2nd Conference of the University Network for Cultural Routes of the Council of Europe:

# Advancing and sharing knowledge for a better Programme of Cultural Routes

Lugano, 12-13 November 2026

## DRAFT PROGRAMME

**12 November 2026**

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| 8:45<br>Aula Magna | Registration |
| 9:30<br>Aula Magna | **Opening**<br>- prof. Lorenzo Cantoni and dr. Silvia De Ascaniis, Conference chairs<br>- prof. Claudio Bassetti, Rector of Università della Svizzera italiana – USI (video-message)<br>- prof. Hibberd Matthew, Dean of the Faculty of Communication, Culture and Society, USI<br>- Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe – EPA<br>- David Vitali, Deputy Director of the Federal Office of Culture |
| 10:00<br>Aula Magna | **Keynote speech**<br>*Switzerland at the heart of Europe. Its role in shaping the European identity*<br>Prof. Antonio Loprieno |
| 10:45 – 11:30<br>Aula Magna | **Roundtable**<br>*The role of Switzerland in the Cultural Routes programme: best practices and lessons learnt*<br>- Julien Vuilleumier, Federal Office of Culture, EPA Governing Board representative for Switzerland<br>- Catherine Hannequart, Via Francigena<br>- Regula Wyss, European Route of Industrial Heritage<br>- Florian Hitz, Huguenot and Waldensian Trail<br>Moderator: Silvia De Ascaniis |
| 11.30 – 12.00<br>Aula Magna Foyer | Coffee break and posters presentation |
| 12:00 – 13:00<br>Aula Magna | Parallel sessions<br>**Heritage**<br>- Harriet Dixon, Patrick Holladay and Anthony Dixon. *From Static Markers to Cultural Routes: The Role of Historical Markers in Supporting Place-Based Heritage Connections*<br>- Alessia Mariotti and Patrizia Battilani. *From Divisive Pasts to Shared Routes: Cultural Routes as Frameworks for Managing Dissonant Heritage in Europe*<br>- Lorenzo Francisci. *Cultural Routes and Industrial Heritage: Stifone and the Proposal for Its Inclusion in the European Route of Industrial Heritage*<br>Moderator: TBD |
| SI 007 | **Storytelling and Cultural Mediation**<br>- Alexander Dimitrov. *Tour Guides as Storytellers: Connecting Roman Heritage and Wine Culture on the Danube River*<br>- Fabio Morotti. *"Bringing Aeneas Back Home": Myth, Heritage, and Cultural Mediation in the Aeneas Route*<br>- Filareti Kotsi and Tatiana Iretskaia. *Heritage, Place, and Storytelling: Interpreting Iter Vitis in Greece and Georgia*<br>Moderator: TBD |
| 13:00 – 14:30<br>Aula Magna Foyer | Lunch |

14:30 – 16:00 Parallel sessions

Aula Magna **Rural development, Sustainability & Accessibility**

- Gianluca Bambi, Giuseppe Rossi, Leonardo Conti and Martina Elmi. *Cultural Routes as Tools for Sustainable Rural Development: Integrating Flow Monitoring and User Experience along the Via Francigena*
- Elisabetta Doria, Maya Moussallieh, Claudia Lupi and Marco Morandotti. *Digital mapping for the sustainable management of Cultural Routes: documenting built heritage and infrastructural criticalities along the Via Francigena in Pavia*
- Anna Trono. *The Via Francigena for All*
- Leonardo Porcelloni. *Accessibility for All in the Cultural Routes of the Council of Europe: Learning from the Practices and Governance of Pilgrimage Networks*

Moderator: TBD

SI 007 **Personal Growth and Education**

- Frederike van Ouwerkerk. *Playing with Heritage*
- Kamila Midor. *Walk with grief: Alone or lonely? How people talk about and process their grief on the Camino de Santiago based on their online posts*
- Anna Kvitka. *St. Olav pilgrim badges*
- Silvia Beltramo. *On and around the ECRs Programme: Reflecting on Research and Teaching Experiences*
- Valbona Karakaci and Rrezarta Dracini. *Universities, Human Sciences, and Cultural Routes: An Albanian Case Study Supporting the Transhumance Trails Network*

Moderator: TBD

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16:00 – 16:30 Coffee break and posters presentation

Aula Magna Foyer

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16:30 – 17:45 Parallel sessions

Aula Magna **New routes**

- Carmen Leo. Via Francigena Schools of Southern Salento. *An original experiment about a new Scholastic Cultural Route along the Via Francigena in the Salento*
- Ágnes Sallay, Zsuzsanna Mikházi, Katalin Takács and Imola G. Tar. *Cultural trail planning as a tool for preserving Swabian traditions*
- Philip Xie. *Reclaiming the Rust Belt: Proposing a Midwestern Route of Industrial Heritage (MRIH)*
- Aikaterini Zografistou, Georges Stassinakis, Ioanna Spiliopoulou, Maria Kouri. *European Routes of Nikos Kazantzakis: A Journey through the Places, Art, Literature, and Values of Europe, Past and Present*

Moderator: Valbona Karakaçi

SI 007 **Communication & Brand positioning**

- Iuliia Eremenko. *Brand Positioning in a Transnational Serial World Heritage Site: Strategic Choices of the Great Spa Towns of Europe*
- Dariusz Raś, Magdalena Niewczas-Dobrowolska and Anna Prusak. *Representation and communication of the Krakow Culinary Trail in media and tourism publications*
- Lydia Jose. *Decoding the Silk Roads: Young Digital Audiences and the Reception of Heritage Representation on the Council of Europe's Silk Roads CR*

Moderator: TBD

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| 18:00<br>Location TBC | Meeting of the members of the University Network for Cultural Routes |
| From 20:00<br>Asilo Ciani, Lugano | Gala dinner |

**13 November 2026**

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| 9:00 – 10:30<br>Aula Magna | Parallel sessions<br>**ICTs & Digitalization**<br>- Beatrice Ghiringhelli Cavallo, Silvia De Ascaniis, Lorenzo Cantoni. *Online Communication of Cultural Routes of the Council of Europe. An analysis of the official websites*<br>- Licia Calvi. *The digital transformation of European Cultural Routes professionals*<br>- Gianluca Bambi, Francesca Pirillo, Leonardo Conti, Giuseppe Rossi and Sebastian Schweizer. *Cultural Routes as Landscape Reading Devices: GIS-Based Multisensory Indicators for Digital Interpretation*<br>- Miaotong Yuan. *ICT-Enabled Resilience: Enhancing OUV Through Heritage Conservation and Sustainable Tourism on Transnational Linear Cultural Routes*<br>Moderator: Phililp Xie |
| SI 006 | **Spirituality & Universal values**<br>- Giovanna Rech and Sabrina Meneghello. *Defining Spiritual Sustainability. From Theory to practice along the Romea Strata*<br>- Ilaria Papa. *Monastic Networks in Knots: The Cluniac Sites in Europe ECR and the Architectural Heritage of Italian Cluniac Monasteries Reformed in the Early Modern Period*<br>- Ivan Bodrozic. *The Religious Heritage of the Croatian People on the Path to European Unity*<br>- Jack Shepherd and Dimitri Ioannides. *Pilgrim for Peace: Using Cultural Routes as Infrastructure for Peacebuilding*<br>- Maria Laura Gasparini. *Pilgrimage Routes and Cultural Europeanization: The Saint James Way as the First European Cultural Route*<br>Moderator: Leonardo Porcelloni |
| 10:30 – 11:00<br>Aula Magna Foyer | Coffee break and posters presentation |
| 11:00 – 12:30<br>Aula Magna | Parallel sessions<br>**Tourism**<br>- Martin White. *From Biographical Trails to Ethical Mobility: A Dual-Axis Framework for Expanding Council of Europe Literary Routes*<br>- Marzia Liuzza. *A Tourism Manifesto Framework for Sustainable Cultural Routes*<br>- Peter Ivanič, Hilda Kramáreková, Martin Hetényi and Jozef Filo. *The Cyril and Methodius Route in Slovakia: A Model of Sustainable Cultural Tourism and European Identity* |

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| | - Donatella Privitera. *Walking Memory and Cultural Routes of Death: Cemetery Tourism, Digital narratives, and the Italian Experience*<br>- Pedro Vaz Serra and Cláudia Seabra. *Cultural routes, heritage accommodation and tourist experiences*<br>Moderator: TBD |
| SI 006 | **Governance and Development**<br>- Dinc Sarac. *Beyond Trails: Governance Challenges and the Future of Cultural Routes in Türkiye*<br>- Maja Jakimovska-Toshikj and Sonja Stojmenska-Elzeser. *Strategies for the development of the Cyril and Methodius Route on Macedonian soil - (achievements and perspectives)*<br>- Maria João Moreira. *Empirical Analysis of the Governance of the Camino de Santiago Cultural Routes in Portugal*<br>- Montserrat Crivillers Simon. *Taking Root – Humans and Plants in Exile: Cultural Route Governance in Practice on the Huguenot and Waldensian Trail*<br>- Nataša Urošević and Matteo Legović. *Challenges of developing cross-border thematic routes – Cultural Routes of the Council of Europe in Croatia*<br>Moderator: Martin White |
| 12:30 – 13:00<br>Aula Magna | Concluding remarks |
| 13:00 – 14:30<br>Aula Magna Foyer | Lunch |
| 14:30 – 17.30<br>Bellinzona | Guided visit to the Fortress of Bellinzona (UNESCO World Heritage Site) |

**POSTERS PRESENTATION**

Raffaela Gabriella Rizzo. *The territorial process of Cultural Route: a university research and training experience*

Anthony Dixon, Patrick Holladay and Harriet Dixon. *Perceived Contributions of Historical Markers to Heritage Learning, Tourism, and Place Attachment*

Lech Kościelak. *The Poděbrady Trail in the light of the idea of the Treaty on Pan-European Peace*

Jolit Shaker. *From the Gospel to a Transnational Heritage Ruote: The Holy Family Journey in Egypt as a Bridge between Egypt and Europe and the World*