



CONTACTS

www.rurallure.eu
contact@rurallure.eu

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Literally heritage on the ways to Santiago de Compostela



Thermal heritage and others on the ways to Rome

1 ► Legendary pilgrimage route crossing Europe towards the tomb of the **Apostle James the Greater** in **Santiago de Compostela**. The pilot focuses on stretches of the route along the **French, Winter, and Coastal Portuguese** ways in **Spanish Galicia** and **Northern Portugal**.

2 ► Three major medieval itineraries that lead to Rome: **Via Francigena, Via Romea Strata** and **Via Romea Germanica**. The research of thermal heritage is focused on Italian stretches of the routes.

3 ► Scandinavian network of **Saint Olav's** pilgrimage paths leading to his tomb in **Norwegian Trondheim**. The pilot focuses on the routes along the **lake Mjøsa in Norway**, studying their rich ethnographic heritage.

4 ► The **Ways of Mary** or **Mária Út** is a spiritual route crossing countries of **Eastern Europe** and the **Balkans**. The pilot focuses on stretches in **Hungary, Slovakia** and **Romanian Transylvania** and will study their natural beauty.

Ethnographic heritage on the ways to Trondheim



Natural heritage on the ways to Csiksomlyó



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



The project

rurAllure is a **Horizon 2020** project that runs from **1 January 2021** to **31 December 2023**.

The project fosters cultural cooperation and **sustainable tourism** in the proximity of European historic pilgrimage routes.

RurAllure leverages information technologies to promote **rural museums** and **heritage** sites.

It **enhances symbiosis** between **rural environment** and **routes** to enrich tourists' experience by the vast cultural heritage that most often goes unnoticed.

Numbers

- ▶ **16** Consortium members from **6** different European countries
- ▶ **4** pilot projects
- ▶ **6** paths
- ▶ Nature and culture around **18** countries
- ▶ **+ 11.000 km** to experience culture while walking a pilgrimage route
- ▶ Funded through the Horizon 2020, **the biggest** European research and innovation programme

Project goals

- ▶ Offering pilgrims and tourists **360-degree experience** along the pilgrimage and cultural routes, **discovering** cultural heritage in rural environment
- ▶ **Creation of the technological platform and mobile application** which unites main European walking routes, featuring customised points of interests and cultural sites off the beaten track far from crowded tourist areas
- ▶ Contribute to **generate economic activity** and to **help preserve** cultural heritage at risk, fighting the rural exodus

Project actions

- ▶ Establish a **network of institutions** to work on the **promotion of cultural venues and heritage sites** from the rural environments of Europe in the vicinity of pilgrimage routes
- ▶ **Develop studies** from historical, cultural, sociological, and economic perspectives
- ▶ **Analyse the role** that urban cultural and touristic institutions can play in the network
- ▶ **Assess the strategies and recommendations** derived from the aforementioned studies in four pilots
- ▶ **Create** a comprehensive geolocative open database and an interactive **map** of European rural venues and heritage sites, and a directory of relevant stakeholders active in the promotion of culture and tourism
- ▶ **Exchange best practices and lessons** learnt in the pilots all over Europe
- ▶ **Define an agenda** with key research and innovation challenges for the decade
- ▶ **Develop mobile apps** to offer the digital resources to the pilgrims
- ▶ Assemble and deploy a **content management system**

Consortium

- ▶ Universidade de Vigo (ES)
- ▶ 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)
- ▶ Slovenská technická univerzita v Bratislave (SK)
 - ▶ Univerzita Komenského v Bratislave (SK)
 - ▶ Università degli Studi di Padova (IT)
- ▶ Fondazione Homo Viator San Teobaldo (IT)
 - ▶ Associazione Europea Vie Francigene (IT)
- ▶ Alma Mater Studiorum - Università di Bologna (IT)
- ▶ Norwegian University of Science and Technology (NO)
 - ▶ Università IUAV di Venezia (IT)

