

INNOVATIVE CULTURAL TOURISM IN EUROPEAN PERIPHERIES



Tuscan-Emilian Apennines San Pellegrino in Alpe

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NCULTUM Background

- San Pellegrino in Alpe (1500m):
 - small village of 38 residents,
 - administrated by two municipalities and two provinces, splitting it between the regions of Tuscany and Emilia-Romagna.
 - Main background as a pilgrimage site
- Key assets:
 - Sanctuary (remains of the saints, many religious artifacts, exhibition)
 - "Don Luigi Pellegrini" Museum of Ethnography of the rural life (4000) artifacts, unifying the culture of the village with its surrounding landscape)
 - Mountain view and its spirituality atmosphere







The various tourists profiles

- Religious
- Cultural
- Naturalistic:
 - Outdoor trekking:
 - Via Vandelli
 - Via Matildica del Volto Santo
 - Intersection with Via Francigena
 - Mushroom and chestnut picking
- Bikers:
 - Motorbikes
 - Bicycles









San Pellegrino in Alpe

















San Pellegrino in Alpe. History of a boundary town

Inaugural event held in the Saint Pellegrino and Saint Bianco Sanctuary (17th July **2021**)

- Permanent religious art exhibition called "San Pellegrino in Alpe. History of a boundary town"
 - artefacts of sacred art present in the sanctuary
 - a series of panels explaining the legend of San Pellegrino and the peculiarities of an Apennine territory (1525 meters) at the border of two regions
 - Performance of the actress Elisabetta Salvadori, in her theatrical piece "La Barbiera" (the female barbershop), focusing on local traditions, handicrafts, migration history and past rural lifestyle
- Collaboration with private and public local entities (i.e. the Priest of San Pellegrino in Alpe, the Municipalities of Castiglione di Garfagnana and Frassinoro, the Provinces of Lucca and Modena)
- Attendance: ~ 80 people







The inaugural event

SAN PELLEGRINO IN ALPE UNA STORIA DI CONFINE

















San Pellegrino in Alpe, summer 2022



From the 3rd of July, and for 7 times in 2022, in front of the Ethnographic Museum, the actress Elisabetta Salvadori presented her play

Un prete, due santi, un confine e 4000 pezzi unici

A Priest, Two Saints, a Border and 4000 Unique Pieces

Attendance: ~ 45 per event





Pictures from the events

















San Pellegrino in Alpe, autumn 2022





The 13th of October the secondyear students of the Fondazione Campus (Lucca) Bachelor Degree in Tourism Sciences attended, in San Pellegrino in Alpe, to a new performance Elisabetta of Salvatori

Attendance: 56 students





1. Local stakeholders

- Focus group with in-depth qualitative questions related to their perception on tourist flows
- Qualitative analysis of focus group results \rightarrow to be used to better design the training courses
- 2. Educational activities for middle and high school students (2023)
 - Both through specific courses and the enjoyment of the theatrical performance
- 3. Design of new exploratory routes that bring together the different characteristics of San Pellegrino in Alpe
- 4. Inclusion inside the museum of digital technologies such as "avatar".









THANK YOU FOR YOUR ATTENTION

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