

# SUMMARY ABSTRACT

## EXPERIENTIAL TOURISM ON THE PILGRIMS' WAYS AND ROUTES RELIGIOUS TOURISM 2015 - 2017

### Introduction

A project dedicated to the promotion of slow tourism with a focus on the Experiential Tourism of the Pilgrims' Ways and Routes, initiated by *Apt Servizi* (Tourist Promotion Company) in 2015 in agreement with the Regional Department of Trade and Tourism, in line with the directive of the Ministry of Cultural Assets and Activities (*Mibact*) which announced 2016 as the year of "Trails in Italy" aimed at the promotion of schemes for development of the sector, utilisation of these trails and the production of a digital Atlas of the Trails of Italy.

### Objectives

To develop Emilia-Romagna as an area rich in religious interest and the strategic passage of ancient pilgrims' ways and trade routes meeting the specific needs for development of the area, its operators and stakeholders from the viewpoint of slow tourism.

To enhance the tourist value of the area, boosting local economies, differentiating, qualifying and/or re-qualifying the regional tourism offer with the creation of a specific slow experiential tourism offer which is attractive to the domestic, European and non-European markets.

Culture, spirituality, history, nature, food and wine and tradition from the viewpoint of slow sustainable tourism to develop the host areas and communities.

### Procedures and subjects involved

The project activities are conducted through the instrument of the *Technical Panel of Experiential Tourism of the Trails* coordinated by *Apt Servizi*, in agreement with the Department of Tourism of the Emilia-Romagna Region and the involvement of the Regional Tourism Destinations planned for 2018.

In 2016, as part of the regional project, the Agreement between the Department of Religious Affairs, Sport, Leisure and Tourism and the Episcopal Conference of Emilia-Romagna was signed, after which the technical panel on religious tourism was commissioned and meets regularly at the head office of the *APT*.

Synergy, cooperation and partnerships have been developed as a result of specific actions with

the Department of Agriculture, Regional State Property Office and Regional Secretariat of the *Mibact*.

## MIBACT

Liaison with the Directorate General of the *Mibact* has been set up through the work of the Technical Panel with a focus also on the candidature – for inclusion in the Digital Atlas of Trails – of regional routes. The Atlas, presented last 4 November 2017 in Rome, acknowledged 11 Trails in the Emilia-Romagna Region: the Abbot's Way, the Francigena Way, the Way of the Gods, the Romea Strata Way in the longobardo nonantolano section, the Romea Nonantolana Way, Saint Anthony's Way, the Romea Germanica Way, the Assisi Way, San Vicinius' Way, Dante's Way, Saint Francis' Way from Rimini to La Verna. In stand by for an upcoming inclusion: Matilda's Way of the Holy Face and the Linari Way.

## Actions 2015 - 2017

Since its start the project has identified specific activities of promotion, communication and accompanying of the development of the tourism product, supporting the creation of a network tourism system of trails and regional tourism operators interested in developing proposals of this type.

The *Technical Panel of Experiential Tourism of the Trails* has been working since its inception with periodic meetings and workshops on the following objectives: creating and consolidating the network of trails so that they can be presented in the same way to the Italian and European markets; determining and involving tourism product clubs and regional tourism operators in the project; optimising times, means and resources; shared planning; encouragement of reciprocal exchange of problems and best practise; encouraging the creation of an interface between the trail administrators and operators of the regional tourism system for producing special interest proposals; offering fact-finding meetings on specific themes for promotion.

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