

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

4-6 December 2014, FLORENCE - Italy

## **CALL FOR PAPER**

The Council of Europe, along with the European Institute of Cultural Routes, has taken an important step to support and to obtain official recognition that, since 1987, first with the Camino de Santiago de Compostela and then with the Via Francigena, has given impetus to a strong growth throughout Europe, at national and regional level, of different cultural and tourist routes based on the theme of pilgrimage and spirituality. The pilgrimage routes are created in order to protect cultural and social aspects of today's society and, at the same time, to promote sustainable tourism and quality in Europe, particularly in rural areas and less known destinations.

Over twenty five years on, this conference invites scholars, researchers, public and private actors in the sector, tour operators, associations and more, to a moment of reflection and sharing to examine the heritage of these routes, and in particular pilgrimage routes, often coinciding with ancient European thoroughfares. The themes proposed to participants are culture and society, landscape, rural, multi-functionality, quality of life, rural tourism, including economic sustainability and methods for promoting tourism, with a view to sustainable local and international development.

## **OFFICIAL PARTNERS**



## **SCIENTIFIC EVENTS**

- Italian Association of Agricultural Engineering (AIIA) - II Section
- Second event of the series « Uniscape: Landscape en Route »
- European Universities Network of Knowledge for Cultural Itineraries (EUNeK)

## **NATIONAL AND INTERNATIONAL SCIENTIFIC INSTITUTIONS WHO HAVE JOINED THE INITIATIVE**

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| ➤ Italian Association of Agricultural Engineering (AIIA)  | ➤ Italian Association of GREENWAYS   |
| ➤ Italian Association for the recovery of agricultural realities and places (RURALIA)                     | ➤ Center for Advanced Studies in Tourism (CAST), Alma Mater Studiorum – University of Bologna                    |
| ➤ European Universities Network of Knowledge for Cultural Itineraries (EUNeK)                             | ➤ European society of agricultural engineers (EURAGENG)  |
| ➤ LAB-PACT Laboratori de Patrimoni, Creativitat i Turisme Cultural (UB+IBERTUR), University of Barcelona  | ➤ International commission of agricultural and biosystems engineering (CIGR) [ <i>waiting for confirmation</i> ] |
| ➤ Institut de Recherche et d'Etudes Supérieures du Tourisme (IREST), University of Paris 1                | ➤ Cambridge Center for Landascape and People, University of Cambridge (CCLP)                                     |
| ➤ European Network of Universities for the implementation of the European Landscape Convention (UNISCAPE) | ➤ Italian Association of Geography Teachers - (AIIG)   |

## TOPICS

### 1. Conservation and evolution of the landscape along the routes

Walking a pilgrimage route means entering into a deeper and more intimate relationship with the natural environment, which over the years is sometimes profoundly changed. Therefore the scenic value of the walks, often a primary source of inspiration and choice for those who go on the road, deserves careful conservation measures.

*Keywords: conservation, evolution, inspiration, historical landscape, protection, environmental heritage*

### 2. Life quality and social impact

Pilgrimage routes have the goal to preserve the social identity of places and people, starting from food, linked to agricultural activity, to local activities such as crafts and manufacturing, from local awareness of a cultural heritage to the promotion of a "Slow Pace" as a healthy habit for life.

*Keywords: quality of life and wellbeing, composite indicators, social impact, cultural heritage*

### 3. Tourism and local development

Tourism along pilgrimage routes is the result of a broader vision of rural tourism, which requires appropriate methods of design, construction, maintenance of facilities and infrastructures at the service of the routes, which often have to follow the requirements and rules of the agricultural world.

*Keywords: rural tourism, structural and infrastructural planning, naturalistic engineering, sustainable materials, refurbishing and reuse of obsolete buildings, agriculture, typical products, slow movement, greenways*

### 4. Sustainability in the rural areas

Tourism is a powerful motor for the development of rural areas, especially areas destined to marginalization, by virtue of its ability to generate both social and economic benefits. More and more often, however, the negative effects of tourism become apparent. A lack of proper planning, may undermine the delicate balance of socio-environmental impacts of these territories.

*Keywords: sustainability, socio-economic development, planning, network management, multi-functionality, diversification*

### 5. Tools and methods for building a tourist attraction

The implementation of appropriate marketing actions for pilgrimage routes begins with the identification of appropriate traditional and innovative methods aimed at the creation of a specific tourism product. This must be achieved by analyzing the demands of the market and of the users themselves.

*Keywords: tourism product, marketing, monitoring, market research, innovative technologies*

## ABSTRACT SUBMISSION

Authors are invited to present an abstract of their paper and, upon acceptance, they will be invited to present the final text. Works will be accepted for oral or poster presentation on the basis of a revision process. Works must adhere to the theme of the conference and must be unpublished or presented at another conference. The language of the abstracts and of the final papers must be English. Abstracts must not exceed 500 words (without counting references to authors and affiliations) and must include authors names and affiliations, addresses, and an outline of their research purposes, methods and results. Abstracts must be sent to the organization of the conference by e-mail [epr2014@gesaaf.unifi.it](mailto:epr2014@gesaaf.unifi.it), and must specify the method of presentation.

## PUBLICATIONS

All accepted papers (also in the form of posters) will be published in the conference proceedings, in the form of e-book. Some selected papers will be published in an issue of a scientific journal (to be announced soon). In order for the work to be published in the proceedings, however, it is necessary that at least one author should attend to the conference.

## CONFERENCE CHAIRS/SPEAKERS

For each session there will be prominent speakers of national and international repute.

## SCIENTIFIC COMMITTEE

Matteo Barbari - University of Firenze; Fiorella Dallari - Alma Mater Studiorum, University of Bologna; Patrizia Tassinari - University of Bologna; Giovanni D'Agliano - Regione Toscana; Massimo Tedeschi - AEVF; Mauro Agnoletti - University of Firenze; Silvia Beltramo – SiTi of Torino; Pierluigi Bonfanti - University of Udine; Simone Bozzato - Italian Geographical Society; Leonardo Casini - University of Firenze; Nunzia Celli - Ariminum; Renata Crotti - University of Pavia; Carmelo Riccardo Fichera - University of Reggio Calabria; Maria Gravari Barbas - Institut de Recherche et d'Etudes Supérieures du Tourisme, University of Paris 1; Enrica Lemmi - Fondazione Campus Lucca; Mario Lusek – CEI, Roma; Bas Pedrolí – UNISCAPE, University of Wageningen; Gloria Pungetti - Center for Landscape and People, University of Cambridge; Leonardo Rombai - University of Firenze; Giacomo Scarascia Mugnozza - University of Bari; Alessandro Toccolini - University of Milano; Giovanna Tomaselli - University of Catania; Jordi Tresserras - University of Barcelona; Anna Trono - University of Salento.

## VENUE

The conference will take place in the historic center of FLORENCE (Tuscany-Italy) and includes a technical visit in one of the most beautiful sections of the Via Francigena in the beautiful Tuscan landscape. The final program of the conference and the various initiatives will be announced at a later date.

## IMPORTANT DEADLINES

**Abstract submission:** 31<sup>th</sup> May 2014

**Notification accepted abstract:** 30<sup>th</sup> June 2014

**Final paper submission:** 15<sup>th</sup> October 2014

**First deadline for registration:** 15<sup>th</sup> July 2014

## REGISTRATION FEE

|   | Before the 15th July | After the 16th July |
|---|----------------------|---------------------|
| Member of one of the scientific institutions who have joined the initiative | 180.00 €             | 220.00 €            |
| Not member  | 220.00 €             | 260.00 €            |
| Student   | 120.00 €             | 120.00              |

*(The registration fee includes: 2 lunches, coffee-breaks, a participant kit and a copy of the conference's proceedings)*

**Technical tour** on the third day along the Via Francigena (lunch included): 50.00 €

**Conference gala dinner** in a splendid site in Florence (Thursday): 50.00 €

## NOTE

Simultaneous translation Italian/English of speeches.

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### Organizing Secretariat

Department of Agricultural, Food and Forestry Systems (GESAAF)

Via San Bonaventura, 13 – 50145 Firenze

Conference web site at [www.epr2014.unifi.it](http://www.epr2014.unifi.it)

For inquiries, please contact us at mail [epr2014@gesaaf.unifi.it](mailto:epr2014@gesaaf.unifi.it)