



EUROMED

International Conference on Digital Heritage

Lymassol, 9 November 2022

INCULTUM

Walking the margins
Innovative Cultural Tourism in European peripheries

INNOVATIVE CULTURAL TOURISM IN
EUROPEAN PERIPHERIES

Antonella Fresa
Promoter Srl

This workshop is organized by **INCULTUM**, an Innovation Action funded under H2020.

We aim to discuss about the role of community engagement and citizen participation in enhancing and promoting sustainable tourism in peripheral and under-rated areas.

This workshop is realized with participation of two sister project funded by H2020: **IMPACTOUR** and **TEXTOUR**.

Tourism is one of the most important industries and economic activities, a key element in the globalization processes and a development opportunity for territories.



The biggest challenge today is to conceive a novel way to develop sustainable cultural tourism, also enhancing secondary and rural territories.



Agenda – Part 1 Presentations

Introduction: scope of this workshop

Antonella Fresa, Promoter S.r.l.

Policies and participatory model development

Kamila Borsekova, Matej Bel University

Impact, evaluation and exploitation of the plurality of paths to market for participatory approaches to local tourism

Carsten Jacob Humlebæk, Copenhagen Business School

IMPACTOUR – IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas

João Martins, Nova School Of Science And Technology FCT NOVA

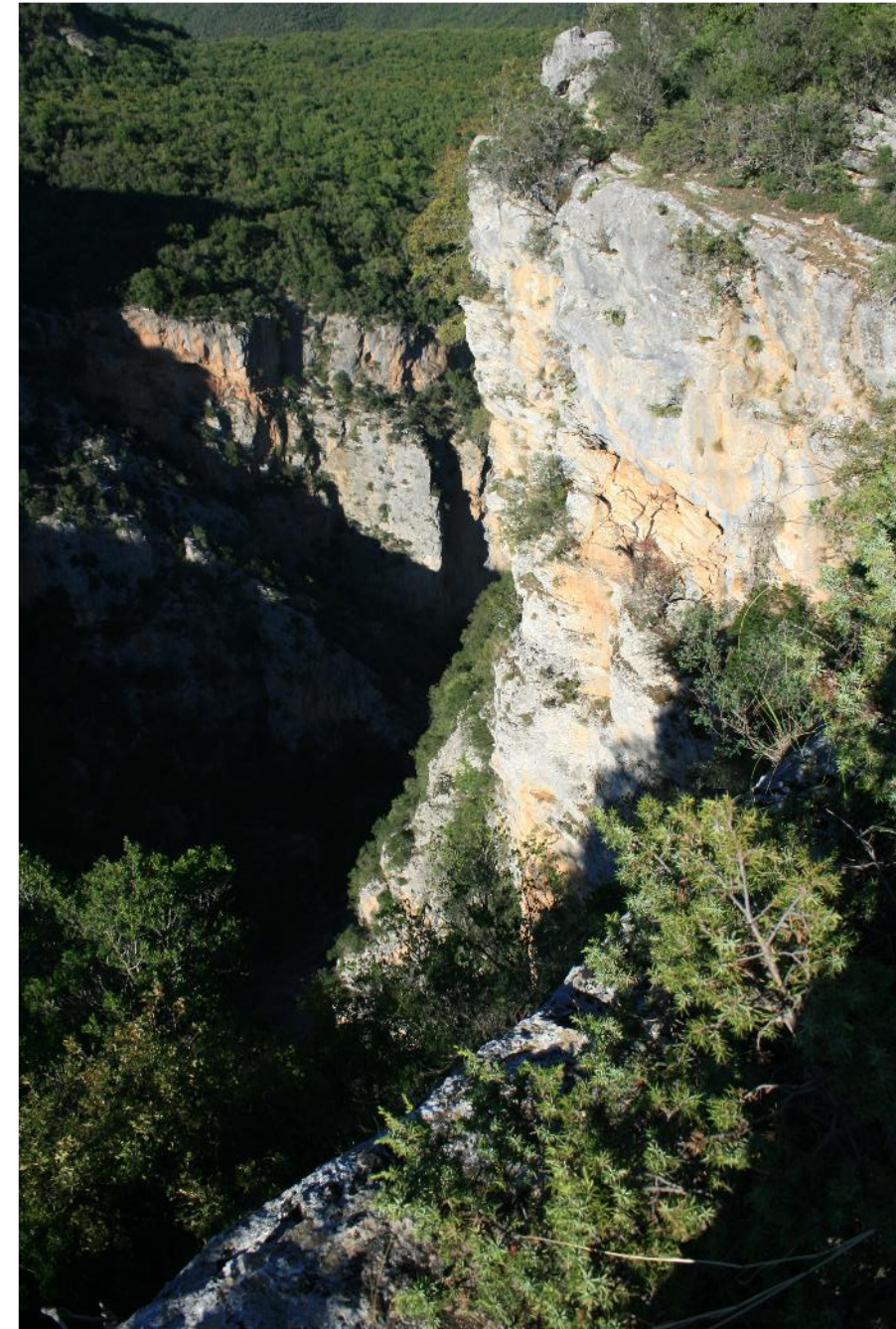
TEXTOUR – Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism

Marinos Ionnides, Cyprus University of Technology



Agenda – Part 2 Highlights from the INCULTUM Pilots

- **Altiplano de Granada: Desert landscape and oasis** – José Maria Martin Civantos, University of Granada
- **Escape into the archipelago landscape** – Marina Toger, Uppsala University
- **Mining treasures of Central Slovakia** – Kamila Borsekova, Matej Bel University
- **Historic Graves of Ireland** – John Tierny, EACTHRA
- **Aoos the shared rived** – Sotiris Tsoukarelis and Thaleia Pantoula, The High Mountains cooperative
- **Vjosa, the shared river** – Eglantina Serjani and Ardit Miti, CeRPHAAL
- **Tuscan-Emilian Apennines, San Pellegrino in Alpe** – Michela Natilli, University of Pisa



Visiting the margins: innovative cultural tourism in European peripheries

INCULTUM

**Uncultivated
Untilled
Neglected**



The INCULTUM project

Innovation Action
funded by the EU under Horizon 2020
running from 2021 until 2024

www.incultum.eu





15 PARTNERS

An interdisciplinary group of academia, municipalities, associations and SMEs participate in the INCULTUM consortium to deploy knowledge and to manage the various project's activities.



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

Tourism is more than travelling and consumption:

It has great potential when it comes to culture, nature, knowledge, and personal experiences

It is a way to learn and improve oneself

It enriches our vision of the world and helps to improve mutual understanding

However ...



NEGATIVE IMPACTS EXIST AT DIFFERENT LEVELS

- Touristification, gentrification, insecurity of employment, social changes, massive urbanization, ...
- Reduction of the quality of visitor's experience

KEYS TO AVOID THESE NEGATIVE IMPACTS..?

- Adopting participatory and collaborative approaches
- Transforming local communities in protagonists
- Engaging stakeholders as dynamic agents of transformation



Three research strands in INCULTUM

- **DATA GATHERING AND ANALYSIS**
- **STAKEHOLDERS MAPPING AND EXPLOITATION**
- **POLICY RECOMMENDATIONS AND PARTICIPATORY APPROACHES**





DATA GATHERING AND ANALYSIS

- To support research with **evidences**
- To identify and collect data, adopting a wide selection of **socio-economic indicators**
- The **collection measures** are established ex-ante in conjunction with pilot coordinators
- The **pilot studies** are closely monitored, collecting data before, during and after the intervention
- **Official statistics** are collected, translated, unified and processed from local and international sources
- Data are collected by employing **digital approaches** to measure over-time changing prominence

STAKEHOLDERS MAPPING AND PATHS TO MARKET



- Increase the awareness that the **demand side** – i.e. the market for cultural tourism – and the **supply side** – i.e. the local economic and social development – depend on each other.
- Cultural tourism simply cannot happen without tourists' visits: how to leverage the **number of visits** in the most respectful way for territories and local communities?

POLICY RECOMMENDATIONS AND PARTICIPATORY APPROACHES

- Establish **connection** between policies, participatory models and innovative tools
- Identify, compare and assess different types of participatory and co-creative innovation **models** in relation to the expected benefits for the involved stakeholders
- Make **policy recommendations** leading to synergies between participatory models and innovative tools arrangements



10 pilot experiences in 9 European countries



CAMPINA DE FARO, ALTIPLANO DE GRANADA, BIBRACTE IN MORVAN,
SAN PELLEGRINO IN ALPE, MOUNTAINS OF TRAPANI, VJOSA/AOOS VALLEY,
CENTRAL SLOVAKIA, SWEDEN ARCHIPELAGO, HISTORIC GRAVES IN
IRELAND

Website:

www.incultum.eu

Project's blog:

[www.digitalmeetsculture.net/projects
/incultum-blog/](http://www.digitalmeetsculture.net/projects/incultum-blog/)

OFFICIAL MEDIA PARTNER

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