

NEWS LETTER

#2



SPACHE
SPORTS AND PHYSICAL ACTIVITY
IN CULTURAL HERITAGE ENVIRONMENTS

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2ND TRANSNATIONAL MEETING IN GARGNANO

On Garda Lake

Gargnano (Italy) hosted the 2nd transnational meeting of SPACHE Project from 15th to 16th September for discussing about pilot programmes in according to the project schedule. The meeting was organized both in person and online. Partners in presence were also able to visit part of the heritage sites in Gargnano.

The second international meeting with partners of the SPACHE Project took place from 15th to 16th September in Italy in Gargnano on Garda lake at the multifunctional hall "Andrea Castellani". The meeting was carried out both in presence and online.

After being welcomed by local authorities, the agenda included discussion about pilot programs guidelines that individual partners must follow to develop their activities in according to the project schedule.



**Sala Castellani
in Gargnano**

Heritage Sites in Gargnano

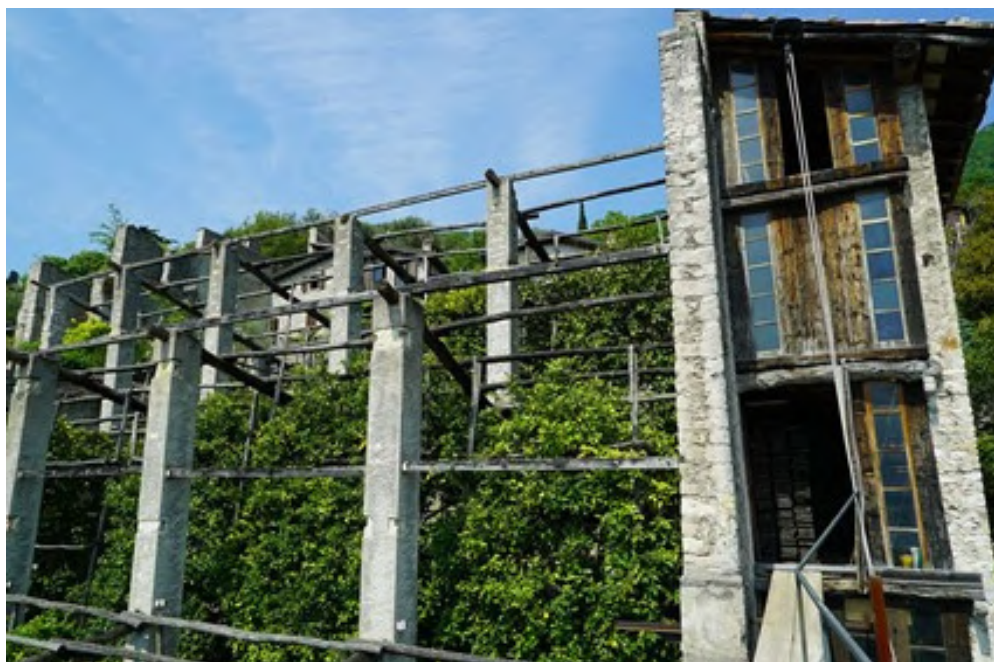
At this occasion, the Municipality of Gargnano and Alto Garda Volley were able to visit, to the partners in presence, some heritage sites that they will use for the realization of the pilot programmes, including for example “the Limonaia la Malora” and the historical “Villa Bettoni”.

The partners were also able to learn about local products, traditions and the territory of Gargnano.

Villa Bettoni



Find More... www.villabettoni.it



Limonaia La Malora

www.limonaialamalora.it

Find More... <https://bit.ly/30OUHMU>

How to conceptualize heritage and sport?

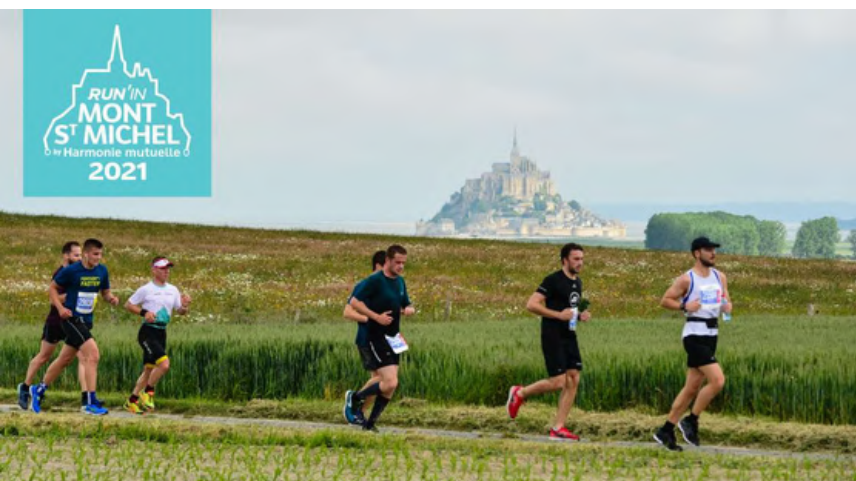


Messner Mountain Museum

The link between sport and heritage has been recently framed. “Sport can be seen as a window into people’s culture” (Ramshaw, 2014), while cultural heritage can be seen as a window into one’s individual and collective self (Wang, 1999).

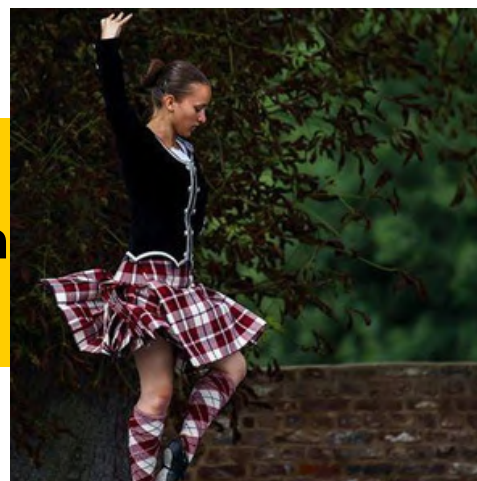
Three main ways of conceptualizing sport and cultural heritage are identified in the literature:

- Sport Heritage referring to tangible heritage locations with a sporting past (e.g.: stadia); tangible heritage that is not necessarily rooted in a location with a sporting past (e.g.: museums, halls of fame); intangible heritage referring to games, traditions, rituals or events (e.g.: traditional games); goods and services that provide a heritage experience (Ramshaw & Gammon, 2005).
- Sport heritage events referring to sport events based on local endogenous heritage resources and characterized by recurrence, a specific location, local ownership and longevity (Pinson, 2007). Two main types of sport heritage events emerge from the literature: sport events whose main feature is local heritage even though they have a competitive dimension (e.g.: Arctic Winter Games) and sport events whose competitive dimension is the main feature (Tour de France).
- Heritage sport tourism including sport sites and experiences that embed heritage. Gibson (2009) identifies three main types of heritage sport tourism: nostalgia sport tourism; active sport tourism and event sport tourism.



Run in Mont-Saint-Michel by Harmonie Mutuel

Cel'Tiron Festival: promoting heritage through cultural and sports events



The «Runnin'City» App: A running tour of cities

Discovering cities while doing sport is what the Runnin'City app offers to runners and walkers through a combination of an audio GPS and a digital tourist guide. This app guides them over 200 cities around the world, including the French one.

Since 2016, several French cities (Paris, Lyon, Bordeaux, Valenciennes...) enhance their cultural heritage through different courses from 5,10 to 15km. After noticing that it was quite difficult to know where to go for a run when travelling, the French founders of Runnin'City decided to combine physical effort with courses that would take runners and walkers to the must-see places (museums, cathedrals, monuments, streets...). They are all presented through 30-second audio summaries which giving the main historical and cultural information.

Runnin'City reckons cities as open-air museums where joggers of all levels could walk the streets to discover the sights without getting lost. To cities, it is a way to attract leisure and business tourists and to encourage their inhabitants to be more active thanks to the cultural heritage.

Find More...





Guimarães: Run for heritage

© Archive CM Guimarães

Cultural and Sports Tourism, a perfect match!

If cultural tourism is understood as the movement of people who seek culture, outside their place of residence, sports tourism, it is understood as the movement of people seeking physical activity outside their place of residence.

Understanding demand motivation is a key factor in tourism because it understands demand's perception of consumption needs and desires. In the social sciences, the term "motivation" is associated with a situation where someone is willing to make a particular effort to achieve a certain objective (Dubois, 1990).

Cultural tourism has been gaining space as a main motivation of travel in the last decade. In parallel, the need for sports practice is gaining importance by the search for well-being and quality of life, knowing that regular sports practice is important in disease prevention as well as in health promotion.

If "cultural tourism is one that develops around cultural resources" (Swarbrooke, 1999), it can easily be agreed that sports tourism is one that develops around sports resources.

In both cases, culture and sport, there is a need, or objective that is intended to be met. Few reasons will have greater complementarity than motivations for traveling through culture and physical activity. The alternation of physical exertion in physical activity combines well with relaxation and well-being associated with cultural enjoyment. As well as the very need for physical activity in the exploration of cultural heritage. It is undoubtedly a win-win situation.



The Eleven Cities as a backdrop for sports and culture

In the Northern Netherlands we do like exhaustion: skating all day, endless bike rides, walking tours that are even organized at night and so on. And we prefer to do this on a route along the eleven cities in our province of Friesland.



The route along the Frisian Eleven Cities

This route of 200 kilometers along all eleven cities is part of the cultural heritage of our province.

But those who are not blessed with an athletic body or who prefer to follow a skating event on TV, will never start such an event. And then you will never find out about all the beauty these cities have to offer. For example, in the field of historical stories, old towns, theatres, art objects, old industries, etc.

But the same environment also offers countless opportunities for exercise such as mudflat walking, sailing, dancing, kite flying, free running, supping, mountain biking and so on. But of course, not along all Frisian cities (so certainly not 200 kilometers...!).

With the pilot program that we are going to develop for SPACHE, we want to bring the countless possibilities in the field of sports and culture to the attention of a large audience. And especially for people who don't like to exercise. Because that is about to change!

To cycle so as not to forget the heritage: «Marathon Franja»

The Slovenian partisan army was aware of the importance and value of human lives in the war, so it organized a medical service for its wounded comrades; it operated under special conditions and included over 800 doctors in its ranks. The culmination of the partisan medical service was the illegal partisan hospitals. More than 15,000 wounded were treated in more than 120 Slovenian hospitals. Other resistance movements in Europe were unaware of such organized health care. The Franja Partisan Hospital was one of many illegal hospitals and one of the few that has survived as a memorial and monument to this day. Janez Peternej, a local, showed the partisan doctor Viktor Volčjak the space for the construction of the hospital.



**Click to
Watch Video**



The first barracks, to which the first wounded were transferred on December 23, were built by Volčjak with the help of the locals in the late autumn of 1943. Under the leadership of Dr. Franja, who came to the gorge in January 1944, the hospital was gradually built comprised fourteen wooden buildings of various sizes and purposes: barracks for the wounded and staff, an operating room, an X-ray room, a warehouse, a home for the disabled, and even a power plant. One of the more important tasks of the staff was also to take care of safety. They set up a refined defense system with bunkers for guards and shelters for the wounded. The only access to the hospital was via a stream running through the gorge. Despite the fact that enemy soldiers twice came in close proximity, it was not discovered. In 2015, the Franja Partisan Hospital received the European Heritage Label. It ranks it among the areas with an important part of the common European history and culture. A sign whose values - humanity, solidarity, tolerance, integration and intercultural dialogue - are at the top of the value system of today's united Europe.



Marathon Franja was organized for the first time on 22nd July 1982 by cycling club Rog (Rog at that time was a well-established bicycle manufacturing company). Organizers back then decided to name it after World War II hidden hospital (now protected as a war monument) which the marathon passes on its way, thus paying tribute to the bravery of medical personnel, taking care of wounded Partisans and allied armed forces in second World War. 700 cyclists took part in the first edition of Marathon Franja and most of them on non-racing bicycles.

Making History Since 1982

At that time, not even an entire route was paved- there was a 7 km long non-paved part (from the top of Kladje to Sovodenj) that caused a lot of punctures. At the start of the third edition of then already established marathon, participants were greeted by legendary doctor Franja Bajc Bidovec, MD, after whom the hospital was named. She greeted and encouraged participants on occasion by famous words: I know it won't be easy for you, believe me, it wasn't easy for us either...

Since its start back in 1982 diverse crowd of people took part in Franja: from tourist amateur cyclists to professionals like Primož Cerin, Jure Pavlic, Valter Bonca, Robert Pintaric, Gorazd Penko and alike. At certain years, Marathon Franja was a part of a prestigious championship for the Golden Rog bicycle award, so many professional riders took part in the race for points. Many other well-known Yugoslav sportsmen took part in Marathon Franja through the years. In the eighties, foreigners began taking part in Franja. Such was a group of cyclists from the Netherlands who joined the race on their way to the Adriatic coast.

A record number of participants was first achieved in 2002, when more than 1.900 cyclists took part. Since then, the number of participants constantly grows. In recent couple of years, the format of the marathon has been changed. A short version of Marathon (nicknamed Little Franja) was added (155km for original version and 97km for short version). And to include children and families, a special short cycling tour was introduced in 2005: Family and school marathon for everyone (28km) which takes place on the eve of Marathon Franja and is completely closed for traffic, making it safe for youngsters to take part.

Start and finish area were moved to another location in the city in 2005, allowing for more space for entertainment programs. The entire cycling weekend is named Bike festival in which Marathon Franja is a centerpiece.

Find more about:



GARGNANO IS DIVING IN THE SPACHE PROJECT

The SPACHE Project is in full swing in the city of Gargnano. The Alto Garda Volleyball Association has put in place various initiatives to bring as many people as possible closer and involve physical activity. He did it by taking advantage of the summer period to meet the enthusiasm of the numerous tourists present, even beyond expectations, in the area. Through these activities, people get closer to the riches of the historical and cultural heritage of the area.



Four important initiatives were carried out in the Gargnano area, to raise awareness and promote the SPACHE Project and all its future events. The AGV Volley staff has decided to implement these four initiatives in the summer period for the reason that the Garda area thrives on a profound tourist vocation and during the summer the population triples in attendance. Four different initiatives were carried out to involve four types of people such as: families, athletes, children, and young people.

• Sportivando

This initiative took place over three weeks in July and involved 30 children and teenagers in Multisport activities. The event took place in Brolo, a historical and cultural park in Gargnano which is part of the religious complex of the Duomo.



A moment at Two Kicks at Covid

• Two Kicks at Covid

This event took place on September 5th. It was a 7x7 football tournament that involved 40 children aged 7 to 15 and took place in the village of Sasso. This little village is located exactly along the BVG route, a historical, sporting and cultural path that runs throughout the upper Garda area through countless historical places.

• Sport in Famiglia

AGV Volley organized on June 27 a volleyball tournament in Navazzo, a hamlet in the hinterland of Gargnano. Navazzo is also located along the BVG route, an internationally known hiking trail, home to an international level competition of considerable historical, cultural and sporting interest. 20 families participated, so the participation was of people of all ages.



• Beach Volley Tournament

The Beach volleyball Tournament involved 40 volleyball players for three days (23, 24, 25 July) on the field of Le Fontanelle Park in Gargnano, a park that is also a historic olive grove. This is a historic plantation of countless olive trees, centuries-old trees that are part of the historical agricultural and cultural heritage of the lake of Garda.



Traditional Sports & Games

part of our Cultural Heritage

As an important part of our history Traditional Sports & Games naturally link Cultural Heritage and Physical Activity and provide unique opportunities to promote both.

Traditional Sports & Games are recognized by the UNESCO as World Intangible Heritage. In the purest sense, they are the games and movements that are traditional to our cultures, from dances to ball games and water sports. But they are more than that. TSG form a significant part of our history and help make us, and our variety of cultures, what we, and they, are today. TSG tell the story of our past, and span genders, generations and individual differences like little else can. TSG are a chance to enjoy diversity and community in an increasingly globalized world.

Traditional Sports and Games provide unique opportunities that mainstream sports may not. They are often based on fun and participation, not competition, and provide a link to something bigger than sports and physical activity alone.

These two elements are incredibly important in reaching those who might not be inclined to play mainstream sports, particularly in bringing positive experiences in sports and physical activities...



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