Visiting the margins:
INnovative **CUL**tural To**U**ris**M**
in European peripheries

Policies and participatory model development

Training material based on
INCULTUM D4.1 Report on participatory models

Introduction

- Participatory approaches and models in tourism are widely accepted as a criterion for sustainable tourism, as it helps decision makers maintain traditional lifestyles and respect community values.

- Participatory models tend to move away from top-down one-way decision-making in order to balance the power between all parties to promote a win-win situation in tourism development (see, e.g., Ozcevik et al., 2010; Wang, Fesenmaier, 2007; Cater, 1994; Wild, 1994; Murphy 1985; Arnstein, 1969).

- The participation of stakeholders in tourism has the potential to provide a framework within which sustainable tourism development can be achieved. (Robson and Robson, 1996)

- The INCULTUM project is based on a participatory approach where local communities and stakeholders play a direct and important role in the implementation of pilot actions.

- The ratio behind their involvement is to promote a positive impact of participatory models and avoiding negative effects of tourism for social relationships, local cultural heritage, or landscape preservation.

Culture, tourism and sustainable development

- The relationship between culture and tourism has undergone evolution over the past century due to its complex relationship (Matteucci, Von Zumbusch, 2020).

- Sustainable tourism development is an approach that aims at reducing the tensions and frictions created by the complex interactions between the tourism industry, tourists, the environment and the host communities in order to maintain long-term capacity and quality of human and natural resources (Bramwell, Lane, 1993).

- Sustainable tourism development has the ability to orchestrate the overall development of tourist destinations by an increase in employment, local or regional economics, and well-being (Gajdošík et al. 2017).

- If tourism is to contribute to sustainable development, it must be economically viable, environmentally sensitive, and culturally appropriate.

Digitalisation and sustainable cultural tourism

- Digitalisation relates to economic, social, cultural, and organisational transformations, which are the result of digital technologies (Seifert, Rossel, 2019).

- Digitalisation of cultural heritage "seems to be the most obvious instrument of democratisation of cultural heritage" (Sonkoly, Vahtikari 2018, p. 38).

- Digital participation refers to active involvement in digital society through the use of modern information and communication technology (ICT), such as the Internet and various online services and content (Seifert, Rossel, 2019).

- Culture, tourism, and ICT and their mutual interactions and applications offer a tremendous potential for the digitization of cultural heritage, thus largely affecting the way cultural products are produced, assessed, consumed, managed, and promoted for tourists (Stratigea et al. 2017).

Digitalisation and sustainable cultural tourism

- European Commission:
  - highlights the need to preserve culture and cultural heritage and bring it to this digital decade.
  - encourages Member States to put in place appropriate frameworks to enhance the recovery and transformation of the cultural heritage sector and to support cultural heritage institutions in becoming more empowered and more resilient in the future.
  - provides five ways in which digital technology can support digital participation in sustainable cultural tourism:
    1. sustainable access (including preservation);
    2. documentation and storytelling;
    3. communication and marketing;
    4. business intelligence (indicators);
    5. innovation.

Sustainable cultural tourism based on interaction between participation, innovation and digitalisation

participation

Sustainable cultural tourism development

innovation

digitalization

- The impacts of digital transformation in cultural institutions are reflected in empowering the customer (Curtis, 2018), and bring new stimuli for spatial development.

- Innovations can arise into new ideas, mobilizes the creative potential of places (Batabyal and Nijkamp 2016, Borseková et al. 2021, Florida 2003, Vitálišová et al., 2022).

- Innovations bring the new way of utilization the historical and cultural heritage in other economic activities

- Innovations should be carefully prepared with respect to local identity, acceptable by the local community and its shared values (Martinat et al. 2016, Vitálišová et al. 2019).

- The participation of local communities plays a crucial role.

Proposal of innovative INCULTUM Participatory Framework for Pilot Actions

- INCULTUM innovation is experimented in a broad range of pilot cases across Europe with different geographical locations and a diversity of socio-economic contexts and cultural-natural heritage.

- Pilot cases of the INCULTUM project are the places to develop innovative strategies for a sustainable tourism development, together with stakeholders, local administrations, and policy makers:
  - to foster bottom-up approaches for sustainable cultural tourism, focusing on hidden and undervalued potentialities usually not taken into account, and on the experience, learning, and participation of visitors;
  - to promote cultural tourism based on living territories and communities, avoiding negative impacts of touristification by specific training and reinforcing local identities and social ties;
  - to evaluate the impact of the interventions on the social cohesion, local identity, and various measures of life satisfaction in the local communities.

- Proposal of innovative INCULTUM participatory framework ➡ umbrella approach for pilot actions implemented in INCULTUM.

External Environment

- Culture and Economic Recession
- Culture, Tourism and Digitalization in the European Policy Agenda
- Covid-19 pandemic
- Culture and Tourism and their relations to other sectors (agriculture, marine industries, etc.)
- National/Regional Frameworks and strategies, etc.

Internal Environment

- INCULTUM project
- Goals and objectives of Pilot Actions
- Analysis of the location of Pilot Action
- Data collection and analysis
- Identification of USP/competitive advantage of the locality
- Stakeholder's analysis, etc.

Participatory models

- Workshops – co-defining goals and objectives, enriching knowledge base
- Participatory data collection, citizen science
- Participatory assessment of locality and its cultural and tourism potential
- Questionnaires, interviews, meetings with local stakeholders
- Stakeholders and community engagement in pilot actions implementation
- Participatory assessment of pilot action implementation, etc.

Digital essence of INCULTUM Pilot Action

Digital technology or tools and/or ICT deployed or created by implementation of Pilot Actions

Focus of digital essence in INCULTUM Pilot Actions

- Data collection, data analysis, data evaluation
- Sustainable access
- Documentation and storytelling
- Communication and marketing
- Business intelligence
- Innovation

Experiments and innovations produced by INCULTUM Pilot Actions

INCULTUM

Good practices and case studies on digitalisation and participatory approaches and models in cultural tourism

1. Participatory approaches in rural heritage: case studies from Spain and Italy
2. Participatory approaches in institutional heritage: case studies from Germany
3. Participatory approaches in the Heritage of Small Towns: Case Studies from Czech Republic
4. Participatory approaches for pilgrim cultural activities based on the project NewPilgrimAge
5. Participatory model for the integration of refugees into cultural activities
6. Community-focused grassroots heritage project – case study on the Historic Graves project
7. Participatory model of building a cultural centre: The Garden - the Centre of Independent Culture in Banská Bystrica, Slovakia
8. Participatory Science Experiment in archaeology
9. Interactive and participative exhibition of the love poem Marína
10. The European Fairy Tale Center
11. Festival White Night, examples from Slovakia and beyond

For more information, see:
INCULTUM D4.1 Report on participatory models
Visit: https://incultum.eu/training-participatory-models/