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ROMIT PROJECT – ROMAN ITINERARIES Workpackage no.4

**Methodological approach to the development and promotion of
a ROMIT Cultural Route based on *Peutinger's Tabula***



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Provincia di Rimini

1. A present time Roman cultural route

In the last years the cultural debate has focused its attention on the meaning that the ancient world and the classical world have on modernism and postmodernism. A rich series of scientific publications dedicated to this theme are evidence of a widespread interest which also manifests itself through cultural events, also in the form of entertainment, such as festivals, interactive exhibitions, educational workshops, urban trekking, excursions, historical reconstructions, comic strips...

This is not all. In Italy¹ for example, important juridical innovations are bringing to the attention of the public matters such as the relationship between the *protection* of cultural heritage and its *enhancement*, in other words, the relationship between the sustainability of preserving historical finds (also through technologically advanced instruments) and their fruition (also by selected tourist segments).

In other words, our mass democratic societies are increasingly focusing their attention on the past, and on the study and preservation of the past. Statistics show that the most visited museums almost everywhere are the archaeological² ones, evidence of the fact that this matter is not merely the concern of specialists. On the whole, there is a transversal social need to learn about the past but also to take part in the past, to relive bygone ways of life which have marked what we increasingly problematically define as our cultural roots.

In this social moment, sometimes confused like all moments of great transformation, it is possible to implicitly perceive and sense that today's attitudes, opinions and mass cultural phenomena are related to the *classical* world, in a more or less intentional way. It is common belief that still today voices rise from that period, and stories unravel, talking to us and understanding our need for cultural exchange, hybridization, virtuous incorporation of mentalities and symbolisms³.

This way of living the past is part of the present age, of the tendency to take what interests us the most from distant worlds and contexts and manipulate it according to one's propensity or interest. But not less historical, was the contextual algid and frigid image of classic antiquity which, following the historical period in which the most important European collections were created, pretended to control the present with silent admonitions and unattainable *exempla*.

Maybe the "past" does not "want" to be exploited (the embarrassing reinterpretations of the ancient world, made in times of totalitarianism, still emerge today in Europe), or kept in inaccessible dusty shrines. The past talks to us because it wants us to listen. This is why it is important that our cultures adopt instruments to "relearn how to listen to the past and become aware of history" and this may be the "pedagogic function of ruins" (Marc Augè) in present times.

Today, telling the past is a cultural need, and any operation in this sense becomes all the more necessary when it concerns the ancient world and its persistence. Telling, not in terms of

¹ Legislative Decree no. 42 dated 22 gennaio 2004 "landscape and cultural heritage code". The study carried out by the lawyer Emanuela Melloni as part of the ROMIT project entitled "*Transnational survey of the management models of archaeological sites and of the laws in force on archaeological risk prevention*" (January 2006) can be used to compare the Code with the most recent legislative provisions on the protection and enhancement of cultural heritage in Bavaria and Greece.

² See *Dossier Musei 2005*, by the Study and Research department of the Touring Club Italiano.

³ See Salvatore Settis, *Futuro del classico*, Einaudi, Turin 2004.

seducing or propagandizing false identities to replace a lost sense of community⁴, but in terms of conceiving ways to narrate the ancient world and allow "potential histories" to flow out from within; stories that today may help citizens of a democratic society, probably also responsible tourists, in their encounter with different cultures, through the interiorisation of similar hybrid and contaminated cultural scenarios.

In this context, the *voyage*, becomes the natural prosthesis of the story⁵, or rather, voyage and story support each other in a thick network of semiotic relations ranging from town planning to management of the territory, from gastronomy to education. People are thus motivated to travel across other ages and cultures, evoking the story's symbolic travels, and journey and story come together in the unique emotional and intellectual experience of discovering unusual trails, forgotten by the usual tourist routes, in other words the *cultural route*.

It is not by chance therefore that today's cultural routes are inspired by "ancient histories" that over the centuries have crossed various European regions⁶: from the Vikings to ancient Celts, from the Arab heritage in Spain to Carlo Magno, from the Medieval pilgrims to ancient castles, to end with Renaissance and Mozart. All these proposals are worth mentioning in virtue of their characterising cultural traits and their vocation to connect territories, at a national, regional or transnational level, where history has rooted certain symbolisms. The traveller is invited to follow a thematic cultural route into the past, to experience local cultural differences and see how these change and are recontextualised in other similar scenarios.

The *Roman* world seems to be a privileged setting for the development of cultural routes. The thick network of roads and naval routes built and used by the Romans to connect the various regions of the Empire is definitely a powerful narrative source and good starting point for journeys along the routes once used by legions, settlers, trade and why not by ancient tourists⁷. As soon as we lift our eyes from the route to look at the landscape (which in some cases still shows the persistences of a precise organisation of urban territory and space), finds and archaeological sites it crosses we realise that other types of "potential histories" are waiting to be told to curious tourists, maybe not in an academic way but in an informal yet scientifically founded way.

Travelling once again across Emilia-Romagna, Bavaria and Achaia along the routes of the ancient Romans means reknitting a cultural thread that in a precise historical moment united the differences in a social project characterised by certain common elements. Above all it means trying to bring out, analogically, that *plural identity*, which at times, during the European historical development, represented the need of a community of people with different origins to identify themselves in certain cultural themes in order to develop through a cultural exchange rather than a battle.

On the other hand, the development of cultural routes that - we must remember – represent live narrative interlacing past and present, has also been favoured, and can continue to be favoured, by the contemporary social and technological development which has offered new ways of

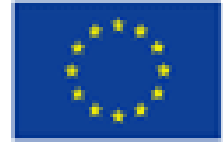
⁴ On this matter, Zygmunt Bauman, *Voglia di comunità*, Laterza, Bari 2004.

⁵ On the relationship between journey and story, see Raffaele Milani, *Il paesaggio è un'avventura. Invito al piacere di viaggiare e guardare*, Feltrinelli, Milan 2005.

⁶ An introductory overview offered by the European Institute of Cultural Routes web site, <http://www.culture-routes.lu>.

⁷ See the text *Turismo e vacanze degli antichi Romani* at http://www.romit.org/il_turismo_dei_Romani.htm.





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communication and travel. The promotion of cultural routes but be made through thematic web sites that allow the tourist to virtually identify a preferred route on the basis of cultural, ludic, recreational preferences. As shown in recent studies, the development of cultural routes has also been supported by vocational or niche tourism, that is to say by the increase in culturally motivated tourism segments often willing to invest substantial resources in order to have access to these routes.





2. The ROMIT Route, a plural route

The ROMIT project has applied a work method that adopts shared solutions to the various technical difficulties encountered, in order to achieve a true enhancement of the cultural heritage of every partner region.

On this subject, it is important to remember that this approach has also been adopted for the creation of the digital archive of museums and archaeological sites located in Emilia-Romagna, Bavaria and Greece. For this purpose, the Institute of Cultural and Natural Heritage in Bologna, responsible for the relevant Work package has prepared a handbook for the census of archaeological sites according to shared standards which has been adopted by all partners. The result is an electronic catalogue entry published on the project web site (www.romit.org) which is available for everyone to use, scholars, tourists or the merely curious, who just want to have an idea, at different levels, of the Roman cultural heritage of the partner regions.

The scenario offered is extremely interesting because it shows the Roman world under a variety of aspects and search keys. Through the web site users can identify museums of different sizes with ancient Roman finds, as well as archaeological sites scattered around the territory like open-air museums. The fact sheets also provide additional historical information on the resort offering a multifaceted image of the area crossed over the centuries by the main Roman consular roads. In this case, *Grand Tour* lovers are the protagonists as shown by the rich collection of bibliographic traces left by them over centuries of travels⁸. Cross-references link the past to the present day territory and the user can already imagine via the internet a dynamic dimension of the Roman world evoked and of the area as it is today. Additional links provide access to the world of educational and ludic activities organised by museums in the partner regions to popularise the Roman age and diffuse knowledge on that period. Also of interest, the information provided on cultural festivals with a Roman theme or on historical reconstructions which take place every year in towns with archaeological museums or sites.

The user of the ROMIT web site is offered a dynamic instrument with a variety of cultural, ludic, entertainment offers based on the study and promotion of the knowledge of the Roman era. It is clear that these are without doubt the foundations on which to build a possible Roman theme route. However in this context it is important to underline the territorial roots of the cultural heritage included in the electronic catalogue, and the fact that small communities, often far from main tourist circuits, are responsible for its protection and enhancement. Said communities have invested in these promotional actions also in view of a recovery of their identity and of an economic development in particular in the tourist sector. Apart from the absolute scientific excellence of the *online* electronic catalogue, its value lies in the fact that it offers an updated image of the variety of management experiences related to the Roman world adopted on the territory at a European level. This overview is important because it outlines the fact that all projects for a thematic cultural route must be conceived in terms of online networking, for promotional purposes, of cultural initiatives

⁸ See the interesting bibliography on the modern visitors of Ariminum/Rimini, at http://www.romit.org/codes_ibc/Rimini_e_provincia/Rimini/rimini_fonti_moderne.htm.





already underway in every single territory. In this case diversity raises the tourist attractiveness of the cultural route.

The scientific proposals deriving from the results of the studies carried out as part of the ROMIT project suggest a model of itinerary that reconciles a dimension where the traveller journeys across territories with a progressive effort to explore and gain in-depth knowledge of the area itself⁹. In fact, *Peutinger's Tabula* offers an image of space crossed by large linear routes (the main consular roads), but also by “local” networks that connect smaller resorts, without mentioning the inland landscape where the order and rationality of the road system is identifiable in the Roman centuriation system of land division.

If on the one hand a model of linear route (that starts from one place and goes to one or more destinations) must be proposed to target elite tourism, on the other hand a circular route must be defined to target mass tourism, where leader resorts are identified but a series of alternative and symmetrical tourist routes are suggested.

Both models can be the object of specific marketing actions to position the route in specific market segments. For example, as regards the linear route the traveller can be motivated to continue along the route by organising a system whereby the cost of accommodation in the next destinations is reduced or, as regards the circular route, by offering a number of advantages attracting the traveller to stay in resorts other than those included in the established route.

As regards the ROMIT route the integration of the two models is recommended, following a polycentric development model. In fact if on the one hand circular routes or *Rings* of different lengths that cross the territory are a possibility just like the linear routes or *Tours* with a starting point and a fixed destination, on the other hand there is a need to develop mixed routes with linear and circular features, that blend the advantages of the two models limiting the disadvantages. As we will later see, this solution is of particular importance at regional level. The Tour and Ring itineraries could touch resorts which then become the epicentre of an itinerary with radial routes radiating off into the surrounding territory towards symmetrical destinations. It would be as if modern tourists in the steps of ancient travellers were to leave the main consular road to explore the secondary roads branching off or to explore a theme in more detail along a specific stretch of the route itself, for example the stretch of via Emilia that goes from Rimini to Forlì.

In other terms the ROMIT route should provide a diversified offer of itineraries that try to satisfy the needs of both mass and niche tourism in the various territories, with a flexible approach to the itineraries allowing tourists to enjoy the route in different ways, according to different schedules, selecting itineraries and cultural segments in a flexible way. Tour, Ring and Radial itineraries retrace the routes of the ancient world illustrated in *Peutinger's Tabula* offering the possibility to travel long distances or explore a territory's hidden past near home, just around the corner. In this way ROMIT's contribution to the development of the local communities involved in the project is twofold, combining the advantages deriving from the tourism of holidaymakers from

⁹ G. Candela, F. Dallari, M. Gola, A. Scorcu, *Il viaggio tra turismo culturale e sviluppo locale. L'occasione della Tabula Peutingeriana.*





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other areas and the tourism of excursions by local residents, raising the awareness of the territory's cultural identity.



3. Real contents of a virtual route

The ROMIT route will be the result of a virtuous circle involving different subjects including local bodies, the scientific world, cultural organisations that deal with the ancient world, tour operators in the archaeological tourism segment and/or organizing packages with cultural features. The involvement of the know-how, skills and passions present on a specific territory is a fundamental step in the creation of a cultural route in order to gather irrefutable data on the market and identify feasible proposals. Therefore, it is necessary to plan a route not only *for* who travels along the route, i.e. the tourist, but also together *with* who will house the route and supply significant cultural and logistic support.

The thematic focus group work method that has been adopted in the ROMIT project since 2004 has proved to be an effective method for identifying, in a specific territory, possible partners with which to build the route and discovering outstanding management skills in terms of protection and enhancement of the Roman cultural heritage. This exchange has led to operational and good practice models that can be used to draw up a draft proposal of cultural routes at a local and regional level, rooted in the territory and open to a transnational integration with other segments of the ROMIT route.

The work carried out by the focus groups has clearly shown the need to anchor the development of the ROMIT route to the experience of local tourism and cultural organisations in a specific area. First of all it is fundamental to exchange ideas with experts in the design of routes, who can provide advanced indications on the logistic, geographic and financial elements necessary to fully satisfy the target of users. This phase is also useful to identify the levels of articulation of the route, which indicatively may include cultural, entertainment, historical and natural elements, etc. according to the prevailing interests of possible visitors. In this sense, the future development of integrated and homogeneous road signs to be used on the territory may also be foreseen.

At the same time it is necessary to strengthen relations with the role players in the protection and enhancement of archaeological and cultural heritage present in the partner regions, starting from museum operators and officials of central and subsidiary institutions responsible for the correct preservation and study of this particular cultural heritage (Ministries, Superintendency Offices, Universities...). In this context a museum represents the central cultural and management hub in view of its in-depth knowledge of the territory and the daily contacts with the different institutional actors involved in cultural heritage and cultural activities (from the Municipality to the Ministry). To make sure that the cultural quality of the contents offered by the route are perceived by all the users involved, from elite to mass tourism, it is necessary to pay particular attention to collateral cultural activities that may promote communication between the Roman and contemporary cultural context, and at the same time offer entertainment

The archaeological museums located along the itineraries of the ROMIT route, involved in cultural diffusion initiatives for different types of users (from children to adults) have been transformed into cultural offices, and have been adopting innovative communication methods for many years ranging from educational workshops, real excavations, dramatized guided tours and treasure hunts without banalising the scientific rigour of the contents exhibited. In this way a visitor may choose the level of detail preferred from the rich educational menu of the museum, becoming part of an enjoyable educational and emotional experience (*edutainment*) characterised by strong



elements of uniqueness and involvement. This aspect of the cultural offer is fundamental for the total personalisation of the service offered along the entire route.

Moreover, a museum is also important for the relationship it has with the tangible and intangible surrounding landscape. In the territory, a museum is the institution that has a complete picture of the situation in terms of preservation and enhancement of archaeological sites, and is the driving centre for study and research aimed at their full recovery. The only way to acquire greater knowledge of the location of ancient ruins, traces of centuriation, the existence of road tracks and rest areas (*mansio*) is to establish a close relationship with museum operators in the partner regions. The ROMIT project through the creation of the electronic catalogue entry available on the web site, prepared in close cooperation with museum operators of local institutions, has laid the foundation for this relationship. Together with museum operators it is possible to identify all those initiatives, often already underway, that allow the visitor to explore the ruins of a specific territory by travelling through urban spaces or plunging into nature (urban trekking, excursions by bicycle, boat or horse).

Moreover, the electronic cataloguing has in part brought to the light a series of cultural set-ups such as schools, associations and foundations that interact effectively with museum operators to enhance the Roman cultural heritage in the partner regions. There are already people along the itineraries of the ROMIT route who in different ways and with enthusiasm try to spread the knowledge of the Roman world. There are two good reasons to establish this relationship. Firstly, to avoid the risk reported by the focus groups¹⁰ of creating a route that would simply be a useless extension of museums and archaeological sites. Secondly, it would favour the rooting of the route in the territory through the interaction with the promotional initiatives organised by the associations. On the other hand, the ROMIT route in terms of thematic cultural route promoted through the web site can bring advantages to the associations in terms of greater visibility and wider type of users targeted.

Another content which would add substance to the virtual itinerary already outlined is the greater diffusion and growth of festivals dedicated to the Roman world: remaining in Emilia Romagna it is worth mentioning the Ancient World Festival in Rimini, the Plautus Festival in Sarsina, the Convivium initiative in Ravenna dedicated to Roman food traditions, the Archaeology and naval History Course in Cattolica, the Ludus Latinus in Mondaino. Despite the different contents that characterise these events, and their different approaches to the classical world, they have the common purpose of communicating the ancient world to the most varied segments of public, including mass and niche tourists, by using contemporary languages and ways of expression.

¹⁰ See the report of the focus group, *Progettazione di un itinerario culturale dei siti archeologici Romani basato sulla Tabula Peutingeriana*, written as part of the ROMIT project by FIM – Institute of Psychology of the University of Erlangen-Nuremberg from 25 January to 4 February 2005, p.8, paragr.3, point 3.1.



4. Operational guidelines for the development of the ROMIT Route

In order to develop a transnational route eligible for Europe's Cultural Routes Programme, the theme must fulfil the following criteria contained in the Directive no. 98 dated 17 March 1998 on Cultural Routes of the Council of Europe:

- (1) *The theme must be representative of European values and common to several countries of Europe;*
- (2) *The theme must be researched and developed by groups of multidisciplinary experts from different regions of Europe so as to ensure that the activities and projects which illustrate it are based on consensus;*
- (3) *The theme must be illustrative of European memory, history and heritage, refer to at least one of the three topics in the general conceptual framework proposed by the programme (peoples, migrations, broad currents of civilisation) and contribute to an interpretation of the diversity of present-day Europe;*
- (4) *The theme must lend itself to cultural and educational exchanges for young people and hence be in line with the Council of Europe's ideas and concerns in these fields;*
- (5) *The theme must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development;*
- (6) *The theme must permit the implementation of long-term, multilateral, co-operative projects in various fields of action through the setting up of multidisciplinary networks located in several Council of Europe member states.*

First of all it is important to determine which fields of action, among those proposed by the Directive, are to be dealt with by the ROMIT Route. We believe the ROMIT route should operate in the following fields of action:

- *Enhancement of the memory, history and European heritage;*
- *Cultural tourism and sustainable cultural development.*

As regards the criteria of the first field of action we feel that the ROMIT route can in particular contribute to:

- *enhance physical and intangible heritages, explain their historical significance and highlight their similarities in the different regions of Europe;*
- *contribute, in the field of training, to raising awareness among the general public and decision-makers of the complex concept of heritage, the necessity to protect it as part of sustainable development, and the challenges and opportunities it represents for the future of Europe.*

As regards the second field of action the ROMIT route can be organised to fulfil the following criteria:

- *take account of local, regional, national and European identities;*
- *raising public awareness, drawing attention to the necessity of protecting heritage as a condition for the development of quality tourism.*

The preparation work aimed at developing the ROMIT route, described in paragraphs 2) and 3) above, is evidence that the project has taken into account and focused on the above mentioned criteria of Directive no. 98/1998. The studies and focus groups carried out have supplied precious indications to be implemented in real terms to different territorial situations. In view of the



experiences collected and exchange of information with partners and of the framework of European regulations recalled above, a methodological approach with strong operational connotations for the development of a Roman theme cultural route can be outlined.

The ROMIT route model proposed has been developed taking into account the Southern part of the Emilia-Romagna region and the archaeological sites of Bavaria and Achaia-Western Greece, for which the cataloguing fact sheets are available. The first phase of the project involved an analysis of the cultural situations and activities related to the management and enhancement of museums and archaeological sites of a Roman nature present in the partner regions concerned. This phase has resulted in an updated archive of initiatives that can be integrated into the ROMIT route and has offered the possibility of verifying whether in the above mentioned provinces there are archaeological itineraries that could be increasingly enhanced by being integrated in a broader thematic cultural context.

Obviously, in the actual planning phase of the project, the setting up of a series of contacts with the subjects identified in paragraph 3) above will be of particular importance, that is to say relations with museum operators, people of reference of local cultural associations and cultural festivals on the Roman world.

Routes at provincial level have been outlined with particular attention to the enhancement of small resorts, out of the main tourist circuits, that are the home of interesting museums, archaeological sites and cultural initiatives. The itineraries may for example start with a visit to a main town in the region (Rimini, Nuremberg, Patras), and unwind along the main consular roads (such as the Via Flaminia, Via Emilia and Via Popilia in Emilia-Romagna) and then along the secondary roads found on *Peutinger's Tabula* that branch off the main roads and penetrate into the surrounding territory.

Along the road, which can be travelled also using alternative means to the car, tourists can of course make the classic visit to the sites and museums present, but above all they can enjoy the cultural enhancement and entertainment activities that the region visited offers.

The itineraries must be modular so that tourists have the choice of following the complete itinerary of three or more days or simply follow a one day route.

During the various stages of the route tourists will have the opportunity of enjoying various food experiences. In the last Ancient World Festival in Rimini, various restaurants in town offered menus inspired by ancient Roman recipes and a workshop dedicated to Roman food was organised.

Tourists can also enjoy and combine itineraries on the basis of a theme: for example a Roman Festival route or a Pre-Roman archaeological sites route, or an archaeological museums route, or a food initiatives route, etc. Let's say that the historical-geographic pretext to identify a route can be easily enriched and transformed by the user through the combination of information and thematic data supplied by the ROMIT web site.



ROMIT ROUTE No. 1: ALONG THE VIA FLAMINIA **3-DAY ITINERARY**

1st day

First Part: morning, departure from Ariminum to Cattolica

- CATTOLICA visit to the Roman archaeology section and the numismatics section of the *Museo della Regina (Queen's Museum)*, with finds from an ancient post station (*mansio*). The museum organises a number of interesting workshops on the Roman world for tourists, families and students. In August, for the last eleven years, Cattolica has organised the prestigious Archaeology and Naval History course which deals with subjects related to navigation systems in the ancient world.
- Entering the Valle del Conca, you can visit the recently organised "*Historical-archaeological collection*" in SAN GIOVANNI IN MARGINANO with Roman finds discovered in the municipality. Going up the valley to MONDAINO, you can visit the local *Museo Paleontologico (Paleontological Museum)*, with documentation and evidence on the geological evolution of the territory.
- Lunch in a typical restaurant in Mondaino or food and wine tasting in one of the wine farms in San Giovanni in Marignano.

Second part: afternoon, once again along the via Flaminia, towards Rimini

- RICCIONE, visit to the *Museo del Territorio (Territory Museum)* where a large number of Roman finds are exhibited illustrating the rich agricultural settlements and the ancient village corresponding to today's S. Lorenzo in Strada; a number of tombs have been found in the area, including some very particular ones which have been reconstructed in the Museum. A number of workshops are organised for children, where they can relive moments in the life of ancient Romans.
- In SAN LORENZO IN STRADA DI RICCIONE, ancient structures dating back to the period ranging from the 3rd century BC to the 6th century AD can be visited. The remains integrate the information available on life and production activities in Roman times which are widely covered by the Territory Museum. Ancient testimonies can be enjoyed by the public also thanks to the system of explanations and captions present on site.
- Arrival in Rimini, check-in at the hotel, guided nighttime excursion in the old town centre.

2nd day

First Part: morning, visit to the Museo della Città (City's Museum)

- RIMINI, visit to the archaeological section and Roman Lapidarium of the *Museo della Città (City's Museum)*. The museum offers a rich and varied series of workshops and cultural activities related to the Roman world.
- Lunch in a typical local restaurant with a menu inspired by Roman food.

Second Part: afternoon, a walk around Ariminum/Rimini

- Urban trekking in the ancient Ariminum. Guided tours to the main Roman sites scattered in the town centre: Arch of Augustus, Tiberius Bridge, Roman Amphitheatre, Surgeon's Domus, Roman Domus of Palazzo Massani, Roman Domus in the Chamber of Commerce...
- The ANCIENT WORLD FESTIVAL is organised in Rimini in the middle of June by the Municipality of Rimini. This important event has the aim of bringing tourists and citizens closer to the ancient world, through conferences, theatre activities, food workshops, archaeological excursions...

3rd day

First Part: morning, in the steps of Villanovan culture

- VERUCCHIO, visit to the Civic Archaeological Museum that houses important finds of Villanovan culture. The Museum houses important exhibitions. It also carries out intense excavation campaigns in the in the municipal territory, open on some occasions to enthusiasts.
- Lunch in a typical restaurant in the old centre of Verucchio.

Second Part: afternoon, heading for the via Emilia

- SANTARCANGELO DI ROMAGNA, visit to the archaeological section of the Historical and Archaeological Museum which houses interesting finds on ancient Roman kilns. Workshops and





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cultural activities are organised on the Roman world. Tours around the town and visits to the remains of a recently recovered ancient kiln are also foreseen.



ROMIT ROUTE No.2: ALONG THE VIA EMILIA **5-DAY ITINERARY**

1st day

First Part: morning, departure from Ariminum, towards Cesena

- CESENATICO: Visit to the *Antiquarium*, where visitors relive the daily life of ancient Romans through the exhibition route which describes the land division and road networks, the house, building materials, work in the kilns, burials and funeral rites. A visit to the important Naval Museum is also foreseen;
- Lunch in a typical local restaurant on the Port Canal of Cesenatico;

Second Part: afternoon, centuriation system of land division

- Excursion in the countryside surrounding Cesena looking for examples of important Roman centuriations.
- CESENA: Visit to the Archaeological Museum. The rich historical documentation ascribable to the Roman period, dating back to the middle of the 3rd century BC with the arrival of the first settlers, later developed to include information and evidence on the urban area, surrounding area and centuriated area, shedding light on rural and domestic life, elements of the armour and military dress, artistic craftsmanship, production activities and trade, building techniques. Nighttime urban trekking in the old town centre.

2nd day

First Part: morning, from Forum Popili to Forum Livii

- FORLIMPOPOLI: visit to the Civic Archaeological Museum of Forlimpopoli. The museum revolves around the large room dedicated to the ancient Forum Popili built along the via Emilia, on the left of the Ausa river. Here the remains of large mosaic floors and parts of wall coverings are displayed creating a stage and curtain effect for the objects in the display units which offer a great deal of information on the domestic life of the people of Forum Popili. The Roman Lapidarium, with its collection of inscriptions of great value in terms of evidence, provides further information on the city's political and civil life.
- FORLÌ: Guided visit to the "A. Santarelli" Archaeological Museum. In the museum visitors can reconstruct the development of ancient Roman Forum Livi with the evidence dating back to the Republican and Imperial periods, found in different areas of today's urban fabric. Finds discovered in the territory's 'vici' and 'pagi' also provide information on Roman settlements along the Via Emilia.
- Typical lunch in a holiday farm in the hinterland.

Second Part: an afternoon at the thermae

- BERTINORO: excursion to the ancient thermae. The waters of Fratta Terme flow from natural sources and ordinary and drilled wells along the Salso River, 3 KM from the hill of Bertinoro. The waters of Fratta were already used by the Romans as shown by the various finds discovered in this area over the years. An important discovery was made in 1927: a well covered with curved bricks in the upper part and fluvial pebbles in the lower part.

3rd day

First Part: morning, from Castrocaro to Castrum Mutilum (Meldola)

- CASTROCARO: Visit to the Museum of Man and the Environment. The museum route leads the visitor through a section which documents the population and lifestyle of the ancient people who lived in these hills from the Palaeolithic to the fall of the Roman Empire, while another section describes the life and work of the inhabitants of this territory at the beginning of the 20th century.
- TERME DI CASTROCARO: visit to the thermal spa and lunch.

During the journey a stop in Meldola is foreseen, the ancient Castrum Mutilum mentioned by Tito Livio as theatre of a battle in 204 BC.

Second Part: afternoon, towards Mevaniola

- TREDOZIO: Visit to the Parish Museum of the Rectory Church of Santa Maria in Castello which houses interesting finds from the Bronze Age (1900 - 1800 BC) discovered following an



archaeological excavation carried out in 1968 by the Italian Institute of Prehistoric and Protohistoric studies.

- GALEATA: visit to *Pianetto di Galeata* and to the ancient Roman town of *Mevaniola*, mentioned by Plinio as one of the Umbrian towns. All that remains to see today of the Roman municipium of Mevaniola are the walls and remains of a porticoed square which was probably the Forum; there are also the ruins of the *thermae* which had a tile floor with a Republican mosaic inscription illustrating the name of the local magistrate in charge of the restoration of the public baths (the inscription is now kept at the Museum of Galeata); then there is the theatre with a plan built on a Greek Hellenistic model, and the great cistern which is behind the theatre. The kiln for lime next to the theatre dates back to the Middle Ages and it is possible that most of the marble of the Roman city ended up in there.

4th day

First Part: morning, visit to Galeata

- GALEATA: visit to the 'Mons. Domenico Mambrini' Civic Museum, where finds from the Roman town of Mevaniola and Teodorico's Mansion are exhibited.
- VILLA DI TEODORICO: visit to the site, where the ruins of a large elegant mansion with private thermal spa dating back to Teodorico's reign in Italy (5th - 6th century AD) can be seen. More ancient structures dating back to the Roman period have been found here. Precious protohistoric and Pre-Roman finds related to a country house have also been discovered here.
- Lunch in a local holiday farm.

Second Part: afternoon, discovering the ancient town of Sarsina

- SARSINA: Visit to the Archaeological Museum of Sarsina, one of the most important archaeological museums in Northern Italy. The museum organises a wide range of cultural activities: exhibitions, workshops, popularisation initiatives on food, fashion, cosmetics and sport in Roman times, offering fascinating experiences allowing the visitor to plunge into the Roman world.
- PLAUTUS FESTIVAL: during the summer period Sarsina, the home of Plauto, hosts this important festival dedicated to classical theatre.
- ROMAN FAIR: an interesting fair is organised in the summer period, with delightful gastronomic reconstructions.

5th day

First Part: morning, departure from Sarsina

- BORGHI (SAN GIOVANNI IN GALILEA): Visit to the "F. Renzi" Muesum and Library. Of particular importance the archaeological collection including among other things pre-protolithic finds dating back to the Bronze and Iron Age, where Ripa Calbana was one of the settlements of main interest. The bronze handmade objects (embossed belts, buckles, necklaces, axes, pendants) are ascribable to burials of the Villanovan period, in terms of the cultural aspects of Eastern Romagna with epicentre in Verucchio. The Roman section contains lapidary inscriptions and funerary stones dating back to the republican period, stamped tiles, amphorae, ceramics, coins and architectural fragments from the surrounding territory.

Second Part: afternoon, return to the Via Emilia

- SAVIGNANO SUL RUBICONE (SAN GIOVANNI IN COMPITO): Visit to the "Don Giorgio Franchini" Archaeological Museum of Compito. The museum is the centre of an area of great archaeological interest that corresponds to the "mutatio Competu" of the Itinerarium Burdigalense. In the same area there is the old parish church of San Giovanni in Compito. Nearby you can visit the Roman Bridge on the Rubicon River.

ROMIT ROUTE No.3: ALONG THE VIA POPILIA **4-DAY ITINERARY**

1st day

First Part: morning, departure from Ariminum, towards Cervia

- **CERVIA:** Guided visit to the Salt Museum. The salt of Cervia, is the absolute protagonist of this route which unwinds in a delicate combination of nature, history and culture, chemistry, physics, meeting places, work, past and food. The Museum presents a route rich in symbolic cross references, suggestive exhibits as profound as the relationship that this territory has with the sea. Inside the museum there is a bridge which crosses a large geographic-territorial relief map of the coast and hinterland which focuses on the territory and its relation with the saltworks, town and sea. It is dominated by a large sail in the typical naval colours of Cervia as evidence of the extent to which the sea is honoured and considered a source of life.
- **Archaeological site of FICOCLE:** The archaeological site called Ficocle or Cervia Vecchia (Old Cervia) is near the saltworks of Cervia. Despite the fact that studies are trying to prove that it existed in Etruscan times, the many finds discovered there demonstrate that it dates back to the Roman period.

Second Part: afternoon, Roman Villa in Russi

- **RUSSI:** Visit to one of the most important Roman villas in Northern Italy enriched with splendid mosaics and paintings dating back to the Flavian period. Exhibitions and various cultural activities are organised at the villa especially in the summer period. You can also visit the ecological Oasis next to the villa.

2nd day

First Part: morning, from Classe to Ravenna

- **CLASSE:** visit to the archaeological site of Classe. The archaeological site corresponds to the basin which was part of the Port of Classe, the greatest Roman naval base in the Adriatic and in the Eastern Mediterranean, with its two-hundred and fifty ships and ten thousand "classiari" (who manned the ships). Apart from the basin you can see the remains of buildings and a road paved with trachyte.
- **RAVENNA:** Guided visit to the National Museum. Since 1913-14 the museum has been housed inside the complex of the convent of San Vitale, very close to some of the most celebrated art monuments of Ravenna, such as the homonymous basilica and the mausoleum of Galla Placidia. It contains a sensational and versatile set of historical, archaeological and artistic collections exhibited in the old cloisters, in the rooms and spaces of the former Benedictine convent, covering a surface area of more than five thousand square meters.
- Lunch in a typical restaurant in Ravenna. The city of Ravenna also organises important events dedicated to Roman gastronomy such as "Convivium".

Second Part: afternoon, the Domus of Ravenna

- **DOMUS DEI TAPPETI DI PIETRA:** The Domus in an underground room (located 3 m below road level) contains the wonderful mosaics from a magnificent Byzantine building of the 5th - 6th century AD. Inside the exhibition area you can admire splendid mosaic floors with geometric, floral and figurative decorations, some of which are unique such as the very rare "Danza dei Geni delle Stagioni" (Dance of the Seasons' Genii) representing the genii dancing in a circle, or like the figure of the "Buon Pastore" (Good Shepard) represented in a different way to the usual Christian representations.
- **DOMUS DEL TRICLINIO:** The Domus del Triclinio is an exhibition made up of various sections and a suggestive route reveals a Roman Ravenna full of life and unknown to the public. The core of the exhibition is made up of a domus that dates back to the 2nd-3rd century AD found in the heart of the city over twenty years ago. The existence of a dining room or triclinium (from here the name of the house: "domus del triclinio") in the domus reveals the eating habits of the Romans through the type of banquet rooms, how they were decorated and table and kitchen accessories.
- Urban trekking in the town centre of Ravenna.

3rd day

First Part: morning, Roman Ship Museum,

- **COMACCHIO:** Guided visit to the Roman Ship Museum. The museum is housed in a building part of the Palazzo Bellini complex. It is dedicated to "Fortuna Maris" a Roman ship found in 1981 in Valle Ponti, a



few kilometres from Comacchio. The ship of Imperial times (end 1st century BC), was used for maritime and river trade. In fact after having left a port in the Mediterranean it should have gone up the Po River to reach the markets in the hinterland of the Pianura Padana but it was wrecked, probably due to a sea storm and ran aground in the mouth of the river. The ship was rapidly silted up and this preserved the goods loaded on the ship which are now exhibited in the museum. The well preserved hull of the ship is kept in a neighbouring pavilion-workshop. The load included tools necessary for work on board and the running of the ship, as well as passenger's luggage; it also transported small votive temples, lead ingots, ceramics and amphorae. The hull and single mast with square sail are typical of an example of a boat with load-carrying hull, made of oak and elm planks sewn together.

- Excursion to the saltworks of Comacchio.
- Urban trekking in the town centre of Comacchio. Lunch in a typical local restaurant.

Second Part: afternoon, *the Roman Necropolis of Voghenza*

- VOGHIERA: guided visit to the Roman Necropolis of Voghenza. Archaeological excavations have been carried out since 1976 by the Superintendency of Emilia Romagna on a holding in Setta, in the outskirts of Voghenza. The work has led to the identification of a sepulchral site with monuments of quite an importance dating back from the middle of the 1st century AD to the middle of the 3rd century.
- Visit to the Civic Museum of Belriguardo, which contains finds from the Roman necropolis (gold and amber necklaces, amphorae and various containers, oil lamps, coins, glass paste toilet bottles, a beautiful onyx perfume bottle and a rich epigraphic section).

4th day

First Part: morning, Ferrara

FERRARA: Guided visit to the National Archaeological Museum. On the *piano nobile* of Palazzo Costabili there is a large room frescoed with geographical maps that give an idea of the territory in the different historical periods. The Museum houses finds of exquisite workmanship from the Etruscan town of Spina, trade emporium of primary importance which flourished from the 6th to the 3rd century AD. Initiatives are organised to popularise ancient Roman gastronomy.

Second Part: afternoon, walking around Ferrara

- Urban trekking in the town centre of Ferrara visiting museums, churches and squares.

ROMIT ROUTE No.4 – BAVARIA, LA ROUTE DEL LIMES
3-DAY ITINERARY
(Mittelfranken-Oberbayern)

1st day

First Part: morning, departure from Nuremberg.

- NUREMBERG: Visit to the German National Museum in Nuremberg, one of the most important archaeological museums in Germany, which houses many ancient collections from various European regions. Not to be missed the "Ori di Valdragone", a collection of jewels and regal accessories dating back to the late Roman period, found in a grave in the Republic of San Marino at the end of the 19th century.
- Guided tour of the city. Lunch in a typical local restaurant, transfer to Weitingen;

Second Part: afternoon, the Roman archaeological park of Ruffenhofen

- WEITINGEN: Visit to the Roman archaeological park and neighbouring museum.

2nd day

First Part: morning, excursion in ancient Biriciana

- WEIßESSENBURG: visit to the archaeological and museum complex where you can admire the remains of an ancient frontier thermae and of an ancient Roman fortress (Kastell Biriciana).

Second Part: afternoon, along the lines of the frontier fortresses

In the surrounding area of Weißenburg you can visit fortresses located on the old frontier line (Limes).

- GUNZENHAUSEN: Visit to the local prehistory and ancient history Museum which houses finds from the ancient fortress in a large Roman section which also contains objects from everyday life and representations of the life of ancient settlers.
- ELLINGEN: Visit to the reconstruction of the fortress of Sablonetum;
- GNOTZHEIM: excursion to the fortress of ancient Mediana, shown also in *Peutinger's Tabula*.
- THEILENHOFEN: visit to the ruins of the fortress and attached thermae.
- In TREUCHTLINGEN, you can visit the restored remains of a Roman estate whose perimeters were identified for the first time in 1982 by means of air shots.

3rd day

First Part: morning, discovering the Roman fortress in Pfünz (Castrum Vetoniana).

- PFÜNZ: Visit to the Roman fortress in Pfünz (Castrum Vetoniana). It is a recent historical reconstruction of the ancient Roman fortress built during the reign of Emperor Domitian around 90 AD. Inside, walking around the ancient lodgings and fortifications the visitor can plunge into the everyday life of Roman troops who were there to defend the frontiers of the Empire.

Second Part: morning, the life in the country of ancient Romans

- MÖCKENLOHE: visit to the Roman Country Villa in Möckenlohe. Interesting cultural activities are organised to allow the visitor to live a real life experience of how life in the country was in Roman times, in a frontier settlement: from craftsmanship, to farming and looking after animals. An interesting historical reconstruction has been organised for many years in August: *the Roman harvest fair*.

Along the itinerary it is possible to encounter fascinating Roman remains. In TITTING, you can visit the reconstruction of a Roman guard tower and in PFÖRRING, the perimeter of the ancient fortress outlined by a hedge.

ROMIT ROUTE No.5 — WESTERN GREECE: THE ROUTE OF ROMAN ACHAIA 3-DAY ITINERARY

1st day

First Part: morning, Patras gate to Achaia.

- PATRAS: visit to the Archaeological Museum. Guided visit to the Odeum, ancient Roman theatre in town, one of the most important Roman theatres in Greece.
- Lunch in a typical restaurant in the town centre.

Second Part: afternoon, strolling through the Roman past of Patras.

- PATRAS: urban trekking to visit the many sites recently recovered in various areas of the old centre of Patras.
- PATRAS: excursion to the Stadium, Roman Bridge and remains of the aqueduct.

2nd day

First Part: morning, among Romans and Byzantines: visit to ancient Dymi.

- KATO ACHAIA: In Dymi there are many traces of Byzantine presence. Visit to the main Byzantine churches – Lunch in a typical restaurant.

Second Part: afternoon, excursion in nature

- LARISSO: Visit to the walls of Dymeo. Excursion to the natural oasis of Larisso. Return to Patras.

3rd day

First Part: morning, excursion to Aigion, in the steps of Mycenaean and Byzantines memories

- AIGION: Guided visit to the Archaeological Museum. Stroll through the town. Tasting of typical local products.

Second Part: afternoon, visit to Aigeira and surrounding area

- AIGEIRA: visit to the Roman theatre and remains of ancient public buildings discovered in the area around the theatre. Excursion in the town (ancient port, seafront, historical residences). Possibility of alternative excursions in surrounding areas of archaeological importance:
- MAMOUSIA: visit to the ruins of the ancient town of Keryneia.
- KALAVRYTA: visit to the archaeological site of Lousoi where you can admire the temple of Artemis dating back to the 3rd century BC, the old town market area and various residential buildings. In the surrounding area of Kalavryta you can also visit some ancient orthodox monasteries.

ROMIT ROUTE No.6 — WESTERN GREECE - ILEIA: THE ROUTE OF THE OLYMPIC GAMES
2-DAY ITINERARY

1st day

First Part: morning, departure from Patras.

- OLYMPIA: Guided visit to the Museum of Olympia.
- *in the afternoon:* Urban trekking , with visit to some of the most spectacular sites like the Stadium, the nymphaeum of Herod Atticus, the temple of Zeus and the temple of Hera.

2nd day

First Part: morning, departure from Olympia to discover Mycenae and Byzantium

- KYLLINI: visit to the medieval Byzantine castles.
- Lunch in a typical restaurant.

Second Part: afternoon, Epitalion and Ilida

- EPITALION: visit to the areas of archaeological and historical sites dating back to the Mycenaean and Roman periods.
- ILIDA: visit to the town of Ilida, the ancient town of Ilis, where the athletes used to come to train for one month and be selected to take part in the Olympic Games. Visit to the theatre dating back to the Hellenistic period and other sites dotted around the town (gymnasium, thermae, public building, and two temples of Aphrodite).

As regards the promotion and marketing of the itinerary proposed it is necessary to identify at a local level the leading incoming tour operators with which to plan and promote tourist packages in terms of sustainability for the socio-economic structure of the host territory and correct protection of the archaeological heritage present. With the purpose of favouring the diffusion of the route in segments of users with limited economic resources yet culturally active (youth tourism for example), a possibility would be to involve more informal accommodation structures such as

Bed & breakfast associations, hostels, returning to that way of travelling that included short rests in the *mansio*. This planning phase of the route will also offer the opportunity of looking into the organisational and financial sustainability of the project as required by the above mentioned Directive no.98/1998.

It could be interesting to offer to the tourist the use of an integrated ROMIT Card offering access to cultural services in the territory at reduced price (museums, archaeological sites, events...) and to a series of additional services, from restoration to transport. By promoting the card to the local administrators as an added value to attract resources and new visitors, this instrument would integrate the ROMIT route as part of the production fabric of the territory it crosses.

All the towns involved in the ROMIT Cultural Route should adopt the same coordinated graphic image and take part in the creation of a common brochure containing the itineraries available, with one single logo also in view of the possibility of installing common road signs along the itineraries.

The proposals mentioned above may be further developed by establishing contacts with the representatives of other cultural routes with a Roman theme with the aim to create a European network of Roman routes. The initial phase of the cooperation could focus on the promotional aspects, suggesting a programme of mutual anchorage of respective sites to increase visibility. There is also the possibility that certain stretches of the ROMIT route may be extended and collaborations with itineraries of other projects may be established.

During the final Conference of the ROMIT project, an agreement may be reached between national institutions, European partners and private actors interested in the future development of the ROMIT route. The methodological approach drafted here must obviously be accepted by all subjects part of the agreement with the aim to elaborate the proposal of a route with a European dimension inspired by common standards yet respecting the diversities and peculiarities of single local territories.



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Index

1. A present time cultural Roman route.....page1
2. The ROMIT Route, a plural route page 4
3. Real contents of a virtual routepage 7
4. Operational guidelines for the development of the ROMIT Route... page 10

