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The Tratturo Magno 3.0: How the Experiential Tourism and the Social Media Could Support the Rebirth of the Ancient Street of the Transhumance

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ABSTRACT

This work deals with the new tourist system that is growing along the track of the Tratturo Magno between L'Aquila and Foggia, its high tech development and its presence on the social media. In the part between L'Aquila and Vasto, thanks to some associations like Tratturi e Cammini, a high tech track has been developed with QR code which every traveller can download a guide by. In this area, the experiential tourism consists, above all, in a project called "Paesaggi Sonori" (Sound Landscapes) and in the ancient tradition of the saffron's production. In the area between Puglia and Molise, the transhumance is the main character. An important contribution has been given by the Facebook page "Transumanza e altre meraviglie del Molise" which also created a so-called "diary of the transhumance". The sound of the transhumance and the sound tourism can be an important resource for this territory which also includes some arbëreshë villages like Portocannone and Montecilfone. At the end, it is fundamental to mention the many resources for food tourism, such as the production of the "caciocavallo podolico" and of the "manteca", connected with the cows' transhumance too. In this moment when the transhumance could be added to the UNESCO's World Heritage list, it is crucial to understand what is needed to create a network of private and public stakeholders and which role can be played by a resource like the Tratturo Magno in these territories.

Keywords: Tratturo Magno; Tourism; Transhumance; Soundscape; Food-tourism

Il lavoro riguarda il sistema turistico che sta nascendo attorno al Tratturo Magno, la via della transumanza tra L'Aquila e Foggia, il suo sviluppo high-tech e la presenza a livello

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turistico sui social media. Nella zona abruzzese tra L'Aquila e Vasto, grazie ad associazioni come Tratturi e Cammini, è stato sviluppato un tracciato basato su QR code posti su pali di legno attraverso i quali ogni viaggiatore può scaricare direttamente le guide di ogni singola tappa. In questa zona, il turismo esperienziale si avvale di progetti come "Paesaggi Sonori" e come la rinnovata antica produzione di zafferano. Nell'area apulo-molisana, la transumanza è sicuramente l'attore principale. In particolare, la pagina Facebook "Transumanza e altre meraviglie del Molise" che ha realizzato quest'anno una sorta di diario della transumanza della famiglia Colantuono. Il suono della transumanza ed il turismo sonoro potrebbero essere un'importante risorsa per questo territorio che include anche alcuni villaggi arbëreshë come Portocannone e Montecilfone. Appare fondamentale menzionare anche le numerose risorse di turismo enogastronomico come il "caciocavallo podolico" e la "manteca", connessi con la transumanza. In questo momento la transumanza potrebbe essere riconosciuta come Patrimonio dell'Umanità dall'UNESCO ed è sicuramente cruciale capire cosa è necessario per creare ed affinare una rete di attori pubblici e privati e quale ruolo potrebbe avere il Tratturo Magno in questi territori.

Keywords: Tratturo Magno; Turismo; Transumanza; Paesaggio sonoro; Enogastronomia

Introduction

"Tratturi" is the Italian word which defines a track used for transhumance. The Tratturo Magno, also called Tratturo of the King, is the longest one in Italy with its 244 km between L'Aquila in Abruzzo and Foggia in Puglia. The net of these ways is mainly located in the entire southern part of the Appennini Mountains, from the historical region of Sannio between Campania, Molise and Puglia to the area of the Murge spreading from Puglia to Basilicata. Moreover, as it possible to notice from the map, a part of the tratturo called "Martinese" includes the area of the High Salento embracing the territories of Oria, Villa Castelli, Francavilla Fontana, Avetrana and Manduria. During the III century b.C., at the end of the Samnite wars, a unified system of the territories' management for the development of the transhumance became necessary, above all due to the expansion of the young Roman Republic. Furthermore, from the II century b.C., the passage from the small farmers' property to a wider estate called latifundio occurred. This phenomenon led to the foundation of an estate based on the slaves' work with a higher number of flocks and, therefore, a greater request for natural pastures (Guacci, 2013). Some lacks, from this point of view, had been pointed out by several Latin authors. In this period the concept of the "tractoria" became more popular, even though this word was used to indicate the privilege of using public streets in the Theodocian Code and in the Justinian one. After the Gothic wars (especially after 553 a.D.), the scattered instability led to a long oblivion for the entire structure of the tratturi (Clementi, 1991). In 1172, the Norman king William II restored the public character of these tracks with the assizes De animalibus in pascuis affidandis, helping to revive their use. A real rebirth, however, took place starting from the Aragonese conquest of the Kingdom of Naples. In 1446, the Royal Customs of the sheep of Puglia (Regia Dogana delle Pecore di Puglia) was set up in Lucera and, from

1468, also in Foggia. The proceeds of the activities set up in the Tavoliere plain raised up and became more and more crucial for the Kingdom, reaching the amount of 200.000 golden ducats around the half of the 16th century. Actually, according to some statistics quoted by De Martini, we know that in 1592, 3.747.000 animals moved through the tratturi. Starting from the 18th century, anyways, the differences between the social conditions of the farmers and the ones of the shepherds (better than the first ones) led to a conflict which characterized the entire period (Russo, 2002). Between the 50s and the 60s in the 20th century, around 150, 200.000 animals were moved on the tracks of the transhumance, but only 1/6 of them by foot. Many shepherds began to use the railway or camions. Another fundamental factor causing the abandonment of the transhumance was the staggering cost of the workforce on the saleable production: from the 14.21% of 1880, it reached the 35.56% in 1965. With the decline of the transhumance not only the use of the tratturi stopped, but also the simultaneous activities like the leather craft for the saddles and the harness, the woodcraft and the hemp one disappeared, leading to a hard and progressive depopulation of the Southern Appennini's areas. From the 90s, some aspects of the pastoral myth were recovered as a cultural resource. Several initiatives linked with the social media and the high tech along the route of the Tratturo Magno were developed. In this article, the ventures of the associations Tratturo 3000 and Tratturi e Cammini will be explained, together with the work of the Facebook page "La transumanza ed altre meraviglie del Molise". For example, in 2015, Roberto Zazzara made a short film called "Transhumance" which was presented at the Social World Film Festival. As we will see, each project could include many other resources of the territories and we will be able to theorize a brand for the Tratturo Magno as a path for travellers, but also as a historical, artistic and cultural route for the entire Southern-Eastern Italy.

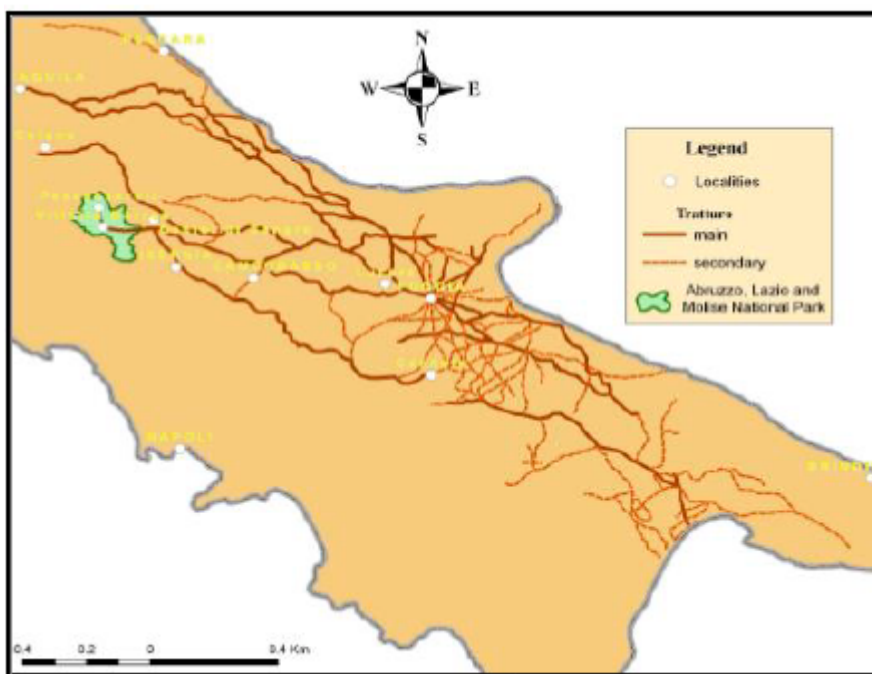


Figure 1: Map of the main tratturi in Puglia, Basilicata, Molise and Abruzzo

Source: The Legacy of Transhumance in National Park of Abruzzo, Lazio and Molise (Pnalm): rediscovery and exploitation in «GeoJournal of Tourism and Geosites», II, 4, 2009, pp. 153-159, fig.1



Figure 2: Wooden road sign to Tratturo Magno

Source: Facebook Page "Tratturo Magno"

1. The new route along "Tratturo Magno"

1.1 Tracturo 3000

The association Tracturo 3000 can have a very important role in the conversion of the path of the Tratturo Magno. The aim of the association (www.tratturomagno.it), is to "unify the villages towards a local and sustainable development, and to modernise the rural and the pastoral heritage together" involving the local communities and stakeholders. From 2007, the association worked in several phases which included the reactivation or the detection of the routes and the restaurants, hotels and camping sites in the area, the reportage of the historical and natural emergencies and dangers. Thanks to the shepherds who still keep using the Tratturo and to some reportages, the association could promote the first "Walk along the Tratturo Magno, from L'Aquila to Foggia". A new initiative was carried out in 2001 by the volunteers of the workgroup led by the director of the veterinary services of the Local Sanitary Agency (ASL) of L'Aquila, Pierluigi Imperiale, who improved the digital maps (http://bari.repubblica.it/cronaca/2011/09/06/foto/la_via_della_transumanza_aquila-foggia_un_percorso_tra_passato_e_presente-21309209/1). It looks fundamental to mention this association since it had a fundamental role for the process of rethinking the route of Tratturo Magno. In fact, they inaugurated a range of initiatives like Cena dei Pastori (the Dinner of the Shepherds) and audio-visual reportages which would have involved many other public and private stakeholders over the years. The reports of Tracturo 3000 helped in the division of the route in several stages. Moreover, the

first scientific work about the recognition of the existent accommodation facilities and the delineation of the altimetry and the difficulties related to the stages have been made by this association. This can be considered as a preliminary stage before promoting Tratturo Magno as a tourist experience. The research, in fact, has been focused on the technical details and on the preparation of the route.

1.2 Tratturi e Cammini

The association “Tratturi e Cammini” worked exclusively on the Abruzzo’s stretch. Their work was divided into 3 stages, from the area of L’Aquila to the passage of Forca di Penne. So, they created a free downloading guide with historical and cultural information, the level of difficulty of each stage, the length measured by walking, riding a bicycle and riding a horse including the necessary km to reach the stables. Moreover, there is also information about where it is possible to rest, to sleep, to take refreshment and to find everything a traveller could need. The guide is written in Italian and English. They also drove several wooden poles with a QR code at the beginning of each stage. Through the visualization of these QR codes, it is possible to download the guides with the contacts of the cultural associations of each village along the path, the main festivals and cultural events and the telephone numbers of the members of the associations who are available to show all the churches which are usually closed and to guarantee the access to the entire cultural heritage of the territories. Surely, it is an essential beginning for a tourist map of the Tratturo which takes into consideration the several opportunities offered by this territory including the equestrian tourism. Inside this guide, there are also some instructions about the other two tratturi which are located in Abruzzo, the Celano-Foggia and the Cinturelli-Montesecco. Tratturi e Cammini has been financed by the Rural Development Plan’s funds of Abruzzo. It looks crucial to mention it as an example that could be repeated in the other two regions crossed by Tratturo Magno. The route in Abruzzo, in fact, appears technically ready to be proposed among the other tourist attractions. Also linked with this purpose, it is importante to notice the use of simple tools like the QR code and the maps on MyMaps available on the website.



Figure 3: Wooden pole with QR code
Source: Facebook Page "Tratturo Magno"

2. The Abruzzo's resources: Paesaggi Sonori and the Saffron Production

2.1 Paesaggi Sonori

The area included in Abruzzo keeps several independent attractions which can be connected to each other and got an important part of the wider project of the Tratturo Magno. An example is "Paesaggi Sonori". It is a project born with the aim of promoting the historical and natural beauty of Abruzzo through musical events with a perfect synergy between music and natural sounds. It has been chosen among the 20 best entrepreneurial ideas about mountain tourism in the FactorYmpresa Turismo, a project promoted by the Cultural Heritage Ministry of Italy in 2017. Paesaggi Sonori can definitely help to enhance locations with an excellent tourist potential through the union between the visual and the sound factor, hearing and seeing. The events are set up in locations that usually are not mentioned in the mainstream tourism guides. We should mention the Rocca Calascio in the territory of the municipality of Calascio. The visits are free and this has also an important symbolic value: the repossession of a

landscape without a privatization of it. As Tanca (2014) said, in fact, «to conceive the landscape as a common good forces us to go out from the logic of the public or private appropriation in order to find other ways of negotiation; in other words, it means “to make the landscape a political subject». In this case, the castle guarantees not only an incredible point of view, but also a perfect location for artistic activities. Moreover, from the 80s, the structure has been used for many world-class movies like *Ladyhawke* by Richard Donner (www.youtube.com/watch?v=AGa5117fPcs) with Matthew Broderick e Michelle Pfeiffer and *The Name of the Rose* by Jean-Jacques Annaud (www.youtube.com/watch?v=3CLaae9ph2U) with Sean Connery, adapted from the novel written by Umberto Eco. These peculiarities allow us to theorize a place for Rocca Calascio also in tourist circuits linked to the film tourism (Nicosia, 2012). Moreover, both movies look congenial to a feedback composed by travellers and by users that can be interested also in the other attractions along the path of Tratturo and in the events promoted by Paesaggi Sonori. It is important to mention



Figure 4: Rocca Calascio used as set for “Ladyhawke” and “The Name of the Rose”

Source: Facebook Page "Paesaggi Sonori"

2.2 The saffron production

Another resource of great value along the route is the production of saffron. Saffron from Abruzzo is internationally renowned and appreciated (www.italianfoodexcellence.com/laquila-saffron-the-red-gold) and its production

involves several villages in the province of L'Aquila. The main centre of this production is Navelli. Saffron as a traditional food is a fundamental part of the identity of this territory (Dansero et al., 2014). This product, in fact, has been cultivated in this area from the 13th century, above all in the plain of Navelli thanks to its karst phenomena, which have helped the growth of the plant (Tammaro, 1990). In the 2005, it received the PDO recognition. In addition to this, the production of saffron looks important also for sustainable agriculture and this resource can be the subject of a wider tourism sector (See Figueiredo, Raschi, 2011), and enhanced also by new projects of experiential tourism through the farmstay.



Figure 5: Flowers of saffron

Source: Facebook Page " Consorzio per la Tutela dello Zafferano dell'Aquila DOP"



Figure 6: Dried flowers of saffron

Source: Facebook Page " Consorzio per la Tutela dello Zafferano dell'Aquila DOP"

3. The Molise and Puglia's resources

3.1 *La transumanza e altre meraviglie del Molise*

“La transumanza e altre meraviglie del Molise” is a Facebook page which, from this year, together with the Colantuono's family, which from centuries does the transhumance, created a real diary of the transhumance. The page uploaded many contents such as photos and videos and it has a good interaction with the users. These contents made the transhumance of the Colantuono's definitely more popular among the places they go through. This notoriety led also to the organization of some “welcoming committees” and a considerable feedback on the local newspapers. It is surely an enrichment and a fundamental step towards modernity for an almost totally forgotten practice. This activity is also living a new “springtime” thanks to its candidacy as UNESCO World Heritage and to its more and more recurring association with the rural tourism and the high-quality enogastronomic sector. Because of the awareness of the potential of the rural areas, these two sectors are growing very rapidly. Above all, in Western Europe and also in Italy, the demand of a more eco-friendly tourism is more and more common and it is tied to a return to the contemplation of the landscape and to its fruition not as a “random” tourist, but as a person more or less inserted in the location and in its activities and dynamics.



Figure 7: The transhumance of Colantuono's family

Source: Facebook Page "Transumanza e altre meraviglie del Molise"

3.2 The food products of the transhumance

The food products of the transhumance are basically Caciocavallo Podolico cheese, meat and manteca, another traditional cheese. Other regions' institutions developed a real "way" for this type of food and wines which can be applied to this area too. They are surely linked to the Facebook page, but, above all, to Instagram's accounts. They can be used as an advertisement for their places of origin since these products, on Instagram, are more and more shared than the places themselves. Particularly, the hashtag #caciocavallo includes 22.442 posts, #caciocavalloimpiccato 3.921 posts and #caciocavallopodolico 1.209. The activity of posting pictures of food, above all of the traditional products, is renowned and they can be used as an advertisement for their places of origin since these products, on Instagram, are more and more shared than the places themselves. Particularly, the hashtag #caciocavallo includes 22.442 posts, #caciocavalloimpiccato 3.921 posts and #caciocavallopodolico 1.209. The activity of posting pictures of food, above all of the traditional products, is renowned and it has been the subject of specific research, memes and other new phenomena tied to the world of the social media.

3.3 The soundscape of the transhumance

Another important aspect of the Transhumance along Tratturo Magno is its acoustic dimension. These sounds (bells, moos and neighs) remind people of a landscape specifically recognised as natural, native and pleasant. The acoustic aspect has rarely been the subject of academic research, even though it is a substantial part of the landscape (Minidio, 2005). The word "soundscape", introduced by Murray Schafer, has been developed during the 60s by its international research called World Soundscape Project: its goal was to find solutions for a sustainable soundscape where the relations between human communities and the environment sounds could have been harmonised. The results of the project led to the definition of soundscape as the synergy derived from a territory and a series of acoustic events (natural or artificial) which characterised it. Another crucial element for defining a landscape is the subject who perceives and the environment which is perceived (Murray Schafer, 1998). This concept led professor Trevor Cox to inspire its project at the base of the new ideas to develop sound tourism: Sonic Wonders (Cox, 2014). In this website there is an interactive map where every user can hear or upload a sound. The sounds of the transhumance could be collocated along the route of the Colantuono's family. It starts from San Marco in Lamis and ends in Frosolone. Through the nomadism of this practice along the villages of the Tratturo, in fact, the sound spreads all around, giving life to genuine temporary soundscapes that can be perceived and lived only in that single moment when the horsemen and the Podolica cows transit through that area in that moment of the year.



Figure 8: Some comments on Facebook to a video of Colantuono’s transhumance
Source: Facebook Page "Transumanza e altre meraviglie del Molise"

The comment of Luisa Calvano is emblematic. It says: “I still listen the bells of when they go through Prata (Prata d’Ansidonia Ed.) especially during the night it was like a never ending music with bells, moos, bleats and barks”. The interactive possibilities given by social media and websites like the Sonic Wonders allow spreading not only the visual perception of the landscape of Tratturo, but also its sonic dimension through videos and other contents.

3.3 The arbëreshë communities

Regarding the soundscapes, it is essential to mention the arbëreshë villages in Molise, located not faraway from the track of Tratturo. The arbëreshë language marks out the Italian-Albanian communities (named arbëreshë too) come to Italy in Abruzzo, Molise, Campania, Puglia, Basilicata and Sicily at the end of the 15th century. It is technically

unaltered from the most archaic features of the Albanian language with some Greek calques. Unlike the current Albanian language, the arbëreshë does not have any Turkish calques, but it received some loan words from the Southern Italian dialects and it influences them too. Current arbëreshë has around 45% of the words in common with the current Albanian. The Tratturo is placed among the Molise's arbëreshë villages like Portocannone (Portkanuni), Ururi (Ruri) and Montecilfone (Munxhufuni). Currently, as a touristic resource, it is relegated to local and Albanian tourism. An arbëreshë soundscape can be perfectly compatible with the project of a wider Tratturo Magno which includes all its historical and cultural aspects. It can have an important space in social media local initiatives for tourism and this could strongly support the protection of this language with all its experiential and social richness.



Figure 9: A paint on a wall of Montecilfone (Munxhufuni)

Source: Instagram. Credits to @luana_malacrino

Conclusion

As it is possible to notice from the following diagrams, the concept of Sustainable Tourism in Italy is spreading year by year and it is more and more practiced.

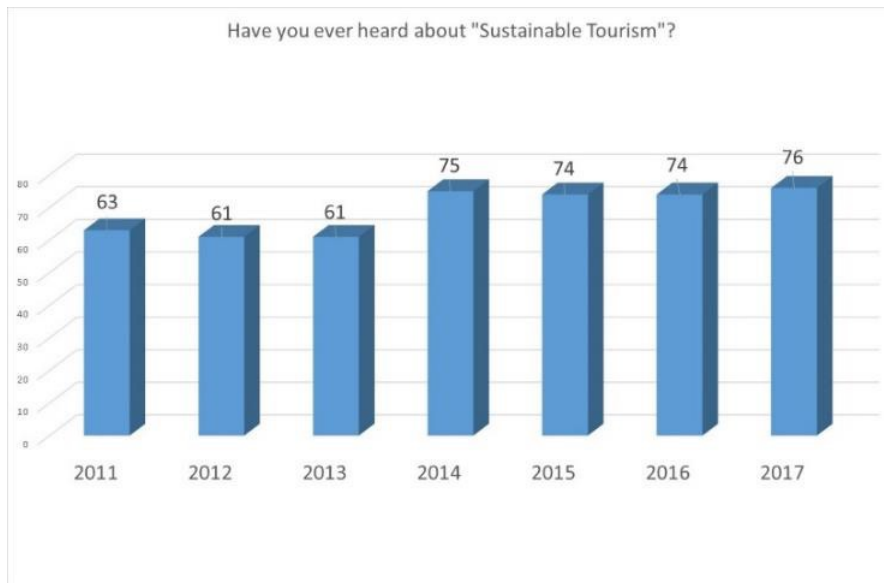


Figure 10: Data about perception of sustainable tourism from the survey of UNIVERDE Foundation

Source: Reportage "Italiani, turismo sostenibile e ecoturismo, marzo 2017", UNIVERDE Foudation, www.fondazioneuniverde.it

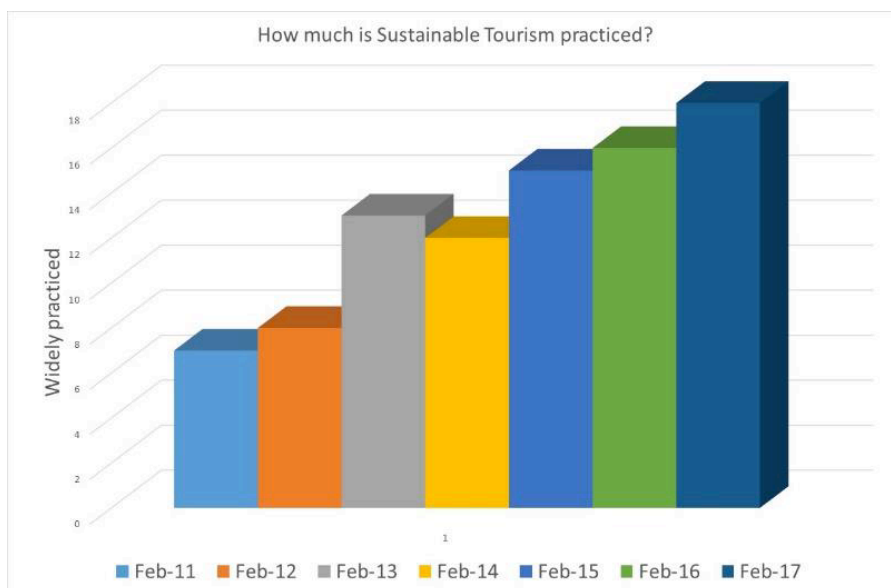


Figure 11: Data about the practice of sustainable tourism from the survey of UNIVERDE Foundation

Source: Reportage "Italiani, turismo sostenibile e ecoturismo, marzo 2017", UNIVERDE Foudation, www.fondazioneuniverde.it

The three regions could have the chance to develop a tourist net along the the track of Tratturo Magno that can include many other resources: Experiential and food tourism in Abruzzo, Transhumance, sound tourism and food tourism in Molise and Puglia. If we look at the touristic seasons, there are some events that can change the seasonal nature of tourism in these regions. In fact, the transhumance is practiced at the end of

May and the track along the Tratturo Magno, organised by Tracturo 3000, occurs between September and October extending the touristic season in spring and autumn in the provinces of L'Aquila, Chieti, Pescara, Campobasso and Foggia.

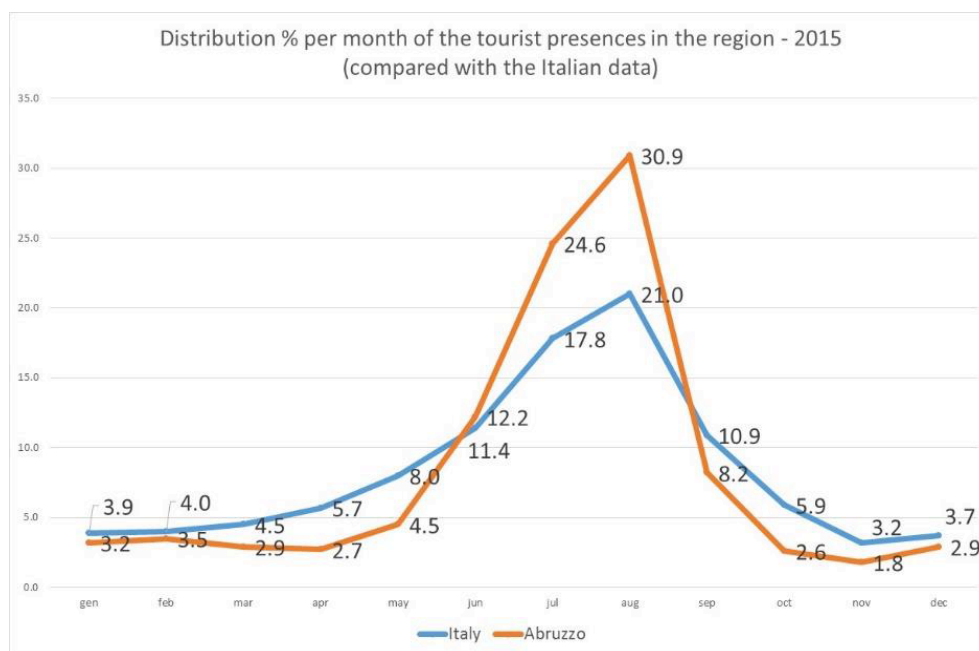


Figure 12: Distribution % per month of the tourist presences in Abruzzo compared with the Italian data

Source: "Rapporto sul Turismo 2017", Unicredit & Touring Club Italiano

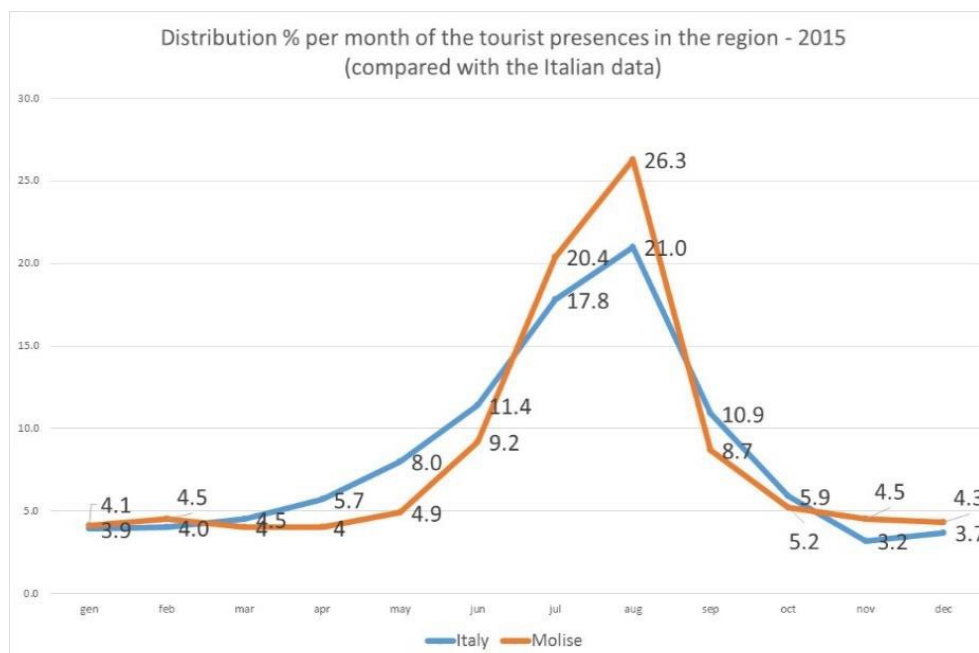


Figure 13: Distribution % per month of the tourist presences in Molise compared with the Italian data

Source: "Rapporto sul Turismo 2017", Unicredit & Touring Club Italiano

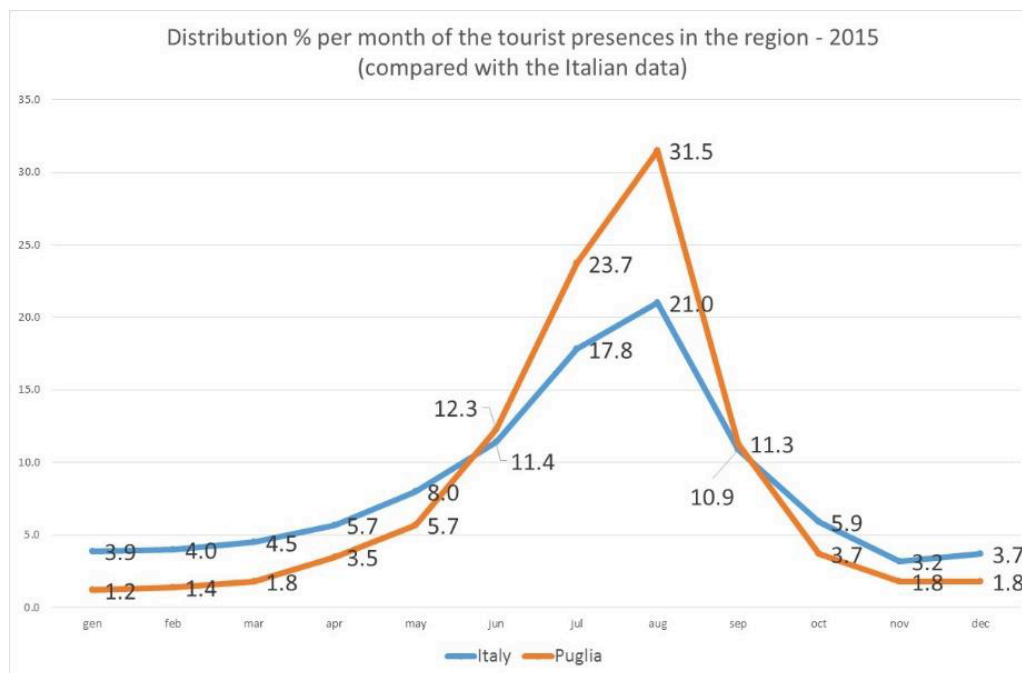


Figure 14: Distribution % per month of the tourist presences in Molise compared with the Italian data

Source: "Rapporto sul Turismo 2017", Unicredit & Touring Club Italiano

During the research about the presence of Tratturo Magno on the social media, some possible improvements emerged:

- The creation of one Facebook page for Tratturo Magno (there are two now)
- To spread only one hashtag through a branding with the hashtag #trattuomagno through which pictures of historical, artistic and food resources can be tagged on Instagram. In this moment the hashtag #trattuomagno and #regiotratturo include respectively 135 and 203 posts. The hashtag #caciocavallo includes 22692 posts and #navelli, a village in Abruzzo long the track of Tratturo, includes 3717 posts.
- The use of the "Colantuono's transhumance model" for the tracks along the Tratturo through a Facebook and Instagram diary with livestreams, videos and pictures.

A real interregional plan for the tourism along the Tratturo Magno would be desirable, starting from the upgrade of the guides including also Molise and Puglia in order to better coordinate the actions of all the three regions of the South-Eastern Italy along their most important track.

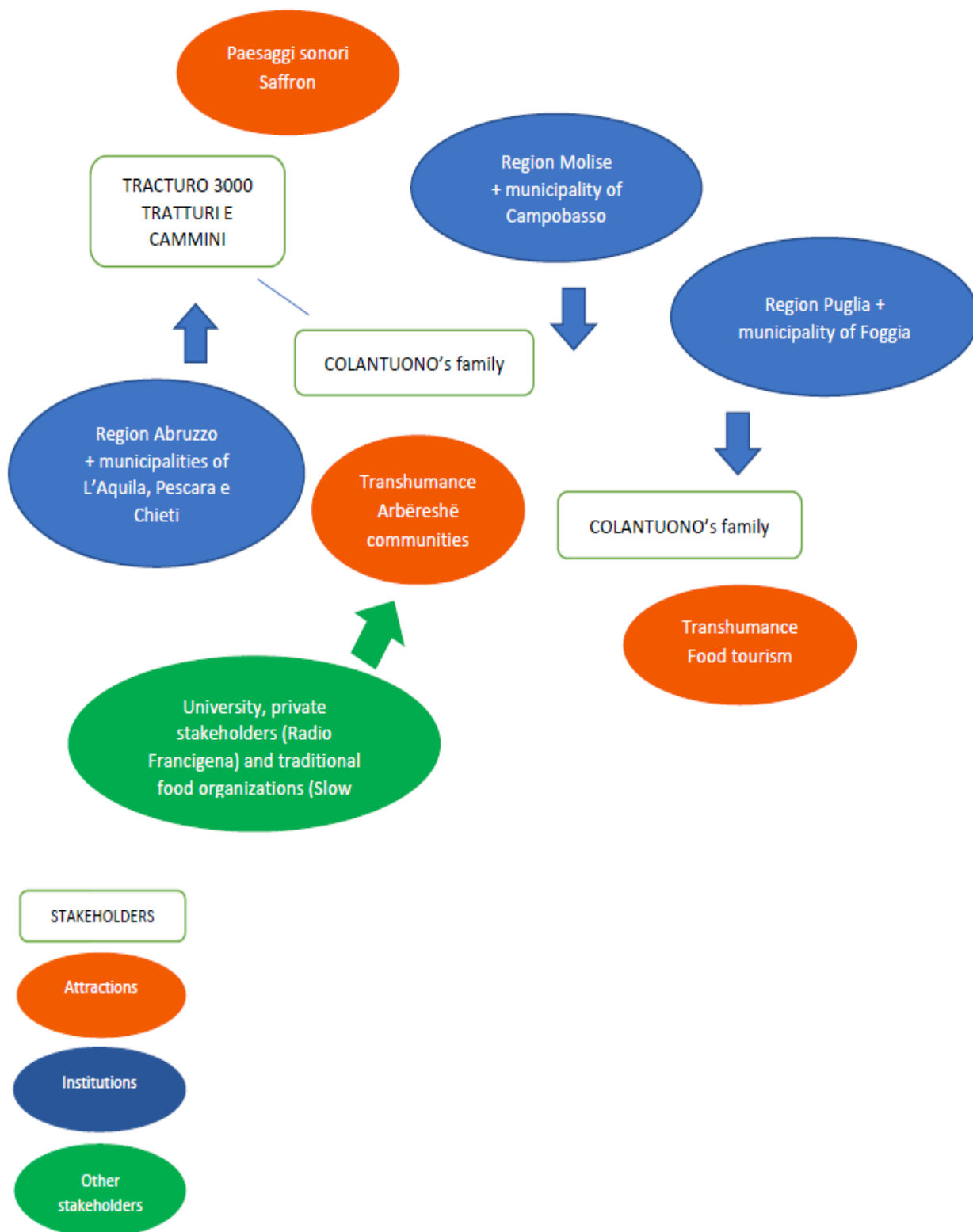


Figure 11: A general scheme including attractions, institutions and other stakeholders of the Tratturo Magno 3.0

Source: Personal elaboration

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