

## 2<sup>nd</sup> RurAllure General Meeting

**2<sup>nd</sup> General Meeting of the rurAllure, European Union financed project, took place on 8 - 10 September 2021 in Vila do Conde, Portugal, in parallel with the rurAllure International Congress. Consortium members met to discuss the advancement of the project, which objective is the promotion of cultural heritage and museums in rural context along the main pilgrimage routes in Europe.**

The event, marking recent launch of the project pilots, was attended by more than 20 representatives from the 16 members of the rurAllure international Consortium.

The event, organized by the Municipality of Vila do Conde and coordinated by the University of Vigo, was focused on the project follow-up, future strategies, project sustainability and long-term goals. The rurAllure dissemination and outreach plan, submitted to the European Commission in June 2021, was presented to the participants. The progress of the four pilots, which were also officially launched in June, was reviewed by the members of the Consortium. The beta-version of the technological platform was presented by GVAM, project IT partner.

The General Meeting was held in parallel with the rurAllure International Scientific Congress, which aimed to problematize the use of current information technologies in the tourism sector, enhancing a differentiating experience of place, around heritage. Attended by prominent scholars and researchers, such as Jordi Tresseras, Lúcia Rosas, Carolina Sousa, Mariana Cardoso da Silva, José María Lucas Tobajas, the event gathered more than 100 participants.

"It is no coincidence that Vila do Conde has been chosen for this important event: it is the city of poets and artists who contribute to enhancing and enriching the experience of travelers and pilgrims", declared Maria Elisa Ferraz, Vila do Conde mayor, underlining the economic, social and cultural impact of pilgrimages and their importance for the promotion of slow tourism.

Walking is a current tourism trend, which provides an opportunity for pilgrimage and cultural routes to promote their tourism offers, enhance cultural heritage along the paths and provide economic benefits to rural areas outside of tourist circuits.

More information can be found at [www.rurallure.eu](http://www.rurallure.eu) and via the email [contact@rurallure.eu](mailto:contact@rurallure.eu).

*rurAllure is a 3-year European project, financed in the framework of the Horizon2020 programme. Focused on the promotion of rural heritage in the vicinity of pilgrimage routes, it works on 4 pilot areas: literary heritage on the Ways to Santiago; thermal heritage along the routes to Rome; ethnographic heritage on the ways to Trondheim; natural heritage along the Way of Mary Association. Along with the University of Vigo, the other rurAllure partners are: GVAM Guías Interactivas S.L. (ES), Universidad Autónoma de Madrid (ES), Fundación Uxío Novoneyra (ES), Universidade da Coruña (ES), Câmara Municipal de Vila do Conde (PT), Kormányzati Informatikai Fejlesztési Ügynökség (HU), Mária Út Közhasznú Egyesület (HU), Comenius University in Bratislava (SK), Slovak University of Technology in Bratislava (SK), Università degli Studi di Padova (IT), Fondazione Homo Viator San Teobaldo (IT), Associazione Europea Vie Francigene (IT), Università degli Studi di Bologna (IT), Norwegian University of Science and Technology (NO), IUAV - University of Venice (IT).*