



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



**Press Kit**






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 101004887



## rurAllure background info

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:

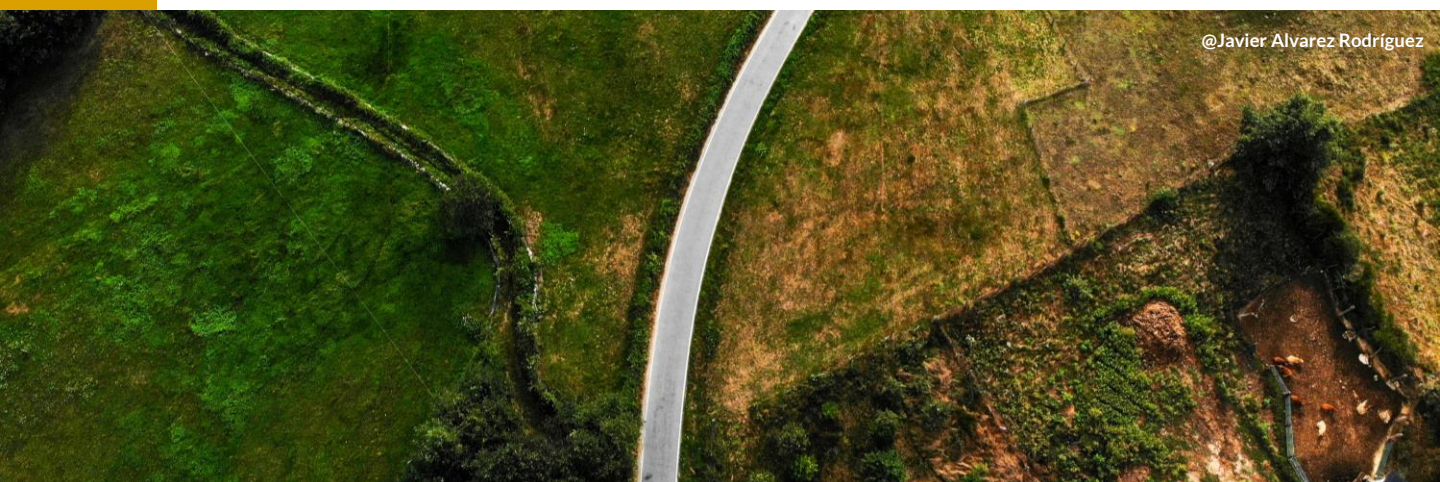
-  **the Saint James' Ways**
-  **the route of Saint Olav in Scandinavia**
-  **the pilgrimage routes to Rome (Via Francigena, Romea Germanica and Romea Strata)**
-  **the Ways of Mary to Csíksomlyó and Sumuleu Ciuc in Eastern Europe and the Balkans.**

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.

In Europe, hundreds of thousands of people set out each year to walk along historic routes. The pilgrimage and cultural routes are thus undoubtedly becoming significant economic assets for Europe.

The rurAllure project addresses one weak point hidden behind this depiction of success: the pilgrimage routes may be traversed by thousands, but their impact is almost exclusively perceived in the places located directly on the paths, rarely permeating into the surrounding rural areas.




Thus, entire provinces and regions of a predominantly rural nature, which are facing significant economic and demographic challenges all over Europe become passive witnesses of the flows of pilgrims, whereas they could actually add much of content and value to the experiences.



@Javier Alvarez Rodríguez

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## Goals

-  Encouraging pilgrims and tourists to discover cultural heritage found in the rural environment. The opportunity arises from the flexibility of pilgrimage planning regarding dates, distances travelled in successive journeys, places to rest, etc.
-  Offering digital resources through rurAllure's technological platform, to discover walking and biking routes and cultural sites off the beaten path. In a post-pandemic world, rurAllure satisfies travellers' needs to visit areas outside of crowded tourist circuits.
-  Boosting opportunities of economic development and job creation in less-developed rural areas, which suffer from depopulation and youth drain.

## 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 (about 30 km max) of pilgrimage routes.



Develop studies from historical, cultural, sociological, religious 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 geolocator 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.



Develop mobile apps to offer the digital resources to the pilgrims.



Exchange best practices and lessons learnt in the pilots all over Europe.



Define an agenda with key research and innovation challenges for the decade.



## Key Contacts

### Dr. Martín López Nores

Martín López Nores is Associate Professor at the Department of Telematics Engineering at the University of Vigo. He is specialized in interactive information services, semantic reasoning, Digital Humanities, Cultural Heritage, interactive storytelling, and augmented reality. He is currently Deputy Director of the atlantTic Research Center for Telecommunication Technologies at the University of Vigo, and project coordinator of the rurAllure H2020 project.  
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### Dr. Susana Reboreda Morillo

Susana Reboreda Morillo has a PhD in Ancient History from the University of Santiago de Compostela. Since 1997 she has been a Professor of Ancient History at the Faculty of History at the Ourense campus of the University of Vigo. She has previously held various management positions at the same Faculty, such as dean, vice-dean and the director of the Student Area at the campus of Ourense. Over the past twelve years she has participated in competitive research projects focused on women in Greek Antiquities.

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# Consortium

- |   |   |
|---|---|
|  Associazione Europea Vie Francigene (IT)            |  Norwegian University of Science and Technology (NO) |
|  Câmara Municipal de Vila do Conde (PT)              |  Slovak University of Technology in Bratislava (SK)  |
|  Comenius University in Bratislava (SK)              |  Universidad Autónoma de Madrid (ES)                 |
|  Fondazione Homo Viator San Teobaldo (IT)            |  Universidade da Coruña (ES)                         |
|  Fundación Uxío Novoneyra (ES)                       |  Universidade de Vigo (ES) [project coordinator]     |
|  GVAM Guías Interactivas S.L. (ES)                   |  Università degli Studi di Bologna (IT)              |
|  Kormányzati Informatikai Fejlesztési Ügynökség (HU) |  Università degli Studi di Padova (IT)               |
|  Mária Út Közhasznú Egyesület (HU)                   |  Università IUAV di Venezia (IT)                     |

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# rurAllure Fact Sheet



RurAllure is funded through the Horizon 2020, the biggest European research and innovation programme, helping to achieve smart, sustainable and inclusive economic growth. Its goal is to ensure Europe produces world-class science, technology and humanities, removes barriers to innovation and makes it easier for public and private sectors to work together in delivering solutions to challenges.



**16 Consortium members from 6 European countries**

**4 pilot projects**



**6 routes**

**Nature and culture around 18 countries**

**+ 11,000 km to experience culture while walking on pilgrimage routes**



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#### Literary heritage on the ways to Santiago de Compostela

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 Northern Portugal and Spanish Galicia.

St. James' Ways offer beautiful nature, peace and introspection, history and hospitality and some unexpected treasures as well. Magic inherent in this land gave rise to some of the best works of important poets and writers.

Parada de Coruel (Galicia) is precisely one of these places. There, the house-museum of the great poet Uxío Novoneyra welcomes the travelers, allowing them to live a complete experience intertwining nature, literature and art. The same happens along the 149 km full of history of Portuguese Way of the Coast, where Vila do Conde stands out. The millenary origins imprinted on the landscape, nature and historical heritage of this land of artists offer pilgrims the chance to enjoy unique experiences.



Walking through some of the most beautiful rural landscapes of Spain and Northern Portugal



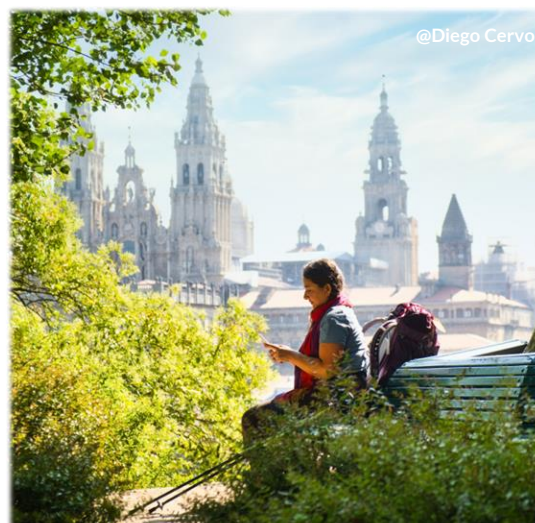
The view of the cathedral of Santiago is yet another wonder offered by this route



Uxío Novoneyra's house-museum in Parada de Coruel (Galicia)



@José Antonio Gil Martínez



@Diego Cervo



@FUN

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#### Thermal heritage and others on the ways to Rome

Three major medieval routes that lead to Rome: Via Francigena, Via Romea Strata and Via Romea Germanica. The thermal heritage research is focused on their Italian stretches, precisely on the Tuscany region for the Via Francigena, the area around Padua for Strata and the delta of the Po River for Germanica.

These itineraries are rich with thermal sites and hot springs, thanks to the numerous sources in the subsoil, known and exploited since the times of Etruscans and Romans.

From the thermal baths of Abano and Montegrotto in Veneto, to those of Gambassi Terme and Bagno Vignoni in Tuscany, there are many places where pilgrims can take a break from their journey by relaxing in the warm thermal waters. An experience not to be missed during the last 100 km before Rome, is certainly to stop in Viterbo and take a hot bath in its natural thermal pools!



A break in the natural thermal baths of Parco dei Mulini, Bagno Vignoni, Tuscany



Pilgrims walking in Latium countryside on their way to Rome



Piscine Carletti, free natural hot thermal pools in Viterbo, Latium





## 4 pilots projects – laboratories of ideas

### Pilot 3



#### Ethnographic heritage on the ways to Trondheim

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, studying their rich ethnography.

You may be surprised to discover that along the St. Olav Way you can swap between walking on the shores of Norway's largest lake Mjøsa, and strolling through the country's largest open-air museum, Maihaugen, in Lillehammer within a few kilometres!

From the fascinating nature and blue waters of the lake to the discovery of the country's ethnography: the Maihaugen museum, consisting of an indoor and an outdoor section, houses more than 200 historic houses from various epochs, including the beautiful 13th-century Garmo Stave Church. Definitely a stop that no pilgrim on his way to Trondheim should miss!



A pilgrim walking the Gudbrandsdalsleden path



The beautiful Garmo Stave Church in wintertime



An example of hospitality along the St. Olav Way






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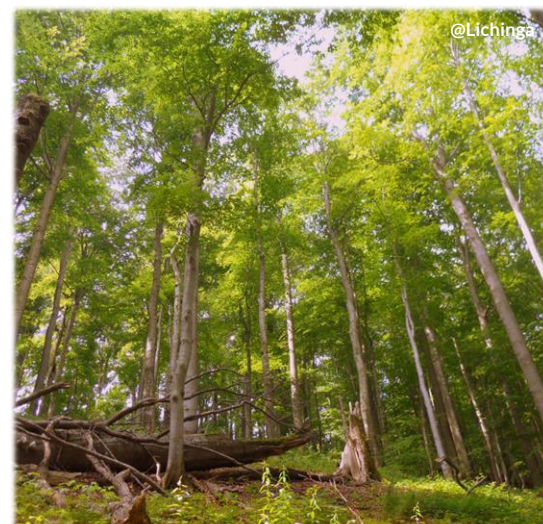
#### Natural heritage on the ways to Csíksomlyó

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 studies their natural beauty.

Along its 2,200 km the Way of Mary passes through some of the most beautiful natural parks and landscapes in Europe, yet many of these are not well known to most tourists.

Organising a trip along one of its routes, a pilgrim has a luxury to choose to walk in the primaeval forest of Badín (Slovakia), or to take an alternative route on a back of a horse or even to canoe on the Danube. On the Way of Mary, there are countless ways to establish a close connection with the pristine natural surroundings. It must be this feeling that inspired the construction of the Wooden Articular Churches of Svätý Kríž and Hronsek (Slovakia), now a UNESCO World Heritage Site.

-  A pilgrim walking along the Way of Mary (Mária Út), a deeply spiritual path
-  Way of Mary's typical signage
-  The peacefulness of a primaeval beech forest in Slovakia



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## Contact information

For general media/communication inquiries:

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