



Invite you to this international conference

DIPARTIMENTO DI SCIENZE AGRARIE

International Conference

The European Pilgrimage Routes for promoting sustainable and quality tourism in rural areas

4-6 December 2014, Florence - Italy

Preliminary Programme



Scientific Institutions



EUNeK
Rete delle Università Europee della
Conoscenza per gli Itinerari Culturali

Support



ACCADEMIA DEI GEORGOFILII



General Programme

Thursday 4 December

Venue

Rectorate's Auditorium "Aula Magna" of the Florence University, Piazza San Marco n. 4 – Florence
Chiostro del Maglio, Via Venezia n. 5 - Florence

8.30 - 9.30 **Registration and welcome coffee** – *Rectorate's Auditorium*

9.30 - 12.30 **Opening Session** – *Rectorate's Auditorium*

13.00 - 14.30 **Buffet Lunch** – *Chiostro del Maglio*

14.30 – 15.30 **Plenary session:** Relation of invited speakers of topics 1 and 2 - *Chiostro del Maglio*

15.30 - 18.00 **Parallel sessions:** Session 1 and Session 2 - *Chiostro del Maglio*

20.30 - 23.00 **Conference Gala dinner** – *Borghese Palace*

Friday 5 December

Venue

Chiostro del Maglio, Via Venezia n. 5 - Florence

08.30 – 10.00 **Plenary session:** Relation of invited speakers of topics 3, 4 and 5

10.00 – 12.00 **Parallel sessions:** Session 3 and Session 5

12.00 – 13.00 **Poster session**

13.00 - 14.30 **Buffet Lunch**

14.30 - 17.30 **Parallel sessions:** Session 3 and Session 4

17.30 – 18.30 **Plenary session:** final conclusion EPR Conference 2014

Saturday 6 December

Venue

Francigena Way – Monteriggioni (Siena)

09.00 – 16.30 **Technical tour**



Detailed Programme

Thursday 4 December

8.30 - 9.30 **Registration and welcome coffee** – *Rectorate's Auditorium*

9.30 - 12.30 **Opening Plenary Session** – *Rectorate's Auditorium*

Alberto Tesi , <i>Rector of University of Florence</i>
Ministry of Heritage, Cultural Activities and Tourism (<i>Minister or delegate to be confirmed</i>)
Ministry of Agricultural, Food and Forestry Policies (<i>Minister or delegate to be confirmed</i>)
Sara Nocentini , <i>Councillor of Tourism and Culture, Tuscany Regional Authority</i>
Dario Nardella , <i>Mayor of Florence</i>
Alberto D'Alessandro , <i>Head of Office, Council of Europe Venice Office</i>
Liberio Andreatta , <i>ORP - Opera Romana Pellegrinaggi</i>
Massimo Tedeschi , <i>President AEFV</i>
Carmelo Riccardo Fichera , <i>President AIIA – II section</i>
Juan Manuel Palerm , <i>President UNISCAPE</i>
Fiorella Dallari , <i>Eunek coordinator</i>

Chair: **Matteo Barbari**, *Head of GESAAF Department, University of Florence*

Introductory speakers

Johanna Devine, *United Nations World Tourism Organization (UNWTO)*

Eleonora Berti, *Council of Europe Cultural Routes, Project Coordinator* : “Cultural Routes of the Council of Europe, a participative approach to Landscape and Heritage”

13.00 - 14.30 **Buffet Lunch** – *Chiostro del Maglio*



SCIENTIFIC MEETING

Thursday 4 December - Scientific parallel sessions

Venue: *Chiostro del Maglio*, Via Venezia n.5 - Florence

14.30 – 15.30 Plenary session - Relation of invited speakers of topics 1 and 2 – Auditorium

Jordi Tresserras (University of Barcelona, Spain) - *Conservation and management of pilgrimage routes and associated cultural landscapes. The cases of the Ways of St James and Ignatian Way in Spain*

Laszlo Puczko (University of Applied Sciences, Budapest, Hungary) - *Themed Tourism Products & Pilgrimage. Business or Ways to Improve QoL and Wellbeing?*

SESSION 1 - CONSERVATION AND EVOLUTION OF THE LANDSCAPE ALONG THE ROUTES	
Room: Auditorium	
CHAIR: Gianluca Bambi (<i>University of Firenze</i>)	
15.30-15.45	Naomi Tsur, Osnat Post <i>The ascent to Jerusalem from the desert. Modern pilgrims are inspired by re-enacting the ancient pilgrim experience</i>
15.45-16.00	Laura Federzoni <i>Pilgrim roads: from medieval maps to an interactive application</i>
16.00-16.15	Autthapon Sirivejjabhandu, Jirada Praebaisri <i>Cultural landscape values of sacred mountains: tourism, local livelihoods and sustainability in the greater Mekong subregion</i>
16.15-16.30	Salvatore Di Fazio, Carmelo Riccardo Fichera, Luigi Laudari, Giuseppe Modica <i>The woods, the cloister and the shape of silence: forest trails and landscape valorisation in Serra San Bruno (Italy)</i>
16.30-17.00	Coffee break
17.00-17.15	Giovanni Caselli <i>The via Romea of Stade or via Romea Germanica: the restoration and promotion of the pilgrim's way from Stade to Rome</i>
17.15-17.30	Carlo Alberto Gemignani <i>An ancient pilgrimage route and its changes over time: the "Strada della Cisa". A proposal for development of cultural heritage and landscape</i>
17.30-17.45	Gilda Bartoloni, Maria Teresa D'Alessio <i>Pre-roman lines, consular roman roads and medieval routes: from Sutri to La Storta along the via Francigena</i>
17.45-18.00	Lorenzo Bagnoli, Rita Capurro <i>In montibus sanctis. Representing religious ecotourism in minor alpine pilgrimage routes</i>
18.00-18.30	Final discussion



SESSION 2 - LIFE QUALITY AND SOCIAL IMPACT Room: Room A CHAIR: Fiorella Dallari (<i>University of Bologna</i>)	
15.30-15.45	Gian Luigi Corinto, Enrico Nicosia <i>Designing a sustainable religious route. A social network analysis of the San Francesco pathway in the Marches</i>
15.45-16.00	Mauro José Ferreira Cury, Jordi Tresserras Juan <i>Tourism and sustainability in the way Ignatian in Spain and route Iguassu-missions between Brazil, Argentina and Paraguay</i>
16.00-16.15	Jasna Fakin Bajec <i>Pilgrimage in the context of establishing sustainable development in rural communities</i>
16.15-16.30	Aristides Faria Lopes dos Santos, Renato Marchesini, Renata Antunes da Cruz <i>Tourism as a vector for social, cultural and economic risen: case study of the script of visiting to the project "workshop art in the quotas", Cubatão, São Paulo, Brazil</i>
16.30-17.00	Coffee break
17.00-17.15	Kate Clow <i>St Paul trail and its effects on villages</i>
17.15-17.30	Éva Konkoly-Gyuró <i>How does a sacral landscape come into being?</i>
17.30-17.45	Donatella Privitera <i>Sonic geography and soundscapes. Explorations in the spiritual tourism</i>
17.45-18.00	Mara Cerquetti, Caterina Cirelli, Francesca Coltrinari, Rubén Camilo Lois González, Lucrezia Lopez, Enrico Nicosia, Carmelo Maria Porto <i>The way of St. James and the via Lauretana: a comparative analysis of the social, cultural and territorial effects</i>
18.00-18.30	Final discussion

20.30 - 23.00 Conference GALA DINNER – Borghese Palace



Friday 5 December

Scientific parallel sessions

Venue: *Chiostro del Maglio*, Venezia Street n.5 - Florence

08.30 – 10.00 Relation of invited speakers of topics 3, 4 and 5 – Auditorium

Heinrich Vejre (University of Copenhagen, Denmark) - *Managing landscape values as assets promoting tourism*

Thomas Panagopoulos (University of Algarve, Portugal) - *Landscape quality evaluation and public participation in rural projects*

Carlos Fernandez (Polytechnic Institute of Viana do Castelo, Portugal) - *Creating new forms of consumption to improve the tourist attractiveness of pilgrimage routes*

SESSION 3 - TOURISM AND LOCAL DEVELOPMENT Room: Auditorium CHAIR: Alessandro Toccolini (<i>University of Milano</i>)	
10.00-10.15	Neva Makuc <i>Foster cultural and religious tourism in rural areas through the involvement of private sector</i>
10.15-10.30	Irene Diti, Daniele Torreggiani, Patrizia Tassinari <i>What landscapes do pilgrims go through along the Via Francigena? A GIS-based landscape classification in the Emilia-Romagna Region</i>
10.30-10.45	Alexander Behrendt <i>Walking the St. James way, from Potsdam to Tangermünde. A modern pilgrimage route as tourist product or something new`?</i>
10.45-11.15	Coffee break
11.15-11.30	Rosalinda Ruiz Scarfuto <i>The grand tour revisited: India to Europe</i>
11.30-11.45	Giorgio Otranto, Lorenzo Infante, Nunzio Tomaiuoli, Pasquale Dal Sasso, Giuseppe Ruggiero, Lucia P. Caliandro, Rosa V. Loisi, Stefano Dal Sasso, Giacomo Scarascia Mugnozza <i>Historical routes of pilgrims and crusaders to reach the Basilica of San Michele in Monte Sant'Angelo (Gargano, Apulia, Italy)</i>
11.45-12.00	Final discussion

SESSION 5 - TOOLS AND METHODS FOR BUILDING A TOURIST ATTRACTION Room: Room A CHAIR: Giovanni D'Agliano (<i>Tuscany Region</i>)	
10.00-10.15	Špela Ledinek Lozej <i>Conjunctions and disjunctions between ancient pilgrimage routes and present-day creation of virtual church route: the example of project Thetris</i>



10.15-10.30	Lucrezia Lopez, Rubén Camilo Lois, Xosé Santos Solla <i>Promoting or being promoted? The case of the way of St. James</i>
10.30-10.45	Isabelle Lefort, Marie-Hélène Chevrier <i>The “re-monetization” of the sacred value in pilgrimage centres in Europe</i>
10.45-11.15	Coffee break
11.15-11.30	Leonardo Casini, Claudio Fagarazzi, Fabio Boncinelli, Alessandro Tirinnanzi <i>The determinants of tourist satisfaction along Francigena route in Tuscany</i>
11.30-11.45	Andrea Galli, Vera Maria Di Clemente, Ernesto Marcheggiani, Franco Scoppolini Massini <i>The design of ICT tools to strengthen local identity in rural areas and to promote participation of large public to enjoy experiences of rural tourism</i>
11.45-12.00	Final discussion

POSTER SESSION 12.00 – 13.00 - Room: Auditorium	
Topic	
1	Debora Porrà, Giampiero Pinna, Gaetano Ranieri <i>The pilgrimage route of Santa Barbara in Sardinia: giving value to landscape for a new conservation perspective</i>
1	Eleonora Berti <i>Cultural routes of the council of Europe: identity, landscape, project</i>
1	Mauro Agnoletti, Antonio Santoro <i>Pilgrimage routes and their historical landscapes: restoration and conservation opportunities in relation to UNESCO world heritage and FAO globally important agricultural heritage systems</i>
1	Serena Savelli, Chiara Serenelli, Damiano Galeotti, Lucio Lorenzo Pettine, Maria Teresa Idone <i>Landscape tales along the route. Historical pilgrimage routes and the perception of landscape</i>
1	Małgorzata Kaczyńska <i>Visual values of the landscape along the urban and suburban section of the Masovian route of St. James the apostle as a way of individual pilgrimage promotion</i>
1	Stefania Pollone <i>Between permanence and transformation: ‘sacred’ routes in Sorrento-Amalfi peninsula</i>
1	Lara Riguccio, Patrizia Russo, Laura Carullo, Paolo Lanteri, Giovanna Tomaselli <i>The transformation of the landscape along the pilgrimage routes in the province of Catania - Sicily</i>
1	Saverio Lastrucci <i>Tuscany’s law: which news for conservation and evolution of rural landscape</i>
2	Martin Hellryd



	<i>Boundary country - a culture analytical approach on accessibility and its impact on a trail</i>
2	Piercarlo Cintori, Annamaria Fiorenza <i>The cherry-tree and vine landscape: upon the hills surrounding Vignola (Mo) in search of ancient paths and agriculture landscape between development and preservation</i>
3	David Grohmann, Alessandro Corgna, Maria Elena Menconi <i>Landscape enhancement of the Franciscan trail in Umbria: design of the garden of peace in Valfabbrica</i>
3	Fabio Famoso, Antonella Incognito, Gianni Petino <i>The pilgrimage of the black Madonna and the socio-economics fallout</i>
3	Andrea De Montis, Antonio Ledda, Amedeo Ganciu <i>Roadman's houses and religious tourism in Sardinia: designing a GIS based decision support system</i>
3	Antonia Lista, Antonio Gennaro Gatto, Carmela Sica, Pietro Picuno <i>Mechanical characterization of constructive elements from vernacular buildings located along the "Herculia Way"</i>
3	Gianluca Bambi, Simona Iacobelli, Massimo Monti, Matteo Barbari <i>Equestrian pilgrim along the Francigena way. Planning, surveying and testing Francigena as an equestrian path in Tuscany</i>
3	Meryem Dođutan <i>A journey to the trace of history in Istanbul: Surra regiments pathway</i>
3	Orazio La Marca <i>The Via Sacra Longobardorum</i>
4	Alessandro Ciabrone, Francesca Muzzillo, Fosca Tortorelli <i>Tourism and rural architecture of wine landscape</i>
4	Simona Maria Carmela Porto, Giovanni Cascone, Paola Maria Leanza <i>A heritage interpretation-based itinerary to promote tourist use of traditional rural buildings</i>
4	Ambra Garancini, Giorgio Costanzo, Massimiliano Mandarini <i>Wanderings to maintain: a new model of development for the local and rural tourism</i>
4	Elisabetta Maino, Daniele Torreggiani, Patrizia Tassinari <i>Rural landscape between aware protection and development</i>
4	Daniele Torreggiani, Elisabetta Maino, Francesco Ceccarelli, Mario Cerè, Patrizia Tassinari <i>Re-vitalizing the cultural and cultivation landscape heritage: the case-study of countryside villa in Pradalbino</i>
4	Antonietta Ivona <i>Effetti economici del turismo rurale. Agriturismo, enogastronomia e valorizzazione di percorsi culturali.</i>
4	Luca Toschi <i>Pilgrimage routes, augmented reality and the sustainability of communication</i>
5	Diego Fabrizio, Carlo Manera, Carlo Sivoletta <i>Tourist itineraries to enhance the Metaponto district</i>
5	Raffaella Afferni, Carla Ferrario <i>Sustainable and quality tourism along Saint Martin of Tours route in the rural area of Pavia</i>
5	Gianluca Bambi, Simona Iacobelli <i>Study and monitoring of itinerant tourism along the Francigena route, by camera</i>



	<i>trapping system</i>
5	Sebastian Scwheizer, Enrico Pini Prato, Gianluca Bambi <i>The Webgis for the Francigena pilgrimage route</i>

13.00 - 14.30 Buffet Lunch – Chostro del Maglio

SESSION 3 - TOURISM AND LOCAL DEVELOPMENT	
Room: Auditorium	
CHAIR: Carlo Manera (<i>University of Basilicata</i>)	
14.30-14.45	Piero Borghi, Antonio Rosini, David Grohmann, Maria Elena Menconi, Marco Vizzari <i>Sustainable development of intermediate rural areas with low population density</i>
14.45-15.00	Ippolito Ostellino, Dino Genovese <i>Il Cammino delle Colline del Po</i>
15.00-15.15	Enrica Lemmi, Monica Siena Tangheroni <i>The Via Francigena as a tourist product for local development: the case of Lucca and its Province</i>
15.15-15.30	Enrico Conti, Sabrina Iommi, Stefano Rosignoli, Leonardo Piccini <i>The European Cultural Routes as engine for sustainable development. The case of Via Francigena in Tuscany</i>
15.30-16.00	Coffee break
16.00-16.15	Nicola Galluzzo <i>Agro-tourism and certified quality food pivotal pillars in italian rural areas</i>
16.15-16.30	Mara Balestrieri, Congiu Tanja <i>Religious routes and rural landscape planning</i>
16.30-16.45	Alessandro Panci <i>Promotion of the gold mining system along the Via Francigena variant of Arquata Scrivia-Ceranesi</i>
16.45-17.00	Kantartzis Alexander, Pappa Lamprini <i>Apostle Paul greenways: proposal for a greenway system encompassing the eastern mediterranean basin</i>
17.00-17.15	Darius Liutikas <i>Social aspects of the pilgrimage in Lithuanian rural areas</i>
17.15-17.30	Final discussion



SESSION 4 - SUSTAINABILITY IN THE RURAL AREAS	
Room: Room A	
CHAIR: Pierluigi Bonfanti (<i>University of Udine</i>)	
14.30-14.45	Maurizia Sigura, Elisabetta Peccol, Rino Gubiani, Pierluigi Bonfanti <i>The landscape of pilgrim ways as tool for rural tourism development</i>
14.45-15.00	Silvia Aulet, Dolors Vidal, Neus Crous <i>Religious and spiritual tourism as an opportunity for rural tourism: the case of Girona</i>
15.00-15.15	Hüseyin Eryurt <i>The Evliya Çelebi Way</i>
15.15-15.30	Andrea De Montis, Amedeo Ganciu, Antonio Ledda, Mario Barra, Simone Caschili <i>Religious routes, rural landscape, and transport planning: a strategic environmental assessment perspective</i>
15.30-16.00	Coffee break
16.00-16.15	Giovanni Germano, Monica Meini, Antonio Ruggieri <i>Tourists walking along, territories moving on. The experience of a small Italian region to sustain community-based tourism</i>
16.15-16.30	Sawsan Khries <i>Christian pilgrimage sites in Jordan: a disastrous tourism planning and management</i>
16.30-16.45	Dina Statuto, Antonio Gennaro Gatto, Alfonso Tortora, Pietro Picuno <i>The use of Geographical Information System to identify and valorize some pathways along the "Herculia Way"</i>
16.45-17.00	Giacomo Scarascia Mugnozza, Domenico Caragnano, Enrico Liano <i>The medieval pilgrims in the Apulian settlements and their relationship with Rome and Santiago de Compostela</i>
17.00-17.15	Domenico Walter Piscopo <i>Sustainable tourism and quality, an engine for integrated development in rural areas crossed by the routes of pilgrimage</i>
17.15-17.30	Final discussion

17.30 - 18.30 PLENARY SESSION	
FINAL CONCLUSION EPR CONFERENCE 2014	
Room: Auditorium – Chostro del Maglio	
CHAIR: Matteo Barbari , <i>Head of GESAAF Department</i>	
Carmelo Riccardo Fichera , <i>President AIIA – II section</i>	
Fiorella Dallari , <i>EUNEK coordinator</i>	
Franco Iseppi , <i>President Touring Club Italia</i>	
Giovanni D'Agliano , <i>Tuscany Region</i>	



