



**CULTURAL ROUTES
OF THE COUNCIL OF EUROPE:
CULTURAL HERITAGE, LANDSCAPE AND TOURISM
WORKSHOP**

**SCIENTIFIC COORDINATOR
SILVIA BELTRAMO**



DIST TEACHING PROJECT 2022

LM48 PIANIFICAZIONE TERRITORIALE, URBANISTICA E PASAGGISTICO-AMBIENTALE
MSc TERRITORIAL, URBAN, ENVIRONMENTAL AND LANDSCAPE PLANNING

LM3 PROGETTAZIONE DELLE AREE VERDI E DEL PAESAGGIO

LM80 GEOGRAFIA E SCIENZE TERRITORIALI

LM56 ECONOMIA DELL'AMBIENTE, DELLA CULTURA E DEL TERRITORIO

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CULTURAL ROUTES OF THE COUNCIL OF EUROPE: CULTURAL HERITAGE, LANDSCAPE AND TOURISM
Workshop with study visits (July-September 2022)
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POLITO-UNITO Teaching Staff: Silvia Beltramo, Andrea Bocco, Marta Bottero, Claudia Cassatella, Marco Devecchi, Andrea Longhi, Carlo Salone, Rosa Tamborrino.

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PRESENTATION

Andrea Bocco

Politecnico di Torino-DIST
Head of the Department

In 2020, DIST signed an agreement of adherence to the University Network for Cultural Routes Studies, which includes 22 other universities interested in studying and researching the European Cultural Routes (ECRs) and supporting scientific, teaching and third-mission activities on them. With this act, a commitment was officially formalized with the European Institute of Cultural Routes – which some colleagues had been pursuing for years, in particular Silvia Beltramo, with her assignment as expert evaluator of ECRs. Only two other Italian universities are part of the network: Bologna and Milano Bicocca.

This adherence is entirely coherent with the institutional activity of the department: one of the three DIST research strands is “Heritage”, with reference to territorial cultural heritage and territorial systems of cultural heritage. DIST covers almost all the disciplinary fields present in the network: from heritage making and interpretation to cultural heritage management; from cultural and environmental landscape to urban regeneration; and from economics and the geography of tourism (with a focus on local development issues) to sociology (with a focus on local community participation).

Thanks to its multidisciplinary nature and its role in a Bachelors degree and six Masters degrees, DIST is able to offer courses in almost all the areas listed under the mission of the University Network for Cultural Routes Studies: heritage; tourism; urban and territorial planning; geography; heritage and cultural tourism; territorial management; local development; governance and participation; political studies; new technologies; tourism economics; and heritage law. Particularly within the Masters degrees in “Cultural Heritage and Creativity for Tourism and Territorial Development” (Università degli Studi di Torino) and in “Economia dell’Ambiente, della Cultura e del Territorio” (Università degli Studi di Torino, inter-university), as well as the Masters degrees in “Pianificazione urbanistica e territoriale | Territorial, Urban, Environmental and Landscape Planning” (Politecnico di Torino), “Architettura del Paesaggio” (Politecnico di Torino, inter-university), “Geografia e Scienze Territoriali” (Università degli Studi di Torino, inter-university) and “Digital Skills for Sustainable Societal Transitions” (Politecnico di Torino, inter-university).

A variety of skills and professional profiles that could unfold complementary contribution to really make initiatives such as the ECRs into opportunities for enhancing heritage, local development and strengthening European cohesion beyond the borders that today, after a period in which at least in Europe they seemed to have been erased, are sadly returning to being closed, to separate people, to radicalize real or fictitious identities that distinguish “us” from “them”.

On the other hand, the Council of Europe’s Cultural Routes programme, launched in 1987, has the opposite aim: through the recognition and promotion of itineraries that can actually be travelled, or which are linked by a thematic thread, to highlight themes representative of a multiple European cultural identity made up of many elements, stratified over the centuries and even spurious, contributing to the interpretation of diversity in today’s Europe. There are now 48 itineraries as part of the programme, dedicated to themes of incredible richness and variety, plots that unite the many pieces that make up this small continent.

By selecting Silvia Beltramo’s proposal through a call for departmental teaching projects, DIST supported the creation of a workshop entitled “Cultural Routes of the Council of Europe: Cultural Heritage, Landscape and Tourism” (to which this volume is dedicated), in which different local authorities and students from various Politecnico and Università degli Studi di Torino’s degree courses were involved. I believe that this workshop should be repeated in a more expanded version, for example as a summer school, to extend participation.

In conclusion, I would like to express the hope that DIST’s commitment to the ECRs will continue through teaching activities (with didactic programmes and degree subject offerings specifically dedicated to them at all three levels of education), through research (with collaborations and exchanges with other universities in the network) and through the third mission (with more direct involvement in the scientific and managerial support of the itineraries; also by developing projects that use these itineraries as an opportunity to increase the sustainability of the territories they pass through).



INDEX

INTRODUCTION

Silvia Beltramo

7

THE COUNCIL OF EUROPE'S HERITAGE VISION: FROM THE CULTURAL ROUTES PROGRAMME TO THE FARO CONVENTION

Luisella Pavan-Woolfe

8

PART I - LECTURES

10

EUROPEAN CULTURAL ROUTES: HISTORICAL PILGRIMAGE ROUTES AND CULTURAL HERITAGE FOR SUSTAINABLE TOURISM

Silvia Beltramo

11

EUROPEAN CULTURAL ROUTES: NETWORKING, REGIONAL GOVERNANCE AND MANAGEMENT THE VIA FRANCIGENA. LOCAL RESEARCH PROJECTS

Anna Trono

18

LANDSCAPE NETWORKS AND THEIR MEANINGS IN PLANNING ACTIVITIES

Claudia Cassatella

22

LANDSCAPE VALUES FOR THE TOURIST ENHANCEMENT OF THE VIA FRANCIGENA: AN APPLICATION TO THE ALPINE VINEYARD LANDSCAPES OF PIEDMONT (ITALY)

Federica Bonavero, Claudia Cassatella, Bianca M. Seardo

26

CULTURAL ROUTES AND SUSTAINABLE TOURISM: REFLECTING ON THE LESSONS LEARNED FROM THREE TRANSNATIONAL COOPERATION PROJECTS

Maria Laura Gasparini

30

CULTURAL ROUTES AND HERITAGE SYSTEMS: A MANAGEMENT PERSPECTIVE

Alessio Re

34

STORIES VS STORIES: THE ADDED VALUE FOR MANAGING THE CULTURAL TOURISM

Dusan Vrban

40

THE PROMOTION AND ENHANCEMENT OF A SPECIAL PLACE LIKE THE MONUMENTAL CEMETERY OF TURIN

Renata Santoro

42

CEMETERIES AS IMPORTANT URBAN GREEN SPACES OF TURIN

Luca Battisti, Marco Devecchi

46

PART II - SITE VISITS DAYS DIARY	50
PART III - STUDENTS' PROJECT PROPOSALS	58
<i>INTRODUCTION TO STUDENTS' PROJECT PROPOSALS</i> Ilaria Papa	59
<i>PLAYGROUND ALONG VIA FRANCIGENA</i> Lin Yang	62
<i>MEETING VIA FRANCIGENA. INTERACTION BETWEEN THE EUROPEAN CULTURAL ROUTE AND LOCAL ITINERARIES</i> Davide Brunelli	66
<i>VIA FRANCIGENA. CULTURAL REVIVAL PROGRAMME</i> Haici Chang	70
<i>CEMETERIES: FOR THE CITIZENS, JUST AS FOR THE TOURIST</i> Belal Neazi	76
<i>CEMETERIES AS PATHS OF MEANING. A SENSORIAL PATH FOR HISTORIC CEMETERY OF TURIN</i> Vittoria Biasiucci	80
<i>THREE CALLS TO ENHANCE AND PROMOTE THE EUROPEAN CULTURAL HERITAGE BY ENCOURAGING ARTISTIC PRACTICE: ARTIST'S TOMBS. PROJECT YOUR OWN TOMB</i> Daniele Pilla	84
<i>THE CERTOSA OF BOLOGNA HISTORIC CEMETERY: CATEGORY IS FASHION!</i> Mikhail Wassouf .	88
<i>SPECIAL STORIES FOR OUR CHILDREN IN HISTORIC CEMETERIES</i> Zeynep Ozeren	90

PART III - STUDENTS' PROJECT PROPOSALS

INTRODUCTION TO STUDENTS' PROJECT PROPOSALS

Ilaria Papa
Politecnico di Torino-DIST

The development of a project proposal by the students constituted an important phase of the workshop activities.

With the support of what they had learnt throughout the lectures, and strengthened by their active experience in the field during the site visits days, the participants were called upon to independently develop a project proposal concerning one of the two European Cultural Routes (ECRs) that were the subject of more in-depth study: the Via Francigena and the European Cemeteries Route.

The final aim was to invite them to reflect on the themes of knowledge, promotion and valorization of the cultural and landscape heritage with reference to the ECRs programme, adopting a wide-ranging perspective and trying to focus specifically on two of the priority fields of action defined by CM/RES(2013)/67, which were selected and proposed:

(4) the contemporary cultural and artistic practice (including cultural and educational activities and the participation of young people); and

(5) cultural tourism and sustainable cultural development.

For each selected ECR and priority field of action the initial requests were:

to motivate the choice;

to collect an essential bibliography and sitography to support the research and the development of the project idea;

to carry out analyses in order to highlight critical issues and strengths to contextualize themes and problems.

For guiding the drafting of proposals, in quality of tutor of the workshop, I attempt to encourage students to reconstruct a wide framework within which to develop their own reflections, trying to stitch together the contents of the lectures and what they had experienced and observed in the field: the walk along the Via Francigena in Emilia Romagna, the institutional meetings in Fidenza and Pontremoli, the guided visits to the monumental cemeteries of the Certosa in Bologna and Turin and, moreover, the museums and other cultural sites they 'discovered', without overlooking the peculiarities that emerged in the different urban and territorial contexts and the

characters and values of the cultural heritage and landscape underlined.

The project proposals range from the territorial scale to that of punctual sites. With the support of differentiated analyses, they reach different levels of detail and primarily involve places and themes visited and discussed together.

In particular, the project proposals concerning the Via Francigena were aimed at fostering contemporary cultural and artistic practices with the creation of meeting places along the ECR path (Lin Yang); at developing cultural tourism and sustainable cultural development, favouring the enhancement of exchanges and interactions between the ECR and other existing paths (Davide Brunelli); at setting up cultural programmes and promoting events and initiatives capable of strengthening the link between the Via Francigena and the excellence of the territories it crosses (Haici Chang).

Similarly, with regard to the European Cemeteries Route, the participants reflected on the theme of sustainable tourism and the creation and enhancement of cultural and artistic practices, highlighting the crucial role that the cemeteries can play for citizens as well as tourists (Belal Neazi); proposing new 'modes' of fruition and different experiences of visit, together with varied activities and events that these spaces can host (Vittoria Biasiucci, Daniele Pilla, Mikhail Wassouf); and also taking into account aspects related to cultural heritage education (Zeynep Ozeren).

Despite the limited time available, and although in most cases they were more like concepts than project proposals in the strict sense of the word, the works are able to convey the lens through which the participants looked at the theme of the ECRs, as well as the different perspectives through which they focused on problems and attempted to formulate 'solutions'.

It is particularly interesting to observe that, both in the descriptive parts and in the graphic apparatuses developed to describe the proposals, each project took a precise direction reflecting the training paths of each student and what was learnt from the workshop activities, but also personal interests and aptitudes, which contributed to significantly enrich the final works.

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Council of Europe. *Resolution CM/Res (2013)67 on the rules for the award of the "Cultural Route of the Council of Europe" certification*. 2013. (<https://rm.coe.int/16807b7d5b>)

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“THE IDEALS OF FREEDOM AND JUSTICE, AND CONFIDENCE IN PROGRESS ARE THE PRINCIPLES WHICH, THROUGHOUT HISTORY, HAVE FORGED THE DIFFERENT CULTURES THAT GO TO MAKE UP THE SPECIFICALLY EUROPEAN IDENTITY. [...] [T]HAT CULTURAL IDENTITY HAS BEEN AND STILL IS MADE POSSIBLE BY THE EXISTENCE OF A EUROPEAN SPACE BEARING A COLLECTIVE MEMORY AND CRISS-CROSSED BY ROADS AND PATHS WHICH OVERCOME DISTANCES, FRONTIERS AND LANGUAGE BARRIERS”

Council of Europe, Santiago de Compostela Pilgrim Routes declaration as Europe's first Cultural Route, October 1987



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