

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/305775590>

Cultural Management and Tourism in European Cultural Routes: Cultour+ Summer School-Book of abstracts

Book · August 2016

DOI: 10.13140/RG.2.1.2030.3603

CITATIONS

0

READS

33

3 authors:



Veronika Joukes

Universidade de Trás-os-Montes e Alto Douro

6 PUBLICATIONS 3 CITATIONS

SEE PROFILE



Martin Gómez-Ullate

Universidad de Extremadura

39 PUBLICATIONS 4 CITATIONS

SEE PROFILE



Luis Ochoa

Akademia Wychowania Fizycznego im. Jergo...

42 PUBLICATIONS 6 CITATIONS

SEE PROFILE

Some of the authors of this publication are also working on these related projects:



La historia de México a través de los medios audiovisuales [View project](#)



FESTIVALES Y GESTIÓN DEL TURISMO MUSICAL EN LA PROVINCIA DE CÁCERES [View project](#)

Cultural Management and Tourism in European Cultural Routes: Cultour+ Summer School

Book of abstracts



Editors

Veronique Joukes

Martin Gomez-Ullate

Luis Ochoa Siguencia

12th – 16th, 2016. This Summer School was part of the Intellectual outputs of the “Innovation and Capacity Building in Higher Education for Cultural Management, Hospitality and Sustainable Tourism in European Cultural Routes [Cultour+]” project nr. 2015-1-ES01-KA203-016142.

Chairpersons of the organizing committee:

Pilar Barrios Manzano

Martín Gómez-Ullate

Organizing committee:

Afrodite Kamara

Antonia Paín

HelderRamalho,

José Soto,

Juan Rebollo Bote,

Juana Gómez

Pedro Corcho

Sofia Alves

Ana Hernández

Antonio Ramalho

José María Corrales,

Juan Carlos Herrero,

Juan Valadés,

Lidia Andrades

Luis Ochoa Siguencia

Veronika Joukes,

The full papers presented in this Summer School will be offered for publishing on the Publishing House of the Research and Innovation in Education Institute.
<http://inbie.pl/research/>

ISBN: 978-83-941533-0-4

Publishing House of the Research and Innovation in Education Institute

Czestochowa – Poland, 2016

How to cite:

Joukes V. Gomez-Ullate M. Ochoa Siguencia L. (ed.). *Cultural Management and Tourism in European Cultural Routes: Cultour+ Summer School- Book of abstracts*. Czestochowa: Publishing House of the Research and Innovation in Education Institute, 2016.

ACKNOWLEDGEMENT

The project Cultour+ is funded with support from the European Commission.
This publication and its content reflect the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Project title: Innovation and Capacity Building in Higher Education for Cultural Management, Hospitality and Sustainable Tourism in European Cultural Routes [**Cultour+**]

Identifier: 2015-1-ES01-KA203-016142

Website: <http://www.cultourplus.info/>

Start Year: 2015

Country: Spain, Poland, Portugal, Italy, Greece, Bulgaria

Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Strategic Partnerships for higher education



LEGAL NOTICE

The publisher is not responsible for the use which might be made of the following information.

The text has not been proof-read and the authors (presenters) assume sole responsibility for any errors.

The text appearing in this collection are available in the home page of Research and Innovation in Education Institute [<http://inbie.pl/research>]

PRINTED IN POLAND

Cultural Management and Tourism in European Cultural Routes: Cultour+ Summer School

Book of abstracts

Edited by

JOUKES Veronika

Universidade de Tras-os-Montes e Alto Douro

GOMEZ-ULLATE Martin

Universidad de Extremadura

OCHOA SIGUENCIA Luis

Research and Innovation in Education Institute



Publishing House of the Research
and Innovation in Education Institute

Czestochowa, 2016

Collaborators and Sponsors

Ayuntamiento de Cáceres, Ayuntamiento de Plasencia, Camara Municipal de Sao Pedro do Sul, Diputación Provincial de Cáceres, European Grants International Academy Srls, Fundación Academia Europea de Yuste, Futuro Digitale, Research and Innovation in Education Institute [INBIE], Museo de Cáceres, Pedra Cancela, Probaños, Radomska Higher School [RSW], Quinta do Perdigao, Red de Cooperación de Ciudades en la Ruta de la Plata, Time Heritage, Universidade de Trás-os-Montes e Alto Douro (CETRAD), Varna Free University, Vinhos do Dao

Layout: Research and Innovation in Education Institute
Cover design: Renata Ochoa-Daderska



This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0)

ISBN: 978-83-941533-0-4

Publisher

Research and Innovation in Education Institute
Czecha 13 lok.14
42-244 Czestochowa
Poland

Distribution: <http://inbie.pl/publisher/> e-mail: info@inbie.pl

Contents

Introduction.....	9
CULTOUR+ Summer School Program	11
Wednesday, 13/07/2016.....	11
Thursday, 14/07/2016.....	13
Friday, 15/07/2016.....	15
PRESENTATION OF THE SPEAKERS AND THEIR CONTRIBUTION	16
Cultour+ Case Studies.....	17
Cultour+ Case study. Italy. The Southern Via Francigena, a framework of governance	17
Corporate Storytelling to promote cultural routes	18
Poland. Radom-Czestochowa Pilgrim route: Bicycle pilgrimage to Czestochowa in 2016	21
Greece: On the Footsteps of St. Paul.	22
Bulgaria: Cross Forest Pilgrim Route	24
Portugal. Inland Way to Santiago de Compostela.....	26
Intersecting Journeys: Approaches to the Anthropology of Tourism and Pilgrimage	26
Spanish Case Study. Via de la Plata and Mozarabes Ways to Santiago	28
Stakeholders, networks and fragility in pilgrimage cultural routes	29
Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites	30
The cultural tourist's experience: Management and Implications.....	32
New challenges for innovation and creativity in cultural tourism: Halal tourism.....	33
The turning point of place branding management	34
Cultural Management for Pilgrimage and Religious Tourism	35
The St James ways from a Xacobeo perspective	35
Rethinking pilgrimage paths for strong touristic interest	36
Cultural and pilgrimage routes. Common themes, different perspectives.....	39

TEDxAssisi, Back to simplicity	40
Cultural, Tourism and Hospitality Management for Thermal Historical Towns and Sites	42
Efficient networking makes spa towns more attractive. A handful of examples.....	42
The Eurocity of Water, a cross-border thermal destination	44
Governance Models for Spa and Health Tourism : Bath and Alange	46
PRESENTATION OF THE ENTREPRENEURS AND THEIR BUSINESS PROJECTS	48
BULGARIA	49
Pilgrim route Asenovgrad – Cross Forest	49
Eco-guesthouse near Cross Peak.....	50
A 3D virtual walk - virtual tourism.....	51
Thermal waters and balneology in Bulgaria.....	52
New Routes for New Tourists.....	53
Enhance economical effectiveness Cross Forest.....	54
GREECE	55
St. Paul's Route in Greece	55
Apollonian Katharsis.....	56
Cultural & Experiential Tours in Greece	58
ITALY.....	60
The Southern Via Francigena	60
UltreyaSuseya.....	61
BE TRIVIUS: Book, Earn, Travel.....	63
POLAND	65
Jasna Góra Monastery housing the famous icon of the Black Madonna pilgrim routes	65
Agritourism & SPA Farm "SHELTER FOR PILGRIM".....	66
Travel Agency “Earth & Heaven”	68
PORTUGAL.....	69
Inland Way to Santiago de Compostela	69
Traditional Flavours of Viseu.....	70

Living North	71
Walking Inside-Out	73
Experiences in the world of conventual sweets.....	75
SPAIN	76
Via de la Plata between Mérida and Béjar	76
The movie of your route	77
Baños de Montemayor	79
La Abadía del Camino	80
WelcHome	82
BAT (Blind Accessible Tourism)	83
List with 32 CULTOUR+ entrepreneurs.....	85
Index of research presenters.....	87
Index of entrepreneur presenters.....	88

Introduction

International Summer School: Cultural Management and Tourism in European Cultural Routes [12 – 16.07.2016]



The International Summer School held in Cáceres in different scenarios, was the first multiplier event of Cultour+ project, an Erasmus+ Strategic Action involving 9 partners from 6 different European Countries (Bulgaria, Greece, Italy, Poland, Portugal and Spain).

This course gathered together experts, researchers and entrepreneurs from seven European countries to share diagnosis and think about applied solutions for European Cultural Routes as motors for sustainable development through tourism and cultural management.

Thinking cultural tourism as a growing source of employment opportunities, the course fostered entrepreneurship and networking in this field. Case studies, good practices, business projects, research visits were presented and analysed during this 3 days/30 hours summer school.

Special attention was given to European Cultural Routes based on pilgrimage and religious tourism and thermal historic towns. The Via de la Plata will serve as fantastic scenario and fieldwork to illustrate good practices and management models.

The Course was developed in the following panels:

- Creativity and innovation for cultural and tourism management in European Routes and Heritage Sites
- Cultural & Tourism Management for Pilgrimage and Religious Tourism
- Cultural & Tourism Management for Thermal Historical Towns and Sites

As main objectives, Cultour+ Summer School aims:

- To gather together expertise and applied knowledge on case studies in cultural tourism and European cultural routes

- To transfer expert knowledge to entrepreneurs with ongoing business projects and other interested stakeholders by promoting good practices and entrepreneurship in the cultural tourism sector
- To disseminate and discuss results of an international comparative research in progress in six different European countries
- To present entrepreneurial projects and entrepreneurs selected by the Cultour+ project.
- To disseminate the project Cultour+, its objectives and its training programme.

The Summer School was disseminated on-line for graduate and postgraduate students, professional and interested stakeholders of the Partners organizations. It was connected with Open Education Europa, transferring directly to and getting feedback from the platform.

Universidad de Extremadura granted scholarships for low income students and advertise the course by its communication channels. It gathered 64 participants

The editors

CULTOUR+ Summer School Program

Wednesday, 13/07/2016

[PLACE: TEACHER TRAINING COLLEGE]

08:45-09:15 Registration

09:15-10:00 Summer School Inauguration [José Luis Gurría: Vice-rector de Planificación Académica la UEX; David González Gómez; Martín Gómez-Ullate: Coordinador Cultour+; Raúl Rodríguez: Concejal de Turismo del Ayuntamiento de Cáceres; Representante de AUPEX-CREOFONTE]

10:00-12:00 Cultour+ Case Studies

- **Italy. The Southern Via Francigena, a framework of governance.** Francesco Zaralli
- **Poland. Radom-Czestochowa Pilgrimroute: Bicycle pilgrimage to Czestochowa in 2016.** Renata Ochoa-Daderska, Katarzyna Kruszynska, Luis Ochoa Siguencia
- **Greece. Footsteps of St. Paul, the Apostle.** Afroditi Kamara
- **Bulgaria. Cross Forest.** Gergana Zhelyazkova
- **Portugal. Inland Way to Santiago de Compostela.** Xerardo Pereiro
- **Spain. Vía de la Plata and Caminos Mozárabes.** Manuel Soto Gálvez, Martín Gómez-Ullate

[Coord. Juana Gómez]

12:00-12:30 [Break]

12:30-14:30 Cultour+ Entrepreneurship and Business Projects' Presentation

[Coord. Lidia Andrades]

14:30-15:30 Wine, tourism and experience. Wine tasting

[Coords. Helder Ramalho, Antonio Ramalho]

15:30-16:00 Welcome Lunch

[PLACE: TEACHER TRAINING COLLEGE]

Panel 1. “Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

- **Transnational tourism routes: the pan-European picture**, David Ward-Perkins, Gizem Tüdes
- **The cultural tourist's experience: Management and Implications**. Lidia Andrades
- **New challenges for innovation and creativity in cultural tourism: Halal tourism**. Pilar Sánchez González

18:00-18:20 Break

- **Cultural enhancement as a means for touristic empowerment of regions and entrepreneurs**. Afroditi Kamara
- **The turning point of place branding management**. Gilberto Marzano, Luis Ochoa Siguencia
- **Corporate Storytelling to promote cultural routes**, Francesco Zaralli
[Coord.: Veronika Joukes, Ana Hernández]

20:30-22:00 Cultour+ Project Dinner-Meeting (Municipal Hostel)

22:00-23:00 Performed Visit and Storytelling to Cáceres. Research debate.

[Coord. Ramón Tena Fernández]

Thursday, 14/07/2016

[PLACE: TEACHER TRAINING COLLEGE]

09:00-11:30 Panel 2. “Cultural Management for Pilgrimage and Religious Tourism”

- **Stakeholders, networks and fragility in pilgrimage cultural routes**, Martín Gómez-Ullate
- **The St. James ways from a Xacobean perspective**, Mario Clavell
- **Intersecting Journeys. Approaches to the Anthropology of Tourism and Pilgrimage**, XerardoPereiro
- **Rethinking pilgrimage paths for strong touristic interest**, Carlos Fernandes
- **Cultural and pilgrimage routes. Common themes, different perspectives**, ZulmaPittau, Jorge Dávila, Ricardo Jiménez.
- **TEDxAssisi, Back to simplicity**, Matteo Piselli
[Coord. Coord. José Soto, Sofía Alves]

12:00-13:30 Research Visit

Holy Week Interpretation Centre and Cáceres Hammam

[Coord. Pedro Corcho]

14:00-16:00 Cultour+ Project Lunch-Meeting (Project Management). Raco de Sanguino

[PLACE: MUSEUM OF CÁCERES]

16:00-18:30 Panel 3. “Cultural, Tourism and Hospitality Management for Thermal Historical Towns and Sites”

- **Efficient networking makes spa towns more attractive. A Handful of Examples.** Veronika Joukes
- **The Eurocity of Water, a cross-border thermal destination.** Pablo Rivera, Jose Sousa
- **Thermal management in São Pedro do Sul.** Vitor Leal, Pedro Mouro, Fatima Saraiva
- **Governance models for Spa and Health Tourism. Two case studies: Bath in the UK and Alange in Spain.** Pilar Barrios Manzano, Juana Gómez Pérez

[Coord. Afroditi Kamara]

19:00-20:00 Visit to Museo de Cáceres and talk about the touristic importance of the Aljibe (the cistern)

[Coords. Juan Valadés, Antonia Paín]

Friday, 15/07/2016

[PLACE: ON THE ROAD]

08:30-21:00 Research Journey

08:30 Pick-up Albergue Municipal (Municipal Hostel)

08:50-9:10 Casar de Cáceres. Presentation European Route of Cheese.

10:00-11:30 Carcaboso. Majalavara Hostel. Los Miliarios Project

11:45- 13:30 Plasencia

14:00-14:30 Cáparra

15:00-16:15 Casas del monte (Bath and Picnic)

16:30-17:15 Granadilla

17:45-19:30 Research Visit to Baños de Montemayor Thermal Complex, Thermal Interpretation Centre and Via de la Plata Interpretation Center

19:45-21:30 Hervás. Albergue Via de la PLata.

21:30-22:30 Closure Dinner. Conclusions from the research visit & Summer Course Clausure (Hospederia del Valle del Ambroz)

[Coords.: José María Corrales, Juan Rebollo Bote, Juan Carlos Herrero, Martín Gómez-Ullate]

**PRESENTATION OF THE SPEAKERS
AND THEIR CONTRIBUTION**

Cultour+ Case Studies

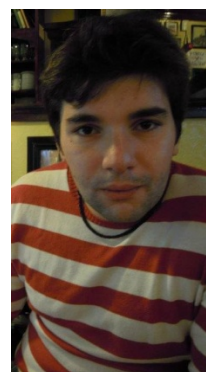
Name 1. Francesco Zaralli

Function Project Manager

Institution/ Company APSFD | Associazione di Promozione Sociale
Futuro Digitale

E-mail f.zaralli@futurodigitale.org
francesco.zaralli@gmail.com

Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies



Short CV - Trained in Project Management by M&MOCS (MnM–International research centre of mathematics and mechanics of complex systems) and Business Development by the European Enterprise network (Bic Lazio – Latium Region), Francesco Zaralli is a project manager and youth worker for the NGO FuturoDigitale. He is mainly specialized in social inclusion projects and business development projects, notably the businesses considered as social enterprises and the fundraising for new technologies.

Title **Cultour+ Case study. Italy. The Southern Via Francigena, a framework of governance**

Abstract - In Latium Region it is possible to distinguish two main macro-areas of Francigena Routes separated by Rome, being exactly in the middle of the region. However, the present work will mainly focus on the Southern area, given the fact that the case study as well as the enterprise incubation within Cultour+ are situated in the Southern Francigena beam of routes. The Southern part of the route, starting from Rome, has been traditionally less structured and defined, given the fact that pilgrims decided to choose different patterns, according to the local political situation or the temporary configuration of the Southern Francigena stream. Indeed, in the Francigena Route two main directions recognised by Latium regional authority can be distinguished.

The first option lies between Prenestina and Latina roads, crossing the entire Rome and Frosinone counties. Such a beam of roads crosses 43 towns and it is split into two main

variations, one towards Cassino and the other one through Comino valley. Montecassino and Casamari are the main abbeys which are present in this part of Southern Francigena Route.

The second option is along Appia Road, from Rome towards Terracina, crossing Latina, and reaching Campania Region. It involves 29 municipalities, mainly sited on the mountains. Fossanova and Valvisciolo are the main abbeys along the route.

Both roads, counting 270 km of path, can be crossed by walkers, pilgrims and tourists. Latium Region, together with the Ministry of Agriculture Policies, has recently financed the placement of specific road signs along the way. What is more, Southern Francigena Route is slowly taking its shape through a constant and systematic tourism and cultural promotion. The new promotional approach for Francigena Route has been designed by Latium Region taking into consideration the historical habits of pilgrims, combining also the enjoyment of the regional landscape.

Keywords Route, tourism, development, framework, infrastructure.

Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Title **Corporate Storytelling to promote cultural routes**

Abstract - Having a good product is sometimes not enough in order to become a successful entrepreneur. Basically, this means that the story is not just an accessory to the product/service, but it is often the chore of it, or even the boost which makes the product/service appealing, crashing the market.

- Corporate storytelling is a combination of tools and social media strategies which bring a company to use marketing and communication to:
- Make a (new) product/service/idea accepted and empathised by the potential customers
- Reach higher revenues through a human description of the same enterprise/brand/concept
- Clear the value/beliefs behind the product/service/idea
- Developing narratives, indeed, is a way to empathise, to make the customers

‘participants’ and ‘creators’ of the story of the product/service/idea one has developed.

- Storytelling must rely on rigorous data and research about market and marketing techniques in order to:
- Have a clear and thorough understanding of the enterprise values and goals
- Have a clear and complete knowledge of the potential/target customers.
- This presentation will illustrate how we can apply this concept in the CULTOUR+ context.

Keywords Storytelling, tourism, promotional campaign, marketing technique.

Name 2. Renata Ochoa-Daderska
Function President (Project Manager)
Institution Research and Innovation in Education Institute
E-mail cultour@inbie.pl



Name 3. Luis Ochoa Siguencia
Function Vice-president (Researcher)
Institution Research and Innovation in Education Institute
E-mail cultour@inbie.pl



Name 4. Katarzyna Kruszynska
Function (Project Manager)
Institution Radom High School
E-mail kkrusz1@wp.pl



Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies

Short CV - Renata Ochoa-Daderska Ph.D. Degree in History. President of the "Research and Innovation in Education Institute", an NGO Institution, and Assistant Professor at Jan Dlugosz University in Czestochowa. She has experience in distance learning coordination and has implemented online courses, lead and managed synchronous and asynchronous learning tools (Moodle - INES - PBworks). She has lectured on project management, personnel management, management of non-governmental organizations, and fine arts.

Luis Ochoa Siguencia has a Ph.D. degree in Research and Innovation in Education from the "Balearic Islands University", Mallorca – Spain. Associate Professor and Academic Researcher at the University of Physical Education in Katowice, Department of Tourism Management and Vice President of Research and Innovation in Education Institute in Czestochowa - Poland. He has many years of experience in EU project management, marketing research and use of information and communication technologies in education

and workplace.

Katarzyna Kruszynska MA. is Head of International Relations Office, Erasmus Coordinator and European Projects Management Specialist in Radom High School. Experience: Coordination of Erasmus Exchange for HEI, Marketing Research and Use of Information and Communication Technologies in Education and Workplace, EU Projects management, organization of various professional and postgraduate courses for teachers, nurses and also unemployment and vulnerable groups.

Title **Poland. Radom-Czestochowa Pilgrim route: Bicycle pilgrimage to Czestochowa in 2016.**

Abstract - The Case study presents the experience of a bicycle pilgrimage group from Radom to Czestochowa June 2016. The information has been retrieved from the “Roman Catholic Parish Church. Sacred Heart of Jesus in Radom” Facebook page with the permission of the parish priest Roman Adamczyk. [retrieved: 03.07.2015
https://www.facebook.com/nsj.radom/photos/?tab=album&album_id=966330913465099]

Keywords Religious tourism, bicycle tourism, pilgrim, religious route

Name 5. Afroditi Kamara

Function Director

Company Time Heritage - A. Kamara & Co
www.timeheritage.gr

E-mail aphroditekamara08@gmail.com
info@timeheritage.gr

Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies



Short CV - Afroditi Kamara is a Historian by training and a Cultural Heritage Consultant by professional experience. She accomplished her studies in Athens, Manchester and Oxford and she worked for a series of years for the Foundation of the Hellenic World. In 2003 she co-founded Time Heritage, a Greek SME focusing on cultural heritage management and enhancement, of which she became managing director in 2005.

Title **Greece: On the Footsteps of St. Paul.**

Abstract - In 50/49 A.D. Apostle Paul came from Asia Minor to preach in Greece (Acts, 16:9.10) along with his three favourite disciples, Silas, Timotheos and Luke. Many places in Greece claim that Paul passed from there on his journey, however only in a few of them is his presence firmly attested. The apostolic team disembarked in Neapolis, i.e. present day Kavala, and moved to the Roman colony of Philippi (Acts, 16:12). There, Paul proselytized the young merchant Lydia and was punished for that. In the 4th century an octagonal building, probably a baptistery, was dedicated to him. After passing from Amphipolis and Apollonia (presently a beautiful thermal spa on the south side of Lake Volvi) Paul reached Thessaloniki, which had a vibrant Jewish community. As usual, the local Jewish authorities were angry at the apostle and urged him to leave; Paul then moved towards Beroia, where he preached successfully, and then he took a ship to Athens. Paul's sermon on AreiusPagus is one of the most famous moments of the spread of Early Christianity, as the new religion conversed with ancient Greek philosophy. Finally, Paul

headed towards Corinth, where he founded two churches, one in the city itself and one in the port of Kenchreai, from where the apostle finally departed.

Paul's itinerary in Greece, traced through the Biblical texts, is visited nowadays by thousands of devout, particularly Catholics, but also Protestants, Orthodox etc. These people come literally from all over the world. They move mainly in an organized way, with coaches, as the sense of a walking religious routes has not really been developed in Greece. According to some statistical data offered by the bishopric of Beroia in Macedonia in the summer of 2013 (June-September) 20,000 people had visited the (modern) "Tribune of St. Paul". In 2014 Paul's route in Greece was included in a major Italian organization for Religious tourism. Despite the international interest, the route is far from being highlighted, whereas only a small part of the touristic infrastructure links itself to the pilgrims and their needs. It is for this reason, along with the fact that many regions visited by Paul combine also thermal tourism facilities nowadays, that we picked this specific religious route, hoping to enhance it as well as we can.

Keywords Pilgrimage, St. Paul, thermal, infrastructure, route.

Name 6. Gergana Gencheva Zhelyazkova

Function Assistant professor and Erasmus Coordinator at the Department of Administration, Management and Political Science

Institution VFU | Varna Free University “Chernorizets Hrabar”

E-mail gzhelyazkova@yahoo.com;
ggzhelyazkova@gmail.com;
gergana.zhelyazkova@vfu.bg

Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies



Short CV - Gergana Zhelyazkova is an assistant professor and Erasmus Coordinator at the Department of Administration, Management and Political Science. In the field of tourism, she has participated in a LEONARDO DA VINCI, Transfer of innovation “Relating Experience: Advancing Collaborative Tourism”. Currently, she participates in TEMPUS “CruiseT, Network of competence centres for the development of cruise tourism in the Black Sea region“ and Cultour+ “Innovation and Capacity Building in Higher Education for Cultural Management, Hospitality and Sustainable Tourism in European Cultural Routes”.

Title **Bulgaria: Cross Forest Pilgrim Route**

Abstract - Krastova Gora or KrastovVrah ("Cross Forest" or “Cross Peak” in English) is a sacred Christian site in the Middle Rhodope. It is considered by the Bulgarians as our "Rhodope Jerusalem". The stream of pilgrims has never stopped, even during times of unrest and persecution. The worship to that place is related to numerous legends, the most common amongst them being the belief that a monastery used to exist on that site. A piece of wood from Jesus Christ’s Cross was brought from Istanbul to that monastery in ancient times.

Undoubtedly, on this Rhodope peak there was a monastery existing, destroyed in the 17th c. During the Ottoman enforcement to convert the Christians to Islam (Muslim religion), the monastery was pillaged and put on fire. Evidence of that are the discovered (under and

above the ground) remains of walls, processed stones, the foundations of the ancient church, stones with traces of candles on them and travertine crosses.

In the 20th c. a new monastery was built on the site, while in 1936, tsar Boris III erected a tall iron cross on the eastern part of the peak.

Thousands of pilgrims stream to Krastowa Gora with the hope to take something with them from the miraculous energy of this sacred place, to get healed from their sufferings and pains by the spring; they believe God will hear their sacred prayers.

45 kilometres of the Cross Forest pilgrim route in Bulgaria are being studied (Assenovgrad-Laki-Cross Forest and Mostovo-Cross Forest) for the Cultour+ project.

Keywords Pilgrimage, sustainability, tourism, Cross Forest, Cross Peak.

Name 7. XerardoPereiro

Function Assistant Professor in Anthropology and Cultural Tourism

Institution Universidade de Trás-os-Montes e Alto Douro (UTAD)

E-mail xperez@utad.pt

Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies



Short CV - XerardoPereiro holds a European PhD in Social Anthropology from the University of Santiago de Compostela (Galicia - Spain) and another PhD in Tourism from the University of La Laguna (Canarias - Spain). He is assistant teacher with habilitation on anthropology and cultural tourism in UTAD (Portugal). He conducts research about anthropology of tourism and cultural heritage in CETRAD (Centre for Transdisciplinary Development Studies).

CV Web:<http://www.degois.pt/visualizador/curriculum.jsp?key=1093500028276373>

Title **Portugal. Inland Way to Santiago de Compostela**

Abstract – This communication focuses on the history and anthropology of the Portuguese Inland Way to Santiago de Compostela. We will present a brief history of the ancient and new route as a pilgrim and tourism way. Thanks to the Cultour+ project we have gathered information from interviews (to pilgrims and stakeholders), which we completed with our own participant observation. We will emphasise the potential of anthropological research for understanding new relations between pilgrims, tourism and regional development.

Keywords Anthropology, Tourism, Pilgrimage, Inland Way to Santiago de Compostela.

Title **Intersecting Journeys: Approaches to the Anthropology of Tourism and Pilgrimage**

Abstract – This communication focuses on the anthropological perspectives of tourism and

pilgrimage, underlining their contemporary links and intersections:

- a) As a sociocultural exchange with effects on the locals and the visitors;
- b) As a modern ritual experience;
- c) As a system of production and consume of images, representations and narratives;
- d) As a power arena.

Keywords Anthropology, Tourism, Pilgrimage.

Name 8. Martín Gómez-Ullate
Function Researcher/Professor
Institution University of Extremadura (UEX)
E-mail mgu@unex.es



Name 9. Manuel Soto Gálvez
Function Technician of CEDER “La Serena” and President of Association of Friends of the Camino Mozarabe
Institution ”Badajoz Jacobea”
CEDER “La Serena”

Session Wednesday, 13/07/2016, 10:00-12:00
Cultour+ Case Studies

Short CV – Martín Gómez-Ullate has a Ph.D. in Social Anthropology, he has lectured in public universities and research centres in Portugal, France, Mexico and Spain where he has developed research in different fields and lines as identity, social representations and intercultural relationships, cultural heritage, qualitative methodology and shared musical heritage and cultural tourism. At the present, he is researcher in the University of Extremadura, selected by the Government of Extremadura’s Programme for attraction and retention of research talent for the region of Extremadura.

He is coordinating the project Cultour+, an Erasmus+ Strategic Partnership and now conducting fieldwork in pilgrimage and cultural tourism in the *Via de la Plata* and the *Caminho Interior de Santiago*.

Title **Spanish Case Study. Via de la Plata and Mozarabes Ways to Santiago**

Abstract – We will present the founding process, management and prospective of the Mozarabes Ways to Santiago, from the Project’s coordinator partner view, and from the Association of Friends of the Camino Mozarabe “Badajoz Xacobeá”.

We will also present a history and some basic statistics of the *Via de la Plata* as a Pilgrimage Route and the part of the *Via de la Plata* we are studying more deeply (Merida-Banos de Montemayor).

Thanks to the Cultour+ Joint Action with the project I-Meet we have gathered information

from interviews (to pilgrims and hostages), which we completed with our own participant observation. We will highlight hotspots and advantages of the *Via de la Plata*.

Keywords Tourism, Pilgrimage, Mozarabe Ways, Via de la Plata.

Title Stakeholders, networks and fragility in pilgrimage cultural routes

Abstract – Pilgrimage routes are mostly walking routes with many different starting points but a clear end, or at least milestone to where all pilgrims direct their footsteps. In terms of tourism and cultural management they gather a great complexity of stakeholders or agents with different complementary but also conflicting interests.

In this presentation we focus on the St. James Ways, mainly in the *Via de la Plata* and the *Caminho Interior Português a Santiago* to draw some fundamental insights for the diagnosis and management of the route that can be transferred to other pilgrimage routes.

Potential for local development but also fragility are characteristics of the pilgrimage routes. They are not at all static, but in continuous change and adaptation.

We are conducting anthropological research through participant observation, in-depth interviews, website analysis. Applied results of our research will produce white books on pilgrimage and recommendations reports about pilgrimage routes' management, market studies for entrepreneurs and comparative international analysis.

Keywords Tourism, Pilgrimage, Mozarabe Ways, Via de la Plata.

Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites

Name 10. GizemTüdes
Company TEAM Tourism Consulting
E-mail gizem.tudes@skema.edu

Name 11. David Ward Perkins
Company TEAM Tourism Consulting
E-mail davidwardperkins@davidwp.net



Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Short CV – GizemTüdes is a research consultant working beside David Ward-Perkins at TEAM Tourism Consulting where her main project is to research information and offer aid in writing a Handbook on Marketing Transnational Themes and Routes. Interested to increase her knowledge on sustainable development of regions through tourism, she brings her attention primarily to the ways in which gastronomy tourism can be utilized to attract awareness and lead to effective sustainable development of a place.

David Ward-Perkins is a specialist in the social and economic development of territories through cultural, community-based and nature-based tourism. He works as an independent consultant, also teaching tourism management and strategic marketing at SKEMA Business School, France.

In the last few years, he has undertaken a number of development projects based on cultural routes, in particular relating to historic pilgrimage and trade routes, in Europe and the Middle East. He is currently leading a team of experts and consultants from TEAM Tourism Consulting in the production of a Handbook on Marketing Transnational Themes and Routes, on behalf of the European Tourism Commission and the United Nations World Tourism Organisation.

Title Transnational tourism routes: the pan-European picture

Abstract - For the past eight months, David Ward-Perkins and GizemTüdes have been working for ETC and UNWTO, preparing a Handbook on Marketing of Transnational Themes and Routes. Out of this work emerges a rich and fascinating picture of the different models and modes of operation of Europe's most developed routes. Using key examples drawn from every corner of Europe, David and Gizem will analyse why some transnational initiatives succeed and flourish, while others fade and die; and demonstrate how tourism planners can best use the 'route' model to create platforms for international tourism.

Keywords Cultural route, transnational tourism, planning, networking.

Name 12. Lidia Andrades
Function Professor
Institution/ Company University of Extremadura



E-mail andrades@netour.eu

Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Title **The cultural tourist's experience: Management and Implications**

Abstract - Understanding tourists' longings becomes a key success factor when designing tourism products. Cultural tourism experiences at destinations must connect with tourists' expectations and needs to provide them with unique unforgettable experiences. How tourism destinations may face this challenge? Implications for DMOs and tourism firms at destinations will be discussed.

Keywords Destination management, planning, tourist experience, cultural tourism.

Name 13. Pilar Sánchez González

Function & Professor in Humanities in ESIC.

**Institution/
Company** Director of Gamón Pumareta Marketing Consulting
(www.gamonpumareta.es)



E-mail pilar.sanchez@esic.edu

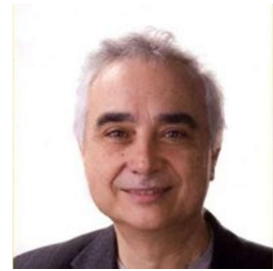
Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Short CV - Pilar Sánchez González is Ph. D. student in Marketing Halal (URJC), Master in Direct and Relational Marketing (ESIC), Expert in Islamic Culture and Religion (UNED), and Bachelor in Sociology and Political Sciences. Her research lines are focused in Marketing, Halal Tourism and Educative Innovation (TFG's). Member of 2 research groups in ESIC and collaborator professor in UCM. Author and co-author of several international impact journal articles and book chapters. She collaborates with research centres and universities in France, Germany, Italy, Portugal and Peru.

Title **New challenges for innovation and creativity in cultural tourism: Halal tourism**

Keywords Innovation, creativity, cultural tourism, Islamic culture, marketing.

Name 14. Gilberto Marzano & Luis Ochoa Sigüencia
Institution Rezekne Technology Academy – Latvia
& Research and Innovation in Education Institute
E-mail gilberto.marzano@ru.lv
cultour@inbie.pl



Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Short CV - Gilberto Marzano is professor and head of the Laboratory of Pedagogical Technologies at Rezekne University of Applied Sciences (Latvia); is an expert at Research and Innovation in Education Institute (Poland); is member of the professor board of PhD “Economy, Ecology and Landscape” at Udine University (Italy); president of Ecoistituto del Friuli Venezia Giulia, a non-profit research institute in Italy. He has extensive experience in computer science, social media and educational technologies.

Title **The turning point of place branding management**

Abstract - Recent investigations have enriched the place branding concept, presenting positive and negative factors that influence place promotion. Some researchers argue that the lack of clear political priorities for place marketing is one of the main obstacles for tourism development. At the same time, ICT is transforming tourism globally, and the idea of using the new technologies for manipulating place brands is becoming attainable.

This paper presents the first outcomes of a research into online tourist communities and free web-based travel guides.

Keywords Place branding management, tourism changes, tourist social media, participatory branding.

Cultural Management for Pilgrimage and Religious Tourism

Name 15. Mario Clavell

Function Journalist

Institution/Company Journal Peregrino

E-mail mariusclavell@gmail.com

Session Thursday 14/07/2016, 9:00-12:00, Panel 2

“Cultural Management for Pilgrimage and Religious Tourism”



Short CV - Barcelona, 1941. He lives in Santiago de Compostela from 1984. Full Professor of Spanish and Universal Literature in Secondary Education (1976-2006). Founder of the Galician Association of the St. James Way (1992). Chief Editor of Revista Peregrina, Camino de Santiago (2008-2012) and Libredón (1993-...). Journalist in Compostela of the journal Peregrino (pertaining to the Spanish Federation of Xacobeian Associations).

Title

The St James ways from a Xacobeian perspective

Abstract - Professor and journalist Mario Clavell encourages the clear distinction between a pilgrim and a tourist. He states that post-contemporary mentality and society's secularization added to an increase of misinformed pilgrims put in danger the identity of the Camino that can lose its attractiveness for future pilgrims, once the trails saturate and suffer trivialization from its merchandising. To avoid this he works with the International Fraternity of the St. James Way and with Acogida Cristiana en el Camino.

Keywords Pilgrim, sustainable tourism, Saint James' Way, monitoring, religious tourism

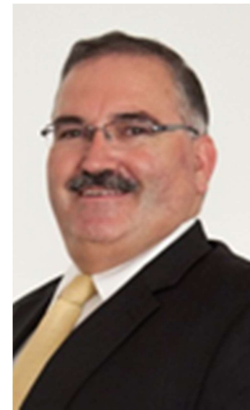
Name 16. Carlos Fernandes

Function Associate Professor
Full Researcher

Institution IPVC | Polytechnic Institute of Viana do Castelo
CETRAD | Centre for Transdisciplinary Development
Studies

E-mail cfernandes@estg.ipv.pt

Session Thursday 14/07/2016, 9:00-12:00, Panel 2
“Cultural Management for Pilgrimage and Religious Tourism”



Short CV – Carlos Fernandes is Associate Professor in Tourism Studies at the Polytechnic Institute of Viana do Castelo, Portugal. He is course leader of the B.A. in Tourism (UNWTO Tedqual certified) and lecturer in the M.A. in Innovative Tourism Development. Obtained his undergraduate degree at Syracuse University (USA), Master’s at Rutgers University (USA) and Ph.D. at Bournemouth University (UK). His interests include tourism as a strategy for community development, heritage, cultural and creative tourism and tourism destination management. Cooperates with World Tourism Organisation (UNWTO) and Council of Europe for training on alternative tourism. A member of the editorial board of various tourism related scientific journals and book editor of the International Journal of Religious Tourism and Pilgrimage. In the last few years, has conducted research and/or consultancy within various special interest areas, including Tourism and Gastronomy, Cultural Tourism and Religious Tourism and Pilgrimage and Events.

Title **Rethinking pilgrimage paths for strong touristic interest**

Abstract - Themed routes as tourist attractions have gained prominence in recent years and have greater pulling power by connecting attractions that would independently not have the potential to entice tourists to visit an area, thus spreading tourism’s economic benefits to marginal areas (Meyer, 20014). Routes are often seen as good opportunity for less mature areas with rich cultural resources that appeal to special interest tourists. Pilgrimage routes are good examples of such situations, working as catalysts of tourism development

(Richards & Fernandes, 2007). However, studies indicate that the number of tourists traveling purely for religious reasons is relatively small, with leisure/recreation increasingly providing the motivation for the pilgrimage, suggesting that even traditional pilgrims may be looking for new forms of consumption (Fernandes et al, 2012). Furthermore, findings in the literature suggest that the lack of proper planning and management of the route can lead to a lack of tourist interest thus less economic benefit in communities along the route. This presentation aims to explore a paradigm shift from a place-based to a lifestyle based approach. It entails bridging tangible and intangible elements of heritage representing the region's traditions and cultural identity thus creating stronger touristic interest. Emphasis is placed on linkages between the landscape, agricultural practices, gastronomy and the involvement of residents to provide visitors with an aesthetic experience thus creating considerable added value. Results of studies conducted at pilgrimage paths and religious sites in the Minho region of Portugal are used to understand visitors.

Keywords Pilgrimage routes, religious sites, tourism

Name 17. Jorge Dávila
Institution Teacher at Seminario-Colegio Rosenhammer in San
E-mail Ignacio de Velasco, Bolivia



18. Zulma Pittau
Rectora de la Escuela Superior de Música de la
Provincia de Misiones, Argentina

19. Ricardo Jiménez
Research Group MUSAEXI Musical Heritage and
Education. University of Extremadura



Session Thursday 14/07/2016, 9:00-12:00, Panel 2
“Cultural Management for Pilgrimage and Religious Tourism”

Short CV – Zulma Pittau has a graduate degree to teach music from the Centre for Music Education and Research in Cordoba, Argentina, and Professor of Music with instrumental specialty in recorder from the School of Music of the Province of Misiones. She is Specialist in Pedagogy and Curriculum and has a Higher Diploma in Educational Management and Latin American Education from the National University of Misiones, Argentina. Since 2008 he serves as Dean of the School of Music of the Province of Misiones, and for 21 years as Professor of Music Education and Teaching Practice, in the same institution. She is currently guest Professor of the Research Department of the Faculty of Teacher Education in UEX, Spain, and simultaneously pursues a Master of Social and Cultural Anthropology at this University.

Jorge Davila has been teaching for thirty-five years in schools in Bolivia, in the areas of Social Sciences, Literature and Language. As a teacher, and as an active researcher in the classroom, he has developed an intensive analysis on how to generate and transmit educational content related to common shared heritage samples. In this line he now works with the research group "Musical Heritage and Education" (MUSAEXI) from the University of Extremadura, in order to develop curricular materials to be used in classrooms of different educational levels.

Ricardo Jimenez is a social educator and has a degree of Advanced Studies in Social and

Cultural Anthropology. He has done research and written publications on cultural heritage and its application in education. He has won the García Matos 2004 Prize for his research of Extremadura Folklore. He is interested in ritual dances from the perspective of encounter and syncretism between Latin American countries. the *cerdofilia* (love for porcs) in the Community of Extremadura (Spain), the Guadalupe Extremadura devotion to Mexico and especially in the last seven years, shared experiences on the way of Saint James to Compostela.

Title

Cultural and pilgrimage routes. Common themes, different perspectives

Name 20. Matteo Piselli
Function
Company Ibrido Digitale di Matteo Piselli
E-mail ibridodigitale@live.it



Session Wednesday, 13/07/2016, 16:00-20:00, Panel 1
“Creativity and Innovation for Cultural and Tourism Management in European Routes and Heritage Sites”

Short CV - I've been always interested in history and local traditions. I'm passionate about digital technology as a tool for digitalizing historical, contemporary and valuable documents (by the way this has been my job for almost 20 years). I'm a traveler who loves art and "digital culture".

I focus my “daily working life” on my local community and its history; but I also believe that meeting and comparing different experiences could be a new winning step to promote regional traditions world wide.

I got involved with TEDx, in 2011 at the TEDxtransmedia event at Maxxi Museum in Rome. Since then I became active in the organization of several TEDx events : TEDxTransmedia and TEDxMatera. The energy I've experienced in this community is so close to my own personal feeling! Allowing my community to grow, discovering and sharing new ideas worth spreading is, in my opinion, the right way to promote local experiences.

<http://about.me/IbridoDigitale>

Title **TEDxAssisi, Back to simplicity**

Abstract - Assisi is small town, known worldwide for being home to Saint Francis of Assisi. It is the town where I studied and a place which I have always been passionate about.

I grew up having "San Francis” as a model; his simplicity could be the key to teach the world how to get out of entropy. I have chosen the theme "Back to Simplicity" for TEDxAssisi. Simplicity is so strong and powerful that, in centuries, it has driven many wise men to discover purity and to keep focused on the environment, on local traditions,

and now I want to introduce a new element: making the digital experience a powerful discovery.

Keywords Digital Culture, Social Media, Digital Transformation, TED, Contemporary Art

Cultural, Tourism and Hospitality Management for Thermal Historical Towns and Sites

Name 21. Veronika Joukes

Function Assistant Professor
Full Researcher

Institution/ Company UTAD | University of Trás-os-Montes and Alto Douro
CETRAD | Centre for Transdisciplinary Development Studies



E-mail veronika@utad.pt

Session Thursday 14/07/2016, 16:00-19:00, Panel 3
“Cultural, Tourism and Hospitality Management for Thermal Historical Towns and Sites”

Short CV - Veronika Joukes has a PhD in social sciences from the University of Trás-os-Montes and Alto Douro (UTAD), a Master’s degree in modern history from the University of Porto and a Bachelor’s degree (*licentie*) in Modern History from the University of Louvain (*Universiteit Leuven*). She began her university career at UTAD in 1998 and has since been linked to its course in tourism. She is a full researcher at CETRAD (Centre of Transdisciplinary Studies for Development). Her areas of interest are sustainable/responsible tourism, health and wellness tourism, history of tourism and, e-/b-learning in tourism.

Title **Efficient networking makes spa towns more attractive. A handful of examples**

Abstract - As we are concentrating on tourism and culture in a spa context in this panel and as the objective of this summer school is to inspire you, I decided to focus on “networking”. First of all because networking between CULTOUR+ entrepreneurs is essential, but most of all because networking in tourism is ever more a must for small scale projects, as most thermal spas are, and in particular the historical ones. A short stop at

concepts like cooperation, networking, cluster, and clustering will allow us to better understand the strengths of the mix of examples that will be presented. Some of the case studies to be commented are: Eurocidade Chaves-Verin; development of spa tourism in the border region Greece/Bulgaria with the use of innovative IT services/ IT spa tourism; Project “Development of cooperation in the field of the spa and health resort tourism in the Polish-Ukrainian borderland”; Clúster del Agua Mineral y Termal de Galicia; Hellenic Association of Municipalities with Thermal Springs; Cluster of Health, Wellness and SPA Tourism Serbia; “Global Water Health – Wellness for everyone” in Bulgaria; spa tourism cluster in Romania; La Fondazione per la Ricerca ScientificaTermale; global wellness cluster; European Spas Association; The Roman Thermal Spas of Europe; European Historic Thermal Towns Association; European Route of Historic Thermal Towns; Great Spas of Europe.

Keywords Networking, clusters, cooperation, thermal spas, spa tourism.

Name 22. Pablo Rivera

Function Executive Manager

Institution EuroCity Chaves-Verín, EGTC | European Grouping of Territorial Cooperation EuroCity of Chaves-Verín

E-mail director@eurocidadechavesverin.eu



Session Thursday 14/07/2016, 16:00-19:00, Panel 3
“Cultural, Tourism and Hospitality Management for Thermal Historical Towns and Sites”

Short CV – Pablo Rivera is an enthusiastic Europeanist and a PhD Candidate in the European Union at UNED as well as an expert in Community Policies and Territorial Cooperation. He has a Degree in Law and Political Science from USC and a wide project management experience in public bodies and private companies of Portugal, Spain, Belgium and the United Kingdom. Currently is the executive manager at *European Grouping of Territorial Cooperation Eurocity of Chaves-Verín*

Title **The Eurocity of Water, a cross-border thermal destination**

Abstract – Within the context of neighbourhood cooperation in the UE, the cities of Chaves (Portugal) and Verín (Spain) (57,000 inhabitants in an area of 685 km²) become a European Grouping of Territorial Cooperation “Eurocity Chaves-Verín” (ECV) with the aim of building a single model of an innovative and cooperative smart cross-border city which provides its citizens with common efficient and sustainable services by means of joint territorial planning, common management of urban services and overcoming obstacles so as to allow complete mobility in their area. This aim is based on a political, social and corporate commitment, which has been supported by the citizens and has also allowed the implementation of a strategy of joint development in several fields (health services, culture, transport, civil defence, education, business venture, mobility, environment and tourism) since 2009. At present, a wide range of projects devoted to create a real “cross-border integration zone” have been launched, being the creation of the cross-border tourist destination under the tourist brand “Visit Chaves-Verín” a successful case awarded by the European Commission with the prestigious Regio Star award 2015 pioneering in the

Iberian Peninsula for implementing innovative solutions in its area, overcoming legal and administrative constraints arising from its cross-border status quo, with the ultimate aim of improving the living standards of the citizens.

Keywords Cross border destination, Smart city, EuroCity, Thermal Spas, European integration.

Name 23. Pilar Barrios Manzano
Function Professor and researcher
Institution Teacher Training College in Cáceres, University of Extremadura



Name 24. Juana Gómez Pérez
Function Professor and researcher
Institution Teacher Training College in Cáceres, University of Extremadura



Session Thursday 14/07/2016, 16:00-19:00, Panel 3
“Cultural, Tourism and Hospitality Management for Thermal Sites”

Short CVs – Pilar Barrios Manzano, PhD in History of Art and Music, is a professor of Teaching Musical Expression at the Teacher Training College of the University of Extremadura. Currently she is a Senior Lecturer in the Department of Didactics, Music, Plastic Education and Physical Expression, at the Teacher Training College in Cáceres, University of Extremadura. Her research activities are focused on music, art and folk traditions with the aim to expand knowledge and information on shared heritage through artistic education. She coordinates the Researchers of the European Project CulturPlus; she collaborates with the Institute for Heritage Research at the University of Extremadura; she also coordinates the research group for Musical Heritage and Education, MUSAEXI, which is dedicated to the study of Musical Heritage and Education in the Extremadura Region.

Juana Gómez Pérez has a degree in Fine Arts, specialising in Design, from the Complutense University of Madrid; with a doctorate in Physical and Artistic Education from the University of Extremadura. With considerable experience in Artistic Education, she is currently a Senior Lecturer in the Department of Didactics and Musical, Plastic and Physical Expression, Plastic Expression, in the Teacher Training College in Cáceres. Her most recent research focuses on the design of didactic material with the aim to expand knowledge and information on shared heritage through artistic education. She is part of the group of top Researchers in the European project Curturplus and belongs to the MUSAEXI Research Group.

Title **Governance Models for Spa and Health Tourism : Bath and Alange**

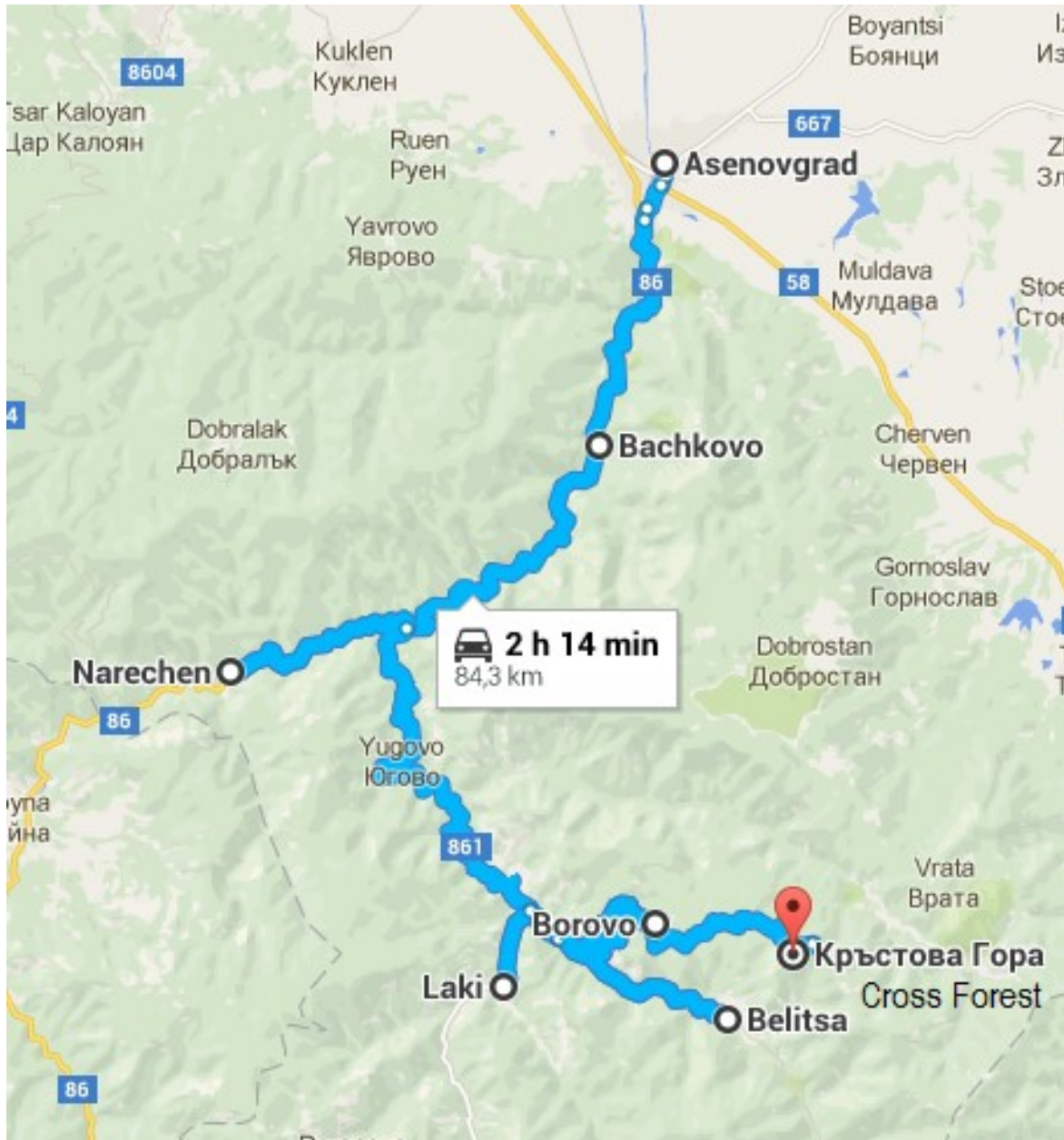
Abstract - This presentation focuses on the comparative study between two models of thermal management. Firstly, we talk about the Anglo-Saxon model, using the city of Bath (UK) as an example. Secondly, a local model is presented with the case of the Alange thermal spa in Extremadura (Spain). Both of them are world Heritage sites with a considerable cultural management. Furthermore similar ancient legends were found related to the sites, which are inspired by the cult of nature that dates to pre-Roman times. They thus have a common past as a resort spa in Roman times. Both villages have very significant names, which tell us a lot about their past, present and future. For our research, the main websites were analysed. Interviews with owners, employees and locals were organized. In addition, our personal experiences as customers were also taken into account. On the other hand, a number of differences were hit upon which prevented the successful development of both thermal models to the same degree. To sum up, we have inherited from Rome many of the health and wellness traditions and the Roman culture of water, as a melting pot of cultures, is still alive nowadays.

Keywords Health and wellness tourism, thermal resorts, roman shared heritage.

**PRESENTATION OF THE ENTREPRENEURS
AND THEIR BUSINESS PROJECTS**

BULGARIA

Pilgrim route Asenovgrad – Cross Forest





Angel Zarev

Eco-guesthouse near Cross Peak

1. Angel Zarev

He is planning to build an eco-guesthouse near Cross Forest in the village Borovo which is located in the middle part of the Rhodope, 50 km west from the town of Plovdiv, 38 km south of Bachkovo and 6 km from the small town Laki. The highest point in the area is Cross Peak (1545 m) which is only 7 km from the village. His eco-house will respect the three core principles of every Active House: guarantee energy saving, healthy microclimate, and environmental protection.

Thus it will consume less passive energy, and even produce more energy than it needs, and this in turn is a source for generating additional income, as excess energy can be introduced in the electricity grid. Developers of the Active House concept assure that it will fully pay itself back within 30 years.

Short CV

Angel Zarev attended the following courses: from 2002 to 2003, UCTM, specialty: Biotechnology, 2 semesters and from 2004 to 2007, New Bulgarian University, specialty: Anthropology, 6 semesters. From 2013 to present he is preparing his 2017 bachelor graduation at Varna Free University "ChernorizetsHrabar", specialty: Business Tourism Management - with excellent results so far.



Maria Doganova

A 3D virtual walk - virtual tourism

2. Maria Doganova

She wants to start up a company that will provide the exclusive service “Virtual Traveller” which gives the opportunity to tourists to have virtual tours all around the world. The service will promote new locations and will save already existing ones from the damaging power of traditional tourism. A “Virtual Traveller” could be everyone with internet access and/or virtual reality headsets.

Our goal is to include as many destinations as possible such as islands, churches, museums, aquariums, temples and numerous adventurous tourism activities, captured by high definition 360° cameras. Our first virtual tour will be showing the mystical route “Cross Forest” in Bulgaria. The virtual walk will present the legend, which says that a small piece of the Holy Cross has been buried in Cross Forrest, located in the heart of Rhodope Mountain (Southern Bulgaria). Today people from all over Bulgaria and abroad come to Cross Forest to see the magical cross symbol placed on stones in the entire forest and look for a cure for their disease. The main goal of the virtual walk is to enhance the entire area with the support of new technologies and Internet and make it known to the wider public.

Short CV

Maria Doganova has a Tourism Management bachelor and now works as project organizer, promotions and advertising coordinator and movie editor. She obtained the following certificates: European certificate in Interior Control in Tourism “Leonardo Da Vinci”, Lisbon; IELTS certificate; ECO certificate for the ‘Saving European Rivers’ project, Czech Republic; a certificate A1 level Portuguese, BECH English Certificate; First Aid Certificate. Moreover she worked on an Ecological awareness “Comenius” project in Naples, Italy.



Milena Vasileva

Thermal waters and balneology in Bulgaria

3. Milena Vasileva

Bulgaria is a country with rich thermal resources and Milena Vasileva would like to focus on the benefits from the healing abilities of thermal waters. It is her idea that the unique variety of mineral waters in Bulgaria is a great opportunity to develop and expand tourism in the country. She would like to join the necessary investments for the construction and development of a new advanced spa centre, which will help the development of tourism and local economic growth in the Cross Forest region.

Short CV

Milena Vasileva has a master's degree in Tourism from Varna University of Economics (1997 – 1999). She has more than 14 years of work experience in the field of tourism.



NikolVoycheva

New Routes for New Tourists

4. Nikol Voycheva

Her area of work is Cross Forest in Bulgaria. This is a place with special energy, so it will be great if this place would be accessible for everyone and could be reached easily. Her idea for the project is New Routes for New Tourists, so they can reach Cross Forest and every place around stress-free and enjoy their walks/stay.

She thinks that it will be really useful to make new comfortable hiking trails and that they will increase the number of the tourists who visit Cross forest.

Short CVs

Nikol Voycheva is studying Architecture in Varna Free University "Chernorizets Hrabar". She participated at the Erasmus+ programme from February to August 2015 in Politecnico di Milano. She is a very active student and has taken part in different workshops: photography workshop, Rofix workshop – analysis for façade renovation, photoshop workshop, and international workshop - Coastal Engineering from 25.09 to 03.10. 2015, in Varna Spaghetti Engineering as a mentor.

Enhance economical effectiveness Cross Forest



Denis Naumov

5. Denis

Hi is planning how to enhance the economical effectiveness of the activities/infrastructures implemented in the Cross Forest area which has such a touristic cultural and rehabilitation potential. The project will help the region achieve the following objectives:

- Improve transport infrastructures
- Increase the number of places to stay
- Provide decent, adequate and generally accessible information

Denis Naumov is an architecture student at Varna Free University "Chernorizets Hrabar" since 2013. He aims at getting his Master Degree in 2019. He participated at the Erasmus+ programme from February to August 2015 in Politecnico di Milano. He is a very active student and has taken part in different workshops: photography workshop, Rofix workshop – analysis for façade renovation, photoshop workshop, and international workshop - Coastal Engineering from 25.09 to 03.10. 2015, in Varna Spaghetti Engineering as a mentor.

GREECE

St. Paul's Route in Greece





Elisavet Kotsanou

Apollonian Katharsis

6. Elisavet Kotsanou

Ancient Greeks were the first to express -if not establish- the inextricable link between mental health and physical exercise. Our modern era has extended this to include the link between recreation activities and mental health, not only as a precaution/preventive measure but also as a therapeutic method.

Elisavet Kotsanou devised "Apollonian Katharsis" as a tourist package which combines mental relaxation as well as body balance with the historical and natural advantages of the area of Delphi. Ever since antiquity, Delphi in Phocis was recognized as a region with particular qualities in terms of energy and spiritual potential. The most renowned oracle in antiquity was situated there after all. In such a region visitors, particularly those facing some mental health problems, are motivated to participate in activities which help them to feel better and to enjoy holidays by the sea, and the national park of mount Parnassos.

This kind of tourism focuses on healing and spirituality and on enabling people to find strengths and build on them. Furthermore, some of the participants can be trained to act as guides for others, thus moving a step forward.

Suggested activities include hiking the ancient path through the Olive Grove of Amphissa, participating in the olive harvest, cooking with the locals, swimming and birdwatching.

Assuming an active role empowers people with mental health disorders, which is often a necessary condition for their healing. "Apollonian Katharsis" is thus conceived as a holistic approach to mental health issues, profiting from the natural and cultural heritage (both tangible and intangible) of the region of Delphi and aiming at reinstating a more active role in society for people with mental health problems.

Short CV

Elisavet Kotsanou graduated from the Technological Institute of Lamia with a Bachelor of Administration on Tourism Management. Since 1999 she works systematically in the sector of Tourism in her region, the Prefecture of Fokida as front office and back office manager, and contract manager in hotel chains. The last three years she moved to the sector of social economy by running a business action in a social cooperative, an alternative tourism

agency. Within the same time she was elected as Local Counsellor to the Mayor of the Municipality of Delphi with special agenda of Tourism Promotion and Development. She is currently undertaking a Master Degree in Tourism Administration by the Greek Open University (EAP).



Julia Kourafa

Cultural & Experiential Tours in Greece

7. Julia Kourafa

Greece is a country with particular potential both for religious and thermal tourism. Although religious tourism per se is centered more around specific ecclesiastic or monastic endowments and is not developed in "routes" *stricto sensu*, it has been recently realized that there is great potential for enhancing pilgrimage itineraries and for addressing other religious denominations than the Orthodox Christians, which are the majority in Greece.

Julia designed a thematic cultural tour company “Cultural & Experiential Tours in Greece” to execute at least the following two specific tours:

1. A multi-day tour to the Catholic churches of the Cyclades islands - Greece hosts a significant Catholic community of around 50.000. They mostly live in Athens and the Aegean islands of Tinos and Syros. In this tour we visit Athens, Syros and Tinos where we explore the magnificent Catholic churches and monasteries and learn about the life and traditions of the Greek Catholic community.
2. A multi-day tour combining visits to the Asclepieia - the healing sanctuaries of ancient Greece - and modern thermal springs and spas. The Asclepieia were the first holistic medical care centres and were built in locations of great natural beauty, with thermal springs. This holistic healing approach of the Asclepieia is now, more than ever appealing to the modern world. In this journey we visit some of the most important ancient sanctuaries of healing and at the same time spend time in some of the most impressive thermal springs.

Short CV

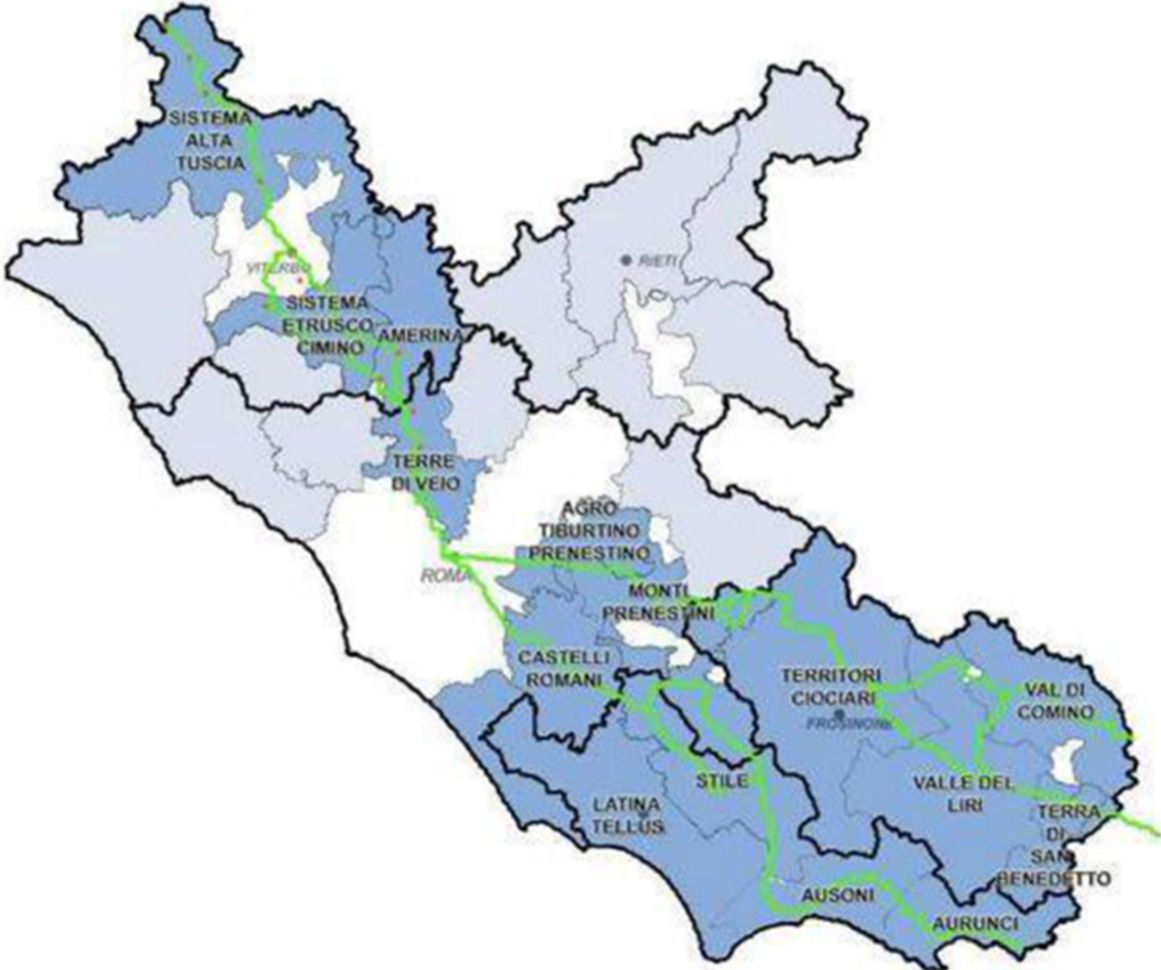
Julia Kourafa studied Communication at Panteion University in Athens and Electronic Publishing at University College London. She has worked as a Communications Manager for Doctors Without Borders in Athens and Barcelona and traveled extensively through Europe, Africa and the Middle East. Since September 2014 she is the co-founder of the Greek cultural tours company Somewhere We Know. She is responsible for driving written content on the

company's website and aiming to increase global awareness of both the company's excellent cultural tours and its mission to promote Greek culture.

She loves photography, traveling and exploring new paths while trekking.

ITALY

The Southern Via Francigena





Marco De Luca

UltreyaSuseya

8. Marco De Luca

The aim of the business project "UltreyaSuseya" (www.ultreyasuseya.com) is to design and implement a multi-functional platform with an embedded social network and interactive maps.

The services of UltreyaSuseya are aimed at solving some of the major problems pilgrims and walkers could bump into, such as the struggle to find travel mates, the difficulties to have an overall view on the hotels and hostels available on the route, etc.

The platform will be mainly focused on *Via Francigena*, *Via De La Plata* and the *Caminho Português* with which pilgrims seem to struggle more to satisfy their needs.

The platform has been designed for customers aged between 18 and 60 years old, paying attention to the different needs brought on by the age gap, and targeting among this range two different groups according to two different sets of services and goods and two specific marketing strategies/campaigns.

Agencies, tour operators, associations and all sort of organisations offering travel packages along the European Cultural Routes, could be UltreyaSuseya business partners, because of the flexible structure of the platform and the royalty system thought to absorb the competitors and make UltreyaSuseya resilient to market changes and competition.

In other words, pilgrims will be able to use the platform to organize the trip autonomously, finding out tips and travel companions; they could choose to buy travel packages and tools; they might be absorbed by the social media interaction aimed at building up a loyal customers' community around UltreyaSuseya.

Short CV

Marco De Luca is a 33 years old entrepreneur living in Formia, a small seaside town of southern Latium Region (Central Italy). He has been trained in Economics and Business

Administration, getting a bachelor's degree (2006) and then a master's degree in Economics, Management and Corporate Finance (2010). In 2011 Marco walked the "Camino de Santiago". This marked a turning point in his life by expanding his horizons as he discovered slow/sustainable tourism. So he decided to gain knowledge about pilgrimages, an increasingly popular phenomenon.

Furthermore, he decided to walk the Francigena route, and afterwards to manage (voluntarily) an "*albergue*" along the Camino de Santiago. While Marco was volunteering and studying the phenomenon he had the idea to design and build a web platform able to meet pilgrim's needs. He began to better shape his idea while he was attending in 2014 the Master's degree in "Experts of European Cultural Routes". This course fosters the acquisition of specific skills for the development of hosting systems along Cultural Routes and to support/set up networks between stakeholders interested to work in this market segment and willing to promote sustainable tourism.



Ludovica Castiglia

BE TRIVIUS: Book, Earn, Travel

9. Ludovica Castiglia, Emiliano Satta&Alfredo Ingrosso

In hotel business one key problem remains to be solved: hoteliers pay high fees (from 18% to 35%) to online travel agencies to be visible on the web.

This generates discontent, inaccessibility for small structures, and high prices. Moreover, the act of booking doesn't give power to the client.

Our innovative idea is to realize an online portal in which the accommodating owners indicate a price for the room.

The client, after indicating the dates, can accept the price, or make an offer on the booking price. The transaction will be confirmed only with agreement of both parties.

How does BETRIVIUS earn? When the transaction occurs: a fixed fee is paid by the seller, and a share, based on the savings (final price offered by the seller), paid by the buyer. An additional innovation is that every user, once he purchased the booking, can benefit from it, or he can resell it on the portal with the same dynamics above described: at a higher price (earning); at the same price (without losing money); at a lower price (losing only part of the money). This means that a same booking can be resold number of times: the greater the price differences are, the greater the profits can be.

BETRIVIUS gives value to the booking, making both the client and the hotelier protagonists, with mutual satisfaction.

Short CV

Ludovica Castiglia is a rational and pragmatic young entrepreneur, whose background has been built around these features of her personality. Therefore she decided to focus her training on the branch of Sciences of Engineering Management.

In fact, Ludovica got both a Bachelor's and a Master's degree, publishing the thesis: "Accommodating individual preferences in human resources scheduling via auctions and

optimization”. Afterwards, she was also selected for several master classes and courses, such as the master class in “Advanced Production, Logistics and Supply Chain” carried out by the Universitat Politècnica de València and mentorship programs for the enterprise development. In one of those courses she met her current colleagues Alfredo and Emiliano, who both work in the field of lodgement/hotel management and they are respectively managing the revenues of a hotel of the capital and owning an hotel near the main airport of the capital (FCO Airport). They decided to put together knowledge and attitudes in BE TRIVIUS, to meet the needs of customers and owners of hotels in order to overcome the economic leadership of the OTP and to deliver better services to customers.

POLAND

Jasna Góra Monastery housing the famous icon of the Black Madonna pilgrim routes

Route between Warsaw and Czestochowa, the most famous pilgrimage centre of Polish Catholics - the JasnaGóra Monastery housing the famous icon of the Black Madonna



The Polish entrepreneurs will be developing two interesting projects that will be coached by Research and Innovation in Education Institute and Higher School of Radom. Bellow you can find more detailed information about the entrepreneurs and about their projects.

Agritourism & SPA Farm "SHELTER FOR PILGRIM"



10. Aneta Maciejczyk

Aneta is a very nice, warm and helpful person. She is a professional physiotherapist, but as she is still going to school of nursing, it was impossible to start a full time job in the medical world. So she chose to work part-time or in a holiday system at many places, from hospitals to hotels.

Aneta Maciejczyk She loves to be independent, so some time ago she started to think about her own business giving her the opportunity to do what she was trained for and likes and, at the end of the day, earn a living with it.

She lives in the countryside in a big farmhouse. Due to the proximity of pilgrimage routes, she has often hosted weary pilgrims. Younger and older people with different needs and expectations all passed by her family farm, and that is how the idea of creating an Agritourism & SPA Farm arose.

The object of the Agritourism & SPA Farm "SHELTER FOR PILGRIM" is the organization of accommodation for tourists and pilgrims from Poland and abroad. Aneta wants to use the existing facilities, rebuild or modernise them to ensure a comfortable holiday in a rural area, with fresh air and healthy home-made food. She also wants to offer interesting leisure activities that stand up to different kinds of budget. She also would like to offer a range of professional physiotherapeutic treatments. She would like to be able to offer both more expensive stays for wellness clients and cheap accommodation for pilgrims. What is very important, is that such a company could create work places for many people and develop a fruitful cooperation between the farm and local suppliers of food, furniture, transport, etc. She could do what she likes best – make other people happy.

Short CV

Aneta Maciejczyk has a Bachelor's Degree in Physiotherapy from the Humanistic-Technological University of Radom, and is getting another Bachelor's Degree in Nursing at the same University. She has worked in hospitals as a physiotherapist, she has also a rich

experience in summer work in gastronomy/hospitality: she was a waitress, cook's helper, hotel receptionist. Now she manages the students' buffet. She loves travelling, but her passion is to feed and take care of people.



Michał Ciupak

Travel Agency “Earth & Heaven”

11. Michał Ciupak

He is very active as a person. Besides his professional work he pursues postgraduate studies and he actively works in Polish Diabetes Association, where he has organised different events, trips and pilgrimages.

This activity so far has been carried out by him voluntarily, allowing him to put up a rich base of contacts of transport and accommodation subcontractors, gain experience in negotiating prices and obtaining grants, find sponsors and other opportunities of funding the trips the Association offers to poor, lonely, sick and disabled people.

With the help of CULTOUR+ he would like to start up his own business that will allow him to link professional and social work. Additionally he would be happy to create new jobs for unemployed people. His educational knowledge and extensive experience with internet and modern ICT systems is another advantage to streamline his project.

According to the established business plan, the customers of Travel Agency “Earth & Heaven” may represent every age group and every social group, without any restrictions, the offer will be addressed to the possibly largest group, from youth through families, seniors, and various professional groups. The main objective is to create a real opportunity for potential customers.

Short CV

Michał Ciupak has a Master’s Degree in Automatics and Computer Sciences of the Humanistic-Technological University of Radom and Postgraduate Studies in Computer Nets Administration and Data Basis of the Higher School of Business and Administration in Lublin. He has worked as IT specialist in Medical Centres in Radom and Town Council in Zwoleń. He is an active member of the Polish Diabetes Association. He is an excellent organizer, fond of new challenges. His dream is to start his own tourism business.

PORTUGAL

Inland Way to Santiago de Compostela





Alexandre Trindade

Traditional Flavours of Viseu

12. Alexandre Trindade

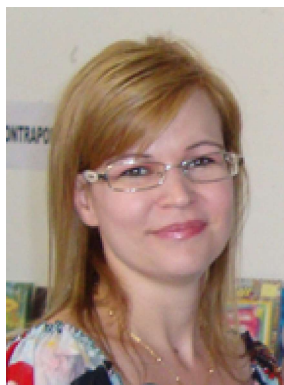
He is a rather busy person as he has his own company in the communication sector. But as he is also the owner of the *Taberna de Dona Maria*, located in the centre of Viseu, he thought that CULTOUR+ might help him and his collaborators to promote this café/restaurant better and to turn it into something even more unique.

Conscious that modern pilgrimage to St James is going to increase rapidly in the next years in Viseu, thanks to the implementation and signalization of the Interior Portuguese St James Way, he wants to take advantage of the situation, enticing religious tourists to get to know the local gastronomy (and even culture in a broader sense).

The *Taberna de Dona Maria*, being a cultural restaurant, promoting Viseu's and Portugal's cultural heritage, Alexandre is convinced that CULTOUR+ is a direct entrance to gain expertise and knowledge in managing business ideas, especially for those who, like himself and his team, wish to bring cultural and pilgrimage tourism closer. They see their project, **Traditional Flavours of Viseu**, as a possibility to innovate their business model and to improve their networking.

Short CV

Alexandre Trindade has a Bachelor's Degree in Translation and Interpretation (variant English / German), and a Master's Degree in Business Strategy and Marketing. He is highly communicative, extremely professional, a born leader and used to deal with pressure. He gained these qualities during different work experiences, at first in the language sector and now in the communication sector. He now is the general director of "Modern Communications", a company that operates in the Iberian Market in the field of advertising and marketing – www.moderncommunications.pt. He also owns a traditional restaurant *Taberna de Dona Maria* in the Centre of Viseu.



Cristiana Pires

13. Cristiana Pires

Living North

Cristiana Pires has been a college school teacher for more than a decade, but then she decided to start up her own business and to dedicate her teaching skills to what she really likes: “selling/promoting” her frontier region. This is why she created Living Chaves, a company dedicated to tourist entertainment and organization of events.

With the help of CULTOUR+ she wants to diversify her project: she would like to set up more customized tours and routes through unknown regions in northern Portugal and Galicia (Spain), where visitors could experience a mixture of natural beauty and ancestral traditions maintained alive along the centuries.

With **Living North** she intends to promote this border region as one unique destination.

Her tours will focus on unique tourism products, as for example the religious pilgrimage to Santiago de Compostela and thermal spas. Her clients should not only observe, but also participate in, for example, culinary activities, agricultural labour and artisanal crafts. Furthermore they will be encouraged to learn the basics of the local idioms.

She believes that her region has got so much potential when it comes down to tourism that it is a shame that it is so little known as a tourist destination. However, she thinks that this situation will change within short, as Chaves will open in the near future two more fantastic attractions: the in 2004 discovered roman spas which have been transformed into a museum and a huge contemporary art museum, dedicated to the local painter Nadir Afonso. With her project she wants to accompany the boom she expects tourism to take in her hometown Chaves in the near future.

Short CV

Cristiana Pires has a PhD in Textual Criticism and Genetic Criticism of the University of Porto; a Master’s Degree in Theory of Literature and Portuguese Literature of the University

of Minho and a Bachelor Degree in Portuguese-English (teaching professional) of the University of Trás-os-Montes e Alto Douro. In 2006 she published the book *The fantastic mode and the stone raft by José Saramago*. She worked as a secondary school teacher until 2012. She was a PhD student of Roman Literatures and Cultures at the University of Porto, but she decided to postpone these studies and start her own tourism business.



Margarida Fernandes

Walking Inside-Out

14. Margarida Fernandes

Since Margarida Fernandes was a little girl, she has this passion for being in nature, walking and exploring the wilderness. Smelling different odours, seeing the beautiful colours of the mountains, the rivers, the sea, the flowers, enjoying fresh water, berries, the warmth of the sun, the cold of the wind, the rain and even the snow – all these scenarios just blow her away!

And as the years went by she discovered another passion, one related to human behaviour: coaching. She finds it very intriguing to reflect about the way that our thoughts and our communication can influence our results.

When she saw the invitation of CULTOUR+ to submit innovative business projects, she immediately thought about combining these two passions and all her professional training in these areas (Master in neuro-linguistic programming, Technician of pedestrian routes, NOLS - Yukon Outdoor Educator, Degree in Sports Sciences and Physical Education – Outdoor expertise). And that's how Walking Inside-Out was born!

Walking Inside-Out is an invitation to leave your sofa and go into nature, to walk and explore the region and return home knowing yourself better. Your body might feel a bit tired but you will arrive feeling yourself better and happier as a result of dedicating time to the most important person in your life, You!

Do you dare to try it!?



Mariana Lobo

Tourism info & gourmet boutique

15. Mariana Lobo

The family of **Mariana Lobo** owns an old house near the roman bridge in Chaves (a very well visited tourist attraction in the historical centre of Chaves) that has been converted into a hostel. It is her intention to set up a **tourism info & gourmet boutique** in its basement.

Here she will sell especially food, but also other products that may be associated with the same target group of clients (e.g. books or crafts) and of course she will also include tourism services in her offer.

She will turn her project really unique as she will simultaneously create an online channel that consists of an e- platform of differentiated food products, crafts and souvenirs - developed for direct customer commerce. With other words, she plans to sell her products and services both in a real shop and through a virtual store with a monthly subscription box.

Short CV

Mariana Lobo earned her BSc degree in applied mathematics and her MSc degree in biomedical engineering from the Faculties of Sciences and Engineering from the University of Porto, Portugal. She is currently enrolled in the doctoral program in clinical and health services research at the Faculty of Medicine University of Porto.

Mariana is a researcher with the BioData group at the CINTESIS – Center for Health Technology and Services Research with a fellowship from the Harvard Medical School – Portugal Program. Her research is dedicated to health services research between different health care systems.



Rosa Cramez

Experiences in the world of conventual sweets

16. Rosa Cramez

She is married, has two grownup sons and owns a family company specialized in conventual sweets in the historical centre of Vila Real (North Portugal) that exists over 80 years. She wants to innovate her pastry shop. To do so, she wants to combine what she has been doing for years with a new passion of hers: promoting her region to tourists.

That is why she went to university to study tourism. After having combined her job with her studies during three years, in June 2016 she obtained her UTAD Tourism Bachelor Degree.

This year she also joined ideas for a new project: she wants to open a second shop within the public market. This is a central place in Vila Real where lots of people go shopping. In this new cake shop/café she will sell not only conventual sweets; she will give her clients the opportunity to eat them seated, combined with (port) wines of the Douro, the local wine region. Moreover, she will offer unique tourism experiences to visitors, as they will find in the midst of fine local products a lot of ideas to fill up their days in the region. She will, for example, also sell guided tours through the city centre, the natural park Alvão, the Douro Region and even to the thermal spas a little further up north or down south. She hopes that the CULTOUR+ training will provide her with techniques to create interesting tourism packages and to promote her project Experiences in the world of conventual sweets. She is really looking forward to gain even more skills to promote her region with its rich gastronomy, religious traditions and innumerable cultural assets – such as the Saint James Way – more efficiently.

Short CV

Rosa Cramez is the owner of a family company specialized in conventual sweets in Vila Real. In June 2016 she obtained her Tourism Bachelor Degree from the University of Trás-os-Montes and Alto Douro.

SPAIN

Via de la Plata between Mérida and Béjar





Paloma Castro Navas

The movie of your route

17. Paloma Castro

She is the woman behind the project that creates and produces "**the movie of your route**" of pilgrims of Via de la Plata and other walking or cycling tourists who visit Extremadura.

Anyone can be the star of a film. It is only necessary to want to make one. The film will retract your personal experiences along the route and show the sensations and emotions you felt.

The movie will be shot in different locations along the chosen route. Some contracts she might fix will include logistic or counselling services for tourist groups or pilgrims, so that their journey will run smoothly along the best possible route.

The customer target group is very large: pilgrims and groups of tourist hikers or cyclists, from all over the world, who want to be able to show "the movie of their route" to sponsors, collaborators, companies, or to showcase their products and services in advertising campaigns on the web. Another group are public entities (regional or town councils) or Local Action Groups who want to integrate a movie of the routes crossing their territory in their tourism promotion strategy.

Each movie is different. Each film is original and unique.

The competitive advantage of the project "The movie of your route" is that it introduces routes through unique and high quality films that can easily be uploaded on the web.

Short CV

Trained in Law, Business and Entrepreneurship, and 15 years on the job have given **Paloma Castro** extensive business experience in project and human resource management. With her innate motivational ability she is enthusiastic about being a coach and giving employment guidance and thus showing unemployed people new possibilities. She also likes to share her work as community manager: in the past she did it via Redife Avanza, targeting female

entrepreneurs, now she does it via <https://www.facebook.com/Orienta-Comunica-167216893616001/timeline>.

Right now she is collaborating as freelancer with several companies. The last collaboration was with a company specialized in the creation of historical re-enactment events, in a context of cultural tourism (<http://www.recreacionhistoricaplus.com>).

She loves writing and has written articles for Avanzamos TV sport & nature, in the section <http://www.avanzamosciclismo.com/bicicreativa.html>.

Finally she is known as a cyclist for having accepted the challenge when she was 43 years old to climb a very high mountain. The "Trilogy of Quebrantahuesos" on Youtube (with over 80,000 views worldwide) serves to motivate people to set goals and go for them (eg. <https://www.youtube.com/watch?v=OMJMkLomQOo>). Her slogan is: "If you want, you can".

Baños de Montemayor



Blanca Ramos Muñoz

18. Blanca Ramos

She wants to be an intermediate agent between hotels and demand through innovation in ICTs and the attainment of new tourist markets. The existing tourist profile in the village Baños is mainly of reformed people who get there through public programs. Hotels are a bit obsolete and low rated (most of them less than three stars), and hotel managers lack preparation and knowledge to develop up to date ICT marketing strategies.

So there are real entrepreneurial opportunities in this field and there is a great potential for the growth of tourist demand.

Short CV

Blanca Ramos Muñoz is an entrepreneur from Baños de Montemayor, a Thermal Village. She studied tourist activities and businesses, and she knows local tourism in her town very well because her family has its roots there and she returned in 2005 and is since then living in Baños de Montemayor. She also studied marketing and administration and she has a long term experience in the tourism sector because she worked in many different hotels, starting as a receptionist in 2003. She loves her village, and she knows the requirements and problems of the local tourism business from the inside.

La Abadía del Camino

19. Juan Rebollo Bote & Carlos Marín



La Abadía del Camino is a creative and innovative cultural tourism project which aims to design and promote routes and guided tours as well as historical events and dramatized representations around the Via de la Plata in Extremadura.

Juan Rebollo Bote f the project is to reinforce the concept of cultural pilgrimage, following the historical tradition of this Roman road as a way to spread the culture, and creating an active centre, as a preserver and producer of traditional and historical Culture (art, literature, craft, agriculture and farming, etc.), taking the medieval monastery as a model; or important cultural centres like Plasencia and Abadía (Modern Era).

The latter, which gives its name to our project and lies near the "Vía de la Plata", was first a Cistercian monastery and later a cultural entertainment centre. All these historical facts justify the development in this territory into a project that combines tourism, education, dissemination and interpretation of the traditional and historical culture of Extremadura.

From the tourism point of view, we hope to welcome travellers on a personalized experience that transcends the traditional tourist model. Rather than limiting our services to providing more or less detailed information about Extremadura we intend to customize routes and visits, betting on creative tourism as one of our distinguishing marks, that is, we use as the basis of the experience a tourist model in which visitors take an active part of the destination interacting with the local population. A journey through different historical times, in order to learn about the cultural reality that is being visited, grounded in the attractiveness of recreation but also of reflection, in search of why and how this area of Extremadura has ended up as it is, so picturesque.

Short CV

Juan Rebollo Bote enrolled at the University of Salamanca (Spain) to study History and later he specialized in Medieval History of Castile and Leon studying an interuniversity

Master's degree organized by several universities and the CSIC. His training as a "historian" has been complemented with different methodologies and perspectives given by national and international stays at the universities of Granada (Spain) and EötvösLoránd (Budapest, Hungary) as well as through archaeological training at sites like the Roman city of Mérida (Spain) or the caliphal city of Madinat al-Zahra (Córdoba, Spain). For the last two years he has been doing his PhD as a member of the research team "Mudéjares y Moriscos de Castilla", studying the Islamic minority in the Spanish region of Extremadura and their frontier context with Portugal during the Middle Ages. Furthermore, he has lived for more than two years in Germany where he started to work as a guide in the History Museum of Münster. After that he came back to Spain in order to obtain his tourist guide certificate in Extremadura (in Spanish and German) and to work in the tourism sector.

WelcHome

20. Joaquín Martín de Saavedra Rojas

WelcHome is a personal idea to connect Europe and its citizens in different ways. The most important part of this project is the collaboration/networking/partnership.

Short CV

Joaquín Martín de Saavedra Rojas was born in Badajoz, Spain in 1990, but he has lived in many cities of Extremadura. He is very passionate with the Erasmus/Erasmus+ Programme since 2010, when he decided to create different youth associations in his region (Erasmus Student Network of the University of Extremadura & Organizing Erasmus Badajoz), in order to genuinely help exchange students and workers every year. He has been part of the team of a small international company called EduEntry, as an International Relation's Officer, Community Manager & Online School Manager. Nowadays, he works at the Youth Council of Extremadura as a Facilitator of two Working Groups (International Relations & Young People from Extremadura Living Abroad) and also at Espacio Convento (a Spanish co-working space located in the old town of Badajoz).

BAT (Blind Accessible Tourism)

21. Jose Enrique Llamazares de Prado

Focused on people with visual disabilities who wish to travel and be able to experience aesthetic experiences to both material and immaterial assets, BAT allows to acquire knowledge while travelling, providing its clients greater freedom.

The project arose out of doctoral research in the field of didactics and creativity of people with visual disabilities, an urge for cultural inclusion of visually impaired people-oriented, a will to make tourism more accessible to the visually impaired in cities and rural areas, allowing them access to information of both material and immaterial heritage (cathedrals, parks) by means of a colonnaded structure culminated with a 3D image and the use of NFC and QR code, wifi to be connect to smartphone, allowing you to enjoy the touch and the sounds of the heritage, with the aim of democratization the access to culture allowing it to be used and enjoyed by blind people as well as people with no vision problems. BAT should be a reference in key tourism spots, and give information in stations, airports, etc.

Short CV

Jose Enrique Llamazares de Prado has a bachelor's degree in History of Art from the University of León (2012), a master's' degree in Psychology Research and Sciences of Education (2013), and now is a PhD student in Research Psychology and Sciences of Education.

Until 2016 he is an honorary collaborator of the Department of Teaching. He is eager to learn - certainly about cross-disciplinary lifelong learning -, has a great sense of adaptability, and has a natural tendency for innovation and creativity.

He accumulated the following work experience: RTD Work in the Department of Didactics and Neuropsychology of the University of León, supervision of TFGs and tutoring of future elementary and secondary education professionals. Ambassador cultural of Educlips (platform TICS to help students of education with the creation of virtual classes) and Malariaspot.org, where TICS are used in the fight against malaria. Collaborator of the NGO Entreculturas in education and awareness about the soldier children in the centres' school in the city of Leon.

He furthermore has worked in archaeology (project led by University of León), helping with the restoration of ancient pieces of the Fund of the Museum of Leon and the cleaning in laboratory of remains of the site of bridge castro (with Professor José Luis Avello). . In terms of teaching innovation, he collaborated with a museum within the program Zaragoza 10 x 10 culture. FPDGi Foundation Princess of Girona Award 2015. He won the MIT Technology Review Innovator Under 35 Award 2015. Carson Arts School Award, Paris. 2015 / 2016. Award Queen Letizia of culture inclusive, 2016.

He is a member of Yuzz entrepreneurs 'young ideas'.

List with 32 CULTOUR+ entrepreneurs

(in alphabetical order per country and first name; author present is indicated with* before his age)

Country	First Name	Last Name	Age	E-mail	Project title
Bulgaria	Angel	Zarev	33	angelzarev83@gmail.com	Eco-guesthouse
Bulgaria	Maria	Doganova	23	doganovcamaria@gmail.com	A 3D virtual walk - virtual tourism
Bulgaria	Milena	Vasileva	43	milena_hristowa@yahoo.com	Thermal waters and balneology in Bulgaria
Bulgaria	Nikol	Voycheva	21	nikol_voicheva@abv.bg	New Routes for New Tourists
Bulgaria	Denis	Naumov	21	denis.naumov@abv.bg	New Routes for New Tourists
Greece	Elisavet	Kotsanou	36	ellie.romvotsanou@gmail.com	Apollonian Katharsis
Greece	Julia	Kourafa	39	julia@somewhereweknow.com	Cultural & Experiential Tours in Greece
Greece	Maro	Magoula	26	m.magoula@peripatos.net	Periegesis
Italy	Alessia	Bartolucci	38	alessia.bartolucci13@gmail.com	There is no progress without knowledge.
Italy	Enrica	Milanese	25	enrica.milanese.90@gmail.com	Strawbale buildings along Francigena
Italy	Francesco	Gelati	28	francesco.gelati@alumni.unive.it	CamminateIntelligenti - Intelligent Walks
Italy	Ivan	Giannetti	32	ivan.giannetti@outlook.it	Anxur Pilgrims
Italy	Lorenzo	Tassoni	31	lorenzo@esploriamo.org	Visit with other eyes
Italy	Ludovica	Castiglia	24	ludovica.castiglia@outlook.it	BE TRIVIUS: Book, Earn, Travel
Italy	Manuela	Pecchia	27	manu.pecchia@gmail.com	Francigena Operator
Italy	Marco	De Luca	33	marcodeluca82@gmail.com	UltreyaSuseya

Poland	Aleksandra	Miłkowska	25	aleksandramilko@interia.pl	Language trips
Poland	Aneta	Maciejczyk	28	maciejczyk-aneta@wp.pl	Agriculture and Spa Farm - Shelter for pilgrim
Poland	Diana	Popkowska	24	dianapopkowska@gmail.com	Culture as communication between generations
Poland	Magdalena	Drzyźła	24	magdadrzyzla@op.pl	Cultural tourism as a bridge connecting generations
Poland	Patrycja	Kaczmarczyk	25	pt.kaczmarczyk@gmail.com	Cultural tourism as a bridge connecting generations
Poland	Michał	Ciupak	27	ciupak-michal@wp.pl	Travel Agency EARTH & HEAVEN
Portugal	Alexandre	Trindade	47	direccao.executiva@modernbrands.com.pt	SaboresTradicionais
Portugal	Cristiana	Pires	39	crispires.76@gmail.com	Living North
Portugal	Margarida	Fernandes da Silva Fernandes	35	guidex.2@gmail.com	Walking Inside Out
Portugal	Mariana	Lobo	34	nanalobo@gmail.com	Tourism info/ gourmet boutique
Portugal	Rosa Maria	FernandesCramez	51	rosacramez@hotmail.com	Experiences in the world of conventual sweets
Spain	Blanca	Ramos Muñoz	39	blankaramos@hotmail.com	Plata Termal
Spain	Joaquín	Martín de Saavedra Rojas	25	quininocsnt@gmail.com	WelcHome
Spain	José Enrique	Llamazares de Prado	29	jllamp00@estudiantes.unileon.es	BAT (Blind Access Tourism)
Spain	Juan	RebolloBote	27	rebollo_2610@hotmail.com	La Abadía del Camino
Spain	Paloma	Castro	48	palomacastrocc@hotmail.com	The movie of your route. Share your experience

Index of research presenters

1. Francesco Zaralli	17
2. Renata Ochoa Daderska	20
3. Luis Ochoa Siguencia	20
4. Katarzyna Kruszynska	20
5. Afroditi Kamara	22
6. Gergana Gencheva Zhelyazkova.....	24
7. XerardoPereiro	26
8. Martín Gómez-Ullate.....	28
9. Manuel Soto Gálvez.....	28
10. GizemTüdes	30
11. David Ward Perkins	30
12. Lidia Andrades	32
13. Pilar Sánchez González	33
14. Gilberto Marzano & Luis Ochoa Siguencia	34
15. Mario Clavell.....	35
16. Carlos Fernandes	36
17. Jorge Dávila	38
18. Zulma Pittau	38
19. Ricardo Jiménez.....	38
20. Matteo Piselli.....	40
21. Veronika Joukes.....	42
22. Pablo Rivera.....	44
23. Pilar Barrios Manzano	46
24. Juana Gómez Pérez	46

Index of entrepreneur presenters

1. Angel Zarev.....	50
2. Maria Doganova.....	51
3. Milena Vasileva.....	52
4. Nikol Voycheva.....	53
5. Denis.....	54
6. Elisavet Kotsanou.....	56
7. Julia Kourafa.....	58
8. Marco De Luca.....	61
9. Ludovica Castiglia, Emiliano Satta&Alfredo Ingrosso.....	63
10. AnetaMaciejczyk.....	66
11. MichałCiupak.....	68
12. Alexandre Trindade.....	70
13. Cristiana Pires.....	71
14. Margarida Fernandes.....	73
15. Mariana Lobo.....	74
16. Rosa Cramez.....	75
17. Paloma Castro.....	77
18. Blanca Ramos.....	79
19. Juan Rebollo Bote & Carlos Marín.....	80
20. Joaquín Martín de Saavedra Rojas.....	82
21. Jose Enrique Llamazares de Prado.....	83

ISBN 978-83-941533-0-4



9 788394 153304