

**Archaeological cultural heritage,
tourism and territorial development:**
conflicts, strategies, solutions and management.

II ROMAN ROADS SEMINAR

Gijón (Spain) 3 and 4 October 2024

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II Roman Roads Seminar

Gijón, 3 and 4 October

Roman Roads Heritage Cooperation Network - Iter Romanum

Friday, 4th October

9:30h. **Daniel Martínez Junquera.** General Manager of Visit Gijón.

Sustainability Plan. Use of Next Generation funds for heritage recovery with a tourism objective.

Abstract

The Next Generation EU funds have greatly supported Spain's tourism sector by financing the restoration of historical heritage. In Gijón, these funds have been crucial for recovering sites tied to historical memory, preserving important aspects of the city's past. This restoration enhances Gijón's cultural identity and creates unique tourist attractions that go beyond leisure, offering a deeper connection to history. By safeguarding these sites, the city boosts sustainable tourism, generates economic opportunities, and promotes local businesses. These investments help strengthen Gijón's tourism sector while ensuring that its historical and cultural heritage is preserved for future generations.

09:45h. **Patricia Ana Argüelles Álvarez.**
University of Santiago Compostela.

Proposed route for the Via Augusta from Gades to Hispalis.

Abstract

Numerous historical sources provide relevant data for identifying the route of the Via Augusta within the territory of Baetica. However, given the contemporary modification of the landscape, it has not always been easy to identify its ancient design with complete reliability. Through a multidisciplinary methodology based on non-invasive archaeology, aerial photography, and the use of GIS, the Gades-Hispalis route is presented.

10:15h. Úrsula Lluch Llopis & M^a Concepción Martín Chamoso.

Saelices el Chico City Council.

Roman Villa Archaeological Park of Saelices el Chico: managing archaeological heritage through tourism and rural development.

Abstract

A model for managing archaeological heritage is being developed with the aim of positioning Saelices el Chico as a key destination on provincial and national cultural routes through the creation of the Saelices el Chico Roman Villa Archaeological Park, which proposes the revitalization of a municipality with less than 200 inhabitants.

10:30h. Manuel León Bejar. University of Cádiz. Archaeogastronomy.

Archaeofoodtour: Work methodology and contributions to the enhancement of archaeological heritage and its tourist dinamization through experimental archaeology.

Abstract

In 2018, the scientific-entrepreneurial project Arqueogastronomía was launched. Coordinated by two researchers from the Chemical Engineering research group at the University of Cádiz, the project is linked to the physical reconstruction works of halieutic sauces from the HUM 440 research group at the University of Cádiz, and the "from Turdetania to Baetica" research group at the University of Seville. Main objectives:

- To redefine the concept of Archaeogastronomy, developing technological processes for the production and conservation of food from the Ancient Mediterranean.
- To create and promote the ARQUEOFOODTOUR concept, as a modality of sensory experience of scientific tourism that connects contemporary society with the past.*

10:45h. Isabel Rodríguez Rodríguez-Office of the Roman Baetica Route-Carmona.

Roman roads as an alternative to mass cultural tourism.

Abstract

We are witnessing the touristification of certain destinations, primarily urban destinations, large and medium-sized cities, which are experiencing an economic shift from traditional sectors to tourism. This phenomenon sidelines local residents from the productive chain and shapes a lifestyle that can only be afforded by travelers. In response to this situation, small towns, rural destinations, and routes are emerging as catalysts or hosts for tourists with a different motivation for travel, seeking tranquility and a deeper connection with the destination. Cultural routes are a case in point.

11:00h. Jere Drpić. Institute of Archaeology of Zagreb.

Back to the Future: Roman Roads (re)cycling. Ivana Ožanić Roguljić, PhD & Jere Drpić.

Abstract

The lecture explores using bicycles as a research tool and sustainable medium for presenting Roman road infrastructure in northwestern Croatia. Archaeologists efficiently collected field data about Roman sites and routes by cycling through the landscape, promoting eco-friendly research. The findings also support cycling tourism as a way to engage tourists with history, culture, and sustainability, offering an active, historically authentic and environmentally conscious way to connect modern with the ancient transportation heritage.

