

INCULTUM

Project's Summary

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.

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.

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 local 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.

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.



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