Ref. Ares(2022)7620577 - 04/11/2022

INCULTUM

Visiting the Margins. **IN**novative **CUL**tural **T**o**U**ris**M** in European peripheries

This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 101004552

Deliverable number: D 6.1 – revised version

Title: INCULTUM training portal

Due date: 31/10/2022

Actual date of delivery to EC:

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Deliverable: D6.1- Title: INCULTUM Training Portal, revised version October 2022

Context

Partner responsible for the deliverable	UNIPI
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Deliverable version number	Revised version – October 2022
Dissemination Level	Public

History

Change log			
Version	Date	Author(s)	Reason for change
1.0	11/11/2021	Professor Enrica Lemmi (UNIPI), Phd Student Maria Grazia Deri (UNIPI), Antonella Fresa (Promoter)	First draft
2.0 (first submission to EC)	15/11/2021	Professor Enrica Lemmi (UNIPI), Phd Student Maria Grazia Deri (UNIPI), Antonella Fresa (Promoter)	Revision requested by partner UMB
Revised version October 2022	24/10/2022	Prof. Enrica Lemmi (UNIPI), Antonella Fresa (Promoter)	Responses to the recommendations from the review of 15/6/2022

Revised version November 2022	4/11/2022	Prof. Enrica Lemmi (UNIPI), Antonella Fresa (Promoter)	Updated on the basis of the internal review by Sabine Gebert Persson (UU)

Release approval			
Version	Date	Name & organisation	Role

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1 EXECUTIVE SUMMARY

This deliverable illustrates the structure of the INCULTUM Training Portal and the set of contents as available at the date of submission of this document.

The structure of the Portal is presented in its updated configuration, produced on the basis of the recommendations received at the review meeting organised by the EC on 15/6/2022.

The Portal is the part of the INCULTUM website that provides access to the training material produced along the project, within its work packages. The training material will continue to be published as long as contents are generated by the INCULTUM consortium partners and gathered by the members of the INCULTUM Network, during the whole project duration. More contents are expected to be added to this initial setting, on the basis of the actual progresses of all the project's WPs.

The document is composed by eight chapters:

Chapter 1 - this Executive summary

Chapter 2 – Introduction

Chapter 3 – Targets of the training

Chapter 4 - Training Portal structure

Chapter 5 - Training Portal contents

Chapter 6 – Training Portal services

Chapter 7 – Cross-cutting elements to enrich the training portal

Chapter 8 - Conclusions

2 INTRODUCTION

The INCULTUM Training Portal is a deliverable of WP6, composed by an online implementation and a growing range of resources.

From the technical point of view, as indicated in the Grant Agreement, the INCULTUM Training Portal is a section of the project's website. The structure of the Training Portal is designed in order to offer the functionalities of a portal, consisting in the access to the following:

- Access to the training programme developed in the project, for stakeholders and professionals involved in the Pilots at local level, and for University students and researchers as academic courses provided by the University partners
- Access to workshops, studies, guidelines and tools produced in the project and gathered by the other projects and organisations that participate in the INCULTUM Network
- Access to support services, including bibliographic references, orienteering and sharing mechanisms

Being a section of the project's website, some software elements of the Training Portal are in common with the rest of the project's website:

- The URL of the Training Portal is under the general URL of the project

  https://incultum.eu/incultum-training-portal/

- The implementation of the Portal uses the same WordPress set-up of the project's website and the search function operates on the whole INCULTUM website
- The right bar is maintained. This provides the box for the search function, the links to the INCULTUM social channels on Twitter, Facebook and Instagram and the preview of the News from the INCULTUM Blog. In this way, the user of

the Training Portal will have the opportunity to know about the context of the Portal.

- Again to provide reference to the INCULTUM project where the Portal is developed, the top main menu of the project's website is maintained, giving access to the other parts of the project's information

The following figure illustrates the contextual layout of the webpage in which the Training Portal is inserted.

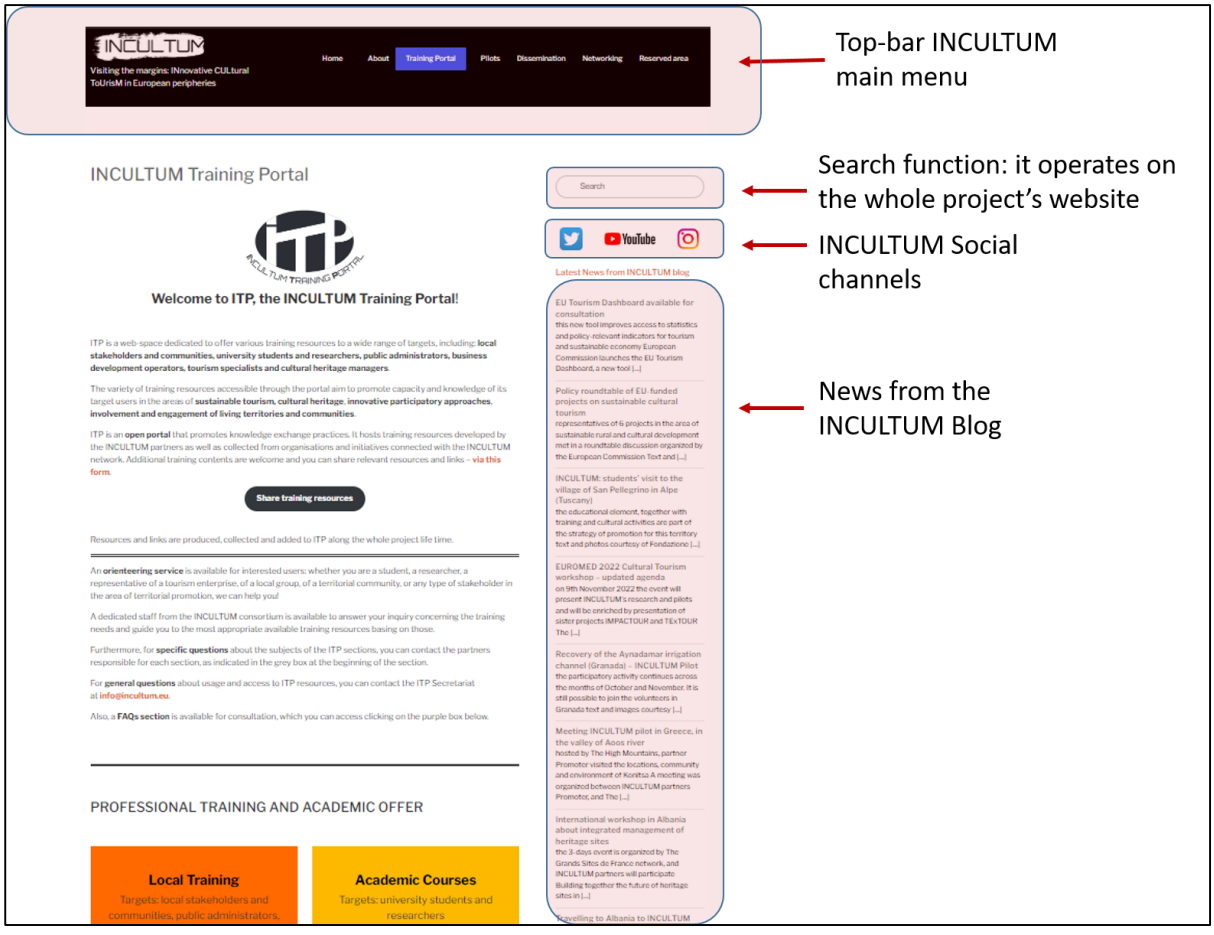

Figure 1 Contextual layout of the INCULTUM Training Portal

Even if sharing such contextual layout with the general project's website, this does not prevent the Training Portal to develop its own identity. For this purpose, a name (ITP INCULTUM Training Portal) and a logo are assigned to the Portal

Figure 2 Logo of the INCULTUM Training Portal

Also, the use of graphic elements and colours enable the user to identify more easily the area of the website dedicated to the Training Portal, distinguishing from the rest of the project's website.

The INCULTUM Training Portal is designed in order to provide access to information brought together from different sources. In this light, the local training and the academic courses are complemented by the outcomes of workshops, studies, guidelines and tools. These resources are produced in all the INCULTUM work packages, as well as they are gathered from the members of the INCULTUM Network.

Two parts concern the actual training produced in the project, i.e.:

- The training produced locally, for local targets, in the frame of the Pilot activities. Following what is stated in the Grant Agreement, "Learning will be offered to local communities to prepare their participation in the Pilot, and to Pilot coordinators to understand local needs and requirements". This part provides access to the outcomes of the training activities that are taking place locally, targeting professionals of tourism, local administrators, representatives of local institutions, cultural managers and other stakeholders interested in the proposed innovations.

- The academic courses produced by the University partners targeting university students and researchers

Furthermore, provisions will be implemented in the Portal in the next months, to support the training session connected with the final conference of the project.

Two parts concern the provision of a wide range of resources that can be interesting for the various audiences of INCULTUM and valuable to be re-used in the frame of specific training that they would like to organise. These links include outcomes from workshops, studies, guidelines and tools produced in the project, as well as gathered by projects, initiatives and organisations that participate in the INCULTUM Network. For the sake of transparency, the information coming from the Network are distinguished from those produced in the project.

Then, two additional services are provided: a bibliography extracted from the project's deliverables and an orienteering service.

Each information produced in the project gets a dedicated page or a portion of the webpage where it is displayed.

Each page reports, at the top, the title of the section.

The way to implement the uniformity of the Portal is based on common elements of the user interface, i.e.:

- Use of colours to identify the sections of the Training Portal
- Repetition of the ITP logo at the top of each page
- Provision of the position of the current page in the Portal to allow an easier orientation of the user in the Portal

Each page of the training section produced by the project provides clear indication of the contact person to ask for clarifications and any other question related to the concerned training.

If the resources are not yet available a 'work in progress' icon is added.

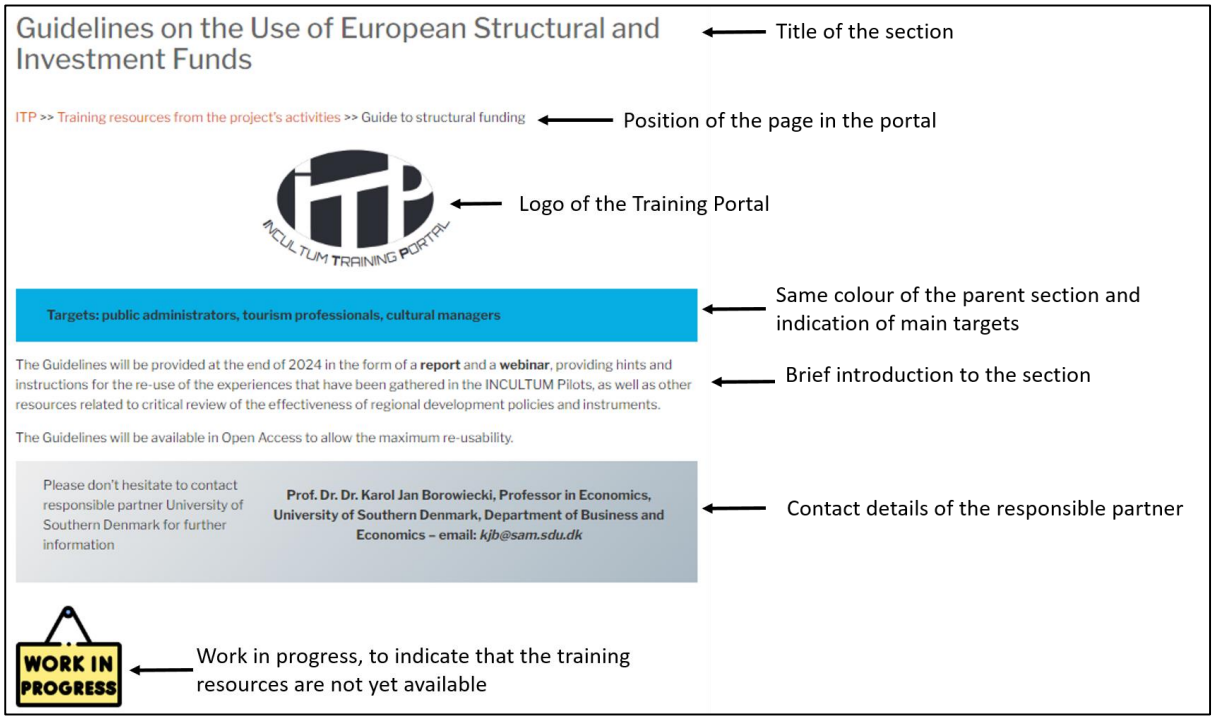

Figure 3 Example of a page dedicated to the training produced in the project

Each section whose contents are produced in the project provides clear indication of the targets who are addressed by the training material offered in that section.

In the case of the Local training and Academic courses, the targets are indicated at the level of the section, and then repeated in each page. In the case of the other resources – workshops, studies, guidelines and tools – the targets are indicated for each resource.

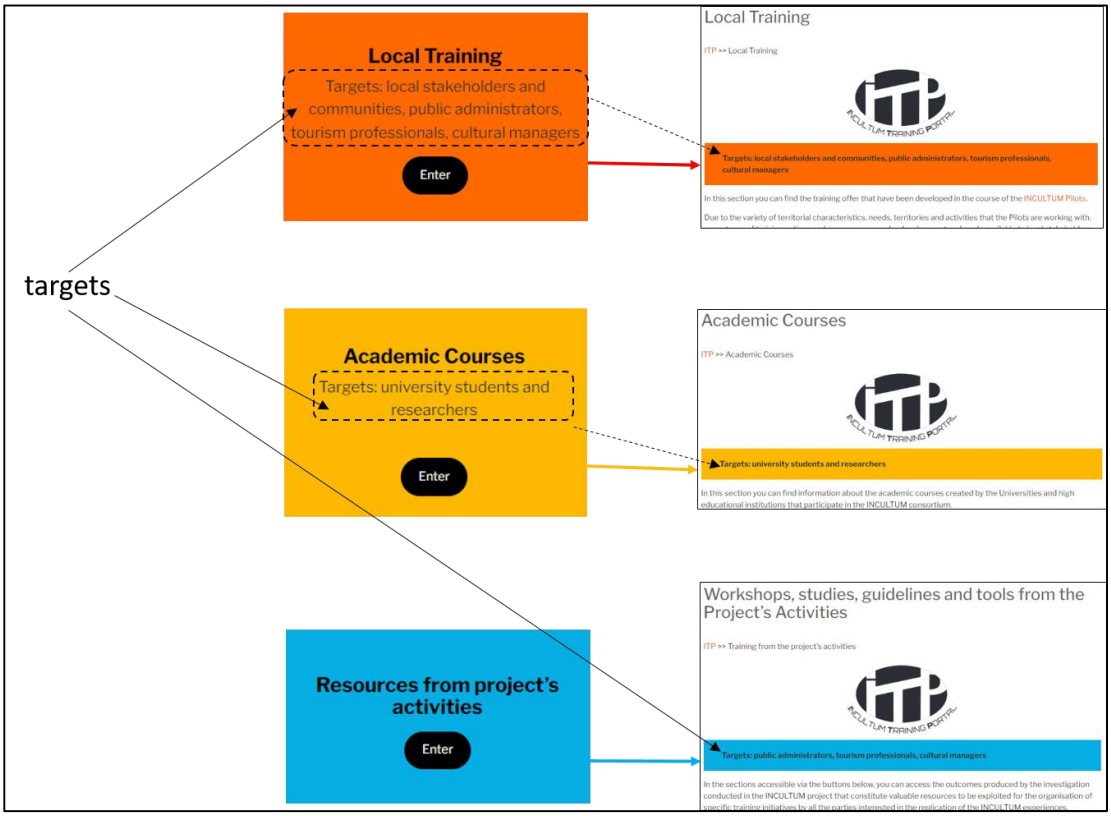

Figure 4 Targets and colours associated to training sections

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. The two sections produced by INCULTUM (Local Training, Academic Courses) cope with this scope.

The Local Training section aims to provide access to the training produced in the frame of the ten INCULTUM Pilots, targeting mainly local stakeholders and local communities (e.g. tourism professionals, public administrators, cultural heritage experts). Such training may include resources in local language, too. The contents of this section are under development for most of the local cases, at the time of the submission of this revised version of D6.1 and they will be published as soon as completed by the concerned partners.

The Academic Courses section aims to provide access to the training produced by the academic partners of INCULTUM consortium, targeting mainly university students and

researchers. A description of the courses is provided at the time of the submission of this revised version of D6.1, while the complete courses are under finalisation.

The Local Training and the Academic Courses are accompanied by a range of other resources – e.g. reports from workshops, studies, guidelines and tools -. Even if these are not properly training courses, they are considered to be useful complements to the actual training and interesting information for the users of the Training Portal. These resources come from the other work packages of the INCULTUM project, as well as from other initiatives, projects and organisations of the INCULTUM Network. The section of the resources produced in the project's work packages is composed by four sub-sections:

- one sub-section is dedicated to data gathering and analysis. The content here is made of the videos and presentations from the Data Workshop produced in WP3 "Data analysis and statistics"
- one sub-section is dedicated to participatory models and tools. The content here is based on the outcomes of WP4 "Policies and participatory model" together with re-usable tools produced in the frame of the Pilots
- one sub-section is dedicated to the question of the stakeholders mapping. The content here is based on the outcomes of WP7 "Impact, evaluation and exploitation plan"
- one sub-section is dedicated to the guidelines for the use of Structural Funds that will be produced by SDU partner at month 33

Most of the work that is expected to produce the outcomes for this section is under development at the time of submission of this revised version of D6.1. In order to provide a general information about the topics that will be published when provided by the concerned partners, links to the description of the activities of the related WPs is provided in the dedicated section of the Training Portal. These links are not intended to represent the actual training. Their scope is limited to offer an introduction to the

future resources that will be published as soon as delivered by the concerned partners, in the coming months.

As said above, the Training Portal provides links to the bibliographic references produced in the frame of the various project's activities and an Orienteering service, based mostly on the collection of the Frequently Asked Questions (FAQ) gathered during the implementation phase.

It should be noted that 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. For this reason, when they will be available, a calendar of training in presence events is published in the Training Portal. The calendar is based on the information provided by the partners involved in the organisation of the training events. For the time being, some events of training in presence have been carried out by the Pilots at local level, targeting specific stakeholders involved in the Pilots. In order to allow the re-usability of the results of the local activities among the whole consortium, the Pilot coordinators are encouraged to produce reports and documentation of their local activities.

3 TARGETS OF THE TRAINING

The online materials and links published in the Portal are organised in order to fulfil the training needs of a wide range of targets, including, but not limited to:

- Students
- Researchers
- Policy makers
- Public administrators
- Cultural managers
- Tourism professionals

Local communities and stakeholders are targeted too, including local administrators, entrepreneurs, civic and professional associations, as well as informal groups of citizens.

The users targeted by the Portal are different in nature, but they often overlap and are interlaced. In fact, for example, we can imagine that a local stakeholder is also a cultural heritage manager. When he/she is interested in establishing a local initiative for cultural tourism, he/she will consult first the 'Local training' section. If the interest is on learning about collection and analysis of data, or about participatory approaches, he/she will consult the 'Resources from project's activities'. Eventually, in his/her role of cultural heritage manager, he/she can be interested in the use of Structural Funds to find funding to a new project, and so on and so forth.

Because of the complexity of the roles and the interests of the potential users of the Training Portal, a fully precise mapping of training and targets risks to be artificial at this initial stage of development. The continuous dialogue between the partners responsible for the production of the training will be very important. Through this dialogue, they will be encouraged to share experiences, lessons learnt, good

practices, and success stories. On the basis of this coordinated collaboration, the emergence of new sharable solutions, also in terms of training, will be facilitated. The knowledge of what has worked or not-worked, for another Pilot that is experimenting similar solutions, will make possible for each Pilot, to respond better to the specific requisites of its own territory and to develop a training offer that can benefit of the inputs of the other partners. Such dialogue is expected to be facilitated also by the new role of the Innovation Manager. Naturally, when the training resources will be more available, on the basis of the indication of the partner who produced that specific resource, a more precise definition of the targets will be associated to each resource.

Although the development of the Training Portal is complex and still in its development stage, some general indications have been identified about the liaisons that exist between general main target groups and the two areas of training produced in the project, as illustrated in the figure below.

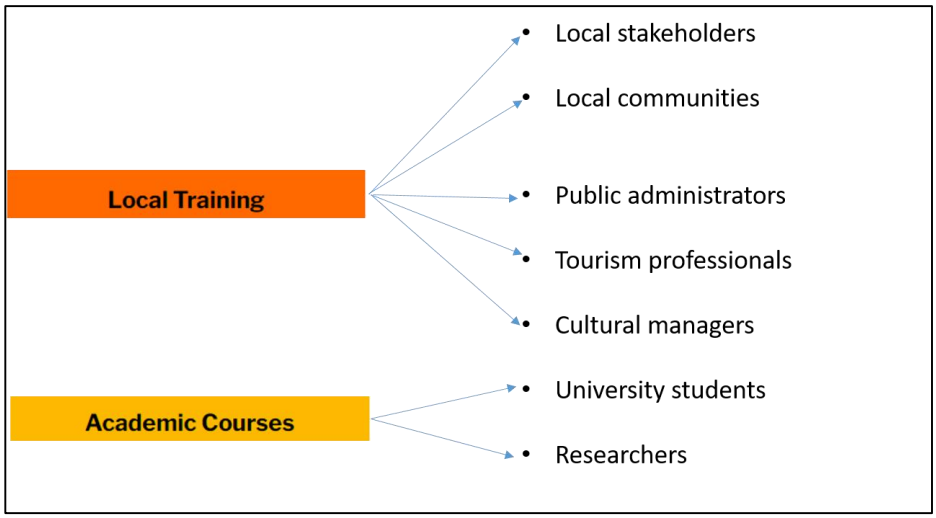

Figure 5 Training targets

As long as the Pilot innovation actions evolve and the actual training contents are made available by the INCULTUM partners, including academic courses and links and information derived from the research-oriented WPs, the allocation of each training resource to its targets will be possible. On this basis, further review and upgrades of the Training Portal are foreseen.

4 TRAINING PORTAL STRUCTURE

The online structure of the Training Portal was extensively upgraded following the comments that were provided in the report from the Technical Review carried out on the 15th of June 2022.

We moved from the plain implementation of the first version created during year 1 of the INCULTUM project, which was organized as a home page hosting initial information, to a more structured one that allows users to navigate the sections of their interest more easily, and to access resources and services provided through the portal.

The new Training Portal remains embedded in the INCULTUM website for visual consistency and it is accessible at https://incultum.eu/incultum-training-portal/

The Portal is accessible also from the main menu of the INCULTUM website.

As it is stated in the introductory text of the welcome page of the Portal:

"*The variety of training resources accessible through the portal aim to promote capacity and knowledge of its target users in the areas of sustainable tourism, cultural heritage, innovative participatory approaches, involvement and engagement of living territories and communities. ITP is an open portal. It hosts training resources developed by the INCULTUM partners as well as collected from organisations and initiatives connected with the INCULTUM network. Resources and links are produced, collected and added to ITP along the whole project life time*."

The welcome page of ITP is organized with the introductory text indicated above, followed by six coloured boxes that give access to the six sections of the portal. Each section is identified with a different colour. The first three sections contain specific training and other resources produced in the project. Each section of the training (Local Training and Academic Courses) provides the identification of their main target audiences, enabling visitors to easily detect the area(s) of their interest.

The fourth section provides links to training resources collected from the members of the INCULTUM Network.

Three services are provided by the Portal:

- Bibliography
- Orienteering
- Share Training Resources

The Bibliography section is an excerpt from the longer bibliographic references contained in the project's deliverables. The extract is based on the selection of the more application-oriented references as opposed to theoretical research-oriented references.

An Orienteering service is activated by INCULTUM consortium partners to provide feedbacks to potentially interested users.

The Share Training Resources service is implemented to provide the possibility to users to share their own relevant information and links for the benefit of the community. ITP welcomes training materials, resources and links from the community of stakeholders in the area of cultural tourism, rural territory promotion, location management, citizen participation. The Share Training Resources is accessible through a button in the welcome page.

Six sections are available, differentiated in colours. Information about the potential target groups whom the training is ideally useful for is included, as general guidance.

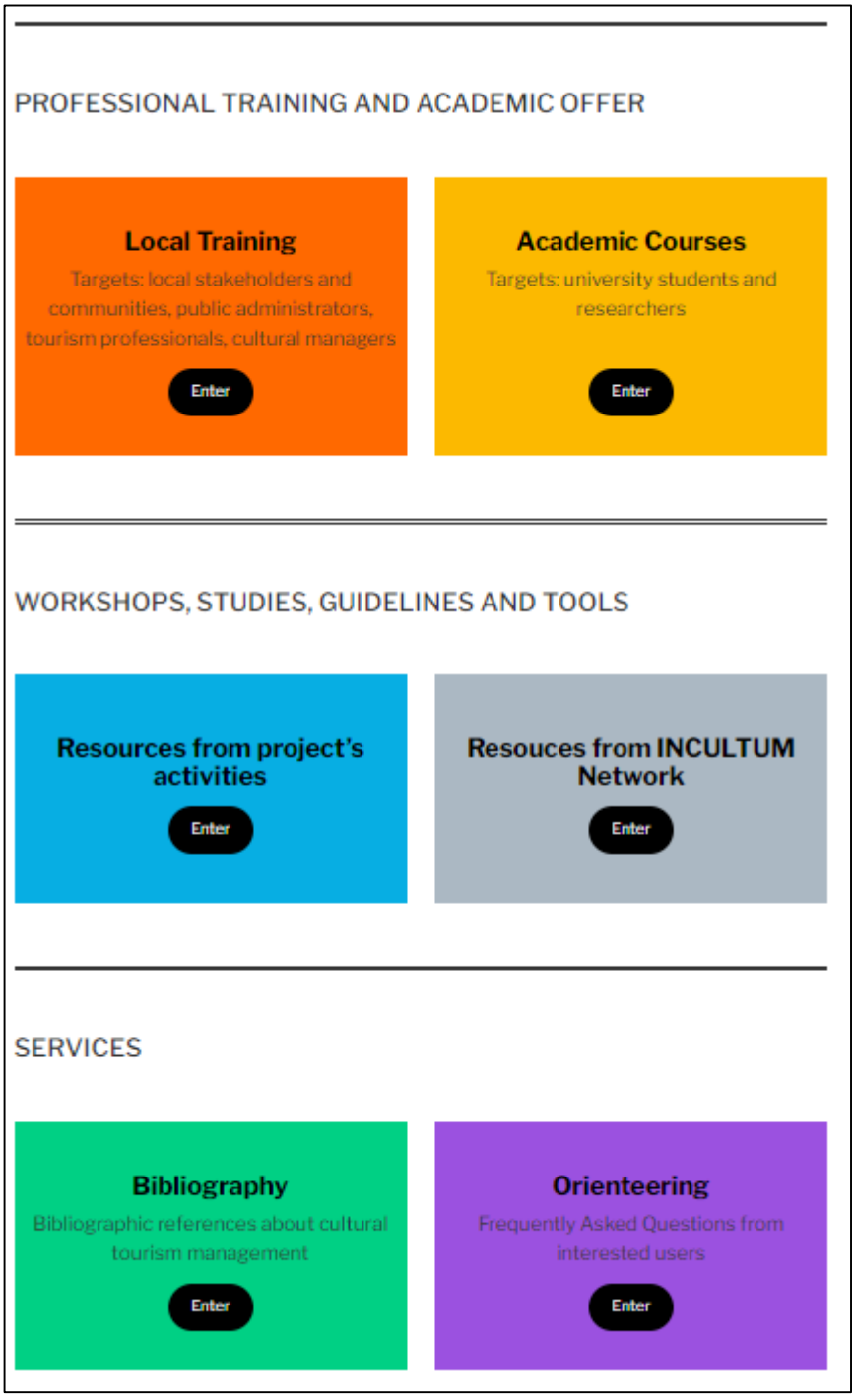

Figure 6 The six sections composing the INCULTUM Training Portal

Pressing the 'Enter' buttons, visitors are directed to the specific sections and sub-sections where the actual training resources are available. In each web page the same

colour of the section is repeated on the top with the specification of the users who are considered its main targets.

An evident box with indication of the partner responsible for the section is clearly positioned at the top of the web page, providing the necessary information to the user about who is the partner and how can it be contacted for obtaining support and/or to ask for specific information about the themes addressed by the training resources of that section.

At the time of writing this updated version of D6.1, in most cases, the training resources are still under development and will be added as long as they are produced by the concerned partners. For this purpose, when the contents are not complete, the indication of “work in progress” is provided at the bottom of the concerned web pages.

5 TRAINING PORTAL CONTENTS

The contents of the new ITP are organized in the following 4 sections:

- **Local Training** – This section is dedicated to local stakeholders and local communities interested in the participation in the innovations proposed by the INCULTUM Pilots. It will provide presentations, guidelines, informal papers, also in local language.

  Partner responsible for the provision of contents: UGR, in its role of WP5 Leader. UGR is in charge of managing the liaison with the individual Pilot Coordinators.

- **Academic Courses** – This section is dedicated to university students and researchers, with links to the information about the courses provided by the academic partners of INCULTUM. It will provide the full courses that are under development.

  Partner responsible for the provision of contents: University of Pisa.

- **Resources from the Project's Activities** – This section is dedicated to public administrators, tourism professionals, cultural managers and in general to all the users of the Portal who are interested to learn about the results of the work in INCULTUM. It contains 4 sub-sections, linked with the research-oriented activities of the project, namely: data processing; participatory models, policies and tools; stakeholders mapping; and guidance to Structural Funds.

  Partners responsible for the provision of contents:

  UMB, in its role of WP4 Leader

  SDU, in its roles of WP3 Leader and Task 6.2 Leader

  CBS in its role of WP7 Leader

In addition all the Pilot coordinators contribute to this section with the tools that they develop in their own activities

- **Resources from INCULTUM Network** – This section provides links to workshops, studies, guidelines and tools in the field of cultural heritage and cultural tourism, sourced from the organisations and projects that participate in the INCULTUM Network.

  Partner responsible for gathering contents from the Network: Promoter

The following paragraphs describe the content that each area is currently providing and/or is planned to provide.

5.1 Local Training

This area of the portal aims to make available resources that are developed in the course of the ten INCULTUM Pilots.

Due to the variety of territorial characteristics, needs, territories and activities that the Pilots are working with, many types of training actions and resources are under development, also in local languages. Language support can be provided on the basis of specific requests that the target users can pose to the responsible partner (WP5 Leader) who is in charge of forwarding the request to the concerned Pilot coordinator.

Figure 7 Section on Local Training

To-date (October 2022) there are two items developed by the Pilot of San Pellegrino in Alpe in Italy[1].

[1] 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/

Promotional strategy factsheet

The first item is the factsheet in two languages (English and Italian) about the promotion strategy implemented in the Pilot of San Pellegrino in Alpe.

This work is part of the contribution of partner UNIPI to project's task 6.1 "Local training resources produced in the pilots".

The factsheet refers to the Tuscan mountain village of San Pellegrino in Alpe, as the scenario of cultural tourism innovation for the area promotion and development.

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 factsheet indicates 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 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.

Community Management for Inland Tourism Areas

The second item is the local training programme about Community Management for Inland Tourism Areas.

This work is part of the contribution of partner UNIPI to project's task 6.1 "Local training resources produced in the pilots".

The training about community management tackles the subjects of development and planning of sustainable tourism destinations. It is provided as a programme of encounters with local stakeholders, including tourism professionals, public administrators, cultural heritage managers and representatives of regional and territorial institutions.

Stakeholder partnerships and private-public **focus groups** are used to provide specific expertise for co-creative tourism experience. Particular relevance is 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 are studied with the aim to realize geoitineraries with strong territorial connotation, in order to qualify local community and local stakeholders. Tangible and intangible elements are integrated in network tourist itineraries which merge various kinds of tourism experiences where the visitor is a valuable element of the tourist offer.

The following table shows four thematic focuses explored during the encounters.

Involved-Community Tourism Approaches	Bottom-up governance approach. Local empowerment measures. 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. Community-based natural resources management.
Sustainable Tourism Planning	Geoitineraries, slow and cultural tourism.

Table 1 Subjects of the focus groups

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[2].

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

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[3] . 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[4].

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. Sustainable valuing measures are mainly referred to: history and memory of the place, slow tourism activities and cultural innovation (also with digitalization activities).

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

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

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

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.

The calendar of the focus groups is provided below:

Topic	Place	Date
Involved-Community Tourism Approaches	San Pellegrino in Alpe	17/7/2021
	San Pellegrino in Alpe	3/7/2022
	San Pellegrino in Alpe	28/8/2022
Involved-Community Itinerary Planning	San Pellegrino in Alpe	13/10/2022
Sustainable Tourism Development	San Pellegrino in Alpe	November 2022
	webinar	date to be confirmed

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

	webinar	date to be confirmed
Sustainable Tourism Planning	San Pellegrino in Alpe	November 2022
	webinar	date to be confirmed
	webinar	date to be confirmed

Table 2 Calendar of the focus groups

The first meeting was organized in San Pellegrino in Alpe, on 17 July 2021.

This INCULTUM inaugural event, organized by the Department of Political Science of Pisa University, under that chair of Professor Enrica Lemmi. The event has seen a good participation of local stakeholders[6], citizens and representatives of the economic activities of the territory. The encounter 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*". Numerous residents and visitors participated and had the opportunity to know the legend of the Saint Pellegrino, its pilgrimage life, as well as

[6] 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

the rural and cultural heritage of San Pellegrino in Alpe village, in the local Ethnographic Museum.

Images courtesy of University of Pisa – Department of Political Science

Figure 8 Photos of the inaugural event of the Pilot in San Pellegrino in Alpe

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.

The second training event took place in the courtyard of the Museum, in the open space, on 13 July 2022. Representatives of the University of Pisa, the Mayor and the Culture Councillor of the city, the Director of the Museum explained the ambition of the San Pellegrino in Alpe to connect arts, cultural heritage and history to the natural dimension that is the current limit of the tourism in this territory. The themes of bottom-up governance and local empowerment have been addressed providing practical

cases of the measures that can be implemented in this specific area. The participants visited the Ethnographic Museum and the event concluded with a new performance of the "*La Barbiera*" by Elisabetta Salvadori, as a concrete example of connecting experience and emotions and cultural heritage.

Photographer Pietro Masi

Figure 9 Photos of the second event in San Pellegrino in Alpe

The third training event took place in San Pellegrino in Alpe, with the participation of tourism professionals and visitors who were introduced to the strategy tested and promoted in the Pilot, based on the connection of naturalistic excursions with cultural experiences.

The forth training event took place in San Pellegrino in Alpe, where the University students of the Master in Tourism Science of the University of Pisa participated in a focus group with local stakeholders to discuss about the involvement of the local community in the creation of new cultural itineraries.

The next events, planned in the coming months, will be organised onsite and replicated online, focusing on co-creation, geoitineraries, from the development to the planning of innovative initiatives.

5.2 Academic Courses

This area contains information about the courses created by the academic partners in INCULTUM, which are targeted to university students and researchers.

To-date (October 2022), users can find links to the presentation of two courses: the University course by the University of Pisa and to the doctoral course by Uppsala University.

Social Branding for Cultural and Sustainable Tourism

The upcoming course under development by University of Pisa is titled “Social Branding for Cultural and Sustainable Tourism” and will be delivered as an online course, during the first half of 2023.

Figure 10 Academic Course by University of Pisa

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

[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.

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 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.

The following table illustrates the branding strategies that will be discussed in the course[10].

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.

[8] CAPELLI G. (2016), Manual for participatory tourism 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.

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

Table 3 Branding strategies

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.

Advanced spatio-temporal analysis, Doctoral course

Syllabus and bibliography of the doctoral course by Uppsala University in collaboration with Copenhagen Business School is provided. The course took place between April and September 2022, entitled Advanced Spatio-Temporal Analysis. Additional materials and outcomes of the course will be made available in this section by the responsible partner and published on the Portal by the ITP secretariat.

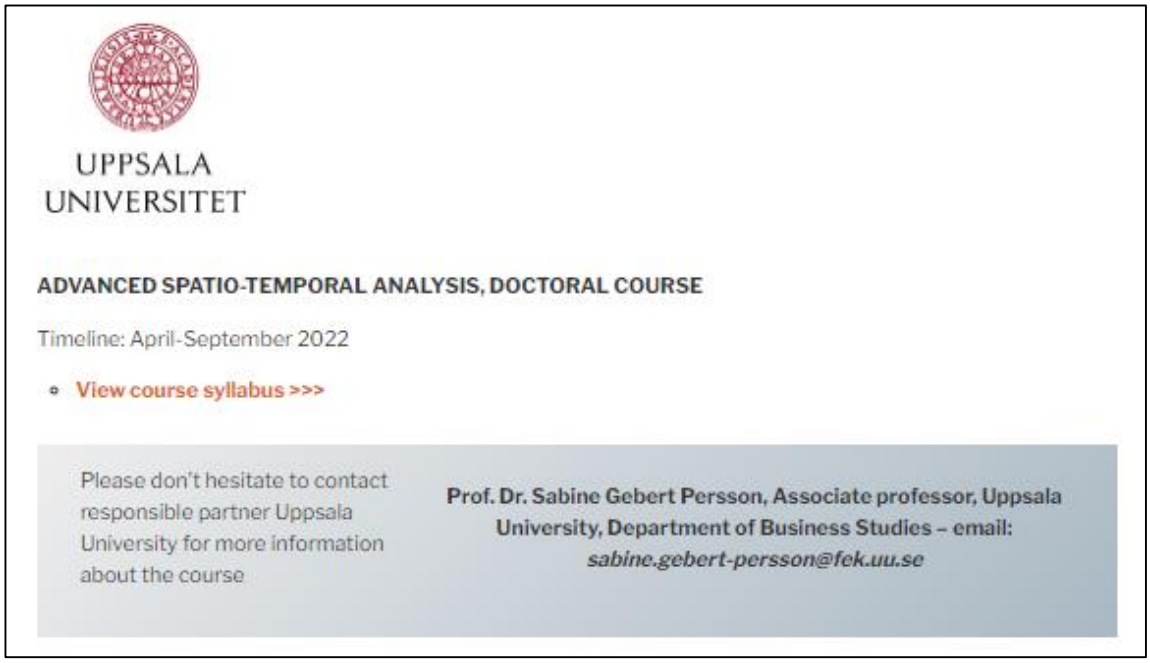

Figure 11 Doctoral Course by Uppsala University

Understanding spatio-temporal behaviour is central for a number of fields related to business studies ranging from consumer behaviour, service marketing, destination organization to mobility and sustainability issues. Understanding how, why and where individuals move in a certain context provide insights into and an understanding of behaviour in relation to spatial patterns, i.e. considering place, space and time.

Using GPS data combined with open data sources and questionnaires, provides a good understanding of how space and time affect individual's behaviour. As the area of research is broad, this course draws on a multi-disciplinary research field where the spatio-temporal analysis is used. By building on research from different areas, such as consumer behaviour, marketing, urban and rural planning, tourism management, cultural geography, the course offers a good insight into different research designs, methods for collecting data, ethical considerations in collecting data on individual mobility, and advanced analysis methods. In the course, both mobile phone data and GPS tracker data will be discussed.

This doctoral course "Advanced Spatio-Temporal analysis" links research on consumer behaviour in general, using tourist behaviour as an example, with spatio-

temporal analysis to create an understanding of how place, space, and time influence individuals' and groups of individuals' behaviour. The aim of the course is to introduce different methods related to spatio-temporal analysis providing insights into research design, ethical aspects of data collection, methods for analysing GIS data combined with open source street maps.

Details about more courses, announcement for enrolment and course materials will be made available in this section as long as they are produced by the concerned University partner and provided to the ITP secretariat.

5.3 Resources from the Project's Activities

This section provides access to four sub-sections that are linked to the training outcomes from the research-oriented WPs of the INCULTUM project - namely WP3, WP4 and WP7 and from Task 6.2 about the use of Structural Funds – plus the tools developed by the Pilots and available for re-use.

The resources of this section are targeted to a wide range of potential users, including public administrators, tourism professionals and managers of cultural heritage institutions and cultural activities. More precise indication of the targets of each resource will be indicated, as long as they are provided by the partner who produces the material.

Scope of this section is to share the results from the academic work conducted in mentioned WPs and tasks, which is also experimented on site in the Pilots. The main topics from which the training is derived are connected to the themes of data collection and analysis, participatory approaches in cultural tourism, stakeholder mapping and guidance to the European Structural Funding.

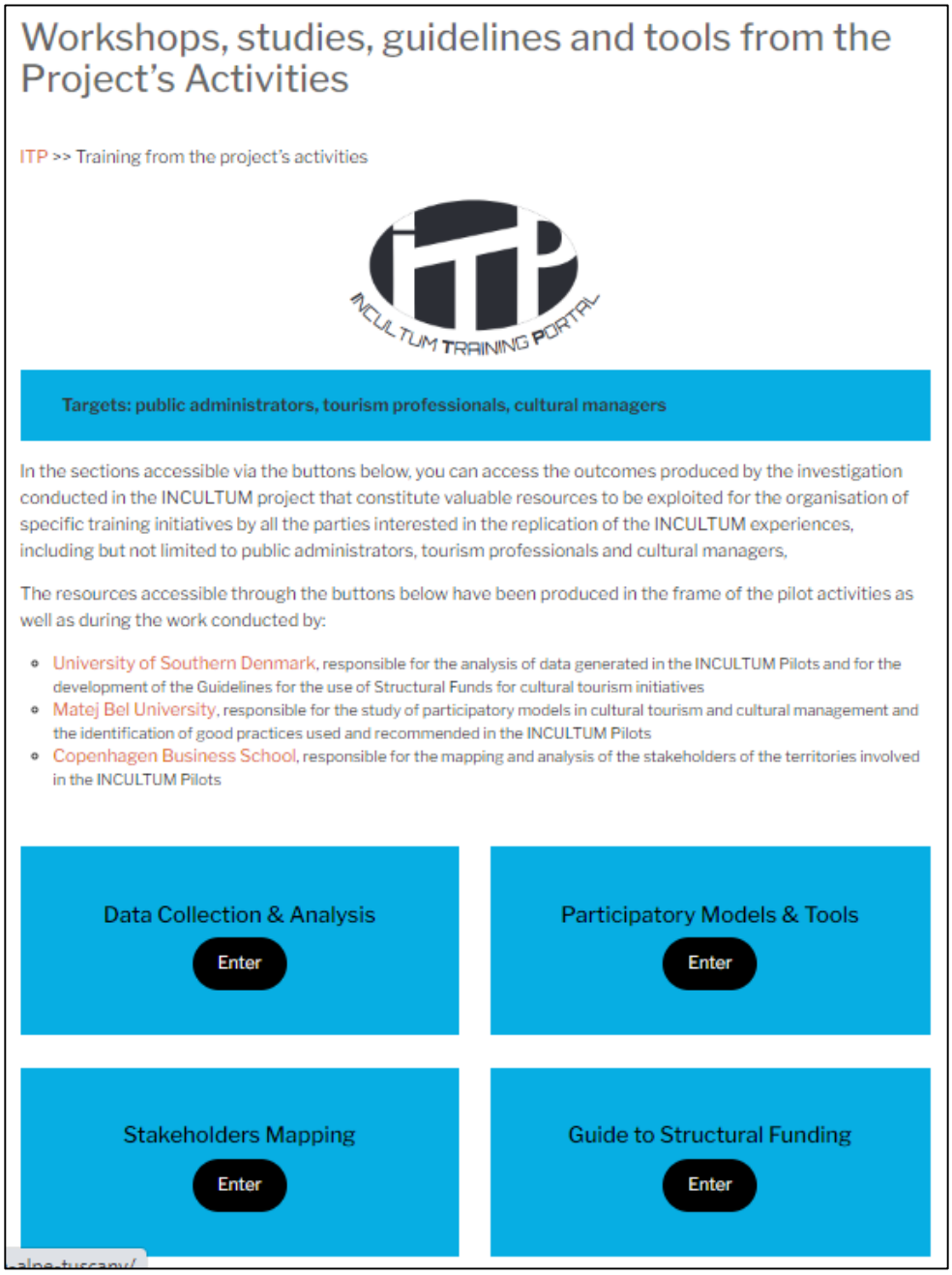

Figure 12 The four sub-sections of the Training from the Project's Activities

Each sub-section provides (and will provide) various types of resources developed by the responsible partner:

- **Data Collections & Analysis**: this sub-section links to the outcomes of the Data Workshop held on 3 March 2022

- **Participatory Models & Tools**: this sub-section provides information about the participatory models in culture and tourism, as extracted from deliverable D4.1. Furthermore, it provides access to the Historic Graveyards Recording Toolkit developed in the context of Pilot of Historic Graves in Ireland

- **Stakeholders Mapping**: this sub-section provides information about the analysis of stakeholders in cultural tourism, as extracted from deliverable D7.1

- **Guide to Structural Funding**: this sub-section will disseminate the guidelines on the use of structural and European Structural Funds, that will be delivered as a report and an online webinar, in the frame of task T6.2

Further training resources about the various topics will be added as long as produced by the concerned WPs and tasks.

Historic Graveyards recording toolkit

The Historic Graves project is a community-focused grassroots heritage project. Local community groups are trained in low-cost high-tech field surveys of historic graveyards and recording of their own oral histories. They build a multi-media, geo-tagged, high-resolution online record of the historic graves in their own areas and unite to form a national resource. The project outlines a system and sequence which helps to coordinate and standardise a historic graveyard survey.

This work is part of the contribution of partner Eachtra to project's task 6.1 "Local training resources produced in the pilots".

Based on archaeological methods, this simple system for historic graveyard survey has been developed by the Historic Graves Project team in collaboration with local community groups. The core system was established in 2011, and minor but significant improvements have been made ever since. In the last eleven years, over 500 community groups have surveyed over 900 graveyards and published more than 120,000 gravestones to the internet using this simple system.

Figure 13 Screenshot from the Historic Graveyards recording tooolkit

The toolkit is intended as a training resource targeting local communities and stakeholders, offering them an opportunity to learn how to easily survey an historic graveyards and fast publishing the results online, contributing to a unified community heritage dataset and engaging with Irish diaspora's descendants worldwide. This first version of the toolkit includes: • a short ten pages manual describing the 3 simple steps methodology. • a quick camera guide, focused on the Sony HX7. • 3 recording tools: o the memorial register sheet; o the graveyard sketch plan; o the memorial recording form.

These simple recording tools are used by the Historic Graves team and local communities in every new survey. We release them now as a package with the intention, and the wish, that it can become a useful and inspiring kit to engage with new communities gravitating into the Historic Graveyards orbit, but also an easy-to-understand and inspiring example to train local groups on how to work with local heritage and store data in a systematic way.

5.4 Resources from INCULTUM Network

This section is one of the results of the networking activity of the project. In fact, a network of associate partners and stakeholders has been created in INCULTUM, establishing collaboration agreements and interaction with other projects, companies, associations, foundations and interest groups that operate in the areas of cultural tourism and digital cultural heritage. The scope of the Network is to create synergies, to cross-disseminate results, knowledge and outcomes, to learn from each other and to share and notify about research and publications of interest, including training tools and useful documents.

A special attention is given to the material produced by sister projects of INCULTUM. To-date (October 2022) IMPACTOUR, RURITAGE and SPOT already contributed with their report, Community Based Methodology and Policy briefs.

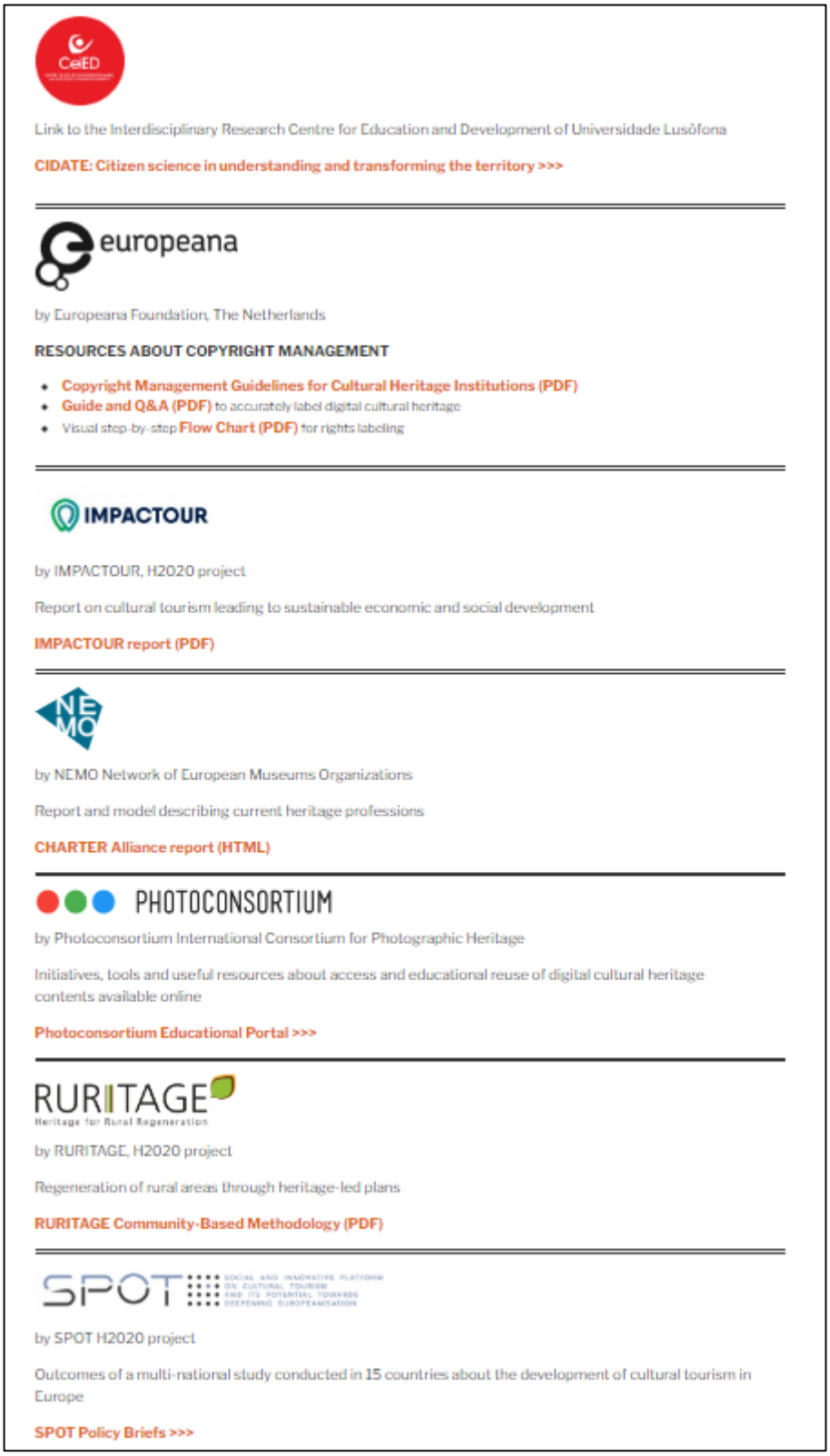

Figure 14 Examples of training resources collected from the INCULTUM Network

6 TRAINING PORTAL SERVICES

Three services are provided in the portal:

- **Bibliography** – This section contains the bibliographic references provided by the INCULTUM academic partners in their respective deliverables, concerning various subjects connected with cultural tourism management.

  Partner responsible for extracting references from the deliverables: Promoter

- **Orienteering** – This section contains information on how to contact INCULTUM for further information and a list of Frequently Asked Questions that can be of interest for the targets when they are approaching ITP for the first time.

  Partners responsible for responding to user questions:

  Promoter, for general enquiries

  The partners indicated in the concerned page, for specific questions about the section

- **Share training resources** – This is a webpage accessible from the Welcome page of ITP. It allows interested users to send relevant resources that are checked and eventually published in the Portal.

  Partner responsible for the service: Promoter

6.1 Bibliography

This section enlists bibliographic resources (books, papers, articles) suggested by the INCULTUM academic partners and extracted from their deliverables.

Figure 15 Bibliography section

The selection of the references from the deliverables is carried out by partner Promoter, in collaboration with the author(s) of the deliverable.

6.2 Orienteering

The service is articulated in three parts:

- The partners who are responsible for the provision of the training resources in the various sections can be contacted via email to return specific guidance and information to trainees and stakeholders interested in the specific topics. Contacts of the concerned partner(s) are provided for each area of training produced in the project.

- The ITP Secretary is operated by partner Promoter that is available to provide feedbacks to more general inquiries or request of information, replying to email messages addressed to info@incultum.eu

- A list of Frequently Asked Questions (FAQ) is provided as an initial way to know the conditions to access the resources of ITP

The FAQ section presents a selection of frequently asked questions that may be of help to the visitors of the INCULTUM Training Portal. The service offers the possibility to visitors, if they want, to submit their email for inclusion in INCULTUM mailing list and newsletter.

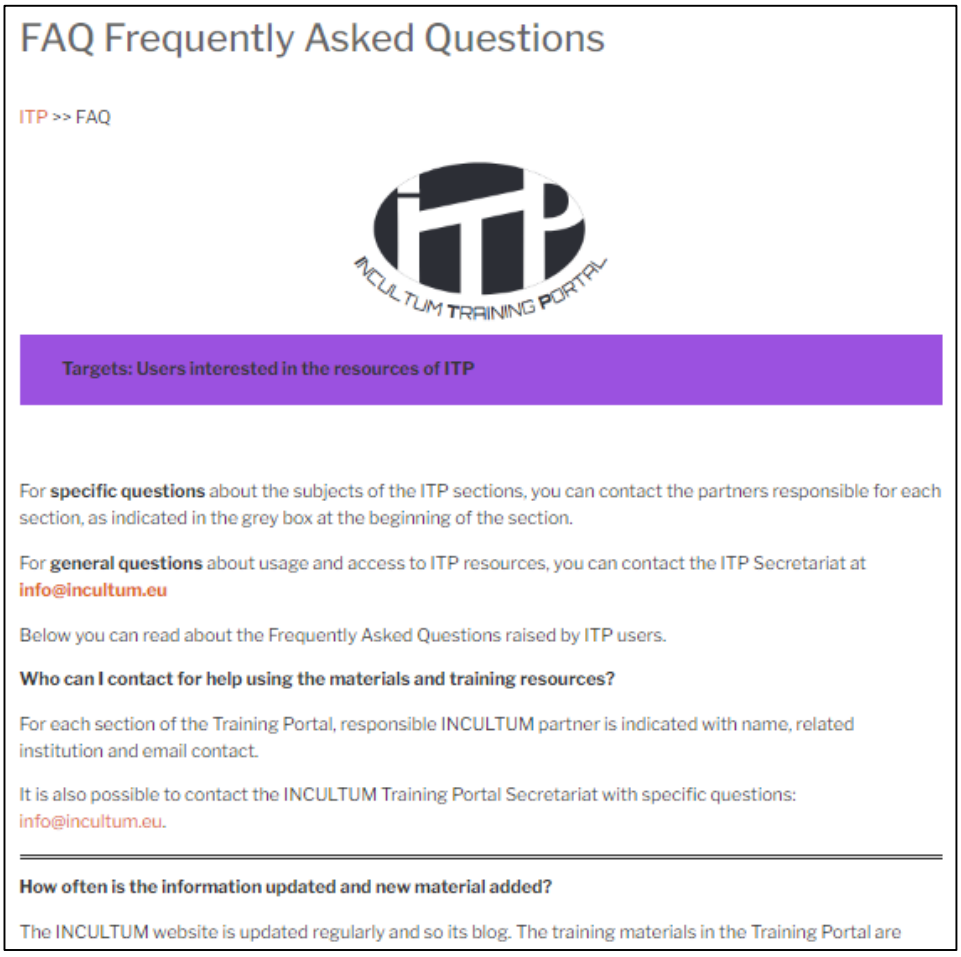

Figure 16 Frequently Asked Question page

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6.3 Share training resources

This service aims to improve the accessibility and interactivity of the ITP with its users.

The section is accessible through a button on the welcome page of ITP that links with the following URL:

https://incultum.eu/share-training-resources/

Users who are interested can use this service to share their own relevant training resources in INCULTUM Training Portal. In fact, it is stated that the ITP is an open portal and thus the mechanism for allowing users to share training resources deemed relevant was implemented.

A dedicated email address was created to contact the project staff at trainingportal@incultum.eu or via the contact box in the bottom of the page. The email address is monitored by partner Promoter and managed appropriately so that relevant colleagues from INCULTUM consortium will be informed that a response is requested. Partner Promoter liaises with the contacting person, in order to check first and then include the suggested training resources in the ITP as appropriate.

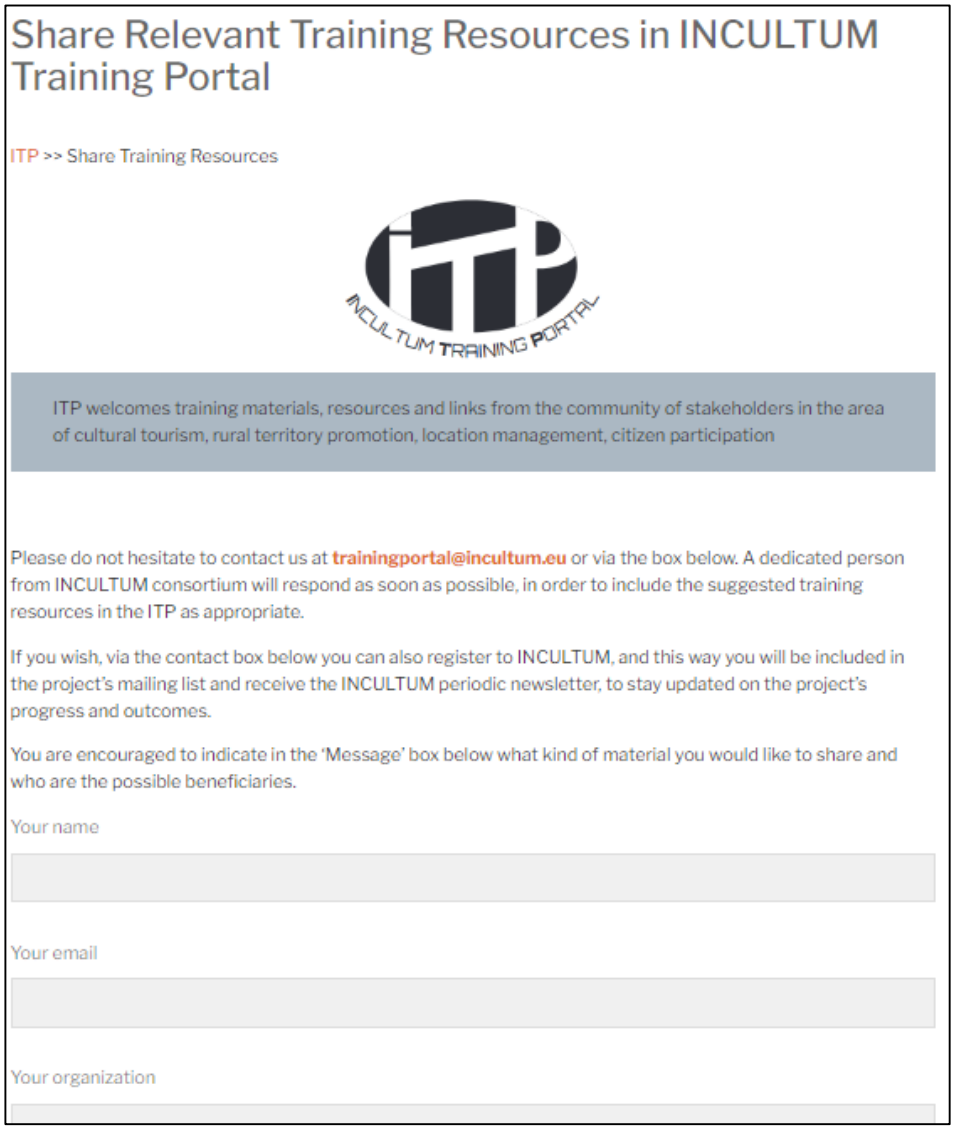

Figure 17 Sharing resources page

7 CROSS-CUTTING ELEMENTS TO ENRICH THE TRAINING PORTAL

This chapter illustrates the cross-cutting elements of the INCULTUM Pilot cases that can contribute to enrich and harmonise contents and practices in the training portal.

The ten Pilots of INCULTUM are progressing with a rather relevant level of autonomy that is a necessary feature for the implementation of a wide and differentiate range of local activities. Each Pilot site has different characteristics, objectives, stakeholders, contextual situations, nature of the INCULTUM Pilot coordinator and many other aspects create a set of very varied ambits of work.

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

Figure 18 The ten INCULTUM Pilot cases

Figure 19 European scope of the ten INCULTUM Pilot cases

The variety of subjects and the wide geographic ambit of the ten Pilots clearly indicates how different they are. However, they belong to the same INCULTUM action and elements of connection and theoretical liaison exist and it is necessary to support their emergence. The discovery of common elements helps to highlight in which way lessons learnt in one Pilot can be shared with another Pilot, how successful responses to a certain problem can be adopted in another Pilot, how technological solutions that proved to work well in a Pilot can be tested in another, etc. And naturally, this process of knowledge sharing applies to the development of the training offer of INCULTUM, too.

In this light, the ten Pilots have been studied and narrated on the website, and to-date (October 2022) eight of them have been visited by Promoter, to meet with Pilot coordinators and their stakeholders, to gather iconographic material and to collect

hands-on information. The last two Pilots in Sweden and Ireland will be visited in spring 2023 to complete the review. The first objective of these visits has been to support the project's communication and dissemination, but in the meantime, the in-depth knowledge of the Pilots and the hands-on experiences of meeting with Pilot partners and their local stakeholders is generating a better understanding of what the Pilots are planning and which are their actual needs and delivery in terms of local training. This is expected to help the identification of local training to be published on ITP for its re-use by all the partners and users of the portal.

Furthermore, out of the eight visits carried out so far, a range of connections and semantic liaisons emerged. In addition to the **cross-border** link between the Pilots in Greece (in Konitsa, along the Aoos river) and in Albania (in Përmet, along the Vjosa river), many other links were found:

- The **Islamic hydraulic heritage** present in different forms in the Altiplano de Granada, in the Campina de Faro in Algarve and in the mountains of Trapani
- Valuing **intangible heritage and ethnographic cultural heritage** in Garfagnana and in the Aoos valley
- The development of **digital services** in supporting cultural tourism promotion in Banska Bystrica, Aoos valley, Ireland and Sweden
- The development of **trails as common heritage for local communities** in Bibracte and in the Aoos valley

These links are illustrated in the figure below.

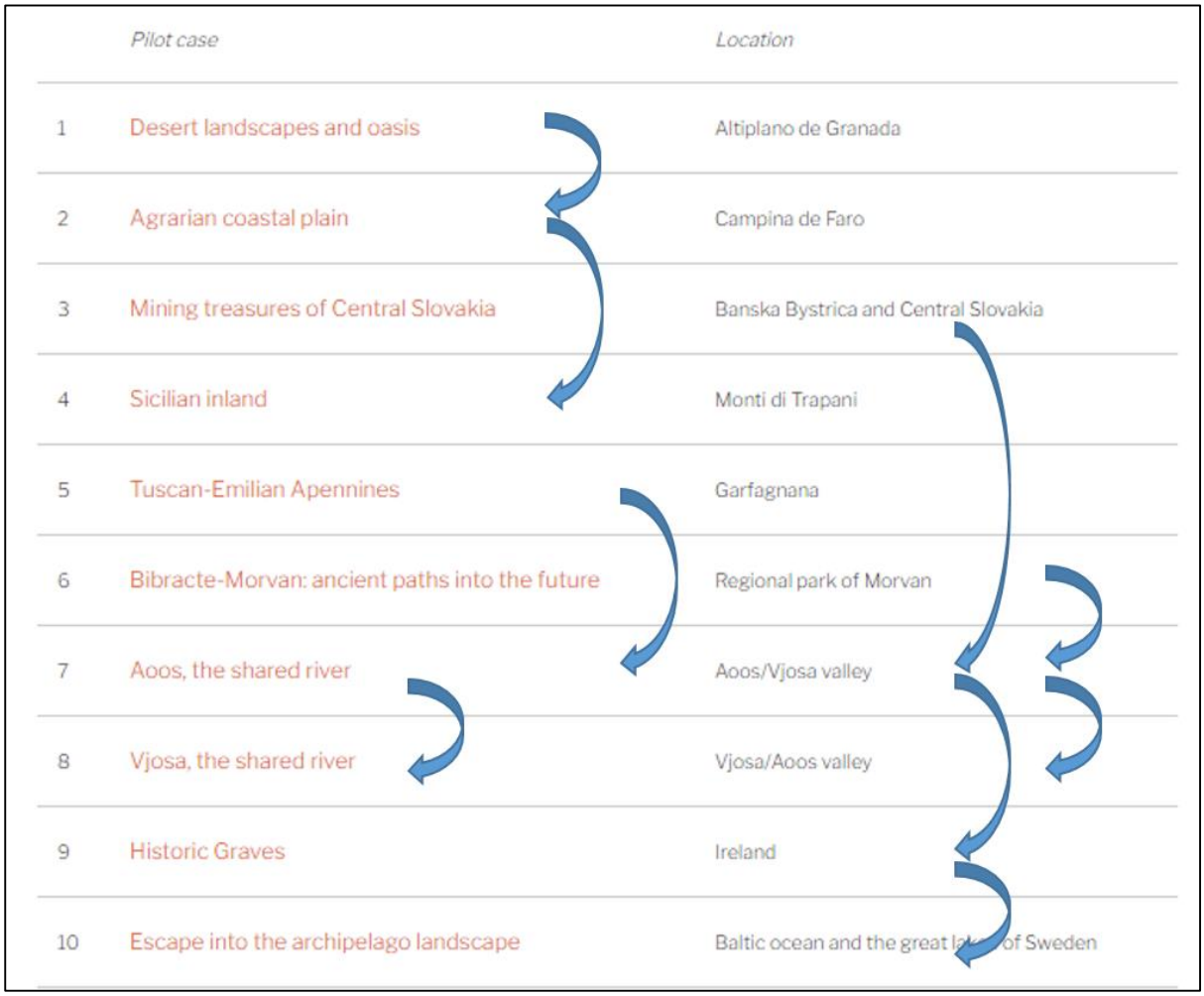

Figure 20 European links among of the ten INCULTUM Pilot cases

Common elements in the training activities and practices have been discovered. These are currently under revision by the Pilot coordinators and will become additional contents to the training portal.

Further connections are expected to emerge in the next work and they will be useful to define common training elements.

8 CONCLUSIONS

As mentioned above, in the next few months, the INCULTUM Training Portal will be populated with the various resources and materials produced by academic partners of the project, by the Pilot's coordinators (also in local language), and by the partners involved in the more research-oriented activities.

It is expected that through a continuous growing process, the Training Portal will become by the end of the project a gateway to a wealth of materials that are useful for stakeholders interested in replicating the project's good practices.

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

The INCULTUM training courses (Local Training and Academic 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, Guidelines to the use of Structural Funds, etc.) are also under development.

The growth and the success of the INCULTUM Training Portal in the coming months depends strictly on the availability of contents to be provided by the partners. The revised structure and its online implementation is now ready to receive inputs from the consortium and from the network.

If the overall coordination among the project's WPs and the impulse of the new Innovation Manager are successful, ITP has all the functions to unlock the potential to attract more and more the interest of the project's audiences, to serve their training needs and to deliver an essential service to the actors of cultural tourism.

Communication and dissemination measures for such materials is included in communication and dissemination plan of WP2.