

## Longobardia Association

### Cultural itinerary

# *Longobard Ways across Europe*

## ASSOCIATIVE PROCEDURES AND LONGOBARDIA SYSTEM

### **INTRODUCTION**

The Longobardia Association is the official Proposer of the candidacy of the Itinerary “**Longobard Ways across Europe**” ([www.longobardways.org](http://www.longobardways.org)) presso at the Institut Européen des Itinéraires Culturels in Luxembourg (operative arm of the Council of Europe), see:

<http://culture-routes.net/projects/cultural-routes-candidates/longobard-ways-across-europe>

The Association is composed of the Founders (natural persons) and of various types of Partners in Italy, Germany, Czech Republic, Slovakia, Austria, Hungary, Slovenia, Switzerland, Croatia (Municipalities, Museums, Historic Archives, Foundations, Religious organisation, Trade organisations, Associations). The Municipality of Monza – institutional leader – is a joint Founder Partner.

### **AIMS**

According to the rules laid down by the Council of Europe – promoter of the European Cultural Itineraries – and, for it, by the Institut Européen des Itinéraires in Luxembourg, the general aims of the Association are to favour:

- the reciprocal knowledge of shared cultural elements among the Peoples of Europe,
- the development of coordinated flows of cultural tourism,
- the promotion of cultural exchanges,
- the development of studies and of thematic research,
- the development of creative, artistic and youth activities.

Further specific aims of the Itinerary “Longobard Ways across Europe” are:

- the enhancement of the ecclesiastical heritage associated with Longobard history
- the enhancement and promotion of endogenous resources of quality and of tourist interest in the various territories (agri-food, wines and gastronomy, handicrafts, hospitality services)
- to favour social and economic development and the creation of new opportunities, especially for young people

### **ASSOCIATIVE PROCEDURES**

The interested Organisations ask the Municipality of Monza ([pmauri@comune.monza.it](mailto:pmauri@comune.monza.it)) to send them the form for "Expression of interest" and return it, compiled and signed.

The Municipality of Monza sends the requested Form and the first information to the applicant, together with the current Rates that contemplate, for each type of Partner, a one-off payment for access and a yearly quota.

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Once the duly compiled Expression of Interest has been received, the Municipality of Monza directs the applicant to the Secretariat of the Longobardia Association for the completion of all the formalities for joining.

### **TECHNICAL ROLE OF THE ASSOCIATION**

The Longobardia Association (founded in 2005) performs the following tasks:

- Processing of the general guidelines of the Itinerary system;
- Development of collaborations with tour operators and travel agencies;
- General coordination activities;
- Assistance in coordination activities at the level of individual territories (operation between local organisations and economic and associative activities in the territory);
- Development of regional/national/international relations among institutions;
- Project processing and management activities (regional, national, European);
- Informative and communication activities;
- Monitoring of the system and of customer satisfaction.

### **LONGOBARDIA SYSTEM**

From the point of view of organisation, the European Itinerary “Longobard Ways across Europe” is subdivided into four macro-areas, corresponding to four phases of development of Longobard Civilisation and Culture (Ways of the North; Ways of the East, Kingdom of Italy, Principalities of the South).

Each macro-area is then subdivided into various territorial sectors (called tourist Clusters), each of which is characterised by elements related to history or to functions fulfilled in the Longobard period (defence lines; areas of prevalently agricultural use; routes of communication, etc.).

In each Cluster a focus town is selected (the one presenting the most characteristics) and several satellite towns or centres (all identified on the basis of archaeological discoveries, history or traditions of ascertained Longobard origin).

This system allows a deeper interest of tourists for the local situation, encouraging them to stay become loyal to the overall itinerary.

### **IDENTIFICATION SHEET OF THE INDIVIDUAL PARTNER**

On completion of the associative procedure, the Longobardia Association sends the new Partners a sheet, to be compiled by the Partners themselves. The data entered in the sheet will be used to present the association member on the Association’s web portal and for monitoring activities concerning the effects/benefits of participation, carried out periodically by the Eurispes Institute.