INCULTUM

Visiting the margins

Table of contents

1. Introduction

Tourism is more than travelling and consumption; it has great potential when it comes to culture, nature, knowledge, and personal experiences. Travelling is a way to learn and improve oneself, to enrich one's vision and improve mutual understanding.

INCULTUM Visiting the margins: INnovative CULtural ToUrisM in European peripheries is a new project about sustainable cultural tourism.

www.incultum.eu

The INCULTUM project deals with the **challenges and opportunities of cultural tourism,** with the aim of furthering sustainable social, cultural, and economic development.

It will explore the full potential of **marginal and peripheral areas** when managed by local communities and stakeholders.

Innovative **participatory approaches** are adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.
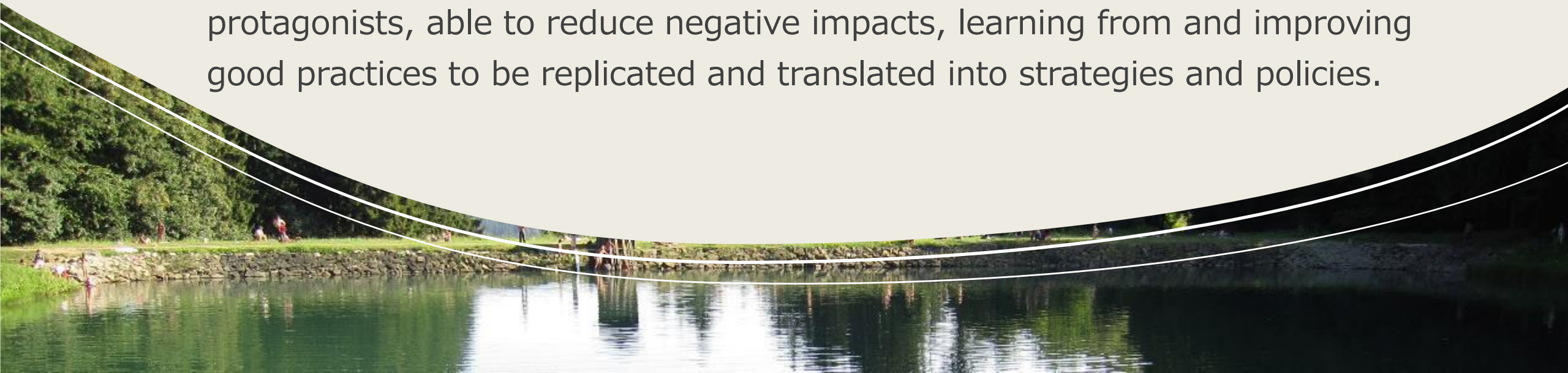
In a nutshell

15 PARTNERS

An interdisciplinary group of partners including academia, municipalities and SMEs will effectively deploy knowledge and participate in the various project's activities.

10 PILOTS

INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders

Horizon2020
European Union Funding
for Research & Innovation

INCULTUM project (2021-2023) is financed by the H2020 programme of the European Union

Three pillars of research

DATA ANALYSIS

INCULTUM gathers quantitative and qualitative data on cultural tourism to produce innovative data analysis and new statistics on this phenomenon

PARTICIPATIVE METHODOLOGY

INCULTUM findings are oriented to foster positive impacts of cultural tourism by using a participatory approach involving local population and stakeholders as communities of practices.

SYNERGIES

INCULTUM fosters intercultural understanding through the implementation of bottom-up strategies that can have positive effects for both locals and tourists.

2. Pilots across Europe

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10 pilots, 9 countries

The project includes pilot cases from all over Europe, covering a diversity of socio-economic contexts and cultural-natural heritage, with relevant cross-border significance.

For their selection, we have prioritised deprived, remote, peripheral and deindustrialized areas or cultural-natural heritage not usually taken into account.

All the pilots are based on existing studies with previous experiences in the selected areas, even if covering also other domains beyond cultural tourism.

1. **Spain**
2. **Portugal**
3. **Slovakia**
4. **Italy** (Trapani Mountains)
5. **Italy** (Garfagnana Appennine)
6. **France**
7. **Greece**
8. **Albania**
9. **Ireland**
10. **Sweden**

Pilot	Location	Pilot	Location
1.Desert landscapes and oasis	Altiplano de Granada	6. Bibracte-Morvan: ancient paths into the future	Regional park of Morvan
2. Agrarian coastal plain	Campina de Faro	7. Aoos, the shared river	Aoos/Vjosa valley
3. Mining treasures of Central Slovakia	Banska Bystrica and Central Slovakia	8. Vjosa, the shared river	Vjosa/Aoos valley
4. Sicilian inland	Monti di Trapani	9. Historic Graves	Ireland
5. Tuscan-Emilian Apennines	Garfagnana	10. Escape into the archipelago landscape	Baltic ocean and the great lakes of Sweden

3. Participative methodology

The INCULTUM project is based on innovative participatory and collaborative approaches where local communities and stakeholders play a direct and important role in many of the project phases, including planning, diagnosis, decision making, execution and evaluation.

The aim of the project is to promote a positive impact, also avoiding negative effects, of tourism for social relationships, local cultural heritage or landscape preservation.

Two basic approaches

COMMUNITY-BASED TOURISM

Community-based tourism refers to tourism that involves community participation while generating benefits for local residents. This happens by allowing tourists to visit these communities and learn about their local environment, their culture, habits and natural or cultural heritage

CULTURAL PARTICIPATION

There is extensive evidence of a link between the cultural sector (cultural participation and cultural heritage, specifically) and the tourism sector, which would benefit reciprocally from common and harmonised policies. A first strand of research studies the role of culture, cultural heritage, and cultural participation on the attractiveness of tourist destinations.

4. Data analysis
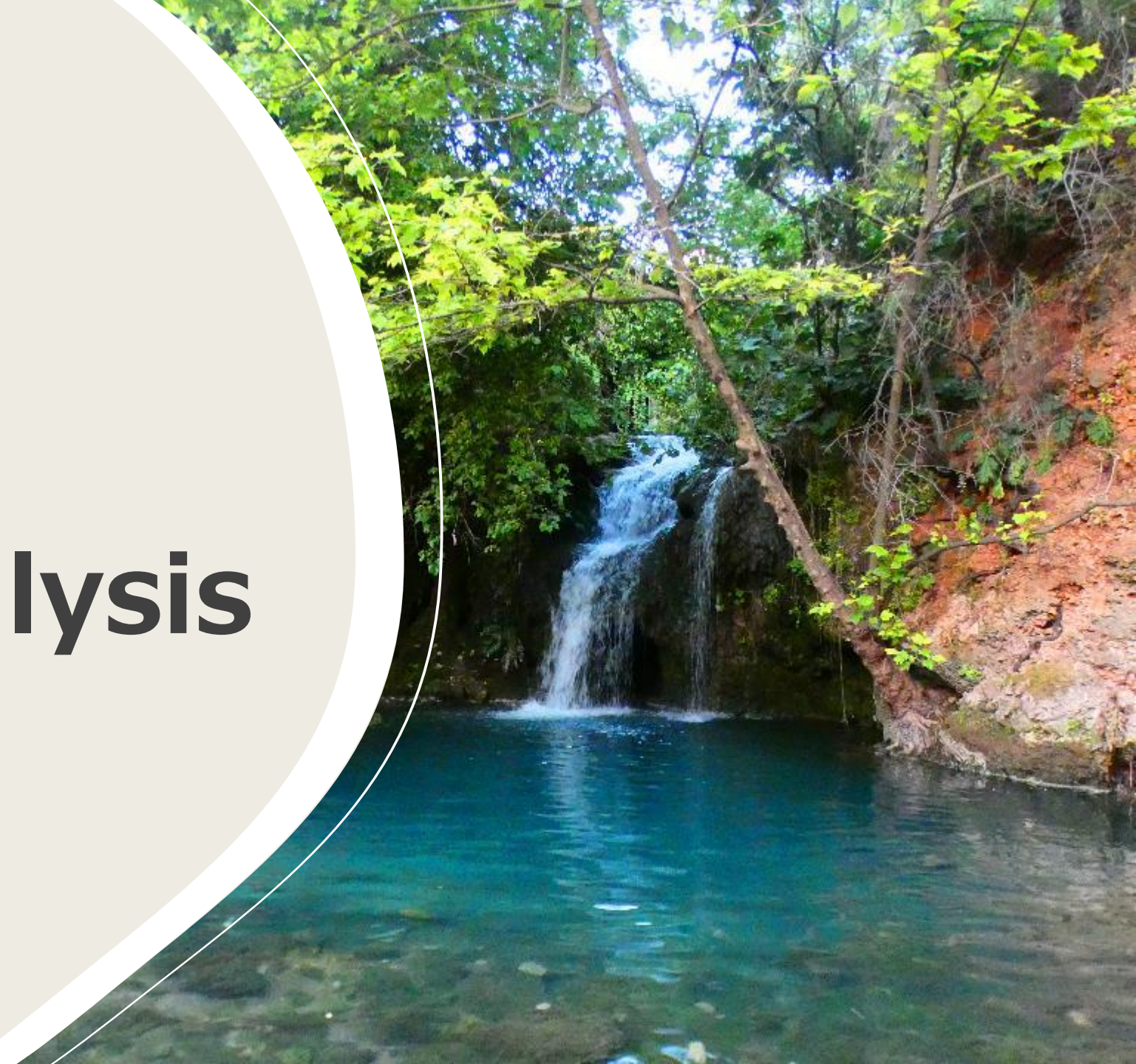
INCULTUM aims to identify, collect and analyse data on various dimensions of urban and regional development, cultural tourism and a wide selection of socio-economic indicators. The collection measures are established ex-ante in conjunction with pilot coordinators.

Three approaches to collect data:

- the **pilot studies** are closely monitored so to collect data before, during and after the intervention

- **official statistics** are collected, translated, unified and processed from local and international sources

- data are collected also by employing creative, **digital approaches** to measure over-time changing prominence of certain destinations across various regions and languages

The collected data are then analysed in order to convincingly establish the relationship between each of the innovative approaches to urban and regional development and cultural tourism.

State-of-the-art econometric approaches are used with a particular focus on identification of causal relationship, as opposed to just a correlation.

5. Get in touch

Website:

www.incultum.eu

Project's blog:

https://www.digitalmeetsculture.net/projects/incultum-blog/

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Thanks for your attention!