

**XI Jornadas de Turismo religioso
Montserrat 14-16 noviembre 2022**



**Via Francigena and territorial *governance*.
Local research projects**

Professor Anna Trono – Economic Political Geography

University of Salento (Italy)

ISSUES

- CULTURAL/SPIRITUAL ROUTES: NEW FRONTIER OF CULTURAL TOURISM
- GOVERNANCE AND PARTECIPATORY GOVERNANCE
- STRATEGIES ADOPTED BY ITALIAN GOVERNMENTS FOR CULTURAL ROUTES AND THE VIA FRANCIGENA
- MANAGEMENT OF THE VIA FRANCIGENA IN PUGLIA REGION IN SOUTHERN ITALY.

QUESTIONS

- Why cultural/spiritual routes are the new frontier of cultural tourism?
- How important is participatory governance for the enhancement of cultural routes?
- How important is participatory governance in the management of "Via Francigena del Sud" (or Southern Via Francigena)?

METHODOLOGY:

- Analysis of the management of Via Francigena in Puglia region in Southern Italy.
- Researches, study visits, conferences, discussions and debates with local stakeholders (regional authorities, municipality mayors, local associations and other stakeholders).

A photograph of a dirt road stretching into the distance, lined with lush green trees and vegetation under a clear blue sky. The road is the central focus, leading the eye towards the horizon.

Cultural routes differ from conventional mass tourism and offer sustainable tourism in line with the principles indicated in Agenda 2030 for Sustainable Development, which provide for job creation and the promotion of local culture and products, as well as the achievement of social equity and inclusiveness while respecting cultural values, diversity and accessibility .

STRATEGIES FOR RESILIENT AND CONSCIOUS TOURISM

Cultural routes try to take advantage of national support measures, regional tourism strategies and international development programs.

Public, secular and religious bodies have approached tourism in various ways playing various roles, incorporating the routes into regional development programs and creating an international network of places with an evolving identity.

Good management of cultural/religious routes requires **participatory governance.**

WHAT IS GOOD / PARTICIPATORY GOVERNANCE?

Good governance is the process in which **stakeholders** are actively involved.

It presents the effective and responsible management of an organization, an institution, a country, a cultural heritage site, a program, plan or a project etc. considering society's needs in the decisions it makes.

Participatory governance is about strengthening the relationship between cultural heritage institutions and professionals, and everyone interested or engaged in cultural heritage – civil society, the public, owners, caretakers, businesses, etc.



Source: Daniela Angelina Jelinčić

ITALIAN STRATEGIC PLAN FOR TOURISM'S VISION



The development of routes and paths as instruments to promote widespread and ramified knowledge of the history and heritage of Italy was cited in the **Strategic Plan for Tourism (STP) 2017-2022**, aimed at strengthening the unified promotion of paths and slow tourism via a network of cultural routes crossing the country from north to south with a view to creating a real brand system.

Particular attention is devoted to inland areas, minor destinations and southern Italy, involving local authorities through **efficient and participatory governance**.

CULTURAL/RELIGIOUS ROUTES

As part of the Plan for Culture and Tourism proposed by the Italian Minister of Cultural Activities and Heritage and Tourism, approved in **May 2016 by the Inter-ministerial Committee for Economic Planning,**

- Subsidies amounting to **one billions euros** have been granted to support initiatives, especially of an infrastructural nature, to create new “soft mobility” networks and improve accessibility and intermodal transport. There have also been measures aimed at creating more widespread expertise in the area, in terms of both the public administration and associations and operators in the supply sector, and at supporting the promotion of thematic tourism products.

2016 Italian Year of the walks



Map of route Via Francigena

- **20 million Euros were allocated to the Via Francigena,**
- **20 to the Via Appia Regina Viarum**
- **20 to the Franciscan, Benedictine and Santa Scolastica paths**
-

CULTURAL/RELIGIOUS ROUTES IN THE ATLAS OF ROUTES



Created with the decisive encouragement of the Ministry of Cultural Heritage and Activities and Tourism in 2016 – proclaimed the Year of Paths – the **Atlas presents maps with relevant information on distance, signposting and connections concerning 41 routes that showcase a country rich in natural, historical and cultural resources** and promote an alternative and sustainable form of tourism.

Containing itineraries that cross the country from north to south, the Atlas proposes a slow mobility network, helping travellers and tourists to get around on foot, by bicycle and with other forms of sustainable transport.

Source, <https://camminiditalia.cultura.gov.it/cammini/>
(our presentation)

THE VIA FRANCIGENA

The Via Francigena in Italy has been and still is the recipient of million-euro funding targeted at impressive infrastructural improvement and the refurbishment of strategic points along the two thousand kilometres of the Italian section.

This is a considerable opportunity for the Via Francigena, which is currently experiencing a moment of great dynamism and international recognition.

In the regions crossed by the itinerary there is a growing awareness of the importance of investing energy and resources in a project that favours cultural, socio-economic and tourism development both along the route and in the surrounding areas.



THE VIA FRANCIGENA. THE CONTENTS

The route chosen by the Italian Ministry of Tourism in 1994 is based on the diary written by **the bishop of Canterbury Sigeric** in 990 while returning from Rome after his investiture by Pope John XV.

Sigeric's diary

ADVENTUS ARCHIEPI NOSTRI SIGERICI AD ROMAM PRINCIPALITUS AD LUMEN BEATI PETRI APOSTOLI. Deinde ad sanctam Mariam scolam Anglorum. ad sanctum Laurentium. in craticula. ad sanctum ualerianum in ponte molui. ad sanctam agnes. ad sanctum Laurentium foris murum. ad sanctum sebastianum. ad sanctum anastasium. ad sanctum paulum. ad sanctum bonifacium. ad sanctam sauinam. ad sanctam mariam. scolam grecam. ad sanctam ceciliam. ad sanctum crisogonu. ad sanctam mariam trans iherosolimitanorum. ad sanctum pancratium. Deinde reuersi sunt in domum. Mane ad sanctam mariam retum. ad sanctos apostolos. ad sanctum iohannem in laterane. Inde refecimus cum domini apostolice iohanne. De inde ad iherosolimam. ad sanctam mariam maiorem. ad sanctum petrum ad uincula. ad sanctum Laurentium ubi corpus eius assatus fuit.

Iste sunt submansiones de roma usque ad mare. i. urbs roma. ii. iohannis. viii. iii. bacane. iii. suteria. v. furcari. vi. sancte ualeriane. vii. sancte flauiane. viii. sancta cristina. ix. aqua pendente. x. sancte petri in paulo. xi. abricula. xii. sancte quirici. xiii. turreiner. xiiii. arbia. xv. seocane. xvi. Burgenoue. xvii. Elye. xviii. sancte marci in fossa. xix. sancte germane. xx. sancte maria glori. xx. sancte petre curru. xxii. sancte dionisi. xxiii. Arneblanca. xxiiii. aqua nigra. xxv. Forci. xxvi. Luca. xxvii. Campmaior. xxviii. Luna. xxix. sancte stephane. xxx. Aquilla. xxxi. Puntremel. xxxii. sancte benedicti. xxxiii. sancte moderanne. xxxiiii. philemangenur. xxxv. Merane. xxxvi. sancte domine. xxxvii. Floricau. xxxviii. Placencia. xxxix. sancte andrea. xl. sancte cristine. xli. Pamphica. xlii. Fremel. xliii. Uirel. xliiii. sancte agne. xlv. Euer. xlvi. Publi. xlvii. Aguste. xlviii. sancte rener. xlix. Petresculet. li. Ursores. li. sancte maurici. lii. Burbulei. liii. Uiuac. liiii. Losanna. li.

Conserved in the *British Library* in London, the document describes the **79 submansiones (stages)** of the journey, which was declared a *Cultural Route* by the *Council of Europe* in 1994

VIA FRANCIGENA
Grand Itinéraire Culturel
du Conseil de l'Europe



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

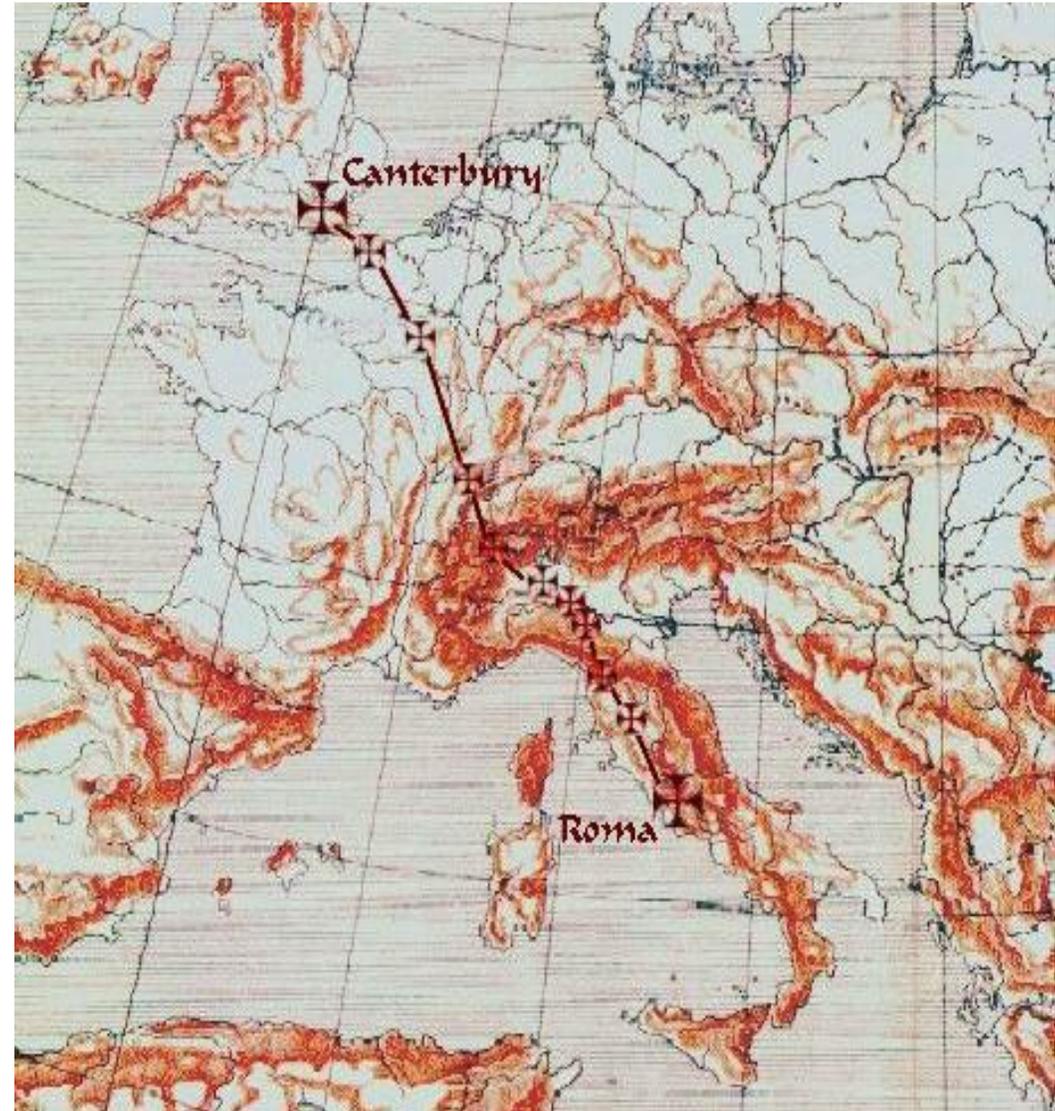
VIA FRANCIGENA



- **Along VIA FRANCIGENA moved** not just human beings but also **ideas, values, projects and aspirations**: in a word, **culture**.
- **Along VIA FRANCIGENA between the different peoples** from which a single European identity was being formed, **structures were built to provide hospitality to the travellers** and to take advantage of the opportunities for trade that they offered.
- **This route also saw the construction of buildings that housed historical and artistic treasures**, built in the typical forms of the Middle Ages, **the most prominent** are **places of worship and the homes of religious orders**.

VIA FRANCIGENA

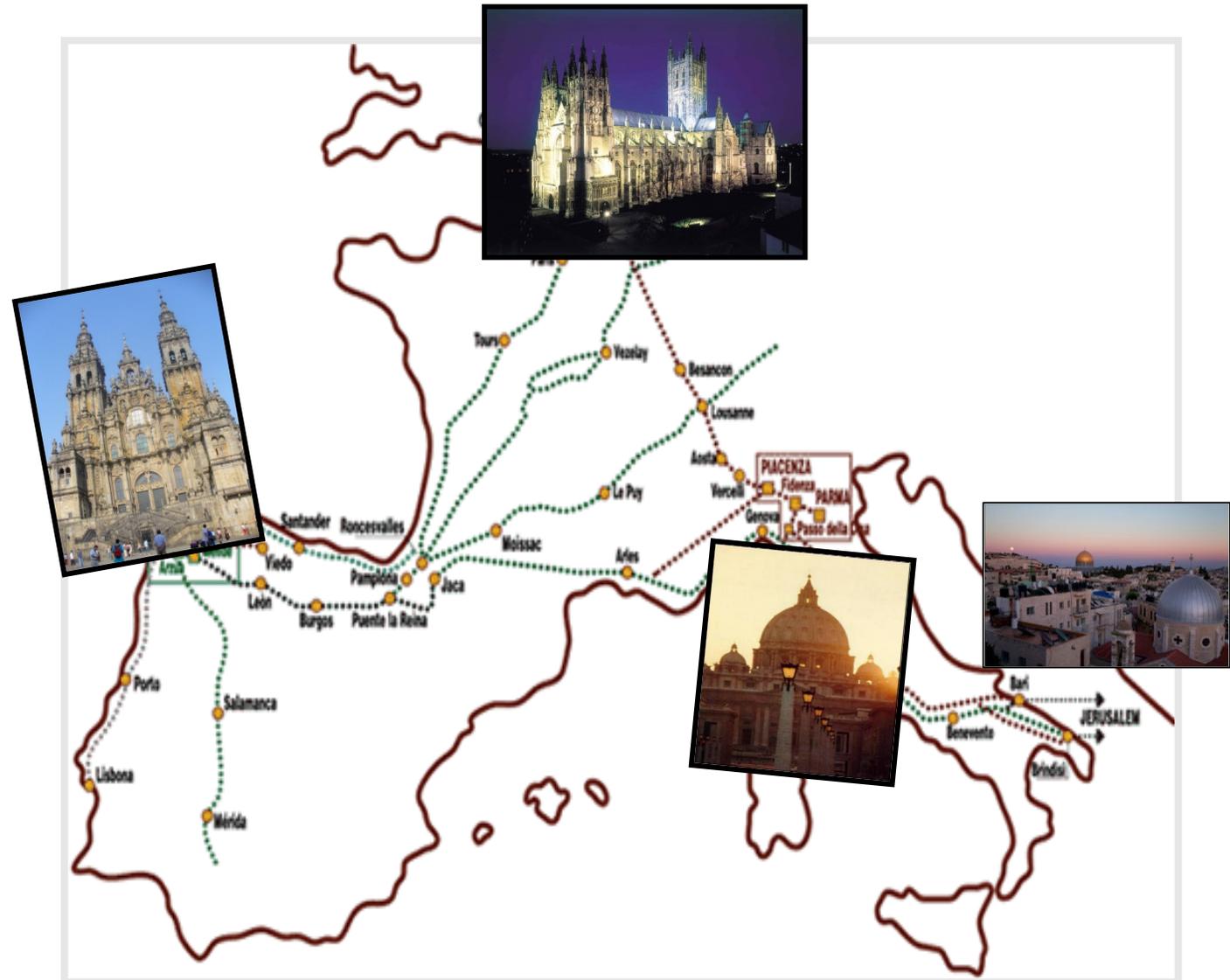
The European Cultural Route of the Via Francigena from Canterbury to Rome seeks to highlight the **value of pilgrimage**, which brought people together and **promoted dialogue, cultural exchange and the circulation of goods and ideas** among pilgrims and others from all over Europe, particularly in the Middle Ages.



VIA FRANCIGENA, THE MOST ANCIENT AND LONGEST ROAD IN EUROPE

The Via Francigena, a major arterial road of the continent since the Middle Ages, links Northern Europe to Rome, the destination of one of the so-called *peregrinationes majores*, together with Santiago de Compostela and Jerusalem.

A “route of cultures” – according to the definition of the French medievalist **Jacques Le Goff** – which contributed to give birth to the Europe of peoples.

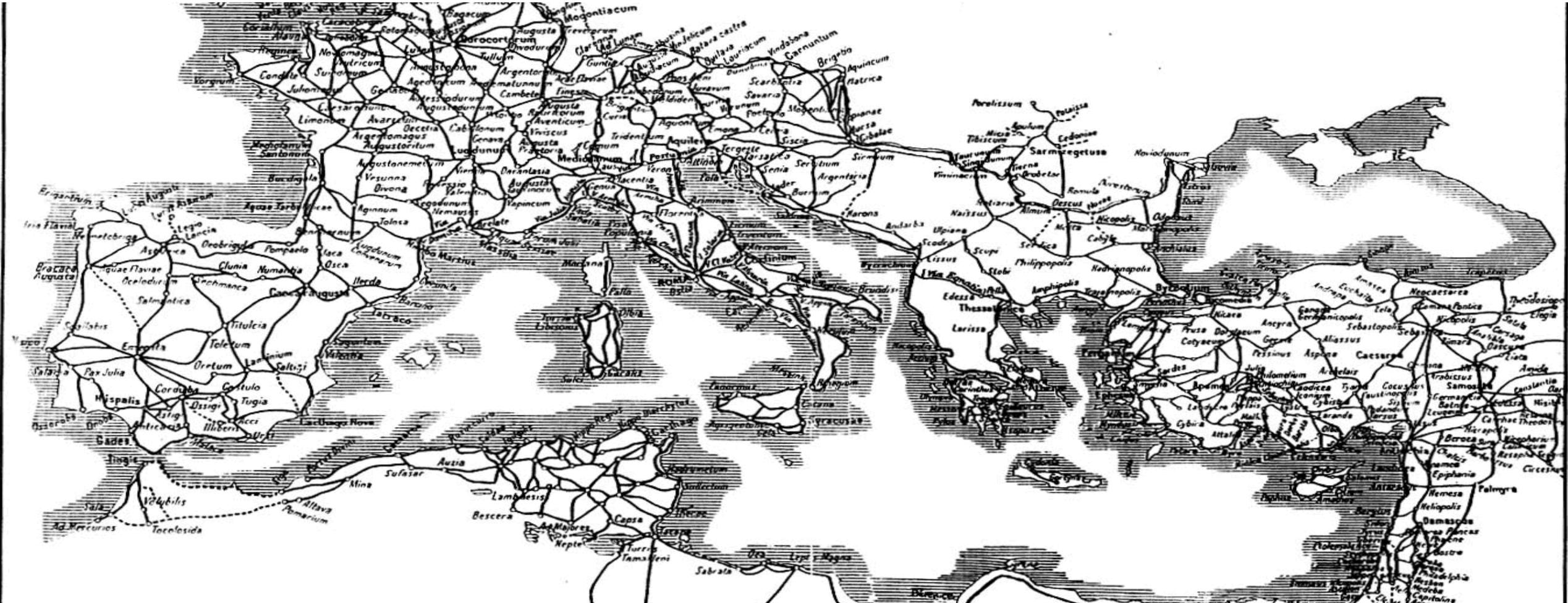


VIA FRANCIGENA



The kilometre zero stone in Canterbury displays the starting point of the way to Rome and, ideally, to Jerusalem.

HISTORICAL ROUTES TO HOLY LAND

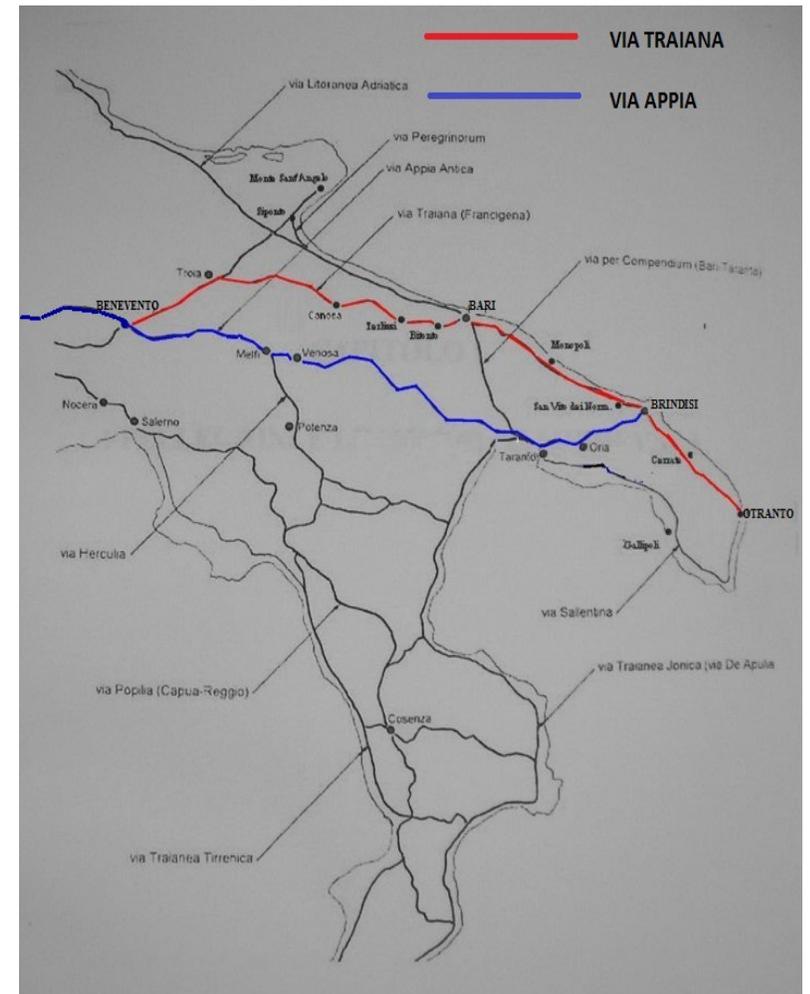


The pilgrims coming from Central and Eastern Europe had two alternatives:

- travel across the Adriatic and Ionian Seas
- travel through the Balkans

HISTORICAL ROUTES TO HOLY LAND

Tabula Peutingeriana



ROUTES TO THE HOLY LAND: THE EARLY CENTURIES,
THE EARLY MIDDLE AGES AND THE EARLY AGE OF THE CRUSADES

In general, the pilgrims used the road network that had been created through out Europe by the Romans. In the late-ancient period this was still fully intact and was basically used uninterruptedly.

ITINERARIUM BURDIGALENSE (333 AD)



Source: G. Marella, M. Leo Imperiale, F. Mitrotti

- **The anonymous pilgrim of Bordeaux and the *Itinerarium Burdigalense* (333 AD)**

followed the **Via Domitia** from **Toulouse** to **Arles**, crossed the Alps and travelled from Turin to Aquileia. He took the valley of the Danube, following the **Via Diagonalis** towards **Constantinople**.

- For the return journey the pilgrim reached **Constantinople**, then took the **Via Egnatia**, travelling through Thrace, Macedonia and Epirus, finally arriving in **Vlorë** where he crossed the straits by ship to Otranto. He took the **Via Traiana**, passing through Brindisi and Bari up to Benevento, the **Via Appia** from Benevento to Rome, the **Via Flaminia** to Rimini and lastly the **Via Emilia** to Milan.

“VIA FRANCIGENA DEL SUD”

On October 18th, 2019 the European Vie Francigene Association (AEVF) unanimously approved the Via Francigena in southern Italy, from Rome to Santa Maria di Leuca.

The new route enriches the historical cultural itinerary approved by the Council of Europe in 1994.

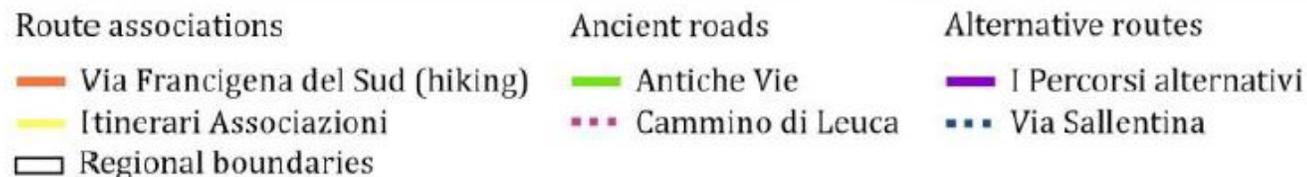
Encompassing about 900 km of history, traditions and locations, the “Via Francigena del Sud” crosses the Italian regions of Lazio, Campania and Puglia.



STRATEGIES FOR THE PROMOTION AND MANAGEMENT OF THE “VIA FRANCIGENA DEL SUD”



Source: <https://www.viefrancigene.org/it/>. Our presentation



In order to optimize these results, The “Via Francigena del Sud” has been enriched by the regional authorities with numerous “variants” with respect to the original historical route.

These are political responses that are partly aimed at promoting inland and rural areas, and also to remedy an undeniable limitation of the route.

An attempt at multilevel governance by building a network within a network project.

EXPECTATIONS AND VISIONS FOR THE FUTURE OF THE “VIA FRANCIGENA DEL SUD”

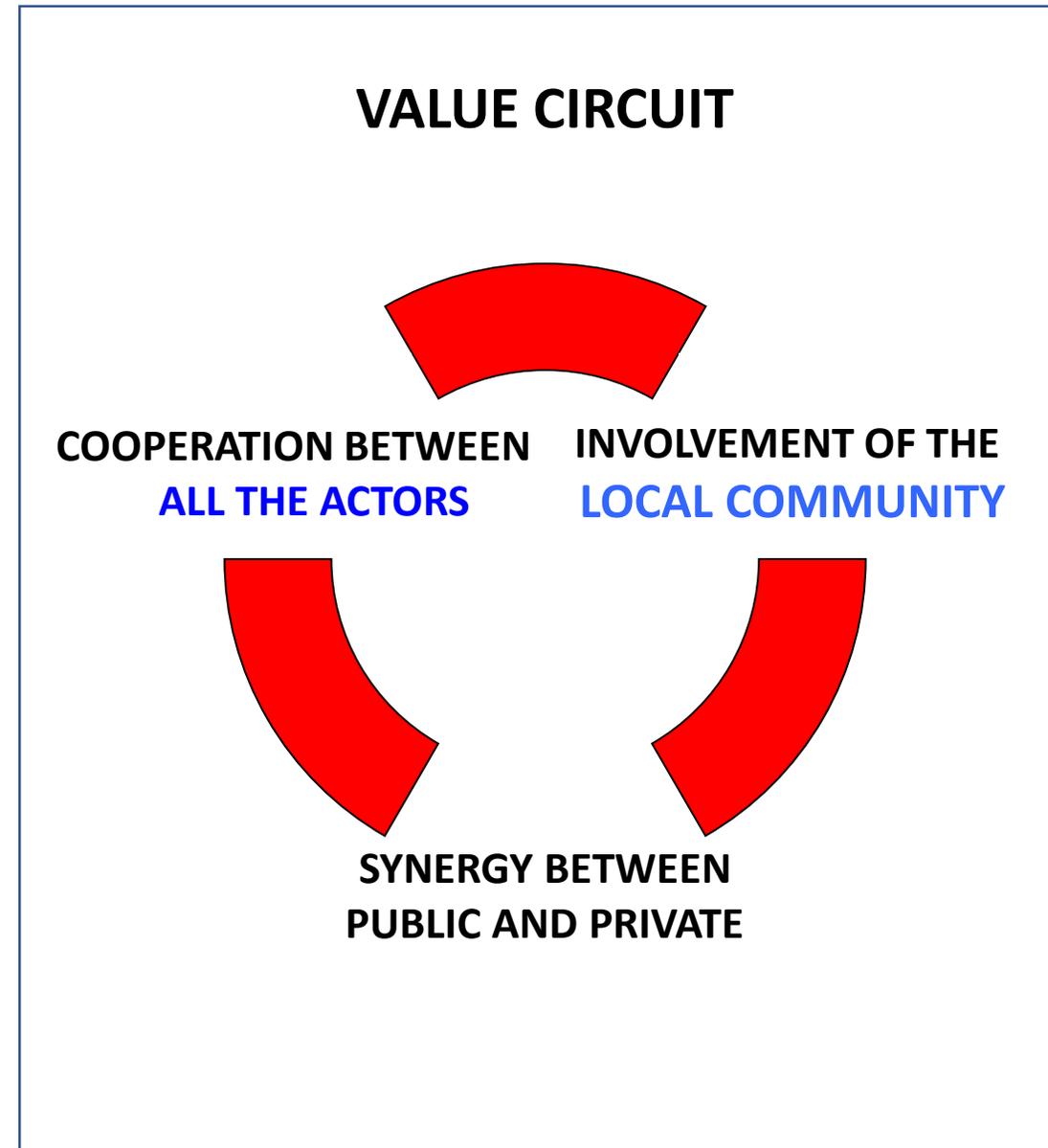
“Via Francigena del Sud” should:

- encourage **sustainable development**
- be managed by formal **collaborative networks** consisting of national, regional and local authorities, and a wide range of stakeholders
- **provide a co-design processes between key stakeholders at local and joint levels.**

Consensus building and strategic partnerships

are the foundations of a sound symbiosis between all actors for a **durable tourism and responsible tourism**, considering the need to **empower the local community**.

European Vie Francigene Association drew up the planning document for the period 2020-2022, identifying **seven macro strategies and nine operational step to expand the capacity of local authorities and the private sector** to offer innovative services for improving the “Via Francigena del Sud” at the global level.

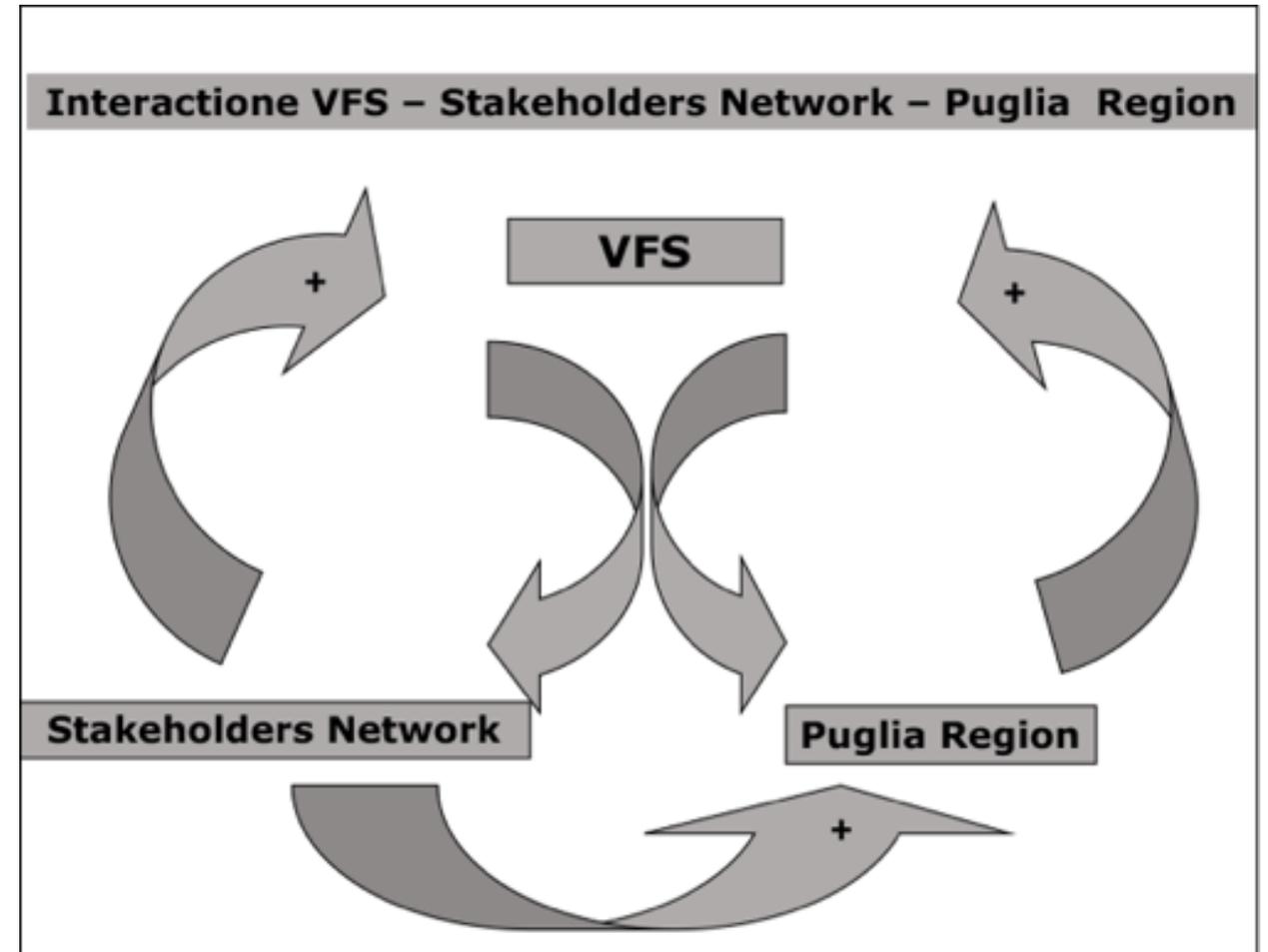


STRATEGIES FOR THE PROMOTION AND MANAGEMENT OF THE “VIA FRANCIGENA DEL SUD” IN PUGLIA REGION

The strategy adopted in Puglia for the promotion and management of the Via Francigena is seen **in the creation of a network of public bodies and private citizens.**

Puglia Regional Administration considers the stakeholders to be beneficiaries of a range of initiatives and the means by which to ensure the success of the venture.

It therefore deliberately includes them in its strategy for promoting the Route by involving them in the management process.



STRATEGIES FOR THE PROMOTION AND MANAGEMENT OF THE “VIA FRANCIGENA DEL SUD” IN PUGLIA REGION

- i. The Regional Administration’s engagement with stakeholders unfolds via public tenders **involving individual municipalities, cultural associations and individual citizens for promoting proximity tourism** that guarantees slow, widespread, seasonally balanced and high-quality tourism.
- ii. Benefiting from the many years of experience of the *Cammini d’Europa* programme (promoted by 16 Local Action Groups from four Italian Regions), as part of its Rural Development Plan for the 2014-2020 programming period, Puglia Regional Administration **has financed measures to promote the “Via Francigena del Sud” by Local Action Groups (Leader program)** offering citizens the chance to set up businesses and become key players in the provision of services and accommodation and catering facilities.
- iii. Puglia Regional Administration **is working in partnership or association with projects financed within the framework of European cooperation programs** that allow the creation of a regional system of routes, helping to define a common identity and a shared plan for quality sustainable tourism.

EU-FUNDED PROJECTS AS A FIELD OF COLLABORATION

- **Participation at EU projects can actually be a very good practice field for the collaboration between public and private sector and different stakeholders.**
- Many strands of EU-funded projects have opened up for supporting SMEs and private businesses in general and for cultural and religious routes for sustainable tourism.
- ***EU COSME Programme 2014-2020 and Cultural Tourism, by promoting sustainable tourism***
(linked to, for instance, cultural routes crossing several countries based on a range of topics, cycling paths, eco-tourism products, historical, religious and pilgrim tourism).
- ***The Interreg V-B Adriatic-Ionian programme***



“VIA FRANCIGENA DEL SUD” OF SALENTO IN PUGLIA REGION

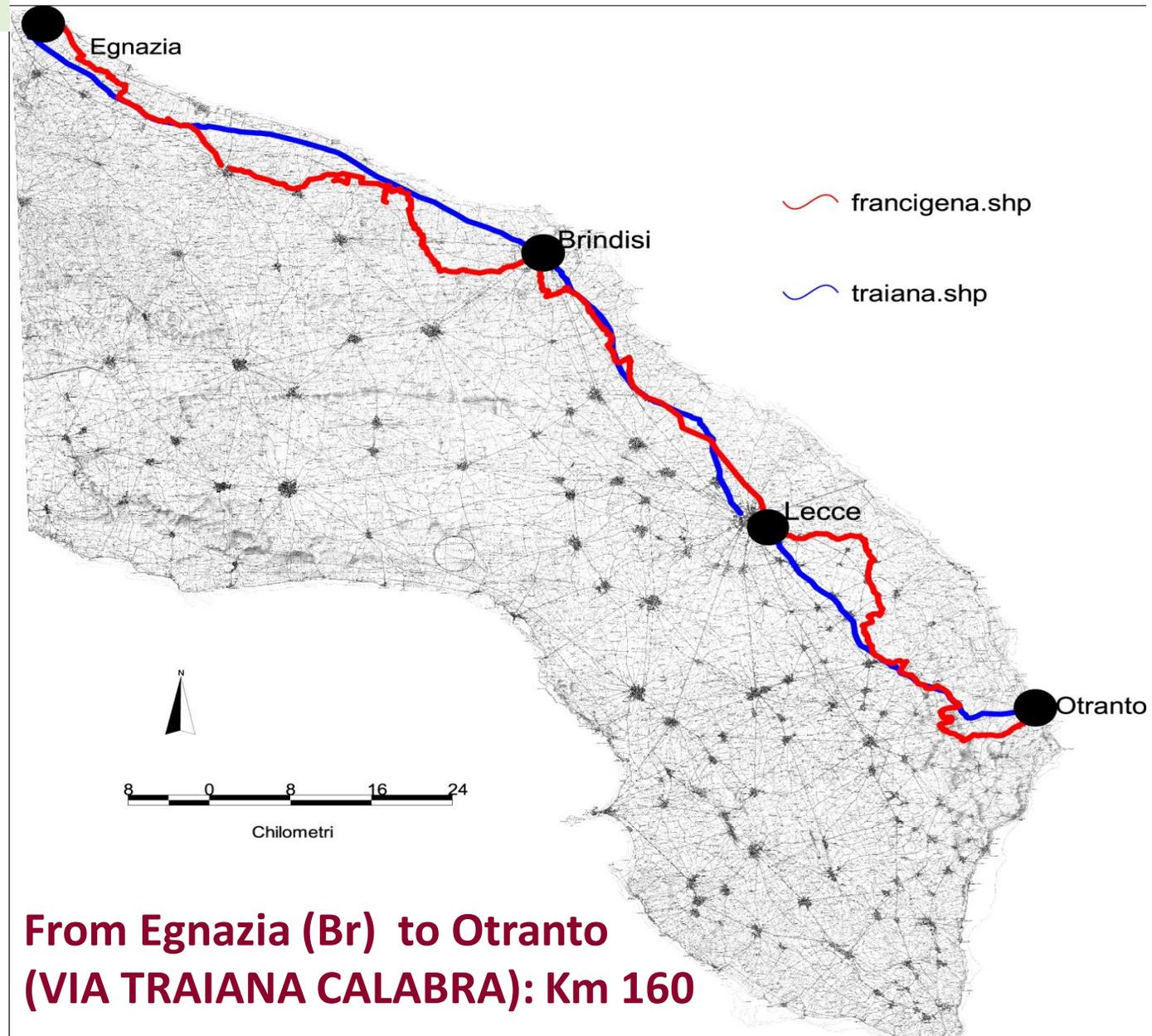
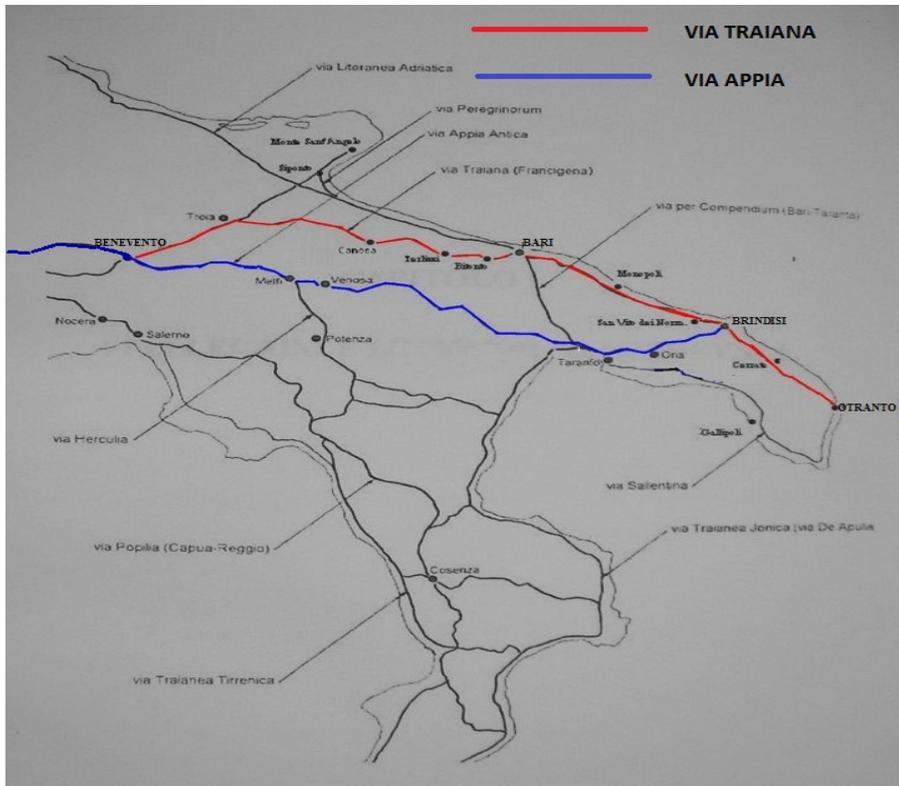
Via Francigena of Salento
is a stretch
of *Via Francigena del Sud*
on the bottom of Puglia
region
in Southern Italy,
that runs from Brindisi
to Santa Maria di Leuca
on the eastern edge of the
Puglia region.



“VIA FRANCIGENA PUGLIESE” ASSOCIATION



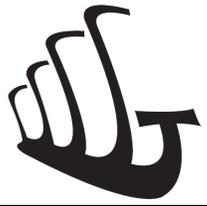
Via Francigena Pugliese Association,
founded in 2010, studied and mapped
Via Francigena salentina
and promotes several cultural initiatives
for the enhancement of the Via Francigena.



**From Egnazia (Br) to Otranto
(VIA TRAIANA CALABRA): Km 160**

Municipalities: 21

Fabio Mitrotti, 2012



THE PROJECT VF OF SALENTO

Via Francigena Pugliese Association

- **To complete the itinerary of the Southern Via Francigena towards the Holy Land**
- **To develop a range of religious-themed cultural tourism products and services across the region in order to enrich and consolidate the tourism sector in the Salento**
- **To generate and coordinate concrete forms of aggregation among the stakeholders and resources of the areas involved**
- **To activate integrated processes for the recovery and promotion of heritage resources designed to strengthen the relationships between the various cultures of the countries affected by the routes**
- **Ensure the effective management of the routes and promotion of the cultural tourism products and services that derive from them**
- **To coordinate, assist and implement the network of relations that will guide the recovery and promotion plan.**

VIA FRANCIGENA OF SALENTO

. Graffiti with sailing ship



Brindisi, church of San Giovanni al Sepolcro, facade (12th century).
The building "stands as the most faithful replica of the Anastasis Rotunda inside the huge complex of the Holy Sepulcher of Jerusalem."

VIA FRANCIGENA OF SALENTO



Abbey of St. Maria di Cerrate, facade.
Graffito with sailing ship (XII century).



Portal of Santa Maria di Cerrate. Archivolto with
Adoration of the Three Kings

Graffito with sailing ship (XII century).



Serra MONTEVERGINE



Oil mill



Masseria Torcito



Otranto Cathedral at the end or beginning of Via Francigena

Stakeholder networks for the promotion of the “Via Francigena del Sud” in Salento

Association Via Francigena Pugliese creates synergism between regional and local authorities, involving a broad range of socio-economic actors from both the public and private sectors. They provide an excellent opportunity for promoting local traditions, arts and crafts, and they are a source of income and development for the local population.

Another strand of the “Via Francigena Pugliese” promotion strategy involves a group of key stakeholders:

municipal administrations, companies, organisations representing specific sectors, scholars and cultural associations eager to promote the Route as an opportunity for development of economic sectors (agriculture, handicraft, tourism and commerce) and to create a network of interest that will be successful in the medium-to-long term.



Via Francigena del Sud – Brindisi, Lecce, Santa Maria di Leuca and local community

VIA FRANCIGENA FOR ALL

COMUNE DI CANNOLE

IL CAMMINO SENZA BARRIERE

DOMENICA 7 NOVEMBRE 2021



PRESSO CANNOLE, SEDE MUNICIPALE

MOLLARE MAI

ASSOCIAZIONE VIA FRANCIGENA PUGLIESE



MOLLARE MAI & VIA FRANCIGENA PUGLIESE ASSOCIATIONS are interested in:

- Setting up a project for the promotion of host disable people
- Creation of services and structures for wayfarers
also actively **involving more municipalities** through which Via Francigena passes and **Puglia Region.**

THEY WANT TO GIVE TO DISABLED PEOPLE:

- Transport suitable for all users
- **High quality services: delivered by trained staff**
- **Activities, exhibits, attractions: allowing participation in walk by everyone**
- **Marketing, booking systems, Web sites and services: information accessible to all.**

THEY LIKE TO BUILD A MODEL OF BEST PRACTICE OF THE VIA FRANCIGENA DEL SUD

Via Francigena of Salento for All could become a good practice in order to provide route equipped with infrastructures and facilities and without barriers for disabled people.

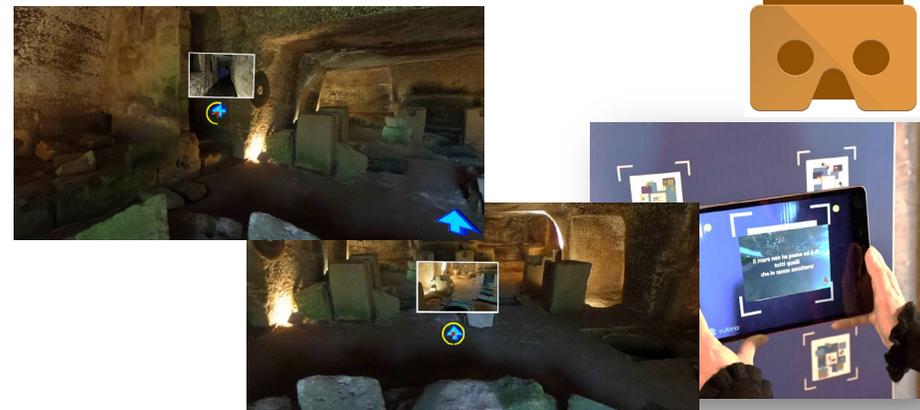
QNeST Innovative Approach

Maps in Augmented Reality and Publications



Virtual route: testing of an innovative fruition of the cultural heritage

Underground oil mill Cannole LE Italy



STRENGTHS

All local stakeholders, either public and private, having an interest in taking part in the initiative and providing related services need to be properly informed and trained.

Apart from benefiting from **economic profits**, these stakeholders will also play a relevant role in **preserving and transmitting local values and traditions**, giving the way farer tourist the opportunity to experience an extraordinary adventure.

The “Via Francigena del Sud” is also **raising awareness among visitors and the local inhabitants** concerning the need to respect the culture and regional qualities and promote sustainable mobility.

WEAKNESSES

There are **numerous difficulties of a technical, organizational and managerial nature** (logistics, services, budgeting, reporting, financing, etc.), in addition to **marketing and communication issues** (lack of ad hoc plans, information management, promotion schemes, etc.).

CHALLENGES

The whole process will necessarily require:

- the activation of a synergy between stakeholders and local resources
- the launch of uniform and unitary enhancement processes and promotional projects
- the routes management and the promotion of the new “tourism-cultural” product
- A complex strategy, requiring an adequate coordination, which is necessary to enliven and implement the relationships network driving the enhancement plan.

CHALLENGES

- **Identifying:** listing relevant groups, organizations and people
- **Analyzing:** understanding stakeholder perspectives and interests
- **Mapping:** visualizing relationships to objectives and other stakeholders
- **Prioritizing:** ranking stakeholder relevance and identifying issues.

OPPORTUNITIES - PERSPECTIVES AND VISIONS

The cultural route “**VIA FRANCIGENA AND VIA FRANCIGENA DEL SUD**”, as an interregional cooperation project, **exemplifies an innovative approach and a new opportunity to manage the tourism potential of the areas involved.**

It should be interpreted as:

- **a ‘complex regional project closely connected to heritage and the landscape’**
- **a route of peace**
- **an opportunity for improving contacts between cultures, in order:**
 - **to recover the memory and historic, cultural, environmental and economic values of Mediterranean regions.**

CONCLUSIONS

- The study showed how the range of tourism services offered by the Southern Via Francigena is contributing to the increase in the number of users – the number of requests for the “pilgrim's passport” made at the Sanctuary of Santa Maria di Leuca (Puglia), revealed an average annual growth of 65.5% from 2015 to 2021.
- **Despite this, the “Via Francigena del Sud” still faces considerable challenges:**
- **Promote a process of sustainable development** at social, environmental and economic level;
- **Create `tourism-cultural products`** generating income in various sectors (gastronomy, crafts, transport, accommodation, retail), with the ultimate aim of setting up a solid and lasting “network of regions” for the development of inland areas;
- **Re-establish a new centrality of Mediterranean Sea**, not so much of the spaces as of the individuals, in a climate of reciprocal respect and understanding.

REFERENCES

- TRONO A (a cura di), *Via Francigena. Cammini di Fede e Turismo Culturale*, Congedo Ed., Galatina, 2012
- TRONO A., FIORE N. (eds), *Travelling to the East on the Via Francigena through art, cultures and history*, Lecce, Esperidi ed. 2012.
- TRONO A., LEO IMPERIALE M., MARELLA G. (eds) *In Viaggio verso Gerusalemme. Culture, Economie e Territori (Walking Towards Jerusalem. Cultures, Economies and Territories)*. Galatina, Mario Congedo Ed., 2014.
- TRONO A., "Itinerari culturali e turismo spirituale. Sfide ed opportunità della via Francigena Salentina Itinerari culturali e turismo spirituale. Sfide ed opportunità della via Francigena Salentina", in Rizzi P., Onorato G. (eds) *Turismo, cultura e spiritualità – Riflessioni e progetti intorno alla Via Francigena* Editore Educatt, Milano, 2017, pp.27-39.
- TRONO A., RUPPI F., MITROTTI F., CORTESE S., "The Via Francigena Salentina as an Opportunity for Experiential Tourism and a Territorial Enhancement Tool" , in *Almatourism - Journal of Tourism, Culture and Territorial Development*, 8(6), 2017, pp. 20- 41
- OLSEN D.H., TRONO A., (eds), *Religious Pilgrimage Routes and Trails*, CABI publisher. 2018.
- TRONO A., "Itinerari culturali e percorsi religiosi. Gestione e valorizzazione" in M.S.Calo' Mariani, A.Trono, (eds) *Le vie della Misericordia. Arte, cultura e percorsi mariani tra Oriente e Occidente. The Ways of Mercy: Arts, Culture and Marian routes between East and West*. Mario Congedo publisher. 2017, pp. 617-634.
- TRONO A., CASTRONUOVO V. The Via Francigena Del Sud: The Value of Pilgrimage Routes in the Development of Inland Areas. Two Emblematic Cases. *Revista Galega de Economía*, 30 (3), 2021, 7701
- TRONO A., OLIVA L. The Via Francigena del Sud towards Rome: for an innovative spiritual vision. *Religions*, 12, 2021, 1065.
- TRONO A., Puglia, terra di arrivo e area di transito di pellegrini verso l'Oriente. Nuove occasioni di turismo esperienziale e prospettive di turismo durevole nell'area mediterranea. In: A.M. Minutilli (ed). *La Via Francigena Del Sud. Uomini, Santi, Luoghi E Mete Bari*, Edipuglia, 2022
- TRONO A.(ed.) *Sustainable Tourism and Cultural Routes In the Ionian and Adriatic Regions*. Roma, Tab publisher, 2022.
- TRONO A., Religious Tourism as Economic Development Policy: The Politics of Tourism Development. In: Polyxeni Moira & D. Bozonelos (eds) *Politics of Religious Tourism*, CABI publisher.
- TRONO A., Itinerari Culturali e Turismo Spirituale. Sfide ed Opportunità della Via Francigena Salentina. In: G. Otranto (ed). *Atti del Convegno internazionale «Fede, cultura e pellegrinaggi tra Atlantico e Mediterraneo. Da Finisterre a Santa Maria di Leuca de finibus terrae»*, Bari, Edipuglia.
- TRONO A., CASTRONUOVO V., Pilgrimage Tourism, Accessibility and Local Communities. In: *Pilgrimage Tourism, Accessibility And Local Communities in Western Countries* (R.N. Prozano and Xosé Santos eds.) Springer publisher

Many thanks for your attention