

“Ways to Rome – Scaling up pilgrimage and slow tourism experiences across EU regions”

Policy roundtable and regional stakeholders meeting

Save the date: Thursday 12th October, 2023

10.00 to 11.30

TTG Travel Experience 2023, Room Diotallevi 2 - Quartiere Fieristico di Rimini

Event organised by the Centre for Advanced Studies in Tourism (CAST) University of Bologna, Rimini Campus.

Under the auspices of Associazione dei Geografi Italiani (AGel)





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

rurAllure is an H2020 project running from January 2021 to December 2023 aimed at fostering cultural cooperation and sustainable tourism in the proximity of six European historic pilgrimage routes:

- The Ways of Saint James
- The pilgrimage routes to Rome: Via Francigena, Romea Strata and Via Romea Germanica
- Saint Olav Ways in Scandinavia
- The Way of Mary to Şumuleu Ciuc/ Csíksomlyó

Its ultimate goal is to promote the strategic potential of transnational pilgrimage routes to act as catalysts for local development and cross-border cooperation.

Policy roundtable and regional stakeholders meeting

In this context, participants to the round table will discuss regional experiences along the pilgrimage routes part of the rurAllure project and their role in rural development through slow tourism.

The roundtable will be organized in two parts. First, a regional stakeholders meeting where representatives of four Italian regions will share their experiences in supporting the development of cultural tourism along pilgrimage routes. Secondly, an international panel will share insights into the opportunities to increase cooperation among stakeholders and harness the potential of pilgrimage routes as sustainable transnational cultural and economic assets.



Agenda

10:00 – 10:05 Opening speech: Introducing the rurAllure project and its main results. Alessia Mariotti, President of the Rimini Campus Board, University of Bologna. Leader of Work Package 5 “Ways to Rome”.

10:05 – 10:35 Part I - Regional stakeholders meeting (held in Italian)

Best practices of tourism development along the Ways to Rome (Via Francigena, Rome Strata and Via Romea Germanica). Comparing regional experiences and transversal issues.

- **Monica Valeri**, APT Servizi, responsible for the Progetto Cammini, Religious tourism and Roots tourism, Emilia-Romagna Region
- **Monica Abbiati**, Responsible for Cultural routes, Walking routes and UNESCO sites, Lombardy Region
- **Alessia Del Bianco**, Responsible for Cultural routes and Pilgrimage trails, Promoturismo, Friuli Venezia Giulia Region
- **Federico Eligi**, Presidential Secretariat, Tuscany Region.

10:35 – 11:30 Part II - Scaling up: Policy roundtable across the EU (held in English)

An international panel will discuss strategies to develop and promote pilgrimage routes and harness their potential as sustainable cultural and economic assets in a transnational, cross-border perspective.

- **Christina Sarvani**, DG RTD (online)
- **Miguel Hernández Littlewood**, DG REGIO (online, TBC)
- **Maria Luprano**, Italian Ministry of Culture, representative in the Council of Europe EPA Governing Board
- **Baiba Mūrniece**, Director of Cultural policy department, Ministry of Culture of the Republic of Latvia, representative in the Council of Europe EPA Governing Board
- **Thomas Dahms**, president European Association of Via Romea Germanica and Ostfalen portal, Germany.
- **Branca Novoneyra**, Ex- Vice major of Santiago de Compostela (2014-19) and Opposition Councillor in charge of cultural issues (2019-2023)
- **Emma González Inorde**, General manager Ourense Provincial Council, Agency for European projects, Tourism and others
- **Nava Castro**, Major of Pontareas Local Council, former General Director and Secretary of Galician Agency of Tourism and former member of the Xunta de Galicia Regional Government



reach out!

www.rurallure.eu