUTION

The connection with the Argenta stakeholders has been possible thanks to Prof. Alessia Mariotti and Patrizia Battilani, while the connection with the international stakeholders was possible thanks to Maria Laura Gasparini.

OUTCOMES

With Argenta Municipality we have been collaborating during the entire second year of the project, creating new activities as part of the pilot as well as participating in their existing activities.

Thanks to this collaboration, we contributed to:

- Carrying out the various activities envisaged by the rurAllure project, such as: the creation of new narratives on the theme of water in a climate-change perspective; the proposal of new itineraries to make pilgrims aware of what is on offer in the rural areas close to that stretch of the VRG (Primaro Route); the involvement of the network of local actors; the profiling of pilgrims along the route.
- Resolving the need of the Municipality of Argenta to raise awareness among local actors on the Primaro Route (part of the transnational itinerary of the VRG) and the potential related to slow tourism (cycle-pedestrian).

With Ruritage's partners we have collected their feedback through an online Delphi survey in order to validate the recommendations from the rurAllure Policy Brief. They have also participated in the rurAllure Policy roundtable with EU policy makers, and some of them have participated in the workshop on Universal Design for All, delivered by UAM team inside WP5.

Representatives from Cyril and Methodius route participated in the Bratislava General Assembly of rurAllure and we expect closer collaboration inside the network of institution on the 3rd year of rurAllure.

CONTRIBUTION TO KPIS

- KPI3.1: Number of local (and international) stakeholders involved in pilot actions: +3.
 - If we take into consideration all the Ruritage partners involved in Pilgrimage the number of stakeholders involved in the project was +5
 - Total: +8
 - KPI2: Social media activity: +3
-

MEDIA CLIPPING

- <https://rurallure.eu/cyril-and-methodius-route-new-associated-partner/>
 - <https://rurallure.eu/collaborations/>
 - <https://www.ruritage.eu/networking-2/rurallure/>
-

FEEDBACK

All 3 organizations are very happy to be part of the project and are actively contributing to different aspects.

reach out!

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

It is advisable to establish relationships with past and existing EU funded projects on similar topics as there can be many synergies and ways to give continuity to the work carried out by other projects (capitalization of past results).

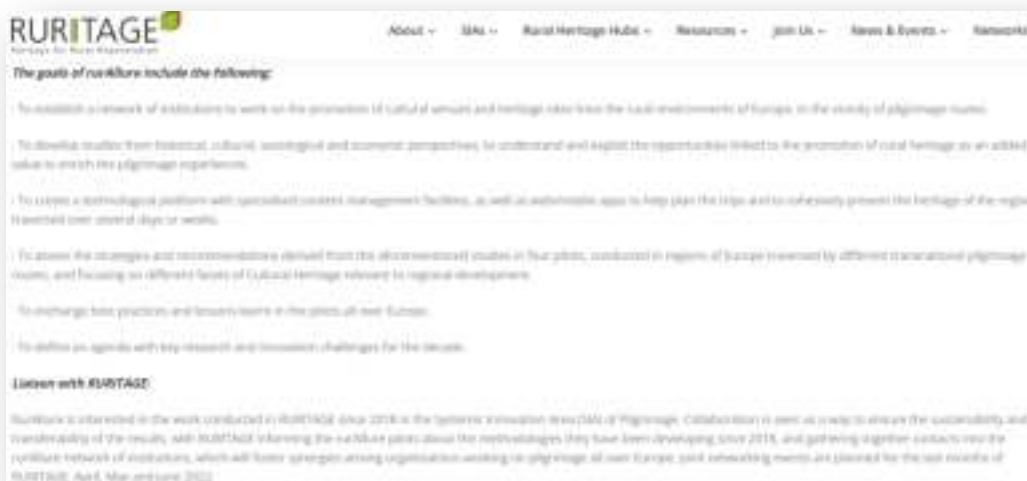




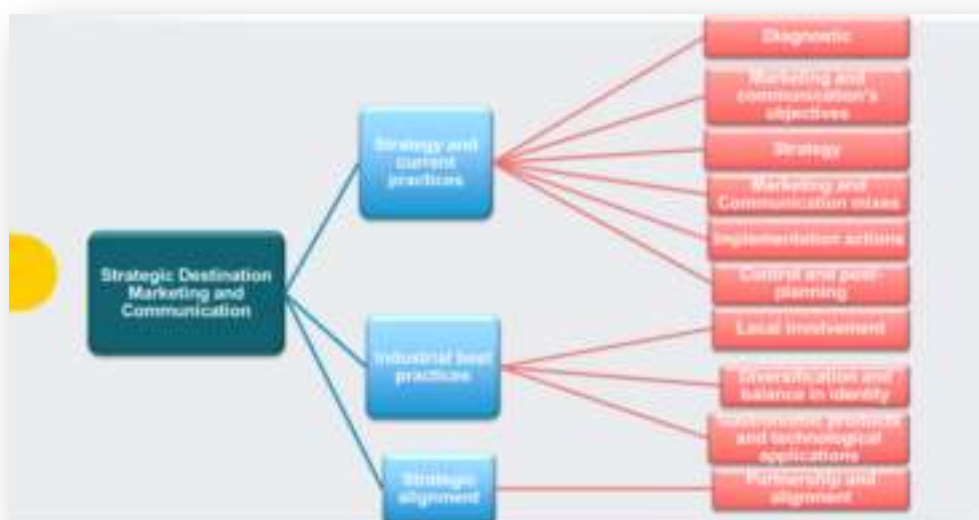
Table 24. Marketing and Communication strategy analysis of the pilot area of Argenta (Po Delta Regional Park).

TITLE OF THE RESEARCH	Assessment of Marketing and Communication Strategy for a Destination as a Pilgrimage Route: A case study of Argenta of Delta del Po
PARTICIPATING RURAL LURE PARTNERS	This research was performed by Nguyen Thanh Thanh Duong, a Masters' Degree student in Tourism and Economics programme for her final dissertation. The UNIBO team members involved were Prof. Alessia Mariotti, Prof- Massimo Giovanardi and Maria Laura Gasparini.
PERIOD ANALYSED	Current marketing and communication strategies.
REFERENCE ROUTES	Via Romea Germanica
GEOGRAPHIC AREA / ADMINISTRATIVE AREA	Argenta Municipality and the PO Delta Regional Park area, including a comparison of the alignment between Argenta's strategy and the wider Ferrara province and Romagna Destination.
AIM AND MOTIVATION	<p>The study was performed to fulfil one of WP5 requirements of aligning the project activities at the pilot area with the marketing and communication strategy for the area.</p> <p>The primary purpose of the research is to find out the areas of potential and limitations regarding the marketing and communication strategy of Argenta of Delta del Po. Furthermore, it is believed that this study will contribute to the field of marketing and communication for pilgrimage routes, especially to the assessing methodology at a strategic level.</p> <p>The document aims to evaluate the state of art of the municipality's promotional actions, related to pilgrimage tourism and heritage, and verify the extent to which the rurAllure goals and communication strategies are in line with them.</p>
METHODOLOGY & SOURCES OF INFORMATION	<p>For this task a thorough analysis of the current marketing and branding strategy of the Po Delta area was performed, building on existing documents like: The "Strategic and Operative Plan for 2019-2021 for the Tourism in the Po Delta" drafted by local action group GAL Delta 2000.</p> <p>The "Action Plan Delta 2000 - Po Delta Area" developed in the framework of the Interreg Europe project Rural Growth, which runs from 2016 to the end of 2020.</p> <p>A theoretical framework for this study was built by performing a literature review with three selected concepts: destination competitiveness of the destination; destination marketing and communication strategy; and marketing and communication strategy for pilgrimage routes.</p> <p>Then, an assessment form was created based on the theories and the information about the best practices from the literature review. Afterward, the pilot area of rurAllure project, which is Argenta of Delta del Po, has been selected to be the case study of this research. In order to collect data and</p>



	<p>information for the assessment, desk research, observation, and three semi-structured were conducted.</p> <p>Finally, the marketing and communication strategy of Argenta of Delta del Po was identified and analysed. Also, Argenta's strategy was compared to the strategies from related local and regional destination management organisations in order to check the level of alignment between their strategies.</p>
MAIN FINDINGS AND CONCLUSIONS	<p>Through the analysis, it can be concluded that even though some positive signs were shown in the current marketing and communication strategy of Argenta, there are still several points that have to be improved in the future.</p> <ul style="list-style-type: none">• On the one hand, three recognised areas of potential are the basic awareness of destination management organisations at different administrative levels about destination marketing plans, the convergence of public and private sectors in tourism development and marketing objectives, and the diversification of Argenta's tourism resources.• On the other hand, it is pointed out that the destination management organisation of Argenta should improve their destination pre-analysis, marketing and communication goals, marketing and communication mixes, post-planning evaluation, and local involvement.
IMPLICATIONS FOR RURALLURE	<p>It will help the rurAllure project team to understand better the current situation of Argenta's marketing and communication strategy and plan. From that point, they can decide and take action to support the destination management team of Argenta in utilising the areas of potential that the destination has and improving the existing weaknesses.</p>
FURTHER INFORMATION	<p>The assessment form used in this research can be used by similar destinations under the rurAllure project to evaluate their marketing and communication strategies.</p> <p>The assessment form as well as the complete marketing and communication analysis is available as a separate report upon request.</p>
DISSEMINATION	<p>The Masters student who developed the study was available to host a webinar for WP5 partners in order to transfer the methodology she has used to analyse the marketing and communication strategy of Argenta.</p>

PICTURES OF THE STUDY



Number	Assessment category	Measurable scope
1	Diagnostic	1 - 2 - 3 - 4 - 5
2	Marketing and communication's objectives	1 - 2 - 3 - 4 - 5
3	Strategy	1 - 2 - 3 - 4 - 5
4	Marketing and communication mixes	1 - 2 - 3 - 4 - 5
5	Implementation actions	1 - 2 - 3 - 4 - 5
6	Control and post-planning	1 - 2 - 3 - 4 - 5
7	Partnership and alignment	1 - 2 - 3 - 4 - 5
8	Local involvement	1 - 2 - 3 - 4 - 5
9	Diversification and balance in identity	1 - 2 - 3 - 4 - 5
10	Gastronomic products and technological applications	1 - 2 - 3 - 4 - 5

Table 25. Inventory of stakeholders related to the VRG in the pilot area.

EVENT	Interviews with local stakeholders in Argenta related to the Via Romea Germanica
LOCATION	Argenta Municipality and other nearby towns
DATES	May - September 2022
REFERENCE ROUTE	Via Romea Germanica
MOTIVATION	Mapping the actors involved in heritage management and promotion of the Via Romea Germanica (known as Percorso Primario in this area), their respective roles and the possible relationships between them, in order to understand the power dynamics, collaboration, conflicts, etc.



	<p>Semi-structured interviews with key stakeholders involved in projects and initiatives related to the Percorso Primario and Via Romea Germanica, as well as in tourism development in general.</p> <p>The interviews were mainly performed at the Campotto Hostel where the researcher stayed during the field visit.</p>
METHODOLOGY USED	<p>The interviewees have been identified thanks to the collaboration of the municipality, the Ecomuseum, desk research and also through snowballing technique (each actor interviewed was asked to suggest other relevant actors to be contacted).</p> <p>A total of 12 stakeholders have been interviewed.</p> <p>The interviews were recorded and then manually transcribed.</p>
TOPICS	<ul style="list-style-type: none">• Activities carried out in relation to the route• Collaboration and joint initiatives• State of the infrastructure• Participation in projects• Organization of events• Etc.
GEOGRAPHICAL SCOPE	<p>Local (Argenta Municipality and Po Delta Regional Park)</p>
RELATION TO PREVIOUS ACTIONS	<p>The interviews are part of the research activities performed in the pilot area in order to understand the interest in promoting pilgrimage and cycling tourism in the area, and to raise awareness about the objectives of the rurAllure project</p>
PARTICIPANTS INTERVIEWED	<ul style="list-style-type: none">• Argenta Municipality• Po Delta Regional Park• Marsh Museum• Land reclamation museum• Argenta Tourist Office• Italian Alpine Club• Far Gravel Biking event• B&B• Former intern at Argenta Municipality and inhabitant of Argenta• Association developing the Primario Storytrekking podcast• Association Terre del Po di Primario• Politecnico di Milano



COSTS	The fieldtrip costs were covered with rurAllure funds for the 4 days in Argenta. Some interviews were performed online via Zoom.
RURALLURE PARTNERS CONTRIBUTION	All the interviews were performed by Maria Laura Gasparini, researcher and PhD candidate from UNIBO-CAST undertaking her PhD course in pilgrimage routes' governance.
FEEDBACK	All interviewees were very willing to collaborate in the research and interested in the rurAllure project.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	It has been good to develop a relationship with the Argenta Municipality by signing a collaboration agreement in order to reach other key players easier.
EXPECTED OUTCOMES	<p>A first analysis of the interviews revealed that there are some contrasting views on the way to develop the "Percorso Primario" with some actors in favour of leaving it more "natural" and others believing an important investment is needed in terms of infrastructure to make the path a real cycling path for all types of users.</p> <p>A thorough analysis of the interviews will be performed in the upcoming months and will provide recommendations for the activities on the third year of rurAllure as well as constitute a scientific output in the form of research papers to be published in the framework of rurAllure and the PhD thesis of the researcher.</p>

4. POI documentation

In this part of the report, we display the activities done to connect the pilot area with the platform, enriching the database of POIs:

- POIs documentation along the Via Francigena.
- POIs documentation along the Via Romea Strata.
- POIs documentation along the Via Romea Strata in Borgoricco.
- POIs documentation along the Via Romea Germanica.

Along the Via Francigena

Table 26. POIs documentation Francigena.

PARTICIPATING RURALLURE PARTNERS	<ul style="list-style-type: none"> • Universidad Autónoma de Madrid (UAM) • European Association of the Via Francigena ways (AEVF) • WP5 team
DATES OF THE POI DOCUMENTATION TASK	From 01/06/2022 to 31/10/2022



REFERENCE ROUTE	Via Francigena
MOTIVATION & STRATEGY	<p>The Via Francigena is one of the main pilgrimage routes to Rome, and it crosses 4 countries: Italy, Switzerland, France and England).</p> <p>The work was divided in some different perspectives, focused, on one hand in thermal heritage -spas, springs, archaeological and geological sites, landscapes, etc.-; but also, other type of cultural heritage linked to the route and the rural areas closed, as well as functional POIs -hotels, hostels, restaurants, cafeterias- and some strategical POIS -fountains, service areas, churches, etc- .</p> <p>A list of POIs was first prepared for four different stretches of the Via Francigena in UK, France, Switzerland and Italy, containing the title of the POIs, short description, geographical location, contact details and any other useful information.</p> <p>The list of AEVF was defined in accordance with the official web sources of the administrative entities (municipalities, regions, promotion agencies and DMOs). Priority was given to cultural heritage (tangible and intangible) – thermal, architectural, religious and other types.</p> <p>A part of the list was taken from the official website of the AEVF as well as reviewed and confirmed by the regional or municipal representatives in terms of joint projects with the Association.</p> <p>Besides, the priority was given to the POIs located in the rural area to shift the focus from larger touristic cities and facilitate the impact from the slow tourism in less developed territories.</p> <p>The UAM team started working in the Italian area -mainly in the Tuscany province, that is one of the more important thermal areas of Italy- but also in the other countries, where there are less examples of thermalism. Anyway, in these months some new POIs in those countries have been also including, in order to complete and integrate in the next months the information dispersed along many webs (local or not), to allow to test the website app of WP5.</p> <p>Also, the UAM team has been working to analyse some ways to catch and improve the capture of data, including some suggestions for good practises y some ideas to improve these tools. Due to the presence of specialists in geotechnologies, and the important weight of geographic information in the project, these functions have been carried out mainly using GIS.</p> <p>So, in the POIs captures, we also tried a strategy for searching, locating, and analysing POIs using GIS (geographic information systems). This tool allows integrating and managing geographic information quickly and without repetitions or other problems associated to no-dynamic excel tabs. The current development of geotechnologies also facilitates the automation of tasks.</p> <p>Managing the POIs as a geospatial database connected to a GIS allows to improve the selection of points, as well as a better adaptation to the proposals because, for example, it facilitates the identification of slope areas, shadows, visual fields...</p>



As we will explain further later, we suggest some challenges to improve the functionality of our website:

- development of standard data, according to European directives such as INSPIRE and other proposals.
- Use international geo-portals to acquire and review new information
- Employ of GIS as a basic tool, to consider influence areas, slope of hills, alternative routes, easier searches, cartographical analysis, avoiding repetitions, etc.
- Development of some examples and suggested protocols to promote and improve the web; and including more intuitive systems.
- Considering the perception of the pilgrim, analysing also their interests, as well as the curiosity or discovering new aspects on their routes.

Finally, through the experience of some field trips, we have tried to correct the POI and determine the differences between the laboratory work and the perception of the pilgrims, improved the aspects suggested by pilgrims related to functional POIs or interesting data.

NUMBER OF POIS UPLOADED

1322

Among others, the concepts described above have been tested and considered in 142 POIs, to improve the selection and facilities to upload POIs.

SELECTION CRITERIA

The priority has been the cultural sites along the VF route, due to the low level of archaeological sites related to ancient thermalism and the associated geology in some countries. Nevertheless, we were focused on this subject mainly in the Italian area, and specifically in Toscana and Lazio regions, the richest areas in thermal sites, but not yet very well-known instead of the popularity of those regions.

So, other POIs linked to archaeology and history, as well as natural, cultural and historical heritage have mainly been included.

The main criteria were:

- The relevance of the POI to the project.
- Its cultural and heritage values.
- Quantity and quality of the information found related to POI.
- The reliability of the resource used.
- The availability of appropriate images with a Creative Commons license.
- Its logical compliance with the goals and priorities of WP5.

DISTANCES FROM THE OFFICIAL PATHS

Points have been searched no more than 30 kilometres from the road. Then through a GIS they have been classified with an algorithm in which distance and elevations are included as main fields.

Nevertheless, we have considered preferably between 1 and 10 km from the official paths.



Work has also focused on identifying universal sources that can be offered to other pilots. An example could be the European Data Infrastructure, which guarantees the homogeneity of information for all POIs, specifically interesting in the context of a European project.

We identified open data repositories from public agencies, companies, and civil society:

- Municipalities website
- Social networks
- Google Maps and Earth labels (other platforms such as Open Street Maps can be used)
- Web of different pilgrimage routes (caminoways.com,...) as well as routes (wikiloc, alltrails...)
- European spatial data infrastructure (<https://inspire.ec.europa.eu/about-inspire/563>)
- Open Street Maps

SOURCES OF INFORMATION & METHODOLOGY

The main difficulties have been to determinate which group of people and which mode of transport can be suggested. In this regard and as a test, using GIS and elevation data, a DTM was generated calculating slopes and establishing some groups.

Of course, The AEVF website's section dedicated to the itinerary and stages was essential, divided into 4 subsections of the countries crossed.

<https://www.viefrancigene.org/it/a-piedi/>

For each stage there is a page with a description of the surroundings, including the highlights of the cultural heritage, and a filter for available POIs based on a given distance.

Another section used for identification of POIs is a Diary of the Road to Rome 2021 initiative, which comprises travel notes of 113 days of hiking from Canterbury to Santa Maria di Leuca, taken by pilgrims during the journey in 2021: <https://www.viefrancigene.org/it/road-to-rome-2021-blog/>

The AEVF internal sources and lists of POIs were used for particular regions, composed during signposting and route's enhancement activities, conducted by the Association in agreement with local authorities. The advantage of the source was the possibility to use the POIs identified and approved by local governing authorities.

Finally, other external online sources were used, such as UNESCO Heritage List, official websites of municipalities and regions, museums, local promotional agencies, and heritage databases.

USED THE IRS SERVICE FOR BULK UPLOADS?

Although most of POIs were uploaded with this method, we have found significant difficulties to upload POIs with this system. For example, this tool does not identify if a point is repeated or not, or it cannot easily recognize some similar POIs. For these aspects, it was necessary to resort to the CMS to verify the points and modify the data one to one, duplicating efforts.



ESTIMATIONS OF COST AND EFFORT

Work has been done thinking about generating a prototype to be able to create POIs in a more dynamic way in the future.

Time has been wasted in some cases, because, working different teams in the same area, more than 20% of the points were already created and, consequently, duplicated.

It has taken considerable effort to reach the final level of content.

CHALLENGES

In order to improve the rurAllure platform, we consider would be necessary:

- To identify the POIs already created in real time.
- To perform searches based on geography coordinates.
- To give an easier option to look for POIs. It can be easy to look for information about the POI in their original language (in this case, Italian) than in others, so it takes time to find the right information.
- To unify how to include the data of the POIs and indicate in which language they must be added in the platform.
- To improve new solutions to the needs of pilgrims. For example, it would be interesting to include an easier (and more detailed) option to create routes based on the pilgrim's interests: If it is just thermal ones, get directly those points; if it is landscape ones, help to find natural parks or interesting natural sites; or if it is a cultural interest, get the possibility to select just one type or more types of cultural heritage, like churches, archaeological sites, II World War scenarios, etc.

Also, depending on the available time, but also according to the weather conditions or season, it would be useful to suggest just the most interesting sites or the closer rest areas to be safe (for example, sites with shade or shelter for the rain, etc).

Consequently, the main challenges were associated with availability and reliability of the data on POIs, availability of the POI's website and pictures with creative commons licence and identification of the exact location of a POI.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

GIS are currently a very simple tool for a non-specialist public, and they are specially indicated for proposals like we are preparing. Furthermore, they can help to respond to each spatial challenges proposing improvements for each situation. Consequently, it would be recommended to adopt a methodology based on its use. GIS could be useful for:

- Determine an area of influence. For example, to know which points are further or less from the track, establish distances, etc.
 - MDT. To determine what section of road is appropriate for each profile, the slope is a determining factor. GIS, using sources available through the IDE, can facilitate this task.
 - Centroids. The existing localities sited on the routes or close to, can be POIs themselves. Using GIS and open data, we can locate them, considering centroids and incorporating them almost automatically as a POI.
-



-
- Analysis of cartography and other semi-automatic geospatial databases can help to identify new POIs.
 - Working with POIs as a geospatial database would avoid duplication and facilitate spatial analysis.

Through geotechnologies, online questionnaires can be implemented to allow adjusting the information of POIs created in the laboratory, which would be very interesting to solve accessibility issues.

ArcGis Pro or QGIS could be used to create the map of the route with POIs, since they consider the most optimal route or road, depending on the mode of transport (walking, cycling, car).

Other recommendations are as follows:

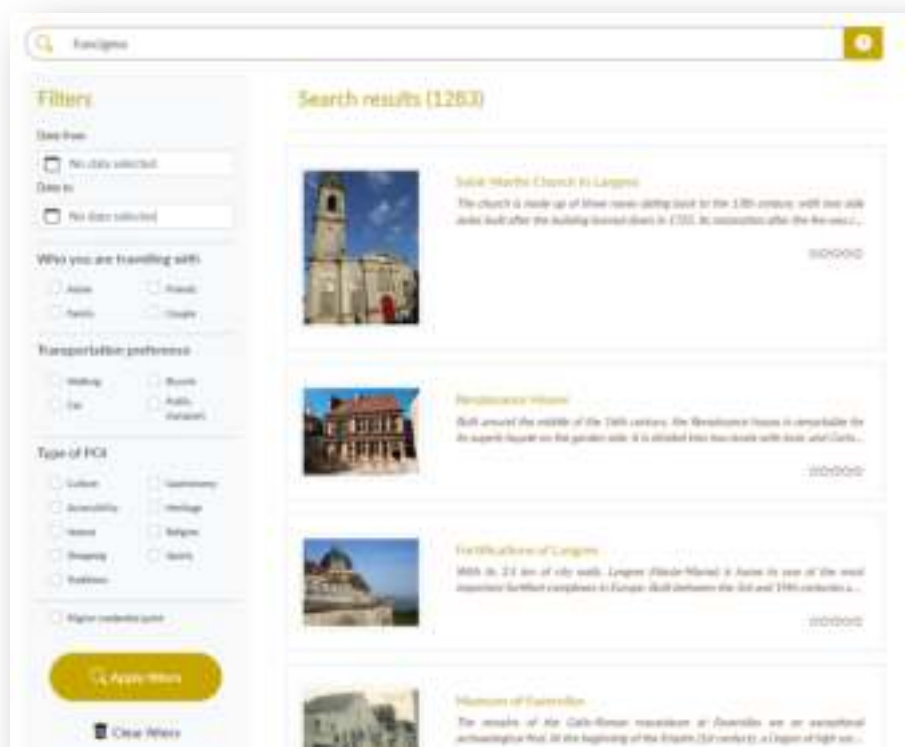
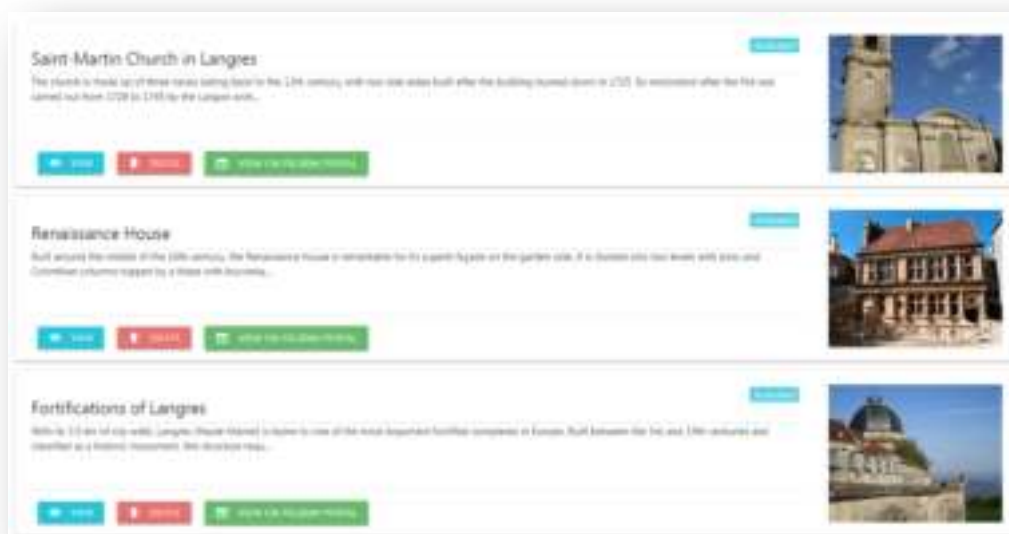
- To find other options to locate POIs. For example, considering the search just for the title could cause problems, as we have tested in this project.
- Need for versatile and common approach between the partners to achieve uniformity of content.
- Clearer communication on the technical side of the platform.
- User-friendly layout and functionalities of the system.
- For every POI there is a need to add a selection box of the route the POI is closer to (so far it is not obvious from the interface, almost impossible to filter out POIs associated with a single route).
- Delete the rating system because we are not the users who could rate their experience.

**OTHER QUANTITATIVE DATA:
NUMBERS OF PICTURES,
AUDIO CLIPS AND VIDEOS, ...**

Approx. 1300 pictures; no audio or video clips.



SNAPSHOTS FROM THE PLATFORM



reach out!



Along the Via Romea Strata

Table 27. POIs documentation Via Romea Strata.

PARTICIPATING RURAL LURE PARTNERS	Fondazione Homo Viator (FHV)
DATES	September/October 2021 - March/April 2022
REFERENCE ROUTE	Via Romea Strata

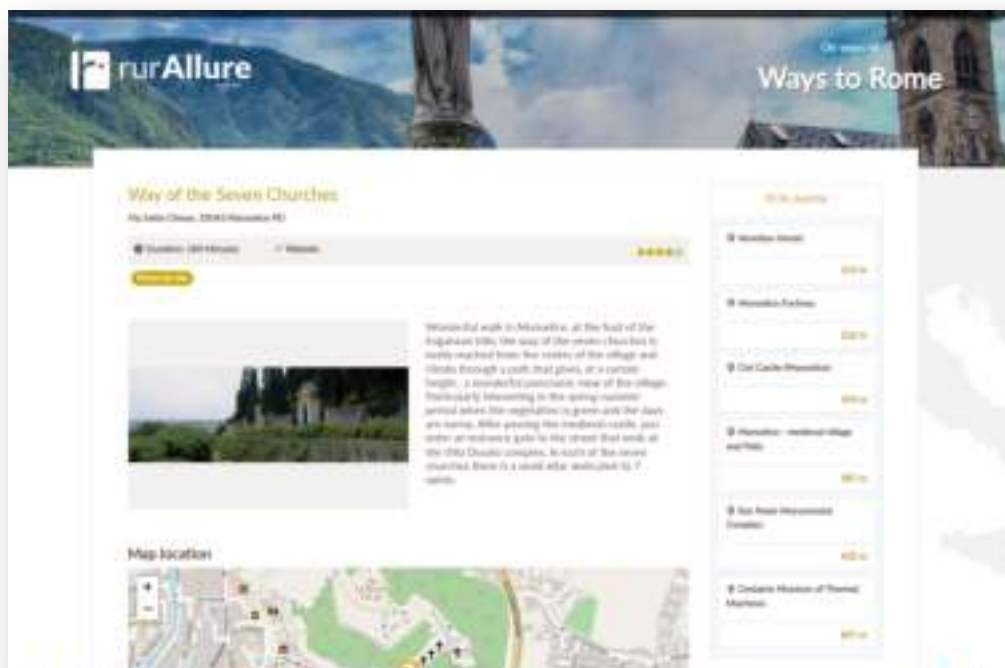


MOTIVATION & STRATEGY	POIs relevant for the pilot area were selected among those on Via Romea Strata website. The research of those POIs also led to the identification of potential local stakeholders to be involved in the next stages of the implementation.
NUMBER OF POIS UPLOADED	219 POIs (last updated 18.10.2022)
SELECTION CRITERIA	<p>POIs were selected from the FHV database:</p> <ul style="list-style-type: none">• defining the geographical scope according to the pilot area defines within the project,• paying attention to the congruence with the project's theme. <p>Additional POIs were mapped:</p> <ul style="list-style-type: none">• to present essential services for pilgrims and tourists,• to make sure all relevant heritage sites are inserted being those cultural, religious or of natural interest (UNESCO sites, museums, churches, archaeological areas, villas).
DISTANCES FROM THE OFFICIAL PATHS	The POIs selected for featured plan are no more than 20 km away from the main route. Specifically, the farthest points have been included for the proposed bicycle de-tours, while for the target of walking pilgrims, the POIs are located in an area that does not exceed 13 km from the main route. Other points of interest more than 20 km away from the main path were still included for their cultural relevance to the project (i.e. UNESCO sites), knowing that they can be reached easily by public and private transportation.
SOURCES OF INFORMATION & METHODOLOGIES	POIs relevant for the pilot area were selected among those on Via Romea Strata website. Additional mapping activities have been supported by open databases online and other online free contents.
USED THE IRS SERVICE FOR BULK UPLOADS?	Yes, at the very first time for the first uploading of POIs from the Romea Strata platform. The bulk upload was not entirely efficient because it presented several errors that required subsequent corrections.
ESTIMATIONS OF COST AND EFFORT	<p>For the first period of uploading, FHV mainly used its existing database: costs and efforts for this activity were moderately low.</p> <p>Referring to the second period of uploading, more specific efforts were dedicated to map and contact IAT, UNESCO sites and local museum.</p>
CHALLENGES	<p>The main challenge is accessibility:</p> <ul style="list-style-type: none">• after the Covid pandemic, many POIs have not reopened,• several thermal sites are not visible/visitable to the public because they are located underground or inside private areas. <p>Difficulty in finding pictures of some POIs free of user licences.</p>

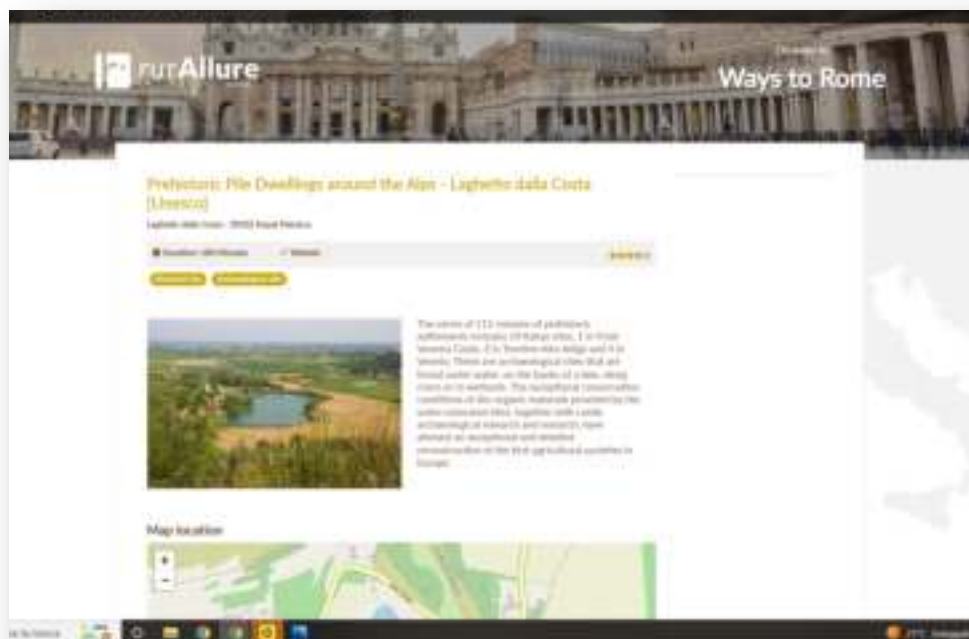
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

The definition of the target audience is essential for the definition of POIs selection criteria. Mapping and contacting stakeholders can help in the search for POIs and in an initial selection, to be followed by field verification. Often digital maps and information available online are not up-to-date or reliable with respect to road and trail conditions.

SNAPSHOTS FROM THE PLATFORM



POI in Monselice - Way of the Seven Churches.



POI in Arquà Petrarca - Prehistoric Pile Dwellings around the Alps, Laghetto dalla Costa.

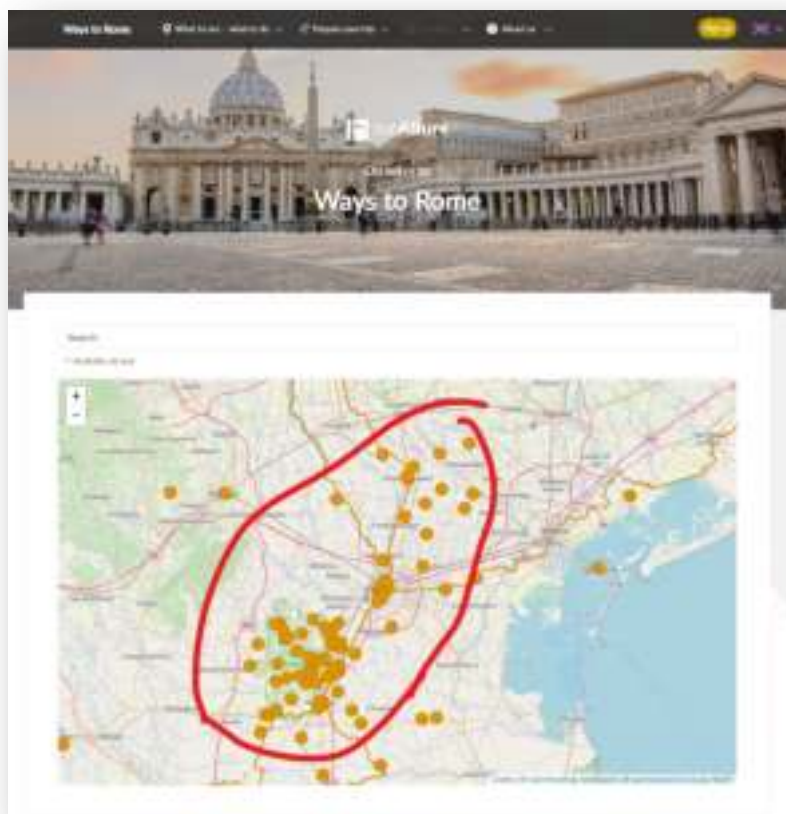
Table 28. POIs mapping and documentation Via Romea Strata in Borgoricco.

PARTICIPATING RURALURE PARTNERS	<ul style="list-style-type: none"> • Università di Padova • Fondazione Homo Viator • Università di Venezia
DATES OF THE POI DOCUMENTATION TASK	From 01/01/2022 to 31/12/2022
REFERENCE ROUTE	Ways to Rome / Via Romea Strata between Este and Borgoricco (province of Padova)
MOTIVATION & STRATEGY	<p>The main idea was to implement a short and very curated list of POIs for the specific focus area.</p> <p>A previous test upload of POIs from a large database (FHV) was available for the Veneto area, however due to some mishaps during the upload phase, some data fields were missing.</p> <p>A selection criterion was applied on the POIs (see below), the resulting POIs were integrated with the missing data (translation in 4 languages, POIs parameters, images), the content was checked and updated, obtaining highly selected and curated list of POIs around the focus area of Monselice-Colli Euganei-Padova-Borgoricco. All unselected POIs were disabled.</p>



NUMBER OF POIS UPLOADED	120 (selected and curated)
NUMBER OF ACTIVITY POIS (VENDORS, OUT OF THE TOTAL NUMBER OF POIS)	10 (accommodations and traditional shops with a historical links to cultural heritage)
SELECTION CRITERIA	A focus perimeter was defined: south of Borgoricco, north of Este, and within 10 km of the main pilgrim route (Romea Strata) crossing Padova. Since this area is well known by the rurAllure group of UNIPD, a list of most significant POIs was independently listed by 3 members (with topics including historic relevance, archaeology, thermal and natural areas). A resulting list of POIs was obtained merging the data and checking the final list with all the members. Because of the rural focus of the project, the Padova urban POIs were intentionally kept to a minimum.
DISTANCES FROM THE OFFICIAL PATHS	Up to 10 km (hill landscape)
SOURCES OF INFORMATION & METHODOLOGY	Information material drawn from known bibliography and personal knowledge of the POIs, moreover most POIs have a website with information. A short description was derived by these sources (and used to classify POIs and fill additional data). Images were firstly selected by Creative commons licensed sources (such as google Images with the specific search option), from personal archives of the members (this is a local area) or from the specific website linked in the POI.
USED THE IRS SERVICE FOR BULK UPLOADS?	No, manual upload and editing of POIs on CMS (GVAM), this is because the “curated” aspect of this list of selected POIs.
ESTIMATIONS OF COST AND EFFORT	For the lengthy part (see challenges) a dedicated single person, probably all things considered the time spent on every POIs is about 30-60 min (from research to upload).
CHALLENGES	The most crucial part for this list of curated POIs in a very specific area is finding local CH savvy members to compile the list, then the POIs data gathering and upload on the portal can be performed by one of the above.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	See challenges but in general for a curated list of POIs you should select a well-defined local area (see selection criteria) and drawn information from CH savvy local sources.
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	About 2 images per POIs

SNAPSHOT FROM THE PLATFORM



Along the Via Romea Germanica

Table 29. POI documentation along the Via Romea Germanica.

PARTICIPATING RURAL PARTNERS	University of Bologna
DATES OF THE POI DOCUMENTATION TASK	From 01/08/2021 to 15/10/2022 (and ongoing)
REFERENCE ROUTE	Via Romea Germanica
MOTIVATION & STRATEGY	The Via Romea Germanica is not yet as well-known as other pilgrimage routes leading to Rome, such as the Via Francigena. It has very recently (2020) received the certification as Cultural Route of the Council of Europe and is slowly becoming more recognised among long distance pilgrims.



	<p>Therefore, the strategy University of Bologna has followed was to work on the Points of Interest along the route, to give more visibility to the route itself first, and then of course, include POIs in the nearby rural areas.</p> <p>The efforts have been mainly concentrated in the pilot area chosen, namely the stretches between Ferrara and Ravenna, in the Emilia Romagna region. Nevertheless, we strived to include POIs along the entire route, from Stade to Rome, in order to have a geographical coverage of the entire route, at least its main POIs.</p>
NUMBER OF POIS UPLOADED	1500 POIs roughly. It is difficult to calculate the exact number since at the moment the platform does not allow to filter POIs by region
NUMBER OF ACTIVITY POIS (VENDORS, OUT OF THE TOTAL NUMBER OF POIS)	<p>As explained before, it is not possible to filter this information in the platform, and since a large part of the POIs have been manually inserted, it is not possible to retrieve this information.</p> <p>Nevertheless, for the pilot area between Ferrara and Ravenna a number of hostels, B&Bs and agritourism's have been included in the platform.</p>
SELECTION CRITERIA	<p>The main criteria followed was to include POIs related to the cultural and natural heritage of the pilot area, starting by the water related heritage (museums, waterways, water pumping plants and industrial heritage related to water management, etc.). Later, we included cultural heritage sites such as rural museums and churches which are of interest to pilgrims both with cultural, historical and spiritual motivations.</p> <p>The criteria followed to include POIs along the entire Via Romea Germanica was to cover the main towns and points of interest along the entire route, showing the transnational dimension of this pilgrimage route, to increase its visibility beyond the local pilot area.</p>
DISTANCES FROM THE OFFICIAL PATHS	From POIs on the path up to 10 km away from the path
SOURCES OF INFORMATION & METHODOLOGY	<p>The main sources of information have been the POIs mentioned in the Via Romea Germanica official website (http://www.viaromeagermanica.com/) as well as the Cammini Emilia Romagna website (https://camminiemiliario-magna.it/it) initiative from the Tourism Promotion authority from Emilia Romagna region).</p> <p>Other sources of information included research online, as well as the knowledge in person of several POIs, since we have visited the pilot area a number of times between 2021 and 2022.</p> <p>The Municipality of Argenta, associated partner of the project, contributed with several POIs, including service providers and activities.</p> <p>As for the methodology, we have uploaded most of the POIs manually, since there was little availability of databases ready to use to insert POIs using the IRS system, so the efforts to create an Excel database or insert the POIs directly on the CMS platform were practically the same. The only exemption has been the open data sources available at the Cammini Emilia Romagna website where a number of POIs were available in CSV file format. However, we also had to carry out a thorough check in order to see which POIs</p>



	<p>were still existing (mainly accommodation, restaurants) as well as complete the information, since the rurAllure platform required information not available in the Cammini Emilia Romagna databases.</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	<p>Yes, we have used it but at a lesser extent compared to other partners who had access to readily available datasets.</p>
ESTIMATIONS OF COST AND EFFORT	<p>It has taken considerable effort to dedicate human resources to the manual upload of POIs, besides the time to search for them and all the information needed to populate the platform.</p> <p>2 students have carried out their internships mainly focusing on the POIs upload, so in terms of economic costs it was affordable. However, in the long term, it is necessary to involve vendors, service providers and heritage managers to do this upload of POIs, as it is the plan for the last year of the project and after the project ends.</p>
CHALLENGES	<p>During the placement of points of interest on the site, Prof. Andrea Meleri from University of Padua found several POIs with the same geographical coordinates. Therefore, one of the Interns from CAST dedicated to check those along the Via Romea Germanica one by one and insert the correct coordinates.</p> <p>The main challenge for the future will be to update the repository of points of interest in real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Although web scraping data collection is a user-level technology, it can be a challenge for organizations that do not have highly trained IT staff. In this context, a partner policy that considers the willingness to provide open and normalized databases on vendors and POIs (Museums, Foundations, Business Associations) can be a criterion for success.</p> <p>Another recommendation is to engage local stakeholders at the pilot area and beyond so that themselves can upload the POIs. For the moment this task has been carried out by the partners of rurAllure.</p>

SNAPSHOTS FROM THE PLATFORM



OTHER INFORMATION

It is very important to maintain a geographically-balanced distribution of the POIs, both between the heritage points and the vendors between them, as well as between points of interest of the same typology.

5. Featured trips creation

In this chapter we report the activities undertaken to develop featured trips along the different pilot stretches:

- Featured trip creation along the Via Francigena.
- Featured trip design and test along the Via Romea Strata in the Euganean area.
- Details about the testing along Via Romea Strata in the Euganean area.
- Testing featured trips along the Via Romea Strata in Borgoricco area.
- Details about the testing along Via Romea Strata in the Borgoricco area.
- Details about the featured trips Discovering the ancient Via Annia.
- Details about the featured trips along Via Romea Germanica.



Along the Via Francigena

Table 30. Featured trip creation along the Via Francigena.

PARTICIPATING RURAL LURE PARTNERS	European Association of the Via Francigena ways (AEVF)
DATES	From 01/04/2021 to 31/10/2022
REFERENCE ROUTE	Via Francigena
TYPE OF FEATURED TRIP	Both circular and linear trips on foot and by bicycle
END-TO-END DISTANCE AND DURATION	<p>(See the full list of featured trips below)</p> <ul style="list-style-type: none"> • Plan 1: Aosta Valley: from Saint-Oyen to Gignod, approx. 10 km, 3 days • Plan 2: Aosta Valley: from Museum of the Roman Bridge to Fontaney Church, approx. 1 km, 1 day • Plan 3: Piedmont: from Medallions to “I fer ‘d na vira” Museum, approx. 40 km, 1 day • Plan 4: Piedmont: from Settimo Vittone to Montalto Dora, approx. 10 km, 1 day • Plan 5: Lombardy: from Church of Saint Martin of Tours to Cathedral of Saint Ambrogio, approx. 32 km, 6 days by bike • Plan 6: Lombardy: from the historic centre of Miradolo to its Thermal Baths, approx. 3 km, 1 day • Plan 7: Emilia Romagna: from Cathedral of Fidenza to Thermal Baths of Salso Maggiore, approx. 10 km, 3 days • Plan 8: Emilia Romagna: from Chiapponi Castle to Muradello Castle, approx. 25 km, 7 days • Plan 9: Liguria: from Parish Church of Saint Andrew to National Archaeological Area of Luni, approx. 8 km, 3 days • Plan 10: Liguria: from National Archaeological Museum and Archaeological Area of Luni to Church of Saints Martin and Lawrence, approx. 10 km, 1 day • Plan 11: Tuscany: from Bagno Vignoni to Bagni San Filippo, approx. 20 km, 3 days • Plan 12: Tuscany: from Saturnia Thermal Springs to Mill Falls, approx. 2 km, 1 day • Plan 13: Lazio: from Albano Lake to Nemi Lake, approx. 13 km, 1 day • Plan 14: Lazio: from Castel Gandolfo to Velletri, approx. 17 km, 4 days

reach out!



-
- **Plan 15:** [Basilicata: from Melfi Castle to Church of Saint Theodore](#), approx. 15 km, 4 days
 - **Plan 16:** [Basilicata: from Genzano di Lucania to Irsina](#), approx. 24 km, 4 days
 - **Plan 17:** [Campania: from the Archaeological Museum to the ancient Roman Theatre of Teano](#), approx. 15 km, 4 days
 - **Plan 18:** [Campania: from Norman Tower to Thermal Baths of Telese](#), approx. 15 km, 2 days
 - **Plan 19:** [Apulia: from Aragon Castle to Tutino Castle of Salento](#), approx. 30 km, 3 days by bike
 - **Plan 20:** [Apulia: from Convent-Sanctuary of Saint Mary to Saint Joseph Church in Gargano](#), approx. 40 km, 4 days
 - **Plan 21:** [Pas-de-Calais: from the Monument of the Six Men of Calais to Blanchard Column](#), approx. 16 km, 3 days
-

	Plan 1: 6
	Plan 2: 2
	Plan 3: 2
	Plan 4: 2
	Plan 5: 9
	Plan 6: 2
	Plan 7: 5
	Plan 8: 7
	Plan 9: 7
	Plan 10: 3
NUMBER OF POIS INCLUDED	Plan 11: 6
	Plan 12: 2
	Plan 13: 2
	Plan 14: 8
	Plan 15: 11
	Plan 16: 9
	Plan 17: 9
	Plan 18: 4
	Plan 19: 3
	Plan 20: 21
	Plan 21: 8

NUMBER OF ACTIVITY POIS	0
--------------------------------	---


reach out!

OPPORTUNITY AND MOTIVATION	The featured plans highlight thermal, architectural and other heritage located in the vicinity of the official route of the Via Francigena, comprising rural areas. The plans are aimed to shift tourists' focus away from overloaded destinations, by promoting lesser-known landmarks in the rural surroundings and thus facilitating the pilgrims' contribution to local economies and development.
DISTANCES FROM THE OFFICIAL PATHS	Between 1 and 5 km from the official paths, depending on the plan.
LINKED PHYSICAL INTERVENTIONS	No physical interventions planned.
PROVISIONS FOR ACCESSIBILITY	The itineraries include plans for short distances, adapted for travellers with reduced mobility.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	The route's distance indicator (km) is absent on the page dedicated to featured plan (front-office).

SNAPSHOTS FROM THE PLATFORM



Via Francigena in Pays-de-Catals region: history, landscapes and French charm





Explore cultural and landscape gems of northern France on the Via Francigena.

Plan description
 The Pays-de-Catals region is an ideal choice for history and museum enthusiasts as well as nature lovers. Start your discovery in Calais, a port city and historic trade center, explore the monumental sites and visit the 16th century Calais Citadel. Continue your journey by enjoying the beautiful landscapes of Northern France including the vast coastal area and the green area of the Guines Nature Park.

Name	Travel time	Distance	Activities
From: The domain of Calais	3 days	Walking	Culture Heritage Nature Accessibility

[View feature plan](#)

Similar plans from organizers

Crossing the English Hills from
Lure to Belfort

[View it](#)

View on map Refresh view

Days 1 2 3 4



Citadelle of Calais

During 1346 to 1358 the citadel, originally built on a medieval castle, is located along the Via Francigena. It has been reinforced by England after the siege of 1346-1347 and by Louis XIV in the...



The Bellry of Calais

During 1822 the Town Hall of Calais, located along the Via Francigena. Created by the architect Louis Debrosses, the bellry shows a wonderful fusion between the Flemish style and...



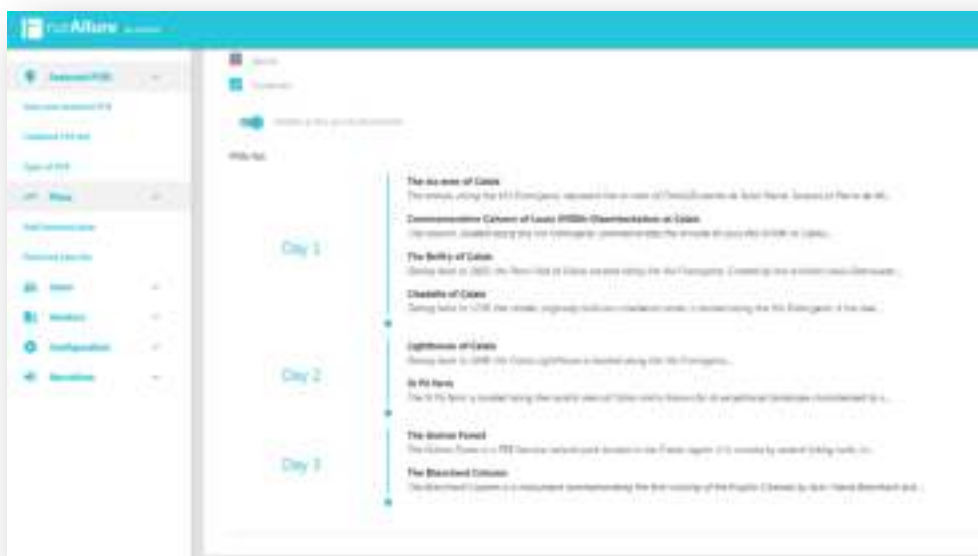
**Commemorative Column of Louis XVIII
Disembarkation at Calais**

This column, located along the Via Francigena, commemorates the arrival of Louis the XVIII in 1792.



The six men of Calais

The statues, along the Via Francigena, represent the six men of Calais: Eustache de Saint Pierre, Jacques de Pierre de Wissant, Jean de Bernes, Andrew d'Andres et Jean d'Andres, who have been the...



Along the Via Romea Strata

Table 31. Featured trips design and test along the Via Romea Strata in the Euganean area.

PARTICIPATING RURAL LURE PARTNERS	FHV, UNIPD, IUAV
DATES	From May to beginning of October 2022
REFERENCE ROUTE	Via Romea Strata
TYPE OF FEATURED TRIP	Thermal and naturalistic
OPPORTUNITY AND MOTIVATION	<p>Since the area of the Euganean Hills is large and rich in trails and detour opportunities, FHV approaches, in agreement with the sub pilot team, the detour designing as per the following strategy:</p> <ul style="list-style-type: none"> • A group of pilgrims walking along the main path on the stretches included in the pilot from 24th to 25th of May was employed as tester to verify the interest on a specific group of POIs close to the main path and to get to know their willingness to make detours in the area (i.e. distance from the path, duration, ...). • Some specific POIs relevant for their appeal or connection with Via Romea Strata were visited by the team of FHV: <ul style="list-style-type: none"> ○ A field visit to the Municipality of Arquà Petrarca was organised and conducted on the 25th of May visiting different POIs: Francesco Petrarca House and the Oratory of the



Church of the Holy Trinity with a polyptych by Jacobello di Bonomo in the high hamlet of the Municipality, the grave of Francesco Petrarca in the lower hamlet. The visit was also useful to open a channel of communication with the local Literary Park (see related action).

- A field visit to the Monumental Garden of Valsanzibio was organised and conducted on the 25th of May in order to collect information on the site, test the internal tour of the garden and get to know the relevance of the POIs since the different pavillons of the garden have been designed as a self-examining journey closer to a pilgrimage approach.
- Once the detours in the area have been defined also by other partners of the sub pilot (IUAV and UNIPD), FHV organised and participated in a two days experience from September 30th to October 1st, aiming at testing plans and narratives in the area (see following table for more technical details); more specifically the participants:
 - Checked distances and signals along the plan.
 - Verified POIs location and accessibility on the field since not all details are available online and/or through reliable sources.
 - Opted for one of the possible paths after having tested it in person.

**DISTANCES
FROM THE OFFICIAL
PATHS**

Between 10 km and 15 km

**HIGHLIGHTS AND
RECOMMENDATIONS
FOR REPUBLICABILITY**

FHV supported UNIPD and IUAV in better understanding the rationale that should guide the design of a pilgrimage and accompanying the other partners during the test activities in order to give its specific specialised opinion.

Detours and in general experiences theoretically dedicated to pilgrims and/or similar groups of tourists have some unique characteristics that should be taken in consideration during their design, among the others: flexibility in stages arrangement, opportunity to book experience while on the road, willingness to participate and know deeper local traditions and communities.

PICTURES FROM THE ACTION



The group of pilgrims testing POIs on May 24th close to Battaglia Terme.



The group of pilgrims testing POIs on May 25th between Monselice and Este.



The FHV Via Romea Strata coordinator Aleksandra Grbic visiting Arqua Petrarca on May 25th.



Visit to the Monumental Garden of Valsanzibio on May 24th.



Aleksandra Grbic (FHV) and Andrea Meleri (UNIPD) checking POIs location in Euganean area.



Andrea Meleri (UNIPD) and Viola Gaudiano (FHV) visiting Lispida Castle (Monselice).



Maddalena Bassani (IUAV), Andrea Meleri (UNIPD) and Viola Gaudio (FHV), testing thermal detour in Montegrotto - “Terme Neroniane”.



Maddalena Bassani (IUAV), Andrea Meleri (UNIPD) and Viola Gaudiano (FHV) testing thermal detour in Montegrotto -thermal area “Viale Stazione”.



Testing the trial from Valsanzibio to Pianoro del Mottolone for groups including families with young children on October 1st.



Testing on bikes the trial from Valsanzibio to Pianoro del Mottolone on October 1st.



Testing the trial from Pianoro del Mottolone to Arquà Petrarca for groups including families with young children on October 1st.



Table 32. Details about the testing along Via Romea Strata in the Euganean area.

PARTICIPATING RURAL RALLURE PARTNERS	<ul style="list-style-type: none">• Università di Padova (creation, on the road testing)• Fondazione Homo Viator (on the road testing)
DATES	From May to September 2022.
REFERENCE ROUTE	Ways to Rome / Romea Strata passing through Padova
TYPE OF FEATURED TRIP	This is a detour route starting along Romea Strata south of Padova near Battaglia, detouring toward the Euganean Hills and returning to the main road near Monselice.
END-TO-END DISTANCE AND DURATION	About 24 km in three days (an easy and shorter variant is available).
NUMBER OF POIS INCLUDED	13
NUMBER OF ACTIVITY POIS (VENDORS, OUT OF THE TOTAL NUMBER OF POIS)	6 counting the pay-to-access POIs (Catajo Castle, Museum of Navigation, Museum of Euganean Hills, Monumental Gardens of Valsanzibio, Lospida Castle, Monselice Fortress) +1 vendor of local products on the less challenging variant. The 3 detour days are made to end in places with a generic availability of food and accommodation (Galzignano, Arquà Petrarca, Monselice).
OPPORTUNITY AND MOTIVATION	This is a naturalistic detour aimed to let the pilgrims explore the natural and cultural heritage of the Euganean hills, a peculiar group of volcanic hills in the middle of the Po Valley.
DISTANCES FROM THE OFFICIAL PATHS	Starting and returning to the official path, maximum distance (as the crow flies) 5,5 km.
LINKED PHYSICAL INTERVENTIONS	No physical intervention was needed, we are connecting POIs in an area well frequented by tourists and the local population.
PROVISIONS FOR ACCESSIBILITY	This is mainly walking/trekking detour in a hilly landscape with a significant change in altitude at a specific point, a less challenging variant of the tour is available which follows a flatter route.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>An on the road test should be performed (and has been performed) in case of long detours in hilly landscape, some routes might not be open or viable for walking pilgrims.</p> <p>The selection of POIs, and the most suitable path connecting them was put together gathering information from people living nearby on in this specific region.</p>

SNAPSHOTS FROM THE PLATFORM

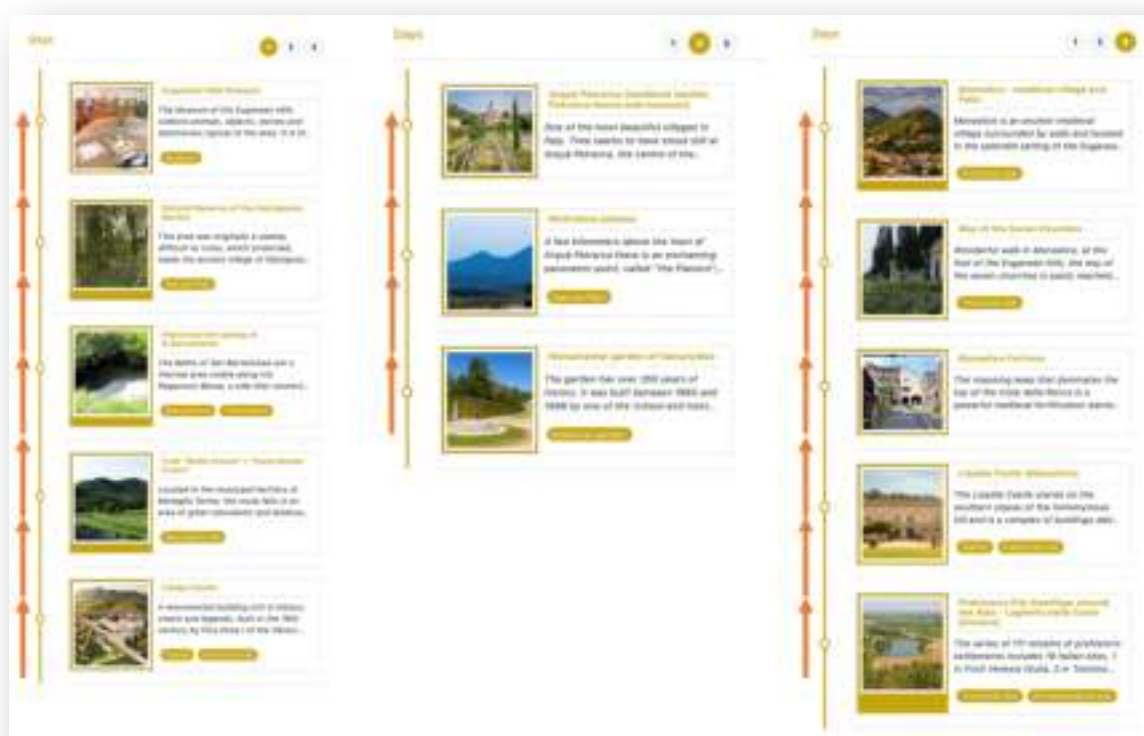
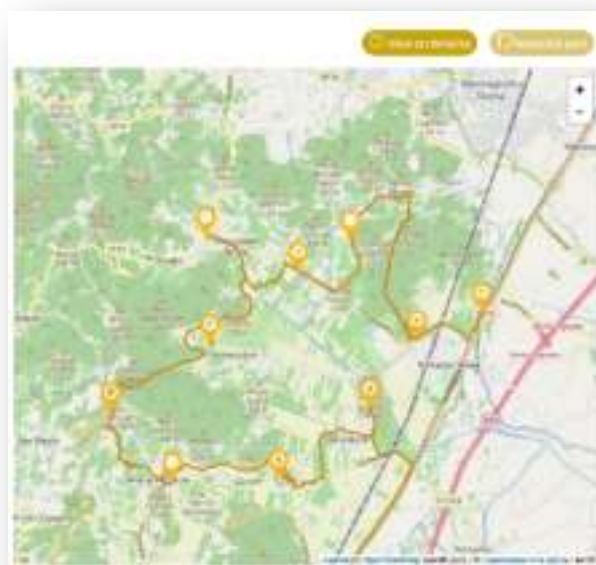
The screenshot displays the 'Ways to Rome' website interface. At the top, there is a navigation bar with 'Ways to Rome', a search icon, 'What to see - what to do', a 'Prepare your trip' dropdown, a user profile icon, and a 'Sign In' button. The main header features the 'nurAllure' logo and the title 'Ways to Rome'.

The main content area is titled 'Historical nature trail of the Esquilino Hills (challenging variant)'. It includes a large image of a dirt path through a hilly landscape. Below the image, the text reads: 'Three days immersed in the natural history of the Esquilino Hills'. Underneath, there is a 'Plan description' section with a detailed paragraph about the route starting from the Castello del Cinghiale, passing through Gallarate, and ending in Marsilfio. It also lists three map links: <https://goo.gl/maps/5u2PHdRmQ7H4cP>, <https://goo.gl/maps/477qRf4wPpDv0129>, and <https://goo.gl/maps/3YQ7peFY10z4Q4NAK>.

To the right of the main content, there is a section titled 'Similar plans from organizers' with three thumbnail images for 'Discovering the ancient Via Appia', 'Exploring the Esquilino Hills', and 'Private Park', each with a 'View it!' button.

At the bottom of the main content area, there are four filter buttons: 'Route', 'Travel time', 'Difficulty', and 'Activities'. Below these are icons for 'From: Castello del Cinghiale', 'To: Marsilfio - medieval village and Park', '3 Days', 'Walking', 'Culture', 'Heritage', 'Nature', and 'Trail Runs'. A 'View travel plan' button is located at the bottom left of this section.

reach out!



OTHER INFORMATION

A more precise layout of the suggested route that was tested on the ground had to be included in the detour description (using GPX tracks loaded on google maps, links visible in the snapshots above), since the portal engine is not always suggesting the best route according to the test performed on the road.



Table 33. Testing featured trips along the Via Romea Strata in Borgoricco area.

PARTICIPATING RURAL LURE PARTNERS	FHV, UNIPD, IUAV
DATES	From July to September 2022
REFERENCE ROUTE	Via Romea Strata
TYPE OF FEATURED TRIP	Historical
OPPORTUNITY AND MOTIVATION	<p>Using a two-pronged strategy to have a amplified result, FHV worked with UNIPD in the area of Borgoricco to:</p> <ul style="list-style-type: none">• consolidate the already existing network with the local IAT Valle Agredo, together with the representatives from Museo della Centuriazione and Borgoricco Municipality in order to strengthen the link between the existing local strategy of touristic development and project's activities with particular attention to the synergies with the Museum in Borgoricco that was not in FHV network prior to the project;• test detour and narratives designed by UNIPD team during a field experience on the 23rd of September; the test, organised on bike, was participated by undergraduate students from the degree on "Design and management of Cultural Tourism" (Corso di Laurea triennale in Progettazione e Gestione del Turismo Culturale) of UNIPD and the group mainly followed the Treviso - Ostiglia bike lane; the test was a good opportunity for FHV to meet local stakeholders on the field and watched them in action (i.e. IAT Valle Agredo met the group at "Santuari Antoniani" to give a short presentation of the POI).
DISTANCES FROM THE OFFICIAL PATHS	Between 20 km and 15 km
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	FHV supported UNIPD staff especially dedicated to this detour in building a more comprehensive local network capitalising from existing relationships in the area. This segment is especially rich in touristic services and their governance has been well shaped also thanks to the administrative pacts between the municipalities of the territory.

PICTURES FROM THE ACTION



Via Romea Strata coordinator Aleksandra Grbic during a meeting with stakeholders in the Borgoricco Area (19th of July).



Aleksandra Grbic (FHV) during the test in the Borgoricco area (September 23rd).



Maria Claudia Crivellaro from the Tourist Information Office Valle Agredo giving a tour of “Santuri Antoniani” (Camposampiero) during the test of the detour in Borgoricco area (September 23rd).



The group of students who tested the detour in Borgoricco area on September 23rd.



Jacopo Turchetto (UNIPD) giving a tour of Museo della Centuriazione during the detour.

Table 34. Details about the testing along Via Romea Strata in the Borgoricco area.

PARTICIPATING RURAL PARTNERS	UNIPD; FHV; Comune di Borgoricco
DATES	From May 2022 to October 2022
REFERENCE ROUTE	Romea Strata - Branch of the Romea del Santo
TYPE OF FEATURED TRIP	It is a circular route, starting from a POI (Camposampiero, PD) on the official path of the Romea del Santo and finishing at the same one.
END-TO-END DISTANCE & DURATION	It is a 2-day trip about 40 km long.
NUMBER OF POIS INCLUDED	14
NUMBER OF ACTIVITY POIS	2
DISTANCES FROM THE OFFICIAL PATHS	The starting point is set on the branch of the Romea del Santo; it is, on the other hand, 18 km far from Padova and the path of the Romea Annia. In general terms, the POIs are located no farther than 10 from Camposampiero and the Romea del Santo



LINKED PHYSICAL INTERVENTIONS	The featured trip was created in collaboration with (and considering some hints by) the Municipality of Borgoricco and the Museum of Roman Centuriation; the Valle Agredo association (http://www.valleagredo.it/en/) together with the Paesaggi di Risorgiva association, which will also deal with the maintenance of the itinerary along the riverbanks. The path follows stretches of the Treviso-Ostiglia cycling route (https://www.cycling-inthevenicegarden.com/percorsi/ciclovia-treviso-ostiglia/).
PROVISIONS FOR ACCESSIBILITY	Due to the characters of the territory, the trip has been thought as a cycling path. In this respect, it has been rather difficult to foresee specific provisions about people affected by any type of disability. Anyway, the itinerary stretches directly connected to the Borgoricco Museum of Roman Centuriation could be suitable also for people affected to mobility impairment.

Table 35. Details about the featured trips Discovering the ancient Via Annia.

PARTICIPATING RURAL PARTNERS	FHV
DATES	February/March 2022
REFERENCE ROUTE	Via Romea Strata
TYPE OF FEATURED TRIP	Religion / Traditions
END-TO-END DISTANCE & DURATION	83,5 km - 5 days
NUMBER OF POIS INCLUDED	15
OPPORTUNITY AND MOTIVATION	<p>The Ancient Via Annia is an alternative to the main path of Via Romea Strata that has been used for centuries and connects several relevant religious POIs mainly linked to the pilgrimage tradition.</p> <p>The suggested itinerary passes across the countryside reaching Monselice from Padua from South East; it allows the pilgrims to discover beautiful villages - Tribano with its Civic Tower, Candiana seat of the Cathedral dedicated to St. Michael the Archangel called the "Cathedral of the Countryside" for its grandeur and beauty, Conselve whose ancient name "Caput Silvae" demonstrates how the city was already a point of reference in the area since Roman times for those who came down from Padua to continue towards Rome or towards the sea.</p> <p>The area, and the village of Pontecasale in particular, recalls the impressive work carried out to reclaim the marshes and make it a healthy place thanks to the works to remove the unhealthy waters, based on Leonardo's model. Villa Garzoni is a remarkable example of these memories.</p>



DISTANCES FROM THE OFFICIAL PATHS 10 km on average (maximum distance 21 km)

Along the Via Romea Germanica

Table 36. Details about the featured trips along Via Romea Germanica.

PARTICIPATING RURAL LURE PARTNERS	<ul style="list-style-type: none">• University of Bologna• Municipality of Argenta (associated partner)
DATES	From 01/10/2021 to 15/10/2022 (ongoing)
REFERENCE ROUTE	Via Romea Germanica
TYPE OF FEATURED TRIP	Both circular and linear trips to be taken on foot and by bicycle
LIST OF FEATURED PLANS CREATED (INCLUDING DISTANCE AND DURATION)	<p>Plan 1: Exploring Ecomuseums</p> <ul style="list-style-type: none">• Travel time: 3 days• Distance: 150km aprox.• Transport: bike• From Ecomuseum of the Deer and the Mesola Forest to Cervia Salt and Sea Ecomuseum• Link to full plan: https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/exploring-ecomuseums-1745870942477015 <p>Plan 2: Primaro Path</p> <ul style="list-style-type: none">• Travel time: 3 days• Distance: 80km• Transport: bike but could be by walk allowing 2 more days• From Ferrara to Osteria del Primaro• Link to full plan: https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/primaro-path-1748215063229596 <p>Plan 3: Al.Ba.Co Cycle Path</p> <ul style="list-style-type: none">• Travel time: 1 day• Distance: 70km• Transport: bike• Loop cycle path around the towns of Alfonsine, Argenta, Bagnacavallo, Conselice, Fusignano and Lugo



-
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/albaco-cycle-path-1748215691859896>

Plan 4: Borgia Ring

- Travel time: 1 day
- Distance: 40km
- Transport: bike
- Loop cycle path in the hinterland of Ferrara, uniting the historic residences of the Dukes of Este, the so-called "Delizie Estensi" (Estensi Delights)
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/borgia-ring-1738689451092634>

Plan 5: Ring of the Argenta Valleys

- Travel time: 1 day
- Distance: 20km
- Transport: bike
- Loop cycle path around the Argenta and Campotto valleys, uniting several POIs such as the Land Reclamation Museum, Mursh Museum and the naturalistic areas of Argenta, Campotto and Vallesanta
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/ring-of-the-argenta-valleys-1738686572295057>

Plan 6: Visit to the cultural centers of San Basilio and Porto Viro

- Travel time: 2 days
- Distance: 50km approx
- Transport: by walk
- From the city of Loreo to the city of Comacchio
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/visit-to-the-cultural-centers-of-san-basilio-and-porto-viro-1725743334856950>

Plan 7: To the discovery of Loreo and Adria

- Travel time: 2 days
- Distance: 80km approx
- Transport: bike
- From Rovigo to Polesella
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/to-the-discovery-of-loreo-and-adria-1725741526008060>



Plan 8: Pomposa Abbey and the Mesola Forest

- Travel time: 1 day
- Distance: 30km approx
- Transport: by walk
- From Comacchio to the Mesola Forest
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/pomposa-abbey-and-the-mesola-forest-1725741608374572>

Plan 9: In the nature of the Po Delta Park

- Travel time: 3 days
- Distance: 55km approx
- Transport: by walk
- From Traghetto to Po Delta Regional Park
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/in-the-nature-of-the-po-delta-park-1725741639938035>

Plan 10: From Argenta to Comacchio - discovering the territory

- Travel time: 3 days
- Distance: 38km
- Transport: by walk
- From Argenta to Comacchio
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/from-argenta-to-comacchio--discovering-the-territory-1725741732572741>

Plan 11: Food and Wine Detour

- Travel time: 1 day
- Distance: 30km approx
- Transport: by walk
- From Anita to Casal Borsetti
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/food-and-wine-detour-1723028436195035>

Plan 12: Discovering the religious heritage

- Travel time: 2 days
 - Distance: 21 km approx.
 - Transport: by walk
 - From Pomposa to Comacchio
-



-
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/discovering-the-religious-heritage-1723025980172226>

Plan 13: Tour of the Drainage plants

- Travel time: 3 days
- Distance: 98 km approx
- Transport: by walk
- From Polesella to Ravenna including the 6 main drainage plants in the area
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/tour-of-the-drainage-plants-1723023875947439>

Plan 14 (outside Italy): A journey through history

- Travel time: 2 days
- Distance: 24km
- Transport: bike
- From Bergen to Celle
- Link to full plan: <https://ways.rurallure.eu/ways-to-rome/view/recommended-plan-info/a-journey-through-history--1725741677271513>

	Plan 1: 6
	Plan 2: 22
	Plan 3: 11
	Plan 4: 3
	Plan 5: 8
	Plan 6: 5
NUMBER OF POIS INCLUDED	Plan 7: 5
	Plan 8: 3
	Plan 9: 6
	Plan 10: 5
	Plan 11: 2
	Plan 12: 3
	Plan 13: 6
	Plan 14: 4

NUMBER OF ACTIVITY POIS (VENDORS, OUT OF THE

It is not possible to view the exact number of vendors included since there is no way now to filter by vendors or activity POIs. Nevertheless, along the Via Romea Germanica and in the Emilia-Romagna region, we have included several restaurants, bars, accommodation providers. For the moment, the



TOTAL NUMBER OF POIS)	partners have uploaded these POIs themselves, but the idea is that from the 3 rd year of the project, and once the ruAllure platform is fully functional, service providers will be actively involved to upload and manage themselves these POIs.
OPPORTUNITY AND MOTIVATION	<p>The great majority of the featured plans inserted in the rurAllure platform include POIs along and nearby the Via Romea Germanica in the Emilia-Romagna region and more in particular the stretches between Ferrara and Ravenna.</p> <p>The reason is to motivate pilgrims/ tourists/ cyclists to get to know this lesser-known cultural route and the nearby rural areas around the pilot area (Po Delta Regional Park) which are of special importance in terms of biodiversity and historically.</p> <p>The Argenta's ring detour for example, allows tourists to discover the 6th station of the Po Delta Regional Park, which is of extreme importance as a wetland recognised in the Ramsar convention and the habitat of unique species only found in this area.</p> <p>Other featured plans allow tourists to discover the historical heritage of the area, marked by the presence of water and the management that humans over centuries have carried out to allow life in this area.</p> <p>Moreover, a special motivation with the featured plans as well as the narratives is to raise awareness about the effect of climate change and how this territory, like many others in the world, are facing new challenges due to climate change.</p> <p>Finally, a few featured plans have been created in order to allow users of the rurAllure platform to see the entire geographical dimension of the Via Romea Germanica and motivate them to discover other stretches of the routes, beyond the pilot area we have focused most of our activities on.</p> <p>It is worth mentioning that a few of the featured plans we have inserted in the rurAllure platform were tours already developed by the Municipality of Argenta and the Ecomuseum of Argenta. We have offered them the possibility of featuring these itineraries in the platform and they have been happy to share them with us, as an additional visibility channel for these tours. Many of the tours are commercialized by the Mursh Museum, as bike tours, photo tours, birdwatching safaris, etc). In the rurAllure platform the contact details of the Mursh Museum are included, so that tourists can directly book the tours with them.</p>
DISTANCES FROM THE OFFICIAL PATHS	Between 1 and 20 km from the official paths, depending on the plan.
LINKED PHYSICAL INTERVENTIONS	<p>No physical interventions are planned within the framework of rurAllure project.</p> <p>However, as mentioned above, some featured trips have been created by local stakeholders, including the Municipality of Argenta and the Ecomuseum of Argenta and then included in the rurAllure platform.</p> <p>Moreover, the stretch of the Via Romea Germanica between Ferrara and Ravenna is known by locals as "Percorso Primario" and there is great</p>

interest from the Argenta Municipality in developing this track as a cycling and pedestrian path, therefore they have already invested considerable amount of funding in the infrastructure (maintenance of the track, signposting, some art project along the trail, as well as project involving the local community). They see rurAllure as a project perfectly aligned with their goals of further promoting walking and cycling tourism along the path and they are developing the pilgrimage/ spiritual aspect as well, with references to the Via Romea Germanica in the Civic Museum, participating in the Cammini Emilia Romagna initiative, etc.

PROVISIONS FOR ACCESSIBILITY

The itineraries included are accessible for all type of users in general terms, although some can present more difficulties since the terrain is gravel, so adequate equipment is needed (if walking, trekking shoes, if biking, a gravel or mountain bike is preferred).

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Since it is impossible that project partners know the local areas like the inhabitants, it is important to involve local stakeholders, both to design new featured plans and to insert in the platform those already existing.

By talking to locals, we have found out new tracks to reach different POIs (sanctuaries, churches, etc.) that are impossible to know from someone not from the area. Therefore, the active involvement of locals, in the design and the validation of the content of the platform (POIs, Plans and narratives) is of extreme importance.

In the third year of the project, the idea is to involve service providers, so they themselves can insert and promote tours in the platform.

SNAPSHOTS FROM THE PLATFORM



Ring of the Argenta Valleys



The ring of the Argenta Valleys is a tour cycle path.

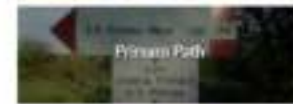
Plan description

The ring of the Argenta Valleys is a circuit about 20 km long in a ring, which means that you can start from wherever you prefer. It surrounds the Casa del Balsarone, the Casa di Campotto, the Bosco del Traversante and the Vallesanta along banks, bridges and short stretches of road. Since 1988, these rooms have become part of the "Campotto di Argenta" station of the Po Delta Park. Here we show the route in case you start from Argenta: Argenta - Sanctuary of Celestia - Ponte della Bastia - Vallesanta and Campotto - Salerho

Route	Travel time	Transport	Activities
from Bastia Bar to Museum of Reclamation	1 Day	Bikes	Culture Heritage Nature

[View feature plan](#)

Similar plans from organizers



[View all](#)



Days



Museum of Reclamation

The Reclamation Museum shows visitors the millennial history of the relationship between man and water. It is located inside an active drainage plant, an elegant building that is reflected on the canal...

Museum Nature Park



Parish Church of San Giorgio

The Parish Church of San Giorgio is the oldest church in the province of Ferrara, dating back to 369. Much of the original plan is located about three meters below ground level. Of great interest is the port...

Church



Ecomuseum of the Argenta Valleys (Casino di Campotto)

The Museum of the Argenta Valleys is a historical and naturalistic museum that, through images, objects and models, describes the history, culture, traditions and nature of the territory of the valleys a...

Museum

Al.Ba.Co Cycle Path

Long cycle path, about 70 km, so you can start from wherever you prefer.
 The cycle path is a mix of paved and unpaved roads, with many points of interest and a variety of landscapes that will take you from the hills of Ferrara to the mountains of Modena, Reggio Emilia and Parma.

View Details

Borgo ring

Cycling route of about 30 km in the hinterland of Ferrara.
 The Borgo ring is a ring road that circles the historic center of the city of Ferrara. The route includes parks, shops, museums and cultural sites that will take you on a journey through the history of the city.

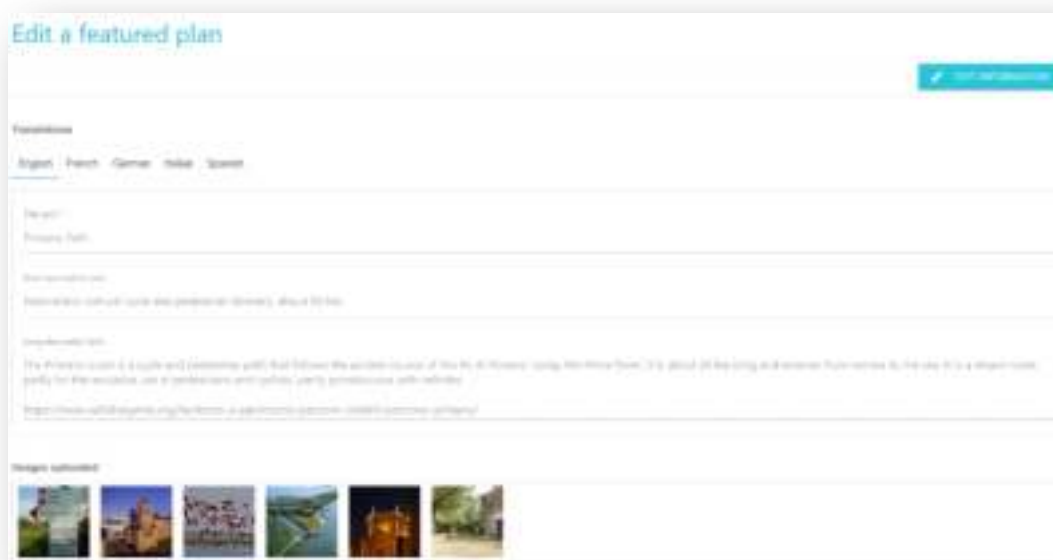
View Details

Ring of the Argenta Valleys

The Ring of the Argenta Valleys is a long cycle path.
 The Ring of the Argenta Valleys is a cycle path that circles the Argenta Valleys. The route includes the Casino di Campotto, the Casino di Scandiano and the Casino di Copertino.

View Details

reach out!



6. Narratives creation

In this section we report the first activities related to narratives development in the different pilot sections:

- Narratives along the Via Francigena.
- Narratives along the Via Romea Strata (1).
- Narratives along the Via Romea Strata (2).
- Co-creation of narratives with students of the 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna.
- Developing narratives along the Via Romea Germanica in Argenta with Highschool students “Giulio Cesare Valgimigli”.

Along the Via Francigena

Table 37. Narratives along the Via Francigena.

TITLE(S)	<p>Narrative proposal to enjoy and discover the thermal landscape between Bagno Vignoni and San Casciano dei Bagni (Tuscany, Italy)</p> <ul style="list-style-type: none"> • Val d’Orcia. Why is it how it is? Historical and geological description about an Italian valley declared World Heritage by UNESCO. • Monte Amiata. Under the watchful eye of a volcano. • Thermal Tuscany. A large number of volcanic phenomena • Montepulciano and Chianciano Terme. Medical thermal towns.
-----------------	---



-
- Bagno Vignoni history and park of the watermills. The multiple purposes of thermal waters through history.
 - Alternative route. Bagno San Filippo. Abbadia San Salvatore. Travertines, waters, religion and health.
 - Historical alternative route. From Bagno Vignoni - San Filippo (Castiglio d'Orcia) - Abbadia de San Salvatore. The importance of the volcanism in this area.
 - Radicofani hill. A volcanic cone.
 - San Casciano dei Bagni. A new Etruscan and Roman archaeological thermal site.
-

**REFERENCE
ROUTE**

WP5. Via Francigena. Segmented area: Tuscany

TOPIC(S)

The UAM has developed some descriptions focused on the thermal heritage in the segment selected on the Via Francigena Route (Bagno Vignoni-San Casciano dei Bagni) to identify the main aspects to be considered in this region.

This draft proposal focuses on drawing attention to aspects of interest related to THERMAL HERITAGE helping us to explain the landscape that the pilgrims-tourists are discovering on their way.

Short audios (podcasts), which should be opened during the pilgrims' travel (through georeferenced waypoints in their mobile phone), will show an alternative explanation of the territory that could feed the traveller's curiosity and understanding about thermalism from different points of view.

Even when the pilgrim's main focus is on making the way, the information gives a chance to discover the way as a new reality on each occasion, based on the possibility of opening your eyes to different themes and perspectives. We had tried to offer to the pilgrim the discovery of the landscape on the pilgrimage routes, analogously to the existing offers to visit cities or monuments from different perspectives that have been developed in the last few years (e.g.: the city of Rome as the URBS that conquered the ancient world; the architectural analysis of its buildings; the papacy and its footprint in the city; the water in Rome, etc.).

We will do so through different items that allow understanding the territory, but also open new opportunities for visits and alternative routes that allow discovering new aspect of natural, cultural and intangible heritage.

According to this proposal, and in accordance with the main subject of the WP5, Thermal heritage on the Routes to Rome, the content and organization of the short narratives created has been developed based on two main axes:

- On the one hand, the presence of sites of interest linked to Thermal heritage that are not very far from the road itself, and not always very well-known.
 - On the other hand, the possibility of developing a general narrative about Thermalism (mainly, from the historical and geological point of view) where the manifestations of this phenomenon in this region are so abundant and significant.
-

- Thermal towns and historical thermal sites.
- Thermal waters surges with recent carbonates deposits.
- Natural thermal pools and thermal spas.
- Volcanic and geothermal manifestations.
- Mineral deposits associated with vulcanism.

For this proposal, “thermal” points of interest are highlighted in the landscape and on the route as a common thread of a narrative that will be participatory and in continuous update during the next years, with the contributions of different groups involved in those sites (municipalities, associations, local vendors, etc.).



Likewise, based on these case studies, the creation of new forms of discourse that are more inclusive and accessible to all audiences will be proposed, starting from a classical collection of audio-guides to achieve new discourse alternatives, based on videos, interviews, pictograms, and speech designs that can be more attractive and accessible.

(Photo and schematic drawing by UAM team)

<https://riccardorocca.github.io/rurallure/>

CONTRIBUTING RURALURE PARTNERS	<ul style="list-style-type: none"> • UAM • AEVF • UNIPD
TARGET AUDIENCE	<p>For these narratives, we have considered all type of people that want to discover and understand the landscape that they are visiting. In this regard, pilgrims and tourists can enjoy the Toscana area, not only because of food, wines, beautiful towns and medieval history, but also, consider the landscape</p>



and its configuration. So, we include some featured trips or suggestions for general visitors (mostly adult) to visit areas closed to the VF, to discover thermal areas from different points of view, considering the interest of thermal heritage in all this rural area.

The podcast has been created in English (as the language more international) but our proposal is to translate them to other languages (mainly Italian and Spanish) -national and international pilgrims- to increase the potential audience. Also, we hope to include new aspects and new perspectives, linked to local traditions and other singular information which could enrich the routes, including new areas and new sites, according to our own experiences during this project.

Also, next year, we would like to reconsider our narratives including other type of target audience, mostly children, families, and people with some type of disability.

LINKED FEATURED TRIPS

We consider that this is the best option to show the rural heritage along Pilgrimage routes, where we would combine the narratives with thematic featured trips.

The featured trips can be thematic journeys according to different topics. So, discovering the VF with a different thematic in each trip, we consider that pilgrims and tourism could enjoy the VF more than one times, according to the main interest of pilgrims.

In this sense, featured trips can be a wonderful suggestion to discover rural areas according to different subjects or topics, not only for pilgrims but also for tourists and local visitors.

So, we could suggest, among others (in preparation):

- Discovering the history of Switzerland all around the Neuchatel lake.
 - The French tradition of thermalism. A thermal route.
 - Besançon, mineral water and its natural configuration.
 - Volcanism in Tuscany.
 - San Casciano dei Bagni.
 - Archaeology and thermalism in action.
-

DURATION

We have prepared some short audios (podcasts), about 2-4 minutes, to be opened during the pilgrims' travel (through georeferenced waypoints in their mobile phone); as an alternative explanation of the territory that could feed the traveller's curiosity and understanding better the landscape from different points of view.

Pilgrims and tourists, but also local people, can listen to them during their way, and they can stop or repeat the files while they are at the sites.

OTHER QUANTITATIVE DATA

The podcast has been already prepared in collaboration with English professional locutors, trying to see different ways to express the narratives: different voices, background sounds, and different style of narratives.

As the pilgrim goes walking, it is useful to give them information by audio, so he/she can listen to the explanation of the landscape without any problem. Anyway, pilgrims and tourists will also have the narrative in text, both, if pilgrims and tourist have hearing problems, they can read the explanations, and they can also read it when they are preparing the trip.

Images included in narratives can also help to pilgrim to identify the site described as well as better understand the explanations offered by podcast. Most of the pictures were made by our team (to avoid intellectual property issues) or selected among the digital images distributed on the internet under free licenses.

Also, we have included some videos (links to youtube) to integrate this other type of information, like, for example, the trailer of a historical film recorded in Bagno Vignoni, where you can see details of the steps and the bottom of the big pool in the main square of the town; some reports; as well as plans and drawings of the s. XVII and XVIII where it is possible to see the evolution of the site you are visiting.

Nostalgia, by Carlo Verdone, as you can see in the trailer (from m. 2:20):

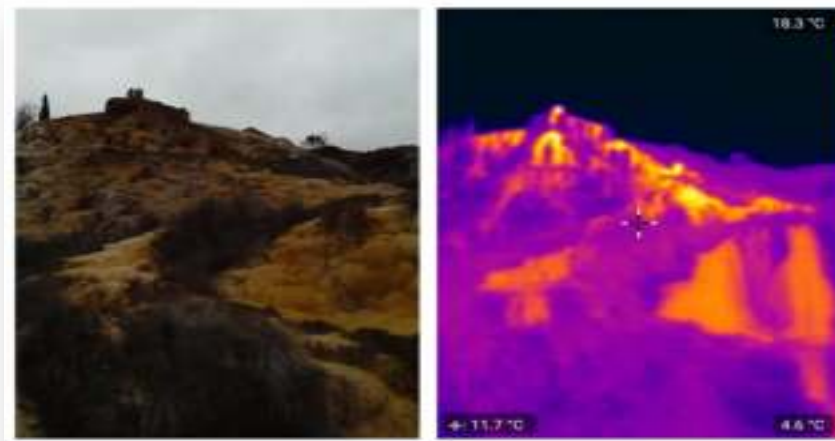
<https://www.youtube.com/watch?v=QDax5tf2aqq>

FORMATS INVOLVED



Also in this site, we have considered interesting to include some suggestion about how this park was created.

Other interesting aspect that we would like to complete in the next months (after our experience in Bagno Vignoni) is to include some proposals to discover the route and the most interesting sites by the senses (perception geography).

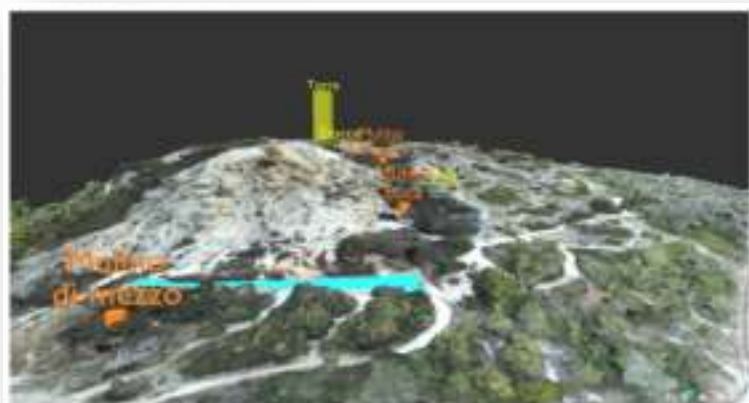


So, for example, to recognize and “live” the importance of water in Bagno Vignoni, you can close your eyes to listen to it on the site in order to recognize the living presence of water, and how this water comes from the pool to the watermill and the shower bath of the Park of watermills; or smell the sulphur of some of these springs or volcanic areas; feeling its temperature; testing its flavour and recognising the different types of water; or valuing the fragility of the natural pools created with travertine that these thermal waters bring. This can be observed also for infrared cameras, where is possible see the channel flows and the different temperatures of water.

Finally, we created some 3D examples of these sites to help to understand the territory and its configuration, including the possibility to print these models. Furthermore, we have checked the possibility to create some specific 3D models for people with disability, to do this activity/narrative more inclusive.

<https://sketchfab.com/3d-models/bagno-vignoni-9085c620668745dda87abd452f4b0b5d>

<https://riccardorocca.github.io/rurallure/>





PEOPLE INVOLVED IN THE CREATIVE PROCESS

These narratives were created mainly by Silvia González Soutelo (PhD in Ancient History and Archaeology, a specialist in thermalism in Antiquity) and Miguel Gómez Heras (PhD in Geology and a specialist in Accessibility) tried to discover the singularities of this area according to the different evidence of a geological, archaeological, and historical phenomenon of Thermalism to understand the current landscape in an area where the Thermal springs are so important almost since Antiquity.

We have also asked to local people (local administration, archaeologists, municipal workers, museums, specialists, residents, etc) about more information, asking for suggestions and some singularities of the Way or the site described, avoiding the repetition of explanations used in all the touristic websites, and offering new aspects.

ESTIMATIONS OF COST AND EFFORT

As the sub-pilot project finally was developed mostly in Italy, the effort for the UAM team was bigger than we have thought before. Even if we had visited the area some years ago and we knew the bibliography of the area selected, it has been necessary to directly visit the different sites during this year 2022. This had a over cost on trips this year, also because of COVID pandemic we could not complete some previous studies during 2021. Also, we could not develop so many activities, research test and questionnaires in that Italian area that we wanted, so we had to restrict our proposals to a more concise territory.

Also, we have had some linguistic problems. Most people of the municipalities cannot speak English, and the communication was a little difficult with them. Fortunately, with the collaboration of AEVF and some colleagues from the area, we could organise some meetings and visits, but we needed more people to help us (to translate, to prepare some images and documents, interviews, etc) that we initially would have thought.

So, we had to consider the following costs:

- Travel expenses.
- Translations (related to texts, but also, activities).
- Use of professional native locutors.
- Preparation of some 3D images of some areas to offer new digital information for knowing better all the explanations, including 3D maps and models to be printed by people with visual disabilities.
- Buy scientific articles and books to obtain the best information about each site.
- Preparing descriptions of our research as well as printed documentation about it.

CHALLENGES

Some challenges preparing narratives could be:

- Difficulty to select a topic, and then find the POIs to help you to justify your narrative. In our case, we have used the general subject of the WP5, considering the richness of our studied area about this concept.
- How to integrate general explanations with specific realities in the area of study.

reach out!



-
- The enormous difficulty to prepare a narrative in some areas where we don't know very well their reality in front to others that you can know better. How to integrate all, giving authenticity although you are not a local person.
 - We are not writers nor journalists, so maybe could be interesting to collaborate and work with some scientific speakers to offer new contents, including anecdotes and interesting ideas. So, how to write a funny and adequate story (not only correct but also fun)?
 - It is necessary to be careful that some indications that you can find in internet have been repeated including the same mistakes because nobody check them (for example, the meaning of the modern inscription in S. Cataline portico, in Bagno Vignoni).
 - Consider the difficulty of accessing to some sites depending on type of visitor, the weather conditions, etc.
 - Tying together in the same narrative landscape, geology, history, archaeology and find the right balance between concepts of very different disciplines.
 - Finding the balance between using a rigorous technical language and being understandable by a wide audience.
 - Improving the accessibility of contents for people that could not use the app for various reasons (lack of IT literacy, disability, etc.)
 - Choosing a vehicular language: English was chosen as it is the shared language within this project and to try to reach out a wider audience. However, we learnt from the onsite experience many pilgrims would not understand English.

SOURCES OF INFORMATION AND CONTENT

Our main source of information were the scientific articles and books developed about this thematic not only in Italy but also in other countries, looking for the singularities of each site according to our main topic Thermalism and Geology.

So, in this subpilot about Tuscany and Lazio regions, there are some wonderful examples of a large variety of thermal and volcanic manifestations that they are part and conformed the landscape or this very famous but not very well-known part of Italy.



Nevertheless, they are rural areas with a very rich heritage not yet well-known, that only if you talk to local people can discover some specific realities and sites, and the history and traditions of some towns and villages.

Also, other information came from interviews with some pilgrims on the route, as well as a comparative revision of the necessities of medieval and modern pilgrims. So, we have employed information from:

- Official websites
- Youtube
- Books and Scientific Journals
- Popular press
- Films
- Old pictures
- Pilgrims
- Drone pictures and official geological and administrative national and regional information (GIS) about this area.
- INSPIRE portal
- Greco-Roman literature, but also medieval text
- Archaeological finds
- Archaeological and historical materials in Museums and other installations
- Thermal spas in the region
- Rethinking map and route descriptions in this area

And above all, our experience in the route and visiting all these sites.



NARRATIVE STYLE	<p>The narrative is read by a speaking female voice, that show how to discover the landscape and all the interesting aspects about the Thermalism and vulcanism in the region.</p> <p>In some cases, when we are close to a pool, we have introduced some sounds effects, related to water or music.</p> <p>Also, when it is included a text of an ancient authors, we tried to reproduce a different voice to identify the difference.</p> <p>The narrative has been developed with a colloquial but also technical language, in order to explain concepts of the topic with some specific words and explain some of this vocabulary, trying to do it accessible to everybody.</p> <p>The style is usually informal, developed in a thematic sequence, that they can be read and listened to together.</p>
SEQUENCING	<p>Successive entries in a logical (i.e. thematic) sequence:</p> <ul style="list-style-type: none">• According to the territory described and the POIs linked to it. already within a logical and thematic unity even for the featured trips.• The proposal was to identify each POI with a coordinate to have an indication about their position, advertising to pilgrims that there was an interesting point closer to the route.• The thematic has a sequence, according to the explanation of the main concepts.
MEANS OF PRESENTATION	<p>Via a mobile app for personal use, but also PC friendly version, including some indication when pilgrims were closed to a POIs.</p> <p>Nevertheless, we have included some videos or links to all the information about this feature trip or the best webpage to find more data related to them.</p> <p>Also, we have prepared some 3D images to have a further perspective of the landscape, and also with the possibility to print them to plan the route and understand the territory.</p> <p>https://riccardorocca.github.io/rurallure/</p>
PROVISIONS FOR ACCESSIBILITY	<p>Audios of the narratives were made so people with visual disability could enjoy them. The audios avoided using visual cues to be more accessible.</p> <p>A tailor-made activity for people with visual impairment was tested with diverse public. This activity included haptic supporting material.</p> <p>The preliminary tests allowed identifying improvement areas in relation to accessibility.</p> <p>Good practices on accessible tourism and pilgrimage along the via Francigena were identified and published in an internal document that will be published, in turn, in an international publication. A number of training courses and seminars were imparted for the members of the project and in contexts other than the project to raise awareness on the role of rurAllure in improving accessibility</p>



HIGHLIGHTS AND RECOM- MENDATIONS FOR REPLICABIL- ITY

Preparing new narratives, a close collaboration with local institutions would be really helpful in order to select and describe some POIs or areas. It can be completed with feature trips, that can be suggested as thematic routes.

Also, would be really useful and interesting to have some suggestions (videos, ticks, photos, etc) of local people to suggest the most interesting and beautiful things for them in their towns or lands.

Another interesting suggestion were some ideas of real pilgrims. They needed more and shorter audio information about historical and descriptive narratives about the sites they were crossing. It would be nicer to walk learning about where you are, and how it was adapted to each historical period or why some towns were built where they were, or where happened some historical battle of the 2nd World War, among other examples.

But above all, not the traditional explanations, but just some short calls for encouraging curiosity, including the best links with further information about each aspect to be discovered during the way or later.

OTHER INFORMATION

We have considered that it would be interesting to prepare a narrative according to one topic; Thermal heritage, but linked to different aspects like geology, natural history, archaeology, landscape, reuse of thermal areas, different uses of thermal waters, some consideration about the singular heritage of the selected region (Toscany).

So, a lot of people can know this region for its landscape, for some romantic films, or even by their medieval towns, but it is not very well known why the landscape is like it is, or why some towns chose their location, or which is the building material of all the buildings and walls.

On this regard, we have tried to show other interesting aspect of this region, discovering with pilgrims the importance of a large number of natural resources (mineral waters, mercury, travertines,) linked to geological processes as well as how important it was for the history, economy, culture and tradition of Toscany.

Furthermore, we have considered to propose some alternative roads and feature trips, linked to the VF but where the pilgrim can choose to do or visit, according to their preferences and curiosities.

Our proposal for the next year would be to enlarge and adapt these narratives to improve the accessibility to this heritage to people with different disabilities according to our previous experience, emanated from the experience, the activities developed and our own learning during these months. But we would like to go further. We would like to explore new activities and narratives focused on all type of public, as for example families or children, who really need a narrative adapted to their level of knowledge.

Finally, for of obvious reasons, our work was developed mainly in the laboratory, that is to say, in distance even if we knew the bibliography and the different studies about the region and the main thermal evidence (natural and cultural). Nevertheless, it is completely necessary to visit directly the sites, talk to people there and to think about how important should be to consider the pilgrim perspective and local neighbour feelings to complete our experiences. That it is not so easy to so, but it is the way,

reach out!



Obviously, the collaboration of the AEFV was essential for preparing these narratives, to meet people in the areas linked to the VF, to obtain further information about different aspects of towns and villages, and to interchange feelings and different perspectives (tourism/customers/pilgrims/municipalities vs historians/archaeologist/geographers/researchers), giving us the facilities to meet new people for our study and, to develop some interesting activities (and experiments!) in this subject.

Along the Via Romea Strata

Table 38. Narratives along the Via Romea Strata (1).

TITLE(S)	Thermal & archaeological tour
REFERENCE ROUTE	Thermal Heritage and others on the Ways to Rome > Romea Strata > Euganean Hills
TOPIC(S)	<ul style="list-style-type: none"> • Cultural heritage • Archaeology • History • Art and Architecture • Spiritual • Nature • Landscape • Wellness • Spa • Relax
CONTRIBUTING RURAL LURE PARTNERS	IUAV University of Venice: Maddalena Bassani, Maria Bergamo
TARGET AUDIENCE	All
LINKED FEATURED TRIPS	<p>Linked to the featured plan “Thermal&Archeo Tour” in general part are six narratives as introduction or deep reading:</p> <ul style="list-style-type: none"> • Thermalism hydrogeo • Life at baths • Divine waters • Ancient literary • Pipes & stove • Ancient and modern pilgrims <p>Then many POIs have their own narrative:</p> <ul style="list-style-type: none"> • Archaeological site Villa Neroniana + narrative



	<ul style="list-style-type: none">• Archaeological site under the Hotel Terme Neroniane + narrative• Archaeological site via Scavi + narrative• Sanctuary of Monteortone + narrative• Montirone Hill + narrative <p>Outcoming:</p> <ul style="list-style-type: none">• Museum Ancient Thermalism+ narrative: Tabula Peutingeriana Oracle of Gerione Little ex-voto Animals at bath Roman art• San Pietro in Montagnon + narratives• Video of Life at Baths• New maps of archaeological sites
DURATION	<p>In order not to burden the reader or listener, we calculated that general narratives should not exceed one folder of text, and 'in situ' narratives half a folder. Translated into audio, they should last two to four minutes. The pilgrim can use them as preparation, listen to them while walking or read them easily in front of the relevant sites.</p>
FORMATS INVOLVED	<p>Pictures, texts and audio. We are making a special video.</p>
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<ul style="list-style-type: none">• Academicians.• Staff from tourism or culture departments of some local or regional institution.• Freelancers.
ESTIMATIONS OF COST AND EFFORT	<ul style="list-style-type: none">• Visiting costs: the visits in person in the sites proposed have a cost only for Maddalena and Maria's job, not for the rurAllure project. In fact, we did pay the logistic costs to reach the venues (private and public transport) and to have a short break.• What was found necessary but not available: a budget to buy good quality photographs and to realize a brochure in which the thermal route in the Montegrotto Terme archaeological sites is explicated. This type of materials can be offered to local stakeholders and institutions, who can valorise our proposal promoting the route. The brochures can be done also for the other two routes for the Euganean area (natural tour in Euganean Hills; landscape tour in the Borgoricco area).
CHALLENGES	<p>Some challenges while writing narratives:</p> <ul style="list-style-type: none">• Starting from the theme dedicated to thermalism in the Montegrotto and Abano Terme area, visitors can find the link to visit the archaeological areas, the Museum of Thermalism, the places of religion and thermal waters already attested.• Because of the different aspects highlighted in the narratives dedicated to the exploitation of thermal sources throughout the



centuries, visitors can recognise the important of this natural resource for people until today.

- The narratives can encourage the discovering of healing therapies, traditional handcrafts, and spiritual approaches to the thermomineral waters.
 - Involving tourists to discover the global thermal cultural heritage in the two cities of the Euganean area thanks to narratives.
-

Starting from their own previous research and publications and from the very strong bibliography already published dedicated to the thermalism in the Euganean area, Maddalena and Maria have elaborated the contents of the narratives.

In particular:

- Books dedicated to thermalism in Antiquity and over the centuries, among which:
 - Cura, preghiera e benessere. Le stazioni curative termominerali nell'Italia romana, a cura di Matteo Annibaletto, Maddalena Bassani, Francesca Ghedini, Antenore Quaderni 31, Padova University Press, Padova 2014.
 - Annunziata Berrino, Andar per terme, Il Mulino, Bologna 2014.
 - David Clay Large, L'Europa alle terme. Una storia di intrighi, politica, arte e cura del corpo, EDT, Torino 2019 (Italian edition of American book edited by Rowman&Littlefield, Maryland 2015).
 - Renato Stopani, Termalismo e vie di pellegrinaggio, Firenze 2012.
 - Sante Bortolami, Le terme euganee nel Medioevo: dettagli di un paesaggio fisico e sociale, in Bains curatifs et bains hygiéniques en Italie de l'antiquité au Moyen Âge, ed. par Marie Guérin-Beauvois, Jean-Mari Martin, Rome 2007, pp. 153-175.
 - Web sites related to the archaeological places and landscape, among which:
 - www.aquaepatavinae.it
 - www.parcocolleuganei.com
 - www.euganeamente.it
 - Ethnographers' collections of regional folklore.
 - All maps and route descriptions, official homepage and amateur bloggers on the Municipalities of Montegrotto and Abano Terme.
-

SOURCES OF INFORMATION AND CONTENT

NARRATIVE STYLE

The style is usually informal and easy to read, without specificities that could represent a criticism for public. This does not mean a banalisation of contents, even though it has been an effort the choice to avoid any technical rigidity.

SEQUENCING

As we proposed in the first report, we started from a kind of mind map (reference), thanks which public can be driven to know firstly a general

reach out!



definition of thermalism from the geological-chemical-medical point of view, secondly to discover its particular declinations in terms of historical places, literary sources, archaeological sites, religious buildings and cultural imaginaries.

Clearly, even though this conceptual scheme, the narratives are thought to be read separately (see above, 'Topics'), linked to the general theme of 'thermalism'. We aimed at lining the POIs already proposed in the Euganean area within the thematic of the narratives: this should encourage the discovering of the 'cultural proposal' that the storytelling might offer.

In fact, the theme of 'thermalism and waters' constitutes the fil rouge for all the features of the sub-pilot dedicated to discovering the rural natural and cultural places in the vicinity of Romea Strata (and the Saint Antony route), as well as for the two other sub-pilots related to rural natural and cultural places in the vicinity of Via Francigena and Via Germanica.

For this we think that the narratives can represent the most important and attractive part of the platform, and a valid tool to knowledge and promotion of rural sites.

MEANS OF PRESENTATION

As for other actions related to the four pilots of the project, the narratives can be presented via a mobile app for individual consumption, but also PC friendly version, as well as they can be printed in a little booklet. The printed version can offer the possibility both for individual persons and for tourist guides leading a group to have an easy 'instrument' during the visit, in particular in on foot.

PROVISIONS FOR ACCESSIBILITY

All routes and POIs are very well accessible on foot: we excluded the cases in which it is too hard to access.

One important consideration is related to the archaeological sites. Since they are subject to the supervision of the superintendency, arrangements must always be made with the visiting authorities in order to gain access to them. Otherwise, in two cases (archaeological area of Via Scavi and Roman Villa in Via Neroniana) tourists can have a look from outside the archaeological area, as explained in the specific POI.

Accessibility with children/families/dogs: all the sites are visible by public, and we often mentioned this in the recommendation part. Access for persons with reduced mobility must be agreed with the visiting staff to ensure the best possible entry and stay in the area.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

As far as replicability is concerned, we have chosen to propose sites that are normally open to the public and for which therefore all the arrangements are already in place for a diverse range of people. A point to be emphasised during the continuation of the project and the full implementation of the narratives related to the POIs will be the season in which to do the tour. In some cases, in fact, and specifically for archaeological areas, the superintendency closes the places, which are in some cases covered with protective sheets to preserve them. In the platform the visitor will then find all the data necessary to plan the route.

OTHER INFORMATION

Importance of narratives for different routes: The narratives proposed by us within the routes and the various POIs are therefore intended to enhance a slow tourism, far removed from the visits of a mass audience intended to reach well-known destinations. Thus, fully responding to the objective of the rurAllure project, these narratives aim to entice visitors to learn about the importance of thermalism in the history of human settlement in this particular area of the Veneto.

Writing narratives: In order to write this type of narrative, it is evidently necessary to have a very in deep knowledge of the subject matter of the narratives themselves: not only to select the most interesting aspects but also to provide contents to an audience that knows nothing about thermalism and its history, nor about the tradition linked to the religious aspects and pilgrimage through the centuries along the routes already travelled in Antiquity. For this reason, an interdisciplinary approach proved to be very useful, proposing a diachronic perspective on a topic and thus enhancing its scope and interest.

Topics: With respect to the apparent specificity of the theme, the approach with which the various themes of the narratives were elaborated sought to consider both the more distinctly historical, naturalistic and cultural interests, as well as religious interests. Moreover, although it is evident that not all the themes proposed may be of interest to all people, the constant references to the other sub-pilot routes and POIs constitute a means of offering a varied and diversified cultural proposal.

Table 39. Narratives along the Via Romea Strata (2).

<p>TITLE(S)</p>	<p>General title of the detour: the 'ring of the centuriation'</p> <ul style="list-style-type: none"> • A long-lasting path: from military railroad to cycling path • Playing chess in the field, zigzagging across the Roman centuriation • Mind the river! Water management and land reclamation processes through time
<p>REFERENCE ROUTE</p>	<p>The via Romea Strata (branch of the Romea del Santo); selected segments for WP5:</p> <ul style="list-style-type: none"> • For 1: the Treviso-Ostiglia cycling path, between Silvelle and Camposampiero. • For 2: the area of the Municipalities of Borgoricco, Massanzago and Noale. • For 3: the cycling path along the Musone Vecchio riverbank.
<p>TOPIC(S)</p>	<p>The area of the 'centuriation ring' comprises both natural and cultural elements to be highlighted and enhanced.</p> <p>Specifically, the different narratives will develop the following aspects:</p> <ul style="list-style-type: none"> • History of transportation, from Roman roads to military railways and cycling paths. • Man struggling with the geomorphology of a territory of resurgences.



	<ul style="list-style-type: none">• The role of Roman centuriation in the history of the territory of the central Venetian plain.• The implication of a correct water management in a flat landscape.• Water as a resource: the mills and the tradition of silkworm breeding.
CONTRIBUTING RURAL PARTNERS	<ul style="list-style-type: none">• UNIPD• FHV
TARGET AUDIENCE	<p>The tracking system of tourists and travellers does not allow to identify their specific type, nor the motivation that pushes these people to travel. However, given the characteristic of the territory and the prevailing choice of organizing the detour of the 'centuriation ring' by bicycle, it is assumed that the target audience is represented by adults of all ages who love to move by bicycle and have just minimal physical preparation.</p> <p>The route includes some naturalistic stretches along the banks of the rivers; therefore, it could create some difficulties for people with disabilities and families with children (in these cases, however, these stretches can be replaced by more traditional routes along cycle paths that run parallel to the provincial road).</p>
LINKED FEATURED TRIPS	<p>The narratives have been developed as a support for a thematic featured trip which crosses the centuriated landscape around the Municipality of Borgoricco.</p> <p>Through the lens of the centuriation, several aspects have been highlighted, of both cultural and natural characters, offering a great variety of in-depths focuses from antiquity to modern times (land reclamation processes during the centuries, exploitation of a fertile plain, human/nature relationship).</p>
DURATION	<p>Each podcast generally last 2 minutes and can be listened through personal mobile devices, both before and during the trip (and even after, of course).</p> <p>All the written texts will be available on the rurAllure website, as well.</p>
FORMATS INVOLVED	<p>The narratives have an audio track, accompanied by some suggestive images that allow the travellers to imagine, when planning the trip, what they will see during the journey or that allow them to better understand what they are observing at that precise moment.</p> <p>Some virtual reconstructions will lead the travellers to discover the history and archaeology of the centuriated landscape to the north-east of Padova.</p>
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>The narratives were created by a group of students of the bachelor's degree course in Cultural Tourism Planning and Management of the University of Padua, under the supervision of Jacopo Turchetto.</p>
ESTIMATIONS OF COST AND EFFORT	<p>Direct and in person visits to the POIs and a feasibility test of the hypothesized cycle path were carried out on various occasions between May and October 2022 by Jacopo Turchetto together with a group of students of the bachelor's degree course in Cultural Tourism Planning and Management of</p>



	<p>the University of Padua. Those activities, which the FHV was involved in as well, led to hire the coach and the bicycles.</p> <p>We are planning to have the narratives performed and recorded by students of theatre and cinema of the Department of Cultural Heritage, within the premises of the University of Padova.</p> <p>Translations will be guaranteed by CAT systems, Computer assisted translations.</p>
CHALLENGES	<p>Some challenges while writing narratives:</p> <ul style="list-style-type: none">• Making the travellers perceive the 'invisibility' of the archaeological remains and of the intangible heritage linked to the Roman centuriation.• Finding a balance between the archaeological and cultural aspects to be enhanced.• Identifying a common strategy in the creation of the narratives along the 'centuriation ring'.
SOURCES OF INFORMATION AND CONTENT	<p>Starting from the vast scientific and academic bibliography dedicated to the Roman centuriation and the numerous publications dealing with the landscape of central Venetia, specific narratives have been created for non-expert audience.</p> <p>Numerous websites offer information about the history of cycle paths and the slow viability of the area, as well as about many of the POIs that have been included in the trip.</p> <p>Information material and brochures provided by the Museum of Roman Centuriation were useful to add further details.</p>
NARRATIVE STYLE	<p>The style is conversational, intriguing, and informal. Attention was paid to the most curious and less known aspects of the Roman centuriation and its application to the context of the central Venetian plain.</p> <p>Furthermore, the storytelling was set up in a simple and engaging way, placing in the perspective of the travellers who look around admiring the cultural and natural heritage.</p> <p>The references, therefore, are to the 'here and now', with precise indications which can facilitate the tourists to orient themselves in the landscape.</p>
SEQUENCING	<p>After a general and comprehensive presentation of the exploratory potential of the centuriation ring, the narratives have been developed following the pace of the detour and pointing out, from time to time, the most interesting aspects to be brought to the attention of the travellers.</p> <p>Beyond the introductory section, therefore, there is no real sequence and travellers can decide what to listen based on their interests and inclinations.</p>
MEANS OF PRESENTATION	<p>Narratives have been thought to be delivered via a mobile app for individual consumption. In this way, cyclists could appreciate the historical, archaeological, and natural potentialities of this rural environment according to their own pace, slowness, and desire to explore.</p>

PROVISIONS FOR ACCESSIBILITY	<p>The ring of the centuriation develops also along riverbanks, on top of not very wide embankments, which are very beautiful from a naturalistic point of view, but which, at the same time, can create some problems for people with disabilities or families with small children.</p> <p>In these cases, however, alternative routes have been envisaged, simpler and faster.</p> <p>The use of cars is not recommended.</p> <p>Most of the POIs are accessible to everyone, including people with disabilities.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>The naturalistic beauty of the historical landscape of the Roman centuriation is a distinctive feature of this rural route.</p> <p>The water of the rivers adds an extra value and makes the whole itinerary very fascinating.</p> <p>In the height of summer, however, the lack of trees along the banks of the rivers or along the cycle paths that run alongside the provincial road network can make the visit very tiring. The best times of the year turn out to be spring and autumn. In Inverno, in addition to cycling, some sections of the ring can be travelled by little boat or canoes.</p>

Along the Via Romea Germanica

Table 40. Co-creation of narratives with students of the 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna.

TITLE(S)	<p>Development of narratives in the form of podcasts to discover the history and natural heritage of the Argenta Valleys and surrounding area and embracing all these contents:</p> <ul style="list-style-type: none"> • The local actors behind the promotion of the Argenta valleys • The autochthonous flora and fauna of the valleys • The history of Argenta and the Land Reclamation work in the Po Delta area • The history of Po river and its tributaries <p>Developed by the students of the 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna (see previous section):</p> <ul style="list-style-type: none"> • I racconti di Giuseppe (The stories of Giuseppe) • Io sono Argenta (I am Argenta) • Acqua, Terra e Uomo (Water, Land and Men) • Io sono Martino (I am Martino, a kingfisher)
-----------------	--



REFERENCE ROUTE

Via Romea Germanica: stretches mainly in the Argenta Municipality and its several suburbs.

TOPIC(S) AND MOTIVATION

The narratives cover different aspects of the Po Delta area and the Argenta Municipality. Some focus on the historical facts, some more on the naturalistic aspects, but the common element is water and its management in a territory which was previously a Marsh.

The transformation of this territory by humans over the centuries has allowed economic activities and settlements in this area. The landscape has greatly changed due to this constant land reclamation work, but this work has also allowed the formation of artificial lakes (the water that is kept as reserve by the water pumping plants) that made possible for birds and wild animals to re-settle.

Hence, the narratives tell the story of the territory in creative ways and from different points of views. Those from the university students, how they perceive the landscapes, but also those from the local stakeholders (the responsible persons from the Marsh Museum, a tour guide, a photographer, and ex-worker from the Renana water pumping plant, etc.) which interacted with students during the study visit.

Moreover, the storytellers in the Master's students podcasts vary from local inhabitants to non-human actors, such as a kingfisher, the water, the land and the Argenta city itself sharing its story.

Hence, they all offer visitors different points of view of the territory, so that they can appreciate all the transformations it has suffered, and they can have an idea on how the entire Padana Plain (today quite industrialized area) used to be centuries ago.

The aim also is to raise awareness among visitors on the effect of climate change and the risks for this territory that has always dealt with water excess/ water scarcity, effects that are being more extreme lately due to climate change.

The final goal with the narratives is of course motivate these pilgrims, cyclists, tourists, to stay longer in this area, to step out of the main path and discover Argenta and its waterways, therefore the stories prompt visitor's curiosity to visit the Marsh Museum, the Land Reclamation museum and so on, spreading the benefits of pilgrimage along wider rural areas.

CONTRIBUTING RURALURE PARTNERS

University of Bologna with the collaboration of the Masters' students from the Ravenna Campus.

TARGET AUDIENCE

The target audience is varied, but as we have learned from the questionnaires distributed and the pilgrims encountered, a good number of pilgrims are over 60 years old, many already retired with disposable time and good physical conditions, very much interested in the stories and culture of the places they visit.

Nevertheless, the narratives have been designed to be adapted for different target audiences.



LINKED FEATURED TRIPS

Whenever possible we have tried to combine the narratives with thematic featured trips. In this way, the featured trips are not just routes but themed journeys.

For example, all the narratives about the Argenta valleys and natural area are focused on the detour Argenta's ring, one of the featured trips we have created for the platform.

The idea is of course that tourists listen to the narratives while passing through Argenta (or while planning their pilgrimage) and feel prompted to take the Argenta's ring detour to explore the area with the Marsh museum's tour guides.

DURATION

For the podcasts, the guidelines that we have provided students was organized 4 different series, each of them including from 6 to 9 podcast. Each podcast had to stay in maximum 2 minutes. Roughly the correspondence between reading time and written words has been calculated in 1500 words for a 2-minute podcast.

METHODOLOGY USED AND FORMATS INVOLVED

We have developed 2 formats: written text and podcast.

The methodology we have followed was, besides the field visits that were explained in the "Actions with stakeholders" section, the students reflected on the story using the "Story Canvas" which allow to define the audience, narrator, story, key message, call to action, etc. After brainstorming and selecting the key topics, students were divided in 4 groups according to their preferences and also skills.

Each group wrote a series focusing on a specific aspect of the territory:

- The history of Argenta and the challenges its inhabitants have to overcome.
- The history of the Po river, the land transformation and the difficult relationship with the water.
- The wetland and Its museum.
- A general overview of the natural and cultural attraction of this place.

Each group invented fiction characters which became the narrators of the 4 series:

- Giuseppe, a young inhabitant living in last century (The stories of Giuseppe).
- Argenta, a woman that is the town (Argenta it is me).
- The Water, the Land and the Man (Water, Land and Men).
- Martino, the kingfisher (I' am Martino, the kingfisher).

When the first draft of the 4 series was ready, the Argenta stakeholders were invited to read it and provide comments and suggestions in order to share with them the content.

Thanks to their suggestions, students provided the final version of the series, ready to record.

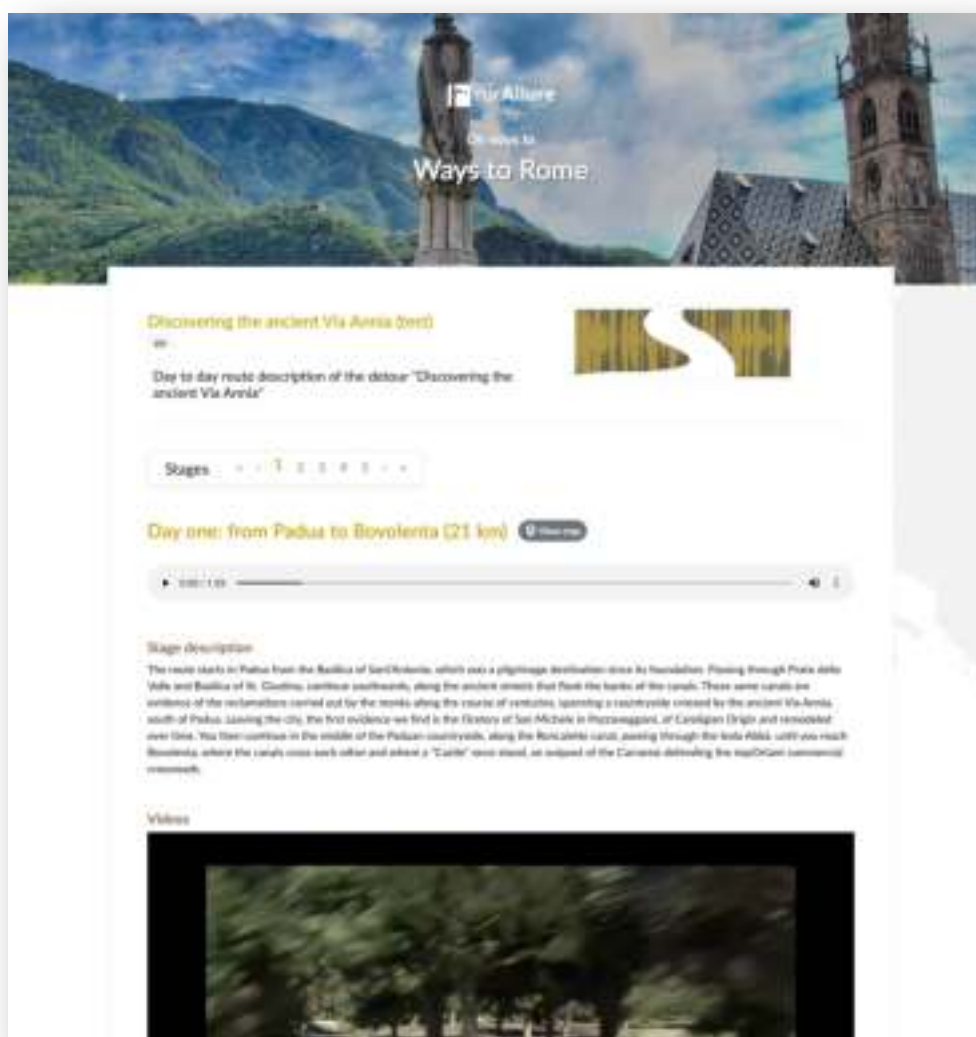


	<p>Now students are recording the podcast on the basis of the shared written text.</p> <p>Podcast will be presented to the local stakeholders together with the rest of the materials towards the end of 2022/ beginning on 2023.</p>
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>Patrizia Battilani, Maria Laura Gasparini, Alessia Mariotti, all the students from the 1st level Master, the Argenta stakeholders (Ecomuseum director, Municipal Archive director, etc.),</p>
ESTIMATIONS OF COST AND EFFORT	<p>The costs have been relatively low since they mainly involved the visits to the pilot area and the costs for the student's transfer has been covered by the Master.</p> <p>In terms of efforts, it involved a considerable amount of time to coordinate students, both from the professors Battilani and Mariotti who followed the Master's students, and from the researcher Gasparini.</p>
CHALLENGES	<p>Creating narratives in a compelling and attractive way is a challenge in itself, requiring creativity and also a good amount of knowledge from the topic one wants to talk about.</p> <p>Another challenge is related to the technology to be used, which is not expensive but has to be sufficient to ensure the quality of sounds and images, so that the tourists can enjoy the podcast and video.</p>
SOURCES OF INFORMATION AND CONTENT	<p>The sources of information have mainly come from the site visits, museum visits and encounters with local stakeholders who shared all the stories and provided additional materials in the form of brochures/ books/ websites, etc.</p> <p>Of course, this was complemented by internet searches, as well as consultation with professors very knowledgeable about the area.</p>
NARRATIVE STYLE	<p>As for the narratives developed by high school students, the style is informal, friendly, with evocative images, music and also including in some of them comics.</p>
SEQUENCING	<p>The 4 series are independent one another, but of course the episodes of each series are in sequence.</p>
MEANS OF PRESENTATION	<p>The content has been designed to be accessible both through the <i>ruAllure</i> platform and through the app.</p>
PROVISIONS FOR ACCESSIBILITY	<p>This has been taking into consideration in the sense that audio files are available for people with visual impairment.</p> <p>Other provisions have not been yet taken into consideration for improving the accessibility of the content.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>It is a rewarding task to involve young students since it stimulates students creativity in designing content for visitors. Also, involving local actors through the creation and validation of the narratives is very valuable to</p>

foster the relationship between students and the local communities (education outside the classroom).

It is a win-win situation, since students put their skills into practice many times in a first work experience, while a rural museum has the opportunity to have their offer accessible in other languages and international visibility through an European project.

SNAPSHOTS FROM THE PLATFORM



reach out!

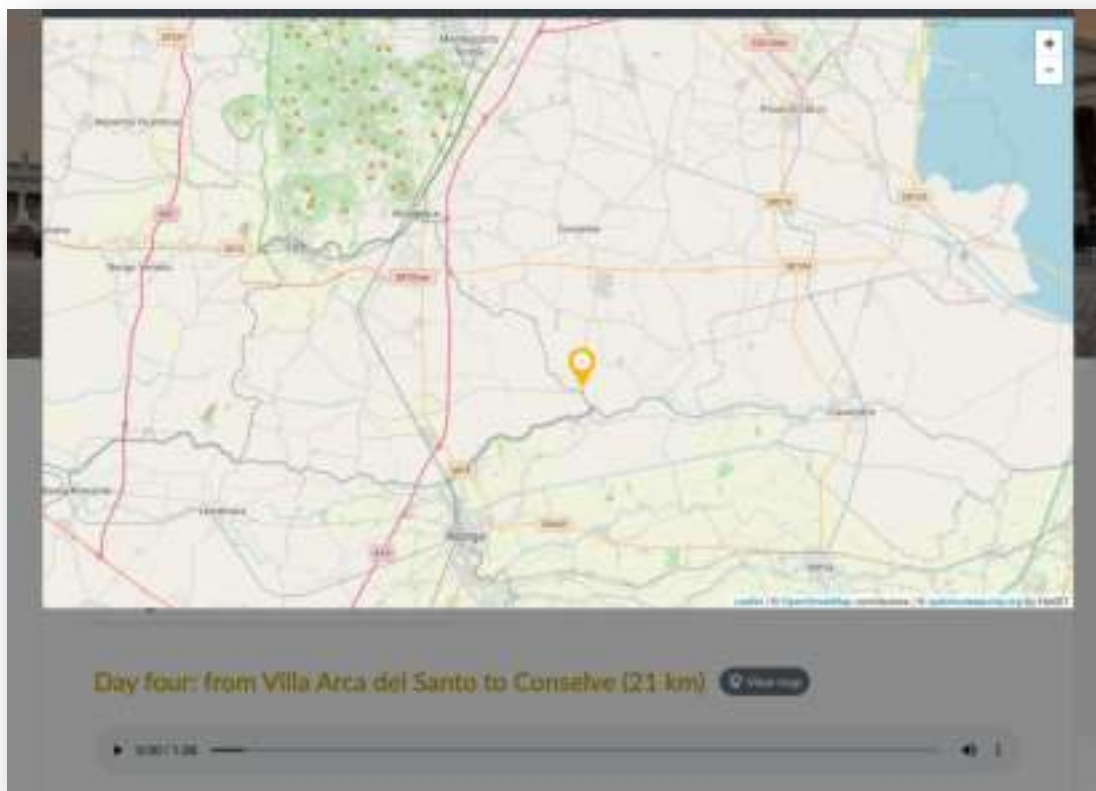


Table 41. Developing narratives along the Via Romea Germanica in Argenta with Highschool students “Cesare Valgimigli”.

<p>TITLE(S)</p>	<p>Development of narratives in the form of podcasts and videos to discover the history and natural heritage of the Argenta Valleys and surrounding area:</p> <ul style="list-style-type: none"> • The local actors behind the promotion of the Argenta valleys • Discovering how the Padana plain used to be by bike: the several habitats of the Argenta valleys • The autochthonous flora and fauna of the valleys • The history of Argenta and the Land Reclamation work in the Po Delta area • The myths and legends related to water in Argenta and beyond <p>Translations in English, Spanish and German of the following narratives developed by the students of the 1st level Master in Tourism Enhancement and Cultural Heritage Management from University of Bologna (see previous section).</p> <ul style="list-style-type: none"> • I racconti di Giuseppe (The stories of Giuseppe) • Io sono Argenta (I am Argenta)
------------------------	--



	<ul style="list-style-type: none">• Acqua, Terra e Uomo (Water, Land and Men)• Io sono Martino (I am Martino, a kingfisher)
REFERENCE ROUTE	Via Romea Germanica: stretches mainly in the Argenta Municipality and its several suburbs
TOPIC(S) AND MOTIVATION	<p>The narratives cover different aspects of the Po Delta area and the Argenta Municipality. Some focus on the historical facts, some more on the naturalistic aspects, but the common element is water and its management in a territory which was previously a Marsh.</p> <p>The transformation of this territory by humans over the centuries has allowed economic activities and settlements in this area. The landscape has greatly changed due to this constant land reclamation work, but this work has also allowed the formation of artificial lakes (the water that is kept as reserve by the water pumping plants) that made possible for birds and wild animals to re-settle.</p> <p>Hence, the narratives tell the story of the territory in creative ways and from different points of views. Those from the young students, how they perceive the landscapes, but also those from the local stakeholders (the responsible persons from the Marsh Museum, a tour guide, a photographer and ex-worker from the Renana Hidrovorous plant, etc.).</p> <p>Moreover, the storytellers in the Master's students podcasts vary from local inhabitants to non-human actors, such as a kingfisher, the water, the land and the Argenta city itself sharing its story.</p> <p>Hence, they all offer visitors different points of view of the territory, so that they can appreciate all the transformations it has suffered, and they can have an idea on how the entire Padana Plain (today quite industrialized area) used to be centuries ago.</p> <p>The aim also is to raise awareness among visitors on the effect of climate change and the risks for this territory that has always dealt with water excess/ water scarcity, effects that are being more extreme lately due to climate change.</p> <p>The final goal with the narratives is of course motivate these pilgrims, cyclists, tourists, to stay longer in this area, to step out of the main path and discover Argenta and its waterways, therefore the stories prompt visitor's curiosity to visit the Marsh Museum, the Land Reclamation museum and so on, spreading the benefits of pilgrimage along wider rural areas.</p>
CONTRIBUTING RURALURE PARTNERS	University of Bologna with the collaboration of the Masters' students from the Ravenna Campus and the high school students from the Cesare Valgimigli Linguistic high school.
TARGET AUDIENCE	The target audience is varied, but as we have learned from the questionnaires distributed and the pilgrims encountered, a good number of pilgrims are over 60 years old, many already retired with disposable time and good physical conditions, very much interested in the stories and culture of the places they visit.



	<p>Nevertheless, the narratives have been designed in order to cater for different target audiences.</p>
LINKED FEATURED TRIPS	<p>Whenever possible we have tried to combine the narratives with thematic featured trips. In this way, the featured trips are not just routes but themed journeys.</p> <p>For example, all the narratives about the Argenta valleys and natural area are focused on the detour Argenta's ring, one of the featured trips we have created for the platform.</p> <p>The idea is of course that tourists listen to the narratives while passing through Argenta (or while planning their pilgrimage) and feel prompted to take the Argenta's ring detour to explore the area with the Marsh museum's tour guides.</p>
DURATION	<p>For the podcasts, the guidelines that we have provided students was to stay in maximum 2 minutes per podcast, considering that one topic can be developed through a series of short podcasts. Roughly the correspondence between reading time and written words has been calculated in 1500 words for a 2-minute podcast.</p>
METHODOLOGY USED AND FORMATS INVOLVED	<p>We have developed 3 formats: written text, podcast and video files</p> <p>The methodology we have followed was, besides the field visits that were explained in the "Actions with stakeholders" section, the students reflected on the story using the "Story Canvas" which allow to define the audience, narrator, story, key message, call to action, etc. After brainstorming and selecting the key topics, students were divided in 4 groups according to their preferences and also skills and prepared the written script for the videos to be produced during the second field visit to Argenta.</p> <p>After collecting all the material during the field trip (interviews, filming, collection of photographs, research in the museum, etc) they work on assembling the material into video format.</p> <p>A group developed an interest in the myths and legends related to water and produce content in written format.</p> <p>Finally, all 4 groups of students worked on the translation on the podcasts previously written by the Master's students from Ravenna campus into English, Spanish and German.</p> <p>A final step was to record the podcasts translated in English, to be included in the rurAllure platform at the end of 2022.</p> <p>Besides the podcasts, videos and written text of the narratives, the students assisted the Marsh Museum with the translation of all the informative panels from the museum into English and they developed a webpage with all this context, so that later on the Museum can integrate this material in the museum.</p> <p>A final goal that students set themselves is to produce a "behind the scenes" video of themselves working on this project, which will be a memory for them from this experience and will be presented to the local stakeholders together with the rest of the materials towards the end of 2022/ beginning on 2023.</p>



PEOPLE INVOLVED IN THE CREATIVE PROCESS	Patrizia Battilani, Maria Laura Gasparini, Alessia Mariotti, Barbara Rossi, Lorenza Angelini, all the students from the Linguistic High School and the 1st level Master.
ESTIMATIONS OF COST AND EFFORT	<p>The costs have been relatively low since they mainly involved the visits to the pilot area and the costs for the student's transfer has been covered by the High School.</p> <p>In terms of efforts, it involved a considerable amount of time to coordinate students, both from the professors Battilani and Mariotti who followed the Master's students, and from the researcher Gasparini, who followed the high school students.</p>
CHALLENGES	<p>Creating narratives in a compelling and attractive way is a challenge in itself, requiring creativity and also a good amount of knowledge from the topic one wants to talk about.</p> <p>Another challenge is related to the technology to be used, which is not expensive but has to be sufficient to ensure the quality of sounds and images, so that the tourists can enjoy the podcast and video.</p>
SOURCES OF INFORMATION AND CONTENT	<p>The sources of information have mainly come from the site visits, museum visits and encounters with local stakeholders who shared all the stories and provided additional materials in the form of brochures/ books/ websites, etc.</p> <p>Of course, this was complemented by internet searches, as well as consultation with professors very knowledgeable about the area.</p>
NARRATIVE STYLE	As for the narratives developed by high school students, the style is informal, friendly, with evocative images, music and also including in some of them comics.
SEQUENCING	The videos that are being developed do not follow a specific sequence, so they can be watch individually without a specific order.
MEANS OF PRESENTATION	<p>The content has been designed to be accessible both through the rurAllure platform and through the app.</p> <p>The English translation of the informative panels from the Marsh Museum has been included on the website for simplicity but could then be transformed by the museum into panels in English or into Audio files as a guided self-tour of the museum.</p>
PROVISIONS FOR ACCESSIBILITY	<p>This has been taking into consideration in the sense that audio files are available for people with visual impairment, while the videos can be watched using automatic subtitles once hosted on you tube.</p> <p>Other provisions have not been yet taken into consideration for improving the accessibility of the content.</p>
HIGHLIGHTS AND RECOMMENDATIO	It is a rewarding task to involve young students since it stimulates students creativity in designing content for visitors. Also, involving local actors through the creation and validation of the narratives is very valuable to



**NS FOR
REPLICABILITY**

foster the relationship between students and the local communities (education outside the classroom).

It is a win-win situation, since students put their skills into practice many times in a first work experience, while a rural museum has the opportunity to have their offer accessible in other languages and international visibility through an European project.

7. Conclusion and plans for 2023

In this chapter we summarise the work that we expect to develop during the third and last year of the project, which will mainly devoted in consolidating the results in terms of networking activities, disseminating project and pilot results and testing the impact of narratives on both residents and users.

Via Francigena

- Development and reinforcement of the network of institutions in the pilot area via organization of meetings, networking and lobbying, participation in relevant events in the area and dissemination of the results of the project. The institutions will be introduced to the Memorandum of Understanding proposed by the rurAllure partners.
- Active engagement of public and private stakeholders in the pilot area thanks to their involvement in the decision-making, preparation of activities and actions, development of common communication and dissemination strategies.
- Organization of thematic walking events focused on thermal heritage in selected areas together with private and public local stakeholders, journalists, influencers, Production of photo and video materials. The events aim to popularize sustainable cultural and slow tourism with a special attention to the rurAllure WP5 research theme. They serve to connect local stakeholders, build a network of local actors involved in the project and promote the hikes to pilgrims and walkers.
- Launch and leverage of the Thermal Via Francigena project in Tuscany: connecting thermal heritage sites, thermal baths, relevant private and public stakeholders into a network. Developing special offers in thermal sites and facilities for pilgrims who travel with a pilgrim passport.
- Prospect potential new segments of Via Francigena to expand the sub pilot of Val d'Orcia to the Lazio region, rich in thermal heritage. Meetings with stakeholders, networking and lobbying, participation in relevant events and presentation of the project.
- Participation in conferences and networking events, including the events connected with cultural and pilgrimage routes, promoting the project and its outcomes. Presentation of the project updates at the AEFV General Assembly in Calais (France), spring 2023, and Pavia (Italy) 2023
- Development and implement of marketing and communication strategies in the pilot area, including social media campaigns, publication in relevant media, collaborations with journalists and bloggers. Participation in a tourism fair Fa la Cosa Giusta, March 2023,



aiming to attract visitors' attention to the offer of slow tourism and thermal heritage and the rurAllure technological platform.

- Preparation of the atlas of the Via Francigena heritage sites, which aims to be an interpretation of the digital platform of rurAllure, a physical legacy that highlights the possible thematic relationships between the VF and the heritage sites, as well as a tool for public administrations, SMEs and associations to identify and seize partnership opportunities in relation to cultural heritage near the VF.
- Consolidation of POIs (including finalization of the POIs along the entire Via Francigena), checking, improving, and giving feedbacks on POIs, featured trips and technical aspects of the platform and the app. The UAM Team also proposes the preparation of an operating manual to improve the management of POIs from the use of geotechnologies.
- Testing the detours and preparing new featured trips, following up on the featured trips prepared in 2022 and completing with new suggestions, not only in the Italian area, but also in other countries. The AEVF and UAM team will continue preparing thematic featured trips with duration of 2 – 5 days. All featured trips will have a focus on a particular type of heritage discovery in the proposed area. The featured trips will be tested, consolidated, and validated during the year 2023.
- Creation and supporting the narratives development in this area, testing new proposals, and including new sections of the VF. The AEVF team will provide all necessary support to UAM in preparation and finalization of the narratives focused on the thermal heritage and pilgrimage along the Via Francigena. The narratives will be shared with the local actors and residents of the sub-pilot area for dissemination and validation.
- Continuation of the work on the accessibility along the Via Francigena, coordinated by UAM. Following up the accessibility workshop conducted by the UAM and supported by AEVF in July 2022 in Bagno Vignoni, the teams will continue the research and work on making the route and information flow more accessible and will organize dedicated workshops in the sub-pilot area, probably in San Casciano dei Bagni or Viterbo region.
- Publish results in a scientific educational journal of the state-of-the-art made on accessibility in Via Francigena. Other scientific publications about the results obtained during these years of project, will be focused on Thermal Heritage, Archaeological sites, learning experiences about Tourism and perception activities, and on universally accessible outreach activities tested during the rurAllure project in the VF route.
- Preparation (in process) of a manual of good practices about new strategies developed for the musealization and dissemination of Museums, Exhibitions, Archaeological sites, and General dissemination.
- Organization of an International Congress on Ancient Thermalism and Territory at the Universidad Autónoma de Madrid (Madrid, 9-10th March 2023), including different sessions about Roman thermal sites, one of them focused on the relationship between pilgrims and thermal sites in Antiquity, as well as Ancient Thermalism and rural territory, including the areas proposed on the VF segment.
<https://eventos.uam.es/88590/detail/3rd-international-congress-on-ancient-thermalism-thermal-spas-and-territory-the-role-of-mineral-med.html>



Via Romea Strata

- **Detours development.** Some detours have been drafted during 2022 with the aim to cover with a 1/2 days trip some of the most relevant POIs or groups of POIs close to the pilot area some of them also linked to the strong influence of the water in the area. These drafts will be developed during 2023: more detailed descriptions of POIs will be written; itineraries' illustration will be expanded and the FHV team will test the detours on the field.
 - Ways on the water between Padua and Monselice
 - Religious heritage in Euganean Hills
 - Monselice and its neighborhood
- **Supporting narratives development.** In order to support UNIPD and IUAV in the development and testing of the substantial set of narratives they have been prepared, FHV will contribute with contents related to religious heritage and pilgrimages history. Moreover - thanks to the collaboration with 2 Associate Partners (LAG Patavino and Francesco Petrarca Literary Park) - FHV will integrate with audio-visual contents produced by the partners the narratives developed by UNIPD and IUAV.
- **Stakeholders' involvement in use of project's digital tools.** While in 2022 the construction of the stakeholders' network was the main goal in terms of project's visibility on the field in pilot area, 2023 will be focused on building the ownership of the actions undertaken within rurAllure among the identified and engaged stakeholders. More specifically the network - and those stakeholders more active on the field - will be trained and supported in the use of the digital tools developed within the project: the platform and the app. FHV will organize opportunities to present the tools and test their features on the field, also using these meetings to reach those organizations that haven't been involved yet in the network (i.e. small cultural organization, civil society organization, local walking/trekking groups).
- **Stakeholders' involvement in activation of private sector interest.** The network of stakeholders built in 2022 will be involved in actions aiming to activate and grow the interest of private sector players on the project tools and achievements. With the perspective of supporting the development of a suitable exploitation plan, FHV will raise the awareness of vendors in the area through specific dissemination activities supported by stakeholders and Associated Partners.
- **Develop and implement marketing and communications strategy in the pilot area.** In order to test and further implement the exploitation strategy within the pilot area, FHV will organise test field activities with selected vendors. The detours and narratives built in 2022 - and further developed in 2023 - will be the scenario of 1 or 2 trial pilgrimages with the contribution of local organization and the support of municipalities. The main goal of this activity is to test all developed contents outside of the consortium, while growing the awareness of vendors on the opportunities linked with pilgrimages and slow tourism.
- **Finalization of the Network of Institutions.** FHV will continue to actively participate in the task force dedicated to the development of the Network of Institutions. The option FHV is endorsing is to draft a Memorandum of Understanding focused on few



identified common goals between all Pilgrimage Routes involved; the aim is to provide the Pilgrimage Routes with a flexible instrument to cooperate and lobby together in Europe.

- **Development of the UNESCO sites' network.** FHV will work on involving specific UNESCO sites in co-designed actions aimed at creating synergies between rurAllure's goals, Via Romea Strata development strategy in specific areas, and sites' promotional approach.

Via Romea Germanica

- **Uploading of the narratives** produced during 2023 in rurAllure platform in podcast and video format.
- **Validation of all narratives created with local stakeholders** (through social media, conference, capacity building) :
 - Podcasts listening. Podcasts will be made available to Argenta residents through the rurAllure platform or by a temporary link to a different repository, in order to share them with the local community.
 - Validation procedure. Together with the Municipality and the stakeholders which have participated in the narrative building process, a further validation procedure will be designed aiming at involving the entire local community in the cultural and tourist promotion of the pilot area and the Romea Germanica in general.
- **Involvement of vendors and local stakeholders:**
 - Repository of the interviews with Argenta's stakeholders related to VRG done by Maria Laura Gasparini in 2022. All the material collected through the semi-structured interviews performed to local and regional stakeholders will be analysed in order to build a coherent governance framework of tourism along (and around) the VRG. Thanks to this understanding and complementing the work already performed through the analysis of the marketing and communication strategy of the area, it will be possible to provide recommendations to improve coordination among the several actors involved. The outputs from the interviews will also feed the capacity building activities to be developed with Argenta's stakeholders.
 - Capacity building with Argenta stakeholders' network to increase their ability to welcome Romea Germanica visitors: Cast will help the Argenta Municipality (Associated partner of rurAllure) do design a system of tourist information points distributed along the pilot area involving local stakeholders. A specific capacity building will be designed to increase local stakeholders capability to welcome visitor.
- **Dissemination activities.** Dissemination activities will be the focus of the third year of rurAllure, since we intend to share the knowledge gained through the first two years of the project, not only with local and regional stakeholders, but also with the scientific community. In that regard, we are planning a number of publications in book chapters and scientific journals to transfer the methodology as well as the results from the pilot activities and research activities conducted.



- To name one of these publications that has already been secured, we can mention a Chapter in the upcoming Book “A Research Agenda for Religious Tourism”, co-edited by Professors Kiran A. Shinde from La Trobe University (Australia) and Joseph Cher from Wakayama University (Japan), Publisher Edward Elgar, which will provide the state of the art on research in religious tourism (including pilgrimage phenomenon) as well as provide research directions for scholars from multiple fields of studies. The chapter Maria Laura Gasparini and Alessia Mariotti will contribute will focus on the relationships between 3 key actors around pilgrimage routes: the public sector, religious institutions and the associations that manage the pilgrimage routes, to understand their roles in the management and promotion of these routes. The publication of the Book is expected for December, 2023.
- Two Masters’ thesis will be completed during 2023, from two students of the Tourism Economics and Management Master from University of Bologna, Rimini Campus, in which they have analysed the profile of pilgrims (potential and en-route pilgrims) to understand their motivations and willingness to step out the main path to discover the rural heritage nearby the Via Francigena, Via Romea Germanica and Via Romea Strata. The results will be shared with the associations managing the routes, besides sharing them with the WP2 team that has led the pilgrims’ profiles analysis (UVIGO and UDC).
- Moreover, the University of Bologna and CAST research team will actively participate in conferences on the disciplines in which the team is working (Cultural Heritage, Tourism, Economics, Geography) as well as organize events to raise awareness about rurAllure outcomes and recruit members for the rurAllure Network of Institutions.
- **Conference about the WP5 pilot results in TTG Rimini.** In the framework of TTG 2023 edition, one of the biggest Tourism fairs in Italy and with an international perspective, rurAllure WP5 partners will organise a workshop open to local administrations and tourism service providers to debate around the contribution of walking tourism to rural development. During the workshop, to be held in Rimini in October 2023, the final version of the rurAllure platform and app will be presented to dedicated business and policy audiences, underlying the narratives, as well as technical features of the rurAllure platform and the achievements in coordinating and supporting networking of small museums.

Annex I: Summary of communication actions

During 2022 the WP5 partners have been actively promoting the project and disseminating its objectives, aims and intermediate results via various channels.

Almost all partners (5 out of 7) have dedicated to rurAllure sections on their websites and share rurAllure news, events, progress, and initiatives in their social media, news section, by creating specific banners, landing pages and pop-ups according to particular events or initiatives.

rurAllure references on the project partners' websites:

- <https://www.viefrancigene.org/it/aevf-progetti/>
- <https://www.viefrancigene.org/it/rurallure/>
- <https://www.romeastrata.org/progetti-europei/>
- <https://www.romeastrata.org/news/partito-il-nuovo-progetto-europeo-rurallure/>
- <https://www.unibo.it/en/research/projects-and-initiatives/research-projects-horizon-2020>
- <https://www.unibo.it/en/research/projects-and-initiatives/research-projects-horizon-2020/588/697/8521>
- <https://centri.unibo.it/turismo/it/ricerca/rurallure#:~:text=Il%20progetto%20RurALLURE%20mira%20a,aricchire%20l'esperienza%20dei%20pellegrini.>
- <https://www.beniculturali.UNIPD.it/www/ricerca/progetti-internazionali-e-por-fesr-2014-2020/>
- <https://www.beniculturali.UNIPD.it/www/ricerca/progetti-internazionali-e-por-fesr-2014-2020/rurallure/>
- <http://www.iuav.it/Ricerca1/LA-RICERCA1/progetti-d/progetti-d/ricerca-in/H2020/index.htm>
- <http://www.iuav.it/Ricerca1/LA-RICERCA1/progetti-d/progetti-d/ricerca-in/H2020/RURALLURE/RURALLURE.pdf>





800 ANNI UNIVERSITÀ DI BOLOGNA
Università degli Studi di Padova
dbc DEPARTAMENTO DEI BENI CULTURALI
ARCHEOLOGIA, STORIA RELIGIOSE, DEL CINEMA E DELLA MUSICA

DEPARTAMENTO | CORSI | RICERCA | SERVIZI | TERRA MISSIONE | S.B.O.

dbc - RICERCA - Progetti internazionali e POB/FEAR 2014-2020 - rurALLURE

rurAllure

RICERCA

Linea di ricerca
Progetti internazionali e POB/FEAR 2014-2020
Hybrid Sustainable Tourism
Progetto "RE-LIVING THE PAST"
rurALLURE
Projet Interreg Italia-Croazia "RE-COIN" - Heritage for Innovative and Sustainable Tourism Regions in Italy and Croatia

COMUNICAZIONI

CORSI DI LAUREA
Laboratori Pratici di Tecniche Ceramiche - L. A. S. n. 1 e Laboratorio di Archeologia Spaziale e Ricerca sulla Spaziorologia
L'ESCLUSIVO DI APERTURA DELLA REGIONE EMILIA-ROMAGNA
Dottorato 2022 - Interdisciplinare alla scuola del Corso di Laurea
SCUOLE DI SPECIALIZZAZIONE
Laboratori Pratici di Tecniche Ceramiche - L. A. S. n. 1 e Laboratorio di Archeologia Spaziale e Ricerca sulla Spaziorologia

rurALLURE

Dal 1° gennaio 2021, il Dipartimento dei Beni Culturali è partner del progetto europeo rurALLURE: Promotion of Rural Museums and Heritage Sites in the Vicinity of European Pilgrimage Routes (H2020-SCC-TGAWFORMATIONS-2019-2019-2020, n. 10104887). La durata è di 36 mesi.

Al progetto partecipano diverse università (Alma Mater Studiorum - Università degli Studi di Bologna, Università degli Studi di Padova, Università Iulio di Venezia, Università da Coruna (Spagna), Norwegian University of Science and Technology, Slovak University of Technology in Bratislava, Universidad Autónoma de Madrid, Universidade de Bratislava, Universidad Autónoma de Bratislava), ma anche

ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA

HOME | UNIVERSITY | FACULTY | RESEARCH | UNIVERSITY AND SOCIETY | INSTITUTIONS | SERVICES AND OPPORTUNITIES

Home | Research | Competences, projects, initiatives | Research Projects | January 2020 | rurALLURE

Networking for research

Competences, projects, initiatives

Open Science
PhD programmes
Seminars and Reviews
Research at Bologna
Research facilities

rurALLURE

Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes

Abstract

The rurALLURE activities aim to leverage the capabilities of information technologies in order to promote rural museums and heritage sites in the vicinity of major European pilgrimage routes. The goal is to foster synergies between the local government and the pilgrimage routes, to find the existing potential in the sites, to promote the nearby rural areas and the other way round. The cultural experience of the pilgrimage is enriched by the local cultural heritage that must offer gate-entrances. rurALLURE will connect cultural heritage institutions and academic partners to open cultural heritage to the wider society and pilgrimage context, leveraging the role of museums in preserving and engaging cultural heritage and collaborating with academic and professional associations to develop and promote Cultural Tourism. It will also foster matched cooperation between museums and heritage sites to increase European public interest, cultural tourism and the tourism potential of these institutions for heritage tourism and the culture of pilgrimage services. Finally, it will contribute to identifying gaps and obstacles, as well as best practices and fields where research and innovation can develop new solutions for sustainable cooperation.

reach out!



Visibility materials

During 2022 rurAllure partners produced a wide range of visibility materials, both dedicated to the project as well as to a specific pilot/route. Visibility material produced included, as shown in the following pictures, a brochure, banners, a roll-up, flags, t-shirts (both cotton and technical), postcards, pins and toothbrushes:









Collaborations with journalists/bloggers/influencers/authors

Alberto Botton

As a result of the online press conference for bloggers and journalists held by the AEVF in parallel with the General Meeting in Padua on 027/01/2022, a collaboration was established with Alessandro Botton of "Blog di Padova" who promoted the rurAllure project and activities related to thermal heritage on his website.

<https://www.blogdipadova.it/progetto-rurallure-turismo-rurale-lungo-i-cammini/>



Crisula Barbata (food&travel blogger for her own brand [Non Solo Porridge](#)) and Daniela e Sanctis (journalist)

On the occasion of the "I love Francigena thermal" walking event, rurAllure invited two Ambassadors of the Via Francigena to join: Crisula Barbata and Daniela De Sanctis. The two influencers participated in the two event hikes, documenting them on their social channels and creating content for their communities.

Links to some of the outputs produced:

reach out!

- <https://nonsoloporridge.com/3964-2/>
- <https://www.facebook.com/crisula.barbata/posts/pfbid0BwmBUy9XVxRbc9kNTXonesuAoKb43apgaR2L7UtdZ7gnE62pAZQpjYFmaCVuCo41I>
- <https://www.facebook.com/nonsoloporridge/posts/pfbid0qznkagaxvHU4BfrAGyEmUbAHDH2ZdpuZPSZmAsTUc95NrHn2Zfa3ZzBDNf9D7CYoI>
- <https://www.facebook.com/crisula.barbata/posts/pfbid0u2HnkNSnozRnWakBpHApHSoQiHVwhxCiWtzzMiTmVB891WUhjZPeDp4it4Dk84ShI>
- <https://www.facebook.com/nonsoloporridge/posts/pfbid0QFZRVc6VKi2dVTBaBczeAEqxx7gmrzBSBUo5mLCvRBazeAdd6MkkgxqZdcBpfGgkI>
- <https://www.instagram.com/p/CeDprpQgcSL/>
- <https://www.instagram.com/p/CeG4oDyA5VY/>
- https://www.instagram.com/p/CeOF_etg7se/
- <https://www.instagram.com/p/CeipU8NgEae/>
- <https://attrezzaturatrekking.it/trekking-e-terme-unesperienza-da-non-perdere/>
- <https://www.facebook.com/dania.trek/posts/pfbid0NBY8Me15CmxEUFUK46amvP396KERFgWHxdbvvFKUKR8UzKHdzyq2aNMsuSMnomkLI>
- <https://www.facebook.com/dania.trek/posts/pfbid02zmAL4syh3rGXdyU2nzhHFDeLxstxt9UEUaP8Y79x6wsPUzHm2ngP4VhZrUDz2ZaNI>
- <https://www.facebook.com/dania.trek/posts/pfbid0jcts2FJJXoAQmQjYxoJuJ6qPum5nXdbKVnSxwFC3zJEypCwExUhTCdHPXdcPeuMul>
- <https://www.facebook.com/dania.trek/posts/pfbid0LsXZMpM2u8dHqSA1ygm7SLSWJMcQu5NeHWG6fznMDmmicBLZ7xYEpBvYRt9vCt1I>
- <https://www.facebook.com/dania.trek/posts/pfbid0XRyg8Nu9CHTJohaseEi3VNqqYRhwFQzRqaK7U4KY6GmiEFMVQhhKjhGqVErDMArRI>





Davide Fitz

rurAllure collaborated with Davide Fitz, commercial sales freelancer from Livorno and creator of the Smart Walking project, which sees him walking 20 pilgrimage routes in all 20 regions of Italy, dividing his days between trekking and smart working in the villages traversed during his long walk. Davide Fitz chose to walk part of the Romea Strata, and the rurAllure communications team interviewed him.

https://rurallure.eu/smart-walking-for-smart-working-on-via-romea-strata/?utm_source=rss&utm_medium=rss&utm_campaign=smart-walking-for-smart-working-on-via-romea-strata

Promotional and visibility events

The partners organised and/or participated in several events, which proved to be useful showcases for the promotion of rurAllure.

Tourism fairs

Fa' la Cosa Giusta! – Milan, Italy (29/04/2022 – 01/05/2022)

Participant organisation: AEFV

- <https://www.falacosagiusta.org/>
- <https://rurallure.eu/rurallure-at-the-tourism-fa-la-cosa-giusta-milan/>
- <https://www.viefrancigene.org/it/aevf-partecipa-a-fala-cosa-giusta/>

rurAllure was present at the AEFV stand. During the three days event, the team introduced the project to the public, its mission and raised awareness of the thermal and cultural heritage along the Via Francigena to the visitors and stakeholders. Numerous activities were foreseen for the occasion, including a thematic aperitif for all the participants attending the stand of AEFV and a quiz competition to test the knowledge about the thermal heritage along the Via Francigena. The quiz was filled out by over 80 people at the stand.

World Tourism Event for World Heritage Sites – Verona, Italy (15-17/09/2022)

Participant organisation: Fondazione Homo Viator

- www.wtevent.it/en/

The team of Romea Strata had the opportunity to present rurAllure to the participants in the exhibition, laying the foundations for further developing the network of collaboration with Unesco sites along and near the pilgrimage routes. In fact, 35 Heritage Sites and 3 Biosphere Reserve MABs are recorded along the Via Romea Strata or near the path, of which 3 are located within Romea Strata's pilot area between Borgoricco and the Euganean Hills. The Association already following up with the contact collected during the event organizing regional or sub regional meetings with the Sites along the route.

The partners organised a series of promotional hikes, walking events and bicycle trips along the itineraries (Via Francigena, Germanica and Strata), which had a great participation and high outreach. More details are provided in the action section of the report.

Media appearances

Apart from the media appearances including in the press coverage of each action, the project was featured in the following media:

- “Viaggi e Cammini”, one of the most important Italian magazines focused on outdoor and pilgrimages. In its February 2022 issue, the project communication team composed of Elena Dubinina, Simona Spinola and Nicole Franciolini (AEVF), in collaboration with Maddalena Bassani from Iuav Venezia and Silvia G3onzalez Soutelo of the Autonomous University of Madrid, created an exclusive article focused on thermal heritage along the Via Francigena and Via Romea Strata.
 - o <https://rurallure.eu/rurallure-featured-in-the-italian-magazine-viaggi-e-cammini/>



- An article about thermal heritage and rurAllure related research was published by WP5 team in “Europeana”, international portal for the promotion and sharing of European cultural heritage.
 - o <https://www.europeana.eu/en/blog/exploring-thermal-baths-and-pilgrimage>



Exploring thermal baths and pilgrimage
Cultural and natural heritage in Italy



Thermal bath sites are special destinations today that date back centuries. In this blog, the heritage project introduces the heritage of thermal baths.

Thermal bath sites are special destinations today that date back centuries. In this blog, the heritage project introduces the heritage of thermal baths.

Thermal bath sites are special destinations today that date back centuries. In this blog, the heritage project introduces the heritage of thermal baths.



Thermal bath sites are special destinations today that date back centuries. In this blog, the heritage project introduces the heritage of thermal baths.



By October 2022 the rurAllure website published 15 articles about the WP5 activities, routes and partners and has foreseen 3 more till the end of 2022:

- [Thermal spa along the Via Francigena in Lombardy - rurAllure](#)
- [Bicycle trip along the Via Romea Strata - rurAllure](#)
- [rurAllure at the International Geographical Union Congress - rurAllure](#)
- [Tourism for rural development: workshop organised by the University of Padua - rurAllure](#)
- [Gal Patavino joined rurAllure network - rurAllure \(this is an associated partner related to WP5\)](#)
- <https://rurallure.eu/smart-walking-for-smart-working-on-via-romea-strata>
- [A study visit for the students along Via Romea Germanica - rurAllure](#)
- <https://rurallure.eu/pino-torinese-municipality-joins-rurallure>
- [rurAllure featured at the CAST Conference on Religious Heritage - rurAllure](#)
- <https://rurallure.eu/walking-the-romea-strata-pilgrimage-promotion-tour-2022/>
- [Virtual World Cafè of the University of Padua features rurAllure - rurAllure](#)
- [Discovering the thermal and archaeological area of Montegrotto Terme - rurAllure](#)
- <https://rurallure.eu/padua-and-montegrotto-terme-welcomed-rurallure-european-project>
- [3rd rurAllure General Meeting to be held on 27 - 29 January in Padua - rurAllure](#)
- <https://rurallure.eu/parco-letterario-petrarca-joined-rurallure-network/>
- <https://rurallure.eu/rurallure-at-the-pilgrims-open-horizon-2022-tour/>

Every publication was shared in all rurAllure social media with about 60 appearances in Facebook, Instagram, Twitter and LinkedIn and newsletter.

The WP5 actively contributed to the creation and dissemination of the photo contest, general brochure and the press kit of the project.



reach out!

www.rurallure.eu