

Data Workshop

Data analysis and statistical tools for measuring the impact of cultural tourism

3 March 2022

9:30-14:00 CET (GMT+ 1)

Virtual workshop hosted by SDU



Visiting the Margins:
Innovative cultural tourism in European peripheries



Viktor Smith & Carsten Humlebæk,
Work Package 7

Copenhagen Business School

*Building a strong tourism value proposition
for each of the 10 INCULTUM Pilots*

Crystallizing operational USPs, Gains (& Pains), and KPIs
for the target territories

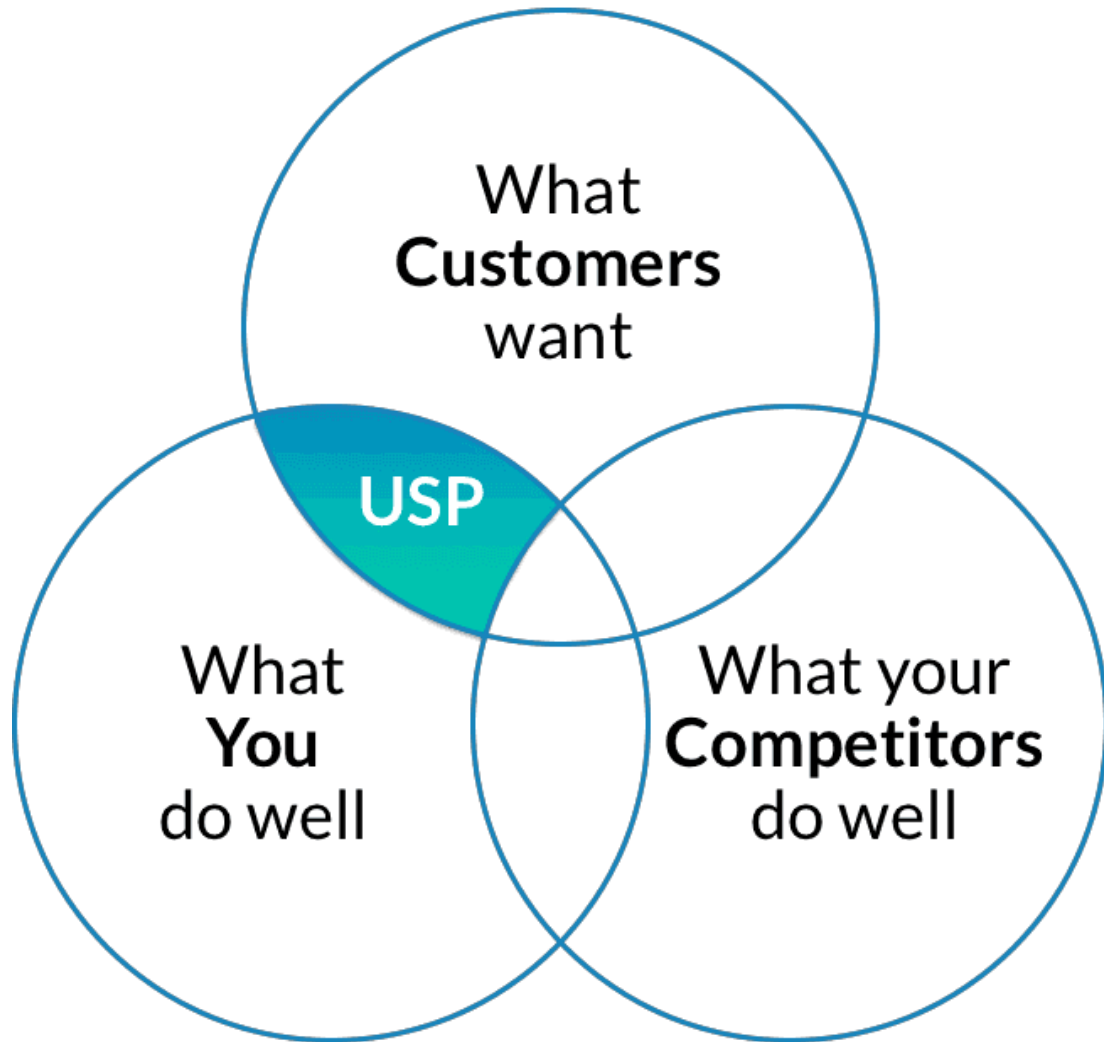
We have a positive challenge:

Each of the 10 Pilots offers a rich, versatile, and (therefore) highly diverse potential for promoting cultural tourism in the target areas *≈ A Blue Ocean of opportunities*

So the challenge is: How can INCULTUM help pursuing some of these opportunities so that a positive outcome can be reached, at least in part, during the project period?

Narrowing down the scope to a manageable set of USPs, expected Gains (& Pains), and KPIs might help!

USPs: Unique Selling Proposition(s)



Points to consider:

- Could 1-3 points be singled out that make your destination(s) truly unique? ...*a place, a story, an activity, a piece of heritage... or a combination of such*
- Which segments of tourists would they appeal to?
- Could these attractions be further developed and refined? What would that require?
- How could they be further named, framed, and promoted?

Gains (& Potential Pains):



Points to consider:

- Could 1-3 obvious gains for the local community (or parts of it) from increased tourism with a focus on the selected USPs be singled out?
- Could any such benefits be reached, at least in part, within the project period? What would that require?
- Can any adverse effects for (parts of) the community be anticipated? What are the 1-3 most obvious potential “pains”?

KPIs: Key Performance Indicators



Points to consider:

Which sorts of indicators would be suitable for assessing to what degree the INCULTUM effort has in fact contributed to:

- Promoting and developing the selected target USPs?
- Achieving (some of) the anticipated gains for the local communities?

Let's brainstorm and discuss! (and eventually decide)



Source: https://commons.wikimedia.org/wiki/File:Talking_with_the_hands.jpg