

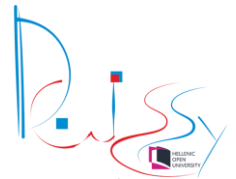


# ALL ROUTES LEAD TO ROME

Project ref.: 2019 - IT02 - KA203 – 062798

Final Report IO2

## MAPPING ON THE ENTREPRENEURIAL POTENTIAL OF THE ROMAN ROUTES





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## 1. Introduction

In the European panorama of cultural heritage, Roman Routes are particularly important. Infrastructures built up more than 2000 years ago and paramount for the Roman State, they still represent a notable, vast connection that lies across Europe. The All Routes Lead to Rome aims at valuing this cultural treasure with the help of knowledge and education for the current and future generations. Starting from this framework, the aim of the IO2 was to provide partners and institutions involved with a full picture of the degree of students' knowledge about *Roman Roads*, their awareness of the opportunities in terms of sustainable economic growth as well as social development linked with the ancient Roman routes. A clear idea of what are the existing and missing skills helps fill the gap between the current situation and the desired one: thus, it can guide actions and strategies to undertake for improvement and optimization of the IO3 targeted education.

The starting point for the Capacity Gap Analysis was twofold and can be summarized into two passwords: grounding and involvement.

### 1.1. ***Grounding: Secondary Research***

Part of the IO2 required partners' to conduct a Secondary research to provide a theoretical ground for the project development. Partners' were asked to look for literature, strategic and official documents, to collect any relevant information about Best Practices, Case Studies, as well as testimonials', inspirational leaders' and experts' documentation. Each country committed to provide a framework on how Roman Routes are enhanced in their own territory and what is the national state of the art. In other words, grounded the context under investigation into reality (e.g. existing scientific knowledge, other professionals' entrepreneurship, turistic





entrepreneurship). The result are the so-called *Country Snapshots*, produced and shared among the partners.

## **1.2. Involvement: Primary Research**

As a complement to the already existing practices, a primary research was planned with the aim of identifying relevant training actions for the IO3. Jointly with the Partners, the University of Salento provided guidelines to conduct the research (e.g. from the sample definition to the development of the investigative tools) and was responsible for both the investigative tools update and the data processing/analysis. The present report illustrates results of the Primary Research and is divided as follows. The *Sample* section provides extended information about the data collection, the sample and descriptives. In this section, space is given to the description of the Roman Routes questionnaire and the administration procedure (subsection *RR questionnaire*). Then, results from the questionnaire analysis are reported, commented and interpreted in light of the *All Routes Lead to Rome* project. Finally, the data-driven *insight* is further summarized and discussed in the *Conclusions* section.



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## 2. The Sample

All the partners committed to collect data. According to the project planning, the minimum threshold for the sample size would have been 200 participants. The final sample includes instead 331 subjects where:

- 89 were provided by the Hellenic Open University (Greece);
- 89 were provided by the Skopje University (North Macedonia);
- 72 were provided by the University of Salento and the Demostene Center (Italy);
- 43 were provided by the University of Oviedo (Spain);
- 38 were provided by the Institute of Higher Education IHF (Belgium);

### 2.1. Descriptives

Respondents' mean age is 31 with a  $sd = 11$ ; the median, 27, reveals however that half of the overall sample is 27 years old or younger. Table 1 reports the descriptive statistics of the *Age* among the different countries involved:

Table 1. Descriptive statistics of Age by country

Country	Min	Mean	sd	Median	Max
Greece	20	41	10	43	60
North Macedonia	18	32	9	34	55
Italy	18	23	5	22	40
Spain	18	23	7	21	53
Belgium	20	26	3	26	34

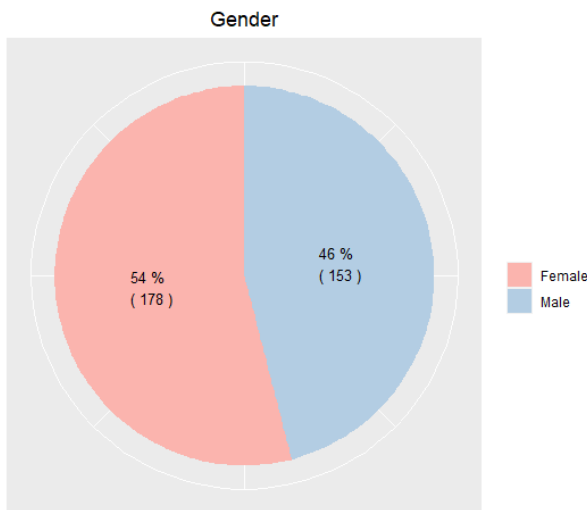






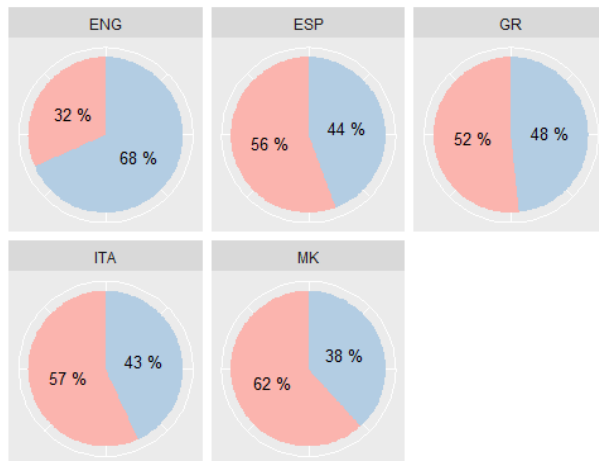
As it can be noted, samples show an heterogeneous variability in both the mean age and the standard deviation. Except for a dozen people, the vast majority of participants (more than 90%)

lived in the respective country that collected the data.



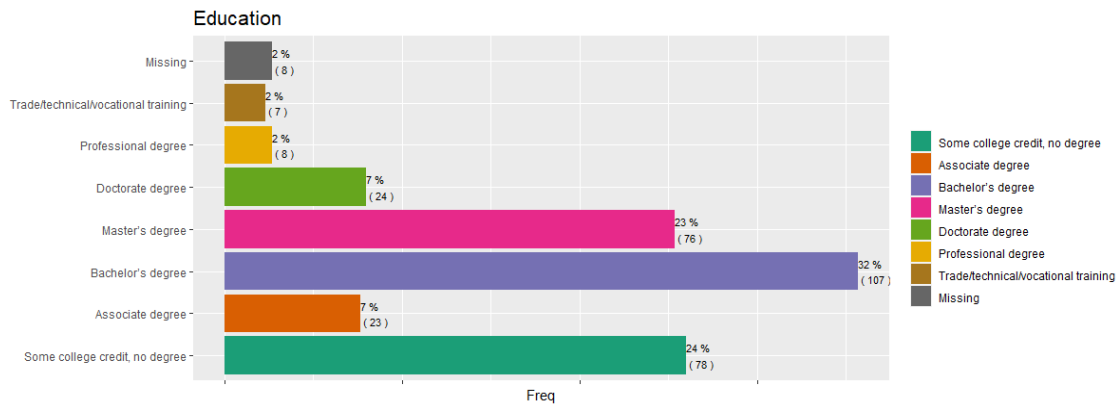
From a gender point of view, data were initially unbalanced. In fact, a consistently higher presence of female respondents. In order to get a more realistic picture, project partners' were given the possibility to collect further data. As it can be noted, further data collection contributed to balance the data globally, with a 46% being male and 54% being female. These proportions also hold when the different countries are considered separately. Except for the IHF partner (English questionnaire, top left plot), the different countries showed a slightly higher number of female respondents. This confirms gender balance.

Gender by Country

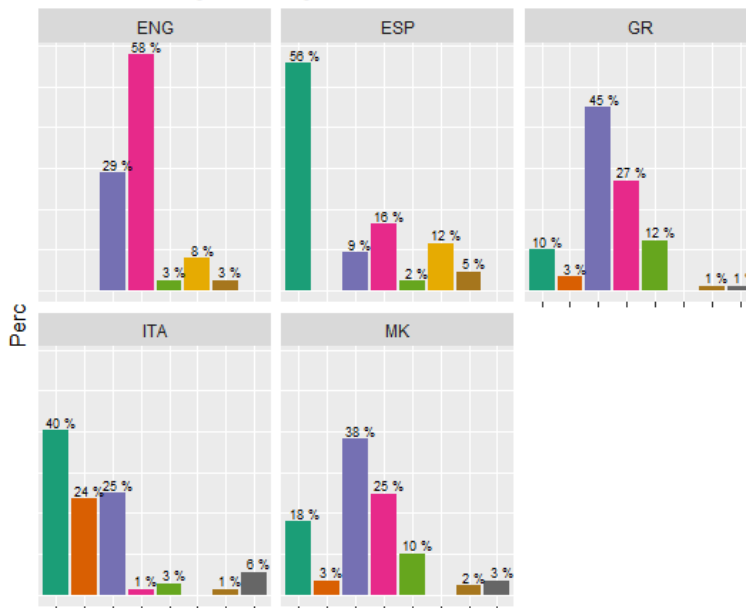




With respect to the Education, it is possible to note that 62% of respondents already got some form of academic degree (from Bachelor's to Doctorate degree) while 23% is ongoing and collecting some college credits. 7% of respondents had a diploma while a minority was distributed between professional degree and trade/technical/vocational training.



### Education by country



Similar patterns can be observed, in a smaller form and with little variations, in each partner's country. A great presence of people from the academic context is a good territory to explore current knowledge as well as educational needs.





## 2.2. The Roman Routes Questionnaire

The RR questionnaire was developed in order to make a first assessment of knowledge, skills, needs, awareness of students concerning Roman Routes as Entrepreneurial potential. Data collection allows for a practical feedback and integration to what emerged from the desk research and the country snapshot provided by each partner, which highlighted each country's entrepreneurial value of the existing Roman Routes. The RR questionnaire, developed with the cooperation and input from all the partners, consisted of 10 main question, some of which asked for some in-depth details. As shown in the figure below, items were on a 5-point Likert scale, ranging from *Not at all* to *Extremely* and passing by the neutral category *Moderately*.

	1 - not at all	2 - slightly	3 - moderately	4 - very	5 - extremely
Question 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Question 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Question 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Question 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

An initial version of the questionnaire was proposed and shared in English: however, once ready and approved by all the partners, mother tongues translated it into each partner's respective language and administered from January 2020 to May 2020 (deadline extended to grant more balanced samples among countries).

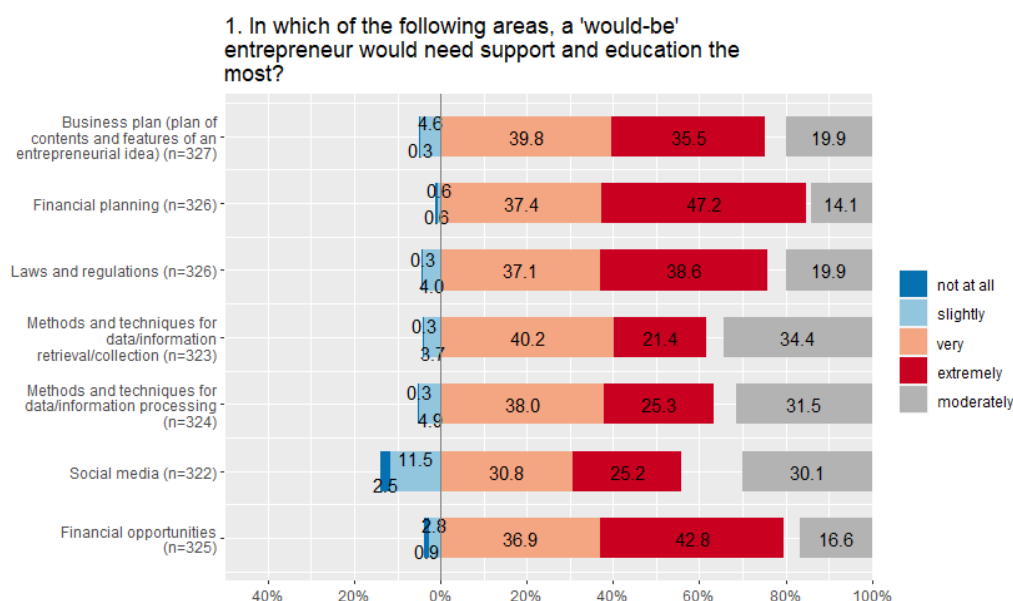
Data collected by the different countries were then back translated in English, properly coded, and melt together allowing to evaluate the overall knowledge of the Roman Routes and the Entrepreneurial potential. The next section illustrates the results emerged from each of the items of the questionnaire.





## 2.3. Results

Figures below show the magnitude of importance respondents' gave to some aspects of the entrepreneurship context, giving an idea of participants' who gave their opinion. In particular, question 1 asked:



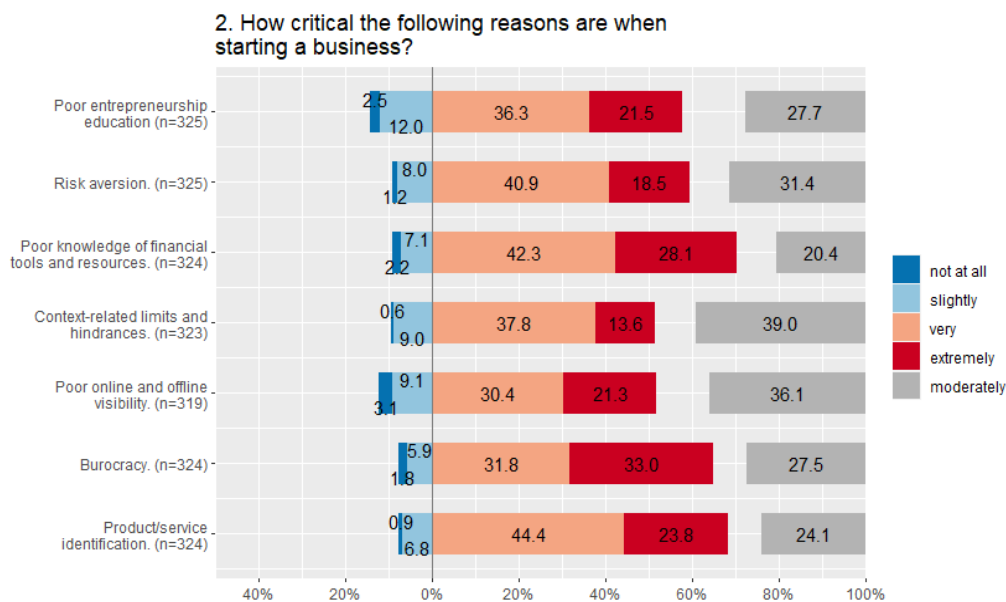
Overall, many of the education areas were considered highly important for an entrepreneur to master. Much importance was given to aspects related to business and economy. The table below lists the highest ranked support and education needs (by the aggregate count of the *very* and *extremely* categories). *Financial planning*, *financial opportunities* as well as a good knowledge of *laws and regulations* represent the top 3, while a more neutral attitude emerges towards methods for *data retrieval and processing*, as well as *social media*.

### SUMMARY

Financial planning	276
Financial opportunities	259
Laws and regulations	247
Business plan (plan of contents and features of an entrepreneurial idea)	246
Methods and techniques for data/information processing	205
Methods and techniques for data/information retrieval/collection	199
Social media	180



Question 2 asked:



Both the percentages and the aggregation of the highest rankings reveal that a good education concerning *financial tools and resources* is paramount to the sample. A more neutral attitude is observed towards *context-related limits and hindrances* and *social media visibility* (39% and 36% considering it as moderately important, respectively).

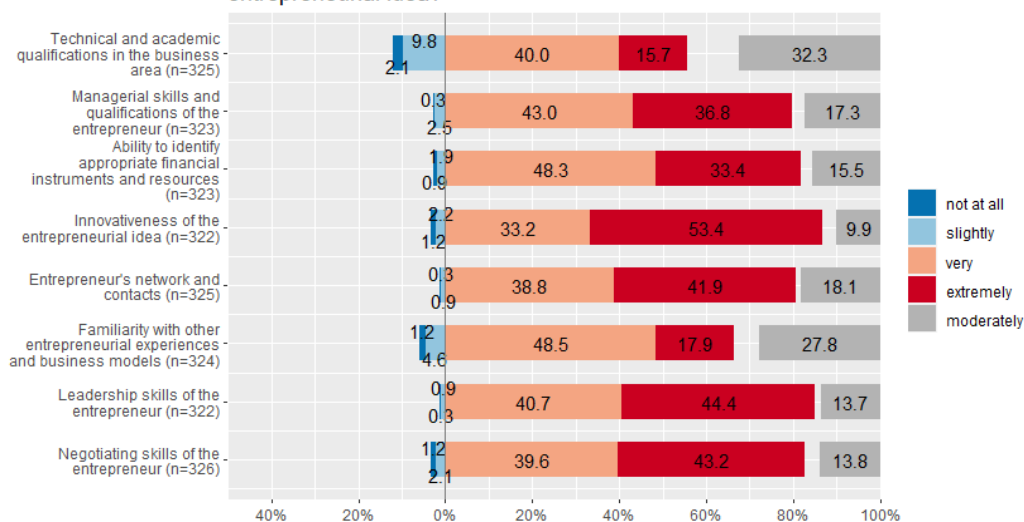
**SUMMARY**

Poor knowledge of financial tools	228
Product/service identification	221
Bureaucracy	210
Risk aversion	193
Poor entrepreneurship education	188
Context hindrances	166
Poor online and offline visibility	165



Question 3 asked:

3. To what extent do you think that the following features are important to establish an entrepreneurial idea?



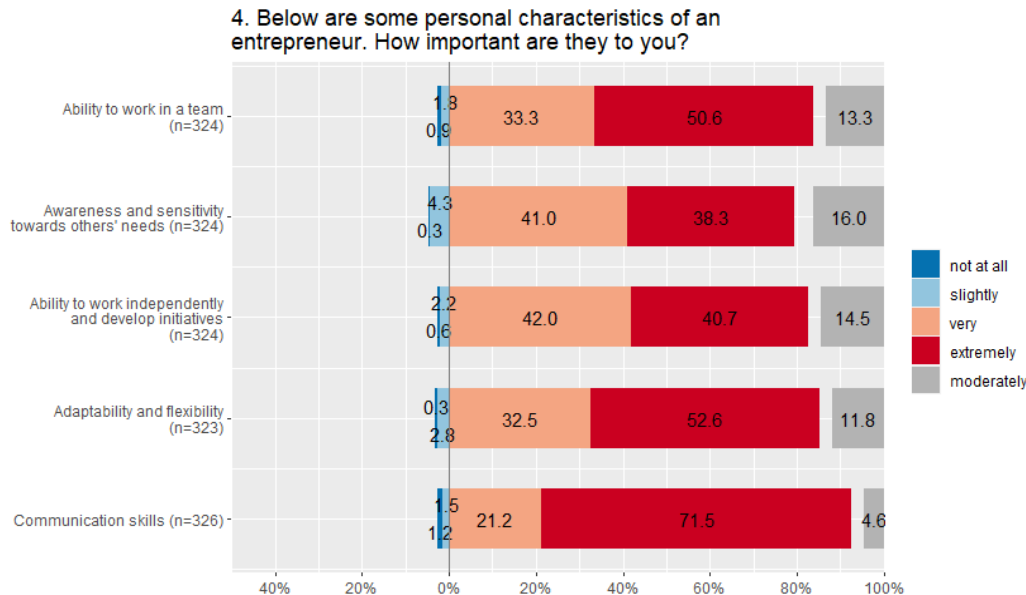
It is interesting to note that the most valued features concern entrepreneur's creativity, as well as psychological-relational skills such as leadership, negotiation, networking as well as having a strategic, forward-looking vision. This aspect would translate into the need for an education that does not just offer tools and knowledge, but also relational and communication expertise.

**Summary**

Innovativeness of the entrepreneurial idea	279
Leadership skills of the entrepreneur	274
Negotiating skills of the entrepreneur	270
Ability to identify appropriate financial instruments and resources	264
Entrepreneur's network and contacts	262
Managerial skills and qualifications of the entrepreneur	258
Familiarity with other entrepreneurial experiences and business models	215
Technical and academic qualifications in the business area	181



Question 4 completed the inquiry of the entrepreneurial side, by asking participants:



Here, respondents became less neutral. Rather, the majority of the gave great importance to all the ideal entrepreneur's characteristics. It is worth to note that, once again, the highest respondents' rating

**Summary**

Communication skills	<b>302</b>
Adaptability and flexibility	<b>270</b>
Ability to work in a team	<b>272</b>
Ability to work independently and develop initiatives	<b>268</b>
Awareness and sensitivity towards others' needs	<b>257</b>

concerns psychological skills such as *communication*, followed by *adaptability and flexibility*, *independence* as well as *sensitivity* towards others' need. This aspect is coherent with a vision where entrepreneurial success is not fully focused on a centralized power, but rather on others' awareness, relational and networking power as well.

Questions 5, 6 and 7 allow to get some insight about the innovative nature of the project and its openness to a fruitful, unexplored territory. More than 80% of respondents never took an entrepreneurship education courses. Those who did, mentioned:

*EEDE, women on top, seminars, Business model canvas, Professional K.E.K., EKETA Hellenic Center for Entrepreneurship Development-Cooperation, As part of the MBA, Corallia, work at the Center for a Design*

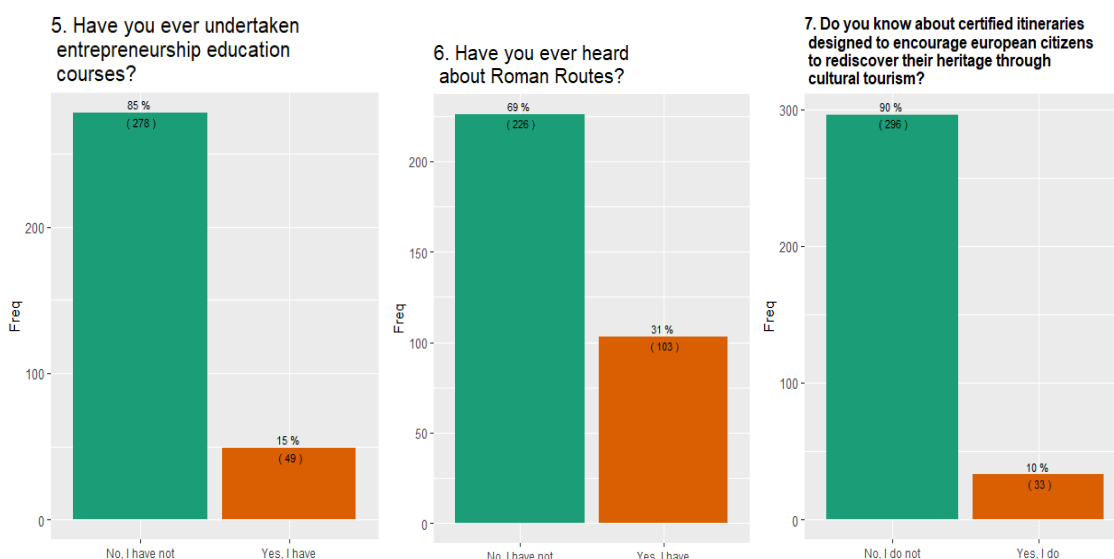


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and Implementation of Training Programs on Entrepreneurship, Promoting entrepreneurship through social media, School of Business Talents, Business leadership at Stanford University, Bachelor of Business Administration and Management Entrepreneurial Skills Course I and II, SAPIEM, Charlas, Erasmus + project, Startup conferences, Fit courses, Rotary Ryla Junior 2019, Subject Project Management and Business Organization in high schools, a Small business course abroad, University courses (BA "business administration: Management"), Books and video classes, Contamination lab, business economics, Digital Marketing, Innovative Ideas and Concept Development, Brainster, Training for young managers and young leaders, Entrepreneurship, planning and marketing strategy, organizational behavior, time management, business planning, Course for Women Pre-Admissions, Leadership, Course on: IT technology, finance, marketing.



Almost 70% of respondents did not know anything about the Roman Routes. Among those who did, the most mentioned were:

- Santiago Route (11);
- Francigena Route (5);
- Egnatia Route (3);
- Appia Route (2);
- FAI (2);
- Delapidata Route (1);
- Phoenician Route (1);
- Trail of the Robbers (1);
- Pilgrim's Route (Norway, 1);
- Route across France-Spain (no name provided, 1);

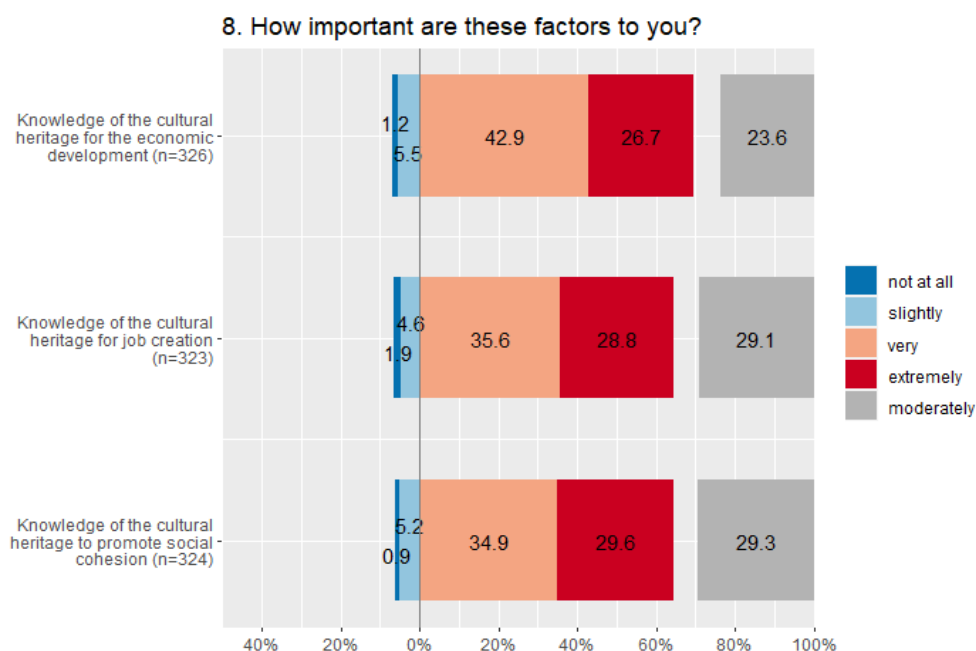






- Wine Routes (Crete, 1);
- Cultural Routes of the Council of Europe (1);
- Interrail (1);
- 5 Roman Routes websites (<https://www.geo-routes.com/>, <https://whc.unesco.org/en/qhapaqnan/> [not in Europe], <https://www.coe.int/en/web/cultural-routes/greece> [Cultural Routes of the Council of Europe with network members in the Country], <http://www.diazoma.gr/en/cultural-routes/> [Cultural Routes in Greece], <http://www.heritage-route.eu/> [Heritage Route]);

Question 8 aimed at inquiring the needs behind the promotion of cultural heritage:



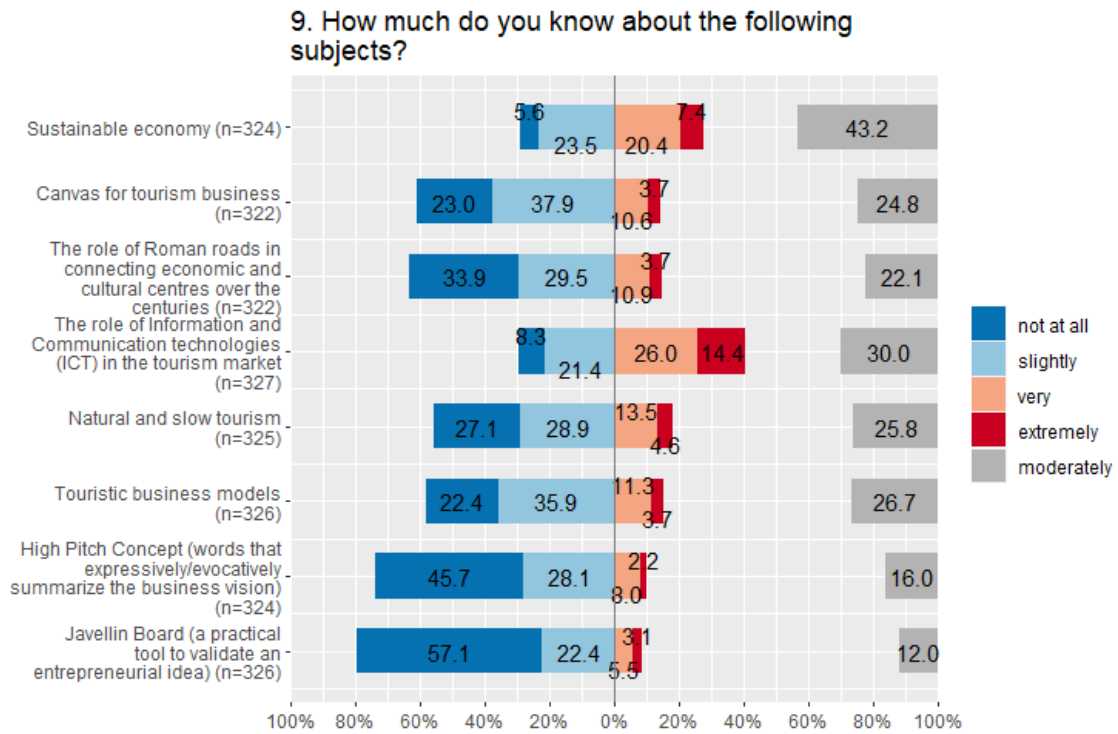
Both the need for economic development, to create job and to promote social cohesion are considered to be important, as confirmed by the table reporting the number of respondents valued each of them as either *very important* or *extremely important*.

**Summary**

Knowledge of the cultural heritage for the economic development.	227
Knowledge of the cultural heritage to promote social cohesion.	209
Knowledge of the cultural heritage for job creation	208



Question 9 was meant to clearly investigate people’s knowledge about specific, innovative subjects in the entrepreneurship and business field.

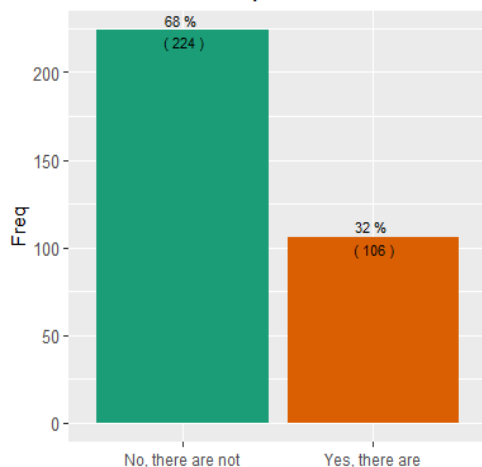




As the topic were mostly unknown to the respondents, frequencies in the following table rather aggregate people who rated subjects either as *totally unknown* or *slightly known*, in order to observe where lies the point of view of the majority. Both the graph and the table confirm there is poor knowledge of such topics, confirming them as an aspect to be considered, as well as the global insight provided by this research, when setting up the educational training ground.

<i>Summary</i>	
Javellin Board (a practical tool to validate an entrepreneurial idea).	259
High Pitch Concept (words that expressively/evocatively summarize the business vision).	239
Canvas for tourism business.	196
The role of Roman roads in connecting economic and cultural centres over the centuries.	204
Touristic business models.	190
Natural and slow tourism.	182
The role of Information and Communication technologies (ICT) in the tourism market.	97
Sustainable Economy	94

10. In your family network, are there entrepreneurs?



Question 10 asked :

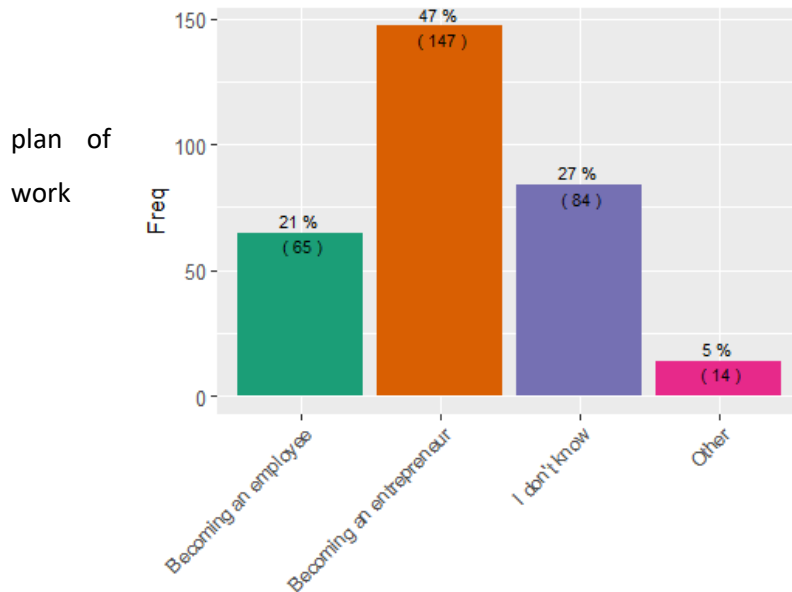
Around 32% of respondents have some familiarity with entrepreneurship, as he/she has relatives involved in the field. The most mentioned were close relatives: first, the Father (49 mentions) interestingly followed by Mother (21), Brother (17), Uncle (13), Sister (10),

Grandparents (7), Husband (7), Cousin (5), Aunt (2) and more distant kinship degrees.





Your project of professional fulfillment includes:



Ultimately, the questionnaire asked participants about their personal fulfilment from a point of view.

Entrepreneurship seems to be an area of great interest not only from an educational point of view, but also as something that might be carried out and pursue as a life goal.



## **2.4. Conclusions**

Overall results of the Primary Research confirm there is room for investing in the entrepreneurship education, but most of all on the enhancement of the Roman Routes potential. In fact, the analyses revealed the presence of several educational needs that might be fulfilled (from the bureaucratic, legal and managerial aspects useful to run a business to coaching and leadership trainings), as well as more specific subjects of interest (e.g. javelin board, high pitch concept, ...).



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### 3. Global Entrepreneurship Index

GEI defines country level entrepreneurship as the National System of Entrepreneurship that “[...] is the dynamic, institutionally embedded interaction between entrepreneurial attitudes, abilities, and aspirations, by individuals, which drives the allocation of resources through the creation and operation of new ventures” (Acs et al 2014, p.479). Therefore, GEI score represents the performance of the involved countries in terms of the quality of their entrepreneurship ecosystem.

The European Commission needed an index to measure progress in entrepreneurship at a subnational level throughout the EU. They hoped this would help understand what was and wasn't working from a policy perspective, in order to inform policy choices and enable future evaluation of policy effectiveness with a suite of variables.

#### 3.1. *European overview*

The GEDI Institute created a regional entrepreneurship index for the EC which revealed weak points both between and within regions. This allowed the European Commission to prioritize and tailor policy effort to suit individual strengths and weaknesses across the EU, and gave them a measurement tool to evaluate progress into the future.

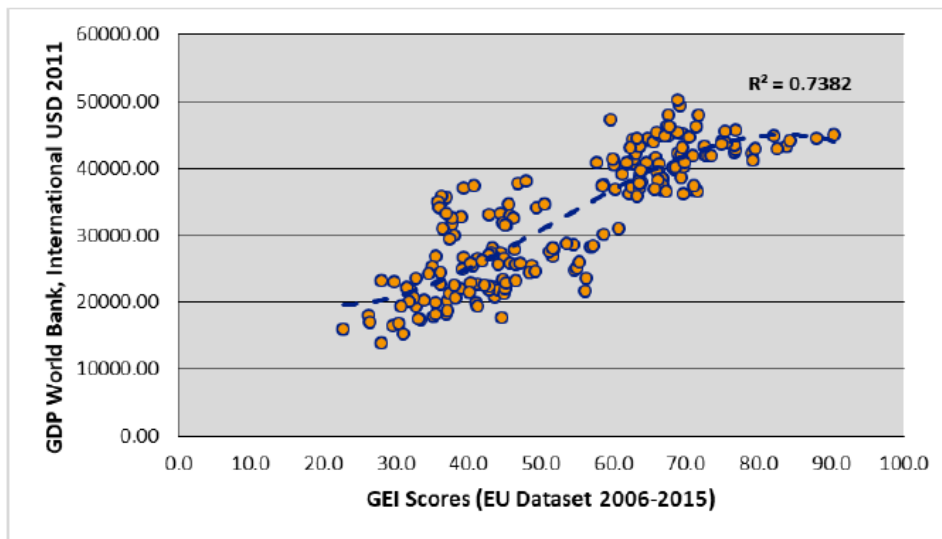
According to the GEI Index, the EU countries differ considerably in the quality of entrepreneurial ecosystem. Moreover, even larger differences exist over the 14 pillars in the country levels. One of the most important implications of the analysis is that uniform policy does not work, and the EU member states should apply different policy mixes to reach the same improvement in the GEI.

The GEI scores (dark blue bars in the picture below) are significantly higher in Germany and the UK compared to Hungary and Italy. Concerning the time series, the German values





seems to be the most stable and German sub-index scores (yellow, orange and red lines) represent relatively small differences around the GEI score.



Source: FIRE, The Global Entrepreneurship Index (GEI) – European dataset available at <https://ec.europa.eu/research/participants/documents/downloadPublic?documentIds=080166e5bb0d67cb&appId=PPGMS>

Promoting entrepreneurship in underdeveloped regions can successfully decrease regional inequalities, and increase convergence at the cost of lower national economic growth.

There is no clear “best practice” recipe of entrepreneurship development. Countries/regions with different levels of economic and entrepreneurial performance can be developed by focusing additional support on different sources (pillars) of entrepreneurship, as indicated by the REDI index.

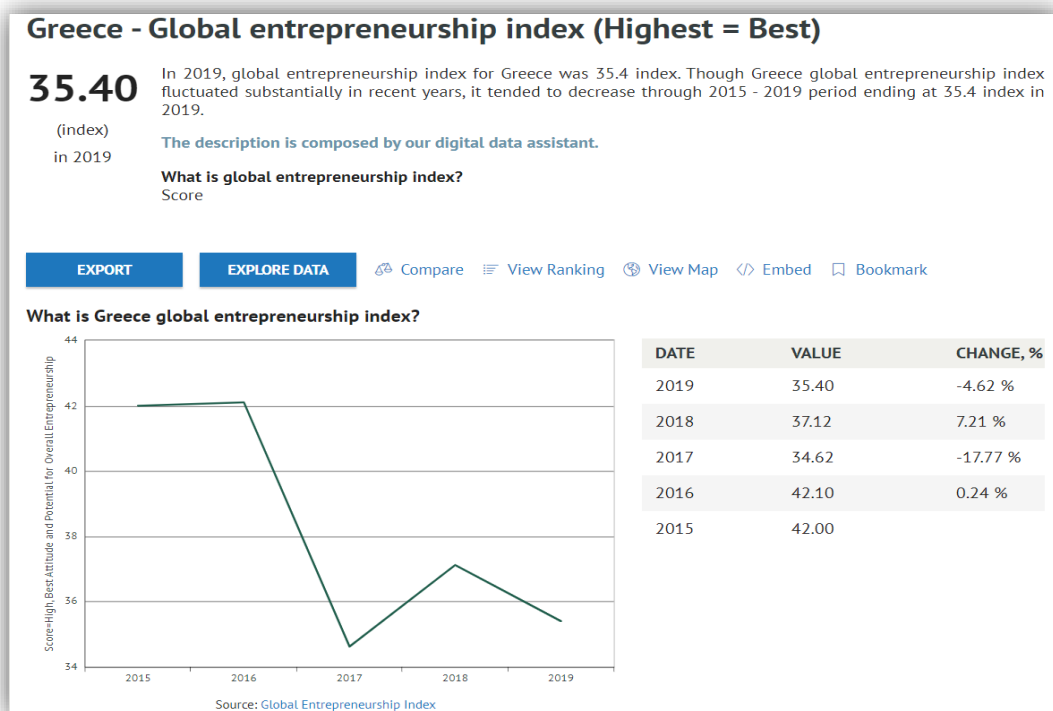
Areas with high potential for entrepreneurship development do not necessarily coincide with areas with high potential for economic growth. Policy makers should treat economic and entrepreneurial development together to find an optimal balance between the two targets to come up with the best solution.





### 3.2. GEI Index – Greece

According to the report of the Global Entrepreneurship Index for 2019, the Greek index is 35.4 and Greece is at the 50th place in the ranking (Figure 1).



GEI for Greece (image source: Global Entrepreneurship Index web site)

### 3.3. GEI Index – Italy

In the Global Entrepreneurship Index 2019, Italy is ranked as the 36th state in the global rank. This makes Italy one of the countries with the biggest gain from 2018 to 2019, moving from a 41.4 score to 45.1, with a jump in rank of 6 positions.







Within the three sub-index described in the GEI 2019 Final Report, Italy gains an even better position in the Entrepreneurial Aspirations sub-index, an index that describes the effort made by new companies that will generate wealth and can be scaled; product and process innovation, internationalisation and high growth. In this sub-index Italy rank is 25.

The GEI does not give specific information about Cultural Entrepreneurship, and general statistics on the topic are very few. In 2014 the existing evidence were collected and interpreted by a group of scholar at Bocconi University (“Imprenditorialità culturale. Le condizioni della sostenibilità” - Cultural Entrepreneurship. The conditions for Sustainability). Presenting their funding they spoke at the time of “a research made on specks of dust”, stressing the limited data they were able to collect. Few but enough to elaborate a picture of the Italian cultural entrepreneurship. It represents in Italy a “experimental and emergent” phenomenon, with big room for improvement, but still linked to local dimension and with companies that don’t networking enough.

In the last years one of the most important reports on the topic is the report “Io sono cultura” (I am culture) edited by the association Symbola, that publishes it each year since 2011.

In 2019 edition, the report states how Cultural Entrepreneurship generated a turnover of 96 billion euros in Italy, with a growth of +2,9% in one year. In the same year 1,55 million of workers were employed in the field, with a growth of +1,5% in one year. A number that represents the 6,1% of all the employees of the country.

Similarly to other entrepreneurship fields, Lombardy (and the city of Milan in it) leads the list of the Italian Region for number of activities, companies and employed. It is followed by: Lazio (with Rome), Valle d’Aosta, Piedmont, Marche.

Another interesting funding from the available data is the central role of NGOs in the field: they represent more than the 50% of all the companies in the cultural business.

The large Cultural Heritage, material and immaterial, present in Italy (and confirmed by the increasing number of UNESCO recognitions), together with the recent spotlight on the economic potential of it, has been attracting the attention of many subjects, private and public, that in





recent years are investing, mainly through specialised foundations and calls for projects, on start-ups that want to engage in cultural entrepreneurship and management.

All these findings offer us the picture of a situation in evolution, with a positive outlook and ample space for improvement. Of course, weaknesses are present too. The most important are:

- the still limited presence of lucrative companies working in cultural heritage economy; private lucrative sector usually funds NGOs, but is still not enough directly engaged in it;
- the small size of companies working in the field;
- the local dimension of the majority of the projects (also the benefactor institutions are mainly local agencies);
- the lack of an efficient networking within the companies of the field;
- the geographical gap between a more active North and the South of the country.

### **3.4. GEI – North Macedonia**

Entrepreneurship is the new phenomena for Macedonian economy. Since its independence in 1991, the Republic of Macedonia paves the way towards market oriented economy. Market freedom, the freedom of entrepreneurial activity, as well as property rights are guarantee with the Constitution of the Republic of Macedonia.

Starting from 2007, in Republic of Macedonia, the traditional event Entrepreneur of the Year is organized. Its goal is promotion of the most successful entrepreneurs of micro and small enterprises in Republic of Macedonia for the ongoing year. The first survey on entrepreneurship in Macedonia was prepared in 2008, (GEM National Team for Macedonia)<sup>1</sup> and showed relatively high indices of entrepreneurship in Macedonia. According to the conclusion from Entrepreneurship in Macedonia (GEM Report, 2009), the youngest population (from 18 to 24) is significantly more prone to entrepreneurship compared to the countries from the region.

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<sup>1</sup> GEM National Team for Macedonia, (2008). Entrepreneurship in Macedonia, Macedonian Enterprise Developing Foundation. Retrieved November 24, 2013 from <http://www.gemconsortium.org/docs/download/557>





“Young business people may dip their fingers into some business venture, but at the first signs of trouble run and never try again”. (Emerging Macedonia, 2011)<sup>2</sup>

Republic of Macedonia is characterized as transitional country, in the process of moving from a closed to an open market economy while building accountability within the system. As an emerging market, a country is embarking on an economic reform program that will lead it to stronger and more responsible economic performance levels. So, the entrepreneurship is a new phenomenon developed in the last 20 years.<sup>3</sup>

According to the Global Entrepreneurship Monitor (GEM), 50 economies participating in GEM in 2019 are grouped into four regions, as defined by the World Economic Forum, and into three income levels<sup>4</sup> (low income, middle income and high income), North Macedonia is classed as a middle income country.<sup>5</sup>

While men have traditionally been more likely than women to start new businesses, increasing female participation in entrepreneurship is an important policy objective in many countries. The OECD review of SME and Entrepreneurship Policy noted the untapped potential of women entrepreneurs, while the government in North Macedonia has recently adopted the Strategy and Action Plan for Women Entrepreneurs 2019–2023.<sup>6</sup>

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<sup>2</sup> Emerging Macedonia, (2011). Learning from Failure; Business failure - a stepping stone to success; issue 3. Retrieved January 12, 2014 from <http://amcham.com.mk/wbstorage/files/autumn2011.pdf>

<sup>3</sup> Bilic1,S; Sotiroski, Lj and Tusevska, B, Success and Failure of the Macedonian Entrepreneurs, Research in Applied Economics ISSN 1948-5433 2014, Vol. 6, No. 3

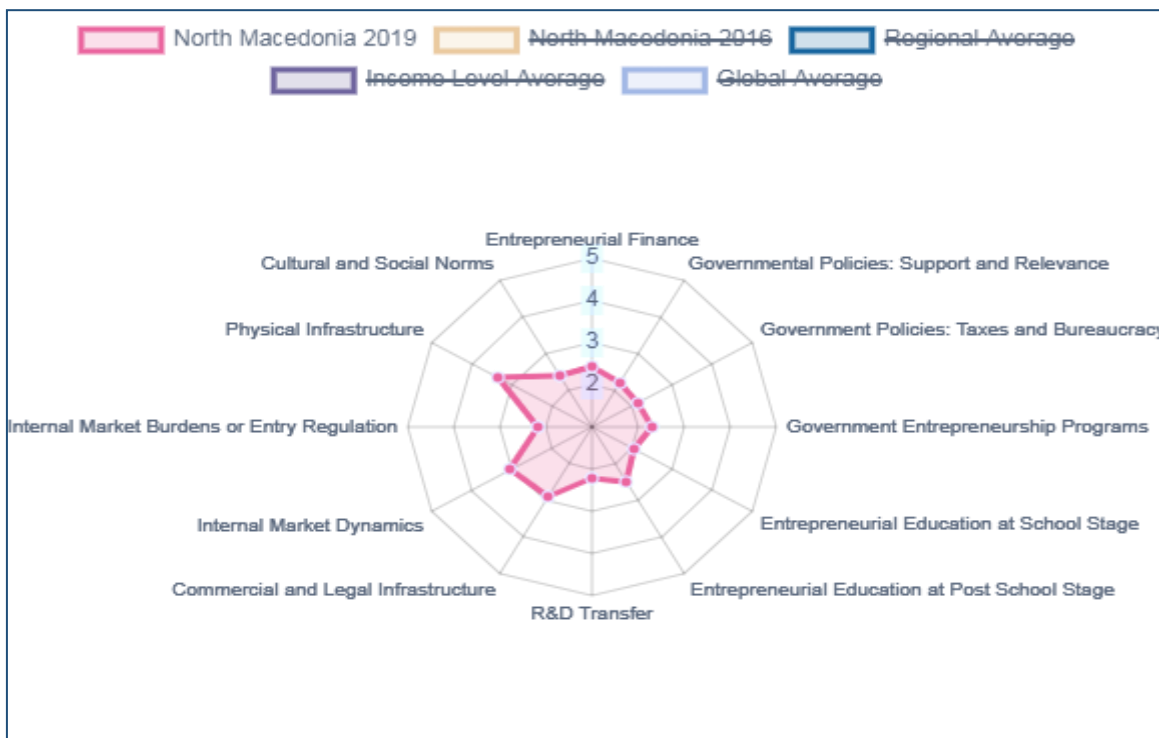
<sup>4</sup> Schwab, K. (ed.) (2019). The Global Competitiveness Report 2019. Geneva: World Economic Forum. <http://www.weforum.org/gcr>

<sup>5</sup> Global Entrepreneurship Monitor 2019/2020 Global Report from <https://www.c4e.org.cy/reports/2019/gem-2019-2020-global-report.pdf>

<sup>6</sup> Global Entrepreneurship Monitor 2019/2020 Global Report from <https://www.c4e.org.cy/reports/2019/gem-2019-2020-global-report.pdf>



# ALL ROUTES LEAD TO ROME

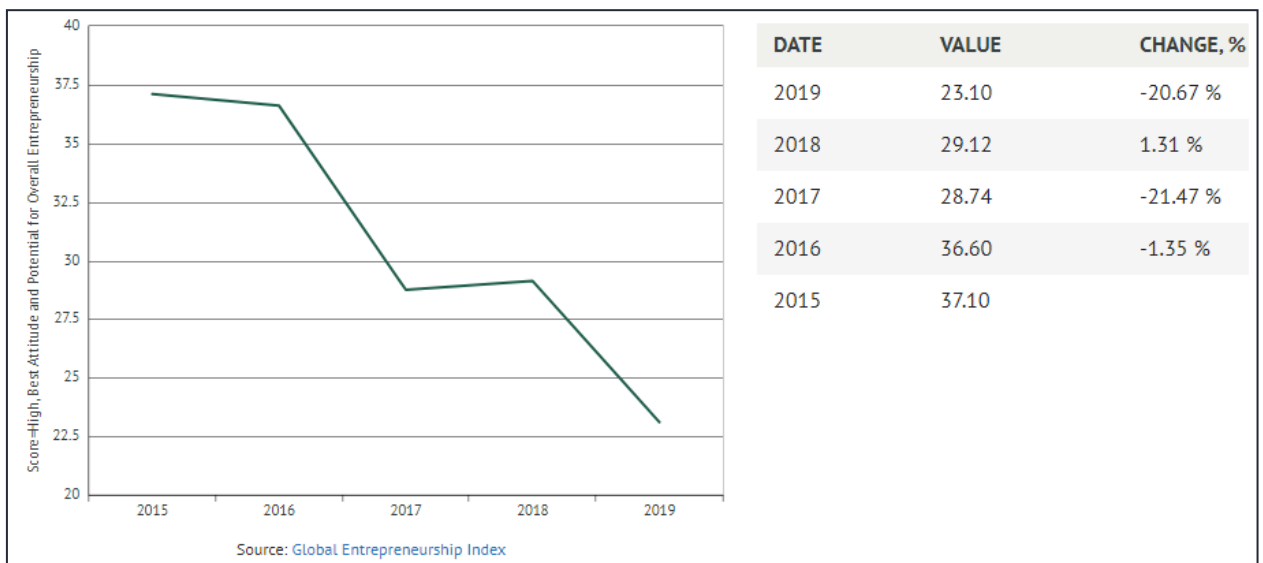



Expert ratings of the entrepreneurial framework conditions<sup>7</sup>

In 2019, **global entrepreneurship index** for North Macedonia was 23.1 index. Though North Macedonia global entrepreneurship index fluctuated substantially in recent years, it tended to decrease through 2015-2019 period ending at 23.1 index in 2019.

<sup>7</sup> Global Entrepreneurship Monitor, North Macedonia economy Profile from <https://www.gemconsortium.org/economy-profiles/macedonia>





North Macedonia global entrepreneurship index<sup>8</sup>

In the absence of a law, there is an active Entrepreneurial Learning Strategy 2014-2020. This Strategy was prepared by the Ministry of Education and Science with the assistance of the European Training Foundation. The entrepreneurial learning strategy will ensure systematic support from all stakeholders in a collaborative environment, which will include high level of awareness from all stakeholders (kids, parents, teachers, local community...). On the other side, through this strategic document and related action plan there will be clearer picture about required finances and financial resources that will be required in the next period of time implementing the strategy. Better teacher education and lifelong training with appropriate more flexible curriculum will additionally improve the overall entrepreneurial learning ecosystem in the Republic of Macedonia.<sup>9</sup>

<sup>8</sup> Global Entrepreneurship Index, 2019 from [https://knoema.com/atlas/North-Macedonia/topics/World-Rankings/World-Rankings/Global-entrepreneurship-index?fbclid=IwAR3tkHGnncLN\\_RR3GR-3LA8VSNI\\_o9ioJzPUfcnYQnikAaghj8saVnszvx8](https://knoema.com/atlas/North-Macedonia/topics/World-Rankings/World-Rankings/Global-entrepreneurship-index?fbclid=IwAR3tkHGnncLN_RR3GR-3LA8VSNI_o9ioJzPUfcnYQnikAaghj8saVnszvx8)

<sup>9</sup> Entrepreneurial Learning Strategy of the Republic of Macedonia 2014-2020, Ministry of Education and Science from <http://mon.gov.mk/images/Artic-zDOC/Macedonian%20EL%20Strategy%202014-2020%20ENG%202.12.2014.pdf>





Development of key indicators that will be as a reference point for measuring the success of implementation of this strategy is one of the crucial things in order to success in building of sustainable entrepreneurial learning environment in the country.

The Government of Macedonia developed National Strategy for small and middle sized enterprises (2018-2023), taking into account that they are the most frequent business entities in the country.<sup>10</sup>The Strategy defines a framework for cooperation between public and private sector stakeholders and civil society in order to support small and medium enterprises (SME) development and innovation direction of increasing their competitiveness.

Strategic goals:

1. Favourable business environment: to create a favourable business environment an environment in which entrepreneurship is encouraged and investments;
2. increasing and improving the opportunity for SME growth: to help SMEs become highly productive and competitive participants in European and other international markets;
3. dynamic ecosystem of entrepreneurship and innovation: to encourage Macedonia's economic competitiveness by increasing the entrepreneurial and innovative capacity of SMEs

One of the priorities in this strategy is informal and non-formal education.

The following framework of reference is used:

- Agenda for Entrepreneurship Education in Europe
- EU Entrepreneurship 2020 Action Plan
- Rethinking Education: Investing in skills for better socio-economic outcomes
- The EU Small Business Act

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<sup>10</sup> National Strategy for Small and Middle sized enterprises, Ministry of Economy, (2018-2023) from <http://economy.gov.mk/Upload/Documents/Strategija%20za%20MSP%20-%20finalna%20verzija%2003%2004%202018%20.pdf>





- South East Europe 2020: Jobs and prosperity in a European Perspective
- Charter for Entrepreneurial Learning (SEECCEL)

The Strategy for Development of Female Entrepreneurship (2019-2023) aims at economic empowerment of women by creating a favourable business climate and providing support for the development of their entrepreneurial potential, which will contribute to the development of the existing and opening of new enterprises, creation of new jobs, and thus strengthening the overall economy.<sup>11</sup>

### **3.5. GEI Index – Spain**

The Global Entrepreneurship Index is an annual index that measures the health of the entrepreneurship ecosystems in each of 137 countries. It then ranks the performance of these against each other. This provides a picture of how each country performs in both the domestic and international context. The GEDI methodology collects data on the entrepreneurial attitudes, abilities and aspirations of the local population and then weights these against the prevailing social and economic ‘infrastructure’ – this includes aspects such as broadband connectivity and the transport links to external markets. This process creates 14 ‘pillars’ which GEDI uses to measure the health of the regional ecosystem. In the the Global Entrepreneurship Index (GEI) report 2019 Spain seizes the 38<sup>th</sup> position with a GEI of 45.3.

In addition to this, trying to perform a deeper analysis, a significant and growing share of the national economy in Spain depends on tourism-related activities. The Spanish Statistical Office (INE) produces periodically the so-called *Tourism Satellite Account of Spain*. These reports estimate the contribution of tourism to the national economy in terms of GDP and employment. The most recent estimates suggest that the contribution of tourism reached 147,946 million

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<sup>11</sup>National Strategy for Small and Middle sized enterprises, Ministry of Economy, (2018-2023) from <http://economy.gov.mk/Upload/Documents/Strategija%20za%20MSP%20-%20finalna%20verzija%2003%2004%202018%20.pdf>





euros in 2018, representing 12.3% of the Spanish GDP. The branches concerning tourism generated 2.62 million jobs, 12.7% of the total employment.<sup>12</sup> Although there are not official estimates of these contributions at a regional level, the non-profit group EXCELTUR, formed by the Chairmen of the 28 leading Spanish tourist groups, tried to estimate these regional contributions for the same year, finding substantial regional variability ranging between 6.5% of contribution to the GDP of Madrid to more than 10% on Valencia, Andalusia or Galicia.<sup>13</sup>

Concerning the connection between tourism-related activities and cultural heritage, Spain is in a relevant position. Europe concentrates a great cultural heritage and Spain is one of the countries with the greatest resources. In fact, six of the 10 with the highest number of UNESCO World Heritage sites are in Europe, with Italy and Spain at the top of the ranking. In addition, according to data from the World Tourism Organization (UNWTO), cultural tourism represents about 37% of the total sector, with annual growth of around 15%.

Regarding the particular contribution of cultural tourism to the Spanish economy, there are recent academic studies that estimate that this is the type of tourism presenting the highest growth rates.<sup>14</sup> A recent study financed by the regional government of Galicia and conducted by scholars at the USC (university of Santiago de Compostela), for example, found that the economic activity linked to the pilgrims on the *Camino de Santiago* had a significant impact in terms of employment on the regional economy: for each EUR 1 million spent by these pilgrims, more than 20 full-time jobs were created, an impact almost 18% larger than the expenditures made by local consumers.<sup>15</sup> Additionally, the Tourism Management School *Ostelea* produced

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<sup>12</sup> For more details, see:

[https://www.ine.es/dyngs/INEbase/en/operacion.htm?c=Estadistica\\_C&cid=1254736169169&menu=re\\_sultados&idp=1254735576863](https://www.ine.es/dyngs/INEbase/en/operacion.htm?c=Estadistica_C&cid=1254736169169&menu=re_sultados&idp=1254735576863)

<sup>13</sup> The Spanish islands are not mentioned here, even when tourism represent a major source of income for those regional economies. See <https://www.exceltur.org/wp-content/uploads/2020/01/Datos-IMPACTUR18.xlsx> for the full dataset.

<sup>14</sup> Vizcaino, M.L (2015): *Evolución del turismo en España: el turismo cultural*. International Journal of Scientific Management and Tourism, Vol.4 pp 75-95.

<sup>15</sup> See [https://www.eixoatlantico.com/images/SIE/181129-sie-turismo-barcelos/informe\\_estudio\\_camino\\_santiago-esp\\_laura-dopeso.pdf](https://www.eixoatlantico.com/images/SIE/181129-sie-turismo-barcelos/informe_estudio_camino_santiago-esp_laura-dopeso.pdf) for the full report.







the report 'Cultural Heritage and Tourism: opportunities and challenges of the tourist valuation of heritage', which analysed the magnitude of cultural heritage as a tourist engine. Taking 2018 as the reference year, the report finds that the profile of the cultural tourist in Spain is defined on average by a higher level of studies, a liberal profession or position of responsibility and with an income above the European average.<sup>16</sup>

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<sup>16</sup> The full report can be found on [http://www.aept.org/archivos/documentos/informe\\_patrimonio\\_ostelea18.pdf](http://www.aept.org/archivos/documentos/informe_patrimonio_ostelea18.pdf).





## 4. Mapping of Roman Routes

### 4.1. *European overview*

Cultural routes appear as a new concept that turned to be very beneficial in terms of the revitalization and presentation of cultural heritage in its broader sense - from archaeological sites to landscapes.

Several preconditions are identified as being necessary for successful tourism routes: community participation, cooperation networks, an explicit pro-poor focus, information provision and promotion, and product development and infrastructure. The fact that indicates how important are the cultural routes is that in 1998 was founded the European Institute of Cultural Routes, who worked closely with the Council of Europe. Their principle aim was to ensure the continuity and further development of the cultural routes in 51 countries who have signed The European Cultural Convention.

This project, run by the Council of Europe, was named Cultural Routes. The sole purpose of this project is the protection and promotion of cultural and natural heritage, as a way of improvement of the quality of social, economic and cultural development.



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Headquarter's distribution of the Cultural Routes of Council of Europe (source: <http://culture-routes.net/culturalroutes/interactive-map>)

The cultural heritage of Rome scattered all over Europe has not been the subject of a broad-ranging declaration. This heritage makes up a large network of major sites of the Roman Empire, many of which are listed World Heritage Sites. These include Rome itself and major cities in Italy, Gaul, Hispania, Lusitania and Britannia, the defences of the most important frontiers of Germania and Britannia, sieges and battlefields, engineering works and major roadways that



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linked up this great ancient empire (along which engineering and minor sites of great artistic and historical interest can be found).



<https://www.iter-romanum.eu/en/culturalitineraries/the-cultural-heritage-of-rome>

Over 600 sites, built or developed over the more than thousand years that Ancient Rome lasted, can be visited in all those countries belonging to the Council of Europe that harbour traces of the presence of Roman. The main destinations are in Italy, France (Gaul), Great Britain (Britannia), Spain (Hispania), Portugal (Lusitania), Germany (Germania), Croatia (Dalmatia), Greece, Serbia, Romania (Dacia), Turkey and Israel (Judea).

The project named “Roads of Rome in Europe” pretends overcome this lack through the foundation of a great network that it be able to opt to the mention “Cultural Route of Council of Europe” for the routes and places that are incorporated to this new network.



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#### 4.2. Roman Routes in Greece

The most important Roman road in antiquity in Greece was Via Egnatia. It served as a Roman military and commercial highway constructed between 146 – 120 BC and named after the man who ordered its construction: Proconsul Gaius Egnatius. This road was the first Roman highway built to the east of the Adriatic as continuation of the Via Appia and crossed these cities:



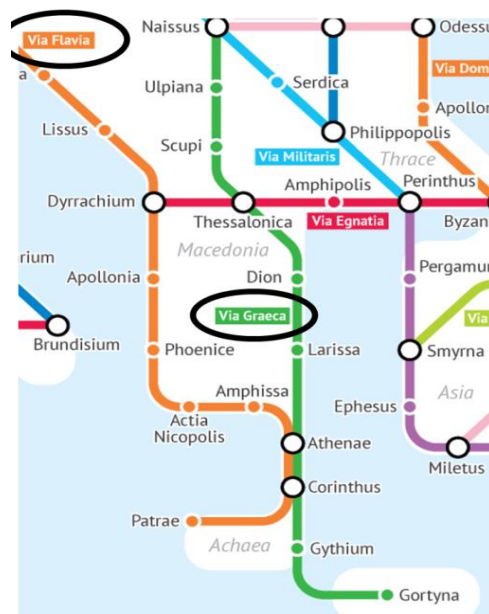
Dyrrachium in Albania, Lychnidos (Ohrid) in North Macedonia, Thessaloniki & Amphipolis in Greece, Perinthus and Byzantium (Istanbul) in Turkey (Figure 2).



Via Egnatia (image source: Wikipedia)

As shown in *Figure 3*, other Roman roads that crossed Greece were:

- **An extension of Via Flavia (orange colour)** which went through these cities: Dyrrachium in Albania, Nicopolis, Amphissa, Athens, Korinthos, and Patra in Greece.
- **A secondary road (green colour)** that started from Northern Greece, i.e. Thessaloniki, and went through Dion, Larissa, Athens, Korinthos, Gytheio, and Gortyna in Southern Greece. The real name of this road is unknown: *Via Graeca* is a name chosen by the creator of the map in *Figure 3*.



**Other Roman roads in Greece**

Road signs and ruins of the Roman roads in Greece are preserved only for Via Egnatia. The Via Egnatia survives within the archaeological site to a length of around 300 m. The road passed along the central market, and a sewer made sure that the street was never too wet or dirty.



In recent decades, Greeks have constructed a modern national motorway that starts from Igoumenitsa (Epirus) runs through the Province of Macedonia up to Alexandroupolis (Thrace). This road is named Egnatia Odos (i.e. Egnatia Avenue) and parts of it run in parallel with the ancient Via Egnatia.

### 4.3. Roman Routes in Italy

**Roman roads** were physical infrastructure vital to the maintenance and development of the Roman state, and were built from about 300 Before Christ (BC) through the expansion and consolidation of the Roman Republic and the Roman Empire. They provided efficient means for the overland movement of armies, officials, civilians, inland carriage of official communications, and trade goods.



The Romans did not invent roads, of course, but, as in so many other fields, they took an idea which went back as far as the **Bronze Age** and extended that concept, daring to squeeze from it the fullest possible potential. Roman roads were of several kinds, ranging from small local roads to broad, long-distance highways built to connect cities, major towns and military bases. These major roads were often stone-paved and metaled, cambered for drainage, and were flanked by footpaths, bridleways



and drainage ditches. They were laid along accurately surveyed courses, and some were cut through hills, or conducted over rivers and ravines on bridgework. Sections could be supported over marshy ground on rafted or piled foundations. Romans built roads to connect the farthest and the most isolated parts of the Empire with the Capital, Rome. They allowed the Romans to fully map their growing empire.

Since Roman roads were designed with speed of travel in mind, they often followed a remarkably straight trail across the countryside.

These infrastructures were essential for the maintenance of the empire, allowing the army to move quickly where it was needed. Military purpose was not the only one. They were strategic for political, administrative and commercial activities too.

The resulting roads often shot straight up steep hills, and small bridges and tunnels were built to ensure the path could traverse rivers or pass right through mountains.

Roman roads constituted the most efficient and long-lasting road system of antiquity, which made it possible to bring Roman civilization into contact with the most diverse peoples that populated the then known world. No other people in that historical era were able to match their ability to choose the tracks, the construction techniques and the organization of assistance to travelers.

Roman builders used whatever materials were at hand to construct their roads, but their design always employed multiple layers for durability and flatness.

They were built to last. Thanks to their ingenious design and careful construction, Roman roads remained technologically unequalled until as recently as the 19th century. But while modern asphalt highways might offer a smoother ride than the Via Domitiana or the Appian Way, Rome's 2,000-year-old roadways take the prize for durability. Many Roman roads were used as major thoroughfares until only recently, and some including the Via Flaminia and Britain's Fosse Way still carry car, bike and foot traffic or serve as the guiding route for highways. Rome's enduring engineering legacy can also be seen in the dozens of ancient bridges, tunnels and aqueducts still in use today.







As they made their way down one of Rome's many roadways, weary travelers could guide themselves by a detailed collection of mile markers. Much like the road signs on modern interstates and freeways, these stone pillars gave the distance to the nearest town in Roman miles and instructed the traveler on the best places to stop. They also provided information on when the road was built, who constructed it and who last repaired it. To embody the idea that "all roads lead to Rome," the Emperor Augustus even saw that a so-called "golden milestone" was placed in the Roman Forum. Cast from gilded bronze, this monument listed the distance to all the city's gates and was considered the convergence point of the Empire's road system.

Roman Roads included a sophisticated network of post houses and roadside inns. The most common of these ancient rest stops were the horse changing stations, or "mutationes," which were located every ten miles along most routes. These simple posthouses consisted of stables where government travelers could trade their winded horse or donkey for a fresh mount.

These roads were also an instrument of traffic and relations between cities and peoples. Through this road system promoted the mutual cultural and economic influences between Rome and the distant regions of the Mediterranean Area.

Roman roads varied from simple corduroy roads to paved roads using deep roadbeds of tamped rubble as an underlying layer to ensure that they kept dry, as the water would flow out from between the stones and fragments of rubble, instead of becoming mud in clay soils. According to Ulpian, there were three types of roads:

1. *Viae publicae, consulares, praetoriae or militares;*
2. *Viae vicinales, rusticae, glareae or agrariae;*
3. *Viae privatae.*

The "viae publicae", commonly called "consular", connected the most important cities. These roads were crossed by the Roman legions in their transfers and the couriers of the state postal service ("cursus publicus") traveled on them.

Next to the network of viae publicae there were numerous roads of regional interest, the viae vicinalis or viae rusticae, which connected the smaller settlements ("vici") with each other or with the main streets, the maintenance of which was borne by local administrations, and finally



viae privatee, of local interest and maintained at the expense of the communities or individual citizens who used them.

While the "viae publicae" were generally paved, the secondary roads could be paved or not, for example with only a layer of gravel or stones: in this case they were called viae glareatae. After the secondary roads came the viae terrenae, normally unpaved.

The main consular roads in Italy are ten: Aurelia, Cassia, Flaminia, Salaria, Tiburtina, Casilina, Appia, Emilia, Postumia, Capua-Regium, Nomentana and Prenestina.

Roman roads were, then, the arteries of the empire. They connected communities, cities, and provinces, and without them the Romans could surely not have conquered and held onto the vast territories they did over so many centuries. Further, such was the engineering and surveying skills of the Romans that many of their roads have provided the basis for hundreds of today's routes across Europe and the Middle East. Many roads in Italy still use the original Roman name for certain stretches, and even some bridges, such as at Tre Ponti in modern Fàiti, still carry road traffic today.

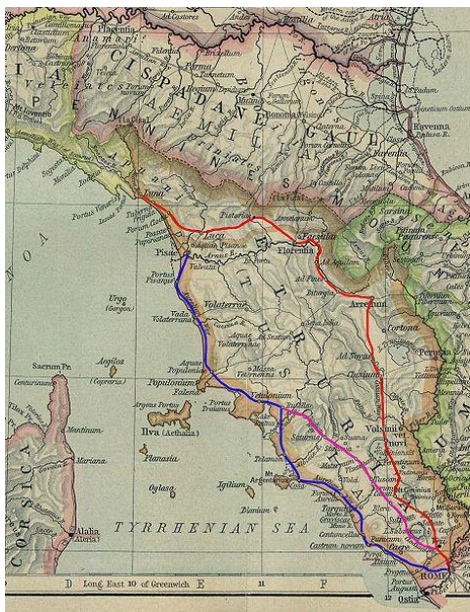
#### 4.3.1. Main Roman Roads

**Via Appia:** The "Via Appia" was organized from Rome to Brindisi in successive lots from 312 BC (Before Christ). to 191 BC Constructed from 312 BCE and covering 196 km (132 Roman miles), it linked Rome to Capua in as straight a line as possible and was known to the Romans as the *Regina viarum* or 'Queen of Roads'. Much like a modern highway, it did not go through less important towns along the way, and it largely ignored geographical obstacles. For example, the impressive 90 km stretch from Rome to Terracina was built in a single straight line. The road would later be extended all the way to Brundisium (Brindisi) and thus reach 569 km in length (385 Roman miles).





It followed the advance of the Roman conquests in southern Italy. Due to its characteristics as a fast-flowing route, the Via Appia became the fundamental road axis for commercial relations and travel in the East. Over time, along its path, beyond the splendid sepulchres connected outside Rome and elsewhere, honorary arches, villas, houses were added, with a great monumentality.<sup>17</sup>



**Via Aurelia:** The Via Aurelia (Latin for "Aurelian Way") is a Roman road in Italy constructed in approximately 241 BC. The project was undertaken by Gaius Aurelius Cotta, who at that time was censor. Cotta had a history of building roads for Rome, as he had overseen the construction of a military road in Sicily (as consul in 252 BC, during the First Punic War) connecting *Agrigentum* (modern Agrigento) and *Panormus* (modern Palermo). Via Aurelia connect Rome to Cerveteri, then extended to connect the new military colonies of Cosa and Pyrgi founded during the third century BC on the Tyrrhenian coast<sup>18</sup>.

**Via Casilina:** The Via Casilina is a medieval road in Latium and Campania. It led from Rome to Casilinum (present-day Capua), to present-day Santa Maria Capua Vetere.

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<sup>17</sup> Sitography: [www.parcoarcheologicoappiaantica.it](http://www.parcoarcheologicoappiaantica.it)

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Pierfrancesco Rescio, *Via Appia. Strada di imperatori, soldati e pellegrini. Guida al percorso e agli itinerari*, 2017.

<sup>18</sup> Sitography: <https://www.romanoimpero.com/2010/03/via-aurelia.html>



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It was created from the fusion of two ancient Roman roads, the *Via Latina* and the *Via Labicana*. The *Via Labicana* led from Rome to *Labicum*, while the *Via Latina* ended at Capua.

In the Middle Age, Capua was depopulated and the main settlement shifted to *Casilinum*, formerly a mere fluvial port. This is also the location of the modern town of

Capua. As a consequence, the union of the *Via Latina* and of the *Via Labicana* took on the new namesake of *Via Casilina*. This usage also survives for the modern road, while *Via Latina* is not used anymore<sup>19</sup>.

**Via Cassia:** The *Via Cassia* was an important Roman road striking out of the *Via Flaminia* near the Milvian Bridge in the immediate vicinity of Rome and, passing not far from Veii, traversed Etruria. The *Via Cassia* passed through Baccanae, Sutrium, Volsinii, Clusium, Arretium, Florentia, Pistoria, and Luca, joining the *Via Aurelia* at Luna. The *Via Cassia* intersected other important roads. At mile 11 the *Via Clodia* diverged north-north-west. At Sette Vene, another

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<sup>19</sup> Sitography: <https://www.museoapr.it/visita-guidata-lantica-via-labicana-e-le-tracce-di-storia-lungo-la-via-casilina/> <http://www.ecomuseocasilino.it/>

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# ALL ROUTES LEAD TO ROME



road, probably the Via Annia, branched off to Falerii. In Sutrium, the Via Cimincia split off and later re-joined.

Sitography:

[www.visittuscany.com](http://www.visittuscany.com);

[www.vignaclarablog.it](http://www.vignaclarablog.it)

[www.guida-romarche.it](http://www.guida-romarche.it)



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Arnold Esch, *La via Cassia. Sopravvivenza di un'antica strada*, Roma nel Rinascimento Editore, Roma, 1996.

**Via Capua-Regium:** The Via Capua - Regium (Via ab Regio ad Capuam), also known as Via Popilia or Via Annia or Via Popilia Lenate, is an important Roman road built in 132 BC. In fact, in that year the Roman judiciary decreed the construction of a road that connected Rome permanently with the "Civitas foederata Regium", the extreme tip of the Italian peninsula.



Sitography: [http://www.ascenzairiggiu.com/tag/via-](http://www.ascenzairiggiu.com/tag/via-capua-regium/)

[capua-regium/](http://www.ascenzairiggiu.com/tag/via-capua-regium/)

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<https://www.famedisud.it/da-capua-a-reggio-la-via-popiliaannia-al-palazzo-arnone-di-cosenza-mostra-fotografica-dedicata-allantica-strada-romana/>



**Via Emilia:** The *Via Aemilia* (English: Aemilian Way) was a trunk Roman road in the north Italian plain, running from *Ariminum* (Rimini), on the Adriatic coast, to *Placentia* (Piacenza) on the river *Padus* (Po). It was completed in 187 BC. The *Via Aemilia* connected at Rimini with the *Via Flaminia* to Rome, which had been completed 33 years earlier.

Sitography:

[www.romanoimpero.com](http://www.romanoimpero.com)

**Via Flaminia:** The *Via Flaminia* or Flaminian Way was an ancient Roman road leading from Rome over the Apennine Mountains to *Ariminum* (Rimini) on the coast of the Adriatic Sea, and due to the ruggedness of the mountains was the major option the Romans had for travel between Etruria, Latium, Campania, and the Po Valley. Today the same route, still called by the same name for much of its distance, is paralleled or overlaid by National Road SS3.

It leaves Rome, goes up the Val Tevere ("Valley of the Tiber") and into the mountains at Castello delle Formiche, ascends to Gualdo Tadino, continuing over the divide at Scheggia Pass, 575 m (1,886 ft) to Cagli. From there it descends the eastern slope waterways between the Tuscan-Emilian Apennines and the Umbrian Apennines to Fano on the coast and goes north, parallel to Highway A14 to Rimini. It was the first, and for many centuries the only, land road linking Rome and northern Italy.

This route, once convenient to Roman citizens and other travelers, is now congested by heavy traffic between north Italy and the capital at Rome. It remains a country road, while the traffic crosses by railway and autostrada through dozens of tunnels between Florence and Bologna, a shorter, more direct route under the ridges and nearly inaccessible passes.

Sitography:

<https://www.turismofano.com/itinerari-turistici/antica-roma-e-via-flaminia>

[www.umbriatourism.it](http://www.umbriatourism.it)



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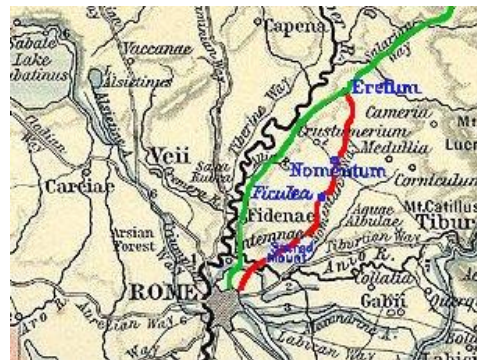


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Gaetano Messineo - Andrea Carbonara, *Via Flaminia*, Poligrafico dello Stato, Roma, 1993.

**Via Nomentana:** Via Nomentana is an ancient road of Italy, leading North-East from Rome to Nomentum (modern Mentana), a distance of 23 km. It originally bore the name "Via Ficulensis", from the old Latin village of Ficulea, about 13 km from Rome. It was subsequently extended to Nomentum, but never became an important high road, and merged in the



Via Salaria a few kilometers beyond Nomentum. It is followed as far as Nomentum by the modern state road, but some traces of its pavement still exist.

Originally starting from now-destroyed Porta Collina in the Servian Walls, in the third century emperor Aurelian build the Porta Nomentana in his new set of walls. Pope Pius IV decided to move the first stretch of the road and built the Porta Pia for this purpose.

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Salvatore Vicario, *La via Nomentana*, Monterotondo, Barone, 1988.

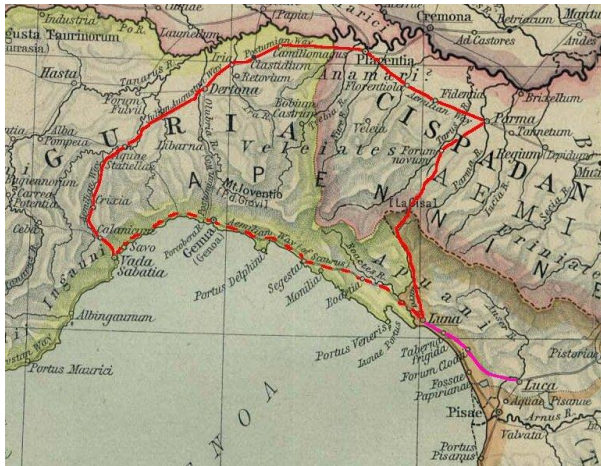
Andrea Carbonara, Messineo Gaetano, *Via Nomentana*, Roma, Istituto Poligrafico dello Stato, 1996;

Giuseppe Cuccia, *Roma. Via Nomentana. Da passeggiata dei papi a grande arteria urbana*, Roma, Gangemi, 2007;

# ALL ROUTES LEAD TO ROME



**Via Postumia:** The Via Postumia was an ancient Roman road of northern Italy constructed in 148 BC by the *consul* Spurius Postumius Albinus Magnus. It ran from the coast at Genua through the



mountains to Dertona, Placentia (the termination of the Via Aemilia) and Cremona, just east of the point where it crossed the Po River. From Cremona the road ran eastward to Bedriacum, the current town of Calvatone, where it forked, one branch running to the right to Mantua, the other to the left to Verona, crossing the Adige river on the Ponte Pietra, the only bridge on the Adige river at that time, and

then traversing the Venetian plain, crossing the Piave River at Maserada sul Piave until finally reaching Aquileia, an important military frontier town founded by Rome in 181 BC. The Roman conquest of Liguria depended upon this road, and several of the more important towns owed their origin largely to it. Cremona was its central point, the distance being reckoned from it both eastwards and westwards.

Sitography: <http://viapostumia.eu/> <http://www.piacenzantica.it/>

Bibliography:

Ivan Boni, *Optima Via. Postumia, storia e archeologia di una grande strada romana*, 1998;



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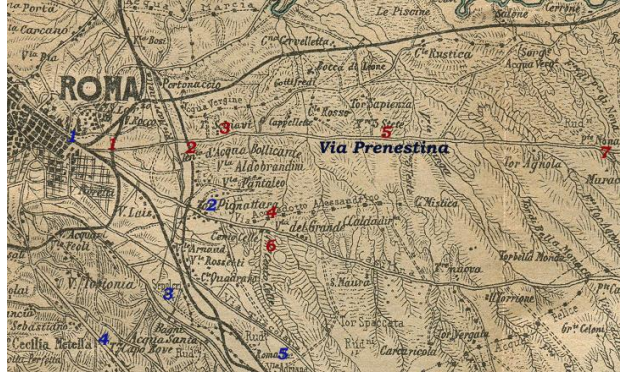
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# ALL ROUTES LEAD TO ROME



**Via Prenestina:** The via Prenestina is a Roman consular road, which connects Rome to Palestrina. Initially it was called via Gabina, from Gabii, the ancient city of Latium vetus, where the street ended. The current name, however, derives from Preneste (lat. Praeneste), the ancient name of Palestrina, where the street was extended.



## Bibliography:

Francesca Carboni, *Via Prenestina*, Poligrafico dello Stato, Roma, 1997.

**Via Salaria:** Via Salaria is an ancient Roman consular road, which connected Rome with Porto d'Ascoli on the Adriatic Sea. Traced by the ancient Sabines in the second millennium BC, mainly for the transport of salt, was later acquired and improved by the Romans.

## Sitography:

<https://www.bellamare.it/it/item/lungo-l-antica-via-salaria.html> [www.lazioturismo.it](http://www.lazioturismo.it)

## Bibliography:

Giovanna Alvino, *via salaria*, Poligrafico dello Stato, Roma, 2004;

Cristiana Cupitò, *Il territorio tra la via Salaria, l'Aniene, il Tevere e la via Salaria vetus*, 2007;

Claudio Ciabochi, *L'antica via Salaria. Luoghi da scoprire. Un viaggio tra Lazio e Marche*, 2015.





**Via Tiburtina:** Via Tiburtina is an ancient road in Italy leading east-northeast from Rome to Tivoli (Latin, Tibur) and then on to Pescara (Latin, Aternum).

It was built by the Roman consul Marcus Valerius Maximus around 286 BCE and later lengthened to the territories of the Marsi and the Aequi, in the Abruzzo, as Via Valeria. Its total length was approximately 200 km from Rome to Aternum (the modern Pescara). It exited Rome through the Aurelian Wall at the Porta Tiburtina, and through the Servian Wall at the Porta Esquilina.

Sitography:

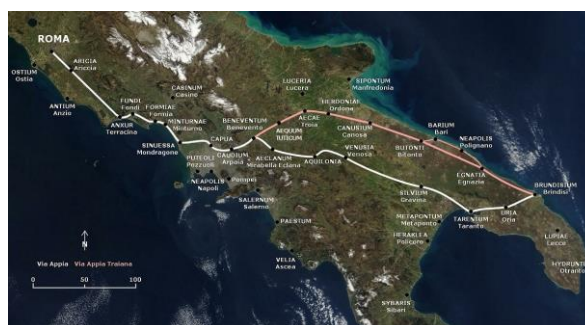
<https://www.dellumanoerrare.it/2016/09/22/lungo-la-strada-consolare-tiburtina-valeria-claudia/>

Bibliography:

Umberto Nasuti, *Camminando sulla via tiburtina Valeria Claudia*, Rivista abruzzese, Lanciano, 2019;

Paola Olivanti, *Via Tiburtina*, Poligrafico dello Stato, Roma, 1997.

**Via Traiana:** The Via Traiana was an ancient Roman road. It was built by the emperor Trajan as an extension of the Via Appia from Beneventum, reaching Brundisium (Brindisi) by a shorter route (i.e. via Canusium, Butuntum and Barium rather than via



Tarentum). This was commemorated by an arch at Beneventum. It was constructed in 109 AD by Emperor Trajan at his own expense. It was built during a period of relative



freedom from military campaigns. Thus the Via Appia, from which Via Traiana was constructed as an extension, lost its original importance as a military high road that connected Venosa (Venusia) and Taranto (Tarentum).

Bibliography:

Pierfrancesco Rescio, *Via Traiana. Una strada lunga duemila anni*, Schena Editore, 2013.

#### 4.3.2. Secondary Roads

In addition to the Consular roads described above (*viae publicae*) there were numerous roads of regional interest (local roads), the so-called *viae vicinalis* or *viae rusticae* (or secondary road). They connected the minor settlements ("vici") with each other or with the Consular road. Maintenance was covered by Local Authorities.

Finally it's important to mention the *viae privatee*, these are roads of local interest, economically maintained by the communities or private citizens who used them.

Here are some example of secondary road (*viae vicinalis*):

Via Nomentana (from Roma to Monterotondo); Via Palestrina (from Roma to Palestrina); Via Anagnina (from Roma to Anagni); Via Ardeatina (from Roma to Ardea); Via Laurentina (from Roma to Tor San Lorenzo); Via Tuscolana (from Roma to Frascati); Via Portuense (from Roma to Fiumicino); Via Trionfale (from Roma to Formello); Via Cornelia (from Roma to Cerveteri); Via Annia (from Adria to Aquileia); Via Appia Popilia (from Reggio Calabria to Taranto); Via Ariminensis (from Arezzo to Rimini across the Valtiberina (Anghiari) and the Valmarecchia (Badia Tedalda and Verucchio); Via Augusta Sallentina (from Taranto to Otranto); via Aurelia Aeclanensis (from Ortona to Mirabella Eclano); Via Bibulca (from Modena to Lucca inserted in the system of Via Claudia Augusta); Via Brixiana (from Cremona to Brescia); Via Cassiola (from





Santa Maria in Strada to Poretta passing through Castel Serravalle); Via Claudia Augusta Altinate (from Altino to Trento); Via Claudia Augusta (from Ostiglia to Mertingen); Via Claudia Nova (from Lucca to Luni across the Garfagnana); Via Cozia (from Augusta Taurinorum (Torino) to Gap (Francia) through Segusium and the Colle del Monginevro); Via Curia (from Rieti to Terni); Via Domizia or Via Domiziana (from Torino to Gap); Via Domiziana (from Napoli to Pozzuoli); Via Emilia Altinate (from Padova to Bologna); Via Emilia Scauri (from La Spezia to Parma); Via Faventina (from Faenza to Firenze); Via Flaminia militare (from Bologna to Arezzo across the passo della Futa); Via Flavia (from Prosecco to Pola passing through Trieste); Via Fulvia (from Tortona to Torino); Via Gallica (from Torino to Mestre); Via Gemina (from Aquileia to Belgrado passing through Lubiana); Via Herculea (from Aequum Tuticum to Policoro other branches went to Potenza and in the other cities of the Lucania.); Via Iulia Augusta (from Aquileia to Norico); Via Mediolanum-Bellasiium (from Milano to Bellagio); Via Mediolanum-Bilitio (from Milano to Lugano passing through Varese); Via Mediolanum-Brixia (from Milano to Brescia passing through Cassano d'Adda.); Via Opitergium-Tridentum (from Oderzo to Trento. Belonged to the infrastructure system of the Via Claudia Augusta); Via Pistoiese (from Firenze to La Lima passing through Passo di Monte Oppio); Via Popilia-Annia (from Rimini to Aquileia); Via Quinctia (from Fiesole to Pisa); Via Regina (from Cremona to Como passing through Milano); Via Sarsinate (from Sarsina to Rimini); Via Satricana (from Roma to Satrico); Via Spluga (from Milano to Lindau); Via Sublacense, (from via Valeria to Subiaco); Via Ungaresca (from Treviso to Pordenone); Via Valeria (from Messina to Marsala).





### 4.3.3. A Special Case. Via Francigena

Via Francigena is the common name of a medieval pilgrim route running from France to Rome and then continuing to Apulia, where there were the pilgrims sailed to the Holy Land. It is usually considered to have its starting point on the other side of the English Channel, in the cathedral city of Canterbury. As such, the route passes through England, France, Switzerland and Italy.



The route was known in Italy as the "*Via Francigena*" ("the road that comes from France") or the "*Via Romea Francigena*" ("the road to Rome that comes from France"). In medieval times it was an important road and pilgrimage route for those wishing to visit the Holy See and the tombs of the apostles Peter and Paul.

Together with the Camino de Santiago, Via Francigena was rediscovered in recent year as an important European Cultural Route and many project are connected with the street.

Even if the the path in itself is not Roman, but a pilgrimage itinerary during medieval Christendom, it overlap many Roman Roads, such as Aurelia, Appia and Traiana.

Sitography:

[www.viefrancigene.org](http://www.viefrancigene.org);

[www.viefrancigenedelsud.it](http://www.viefrancigenedelsud.it);

[www.camminafrancigena.it](http://www.camminafrancigena.it)

Bibliography:



Roberta Ferrari, *La via Francigena. 1000 km a piedi dal San Bernardo a Roma*, Terre di mezzo, Milano 2018;

Massimo Centini, *La via Francigena*, Xenia, Milano, 2011;

Elena Moscardo, *I nostri scarponi sulla via Francigena*, EEE, Moncalieri, 2014;

Lorenzo Del Boca-Angelo Moia, *Sulla via Francigena. Storia e Geografia di un cammino millenario*, UTET, Torino, 2015;

Monica D'Atti-Franco Cinti, *La via Francigena del sud. Verso Gerusalemme*, San Paolo Edizioni, Milano 2013;

Roberta Ferraris, *The via Francigena (English Edition)*, Terre di Mezzo, Milano, 2018

#### **4.4. Roman Routes in North Macedonia**

**All roads lead to Rome** is one of the reasons why the Roman Empire became as powerful as it did was because of their ingenious and long-lasting roads. Being well-known builder, the Romans were able to use the road network to trade good to even the most distant parts of the Empire. Many small settlements became great cities, because of the modern road structure.<sup>20</sup> Via Egnatia was one of the famous roads that was built in the late 140s BCE and was named after Roman senator named Gnaeus Egnatius. It connected Rome with the Eastern provinces of Illyricum, Macedonia, and Thrace. Those provinces are the territories of Albania, Macedonia, Greece and the European part of Turkey. The road was very important. Connecting the eastern and western part of a once powerful state, the Macedonian kings had already built a road from

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<sup>20</sup> Via Egnatia – The Ancient Road That Connected Rome with Constantinople from <https://historydaily.org/via-egnatia>





the Adriatic to the Aegean Sea. For the Romans, it was essentially the continuation of the Via Appia: anyone coming from Rome and travelling to the east, would come to Brundisium, cross the Adriatic, reach Dyrrhachium (or Apollonia), and continue along the Via Egnatia.

Via Egnatia begins on the eastern shore of the Adriatic Sea, near the ancient port of Dyrrachium (modern-day Durres, Albania) and it lays directly opposite Brindisi, at the end of Via Appia. Via Appia was one of the oldest and most prestigious roads in the ancient Roman Empire which connected Rome to Brindisi, on the western shore of the Adriatic.<sup>21</sup>

The road then followed the River Genussus (Shkumbin) and went over Jablanica Mountain, from where it descended to the shores of Lake Lychnitis (today named Lake Sevan) and it passed near the ancient town of Lychnidos (modern-day Ohrid, Macedonia).



Remains of Via Egnatia near Radozda (a village on the shore of Lake Ohrid). Author: Marion Golsteijn.

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<sup>21</sup> Available on <https://www.thevintagenews.com/2017/12/25/via-egnatia/>



ALL ROUTES  
LEAD TO  
ROME



Via Egnatia by Resen in Macedonia, now part of A-3 motorway. Author: Petar Milošević

From here, the road turns south and goes over a few high mountain passes before continuing east, passing through Pella (the ancient capital of the kingdom of Alexander the Great). Then Via Egnatia reaches the northern coastline of the Aegean Sea at the city of Thessalonica. From Thessalonica, the road went all the way to Constantinople (Istanbul). This route is a total distance of around 695 miles.<sup>22</sup>

In the area of Lake Ohrid, there were two routes that met near *Heraclea Lynchestis* (now Bitola). Then the route led south to Thessaloniki, from there it went eastwards to Istanbul. This route is a total distance of around 695 miles.

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<sup>22</sup> Available on <https://www.thevintagenews.com/2017/12/25/via-egnatia/>



# ALL ROUTES LEAD TO ROME



Route of the Via Egnatia. Author: Eric Gaba

Since its construction, Via Egnatia played a major role in the shaping of the whole region. It was used for spreading Roman culture, religion, and shaping borders.

In the Byzantine days, most of the land trade routes with Western Europe passed through Via Egnatia. Later, during the Crusades, most of the armies that traveled by land used Via Egnatia to reach Constantinople from where they went to the Holy Land.

Via Egnatia has been an integral part of many historically significant moments in Roman history and has been mentioned by many historians.

## 4.5. Roman Routes in Spain

Roman Routes that crosses/crossed Spain are/were numerous but in this analysis we will take into consideration the six we considered the most relevant: Via Baetica, Via Augusta, Via De la plata, Via Caesaraugustana, Via Terraconecia, Via Asturica



# ALL ROUTES LEAD TO ROME



Burdigalam. Starting from the southern Spain we meet 'Via Baetica' that linked the present cities of Bologna and Cordoba located both in the current Andalucia. Moving up to eastern Spain we meet 'Via Augusta', the longest Roman road anywhere in Spain, covering some 1,500 kilometres from the Pyrenees, skirting the Mediterranean Sea as far as Cadiz, in southern Spain and reaching Italy through France. It crossed the current R.Murcia, C. Valenciana and Cataluña. From Tarragona (in Cataluña) to the current Pamplona in Navarra, in northern Spain, there was 'Via Terraconecia'. In northern Spain we meet 'Via Asturica Burdigalam' which links the current Lugo in Galicia to Bordeaux in France. It is well known for being the gateway for Santiago for the religious Santiago's Walk (Camino de Santiago). 'Via De la Plata' crosses Spain in vertical from the northern Astorga, capital city of the homonym region to Sevilla, the capital city of Andalucia and is the Spanish routes for pilgrimages to Santiago De Compostela. 'Via Caesaraugustana' crosses Spain in diagonal from Zaragoza (in Aragon) to Merida in Extremadura.



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As mentioned above the most known *vie* (roads) are Via De la Plata ('Plata' means silver in English) and 'Via Asturica Burdigalam'. Via de la Plata is also called 'Pilgrims way' because is the Spanish route for Camino de Santiago. The Camino crosses the Iberian Peninsula from South to North through the regions of Extremadura and Castilla y León. Astorga is the town where pilgrims on the Vía de la Plata traditionally meet those on the French Camino or French Way to access Galicia and continue to Santiago de Compostela, which corresponds to the Roman 'Via Asturica Burdigalam'. If you could choose a unique word to describe both 'Via Augusta' and 'Via Baetica' it would be: tourism. But 'Via Asturica Burdigalam' is not only known for religious tourism but also to thermal tourism: Galicia (north-western Spain) has the highest number of thermal establishments around Spain. In addition, it corresponds also to a highly industrialised part of the country. Indeed from the Asturian basin there is the 50% of the total country exploitation of subsoil while Navarra has the highest industrial PIL in all Spain. 'Via Baetica' and 'Via Augusta' run along the coast and thanks to the lack of hills and the pleasant Mediterranean climate, landscapes of vineyards, archaeological site with the UNESCO World Heritage designation tourism is the main income. 'Via Caesaraugustana' which corresponds more or less to the current autonomous regions of Madrid, Castilla la Mancha and Aragón crosses the region in diagonal and nowadays is linked to industry production. The great abundancy of steel, iron, zinc and coals in the soil has paved the way for steel industries but in this area also mechanical and car industries grown up around major cities. Via Terraconecia' surrounded by the Cantabrian mountains crosses huge expanses of vineyards: La Roja is famous for its world-renowned vines.





## 5. Initiative promoted on roman routes and cultural heritage

### 5.1. *European overview*

Aware of the importance of the Roman Empire in the history of Europe, the Via de La Plata Route (Spain) has taken the initiative to promote a candidature –open to all sites of the ancient Roman Empire– for a major European Cultural Route. This candidature will take the form of a network to develop a European Cultural Tourism offer based on Roman Heritage and would include all the routes, towns, cities and archaeological sites that preserve Roman heritage in every aspect related to its architecture, engineering and culture.

The ultimate goal is to establish a large network of sites that jointly coordinate tourist and cultural activities at major Roman heritage destinations. This network would encompass all those states belonging to the Council of Europe that preserve Roman remains open to the public, as well as other sites in the Middle East and North Africa.

The idea is to set up a European Roman Heritage Federation open to all public authorities, cultural associations, institutions and businesses that manage the heritage and/or tourism of archaeological sites, local and regional routes, historical re-enactments and art festivals, visits to sites, or related activities.

Once the network is established, the Via de la Plata Route will lead a European Cultural Route project to be presented to the European Institute of Cultural Routes ([www.culture-routes.net](http://www.culture-routes.net)), which will subsequently be defended as a candidate route before the Governing Board of the Enlarged Partial Agreement on Cultural Routes.

The Cultural Routes' Programme of Council of Europe (CoE) is a project developed by an Enlarged Partial Agreement (treaty) in which are involved the CoE, the European Commission and 27 states -each year new countries are added-. It is governed by the Resolution of the Council of Ministers / Res (2013) 67, dated on 18/12/2013, that confirms the Enlarged Partial Agreement (EPA) of Cultural Routes, signed in 2010 (CM / Res (2010) 52 and 53).





Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



The main objective of the programme is to contribute to fostering European identity and citizenship through knowledge and awareness of Europe's common heritage and to developing cultural links and dialogue both within Europe and with other countries and regions. The aim is to shape a common cultural area through the development of cultural routes in order to raise awareness of heritage, education, networking, quality and sustainable cross-border tourism and other related activities.

A Council of Europe Cultural Route (CECR) is a cultural, educational, heritage and tourism co-operation project aimed at developing and promoting an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with transnational importance and significance for the understanding and respect of common European values. It can be a physical route or a network of heritage sites.

# ALL ROUTES LEAD TO ROME

Explore all the Cultural Routes of the Council of Europe



Santiago de Compostela Pilgrim Routes



The Hansa



Viking Routes



Via Francigena



Routes of El legado andalusí



Phoenicians' Route



Pyrenean Iron Route



European Mozart Ways



European Route of Jewish Heritage



Saint Martin of Tours Route

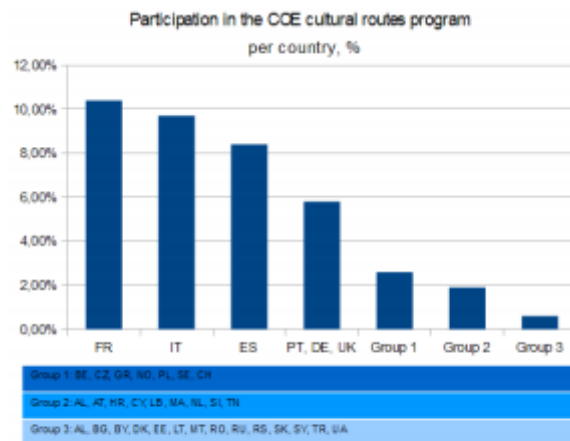


Cluniac Sites in Europe



Routes of the Olive Tree

<https://www.coe.int/en/web/cultural-routes>



**Fig. 1: Participation in the Cultural routes program of Council of Europe (source: [www.coe.int](http://www.coe.int), 2012)**



It illustrates the share of the Routes network by country: France (10.4%), Italy (9.7%), Spain (8.4%), Portugal (5.8%), Germany (5.2%) and Great Britain (5.2%). The rest of the countries each comprise 2.6% or less. These nations form three large groups, which represent the unexploited development potential of the Council's Cultural Routes programme (Kseniya Khovanova-Rubicondo, 2012). As about 45% of total cultural sites incorporated into the route's network originate from Cultural Routes – Cross-border Tourist Destinations within Southeastern Europe 184 only 6 countries, it becomes obvious the role they have in general governance issues concerning the cultural route creation and management process. Although highly diffused and decentralized in their way of working, an established network (with a legal structure) often require a node or pivotal point which is identifiable as its centre, the network coordination office or secretariat is often essential to undertake the day-to-day administration.<sup>23</sup>

## 5.2. Initiatives in Greece

The sole organized initiative regarding the **ancient Roman roads in Greece** is the one taken by the Region of Eastern Macedonia & Thrace (R.E.M.T) under the project entitled «**Cultural Route of Egnatia Road: Via Egnatia**»<sup>24</sup>.

More specifically, the R.E.M.T, with the assistance of "DIAZOMA" Association, is carrying out this project which is articulated around the archaeological remains of Via Egnatia. The “*Cultural Route of Egnatia Road: Via Egnatia*” is an Integrated Territorial Investment Scheme, designed by the R.E.M.T. within the framework of the Regional Operational Programme (ROP) 2014-2020, for which a total of € 55.2M has been committed. This program will “*contribute to the strengthening of the touristic sector, the surplus from both cultural and environmental resources*

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<sup>23</sup> Terzić, Aleksandra & Bjeljic, Zeljko. (2016). Cultural Routes – Cross-border Tourist Destinations within Southeastern Europe. *Forum Geografic*. 15. 180-188 available at [https://www.researchgate.net/publication/317588879\\_Cultural\\_Routes\\_-\\_Cross-border\\_Tourist\\_Destinations\\_within\\_Southeastern\\_Europe](https://www.researchgate.net/publication/317588879_Cultural_Routes_-_Cross-border_Tourist_Destinations_within_Southeastern_Europe)

<sup>24</sup> More info: <http://www.diazoma.gr/en/cultural-routes/cultural-route-of-egnatia-road/>





*of the Region being invested in the sector, in order to shape a unique touristic identity and to enhance other auxiliary alternative forms of tourism. (...)*".

For the successful planning and implementation of the "Cultural Route of Egnatia Road: Via Egnatia", the following actions and activities have been programmed:

1. Numerous technical projects, which will be implemented in the five Regional Units of the R.E.M.T. and will enhance their cultural assets, facilitate access to monuments and create links between the cultural and natural resources and the local economy;
2. Mild interventions in order to create an integrated product of cultural tourism, such as organizing the promotion of the destination by means, among others, of innovative digital applications;
3. Actions involving local entrepreneurship and boosting the sectors of agri-food, accommodation and services through the interaction of the local economy with the touristic product but also with the instances managing it (central state services, local authorities or private services);
4. Creation of the appropriate infrastructures for the operation and viability of the route.

In this joint effort, on the basis of its expertise gained from its contribution to other similar Cultural Routes programmes in other Greek regions, "DIAZOMA" contributes to the following studies and actions:

- Specifications for the Marketing Plan aimed at creating a branded cultural tourism product;
- Study on "Organizing the Participation of the Local Economy in the Cultural Route";
- Study on "Digital Strategy for Culture as a guide to the use of new information and communication technologies in the field of culture";
- Support of the Region's services in the preparation of the mild actions already planned or potentially needed further actions, in the framework of this project.







Another initiative, related to the ancient Via Egnatia, is the establishment of the "**Via Egnatia Foundation (VEF)**"<sup>25</sup> which consists of the following countries: Albania, Northern Macedonia, Greece, Turkey, Bulgaria.

Its mission is to bring new life to the Via Egnatia and the regions around it, so that Via Egnatia can again become a way to connect people, through contact and exchange of knowledge and culture. All the activities of VEF have one common focus: to further social and economic development of the regions along Via Egnatia, and ultimately friendship and peace by connecting people from many countries.

The concrete part of VEF's mission is to help develop Via Egnatia into a cross-border hiking trail.

Some other example activities of VEF are:

1. Supporting local initiatives like small Bed&Breakfast's, donkey-stations;
2. Making a book and a documentary about life along Via Egnatia;
3. Youth-exchange programs connected with archeological sites, as well as between schools along Via Egnatia;
4. Making a common database on the archaeology of Via Egnatia;
5. Research into "migration along Via Egnatia";
6. Developing educational material based on Via Egnatia's common history;
7. Organizing concerts with musicians from all involved countries along Via Egnatia;
8. Organizing a travelling exhibition about history of Via Egnatia;
9. Helping with preservation and reconstruction of the road itself;

### **5.3. Initiatives in Italy**

**Appia Viarum.** Started in September 2015 the project "Appia Viarum", aimed to restore and make it viable again (for biking and trekking) the ancient via Appia, the street that connected

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<sup>25</sup> Via Egnatia Foundation: <https://www.viaegnatiafoundation.eu/>





Rome with Brindisi (on the Adriatic sea), crossing through Lazio, Campania, Basilicata and Apulia. On its way, the street crosses 87 municipalities, representing the most important cultural project on a secular route in Italy. Many initiatives are promoted; among them, a photographic documentary and multimedia exhibition named *L'Appia ritrovata. In cammino da Roma a Brindisi* (The Appia found back. On the way from Rome to Brindisi) by Paolo Rumiz, an Italian reporter and writer. During 2015 he made the journey from Rome to Brindisi following the via Appia itinerary. Held in the farmhouse called "Santa Maria Nova", located within the largest housing complex of Rome suburbs in the Appia Antica Archaeological Park. The estate belonged to Sesto Quintilio Condiano and Sesto Quintilio Massimo, two brothers of one of the most important Roman families, who became consuls in 151 BC. The exhibition was promoted by the Ministry for Cultural Heritage and Activities and for Tourism.

The calligrapher Pietro Porro realised the seal of the way (*on the right*), that consist of an alphabetical double "A" monogram. Transposed on a mould, it is placed on special loaves made with a recipe typical of the regions crossed by the via Appia.



**Via Cassia:** Via Cassia is involved in a Regione Lazio project named **Arte sui cammini** (Art on the road).

It is an initiative to promote ancient roads leading in Rome through artistic masterpieces.

The project consists of installing contemporary works of art along the ancient roads of Lazio, enriching the cultural offerings of Lazio Area.

Thanks to the work of the artists and the cooperation between public and private stakeholders, the project created works of sculpture, land art, street art, sound and interactive installations along the roads. It favored a direct relationship with the landscape, even in its most spiritual dimension.

<http://www.regione.lazio.it/rl/arte-sui-cammini/>





**Ciclovia Salaria:** The Salaria cycle path is a cycling route which, (once completed), would connect Rome with both Adriatic and Tyrrhenian coast (in Ostia). It retraces the ancient Roma Road Via Salaria.

The works started in 2009.

The route passes through one of

the most beautiful towns of central Italy, that of Ascoli Piceno. You will also enjoy the charm of ancient villages, like that of Arquata del Tronto and Ponte d'Arli with the characteristic Roman bridge, you will experience the natural oasis of the natural reserve of Sentina, where you can see several species of migratory birds. But also castles and churches, such as the Abbey of San Benedetto, the church of Forcella and Castel di Luco.



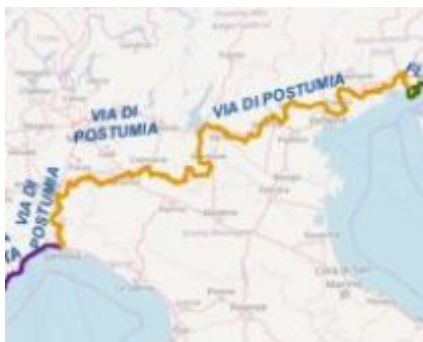
**Ciclovia Postumia:** It is a cycle path created through the Roman Road Via Postumia. It was created in 2013.

The main goal was to build a path in our country that would fit into the map of the *Jacobean paths of Europe*, which would allow you to discover slowly Northern Italy, crossing and connecting cities of art (Treviso - Vicenza - Verona - Mantova - Cremona- Piacenza - Genoa), historic villages (Aquileia - Palmanova - Concordia Sagittaria - Motta di Livenza - Oderzo - Badoere - Castelfranco Veneto - Cittadella - Piazzola sul Brenta - Lonigo- Peschiera del Garda -





Ponti sul Mincio - Monzambano - Sabbioneta - Casalmaggiore - Cigognola - Voghera - Casteggio - Tortona - Gavi - Fraconalto - Pontedecimo), using cycle paths.



### **Via Francigena**

Many young people and local entrepreneurs are re-evaluating the Via Francigena through the creation of hospitality and catering structures, SmartPhone applications, cultural paths, publications, etc.

Here some example of initiatives promoted:

#### **1. Via Francigena - the Road to Rome**

<https://www.viefrancigene.org/it/resource/blog/Webmaster/il-progetto/>

The "Eurovelo 5 - Via Romea Francigena" project was coordinated by the University of Lancashire in partnership with organizations responsible for national cycling networks, municipalities, departments, European networks and specialized tourism businesses from 5 European Countries. It started on April 1st and ended on September 30th 2017 for a duration of 18 months.

The project led to a transnational action plan and the creation of some tourist packages in order to enhance the territories crossed by the road.

#### **2. Progetto LIONS**

<http://www.montfallere.it/progetti/progetto-lions-via-francigena-per-tutti/>

A project to refurbish the stretch of via francigena located between the monastery and the Quart castle (Quart Municipality, Aosta Region). Thanks to this arrangement, the route will be easily accessible for the blind and people with walking problems. The project was promoted and coordinated by Società Cooperativa Mont Fallère.



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With the support of the Erasmus+ programme of the European Union. This document and its contents reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



The initiatives that aim to promote roman roads are few; only in recent years private and public sector are discovering the economical value of these roads and the cultural and social promotion they can realise on the more peripheral and economically depressed areas.

#### **5.4. Initiatives in North Macedonia**

##### ***Via Egnatia - A journey through history, culture, tradition and nature***

Within the programs for enrichment of the tourist offer of the Republic of North Macedonia in the field of cultural and rural tourism planned by the Agency for Promotion and Support of Tourism during 2019, the idea of renewing the project for affirmation of the route Via Egnatia was included. It meant marking the road that passed through our country, arranging and marking that part of this highway, so that it would be accessible to tourists and recreational tours would be organized, which would have cultural and historical content.

#### **5.5. Initiatives in Spain**

1. La Sociedad Estatal de Correos y Telégrafos, trading as Correos, is the national postal service of Spain, recognized by the Universal Postal Union. It has a special website for pilgrims to make them choose their Camino di Santiago through 'Via de la Plata', know its history, find out about the different sections, hostels, accommodation, useful numbers and tips from our postmen and women.
2. The Cooperation Network of the Towns on the Ruta de la Plata is a voluntary Association made up of towns and cities situated on the so-called 'Silver Trail', identified in this respect with the N-630 Gijón-Seville National Road, founded to act jointly to defend and promote their touristic, historical, cultural and economic resources. The Network of Cooperating Towns on the Ruta de la Plata got underway in April 1997 when the Mayors





of Gijón, León, Zamora, Salamanca, Cáceres and Seville signed its governing statutes. Since its beginnings, the Network has carried out important actions related to training, promotion and marketing in the field of tourism, all of which have raised local awareness about the potential of this area. In particular it promotes tourism through for touring on a motorbike or scooter and provides tourists with practical guidelines. It the U.S. Routes 66.

3. A group of eleven rural municipalities crossed by “Ruta de la Plata” in Asturias formed on year 2000 a non-profit entity with the aim of promoting and enhancing the endogenous resources in its territorial area, as well as social cooperation to achieve local, economic and social development of a regional, comprehensive and sustainable nature. This group of municipalities had in common that they were part of the medieval *Camino Real de la Mesa*, a section of the “Ruta de la Plata” used to trade and transport cattle to Southern regions in Spain. This entity manages the LEADER aid program in the region of Asturias, a program co-financed by the European Union through the European agricultural fund for rural development, but also by national funding programs from the Ministry of Rural Development and Natural Resources of the Principality of Asturias and the Ministry of Agriculture and Fisheries, Food and Environment. The targets of this program are both new entrepreneurs and companies already established, local entities and non-profit associations.<sup>26</sup>
4. The Spanish official tourism website: <https://www.spain.info/en/> provides tourists with many information regarding where to go, what to do and practical info as a country official tourism website is supposed to do. If we select travel tips referring to Roman Routes, it increasingly interesting how many travel tips mention the Roman past. Some

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<sup>26</sup> Visit <https://www.caminrealdelamesa.es/> for more information.





of the most relevant examples: for Andalusia and the Via Baetica One of particular importance is the guide to mosaics along the Baetica Road<sup>27</sup>.

‘Spanish wine tourism trail to open on ancient trading route’<sup>28</sup> is another example of a national project which exploits the Roman routes in Cataluña.

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<sup>27</sup> <https://followinghadrian.com>

<sup>28</sup> <https://www.decanter.com/wine-news/spanish-wine-tourism-trail-to-open-on-ancient-trading-route-259639/>





## 6. Similar National projects concerning Entrepreneurship, tourism and Cultural Heritage



### 6.1. European overview



- *FORREST: new skills FOR expeRIEntial Tourism* Erasmus+ project aims to respond to new international tourism trends (experiential and sustainable tourism), promoting the development of specific professional skills in the relevant sector, aimed at ensuring the economic-productive development of the areas affected by the transit of the Via Francigena, with a view to enhancing the small local communities, all united by a European cultural identity expressed precisely by the Via Francigena (<https://www.viefrancigene.org/it/AEVF/Progetti/>)



- "*CERTO*", *Cultural European Routes: TOols for a coordinated communication & marketing strategy* is a project - co-financed in 2012 by the European Commission, Enterprise and Industry Department - aimed at creating a shared and coordinated strategy at European level both in terms of marketing and communication for cultural tourism initiatives. The project aims to develop an integrated strategy of promotion and shared visibility for the three transnational itineraries recognized by the Council of Europe: Via Francigena, the Way of Sant'Olav and the Way of Santiago. The aim of the project is to implement







innovative marketing, to broaden the involvement of accredited quality companies and to increase the visibility of the three itineraries.

(<https://www.viefrancigene.org/it/resource/news/certo-il-progetto-comunitario-la-promozione-del-tu/>)

## **6.2. Similar National projects in Greece**

European Union has established the Cultural Routes programme<sup>29</sup> which was launched by the Council of Europe in 1987. The Cultural Routes of the Council of Europe offer the opportunity to Europeans to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage.

The certification "*Cultural Route of the Council of Europe*" is awarded in accordance with the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA), which was established in 2010 and follows the Council of Europe's policy guidelines.

Over 30 Cultural Routes of the Council of Europe provide numerous leisure and educational activities for all citizens across Europe and beyond and are key resources for responsible tourism and sustainable development. They cover a range of different themes, from architecture and landscape to religious influences, from gastronomy and intangible heritage to the major figures of European art, music and literature.

In Greece there are cultural routes which are part of the Cultural Routes programme of the Council of Europe, as well as others which are designed and developed by various national bodies.

More specifically, some Greek cultural routes which are part of the Cultural Routes of the Council of Europe, are mentioned below:

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<sup>29</sup>Cultural Routes of the Council of Europe: <https://www.coe.int/en/web/cultural-routes/about>





- The routes in the Region of Central Macedonia<sup>30</sup>, a region which the ancient Via Egnatia crossed. These routes belong to the network of the "Iter Vitis Route"<sup>31</sup>, the certified European Cultural Route that is related to the wine tourism.
- The routes with points of interest found mainly in Southern Greece, i.e. Peloponnese and Crete, that belong to the certified European Cultural Route entitled "Routes of the Olive Tree"<sup>32</sup>. Actually, the headquarters of this route is the city of Kalamata in the area of Messinia.
- Historically famous spa towns across Greek territory that belong to the certified "European Route of Historic Thermal Towns"<sup>33</sup>
- Various industrial and technology museums across Greek territory that belong to the certified "European Route of Industrial Heritage"<sup>34</sup>
- Historic cafes across Greece that belong to the newly established, but not yet certified, European cultural "Route of the Historic Cafés"<sup>35</sup>.

Some national initiatives and organizations that are active, through projects, in the field of connecting the cultural heritage, tourism and entrepreneurship, are the following:

- **"DIAZOMA" association**<sup>36</sup>. Over the past ten years, "DIAZOMA", through public and private sector synergies, has contributed to the design and implementation of new products of cultural tourism, such as the Cultural Routes and Archaeological Parks. Visitors' experience is enriched and their journey facilitated by digital applications that inform them about monuments, museums, hotels, restaurants, means of transport, cultural events, public services, etc.

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<sup>30</sup> Wine routes in the Region of Central Macedonia: <http://verymacedonia.gr/portfolio-item/wines/>

<sup>31</sup> Iter Vitis: <http://itervitis.eu/>

<sup>32</sup> Routes of the Olive Tree: <https://olivetreeroute.gr/culturalroutes-en/routesolivetree-en/>

<sup>33</sup> Route of Historic Thermal Towns: <https://ehhta.eu/portal>

<sup>34</sup> Route of Industrial Heritage: <https://www.erih.net/i-want-to-go-there/>

<sup>35</sup> Route of the Historic Cafes: <https://www.ehica.eu/home-2/>

<sup>36</sup> "DIAZOMA" association: <http://www.diazoma.gr/en/>





The goal of "DIAZOMA" is to create new cultural hubs around the rich cultural heritage of each ancient theater but also monuments and sites nearby and to combine masterpieces of past civilizations with touristic attractions and the natural beauty of the regions.

To this aim, two new institutions have been born which guarantee the longevity and seamless operation of the Cultural Routes and Archaeological Parks. These two institutions are the Cluster of companies and the Destination Management/Marketing Organization (DMO). These two institutions will support and promote the Cultural Routes in their entirety, as well as all of the stakeholders who contribute to their successful operation.

- **The Interreg IPA CBC Programme “Greece – Albania 2014 – 2020”**, approved by the European Commission, funds projects and initiatives that are implemented within the Greek-Albanian cross-border area that spreads from the Ionia Sea to the Prespa Lakes. Extension of well-known ancient Roman routes crossed this area.

These projects<sup>37</sup> involve various Greek organizations and one of their priority axes is to boost the local economy by preserving cultural and natural resources as a prerequisite for tourism development of the cross-border area.

Indicatively, in the context of some of the funded projects, the following initiatives are being implemented:

1. targeted actions for the preservation, rehabilitation and promotion of historical, cultural and natural assets encouraging tourism, in the entire Greek-Albanian cross-border area (project TACTICAL TOURISM);
2. development of a cheese route as an innovative cultural heritage driving force for rural tourism development in the cross-border area (project CheeseCult);
3. development of apps to enhance visiting experience of interregional thematic routes (project THEMA);

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<sup>37</sup> Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” PROJECTS: <https://greece-albania.eu/projects>





4. development of cultural networks and a roadmap of opportunities and ideas regarding cultural growth and cultural planning to produce places where people want to live, work and visit (project Culture Lands).
- **Hub Thessaloniki, Greece**<sup>38</sup>. The Cultural Entrepreneurship Hub of Thessaloniki is a community and network for people who bring creativity to society and the economy. Through the Cultural and Creative Industries, artists and creators in Thessaloniki can use business and entrepreneurship skills to turn heritage, culture and creativity into innovation for a society and economy in transition. Thessaloniki was crossed by the ancient Via Egnatia and it is the second largest city in Greece, an important coastal hub in Southeastern Europe, and the country's biggest university town, including the largest university in the Balkans and a total of 150,000 students in the city each year.

### **6.3. Similar National projects in Italy**

#### **6.3.1. The Cultural Routes European Program**

In 1987 the Council of Europe has launched the Program **Cultural Routes**. Its main aim is to map physical and cultural paths that can promote the idea of a shared European culture, history and memory, encouraging in the meantime fundamental values of the Council of Europe such as democracy, human rights and intercultural exchanges.

More than 30 recognised European Cultural Routes offer a wide range of educational and recreational activities, representing a key resource for responsible and sustainable tourism.

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<sup>38</sup> Hub Thessaloniki: <https://cultural-entrepreneurship.org/thessaloniki/>





Through this Program, the Council of Europe intends to offer a transnational model of tourism and cultural management; it promotes synergies between national, regional and local authorities and a wide range of socio-economics agencies.

**Via Francigena** obtained the recognition in 1994. Only in Italy, municipalities received around 500 million euros for interventions geared toward sustainability, environmental respect and local food and wine production.

**Via Francigena European Association** (<https://www.viefrancigene.org/en/>) was created in 2001 (EAVF). The association communicates with European institutions, regional and local communities to promote the cultural route itself, the values of pilgrimage, the sustainable development of the territories, their culture, identity and touristic attractions. Since 2017, the **Francigena I.t.d.** supports institutional work with entrepreneurial activities and with services for the path's trekkers.

#### **6.4. Similar National projects in North Macedonia**

##### ***Through the road of Via Egnatia in Pelister National Park***

Pelister National Park and Baba Mountain are a real source of written and unwritten history, because when you travel through this region you don't just travel through its beauty but through time capturing all the moments that have long been hidden from the prying eyes of researchers, historians and adventurers. Namely, the connection between the Western and Eastern Roman Empire, one of the twenty-eight highways known as Via Egnatia, passed through Pelister. The project is to discover and experience Pelister by hiking, cycling, where at the same time you can visit the archeological sites by moving along this ancient route.<sup>39</sup>

The data about the settlement near the Via Egnatia are taken from the Archaeological Map of Macedonia, Volume 2, published by MANU, Skopje, 1996.<sup>40</sup> The information is outdated, has not

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<sup>39</sup> National Park Pelister from <http://park-pelister.com/en/>

<sup>40</sup> Archaeological Map of Macedonia, Vol. 2, published by MANU, Skopje, 1996





been updated for at least 30-40 years and is quite decentralized in terms of location explanations. But unfortunately in the absence of a digital archaeological map of Macedonia, they are the only source that can testify that the sites along the Via Egnatia will surely take you to the depths of the past inhabited by different civilizations and cultures. These are the settlements that can be visited:

### Dolenci Village

**Kale** – a settlement from late attique period, approx. 500m south of the village Dolenci.

**Staro Selo**, a medieval church and a necropolis, located approx. 700m northwest of the village Dolenci.

**Dry Meadows (Suvi Livadi)**, Old Christian Basilica. In the Cappadocian field, approx. 500 m east of the village, during the preparation of the field for orchards, the remains of the foundations of an old Christian basilica were discovered.

### Gjavato

**Kale** - a settlement from late attique period. About 3-4 km west of the village there are traces of a defensive wall made of mud, which was probably part of the defense system that provided the crossing and is directly related to the fortresses near the villages Dolenci, Lera and Strezevo.

**St. The Mother of God**, a necropolis from late antiquity. It is located on the southeastern outskirts of the village. During the construction of the village road, two tombs built of tegulas were discovered east of the church. Several ancient bricks are built into the porch of the church.

**Staro Selo**, a medieval settlement. About 3 km southwest of the village are the remains of an old village settlement.





### Ramna

**Vishna**, a medieval church and a necropolis. In the fields of Kole Lozanoski, which is located approx. 300 m south of the village, the foundations of a church were discovered, and in the immediate vicinity, graves.

**Ramenska Tumba**, an early Christian basilica, at 2 km southwest of the village, in the Cappadocian Field, an old Christian basilica was discovered during the protective archeological excavations in 1966. The basilica is three-aisled, with a narthex and two annexes on the south and one on the north side. The floor was paved with bricks.

### Gorno Srpci

**Gramadishte**, a settlement from Roman times. Remains of a shrine dedicated to Fortuna Serapis have been discovered in the Cappadocian Plain, 1 km south of the village. A 1971 survey found bronze statues of Serapis, Fortuna, Isis Fortuna and Heracle and coins. In the yard of Ilija Andonovski, several marble spoils are kept from this locality, including a marble ara with a Greek inscription, quite damaged. Perhaps the site of Gradiste is the ancient city of Mikea and the station on the Via Egnatia road. The findings are kept in the village of Gorno Srpci and in the Institute and Museum in Bitola.

### Rotino

**Arnaut Road**, a road of Roman times. During the construction of one of the orchards, most of the ancient road was destroyed, probably part of the Via Egnatia route.

**Staro Selo**, a settlement from Roman times. It is located 700 m northeast of the village, in the locality of Staro Selo, where during the cultivation of the land, foundations of walls built of stone and lime mortar were discovered. Fragments of ceramic vessels, imbrexes and building materials can be found on the surface.

**Donkey Bridge**, a road from Roman times. About 600 m west of the village you can see the remains of an old cobblestone road. In fact, it is part of the ancient route of the Via





Egnatia, which came from Resen passing under the village of Rotino. Traces of the road were also found in the area of Crvenik, which lies near Bratin Dol.<sup>41</sup>

### **6.5. Similar National projects in Spain**

CULTOUR+ is a Strategic Partnership of universities, local governments, SMEs and NGOs co-founded by the European Union in 2013, that following the mainlines of the Higher Education Modernisation Agenda, is offering high quality and innovative courses and tools, integrating innovation, international mobility and cross-border cooperation in proving that cultural management, sustainable tourism and European Cultural Routes and Heritage can be a source to promote creative, high-quality work for young graduate and postgraduate entrepreneurs<sup>42</sup>. Partnership created an online programme “Creativity, capacity building and business ideas for cultural management and tourism”. It is a free specialization programme that contains 6 modular courses (Module 1 | Sustainable tourism, Module 2 | Skills and competences for guiding in cultural tourism, Module 3 | Skills and competences to enhance transfer of knowledge, mediation and accessibility in cultural tourism, Module 4 | The Internet as a means of communication and promotion. Educational. A manual for entrepreneurs in the tourism sector, Module 5 | Applied Digital Storytelling, Module 6 | International Project Management). This gives participants a total of 72 working hours after 18 weeks what would grant you a certificate of 2 ECTS by paying a fee of 30 euros. As general objective it has: ‘acquire more specialized skills and competences that will allow you to formulate and implement your business ideas for cultural management and tourism in a more creative and innovative way’.

The study on the impact of **European Cultural Routes on SMEs’ innovation and competitiveness** was jointly launched by the European Commission (EC) and the Council of Europe (Council) in September 2010. Its objectives were to provide insights into the effects produced by the

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<sup>41</sup> Markoski, Blagoja & Sanev, Voislav. (2002). Archaeological Map of Macedonia

<sup>42</sup> <http://www.cultourplus.info>







transnational Cultural Routes – such as those certified by the Council of Europe – on SMEs’ performance, innovation capacity, and network and cluster development; to examine the potential of Cultural Routes for promoting sustainable and quality tourism in Europe; and to analyse to what extent Cultural Routes networks can benefit SMEs, especially in rural areas and less-known destinations<sup>43</sup>.

Today, having smartphones in our pockets and the necessary information at our fingertips, has made exploring the world that much easier still. But many travellers miss one thing - authenticity – says Marijn Maas, co-founder of *Withlocals*, an application which promises to connect people across cultures and bring them a real, local experience. ‘Withlocals’ is a Netherlands-based start-up, whose initial focus was on South East Asia. Today, it also operates in Europe including Spain, France, Germany, Greece, the Netherlands, the Czech Republic and Hungary. With the help of the Horizon 2020 SME Instrument programme, they would like to spread their activities to cover all EU countries<sup>44</sup>.

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<sup>43</sup> <https://rm.coe.int/1680706995>

<sup>44</sup> <https://www.withlocals.com/es/>





## 7. Case studies

### 7.1. *European Overview*



#### *YOUTH ENTREPRENEURSHIP EDUCATION IN HOSPITALITY AND TOURISM:*

Group workshop to develop non-formal education methods in the business tourism sector for young people.

- **Location:** Telavi, Georgia
- **Purpose:** To unite several youth workers from partner organizations who will jointly create non-formal education methods that will offer young people entrepreneurial skills and specific information in the field of tourism and opportunities to create a business using the resources available in their communities.
- **Participants:** The workshop will involve 24 young people, 4 from each partner country (Italy, Georgia, Spain, Latvia, Armenia, Ukraine), supported by experts in the tourism sector.
- **Contents:** An innovative training course of non-formal education methods that connect entrepreneurship with tourism and the ability to exploit local potential. The methods are created for the needs of the young people of certain communities, and will be built in such a



way that, together with specific information in the tourism sector, they will also develop their critical reasoning skills, communication skills, teamwork and proactive behavior. The workshop includes group activities and local activities, they will mainly focus on: local tourist potential; analysis of the profile of tourists; e-marketing, promotion and research of tourists; cultural and communicative knowledge; communication and negotiation techniques; creation of tourist attraction services and organization of guided tours and tours; use of booking.com, airbnb and other online platforms; guest houses, legal issues and needs; how to access the necessary financial resources, learn how to take care of the company budget and pricing; branding, promotion and creation of booklets and info-packs.

<http://www.cosvitec.com/images/download/2019/workshop-bando.pdf>

## **7.2. Case studies in Greece**

Currently, any existing cases regarding cultural routes in Greece concern the stages of the initial planning, the creation of a working group, the organization of the participation of the local economy and other processes. In none of the cultural routes has the connection with business and entrepreneurial activity been completed. Additionally, only the modern Egnatia motorway is connected to an ancient Roman road in Greece.

Such cases are listed below:

### **1. Case regarding ancient Roman routes in Greece**

- [Cultural Route of Egnatia Road](#), a case that has already been mentioned and described in Section 3 of this report.





## 2. *Other cultural routes in Greece*

- [Cultural Route of Epirus](#), that is the cultural route of the ancient theaters of Epirus. It spans four regional units and involves five archaeological sites together with eight ancient edifices for theatrical, musical and other representations.
- [Cultural Route of Central Greece](#), which brings together the ancient theatres of Delphi, Orchomenos, Kavyrio, Eretria and Ascre and illuminates the monuments and ancient spaces surrounding them.

## 7.3. *Case studies in Italy*

### 7.3.1. Documents And Resources

Italy has got one of the largest cultural, historical and architectural heritage in the world. This legacy represents a fundamental start point to seize business opportunities in the cultural, creative and tourism sector. Several reports, both national and European, show that culture is a value capable of creating economic growth, employment and competitiveness through the creative industries sector. The creative industry is revealing its potential in an uneven and extemporaneous way, as a new frontier opened by the new technologies and for the richness and variety of activities and products it can involve (from the publishing, food and wine, film sets etc). Europe and the member states have adopted policies and tools for programming strategies and resources aimed at intelligent, sustainable and inclusive economic growth starting from the enhancement of cultural, historical and landscape heritage.

ITALY approved the 2014-2020 National Operational Program (PON) **Cultura Crea** (Making Culture). It is the instrument of the MIBACT (Ministry of Cultural Heritage and Activities and of Tourism) with which Italy contributes to the implementation of the European Union Cohesion Policy supporting the "regions whose development is lagging behind" (Campania, Basilicata, Calabria, Puglia and Sicily). Through the incentives of the Cultura Crea, over 300 interventions





were funded for a total of approximately € 474,241,600 (data updated to November 2019). INVITALIA, the National Development Agency, agency of the Ministry of Economy, which manages the economic incentives of the Cultura Crea program, reports on the site the achievements of the activities financed.

Puglia in the last decade has seen an important economic growth, mainly linked with tourism and all the activities connected with the existence of a rich cultural and natural heritage. The regional administration has therefore placed at the base of its development policies the construction of an evolutionary model for the promotion and enhancement of the area. To achieve the aim, Regione Puglia endowed itself with two strategic documents that will represent its pillars. The first, Puglia365, is the Strategic Tourism Plan 2016-2025; its strategic points are the seasonal adjustment of touristic presence, internationalization and qualification of the offer and reception. The second document is PiiL CULTURA 2017-2026, a strategic plan for participatory programming in the short, medium and long term of cultural promotion activities.

These two documents arise from the awareness that the exceptional cultural and natural richness of the territory will fully develop its potential fulfilling two conditions. The first is an adequate multi-year planning of both strategies and economic resources. The second is the design of a participative model able to involve the whole of the community, from creative talents (old and new) to the industries and the creation of public-private partnership. Among the main actions defined as work in progress (that is, projects for testing the strategic guidelines already started during the PiiL CULTURA drafting phase), the “action C” of the document provides for the creation of so called Integrated Territorial Poles. Specifically, with regard to Cultural Paths, PiiL Cultura make up an Integrated System of Paths and Cultural Itineraries which innervates the entire regional territory around the two strategic axes "Appia Regina Viarum" and "Via Francigena" which foresees participatory planning initiatives with a bottom-up strategy.



In conclusion, a list of publications about ancient routes in Italy: <https://www.civita.it/Associazione-Civita/Attivita/Pubblicazioni/Le-Vie-Antiche>

### 7.3.2. Products

**Via Francigena by Train** is an agreement among AEFV, Trenitalia and Trenord. Based on the fact that more than 200 train stations intercept the path of the via Francigena, the agreement promotes the combination of sustainable mobility by train and trekking; pilgrims traveling with AEFV credentials can take advantage of a discounted rate of 10% on the authorised itineraries.

The Francigena crosses the whole Italy. Arriving from France, it pass through Aosta Valley, Piedmont, Lombardy, Emilia, Liguria, Tuscany, Lazio. Then, from Rome it continues as Via Francigena in the South, in Campania, Molise, Basilicata, Puglia, ending in the port of Brindisi. To enhance the Piedmontese part of this journey, the association Turismo Torino e Provincia, on behalf of Regione Piemonte, has developed a project for the enhancement and promotion of the territory with the aim of transform historical information into a real tourist product by enhancing the territory, local production and increasing the flow of pilgrims and slow tourists. The route has been equipped to represent an ideal destination for families and slow tourism and hiking fans, thanks to its marvellous landscapes, historical finds but also thanks to its traditional dishes and wine delicacies. The specifically made **Menù del Pellegrino** can be enjoyed in the 23 restaurants. The recipes in the menu, the composition of the space, the equipment of the table, were carefully studied thanks to the advice of experts in food and wine traditions and local history, with the aim to evoke the spirit of the pilgrimage and in the meantime allowing the new tourists and pilgrims to discover the ourday local production.

The association "Gruppo dei Dodici" organises the **International Walk 2020 - Francigena nel Sud: da Teano a Roma**. The International Walk 2020 is a pilgrimage dedicated to pilgrims coming from other countries. It aims to make them to discover the Southern extension of the via





Francigena. The event will thus be a driving force for the arrival of other foreign pilgrims on this path.

**Radio Francigena** is a cultural radio channel which, in addition to musical proposals, give space to all organisations, Italian and foreign, which deal with cultural heritage and creativity with attention to the quality of life and environmental awareness. In this way, the radio promotes the slow food network, km0 products, the wine culture, local initiatives etc. Everything giving voice to whom who have directly involved in the activities. Thanks to the new technologies it is possible to listen to the radio almost everywhere along the via Francigena path, receiving in real time, weather forecast, road conditions, hotel availability, tips on places to visit etc.

**Marchio CETS-Qualità Parco** is an environmental certification and territorial marketing project created in order to spread the attitude to environmental quality, involving the the business and social institutions based in the Park area. Even if the initiative is promoted by the Adamello del Brenta National Park in Trentino, the real protagonists of this project are the business world (hotel structures, camping facilities, agri-food companies) and Educative institutions. That because the project rewards those companies that meet environmental protection and demonstrate effective connection with the territory, granting the use of the Quality Park logo. The structures in the running to obtain the recognition must demonstrate that they comply with a list of mandatory and other optional criteria, verified by the Brand Technical Committee. The last word is up to the Executive Board of the Park which officially deliberates the assignment of the “Park Quality / CETS Mark”.

Concluding, it is worthing to spotlight an interesting activity put in place during the COVID-19 crises by the municipality of Mesagne, in Apulia. In recent years, thanks to its generous historical and artistic heritage and the entrepreneurial initiative of its citizens, Mesagne has seen an incredible increasing of its touristic attraction and the appreciation of its food and wine. The municipality created a facebook page #iononmispengo. To overpass the forced lockdown of





museum, theatres and other cultural spaces, the local authorities created the facebook page to keep high the awareness on the beauty of the city, promoting knowledge of the historical-artistic heritage by activating alternative forms of use, stimulating communication, establishing a virtual dialogue among the cultural community, the citizens and all the educational, cultural and recreational institutions.

Born to face with the COVID-19 crisis, it may represent a new cultural practice that can be consolidated and used to enrich the planning after the emergency with additional tools. The fb page has four sections (for each there is a competition with awards). Through stories, poems, memories of the whole population (children, citizens, former residents who emigrated for work reasons and tourists who have had the opportunity to visit Mesagne) is invited to tell something about this beautiful city. The Museo-inrete section is dedicated to the local Museum and it offers weekly a description on one of the manufactures of the museum or present in the city.

#### **7.4. Case studies in North Macedonia**

##### **Cross border cooperation (North Macedonia and Albania)**

Cross-border partnership is a starting point for sustainable tourism development. All the natural assets in both countries are not only of high importance to the tourism development but the economic development of the cross border region. It will require new employment strategy especially in the tourism sector. The study of cultural and natural heritage in both countries is important document which indicates the potentials and possibilities for tourist development of this area and has several goals. The main goal is to analyse the current state of cultural heritage, its accessibility, analysis of natural heritage and tourism opportunities, cultural differences and take inventory and valorize tourist resources in region from the aspect of tourism.<sup>45</sup>

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<sup>45</sup> Project Beyond Borders – Introducing Smart Tourism and Sharing Economy from <http://www.iege.edu.mk/wp-content/uploads/2016/04/Study-on-cultural-and-natural-heritage-in-CBC-region.pdf>







Regarding the roman routes – a road from Roman period can be seen near the village Radozda, on the slopes of Jablanica. The road is paved with stones, and the width of the road is 2.50- 3 m, while the preserved length is 100 m. The road was part of the road Via Egnatia, which dates from the roman period.<sup>46</sup>

Ohrid and the Ohrid Lake are not only known for their natural beauty but also for the huge number of Byzantine churches for which Ohrid is frequently called small Jerusalem. Not only it is known for the churches but also traces from the Roman times and the middle century. A Roman theatre has been uncovered in the city and it is presently used as an open-air stage. Remains from the Roman Empire are also found at Plaoshnik. Results from survey will help the region mapping the skills and training needs and provide tailor made trainings to improve accessibility and performance of tourism services and digital tourism.<sup>47</sup>

## **7.5. Case studies in Spain**

The Andalusian Public Foundation called “the Al-Andalus Heritage” not only aims to recover, publish and preserve the historic, artistic and architectural heritage of Al-Andalus but also the best values of that civilisation, its meaning of life, its tolerance and coexistence, music, gastronomy, daily life. The traces of which can be seen in the artistic ideas, the character and the attitude to life of the custodians of this legacy. Even if this case study is but not public foundation for roman routes<sup>48</sup>.

There is an agreement with Turismo Andaluz and the Patronato Provincial de Turismo de Granada to promote tourist packages of the Routes of al-Andalus and the Granada Science Park (which includes the al-Andalus Science Pavilion) in the tourist office networks of Viajes El Corte Inglés and Halcón Viajes. There is also an agreement between the Legacy of al-Andalus Foundation and the Spanish tour operator TUI España SA, to promote international visits to

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<sup>46</sup> Study of Cultural and Natural Heritage in Cross-Border Region from <http://www.iege.edu.mk/wp-content/uploads/2016/04/Study-on-cultural-and-natural-heritage-in-CBC-region.pdf>

<sup>47</sup> Macedonia Cultural Heritage <http://timeformacedonia.com/culture-in-macedonia/>

<sup>48</sup> <http://www.legadoandalusi.es/fundacion/principal/rutas>





Malaga and the Costa del Sol from tourists from Germany, France, Belgium, the Netherlands and the Nordic countries. Tourists from the Arab world only come from Lebanon.

In 2005, the European Institute of Cultural Routes created the European Group for Economic Concern (GEIE) "CultureRoutes Europe". The Legacy of al-Andalus Foundation is one of the founding members alongside other organisations such as the Associazione dei Comuni Italiani sulla Via Francigena, Associazione "Rotte dei Fenici" (Phoenicians' Route) and the European Route of Jewish Heritage. The GEIE was created with the aim of establishing a new supply of cultural tourism based on a coherent image of Europe as a tourist destination, but the initiative generated little economic impact at the time.

Guy Alexander Bell is a British author, writer and blogger who wrote an article named 'Step back in time with the top ten Roman sites in Spain' in Spain-Holiday.com<sup>49</sup>, a website for international tourists which works as a sort of the world-known Booking.com but only for Spain. He considers Spain as his second homeland and in the article mentioned above he examined some Spanish cities explaining why tourists should visit them and what to visit (from the most known Córdoba, Sevilla, Barcellona to the less-known but not in terms of beauty or importance such as Liria, which is the capital of the Camp De Turia, Segovia, Sagunto etc.) His speculation is particularly important as he not only lists the attractions recommended but he provides a detailed narration of the history city mentioned keeping in mind its glorious Roman past.

In the framework of the project 'Recuperation of via Augusta in the Valencia community' there are some interesting recuperation activities to recuperate this Roman Route which include four steps: Stage I. Archaeological verification of the route of the roadway. Stage II. Recuperation of the roadway and signposting. Stage III. Installing facilities. Stage IV. Promotion Stage V. Conservation<sup>50</sup>

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<sup>49</sup> <https://www.spain-holiday.com>

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[http://politicaterritorial.gva.es/documents/162422276/167141868/Cat%C3%A1logo+\(ingl%C3%A9s\)/73f268f1-c4e6-4dc0-b1b5-807c9867b282](http://politicaterritorial.gva.es/documents/162422276/167141868/Cat%C3%A1logo+(ingl%C3%A9s)/73f268f1-c4e6-4dc0-b1b5-807c9867b282)



## 8. Best practices

### 8.1. *I Briganti di Cerreto (Italy)*



“I briganti di Cerreto” is an Abruzzese Cooperative Society that deals with responsible tourism for the community. Made up of 500 members, it includes tourists themselves and focuses on innovation factors with respect to the product / process, environmental sustainability, the creation of a network between the subjects involved.

The Cooperative, born in 2006, has the aim to support the inhabitants of an isolated reality, Cerreto dell'Alpe, fighting environmental, social and economic marginalisation and stopping the depopulation of the area. To achieve these aims the cooperative helps the businesses of the area thanks to advertising and constant networking, linking together the protection and promotion of environment (commercialising local products, safeguarding the forest, guiding for tourists into the wild) with the hospitality and catering sectors. The “briganti” gives also to the tourists the opportunity to live as the inhabitants do: anyone who want it will be involved in the typical activities of the rural life of the village.

Since its beginning, the model originated high tourism rates with a presence of over 1,000 people per year out of 120 local inhabitants. They made accessible again long time abandoned public structures for tourism purposes, and inverted the depopulation phenomena and made possible the start of many new businesses in the village.

### 8.2. *Zonzofox application (Italy)*





ZONZOFOX.COM application is an emblematic case of innovation in the field of digitalization, network creation, sustainability and circularity between process and product. The app is the main product of a startup held in Pisa, Tuscany. Thanks to it, the traveler can obtain itineraries tailored to customer needs. The innovation of the platform, recognized by Apple as **best application 2014**, consists in being a simple and intuitive planning tool to support tourists both before and during the visit. It hosts a large community of "local ambassadors" who provide information and advice to the traveler, generating a link between the tourist and the local community, moreover with a particular attention to areas outside the flow mass tourism. The strength of the business lies in the sophisticated algorithms, capable of replicating the behavior of a local virtual friend capable of recommending the best route in consideration of the time available, personal tastes and other numerous factors.



MOBILE APP

### 8.3. *Wine roads (Greece)*

- [Wine roads of Northern Greece - Wine routes](#) is a tourism programme quite unlike anything else in the country and an innovative way for any visitor, Greek or foreigner, to discover wineries open to visitors and explore the lush vine-growing areas of this part of Greece, in conjunction with a host of local cultural activities. It includes selected hotels, restaurants, local producers and outdoor activities businesses, in order to collectively create a framework for the support of the Greek cultural and gastronomic tradition.
- [Peloponnese Wine Roads](#) is a tourism programme that allows the visitor to discover great wine-tourism destinations, explore authentic Greek landscapes, taste exceptional locally-produced wines and local Greek gastronomy and wander around traditional villages and alluring sights.





The existing good practices regarding the creation and development of cultural routes in Greece that have already been linked to the local economy, relate to wine routes. However, **none** of these initiatives has been connected, or refers, to an ancient Roman road.

#### **8.4. Cross border cooperation (North Macedonia and Albania)**

Cross-border partnership is a starting point for sustainable tourism development. All the natural assets in both countries are not only of high importance to the tourism development but the economic development of the cross border region. It will require new employment strategy especially in the tourism sector. The study of cultural and natural heritage in both countries is important document which indicates the potentials and possibilities for tourist development of this area and has several goals. The main goal is to analyze the current state of cultural heritage, its accessibility, analysis of natural heritage and tourism opportunities, cultural differences and take inventory and valorize tourist resources in region from the aspect of tourism.<sup>51</sup>

Regarding the roman routes – a road from Roman period can be seen near the village Radozda, on the slopes of Jablanica. The road is paved with stones, and the width of the road is 2.50- 3 m, while the preserved length is 100 m. The road was part of the road Via Egnatia, which dates from the roman period.<sup>52</sup>

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<sup>51</sup> Project Beyond Borders – Introducing Smart Tourism and Sharing Economy from <http://www.iege.edu.mk/wp-content/uploads/2016/04/Study-on-cultural-and-natural-heritage-in-CBC-region.pdf>

<sup>52</sup> Study of Cultural and Natural Heritage in Cross-Border Region from <http://www.iege.edu.mk/wp-content/uploads/2016/04/Study-on-cultural-and-natural-heritage-in-CBC-region.pdf>





region mapping the skills and training needs and provide tailor made trainings to improve accessibility and performance of tourism services and digital tourism.<sup>53</sup>

### **8.5. *Imageen App (Spain)***

The Imageen app for mobile phones and tablets gives you an 'in situ' immersion by placing video recreations over the top of your camera view of monuments and spaces in Tarragona. The Roman ruins of Tarraco (the Roman name for Tarragona) have been designated a World Heritage Site by UNESCO. Tarragona, located on the former Roman Via Augusta is a port city located of northeast Spain that preserves lots of Roman monuments. If you hold your phone up to the monument you're standing in front of you could watch chariots and Roman soldiers go past. The app is free to download and has instructions on how you can use it around the city<sup>54</sup>.

### **8.6. *Finca El Cercado (Spain)***

30km from the Province Palencia, in Castilla e Leon, in northern-east Spain, an example of best practice could be 'Finca El Cercado' that is a fully walled family estate of 50 hectares, which you can visit and book a room to spend your holiday, enjoying the relax but also the Roman history. The province of Palencia offers visitors thousands of ideas to organize a good trip that includes gastronomy, culture, tradition, heritage, art. Palencia Turismo has designed for travellers eight escape plans in the province through the Inventrip platform, which allows users to organize their travel plan and save it on the mobile without having to download any application, and share it later with friends or family. For this, it is only necessary to register on the web <http://inventrip.com/diputaciondepalencia/> and download the app.

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<sup>53</sup> Macedonia Cultural Heritage <http://timeformacedonia.com/culture-in-macedonia/>

<sup>54</sup> <https://www.tarragonaturisme.cat/en/imageen-app>





In the framework of 'The Via de la Plata routes' there is an initiative taken by The Cooperation Network of the towns of Ruta de la Plata to promote tourism in this route. It is an individual promotional card that allows the travellers who show the card to get discount and freebies in collaborating facilities and establishments associated with the project. Each year, at the end of January, a prize draw among all the people who collect at least 10 stamps is held. The more stamps you get, the more chance to win a prize in money you have. The prize is non-redeemable, indivisible and can be used within a year from the prize draw.

### **8.7. *Correos and the Camino walking together (Spain)***

Correos, the national postal service of Spain, provides examples of good practice as 'Correos and the Camino have been walking together for centuries'. The Camino they provide services with is not only the one that travels alongside 'Via de la Plata' from Sevilla to Santiago de Compostela but all the other caminos that cross Spain. The section 'service' of the website says: 'If you decide that you want to walk the Camino(s) without your rucksack so that you don't have to carry too much weight, or you want to have some extra things with you, CORREOS will transport your rucksack or suitcase every day (Sundays and Bank Holidays included) from stage to stage to the hostels or any accommodation you indicate<sup>55</sup>. Other services they offer are: send bicycle, luggage storage and a prepaid Mastercard payment cards customized to those pilgrims who are worried about carrying cash on the Camino. It is very easy to recharge and the only fee you have to pay is the initial cost of 6 euros.

### **8.8. *«Ecovía de la Plata» y Fundación Premysa (Spain)***

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<sup>55</sup> <https://www.elcaminoconcorreos.com>





**Fundación Premysa**, in 2010, also organized a Conference on Sustainable Tourism in the Vía de la Plata in the framework of the «Ecovía de la Plata» project. FUNDACIÓN PREMYSA is a Spanish non-profit organization, which began in April 2005. Since then, efforts have focused on the consolidation of the most important and necessary objectives for development in a large territory framed in the Vía de la Plata: job creation, care for people in situations of dependency, the implementation and development of new technologies, the improvement of the environment and the promotion of renewable energy in rural areas<sup>56</sup>. PREMYSA, through its continuous training programs for active workers or unemployed people, provides courses to professionals in the green sector, both in distance and face-to-face training: Management of renewable energy projects, installation of solar thermal energy or photovoltaic, management and conservation of natural spaces, environmental impact assessment, sports activities in nature, sustainable construction, ornithology, ethnobotany, etc. Education and environmental awareness. The Premysa Foundation also develops environmental education programs in schools and rural populations, such as the Ecovía de la Plata Program. As well as technical conferences related to renewable energy, waste, sustainable tourism, etc. The preparation of guides, manuals and studies are carried out to inform and raise awareness about the need to make proper waste management, the promotion of renewable energies or the optimization of energy efficiency, promoting the reduction and reuse of these in homes, schools, companies, etc.

### **8.9. *Enagás and the roman heritage (Spain)***

As regards economic sphere there is an interesting project about the Roman heritage along the route of the gas infrastructure in Spain done by Antonio Llardén Carratalá, the Executive Chairman of Enagás, the main carrier of natural gas in Spain and the Technical Manager of the

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<sup>56</sup> <https://www.miteco.gob.es>







Spanish Gas System. He planned the pipeline connection in Spain on the scheme of Roman roads. As he explains, much of the layout of the Enagás branch pipelines are very closely related to Roman culture. For instance, the Silver Route pipeline, from Extremadura to Asturias in the past was the route connecting the West of Spain to Augusta Emerita and Augusta Asturica. Or the above-mentioned Vía Augusta which linked Gades to Narbonne and cities such as Hispalis, Cordoba, Carthago Nova, Saguntum or Tarraco. This itinerary was of use to us when we planned the layout of the Al-Ándalus and Barcelona-Bilbao-Valencia pipelines, thus covering the supply needs of the Spanish eastern seaboard. created the roots for gas.

<https://www.antonioollarden.es/en/articulo/roman-heritage-along-the-route-of-the-gas-infrastructure-in-spain/> (here the video)



## 9. Any Training courses on cultural heritage or roman routes

### 9.1. *Training courses available in Greece*

There are no educational programmes in Greece that are exclusively related to Roman roads. The following programmes explore and are related to the interconnection between Culture, Entrepreneurship and Tourism.

- ["Cultural Organisations Management"](#), Postgraduate programme offered **by Hellenic Open University**
- ["Tourism Management"](#), Undergraduate programme offered **by Hellenic Open University**
- [Tourism Department](#) in the Ionian University
- ["Tourism and Cultural Planning and Development"](#) Postgraduate programme offered by the University of Thessaly





- ["Entrepreneurship and Tourism Cultural Development"](#), a 3-months online course offered by the University of Piraeus
- ["Communication and Promotion of cultural products - Routes and landscapes"](#), a 4-months online course offered by the University of Athens
- ["Management of Cultural Heritage in modern era"](#), a 5-months online course offered by the University of Athens
- ["Marketing of Cultural Tourism"](#), a 3-months online course offered by the University of Athens

## **9.2. Training courses available in Italy**

About Training/Course available in Italy, for sake of clearness, they will be ordered in two topics and two typologies. The topics being "Roman streets" and "Heritage entrepreneurship"; the typologies: "stable high education programs" and "temporary trainings and calls for projects".

From desk analysis emerges the absence of training and course especially devoted to create expertise on the specific topic of ancient Roman streets. Roman history and technology are, of course, a fundamental part of the programs of study in the Faculties of Ancient history and of Archeology in every Italian university. Anyway, there are not degree or post-degree diplomas completely devoted to roman streets.

### **9.2.1. Heritage Entrepreneurship Trainings and Courses in Italy**

Quite different the findings about the second topic. In the last years, heritage entrepreneurship was under strong spotlights by many different public and private actors. High Education courses (degree and post-degree levels) were started by public and private subjects. Degree programs concerning Heritage entrepreneurship and cultural economic are active, among others, in Università Bocconi (Milan), Università Cattolica del Sacro Cuore (Milano), Università





degli Studi di Torino (Turin), Università Ca' Foscari (Venice). At the Università di Genova (Genoa) is established a post-degree diploma of specialisation in **Imprenditorialità nel settore creativo per i beni culturali e in particolare per i siti UNESCO** (Heritage and Creative Sector Entrepreneurship, with focus on UNESCO sites) and at Università di Bologna (together with Fondazione del Monte and Almacube) is present a **PdC - Programma di coinvolgimento** - with the aim of improve entrepreneurship among university students of humanities. Furthermore, in Bologna is active Lettera I, a private educational centre, that created a **lists of courses addressed to entrepreneurs** and people working in private firms to improve their knowledge in the field of heritage entrepreneurship.

We also need to underline the existence in Italy of an economic program who sustain young people start-ups, even if not only in the Heritage field. It depends from the Minister of Employment and is called **Garanzia Giovani**.

Many actors look at the field of heritage entrepreneurship and cultural economy like a strategic one for the future of national economy. A statement confirmed by the number of trainings on the topic proposed to unemployed people as a concrete chance to improve their employability. In Lombardy, Emilia Romagna, Campania, Sicily and Puglia temporary trainings and calls for projects have been constantly proposed in the last years.

This brings us to conclude that there is an increasing need of trainings in the field of heritage entrepreneurship. Anyway in this wider field, roman streets represent a topic that is still unexplored and in need of a special attention.

### 9.2.2. List of Stable high education programs in Italy

- Università Bocconi - Milano, Laurea Magistrale "Economics and Management in Arts, Culture, Media and Entertainment"



- Source: [https://www.unibocconi.it/wps/wcm/connect/bocconi/sitopubblico\\_it/albero+di+navigazione/home/corsi+di+studio/lauree+magistrali/](https://www.unibocconi.it/wps/wcm/connect/bocconi/sitopubblico_it/albero+di+navigazione/home/corsi+di+studio/lauree+magistrali/)
- Università Ca' Foscari - Venezia, Laurea Magistrale "Economia e gestione delle arti e delle attività culturali"
- Source: <https://www.unive.it/pag/3213/>
- Università Cattolica del Sacro Cuore - Milano, Laurea Triennale "Economia e gestione dei beni culturali e dello spettacolo"
- Source: <https://offertaformativa.unicatt.it/cdl-economia-e-gestione-dei-beni-culturali-e-dello-spettacolo-2018>
- Università degli Studi di Torino, Laurea Magistrale "Economia dell'Ambiente, della Cultura e del Territorio"
- Source: <https://www.unito.it/ugov/degree/32610>
- Master I Livello "Imprenditorialità nel settore creativo per i beni culturali e in particolare per i siti UNESCO" Università di Genova
- Source: <https://www.perform.unige.it/master/masterfse/master-beni-unesco.html>
- PdC - Programma di coinvolgimento. Promoted by Fondazione del Monte, Almacube, Università di Bologna, since 2014 offer education on Entrepreneurship addressed to students in Humanities.
- Source: <https://www.fondazione-del-monte.it/>
- LETTERA I - ente di formazione a Bologna.





- The Educative institution LETTERA I offer the following courses: Corsi per Imprenditori; Corsi di perfezionamento per i Beni Culturali; Seminari di Alta formazione; percorsi PCTO
- Source: [www.letterai.it](http://www.letterai.it)
- “Un’impresa per il tuo futuro” Sostegno all'autoimpiego e all'autoimprenditorialità per giovani tra i 18 e i 29 anni. Unione Europea - Ministero del Lavoro - AnPal
- Source: [www.garanziagiovani.gov.it](http://www.garanziagiovani.gov.it)

### 9.2.3. Temporary trainings and calls for projects in Italy

Here follows a list of some of the temporary trainings, mainly targeting young people or unemployed adults. It's almost impossible to offer a comprehensive list on training because they change constantly, but the following list well shows the kind of training people could have attended in Italy in the latest years.

- 29/11/2018 **Creazione di un un’impresa culturale creativa**. Call for the realisation of a cultural entrepreneurship. Promoted by Club per l’Unesco di Cassano delle Murge. It aim to support youth self entrepreneurship, new innovative ideas, and the cooperative management of services and product for citizens and tourists.
- Source: <https://lobiettivonline.it> , articolo del 23 novembre 2018 di Antonella Saturno
- 2020 **Mater Gratuito con stage all’estero - ST\_ARTS UP! Innovation from heri(tag)e to future**
- Free trainings for start ups in creative and cultural sector that will be held in public facilities. 320 hours of lessons, 240 hours of internship abroad, 160 hours of counseling on entrepreneurship starting. Director Delia Gallico.
- Source: <https://corsidia.org>





- Apr-Dec 2020 **IC3 Imprese Culturali e Creative a Cremona**. Counseling on entrepreneurship starting. 720 hours (classes, internship abroad, business plan, mentoring) Source: <https://corsidia.org>
- 17/02/2015 **MacLab (Università Ca' Foscari - DESIDHERION)**. Counseling on entrepreneurship starting, with startups held in public facilities (incubators Herion, Venezia).  
• Source: [www.progettogiovani.pd.it](http://www.progettogiovani.pd.it)
- 18/04/2019 **Corso di Formazione gratuito IMPRENDITORIALITÀ**. Promoted by Collegio Universitario ARCES (cofunded by Regione Sicilia, FSE, Ministero del Lavoro) 58 hours (class and mentoring)  
• Source: <https://www.arces.it/>
- 21/01/2019 **Call for project "CreativeLab Napoli"**. Addressed to young people 18-35 y.o. with projects in cultural and social entrepreneurship. Promoted by Department of Social Science (Università Federico II), Osservatorio Territoriale Giovani, Fondazione IDIS - Città della Scienza.  
• Source: [www.comune.napoli.it/costruiamo-opportunita](http://www.comune.napoli.it/costruiamo-opportunita)
- Since 2012: **CheFare. Bandi per l'Impresa creativa**. Annual call for project in order to fund start up in creative and cultural sector.
- **fUNDER35**: promoted by Fondazione Cariplo and addressed to young people under 35 yo in order to fund project in cultural entrepreneurship.





- **Culturability:** promoted by several private and public foundations, it cofund startups in creative and cultural sector.

### **9.3. Training courses available in North Macedonia**

The Faculty of Entrepreneurial Business<sup>57</sup> and the Faculty of Tourism are part of the University of Tourism and Management in Skopje which curricula are created and in compliance with the European standards. Therefore, there are a lot of courses that are among which are the following two covering the topic of this project:

- Cultural Heritage of North Macedonia
- Entrepreneurial Business.
- The following trainings and courses are also available at the University:
- Tour guide certificate in the Republic of North Macedonia
- Certificate for travel companion
- Certificate for tourist agency management
- Training for bartenders
- Training for presentation the skills of the tourism product
- Training for skills for intra-entrepreneurial practice organization
- Training for entrepreneurship skills and business planning<sup>58</sup>

### **9.4. Training courses available in Spain**

All roads with their remarkable sites thanks to a pleasant whether recall an ancient past and attract many tourists. The latest Caixa Bank Research Tourism Report, a publication whose aim is to reach companies, public organisations and consortiums related to

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<sup>57</sup> Available on <https://fpb.utms.edu.mk/en/>

<sup>58</sup> Available on <https://utms.edu.mk/en/studies/training-and-courses>





tourism through an analysis of the industry's current situation, says that in 2018, 82.8 million tourists visited Spain, 1.1% more than in 2017. Spain has therefore remained the world's second biggest tourist destination in terms of tourist arrivals, only behind France and ahead of the United States.<sup>59</sup> That's why tourism and hospitality are the most sources of income in Spain and there are many training courses on that topic for young entrepreneurs or students- both from higher institutions and third sectors/NGO/private sector that exploit tourism possibilities but not specific on Roman Routes. One of them is 'The Master's in Innovation and Tourism Marketing' from University of Murcia that is intended to people that are passionate about the culture of innovation, technology, and marketing applied in tourism organizations. However, Spain offers also many training courses on entrepreneurial skills and such as The Entrepreneurial Skills for International Business course from University of Almeria that offers a practical and applied perspective in order to develop these abilities; The Entrepreneurship - Leadership and Management in International Contexts short course offered at UCAM - Catholic University of Murcia that helps to boost initiative and entrepreneurial spirit to launch new companies. SGS Tecnos, S.A. a company in Madrid developed training courses to help organizations and individuals improve personal competence and skills – core enablers of sustainable business development and competitive advantage. Another related initiative promoted by SanLucar and FEDA Madrid German Business School is the 'Dual Vocational Training in Wholesale and Foreign Trade', a training course for university students on international commerce. Moreover, courses on ICTs and social media marketing are numerous and wide in Spain (both offered by private and public

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<sup>59</sup> <https://www.caixabankresearch.com>





Institutions) although they lack in specific path on how to effectively use social media for Roman Routes.

As regards financial opportunities and laws and regulations for entrepreneurship, official and national web site offers loads of information on public policies and strategies related to developing a business in Spain. In addition, there are also blogs run by private entrepreneurs. Blogs are the best no formal place to share success stories and all the activities and initiatives from public, private and third sector to facilitate new entrepreneurs.

ALL ROUTES

LEAD TO

ROME



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