



# ***CROSSROADS OF EUROPE***

## **Cultural and religious routes**

**Programme of the fair**  
**6<sup>th</sup> – 10<sup>th</sup> June 2012**

### **Wednesday, June 6**

**10:30 – 17:30** – UNIVERSITY OF PAVIA – ROOM "VOLTA"

**Pre-conference event** - "*Religious Routes and European Universities, ancient cultural crossroads of Knowledge*"

Organised by the project Per Viam – Pilgrims' Routes in Action  
(ONLY IN ITALIAN – NO INTERPRETATION)

**18:00** - PAVIA, PIAZZA DELLA VITTORIA

**Welcome and Official Opening** of the event

Historical and Artistic Presentation of Pavia, crossroad of pilgrimage and cultural routes

**20:00 - 21:30** - PAVIA, BROLETTO

Cold Buffet for the participants courtesy of the Town Council of Pavia

**21:30** - PAVIA, PIAZZA DELLA VITTORIA

***Musical Harmonies around the World***

A concert of songs in European languages performed by the Institute of Musical Studies "F. Vittadini "

### **From Thursday 7th to Sunday 10th June**

**Daily** - CASTLE "VISCONTEO"

From 13:00 to 18:00 on Thursday

From 10:00 to 18:00 on Friday and Saturday

From 10:00 to 13:00 on Sunday

**BILATERAL MEETINGS between Cultural Routes and tourism industry stakeholders**  
(at the stands in the castle "Visconteo" of Pavia)

The aim is to develop Public-private partnerships for a cultural tourism integrated offer and to promote match-making between Cultural Routes, Tour Operators, Chambers of Commerce, Regional Authorities and other tourism stakeholders.

**Thursday, June 7**

**"Cultural and Religious Routes"**

Theatre "G. Frascini" - Pavia

**Programme of the Conference**

Simultaneous interpretation in English, French, German and Italian

**8:30 – 9:00**

**Registration and welcome coffee**

**9:00 – 9:15**

**Opening session**

Mr. Alessandro Cattaneo, Mayor of Pavia

**09:15 - 11:00**

**Session I – Cultural and Religious tourism: what is the added value that makes it so attractive, on the demand and the offer side?**

The focus will be on both the demand and offer side of cultural and religious tourism. The aim is to show where is the added value of investing in transnational thematic tourism products, what are the motivations behind the demand for this "niche" tourism model and what are the reasons driving the offer.

*Moderator: Ms. Emanuela Marchiafava, Minister for Tourism of the Province of Pavia*

**Keynote speeches**

- "*Cultural tourism and local development*", Mr. Greg Richards, Tourism Research and Marketing
- "*Tourism linking cultures on the Silk Road*", Ms. Johanna Devine, United Nations World Tourism Organisation
- "*The Green Band and citizenship*", Mr. Antoine Seloisse, European Cultural Route of St. Martin of Tours
- "*Landscape and the Casa Dei sites*", Mr. Robert Flauraud, President of the Casa-Dei European Network
- "*Historic Hotels: a new way to discover cultural routes*", Mr. Jan Edshage, Chairman of the Historic Hotels of Europe
- "*Danube Cultural Routes*", Mr. Boris Camernik, General Secretary of the Danube Competence Centre

**11:00-11:15**

**Coffee break**

**11:15-12:45**

**Session II – Cultural tourism: Good practices, innovations and public-private partnerships opportunities**

The aim is to showcase some example of successful public-private partnership or good innovative practices with a view to disseminate knowledge, raise awareness about the opportunities of collaborations and investments.

*Moderator: Mrs. Margherita Peroni, Regional Minister for Tourism, Lombardia Region*

**Keynote speeches**

- "*Youth hostels project*", Ms. Luciana Ruffinelli, Regional Minister for Sport and Youths, Regione Lombardia
- "*TripAdvisor and the Silk Road experience*", Ms. Helena Egan, Trip Advisor
- "*Sustainable tourism and public-private partnerships along the Via Francigena: the PerViam project*", Mr. Massimo Tedeschi, President of European Association Vie Francigene
- "***Odyssea: a platform for cultural routes***", **Mr. Philip Calamel, Project Director of Odyssea**
- "*Augmented Reality Windows, Clunypedia and Cultural Routes: the experience of Cluny*", Mr. Christophe Voros, Director of the Federation of Cluniac Sites
- "*Innovation on the promotion of local economy through cultural tourism*", Mr. Maurizio Maddaloni, President of ISNART (National Institute for Tourism Research)

**12:45-14.30** - Castle 'Visconteo'

**Networking Lunch and Opening of the Exposition on cultural routes**

**14:30-15:45**

**Session III – Transnational thematic tourism and accessibility**

The focus will be the work being done at International and European level, but also at project-level, on guaranteeing the accessibility of tourism products and services to all.

*Moderator: Mr. Pietro Foroni, President of the Province of Lodi (tbc)*

**Keynote speeches**

- "*The index on accessibility of the Commission*", Mr. Paolo Berro, Advisor to Vice President Tajani, European Commission
- "*Tourism and accessibility*", Ms. Antonella Corra, European Commission
- "*Working to make tourism accessible to all*", Ms. Annagrazia Laura, Member of the board of the European Network for Accessible Tourism (ENAT)
- "*Facilitating the participation of people with disabilities to the Saint James' Walk in Catalonia*", Mrs. Blanca Cros, Marketing Responsible for Cultural and Accessible Tourism in the Catalan Tourist Board
- "*Accessible greenways*", Ms. Mercedes Muñoz, Director of European Greenways Association

**15:45-16:00**

**Coffee break**

**16:00-17:30**

**Session IV – Transnational thematic tourism: a multi-level governance approach**

The aim is to present the contribution of cultural tourism to regional development, businesses and job growth, innovation, but also to intercultural dialogue and heritage preservation and promotion. These aspects need to be understood in a multi-level governance approach analysing how different International, national and regional policies interact when it comes to transnational products.

*Moderator: Mr Gianmarco Centinaio, Deputy Mayor of Pavia*

**Keynote speeches**

- *"The European Parliament's vision on cultural tourism"*, Mr. Carlo Fidanza, Member of European Parliament, Transport and Tourism Committee
- *"The religious dimension of intercultural dialogue"*, Ms. Anne Brasseur, Parliamentary Assembly of the Council of Europe
- *"European Cultural Routes: much more than tourism"*, Ms. Penelope Denu, Director of the European Institute of Cultural Routes
- *"The experience of the Italian Consulta degli itinerari storici, culturali e religiosi"*, Ms. Simonetta Bonito, Italian Ministry for Culture
- *"The Masterplan of Regione Toscana"*, Ms. Cristina Scaletti, Regional Minister for Tourism, Culture and Tertiary Sector, Tuscany Region

**17:30-18. 00**

**Concluding session**

Piero Gnudi, Italian Minister for Tourism

Antonio Tajani, Vice President of the European Commission

## WORKSHOPS / SEMINARS / "INFO SESSIONS"

ONLY IN ENGLISH – NO INTERPRETATION PROVIDED

### Friday, June 8

**9:30 – 11.00** – UNIVERSITY OF PAVIA – ROOM "FOSCOLO"

#### 1. Cultural tourism, research and innovation

- "*Joint Programming Initiative on Cultural Heritage and Global Change*", Ms. Antonia Pasqua Recchia, Italian Ministry for Culture
- "*Tourism policies and service innovation*", Allan Mayo, EPISIS
- "*ICT and accessible tourism: The Satellite's Way*", Enrique Varela Couceiro, President of the Fundacion Tecnologia Social
- Presentation of the project "*CULT-WAyS – Cultural tourism and mobile applications*", Giovanna Sonda, Trentino Sviluppo
- "*TechTour: innovative solutions for tourism*", Brunella Santi, Unioncamere Veneto
- Presentation of the project "*LIMES – Innovative and Mobile European Services for Culture Tourism in Rural Areas*", Mr. Manfred Schrenk, Managing Director CEIT ALANOVA

**11:00 – 13:00** - UNIVERSITY OF PAVIA - ROOM "FOSCOLO"

#### 2. "Info session" on Thematic-Tourism Routes

The idea is a session of awareness-raising where different thematic transnational routes can be presented. This session aims at stimulating the interest businesses and present stakeholders and arrange in the afternoon separate meetings among interested cultural routes and tourism industry stakeholders.

Presentation of the following Routes: *Iter Vitis, Mozart Ways, Phoenician's Route, Prehistoric Rock Art Trail, Thermal heritage and thermal towns, Transromanica, , Saint Augustine*

**14:00- 14:30** – SPACE FOR CONTEMPORARY ARTS OF BROLETTO

**Official opening of the Photography's Exhibition "On the Way"** (Organised by *Musei Civici di Pavia*, in collaboration with *GAI*).

*The exhibition will stay open to the public Saturday and Sunday from 16 to 20.*

**15:00 – 16:00 – BROLETTO**

**3. ROUND TABLE - Cultural tourism: which opportunities from the EU and the importance of public-private partnerships in order to boost regional development.**

- Question and Answers session with DG Research / DG Enterprise and Industry (European Commission) officials on European funding opportunities and the new programmes after 2014.
- Round table debate with regions and other key stakeholders (Chambers of Commerce, business associations, etc.) on how to reach the objectives of Europe 2020 through public-private partnerships and innovative projects.

**16:00 – 17:00 – UNIVERSITY OF PAVIA - ROOM "FOSCOLO"**

**4. "European Commission – Council of Europe: which results from their cooperation on European Cultural Routes?"** (co-organised with the CoE)

*The aim is to present the results of 2 years of cooperation between the 2 institutions and present the ongoing Joint Programme on capacity-building for next training program on cultural routes.*

*Introduction by Luca Bruschi (project manager)*

*Presentations by:*

- Dr. Kseniya Khovanova-Rubicondo (CoE-EICR): *“The Results of the 2010 Joint EC-CoE Study on European Cultural Routes and its Importance for Cultural Tourism Development in Europe”*
- Nick Hall (CoE-EICR): *“Branding, Marketing and Visibility for the Council of Europe cultural routes”*
- Dr Eleonora Berti (EICR): *“Vade mecum on cultural routes management”*

*Conclusions by Valentino Izzo, DG Enterprise and Industry of the European Commission and Penelope Denu, Director of the European Institute of Cultural Routes*

## **Saturday, June 9**

**12:00 – SAN MARTINO SICCOMARIO**

Presentation of the magazine: *“Via Francigena and the pilgrimage ways”*, tasting of Parmigiano Reggiano kindly offered by the European Association Vie Francigene.

**15:00 – BROLETTO**

**Via Francigena General Assembly and official ceremony of signature of a Memorandum of Understanding with the Municipality of Pavia.**

**ADDITIONAL MEETINGS (UPON INVITATION)**

**Thursday, 7<sup>th</sup> June**

**14:30 – 17:30 – UNIVERSITY OF PAVIA – ROOM "FOSCOLO"**

**Meeting of the Enterprise Europe Network (EEN) - Sector Group "*Tourism and Cultural Heritage*"**

**Friday, 8<sup>th</sup> June**

**09:30-11:00 – BROLETTO**

**Meeting of the NECSTouR Taskforce "*Governance of Cultural Routes*"**

**16:00 – 17:30 – BROLETTO**

**Coordination meeting of European Networks active in the field of Tourism**

**EXHIBITIONS AND FRINGE EVENTS**

**From Friday 8th to Sunday 17th June - PAVIA, SPAZIO PER LE ARTI CONTEMPORANEE DEL BROLETTO**

***"On the Way" – Video&Photo Contest***

Photographic Exhibition, open daily from from 5 pm to 8 pm

Organised by *Musei Civici di Pavia*, in collaboration with *GAI*

**Opening Ceremony Friday June, 8 at 14.00am**

**Saturday 9th June**

**10:00 - meeting place IAT – PAVIA, MEETING POINT PIAZZA DELLA VITTORIA (At the IAT, Tourist Information Office)**

**Guided tour "*From Pavia to San Martino Siccomario: Walking along the Via Francigena and Sancti Martini path*"** in collaboration with the *Municipality of S. Martino Siccomario*

**Participation is FREE. BOOKING REQUIRED!**

For information and reservations please contact Mr. Valentino Izzo and Ms. Cinzia De Marzo, European Commission: ([valentino.izzo@ec.europa.eu](mailto:valentino.izzo@ec.europa.eu); [Cinzia.de-marzo@ec.europa.eu](mailto:Cinzia.de-marzo@ec.europa.eu))

**Sunday 10th June**

**8.30 - 17.30 - Meeting at PIAZZA CASTELLO**

**Guided tour "*Alla scoperta dei luoghi della fede nel Lodigiano*"**

Tour in English and Italian along the Via Francigena and Santa Francesca Cabrini in the territory of the Province of Lodi, kindly offered by the Provincial Authority.

**Participation is FREE. BOOKING REQUIRED!**

For information and reservations:

Agenzia di Viaggio Laus Cultura e Turismo (Tel. 0371/544690; email: [info@lausct.it](mailto:info@lausct.it))