Master of Science in Architecture (Rehabilitation and Revaluation)
**Honors theses**

A PROJECT FOR VIA FRANCIGENA'S DEVELOPEMENT, IN PIEMONT AND VALLE D'AOSTA.
Drafting a Routes Implementation Plan in accordance of the european project C.E.R.T.E.S.S. 's guidelines
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The thesis is based on the drafting of a Routes Implementation Plan, finalized to the developing of the Francigena Cultural Route's in Valle d'Aosta and Piemonte regions. The plan has been drafted following the guidelines of the european project C.E.R.T.E.S.S.; this project gives puntual indications for the drafting of a governance plan finalized to the developing of the International cultural routes.

Francigena Route is a route of 1600 kilometrs of length, 850 of which in Italy; that begins from Canterbury for arriving to the Vatican State, crossing 5 european states; in Italy it crosses the regions: Valle d'Aosta, Piemont, Lombardy, Emilia Romagna, Liguria, Tuscany for arriving to Lazio.

The project borns on the concept that protecting and developing the Francigena Route, are important actions both for the Route, but also for the crossed countries, for their cultural heritage both tangible that intangible including ancient buildings but also regional foods, popular traditions, natural sites and local languages.

The Francigena Route is a wonderful instrument that gives the opportunity to network a large quantity of widespread heritage, permitting to focalize on it the pilgrims's attention; the same heritage that now, for lack of recognition from the large audience, is deteriorate, abandoned, and under the risk to lose it forever.

To find out the necessary actions to start the developing process, the Route and the territories that it crosses have been analyzed in terms of supply and demand, so it has been possible to describe the real situation, so it was possible to individuate the sistem's empties, from here, it has been possible to plan the necessary actions for filling these deficiencies.

The study has revealed the necessity to operate in 4 big areas:

- Safety of the Route, both for the part of it characterized by difficult journey, both regard the maintenance, both for lack of stop areas.
- Increase of points of cheap hospitality, as written in pilgrims's service notice, which permits to valorise mostly the ecclesiastic widespread heritage.
- Introduction of logistic services which makes the Route easier to reach and to enjoy.
- Creation of a Via Francigena's regional brand, that certifying the quality and the values of Francigena Route of a large variety of sectors.
- Development by means ICT, in particular with 2 instruments:
  <u>QR-Codes</u>, affixed on the road signs, these would have both guide function both regional marketing function.
  <u>Regional Internet Site</u>, it would offer some innovative services for enjoy the walking (alert in real time about the troubles on the way, booking of hospitality and restaurant on line); it would explain the different possibilities to discover the region from the gastronomic aspect to the naturalistic one, suggesting different ways of fruition and reporting how similar there are in the whole region, but also in the Via Francigena till its destination. In the site would be present some sections dedicated to the awareness of the Route and the relative deteriorated cultural heritage, and others dedicated to the fund raising and crowdfunding actions.

For each action it has been done a costs and revenues analysis, that shows how all the hypothesized actions would be relatively profitable. In added they have been individuated the possible founding sources, provided by regions, by nation and by European Community.

Starting this project, Piemont and Valle d'Aosta could take a guide role about Via Francigena developing process, and they could suggest some guide lines and best practices, that adapted to the local situations, could be applied to the whole Francigena both national and international.

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