# INCULTUM

Visiting the Margins.

**IN**novative **CUL**tural **ToU**ris**M** in European peripheries

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Deliverable: D6.1- Title: INCULTUM Training Portal

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| | | | |

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TABLE OF CONTENTS

# 1  EXECUTIVE SUMMARY

This deliverable aims to illustrate the Training Portal that is part of the INCULTUM website.

The structure of the portal is presented in its initial configuration. More sections are expected to be added to this initial setting, on the basis of the actual progresses of the other WPs.

In terms of contents the portal is under development at the time of the delivery of this document. This deliverable describes the first links and downloadable resources that are made available as a starting offer.

The document is composed by eight chapters:

Chapter 1 - Executive summary

Chapter 2 - Introduction

Chapter 3 - Training Portal structure

Chapter 4 - Training Portal contents

Chapter 5 - Community management

Chapter 6 - Social branding

Chapter 7 - Local good practices

Chapter 8 - Next steps and expected results

## 2  INTRODUCTION

This deliverable describes the section of the project's website dedicated to the Training Portal. The Training Portal provides access to the training resources and, in particular, to the following topics:

1. community management and participation to plan sustainable tourism destinations
2. best practices for socio-economic local development
3. strategies for social branding

The portal contains links to the outputs of the other WPs and tasks. In particular, as soon as available, the contents of the portal will include: the link to the webinar developed in T6.2 about effective use of Structural Funds to promote cultural tourism; presentation of the policy recommendations produced in WP4; links to data resources and analysis produced by WP3; and local training resources produced in the Pilots of WP5.

Furthermore, the Training Portal provides links to useful training initiatives of projects and institutions that collaborate with INCULTUM project and a bibliography of guidelines and recommendations.

This deliverable illustrates how the online material is organised in order to fulfil the training needs of multiple targets, namely: students, researchers, policy makers and more specifically local communities and stakeholders, including local administrations, tourism operators and tourism specialists.

The combination of online and offline interaction with local communities is a key element in terms of ensuring meaningful participation, local and global community engagement and local empowerment, data sharing and training results.

The training methodology follows a bottom-up structure, the main purpose being to improve socio-economic and geographical knowledge for a community co-creation design of the sustainable tourism destination. In particular, local training is offered to local communities, students, tourism professionals and cultural heritage experts, in the frame of the Pilot activities.

## 3  TRAINING PORTAL STRUCTURE

The structure of the Training Portal is made of four areas:

1. The training resources that are developed as part of the work of the INCULTUM Pilots
2. The research outcomes that are produced in the frame of the other WPs, namely: Guidelines for the use of Structural Funds, Policy recommendations and outputs, Data Gathering and recommendations, Local training for local stakeholders organised by each Pilot
3. The resources that are shared by other projects that collaborate with INCULTUM
4. Bibliography and useful links produced in the INCULTUM project as well as by other projects

As long as the project produces results, additional sections can be published.

The INCULTUM Training Portal hosts various types of training resources, either developed within the project or collected as best practice from other existing initiatives. It aims also to enable a virtuous relationship between the INCULTUM Pilots concerning innovation methodology in cultural and sustainable tourism practices.

The INCULTUM Training Portal has been realized as one of the sections of the INCULTUM project websites and it is accessible at the following URL: https://incultum.eu/training-portal/.

The following figures represents the content of the Training Portal page implemented on the website, at the time of the delivery of this document.

## Training Resources

Community management to plan sustainable tourism destinations

- *View course summary >>>*

Strategies for social branding

- *View course summary >>>*

Good practices for socio-economic local development

- *Activities of promotion and enhancement of the village of San Pellegrino In Alpe (Garfagnana, Italy)*
  - *download PDF English language*
  - *dowload PDF Italian language*

## INCULTUM Research Outcomes (under development)

Guidelines on the use of European Structural and Investment Funds (coordinated by SDU)

Policy recommendations (coordinated by UMB)

Results from Data gathering and analysis, including outcomes of the Data Workshop (coordinated by SDU)

Local training for local stakeholders (organized by the Pilot Coordinators)

Scientific Publications

INCULTUM Book

## Collaborations with other participatory and training initiatives

Photoconsortium Educational Portal: highlighting initiatives, tools and useful resources about access and educational reuse of **digital cultural heritage contents** available online

CitizenHeritage: an Erasmus+ project (2020-2023) dedicated to **participatory approaches** for citizen science in cultural heritage research and engagement

## Bibliography and useful links

**CHARTER Alliance report** and model describing current heritage professions, by NEMO Network of European Museums Organizations

**CIDATE: Citizen science in understanding and transforming the territory**, Research and Learning Community of the Interdisciplinary Research Centre for Education and Development of Universidade Lusófona

**Europeana Guide** to accurately label digital cultural heritage:

Figure 1 – Overview of the Training Portal page

The INCULTUM Training Portal represents the project "knowledge tank" which has been conceived with the aim to offer educational tools and resources to all project's partners, and to share this knowledge and useful good practices to other stakeholders involved in the promotion of cultural tourism in peripheral areas.

Indeed, the Training Portal has the aim to implement advanced cultural tourism approaches in order to foster living territories development, especially in minor tourism destinations and marginal areas, through tourism negative impacts' reduction actions, social ties' and local identity strengthening measures.

The final aim of INCULTUM training is to promote skills development and expertise growth to multiple targets, such as: students, tourism teachers, tourism operators, local stakeholders and local communities, by means of a bottom-up and community-involved training methodology.

## 4   TRAINING PORTAL CONTENTS

As illustrated in the previous chapter, the Training Portal is currently organized in the following 4 areas:

- Training resources for cultural managers, tourism professionals, and students
- INCULTUM research outcomes
- Collaborations with other participatory and training initiatives
- Bibliography

More areas and content will be added as long as the project progresses.

The following paragraphs describe the content that each area is planned to provide.
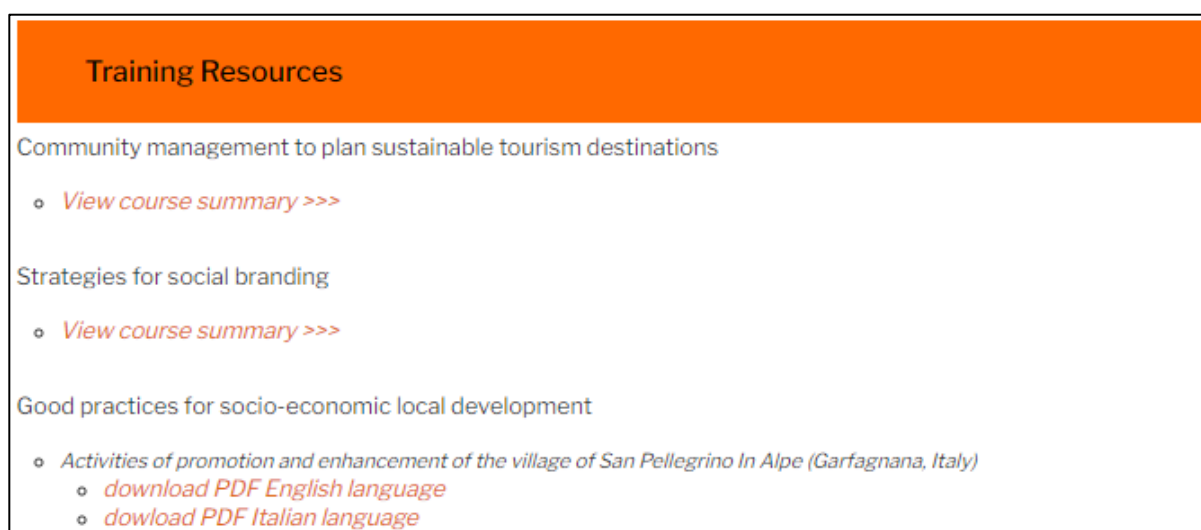
## 4.1  Training Resources



Figure 2 - Training Resources area

This area of the portal aims to provide access to training resources and courses.

These are dedicated to four main targets: students, tourism teachers, local tourism operators, public stakeholders.

This area includes all specialized and thematic material to provide high-level skills and useful tools in order to guarantee a quality cultural tourism management approach within INCULTUM project territories, as a role model for new

implementations. It will serve as a support to best practice development aiming at fostering knowledge transfer.

Training resources are designed with the aim to implement three training topics concerning:

- community-involved tourism to realize quality-tourism and sustainable tourism destination system
- social branding methods as regards marketing and management of tourism local strategic drivers
- good practices for socio-economic benefits, increasing tourism and culture destination assets

All these training resources are specifically focused on culture heritage valorization and design of community co-creation tourism, in inland and mountain areas, with unexpressed tourist potential.

At the time of the delivery of D6.1, the initial training focus of the first two topics (community-involved tourism and social branding) and the good practice of the Pilot in San Pellegrino in Alpe are provided.

The initial training focus of community-involved tourism and social branding is provided in the following Chapter 5 and 6, while the description of the good practice concerned with the activities carried out in San Pellegrino in Alpe (Italy) is provided in Chapter 7.

## 4.2 Research Outcomes



**INCULTUM Research Outcomes (under development)**

Guidelines on the use of European Structural and Investment Funds (coordinated by SDU)

Policy recommendations (coordinated by UMB)

Results from Data gathering and analysis, including outcomes of the Data Workshop (coordinated by SDU)

Local training for local stakeholders (organized by the Pilot Coordinators)
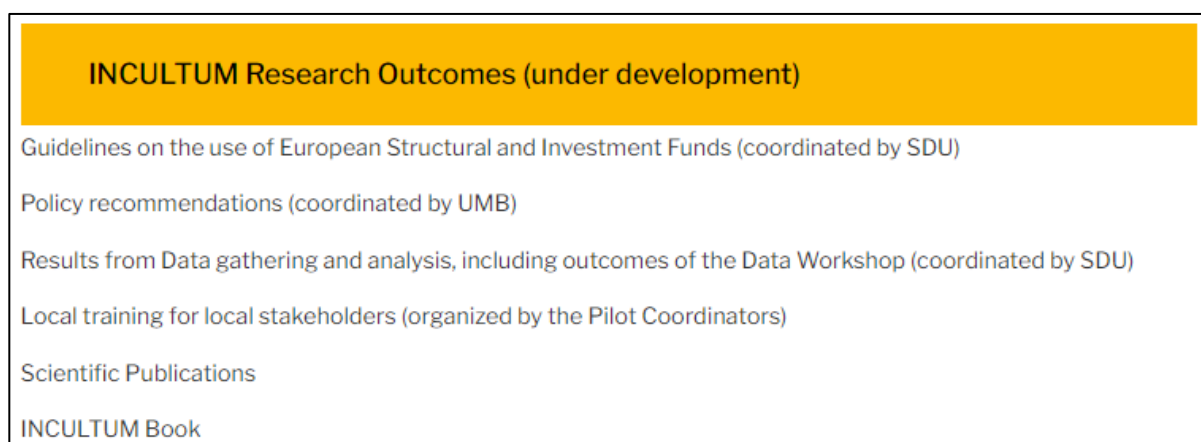
Scientific Publications

INCULTUM Book

Figure 3 – Research Outcomes area

This area is dedicated to INCULTUM research results produced by academic partners and Pilots' coordinators, as concerns their task activities.

At the time of the delivery of D6.1, the Research Outcomes area foresees four titles whose contents are under development, namely:

- guidelines on the use of Structural Funds, under development by SDU
- policy recommendations for local administrations, under development by UMB
- data gathering and analysis, under development by SDU
- training resources for local stakeholders, under development by the 10 INCULTUM Pilots
- Scientific Publications
- INCULTUM Book

## 4.3 Collaboration with other initiatives



### Collaborations with other participatory and training initiatives

Photoconsortium Educational Portal: highlighting initiatives, tools and useful resources about access and educational reuse of digital cultural heritage contents available online

CitizenHeritage: an Erasmus+ project (2020-2023) dedicated to participatory approaches for citizen science in cultural heritage research and engagement
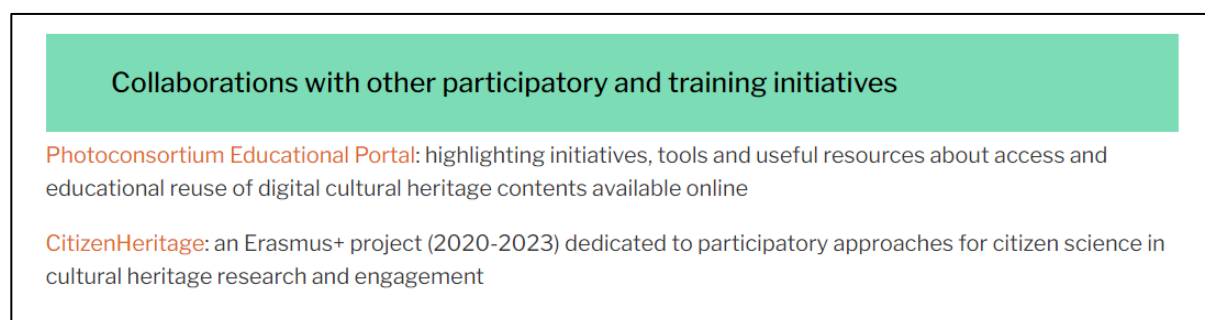
Figure 4 – Collaboration with other participatory and training initiatives area

This area of the portal provides links to relevant collaborations established with other projects or networks with a stake in various subjects that have a connection with cultural tourism.

It is expected that such collaborations will foster synergies and cross-dissemination of best practices, research and knowledge.

At the time of the delivery of D6.1, two links are provided in this area.

The first link is to the educational portal of Photoconsortium Association. Photoconsortium is one of the accredited aggregators of Europeana, the flagship project of the European Commission about European cultural heritage. The educational portal of Photoconsortium has been developed with contribution from several EU funded projects and offers a range of resources about use and re-use of digital cultural heritage contents, with a particular focus on exploitation of photographic heritage and participatory approaches in heritage promotion.

The second link is to the Citizen Heritage project. Citizen Heritage is a project funded by EU in the frame of the Erasmus Plus programme and deals with education and training about citizen science for cultural heritage.

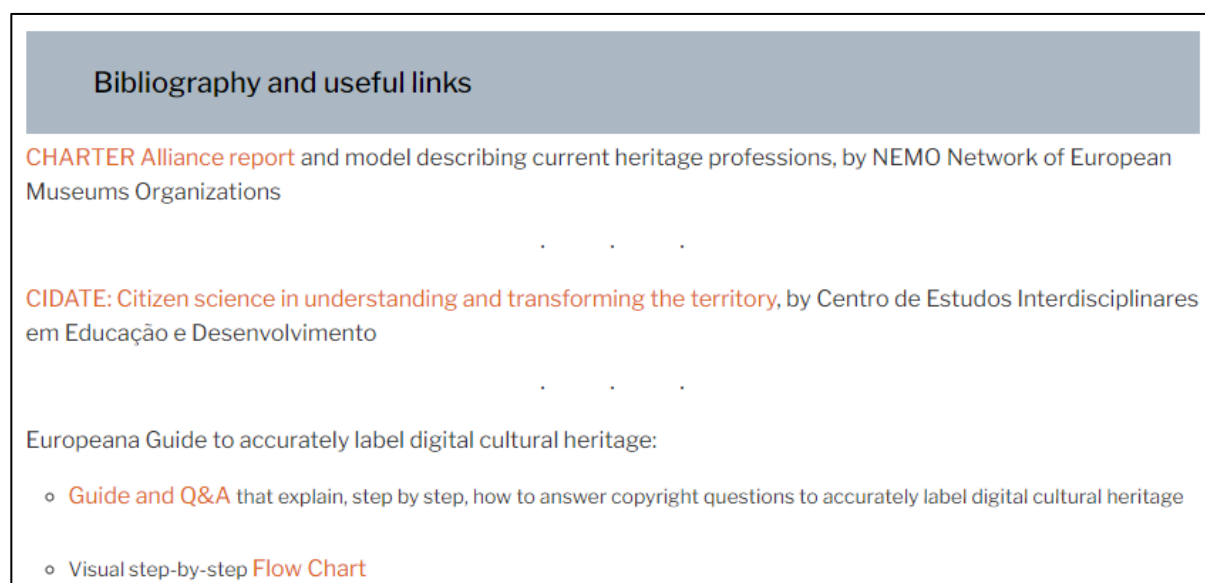## 4.4 Bibliography and useful links



Figure 4 – Bibliography and useful links area

This section hosts bibliographic references and website links that could be useful for INCULTUM scientific framework.

It includes materials developed by INCULTUM partners as well as by other organisations.

At the time of the delivery of D6.1, this area provides access to:

- The first public report of the European Cultural Heritage Skills Alliance CHARTER
- The Research and learning community of Universidade Lusófona about citizen science in understanding and transforming the territory
- The Europeana Guide to labelling digital cultural heritage contents

# 5  COMMUNITY MANAGEMENT

The course about community management to plan sustainable tourism destinations will be developed by the University of Pisa. It will be provided online to the partners and other Training Portal users, with the title of: *Community-involved tourism approaches for inland tourism areas.*

The multivariate and complex tourism framework is now changing scenario, both as regards the tourist demand and the tourist offer. In this light, European cultural heritage boasts a historical value expressed through tangible and intangible local sights and attractions, which have to be managed from a holistic perspective. Consequently, as concerns tourist destination planning and tourist product offer, it is necessary to consider the concept of "destination" as a network element with high local involvement[1].

Local community and stakeholders are 'designers' of their living territory, especially regarding inland and marginal tourist areas which have to be managed in a systemic vision for a sustainable development.

Community-involved approach integrates a community interest in sharing local values and common objectives among community members, to create opportunities to respond to disadvantaged territories and marginalized communities[2] . Cultural tourism represents a strategic asset for marginal areas with unexpressed tourism value, thanks to high government involvement level in culture-led policies and a strong community empowerment towards sustainable and resilient tourism measures[3].

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[1] LEMMI E. (edited by) (2015), *Turismo e management dei territori. I geoitinerari, fra valori e Progettazione turistica*, Bologna, Pàtron Editor.

[2] JOPPE M. (1996), "Sutainable community tourism development revisited" in *Tourism Management*, ELSEVIER, Great Britain, vol. 17, pp. 475-479.

[3] RICHARDS G., DEREK H. (edited by) (2000), *Tourism and sustainable community development,* Routledge, London.

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In this light, sustainability can be fostered through public and private partnerships, as well as through locally generated engagement in stakeholder collaborative actions, such as: crowdfunding campaigns, resilience and widespread tourism activities.

In this light, marginal areas have to foster their local traditions and cultural landscapes, for a tourism-led purpose, thanks to sustainable valuing measures, mainly referred to: history and memory of the place, slow tourism activities and cultural innovation (also with digitalization activities).

The following table introduces different types of community-involved tourism.

| Enterprise/ Institution Type | Nature of Local Involvement | Examples |
|---|---|---|
| Private business run by an outsider | Employment Supply of goods and services | Kitchen Staff, Sales of food, building materials etc |
| Enterprises or Informal operational sector run by a local entrepreneur | Entrepreneurship, Self-employment, and Supply of goods and services | Craft Sales Set up, Food Outlet campsites, Ancillary services like, Guide, Home stays, Food, Fuel etc |
| Community Enterprises | Collective Ownership, Group or Individual Management, Employment or Contributed Labour | Community Camp Site, Art and Craft Centre, Cultural Hub |
| Joint venture between community and private sector | Contractual Commitments, Share in the revenues, Lease or Investment in resources, Participation in Decision Making Process | Income and Expenditure sharing with the local community on agreed terms, community leases/land/resources/concession to lodge, and community holds equity in lodge. |
| Tourism Planning Body | Consulting, Representing, Participation | Legal consultation in regional tourism planning, community representatives on tourism board |

Table 1 - Different kinds of community-involved tourism[4]

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[4] ARUNJ N. (2015), "Local Community-involvement in tourism: a content analysis of websites of wildlife resort" in *Atna-Journal of Tourism studies*, India, Vol. 10., pp.13-21.

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Experiencing creativity and emotional tourism represents the prerogative of 4.0 tourism, especially as concerns: local storytelling and visual narration and intercultural knowledge (as out-of-the ordinary- experience). «Cultural tourism in this way can be a powerful mechanism to understanding other places, peoples and pasts, not through selective, high-profile cultural sites and activities that may not necessarily be representative of the societies they operate in, but through a more democratic and ubiquitous approach to cultures»[5].

In these terms, cultural and sustainable tourism models can realize inclusive and accessible tourism systems, in order to plan a better touristic organization and a better community quality of life, by activating strategies with socio-economic added value on territories. Definitely, community-involved tourism approaches are defined by literature as holistic measures for local development and minor tourism valuing, with monitoring and evaluating support.

| INVOLVED-COMMUNITY TOURISM APPROACHES | Bottom-up governance approach.<br>Local empowerment measures.<br>Experience and emotional tourism, network tourism, co-creation approach for cultural tourism. |
|---|---|
| INVOLVED-COMMUNITY ITINERARY PLANNING | Thematic and integrated tourism planning: terrorial features, identity specialities, tangible and intangible resources. |
| SUSTAINABLE TOURISM DEVELOPMENT | Socio-economic development and social quality of life.<br>Community-based natural resources management. |
| SUSTAINABLE TOURISM PLANNING | Geoitineraries, slow and cultural tourism. |

Table 2 - Community-involved tourism approaches for inland tourism areas-training subjects[6]

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[5] SMITH MK ET ALII (2006), "Cultural tourism, community partcipation and empowerment" in *Cultural Tourism in a changing world*, UK.

[6] Source: University of Pisa – Department of Political Science

The table above shows four thematic focuses on community-involved tourism approach that will be expressed through bottom-up participatory meetings. They will be realized by stakeholder partnerships and private-public focus groups, in order to provide specific expertise for co-creative tourism experience. Particular relevance will be given to involved-community itinerary design on the basis of Italian and European models for mountain and inland tourism planning. Sustainable tourism perspective has also to be considered as the key factor of a successful socio-economic and environmental promotional strategy for minority tourism areas. Sustainability can be fostered by high local identity itineraries planned with anthropic, cultural, natural and social peculiar elements. Slow tourism practices will be studied with the aim to realize geoitineraries with territorial strong connotation, in order to qualify local community and local stakeholders. Tangible and intangible elements will be integrated in network tourist itineraries that merge various kinds of tourism experiences where the visitor is a valuable element of the tourist offer.

# 6 SOCIAL BRANDING TRAINING ACTIVITY

The course about social branding will be developed by the University of Pisa. It will be provided online to the partners and other Training Portal users, with the title of: *Social Branding For Cultural And Sustainable Tourism.*

Social branding strategies are constructed on the basis of territorial elements and contextual factors influencing local brand positioning in the market. Branding strategies acquires marketing elements, as well as geographical elements and socio-cultural factors.

Brand management is currently characterized by brand-integrated technologies combining socio-cultural factors, design technologies, symbolic features, tangible and intangible elements of the place. Brand construction process is also well related to local community, local traditions and history, without forgetting territorial resource value.[7] Furthermore, branding design is a valuable storytelling tool creating local benefits, such as: place image enhancement, local tourism offer promotion, community awareness and stakeholder involvement. Indeed, branding design process can be fostered by a participatory vision promoting sustainable and culture-related tourism on territories, also supported with online storytelling activities. They are usually referred to specialised audiences, in order to create emotions, positive attitude towards the place: which has shown as an attractive tourism destination.[8]

Finally, brand identity can be realized through gamification actions, since «gamification is an excellent way to strengthen brands' image as customer-friendly, socially-minded and community-involved».[9]

Gamification is sometimes supported by augmented reality, holograms, mobile applications, and videogames that contribute to customer engagement in order to

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[7] FEDOTOVA N.G. (2019), "Brand management of territories: socio-cultural factors of designing a city brand" in *The European Proceedings of Social & Behavioural Sciences,* Future Academy, UK.

[8] CAPELLI G. (2016), *Manual for participatory touirism connecting community and culture through storytelling*, Croatia, Croatian Ministry of Tourism.

[9] NEGRUSA A. ET ALII. (2015), "Exploring gamification techniques and applications for sustainable tourism" in *Sustainability,* Switzerland, n. 7.

qualify tourist behaviours. In this light, sustainable tourism approaches are potentially enabled by gamification, by establishing responsible attitude to tourism destinations. Gamification can also be successful for branding image strategies, especially in combination with social network and cultural digitalization activities.

| BRAND CONSTRUCTION AND PLACE REPRESENTATION | Local identity representation; brand idea conceptualization; market positioning; branding exploitation. |
|---|---|
| STORYTELLING | Community branding; brand image; brand dissemination and destination visibility. |
| LOCAL GAMIFICATION AND CULTURE DIGITIZATION | Gaming, immersive reality, digital archives and tourism videogaming. |

Table 3 – Branding strategies[10]

This INCULTUM training course will highlight online and offline strategic tools for branding processes, from conceptualization to social branding communication. The course will be structured in three correlated thematic areas. The first focus is on branding construction, regarding local identity study in order to realize a quality and representative destination brand for inland and sustainable tourist destinations. The second training focus is dedicated to storytelling activities on social networks, blogs and online community platforms. They convey brand's endogenous cultural value based on territorial genius loci and cultural memory of the place. Finally, the third theme is dedicated to culture digitalization activities and gamification tools for branding.

All the training sections are based on good practices and empirical case studies showing the sociocultural character of brand images for sustainable tourism.

## 7 LOCAL BEST PRACTICES

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[10] Source: University of Pisa – Department of Political Science

All INCULTUM Pilot activities will populate the INCULTUM Training Portal with resources from local cultural tourism experiences and stakeholder local trainings.
One example of the Pilot's experiences that will be disseminated on the Training Portal is presented below in more details, and other examples of good practices are provided as reference for future work.

## 7.1  The case of San Pellegrino in Alpe

This example refers to the Tuscan mountain village of San Pellegrino in Alpe, as the scenario of cultural tourism innovation for the area promotion and development.[11]
In order to achieve the priority purpose of the project, which is the regeneration of an inland village with high unexpressed tourist potential (although rich in historical and natural attractions), the work performed in the framework of INCULTUM is developed on three lines of action directed to three targets:

- educational activities
- training activities
- cultural and tourist activities

**Educational activities** target primary and secondary school students, in order to raise awareness of a local cultural and natural heritage sustainable discovering. Specifically, there will be thematic guided tours inside the Ethnographic Museum that

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[11]    Online    references:    https://santuariosanpellegrino.it/    ;    Facebook: @santuariosanpellegrinoinalpe;    Instagram:    /    santuariosanpellegrinoinalpe; https://www.digitalmeetsculture.net/article/incultum-san-pellegrino-in-alpe/; https://www.digitalmeetsculture.net/article/incultum-promotion-of-the-village-of-san-pellegrino-in-alpe-tuscany/

will highlight historical peculiarities and ancient traditions of rural communities that inhabited the area.

**Training activities** target local stakeholders, such as tour operators, tourism professionals and public bodies. The training courses will be carried out for providing useful skills and tools to implement inland areas and mountain village destination management strategies, in the framework of integrated, sustainable and responsible tourism increasing.

**Cultural and tourist activities** target visitors and residents. The realization of tourist trips is specifically characterized by immersive enjoyment tools for tourist experiences, both inside the Ethnographic Museum and outside. Theatrical narration activities are also oriented to the strengthening of local collective memory re-appropriation processes, in support of the historical and cultural identity value of the territory.

San Pellegrino in Alpe can be also enjoyed through the **creation of sustainable tourist itineraries**, such as hiking trails, guided tours and pilgrimages, in combination with the local multiple cultural and historical sights.

With the aim to realize all these project's goals, the first INCULTUM cultural tourism event was organized in San Pellegrino in Alpe, on 17th July 2021.

This INCULTUM inaugural event, organized by the Department of Political Science of Pisa University, under that chair of Professor Enrica Lemmi, with the participation of local stakeholders,[12] was held in Saint Pellegrino and Saint Bianco Sanctuary, where a religious art exhibition called "*San Pellegrino in Alpe. History of a boundary town*" was set up.

The day-event included two moments: the sacred art exhibition of historical remains, with descriptive panels depicting San Pellegrino's lifetime explained by a historical guide; and a theatre narration focused on traditions, handicrafts, migration history and past rural lifestyle, by the actress Elisabetta Salvadori, in her theatrical performance called "*La Barbiera*". INCULTUM inaugural event attracted numerous

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[12] the Priest of San Pellegrino in Alpe, Fondazione Area, Fondazione Campus of Lucca, the Municipalities of Castiglione di Garfagnana and Frassinoro, the Provinces of Lucca and Modena

residents and visitors who had the opportunity to know the legend of the Saint Pellegrino, its pilgrimage life, as well as the rural and cultural heritage of San Pellegrino in Alpe village, in the local Ethnographic Museum.



Figure 5 - Photos of the inaugural event of the Pilot in San Pellegrino in Alpe[13]

This example of good practice for the inland valuing can be implemented in other similar territories, although with different declinations, according to local identity features and local tourism development goals.

Other cases will be collected from the other INCULTUM project's Pilots as long as they develop. The following table lists the Pilots whose good practices will be illustrated and made available on the INCULTUM Training Portal.

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[13] Images courtesy of University of Pisa – Department of Political Science

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## 7.2 Some of relevant Pilot case studies' features

|  | LOCATION | ACTIONS | COMMUNITY ENGAGEMENT | EXPECTED RESULTS |
|---|---|---|---|---|
| SLOVAKIA Mining treasures of Central Slovakia | Northern part of the Banska Bystrica self-governing region located in central Slovakia, including mining cities of Banská Bystrica and Banská Štiavnica (UNESCO World Heritage Site). | 1.Information architecture/ web-design/ development of an interactive platform<br><br>2.Integration/ Framework/ SEO/ Training<br><br>3.Back-end configuration/ Implementation<br><br>4.Local stakeholders' involvement and training | Involvement of students:<br><br>- Mystery shopping<br>- Testing interactive platforms and specific routes<br>- Feedback on education content and testing on site and in classroom<br>- Logo and slogan competition | Plan for next months:<br><br>- Site visits and meetings in Banská Bystrica and Banská Štiavnica<br>- Involvement of NGOs related to Barbora Route and Fugger Route<br>- Involvement of local artists/ photographers<br>- Feedback meeting with stakeholders during the development and design of the platform<br><br>The first version of the platform will be ready by the end of June 2022 |
| FRANCE Bibracte-Morvan: ancient paths into the future | Bibracte is organized as a large open access park, where one can spend a full day | 1.Reactivating the interest on site<br>2. Compiling the maps on a GIS<br>3. Checking in the field | - Strategy for attracting tourists and residents<br>- A sub-destination of | Protection and conservation of a heritage site at the core of territory: |

| | | | | |
|---|---|---|---|---|
| | (ca. 50,000 visitors / year in the museum between mid-March and mid-November). | with the villagers and the use of a tablet<br>4. Sharing the data on a webSIG<br>5. Organising the maintenance of paths and enhancing them | Burgundy<br>- 'Morvan des Sommets'<br>- A diffuse slow tourism offer around Bibracte, with connexions to the other sectors of economy (esp. agriculture)<br>- A new way of considering public action: holistic and shared | - Management of tourist flows<br>- Welcoming a wide audience and education<br>- Respect and involvement of residents |
| IRELAND Historic graves | Graveyards of Connemara, an upland coastal area on the west coast of Ireland | 1.Identifying and recording famine related graves including mass burials (this has not been done before).<br><br>2.Community surveys of graveyards as a gateway to the famine surveys. | - Local communities hold a deep knowledge which we explore with them by building digital heritage datasets & media as heritage tourism products. | Developing 'Dark Heritage' in peripheral parts of Ireland. We wish to test the possibility that the more 'interesting' stories will improve our tourism response. |
| SWEDEN Escape into the archipelago landscape | Baltic Ocean and the Great lakes of Sweden (archipelago landscape) | 1.Interactions with stakeholders prior to collecting data (May, June 2021).<br><br>2.Presenting results from data collection (November 2021)<br><br>3.Workshop with | Representatives of local rural and peri-urban tourism-development organisations, as well as stakeholders from local administration, village/ town residents and tourist | -<br>- Contribute to knowledge facilitating growth in depopulated areas of Sweden<br>- New methods and tools (spatial trajectories) for marketing |

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| | | stakeholders when data has been analysed (March/April 2021)<br><br>4.New data collection (June –August 2022)<br><br>Workshop with stakeholders when data has been analysed (April, 2022) | organizations | and destination development |
|---|---|---|---|---|

Table 4 – List of good practices from INCULTUM Pilot cases

# 8 NEXT STEPS AND EXPECTED RESULTS

As mentioned above, in the next few months, INCULTUM Training Portal will be implemented with various resources and materials produced by academic partners of the project and by the Pilot's coordinators (also in local language), as long as project develops.

It is expected that the Training Portal becomes a gateway to a wealth of materials that are useful for stakeholders interested in replicating the project's best practice.

Basic information on what the portal offers, and some initial materials and useful links are already published on the portal.

The INCULTUM training courses are currently under development and other actions in the project (e.g. data gathering for analysing the dimensions of urban and regional development and cultural tourism; policy recommendations; Pilots' promotional programmes and activities, etc.) are also under development.

The Training Portal is expected to grow in the coming months, in order to attract more and more the interest of the project's audiences.

Communication and dissemination measures for such materials is included in communication and dissemination plan of deliverable D2.2.