

San Pellegrino in Alpe: place of pilgrimages and innovation for cultural tourism

The image is a promotional poster for a conference. It features the logos of CISCuP and Fondazione Campus at the top left. The main text reads: 'Mercoledì 19 giugno ore 17.00', 'Complesso Monumentale San Micheletto, Lucca', 'CONVEGNO', '3° Appuntamento del ciclo "Conversazioni del CISCuP"', and 'San Pellegrino in Alpe: luogo di pellegrinaggi e di innovazione per il turismo culturale'. On the right side, there is a photograph of a person standing on a stage in a room with a large mural, addressing an audience. Below the photo, it says 'Relatore: **Enrica Lemmi**, Professoressa ordinaria presso l'Università di Pisa e Direttrice dell'Accademia del Turismo di Fondazione Campus' and 'Con la partecipazione dell'attrice **Elisabetta Salvatori**'.

After three years of scientific research and activities in the area, the INCULTUM project, funded by the Horizon 2020 programme of the European Union and created with the aim of using sustainable tourism models to relaunch the social fabric of peripheral and marginal regions of Europe, has concluded.

In operation since 2021, the project has created ten pilot cases in nine states on the continent, among which the Emilia-Garfagna village of San Pellegrino in Alpe stands out.

This last case study, coordinated and managed by the University of Pisa in collaboration with the Campus Foundation of Lucca, was the subject of the conversation of the CISCuP (Centro Internazionale di Studi sulle Culture del Pellegrinaggio), which for the occasion organized a dedicated event with the staging of the theatrical show 'A priest, two saints, a border and 4000 unique pieces?', represented by the actress Elisabetta Salvatori. The performance was created within INCULTUM: an accurate historical journey focused on the vicissitudes that led to the birth of the local museum and the characters from the village's past, who still live today through the museum exhibition and its objects.

