

THE CULTURAL ROUTE AS A METHOD OF LOCAL DEVELOPMENT: THE CASE OF SIENA

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Abstract

The present study fosters the importance of the cultural inheritance and its contribution to the cities' sustainable development. As an element for the enhancement and the protection of the cultural inheritance, the planning of cultural routes is suggested and, in this case, the city of Siena, in Italy, is chosen to be examined.

Firstly, a list of city's monuments was created. Then, through literature review, the monuments were divided by type and some of them, the most representative, were pointed. The final cultural route was created to point out some stops that represent the history, the civilization and the natural advantages of the city. The expected time is about three hours. The study leads to conclusions with a view to be used as a basis for further research in the area.

Key words: *Siena, cultural route, cultural inheritance, city's unique image, alternative forms of tourism, urban cultural tourism.*

Introduction

This project aims to foster the cultural inheritance of Siena that also works as a contributing factor for the city's sustainable development. The cultural inheritance includes historical and cultural elements, as well as elements that foster the natural beauty of the place.

The city dates to the Etruscan period, between 6th and 5th century B.C. Many data prove that there was also a long-term conflict between Siena and Florence. Siena's inhabitants like to narrate myths and stories about that period. In the city, there are a lot of churches, at least one in every neighborhood (contrada). The tradition of the neighborhoods started around 1730, but also keeps a strong character until nowadays. Every neighborhood has each own tradition, celebrations, a unique hymn, and an emblem. During the horse race in summer, the habitants of every neighborhood passionately support the horse and the rider that represent them. The race, named *Palio*, is maybe the biggest happening in the city. Of course, all that cultural elements are accompanied by the unique natural landscape: hills, big parks, the castle – green is everywhere.

To make the selection of the most important elements of the city, which could create, for the visitor, a complete picture of Siena in a short time, a certain methodology was followed. In the first stage, bibliographic research was carried out, followed by research on the compilation of the cultural route. Initially, the city's physiognomy capacitor was investigated. Then, the churches and their cultural interest were examined. Subsequently, points of naturalistic interest and other points that have a special history were sought. An effort was made to allow the visitor, following the proposed route, to walk through most of the historic center. In this way, he will have the opportunity to stop at additional points of interest, make purchases or enjoy a meal, an ice-cream or a drink. Thus, the goal we had set from the beginning has been achieved, namely, to create a complete picture of the reference city for the visitor or the reader.

After an initial reference to Siena and some historical and cultural elements, the cultural route is presented. In my opinion, this includes some of the most important stopping points within the historic center of the city. More specifically, the first stop is the *Piazza Gramsci*, where is the arrival area of intercity buses. There are some restaurants and cafes where someone can buy anything needed for the tour through the city. The next stop is the most important, as it forms the physiognomy capacitor of Siena. The *Piazza del Campo* is one of the most notable squares in the world, with an amphitheatric slope that hosts the Old Town Hall. This square gathers historical and cultural features and the visitor is estimated to spend a large part of his time there. Next stop is the *Duomo*, the Cathedral of the city. No one should visit any Italian city without visiting its cathedral. Then, the visitor stops at the *Piazza del Mercato*, where he comes across the Old Market of the city and a beautiful view. Next is the *Fontebranda*, the fountain with the endless myths and the admirable architecture. Next stop is the *Church of St. Dominic*, where the relics of St. Caterina are kept. This area attracts many pilgrims and carries a big part of the city's history. The last stop is the *Fortezza Medicea*, the castle. The Fortezza, as it is called in Italian is the culmination of the cultural route. There, the visitor is confronted with a rich natural landscape. Inside the castle, green is dominant, but outside, somebody can admire the endless view that reaches up to the valleys outside the city. It is the right spot for the visitor to say "goodbye" to Siena from above, taking one more last glance at the city before he finally leaves.

1. Siena -the city

1.1. Geographical designation

Siena is a city in the center of the geographical district of Tuscany. It is located north central of the Italian peninsula, at an altitude of 322 m above sea level. It is 52.3 km away from Florence and about 85 km away from Pisa and Livorno. From the capital of Italy, Rome, Siena is 182.8 km away. The city belongs to the homonymous municipality, which is included in the list of UNESCO World Heritage Sites. The emblem of the municipality of Siena is a white and black shield, with a lion and the word "freedom" on it. The total area is about 118.53 square kilometers, while according to the Italian statistical office (ISTAT) the population of the city amounts to 53.937 permanent residents.

1.2. Geomorphological features

Flora and fauna

The whole region of Tuscany is rich in high vegetation and wildlife. Oaks, chestnut trees even within the cities (as it is in Siena), but also large areas of olive groves. However, man has also been a significant factor in the development of the flora, mainly in the coastal areas where land restoration works have been carried out (Jones, 2009). For example, someone can notice a lot of pine forests, which have been planted by previous generations to protect the soil from the sea or strong winds. As far as the fauna of the region is concerned, birds of prey, wild boars, hedgehogs and even deer are very often found a few meters outside the historic center of Siena.

Location

Siena is "the city of the three hills" since it has been built among them. Some buildings are built in small valleys, while others are located on sloping points. This alternation of altitude is the factor that contributes to the emergence of the beauty of the city. To move in the city, somebody has to pass through the small narrow picturesque streets lined with stone. In fact, there are not many cars in the historic center. Exceptionally, public vehicles, such as

police cars, can move around. The visitors, as well as the residents, walk, ride a bike, or use the buses to a point near the center.

Climate

According to the weather forecast station *Liceo Scientifico Galilei* located just outside the city, the climate in Siena is continental and relatively mild. On the one hand, winter is characterized by a lot of precipitation and frequent snowfalls. For 2019, November was the rainiest month. In addition, the area has a lot of humidity, due to its altitude and location. Especially in winter the humidity reaches even 97%. Especially, in the morning hours, in winter, there is also a thick fog. On the other hand, summer is warm. In general, the average temperature of the year varies between 21.7°C and -1.3°C.

1.3. History

The traditional stories and myths of the region identify the beginning of the history of Siena at the time when Senius arrived there. The mythical hero, son of Remus, who wanted to escape from his uncle Romulus, left Rome with his brother and moved north. Senius founded Siena and defined the wolf as the symbol of the new city.

Beyond mythology, the first references to the city are made at the time when the Etruscans dominated the area. Sometime after the Etruscans, the city was under the influence of Rome and was given the name "Sena Julia". The city was developed during the period of the Lombard Emperors and, during the 12th century, became an important self-governing medieval community.

At that time, in the greater region, there was much controversy between those who supported the independent empire and those who supported the Pope. The Sieneese people supported the emperor, in other words, the city was sided with the *Ghibellini* (ghibellina Siena). Siena was one of the most important Tuscan cities that supported this doctrine. In the rival camp was Florence, which supported the pope, namely the side of the Guelfs, the papists. The conflicts between Siena and Florence were numerous and reached the battlefield many times either in person or economically. Meanwhile, Siena allied against Florence with some nearby cities, such as Pisa. In 1260, Siena effectively won the Florentine army in the battle of Montapetri. This battle was the turning point for the upcoming development of the city.

Thus, from the 13th century, the city emerged as a major financial and banking center. The University of Siena was founded in 1240. While a little later, in 1472, Monte dei Paschi di Siena was founded, the oldest bank still in operation all over the world. With its original name, Monte di Pietà, it was intended to help the inhabitants of the city recover from the hardships of the period. However, the conflict between the Guelfs and the Guibellini continued. The temporary victory of the pope had financial consequences for Siena for a long time, until she adopted the rival doctrine. The so-called *gentiluomini* settled in the region, dominated Siena, and imposed their authority. Meanwhile the conflict with Florence was going on.

The 14th century was marked by the plague, which spread throughout Italy. Siena was no exception. The city had been hit hard by the disease. The disputes between the papists and the imperialists were constantly creating tensions in the city. After adverse living conditions and many deaths due to the plague, the residents of Siena built many churches which became special monuments of culture and can be admired today.

The 16th century was marked by the invasion of the Spaniards and the French. On October 5, a dramatic event took place. According to the historian Alessandro Sozzini, while the city was trying to maintain its independence, it was ordered that "useless mouths should be removed from the city". That day, 250 young children between the ages of six and ten,

together with old people, sick people, and strangers, were led out of the Porta Fontebranda, one of the entrances of the city, where they were horribly put to death. The next day, their bodies were still there to remind the citizens of evil. Siena was finally incorporated into the Kingdom of Italy in 1861.

During the period of World War II, the city managed to get away from sacking. Thus, the historic center managed to remain unscathed since then. Of course, the city now extends beyond the walls, where large buildings of modern architecture, services such as the municipal swimming pool, supermarkets, shops, restaurants, the hospital and the train station are built now.

1.4. Culture

Theater

There are two important theaters in Siena with a brilliant history.

The *Teatro dei Rinnovati* was the first theatre offered for performances to the citizens. It was built in 1560, in a Chamber of Parliament which was formed by Bartolomeo Neroni. Today, the theater can be founded in the same location, within the Palazzo Pubblico in the *Piazza del Campo*.

The *Teatro dei Rozzi* was founded by a group of artisans who did not speak or write in Latin as a reaction to the education system. They met and recited Dante's works, and then these gatherings were called "the theater of the rude" that is translated to "teatro dei rozzi" in Italian.

Sport

In terms of sport, the city offers many different options. The residents, as well as the visitors, can participate in many activities. For example, they can do mountaineering, leisurely walking around the city, cycling, dancing, horseback riding, golf, martial arts, or swimming. There is also the possibility of providing sports services and appropriate assistance for people with special needs.

In addition to that activities, the visitor can attend a big sports show. Siena is known all over the world for the horse races that take place in the central *Piazza del Campo*. The games under the name *Il Palio* take place twice a year, in the summer. The first race takes place on July 2 and the second on August 16. The horses run in the outer part of the *Piazza del Campo*, while the spectators are either inside the square, behind protective curtains, or they can watch from the balconies of houses and shops. The Palio is dedicated to the Virgin Mary, who is said to have greatly helped the inhabitants and the city of Siena in difficult times. The first Palio was conducted in 1701 and since then it has been a historical struggle that takes place every year.

The horse race is directly related to the neighborhoods of Siena, the so-called *contrade*. In the old days, each neighborhood functioned as a different small community of the city with its own flag, symbol, commanders and different saints-patrons. Some elements have been preserved to this day. The contrade undertake to prepare a horse and rider for the important event of the year. Both wear the colors of the neighborhood and try hard to gain the victory. Of course, every neighborhood wants to win because it is an honor for its residents who celebrate the fact for the whole year, until the next Palio. It is one of the most important sporting events in the city that attracts many fans and many tourists from Italy and all over the world.

Churches

In Siena there is a total of 16 places of worship. Twenty-four of them are churches and chapels, while there is also one synagogue located near the main square and the Cathedral of Siena, the so-called *Duomo*. I would like to cite just two examples.

The *Church of St. Francis* (San Francesco) is a gothic church located in the homonymous square of St. Francis. It stands out for its large size and Lorenzetti's frescoes. Inside the church, the walls remind the interior of the cathedral with its black and white marbles. However, externally, the temple has a brownish light color. In the old days, it was located outside the city walls, but later, new walls were built near the temple. Today, the temple is located right next to the Department of Economics of the University of Siena.

The *Church of the Holy Spirit* (Santo Spirito) is a temple that also stands out for its architecture. Initially, it was built in the 13th century, but the interior and generally its shape today was given in the 16th century. Thus, it is now a typical example of Italian Renaissance architecture, as the arches in the interior of the church testify this. In the exterior of the church, a few meters away, someone can find the Fountain Pispini (Fontana dei Pispini). This fountain was built in around 1400 and today represents the "symbol" of the neighborhood.

Historically, the number of churches that exist in the city is attributed to the existence of the neighborhoods. Each neighborhood functioned as an autonomous community and that explains why they curated the construction of its own church. Since the neighborhoods now retain an honorary character, the entire city of Siena recognizes St. Catherine and St. Bernardino as patron-saints.

The Old Town

The historic center, or the *Old Town*, gathers many years of civilization. A big part of it has remained the same through the years. There are many buildings of public services, some university buildings, museums, churches, and houses. All that give life to the city from the ancient times to the present day.

The Old Town is surrounded by walls (7 km long) and large entrances that used to be the gates to enter the city. These gates date back to the 13th century. Each of them has a different name and turns to a different direction, pointing the way to a nearby city. For example, in the past, if somebody wanted to go to Florence, he had to go through the gate named Porta Camollia. These gates also served as fortresses to control who enters and leaves the city and protect residents from enemies. Some of them are decorated and engraved, while all had to meet the criterion of their width to be enough to fit two carriages next to each other. The width of each gate had to be between 4.5m and 5.5 m. Nowadays, some of the gates have been covered by big rocks or cement and are closed. Of course, some of them are still in use: Porta dei Pispini, Porta Camollia, Porta Ovile, Porta Romana, Porta Tufi, Porta San Marco, Porta Fontebranda.

Another special element of culture is that every *contrada* keeps until now its own emblem, its own colors, its own saint – patron, its own phrase – motive, its own celebrations. They were first created in 1730 by Violante Beatrice of Bavaria who commanded the area. According to Tylus (2015) neighborhoods formerly functioned somewhat like self-governing communities. Today, they retain their historical character. The inhabitants preserve the customs in their own way. They organize celebrations in the streets, sing the hymns of the neighborhoods, and play an important role in the conduct of the famous horse race. There are 17 neighborhoods in total and they cover most of the streets downtown. Their names are derived either from animals or from elements of nature. For example, there is the neighborhood of the eagle (aquila), the caterpillar (bruco), the snail (chiocciola), the owl (civetta), the dragon (drago), the giraffe (giraffa), the hedgehog (istrice), the unicorn

(leocorno), the wolf (lupa), the shell (nicchio), the goose (oca), the wave (onda), the panther (pantera), the forest (selva), the tortoise (tartuca), the tower (torre) and the ram (valdimontone).

2. Cultural Route

2.1. The concept of the cultural route

The cultural route is an alternative tool for the sustainable development of a city. The cultural routes are designed to highlight the distinctive features of a place pointing out its unique character. This method formulates a complete picture of the place and creates a friendly image to the visitor. Moreover, through the creation of a cultural route, the history and the culture are highlighted (Mitoula, 2020).

The archaeologist Mrs. Lagogianni argues that the conservation of the biodiversity of the place and the respect of the natural environment should be considered in its design (Lagogianni, 2012).

In the case of planning a cultural route in an urban environment, through the emergence of the cultural elements, it is important to notice that the foundations for the urban cultural tourism are laid. It is a kind of alternative tourism that highlights the cultural heritage of the place. Culture and tourism are seemingly unrelated. However, research has shown that there are two factors that influence each other. "The culture brings the art, and tourism brings the profits", Mr. Kostakis states (2019) in the conference "Sustainable Cultural and Tourism Development: Cultural Routes". The visitor hears about the culture and then wants to visit the city. He may be interested in performances or concerts that took part there, museums, archaeological sites, as well as places of natural beauty. The role of the "bridge" between culture and tourism is assumed to be played by the cultural route, which highlights exactly the interesting points of culture and "invites" the visitor to meet them.

2.2. Proposed cultural route of Siena

1st Stop: The Piazza Antonio Gramsci

The *Piazza Antonio Gramsci* is the first stop. In fact, it is the starting point of the route. There, somebody can also find the bus shelter that can be used by those who arrive from Florence, Pisa, or Rome. There are several bus companies, however the ticket price and the duration of the trip are almost the same. For example, if someone travels from Florence, the ticket costs about 10€, and the trip takes about an hour and thirty minutes. From Pisa, the journey time lasts about two and a half hours, while the cost is about 15€. Finally, from Rome, the trip is about two hours and forty-five minutes, and the ticket price is around 24€. At this point it is worth mentioning that the costs and the duration of the trip are indicative and may vary depending on the time between the booking and the trip or from company to company.

The name of the square comes from a great Italian politician and philosopher. Antonio Gramsci was a strong personality. He was born in Sardinia and died in Rome at the age of 46. He founded the Communist Party of Italy "Democrats of the left". He studied in Turin and during World War I, he went to Russia. On his return, he became the leader of the party he had founded. However, Mussolini's rise caused him obstacles. In 1926 he went in prison. There, he wrote books about politics, which were then published and influenced the Marxist movement during World War II. He died due to pathological causes, and specifically due to his poor physical health during his prison time.

The visitor does not need to spend any valuable time in this square. However, he can enjoy a refreshing coffee at one of the bars located there, following the Italian way: 10 minutes is enough to drink an espresso.

2nd Stop: The Piazza del Campo

Descending from the Piazza Gramsci by foot, somebody can find via Montanini which is then renamed to via Banchi di Sopra, one of the two main streets of the city where someone can spend time for shopping, food, and coffee. Within 7 minutes, following the street, somebody can see the big square. The *Piazza del Campo* is the central square of the city, known for its unusual architecture and the amphitheatric slope. In fact, there are no benches, but somebody, willing to rest, can sit in the center of the square, which is covered with brick tiles.

There are small souvenir shops, cafes, and the *Palazzo Pubblico*, the former city hall. The *Palazzo Pubblico* was a palace, from where the Lords of Siena ruled the city. Today, inside the building somebody can admire paintings by famous Siennese painters, such as the *Maestà* of Simone Martini. Inside the palace, it is also hosted the Teatro dei Rinnovati, where theatrical performances and opera performances are held.

Looking at the palace, on the left side, somebody can see the large bell tower named *Torre del Mangia*. It has a height of 102 meters and is usually accessible. From there the Piazza del Campo and the whole city can be seen from above.

Just opposite the Palazzo Pubblico, it is the *Fontana di Gaia*, the work of the Siennese sculptor Jacopo della Quercia. Nowadays, the fountain is used as a meeting place from young people or students, who sit around the fountain and discuss or play music.

When someone walks in the square, he maybe has the feeling that all the city of Siena has been built around this square. Its history began in 1349, when the Council of Nine that ruled at that time, ordered nine different strips of tiles to be made, forming a square in a semicircular shape, as a symbol of their power. The nine strips can be seen on the ground of the square that has then been preserved and classified as an UNESCO Heritage Site (D' Alessio 2020).

The time that somebody can spend in the Piazza del Duomo is ample. However, for the sake of saving time during this cultural route, 30 minutes is enough to enjoy an ice-cream, walking around the square and enter the interior of the Palazzo Pubblico.

3rd Stop: The Duomo

Going up the stairs again, if someone turns left, he can find via di Città, the second central and most commercial street in the historic center. Following the street, the visitor can taste a traditional Italian ice-cream (gelato), drink a coffee and taste a sweet or buy souvenirs, hats, clothes and paintings. Going up the paved road and following the signs to the right, it then appears the Cathedral of the city located on the homonymous square (Piazza del Duomo). The distance between the two stops is a 2-minute walk.

The *Duomo* is a historical, cultural and religious monument. Its architecture follows the roman and gothic style. According to the legend, this modern church has been built on the ruins of an old church dedicated to the Virgin Mary that was built in the 9th century. However, the plans for the modern Duomo seem to have started at the initiative of the Siennese Pope Alessandro III Bandinelli, around 1179. The work on the erection of the temple began in the 13th century. Inside the temple, the things that stands out the most is the mosaic floor, but also the statues of the sculptor Giovanni Pisano are incredible, as well as other works of art by Donatello, Michelangelo, Gian Lorenzo Bernini. Today, the temple hosts concerts of classical music open to visitors.

On the square where the temple is located, there is also the *Libreria Piccolomini*. Miraculous works of art are collected there, as well as works made on stained glass (glass paintings that decorate the Duomo).

Near the library, there is also the *Facciatone* that was originally intended to form the facade of the new cathedral right next to the Duomo. In 1339, Lando di Pietro undertook its erection, however, the works stopped after his sudden death. At that time, the Sienese sculptor named Giovanni d' Agostino tried to complete the new temple. However, he did not manage to survive from the epidemic of plague that had reached Siena at that time. The financial crisis followed and so the project was left unfinished. However, today, the Facciatone is an architectural masterpiece, with three arches, the upper part of which is suitable for enjoying the view of the city that extends to the valleys outside the historic center.

To visit the Duomo, it takes about 20 minutes. During this time somebody can enter the temple and visit the Facciatone.

4th Stop: The Piazza del Mercato

The next stop is the *Piazza del Mercato*, which can be reached from the Duomo in 7 minutes. It is located really close to the Piazza del Campo. In old days, the region's flea market used to take place there (mercato means market in English). In the middle of the square there is still the canopy from the old market. Until 1954, there were wooden benches where fruits and vegetables, meat, even clothes and various items were sold. Every third Sunday of each month, sellers from Siena, as well as from the province, used to go there to sell their products. It is said that on that day, more than 100 sellers were gathered there. Even today, some Sundays in the year, a bazaar is held in the square. However, now, the products are antiques, books, or more generally old items that attract buyers who want to re-use them. This new bazaar is called *L'angolo del Collezionista* (The collector's corner).

If, indeed, someone finds himself in the Piazza del Mercato, apart from the cultural and historical point of view, he can admire the magnificent view: the Palazzo Pubblico from one side and the valley Orto dei Pecci from the other. The stopover at the Piazza del Mercato gives the tourist the chance for a little rest, before returning to the bustling center of Siena.

Ten minutes is enough to feel the sense of the past and enjoy the view.

5th Stop: The Fontebranda

Passing through the small *fisherman's lodge* in the Piazza del Mercato, the visitor can easily reach via Salicotto, the street that leads again to the Piazza del Campo. From there, following via delle Terme, where there are many small traditional shops selling fabrics, and via di Santa Caterina, the visitor reaches the *Fontebranda* within 9 minutes. The Fontebranda is a fountain, or better a spring, with three arches decorated by some carved lions.

The first historical mention of the spring was in 1081, when it became known throughout Tuscany. According to what residents narrate, the soldiers used to pass through Siena to drink water. Especially in the past, springs played an important role. It is said, that during the conflicts with Florence, the Florentines had polluted the water of the Fontebranda, so that the citizens of Siena could not have access to clean water.

There are also many stories and myths about this spring. A legend says that at night, the wolves that live in the neighborhoods of Siena dive into the Fontebranda and transform into humans. According to another legend, the first people who arrived at Siena were some Gauls who stopped at the spring to drink water before continuing their journey towards Rome. Even Dante, in *Inferno*, is believed to have mentioned the Fontebranda (Gardner, 2018).

Today, the authorities have given a friendly image to the fountain by adding in the water some small fish, which attract the attention of visitors.

The stop at the famous fountain can take around 10 minutes.

6th Stop: The Basilica di San Domenico

From the sanctuary of Santa Caterina, a sacred place in which there is also the Saint Caterina's church, somebody can ascend to the small path of Vicolo Campaccio with the dazzling view. Then, following via Camporegio, somebody can reach the Basilica San Domenico, within 7 minutes.

The Basilica di San Domenico is a quite large church with impressive architecture. Its history began in 1226, when Dominican Catholic monks wanted to build a temple on the hill of Camporegio in Siena. This hill had been given to them as a gift from the Malavolti family. Thus, a gothic-style church was built which faces down to the Fontebranda and the area where St. Caterina was born. She spent much of her life in this temple. After her death, her relics and manuscripts were transferred inside the church of St. Dominic. There was a strong and important "connection" between St. Caterina and the church. For this reason, the official name of the church includes her name: *Basilica Cateriana di San Domenico*. The temple was partially destroyed in 1798, after a strong earthquake. Its restoration was completed almost two centuries later, in 1962.

Today, many Catholic visitors and pilgrims find shelter in the temple and worship the relics.

For someone to admire the greatness of this temple, it takes at least 15 minutes of his time.

7th Stop: The Fortezza Medicea

Before leaving Siena, the visitor must have visited the most important points of the city without missing any noteworthy attraction. After a tour of historical and cultural monuments, the cultural route is completed with a stop that stands out for its rich natural beauty. Last stop is the *Fortezza Medicea*. The distance between the sixth stop and the last one is around 400 m, that is about 10 minutes walking.

The visitor of the fortezza (fortezza means castle in English) faces a large space, rich in sounds and perfumes. There is green all around: tall trees, but also shrubs, multiple species of birds and chirpings. Everyone can walk in the small paths of the castle which in spring are all green. Many of the residents choose to go there for a walk or for a run. Its perimeter is about 1.5 km, while in the center there is a large open space, like a square. There is also a small amphitheater in which various events take place during the summer months. If someone reaches the battlements, he can also enjoy a magnificent view. From every point of the castle, the view is different: the historic center from one side, the modern city from the other, the valley or the hills. The contrasts, but also the rich natural environment, create a sense of relaxation and happiness, ideal for the end of the route and the tour in the city of Siena.

Historically, the castle was originally a fortress of the Spanish conqueror Don Diego de Mendoza and then, the fortress was demolished. About ten years later, in 1561, the castle was rebuilt by Cosimo dei Medici, to become a point of control and power over the citizens, so that they did not claim their independence. The project was entrusted to the architect Baldassarre Lanci who followed a relatively simple architectural design. Since then, the castle keeps his unique character. It is built with bricks, and in some points, there are some lower levels that were important for the artillery system in the old period.

Today, apart from a spot that highlights the natural beauty of the city, the castle also includes two other buildings: *The Jazz Academy* of Siena and *The Wine Cellar*. The Jazz Academy is a conservatory and every now and then organizes various music events. Apart from this, in the castle's basements there is a space that hosts The Wine Cellar. It is a kind of a bar that serves mostly wine. The wine types of the cellar are many and come from all over Italy. Wine exhibitions and various events are also held in this place.

Just outside the entrance of the castle, someone can see the *Lizza Gardens*. It is a large park, which is full of people especially during Christmas when various Christmas events are held. Next to the park, on XXV Aprile street, a flea market is held every Wednesday.

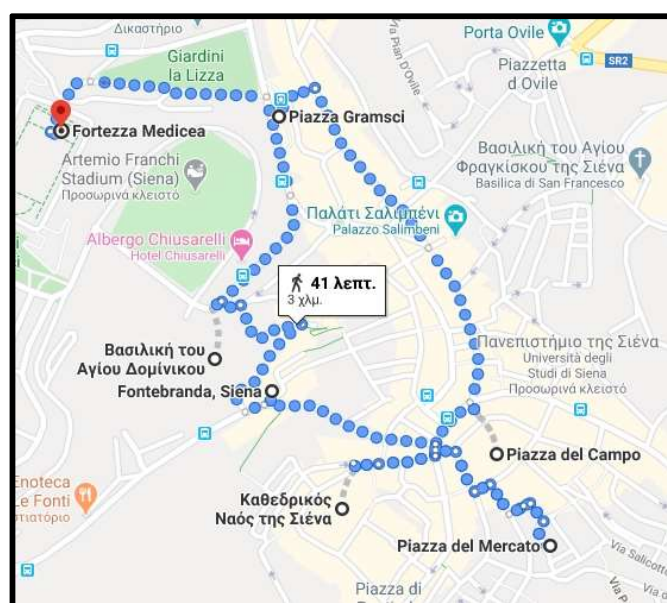
It is worth spending a lot of time on this last stop. Nature usually enchants the visitor, who asks to stay a little more in this place. Moreover, the castle is large enough if someone chooses to walk around. For these reasons, it is estimated that the visitor can spend in the Fortezza about 30 minutes.

Summary of the cultural route

The above cultural route includes seven (7) main stops. These stops demonstrate cultural and historical interest, while some of them are places of special natural beauty.

As shown in the picture below, the route has a circular shape. It was designed in such a way that the visitor can walk most of the historic center and form a complete picture of the city. In this way, the visitor can stop, admire the view in some places or visit a church or a museum found on his way.

The total duration of the cultural route is estimated to last 3 hours including the stops and the time required to move from one stop to another. In any case, the visitor will need about 41 minutes to walk around the city without making any stop.



Conclusion

The entire city of Siena can be considered as museum. The city has managed to develop alternative forms of tourism and attract visitors from all over the world, who admire the unique wine varieties of the region and make endless travel tours throughout Tuscany. It is not easy to tell whether Tuscany as a region contributed to the development of Siena or vice versa, because all the cities of the region have special characteristics.

During the planning phase of the cultural route, I tried to consider the fact that someone visits the city for the first time. So, I tried to present Siena as a whole, including some typical points "which the visitor has to see". However, at the same time, I offered some alternatives for nature lovers. As a visitor, but also as an inhabitant of the city, I recognize that someone cannot experience the magic of Siena in 41 minutes. Although, the route has been designed in such a way to not stress the visitor but to guide him around almost the entire historic center to

form the city's unique image. In the end, the last stop is really close to the first one, so the visitor can turn back to the starting point, to probably take the bus, in about 5 minutes. The route is proposed to take place in the morning hours, as at noon, many museums and open spaces are closed.

To conclude this study, I believe that its purpose has been achieved. A cultural route has been planned, some of the unique elements of the city have been presented and the "physiognomy" of Siena has been formed. The cultural route, as well as the unique image of the city, contribute, to its sustainable development, respecting the man, the society, and the environment. In other words, sustainable development arises from the promotion of the history, the culture, and the natural environment of the city. Siena meets all the expectations above and that is why we consider the city as a great example of sustainable development.

Let this study provide a trigger for further research into the development of the region and set an example for the Greek cities.

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