



Visiting the Margins.
INnovative CULTural ToUrisM in European peripheries

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Project Coordinator:
Universidad de Granada
Professor José María Martín Civantos
MEMOLab. Laboratorio de Arqueología Biocultural
Email: civantos@go.ugr.es
Project website: www.incultum.eu



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Table of contents

1. Introduction	4
2. Role of the deliverable in the Work package and in the project	4
3. Work developed in the pilots	5
3.1. Pilot 1: Altiplano de Granada (Spain). UGR	5
3.2. Pilot 2: Agrarian coastal plain, Campina de Faro (Portugal). UALG.....	7
3.3. Pilot 3: Mining treasures of central Slovakia. UMB.....	9
3.4. Pilot 4: Sicilian inland: Monti di Trapani (Italia). GAL Elimos.....	10
3.5. Pilot 5: Tuscan-emilian appenines: Garfagnana (Italia). UNUPI.....	11
3.6. Pilot 6: Bibracte-Morvan: ancient paths into the future. Regional Park of Morvan (France). BI	12
3.7. Pilot 7: Aoos, the shared river. Aoos/Vjosa valley (Greece). THM	16
3.8. Pilot 8: Vjosa, the shared river: Vjosa/Aoos valley (Albania). CER	18
3.9. Pilot 9: Historic graves. (Ireland). EACHTRA.....	19
3.10. Pilot 10: Escape into the archipelago landscape. Baltic ocean and the great lakes of Sweden. UU	21
4. Results and impact	23
5. Difficulties and challenges	24
6. Conclusion	25



1. Introduction

This report is the result of Task 5.2 Fieldwork first stage in which the activities carried out by the pilots are recorded.

For this report we have taken as a reference different internal information and deliverables already submitted. To avoid repeating too much information, we will refer to the different reports that can be consulted, as well as to the publications in the official blog of the project for further information on events and activities. Although this report is the first compilation report on the trajectory of the pilots, we have to point out that the activities carried out from the beginning of the project, in April 2021, until May 2022 were extensively described in the reporting period (part B), so we do not consider it necessary to mention them again here. Thus, in this report we will focus on the activities carried out from May 2022 until October 2022.

Throughout these pages we will describe the activities carried out by the pilots with special emphasis on the innovation actions. These innovations are being very varied and will serve to establish interrelationships between the pilots as well as fundamental tools to achieve the objectives set out in the Grant Agreement.

The different phases of development of the 10 pilots mark the activities and the impact they will have at the end of the project. However, effort and good work is a common feature of all the pilots.

2. Role of the deliverable in the Work package and in the project

As mentioned above, this report is the result of Task 5.2. In the description of this D5.1 Intermediate pilots report is stated: "an intermediate brief report will be submitted by each pilot leader to the coordinator who will be responsible for the creation of a single comprehensive report. The deliverable will be structured following a modular approach, highlighting commonalities and differences among the various pilots and key aspects of each case. The report will include a first evaluation of the work done with a special focus on the methodologies applied in order to Foster methods transfer among pilots and the sharing of best practices".

The documents that have been used for this interim report are as follows:

- Midterm report, the internal report requested from all partners every six months in which each partner describes all the work carried out in each WP.
- D7.2. Mid-term plan for the impact and exploitation of results, recently submitted and carried out by CBS partners in collaboration with the leaders of each pilot. It provides a comprehensive analysis of each pilot, setting out the products being developed and the impact they will have in the medium to long term.



- D3.2. Intermediate findings presentation: present findings from before the pilot phases for destinations where innovative approaches are introduced and for control destinations (the counterfactual).

- Information gathered from internal conversations between pilots. Following the consortium meeting held in June 2022, it was agreed to hold regular and informal meetings between the partners, in this case between the pilots, to share the latest developments and challenges that may arise during the project. The first round of meetings was held in September.

With all this information we want to reflect the progress being made in the INCULTUM pilots in order to establish common elements and methodologies that can be replicated in different areas. Thus, in order to make this compilation more pleasant, we have established some schematic points of each pilot as a summary. The points we have established to analyse each pilot are:

1. Recent participation activities
2. Participation in others WPs
3. Relationship with other pilots
4. Innovation actions

3. Work developed in the pilots

3.1. Pilot 1: Altiplano de Granada (Spain). UGR

1. Recent participation activities:

- a. Historical archaeological study of the [Castril](#) irrigation system (mapping and digitalisation of the network of irrigation channels).
 - b. Preparation of documentation and cartographic information for the homologation of trails in the Altiplano, planned for the end of the year-spring 2023. Close collaboration with an external company for the design and homologation process of the routes. The routes will be developed in Castril, Baza, Zújar, Jérez del Marquesado and Benamaurel.
2. [Aynadamar](#): recovery of the Aynadamar irrigation channel in its final section Fargue-Campus de Cartuja after more than 40 years of abandonment. The objective is to recover the water supply to the campus (for this we have the support of the University of Granada, the City Council, Cátedra Hidralia, Emasagra and Fundación Agua Granada). It is being carried out thanks to the work of the MEMOLab team and the support of more than 550 volunteers.
- a. Other activities arising as a result of the INCULTUM project: guided tour in [Cogollos Vega](#) on the Water Route along the Fardes and Moroz irrigation channels, with more than 50 participants. In the Alpujarra region: agreement with Cáñar (see Innovation), digitalisation of several

trails along irrigation channels in Cáñar, Pórtugos, Barranco del Poqueira and Bérchules. All of them in the process of homologation.

3. Participation in others WPs:

WP2: Submission of information on activities for the project blog.

WP3: Submission of data from WP3 participation survey (see D3.2 submitted).

WP7: Interview and review of information for WP7 (see D7.2 submitted).

Compilation of information on the KPIs of pilot #1.

3. Relationship with other pilots:

The study and analysis of irrigation systems and their recognition as a tourism driver due to their heritage importance is setting an example for other pilots. Not only Campina de Faro or Sicilia, which had already begun to plan their activities around irrigation systems, but also others such as Mining Treasures of Slovakia, which are beginning to consider the possibility of analysing hydraulic canalisations as part of the region's mining heritage. Or Bibracte, who are very interested in starting to study the irrigation systems of the area in depth.

4. Innovation actions:

Signature of the first agreement between the Cáñar irrigation community and the Cáñar Town Council to formalise the "payment-for-services". [The agreement](#) has formalised the recognition by public institutions of the importance of traditional and historical irrigation in the Cáñar municipality, not only for providing drinkable or irrigation water to those living in the municipality and in other municipalities downstream, but also for its environmental, cultural or economic functions: aquifer recharge, generation of biodiversity, climate regulation, generation of cultural landscapes... (all these issues are summarised in [Arguments](#) in defence of traditional and historical irrigation system).

These agreements are the way to ensure a positive impact for irrigation communities through the recognition of the ecosystem services they provide. It is a possibility to diversify the supply and economic activity of farmers and livestock farmers through multifunctionality. The proposal for the trails is a consequence of this recognition, as they are areas of high cultural, environmental and landscape value. The "payment-for-service" agreements are a tool to contribute to the maintenance of the historical irrigation systems and, in particular, of the paths associated with the irrigation ditches. This agreement is pioneering and will serve as an example for other irrigation communities and public entities. At the moment, negotiations for the signing of other similar agreements are taking place in Castril, Jérez del Marquesado, Pórtugos, Bubión, Capileira, Pampaneira, La Tahá, Benamaurel, and Dílar.



1. Different moments of the fieldwork in pilot #1

3.2. Pilot 2: Agrarian coastal plain, Campina de Faro (Portugal). UALG.

1. Recent participation activities:

- a. IN LOCO Association (associated partner) held community meetings in all 17 parishes of the Campina de Faro-Olhão-Loulé. In these meetings, held in partnership with the Parish Councils and to which the local stakeholders and the community in general were invited, there was an uneven participation the collective sessions were very interesting and fruitful, and the community's interest in safeguarding the hydraulic cultural heritage and its willingness to continue collaborating in this direction was reiterated. In a first phase, privileged interlocutors were identified who could help to identify the "guardians of memories".
- b. Identify potential "hot spots": relevant heritage values, in good state of conservation or in need of reduced rehabilitation intervention and where the owners and managers are interested in creating tourism products.
- c. Seminar at Taller de Arquitectura Iberia Sur on May 13th , 2022, in the University of Seville, with the lecture: "Recreation farms as one of the most recognizable features of the landscape in Portugal. The case of Quinta da Penha in Faro (Algarve)"

- d. Exhibition of the recovery project of the old Quinta da Penha (buildings from the 18th, 19th and 20th centuries, and its historical hydraulic infrastructures) developed by students of the Architecture course at the Higher Technical School of Architecture (ETSA) of the University of Seville (13th to 31 May 2022).
- e. Co-organization of the International [Congress of Rural Studies](#) on the topic of Water, which took place at the University of Algarve from 26th to 28th May 2022 <https://sper.pt/cer2022/>, and was delivered a presentation on Portuguese Pilot with the lecture "The water heritage as basis to the cultural tourism. The case of the INCULTUM 3rd MID-Term Evaluation Report Campina de Faro (Algarve) in the scope of the INCULTUM European Project". It was published under the same title in the CER2022 Book of Abstracts, p. 49.
- f. We participated in the Course of the History of Algarve on [Uses and Memories of Water](#) (7July), delivering presentation about INCULTUM and the [Portuguese pilot](#), talking about the norias landscape of Campina and their role and relevance as basis for the cultural tourism, especially slow tourism and creative tourism, in the context of research carried out in INCULTUM Project
- g. Was delivered a presentation in the [AQUA Final Conference](#) at University of Lisbon (26th and 27th September 2022) Algarve agrarian coastal plain (Portuguese Pilot) with the lecture "The Norias Landscape and Water Heritage in Southern Portugal. The case of the Central Algarve Coastal Plain, from the Past to the Future". <https://drive.google.com/file/d/1GF2Kp60citPuOX7cykpRfWbp3gqiQDh9/view?usp=share> It was published in the AQUA Book of Abstracts, p. 19-21
- h. Fieldwork: architectural survey of the buildings of the old farms and the hydraulic infrastructures associated with the traditional irrigation system, in the Ria Formosa waterfront area between Faro and the airport, and in Bela Salema in the central área of Campina. And collection of oral information on ancient irrigation and cultivation techniques.
- i. Mapping of locals' accommodation and traditional food restaurants, in the Campina, associating it with the map of the hydraulic heritage.
- j. Collaborative map of the cultural route (walking and cycling) / water heritage route in the waterfront area of Faro, between the Theatre and the airport, on the edge of the Ria Formosa lagoon system (Natural Park)
- k. Development of the first rehabilitation project of the traditional irrigation system: noria, aqueduct, tank, and canals, of a farmer's family who, after the restoration works, intend to receive visitors and tourists in their home.



2. Participation in others WPs:

WP6: UALg share activities related to the WP6 like courses in the field of tourism offered by Faculty of Economics of the University of Algarve

WP7: collaboration with CBS in the Exploitation Plan of Portuguese Pilot. Also a compilation of Spread sheet on INCULTUM KPIs of Pilot #2 has been carried out.

3. Relationship with another pilots:

In an internal meeting between pilots #1, #2 and #6 it was agreed to share the working methodology of traditional irrigation systems in pilots #1 and #2 with pilot #6.

4. Innovation actions:

The collection of geographical information related to all the hydraulic elements of the study area together with the acquisition of testimonies and living memories of owners and farmers is an element of innovation. All this information is making it possible to learn about the functioning of these hydraulic elements and resources and to protect them from abandonment and deterioration. In this way they will be included as part of the unknown heritage of the pilot area and will form part of the tourist routes.

3.3. Pilot 3: Mining treasures of central Slovakia. UMB

1. Recent participation activities:

- a. Strengthened the cooperation with the Local Destination Management Organisation Banská Štiavnica and we involved new groups of local communities mainly from the Banská Štiavnica. We enhanced the participation of students who become active contributors to the platform through creating original content for the platform.
- b. Organization of field trips into main localities related to mining treasures of Central Slovakia, namely to Banská Štiavnica (19.9.), Špania Dolina (20.9.) and Banská Bystrica (21.9.) with Promoter to visit the most important sites and discuss development and progress done on our pilot action.
- c. The UMB team has received training for interactive platform content functionalities and adding of items by the company which is designing the interactive platform.

2. Participation in others WPs:

WP2: Preparation and publication of a dissemination article for university Newsletter 2/2022 in called 'Spravodajca' published online and in print. Online version is available here, page 11: <http://brozury.umb.sk/books/qbhl/mobile/index.html>

Active communication at the local level within the pilot action no. 3 implemented in Slovakia related to the participation of local stakeholders in the implementation of the pilot action no.3.

WP4: The second release of the deliverable D4.1, takes into account the recommendations received at the first review meeting held on 15/6/2022.

Consultancy and feedback on Policy brief on sustainable tourism (submitted 09/2022). Meeting organised by Bibracte on Policy Brief preparation (27.6.) and consultation of the final version with Bibracte (8.9.)

WP7: Work on update on INCULTUM stakeholder roadmap, Meeting with CBS on monitoring progress in our pilot action and stakeholder mapping, providing information for D7.2 Mid-term plan for the impact, evaluation and exploitation of results.

3. Relationship with another pilots:

UMB team have participated actively on INCULTUM: meeting pilots #3, #5, #9 and #10. in which they received recommendations on the implementation of the pilot 9 website with extensive experience in this kind of platform.

4. Innovation actions:

Development of new tourism platform and digital map in a participatory way which aims to divert tourist flow from exposed areas into “new” and “undiscovered” localities. Besides, this platform will enrich the promotion and storytelling of intangible cultural heritage and industrial mining heritage in Central Slovakia. Development of new tourism platform and digital map will help to create unique educational content and enrich education curricula in a modern and attractive way.

3.4. Pilot 4: Sicilian inland: Monti di Trapani (Italia). GAL Elimos

1. Recent participation activities:

- a. [Cycle of conferences](#) and stakeholders meetings in Sicily organized by the INCULTUM Pilot
- b. A multistakeholders [conference](#) was organized in Palermo in July 2022 to discuss synergies and strategies of collaboration for the promotion of islamic heritage in Sicily
- c. On 27/10/2022 at the university of Trapani our second animation conference was held, with all the potential stakeholders and public authorities and we have in program another meeting with the main municipalities (Busetto Palizzolo, Custonaci e Calatafimi) for an upgrade of new impacts and discussing about the advocacy.

2. Participation in others WPs:

WP2: communication about all the activities carried out into the official blog.

WP3: survey at the archaeological park of Segesta about the profile of tourists, quantitative and qualitative data regarding tourists and their opinion of the creation of the Green way.

WP7: collaboration with CBS team in the D7.2

3. Relationship with another pilots:

The relationship with pilot #1 is very fluid due to the experience of UGR's work in the Trapani territory in previous years. In these months there have been some meetings to know the development of the works in the Sicilian pilot, to advise on the development of the Green Way, in which besides the GAL has participated the municipality of Calatafimi Segesta. The collaboration will become closer in the coming months.

4. Innovation actions:

Focus of the pilot project on the creation of a Green Way using an old abandoned railway line as a route. From this route, the visitor will be able to make contact with the hydraulic heritage of Islamic origin through which this route passes, or which is in the vicinity of it.

3.5. Pilot 5: Tuscan-emilian appenines: Garfagnana (Italia). UNIPi

1. Recent participation activities:

- [A performance to tell the stories of the village of San Pellegrino in Alpe \(Tuscany\)](#): INCULTUM Pilot in Garfagnana inaugurates summer with theatrical play 'Un prete, due Santi, un confine e 4000 pezzi unici' to celebrate the customs and traditions of rural life that are part of the cultural heritage of those territories. The aim is to introduce visitors and local inhabitants to the historical and cultural memory of the San Pellegrino in Alpe area by narrating through storytelling the past rural lifestyle enclosed in the Ethnographic Museum.
- [Students' visit to the village of San Pellegrino in Alpe \(Tuscany\)](#): the educational element, together with training and cultural activities are part of the strategy of promotion for this territory.
- An [expert environmental guide](#) has organised a one-day field trip, open to anyone interested to explore the beautiful landscapes and historical itineraries of the area.

2. Participation in others WPs:

WP2: The INCULTUM project had the opportunity to participate in the CitizenHeritage conference "The role of photographic heritage in empowering communities' participation in cultural heritage" organised by Photoconsortium in collaboration with the Museo della Grafica of the University of Pisa. The conference focused on the involvement of communities through photographic cultural heritage, but the topics covered were also relevant in the light of the INCULTUM project research. (<https://www.digitalmeetsculture.net/article/incultum-in-pisa/>)

WP3: A survey was developed in May for tourists and visitors to assess the quality of their experience of visiting the museum.

WP6: The training portal within the site, which provides access to training resources related to community management, best practices for local socio-



economic development and social branding strategies, is kept constantly updated on the progress, research, and results achieved by the various entities participating in INCULTUM. It currently has a section dedicated to local training addressed to public administrators, tourism professionals, cultural managers and local economic businesses. The resources have been produced in the frame of the pilot activities or have been collected from the stakeholders participating in the INCULTUM Network.

Development and implementation on the platform for academic courses for students and researchers is currently ongoing. The main topics will cover 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 digitalization (gaming, immersive reality, digital archives and tourism videogaming).

WP7: several meetings with CBS Team to collaborate in the D7.2 (see deliverable submitted)

3. Relationship with another pilots:

Participation in informal meetings with other pilots in which experiences on data collection and its problems were shared.

4. Innovation actions:

Initiatives to attract the attention of visitors, local stakeholders and schools will continue in the coming months, while courses and proposals will be developed on the training front, both academic and non-academic, according to the three lines of action necessary to ensure the success of the project: educational activities, training activities, and cultural and tourist activities. On the basis of the proposed activities, innovation models emerge that connect natural tourism (already rather developed in the area) with cultural tourism (not yet enough developed). They will be further developed and improved in the coming period. The same models will then be used as a starting point for the exploitation of the results.

3.6. Pilot 6: Bibracte-Morvan: ancient paths into the future. Regional Park of Morvan (France). BI

1. Recent participation activities:

1/ Rural paths working group of the heritage community

→ continuation of the participatory inventory of the path network and its uses. Updating and improvement of the QFIELD tool and implementation of a paper protocol; organisation of training sessions for the heritage community and regular contacts with the rural paths working group.

- contact and exchange of experience with new stakeholders, including local representatives of the French hiking federation and two associations acting for the safeguarding of rural paths in villages located of the northern Morvan.
 - meetings with the 12 villages elected representatives and the working group members in order to draft a shared management plan for the network of paths.
- 2/ Development of the participatory tourism project
- June 11-17th Drawing and testing by the heritage community of the main tourist hiking itinerary (140km) passing through the 12 villages of the project. This itinerary is intended to become the territory's flagship tourist offer.
[Summer meeting of the Bibracte – Mont Beuvray Grand Site de France rural paths working group | Digital meets Culture](#)
 - July 12th 2022: Summer meeting of the rural paths working group bringing together 30+ participants among the main stakeholders of the project: return on experience by Annabelle Dauvergne, presentation of the existing local hiking plan, validation of an action plan for the development of the new itinerary.
 - July-October 2022: activation of the action plan and technical work, in partnership with the Regional Natural Park of Morvan, the partner local authorities and the tourism and services players aiming to put the Grand Site de France new hiking itinerary into circulation.
 - [Two weeks heritage summer camp organized at Bibracte in July 2022 | Digital meets Culture](#)
 - 15-25 August 2022: 2-weeks art residency of the artist Ninon Bonzom for the realization of two new visit guide books of the Grand Site de France involving the participation of the heritage community of two villages. Organisation of 2 workshops on 8 & 9 August 2022 (+20 participants). See article> [Balades d'arpentage à Fâchin et Arleuf | Bibracte](#)
- 3/ Development of an open art scene in connection with the concept of political art on the rural path network
- May 2022: Publication and dissemination (Bibracte and its partners communication tools) of a shared agenda of 2022 nature outings and cultural walks on the rural paths of the territory of the Grand Site de France: See article> [Les sorties d'automne du Grand Site de France Bibracte-Mont Beuvray | Bibracte](#)
 - June 11th, September 3rd, 17th and 24th: In partnership with the association CHEMINS, organisation by the heritage community of 4 guided walks on the rural paths of the Grand Site de France gathering more than 200 participants (local inhabitants, visitors, elected representatives). The objective of these walks is to mobilize local actors with very varied profiles (members of the heritage community or not) who have little opportunity to meet. As far as possible, these visits highlight local players (a farmer who maintains his



hedges in an exemplary manner, a watermill owner, etc.). They also mobilise "experts" (such as scientists invited to explain the geology of the territory, its hydrology, its biodiversity, environmental and forest management technicians, etc.) and artists who are invited to "shift the gaze" of the participants and to facilitate dialogue between them. The organisers and participants were unanimously satisfied and the programme will be duplicated in other villages of the pilot territory in 2023.

- French Ministry of Ecology has validated on September the renewal of the Grand Site de France label for 6 years, with an action programme that explicitly takes up the ambitions developed in the framework of INCULTUM
- In October, the Bibracte team has participated in a call for participatory science projects launched by the French National Research Agency with a research project on water management in the Grand Site de France territory (including as objectives: a better knowledge of the water resource, an inventory of the water heritage, the study of the traditional methods of water management still active within the village communities, all with a view to making the water resource a real common resource mobilising all the inhabitants of the territory). This project, co-piloted by Bibracte and a research laboratory on the Dijon campus (BioGéoSciences), is strongly inspired by the work of the University of Granada, shared within the framework of INCULTUM.

4/ Guarantee the coherence and sustainability of the territorial project through an integrated approach, embracing the different sectors of activity that shape the landscape and the economy. Valorisation of agricultural sectors: the Economic and Environmental Interest Grouping (GIEE) created in 2022 by the Grand Site de France (in the process of being certified) brings together around ten farmers in conventional or ecological agriculture around themes such as the organisation of mutual aid networks or the rationalisation and pooling of means. Within the framework of the INCULTUM pilot project, the support and advice provided by the Grand Site de France team mainly concerns issues related to the development of a short supply chain in connection with the tourist economy. The GIEE met twice in March and July 2022. In 2023 we plan to organize training session to GIEE members dedicated to the pilot development and promotion.



2. Sequence of work in the heritage summer camp. (Pilot #6 Bibracte) Copyright Corentin Menthonnex

2. Participation in others WPs:

WP3: collaboration in different meetings with WP3 leader about the touristic data sharing. Implementation of the annual Bibracte visitors questionnaire. Collaboration in the D3.2.

WP4: as responsible of D4.2. Policy brief on sustainable tourism, different meetings with partners to have a common point of view were held and the effort of drafting the document were carried out.

3. Relationship with another pilots:

During the informal meetings, they showed particular interest in the implementation of the terms of the “payment-for-services” agreement that has started to be applied in Grenada. They also showed great interest in learning about the methodology for the study of historical irrigation systems as carried



out in the Algarve and Altiplano, in order to begin to study its application in the French pilot.

4. Innovation actions:

- Use the attachment shared by its inhabitants to the territory, which is based on the singularity of its heritage and its landscape, as a vector of social cohesion and action, thanks to the constitution of an active heritage community
- Activate the construction of this active heritage community by showing the operationality of the concept of political arts developed by the sociologist Bruno Latour, and understood as the simultaneous mobilisation of scientific methods and artistic practices to analyse societal issues and enrich the political decision-making process.
- Guarantee the coherence and sustainability of the territorial project through an integrated approach, embracing the different sectors of activity that shape the landscape and the economy.
- Create territorial intelligence, particularly in the tourism economy sector, through the shared construction of an objective and informed diagnosis.

3.7. Pilot 7: Aaos, the shared river. Aaos/Vjosa valley (Greece). THM

1. Recent participation activities:

- a. Using innovative business intelligence tools, the outcomes of these two parallel researches were presented as a feedback to local stakeholders in the first event organized in Konitsa entitled Culture, Tourism and Social Innovation: The Collective Organization of the Cultural Experience of our Homeland (21 May 2022)
- b. Participatory opening of a new cultural route in Kallithea village, 10–14 October 2022). One of the stakeholders (cultural association of Kallithea) proposed to take action on the opening of a cultural route in their village that was connecting the village with the monument of st Constantine chapel in the forest. The path was opened involving the local community and connecting the village with local business and the monument.
- c. Many stakeholders realized, from the visualized data demonstrated to them through the B.I. area during the first participatory event, that the visibility of the area outside Greece is very low. An initiative was taken from a local stakeholder (WOW branding and design Social Cooperative) and THM in order to design a website to promote local culture outside Greece. In this website local communities will have also the opportunity to offer cultural experiences to visitors of the area. The B.I. area are also going to be embedded in the website in order for



the local communities and stakeholders to evidence base their actions, but also for the visitors to learn more about the area.

2. [A collaboration for the Dragonlake of Tymfi](#)
3. [Aetomilitsa: From the Collective Management of Pastures to the Utilization of Water and Energy Resources by Local Communities, 27 August 2022](#)

a. Local training workshop on Culture and 3d printing technologies took place in the Public Library of Konitsa on the 11th of September 2022. The workshop was addressed to the local community, stakeholders of the area, employees of the Public library of Konitsa and visitors of Konitsa. The workshop is going to be uploaded to Incultum's training portal.

4. Participation in others WPs:

WP7: collaboration with CBS team in the D7.2 (for more details see D7.2 submitted)

3. Relationship with another pilots:

The collaboration of the Greek and Albanian pilot is beginning to develop with a focus on monitoring, study of the living heritage of the nomadic population of the Vlachs. See pilot #8 for more details

4. Innovation actions:

The innovation action in the creation of a new route was the use of visitors to help in the opening of the path. THM used platforms like wwoof and workaway to attract visitors of the area that wanted to volunteer and get in touch with locals and local culture.



3. Participatory opening of a new cultural route in Kallithea village



3.8. Pilot 8: Vjosa, the shared river: Vjosa/Aoos valley (Albania). CER

1. Recent participation activities:

During these later months, innovation activities in the pilot are of Vjosa valley, focused around the ethnolinguistic minority group of Vlachs, aiming at recording and promoting their past ways of living and traditions. The Vlachs, which are known to themselves as Arāmān/Rāmān, are an ethnolinguistic group that have historically inhabited swathes of the Balkans territory. The historical sources have recorded the presence of Vlach people in the Balkans as early as the 11th century. They are distinguished by their language, which is a dialect derived from Latin, and by their ways of living, based primarily on long-distance seasonal pastoral transhumance. In Albania, the Vlachs are considered a minority and recognized as such according to the national legal framework. Therefore, the pilot main focus was to find ways that could help promoting and disseminating these menaced values. A first challenging task was to identify those elements of Vlach culture that could attract tourism the most, use these values to produce new possibilities in tourism, and potentially ignite future interest on Vlach cultural heritage. By applying a bottom-up approach, which involved a larger collaboration of local tourism stakeholders, two distinct elements of Vlach culture were identified of potential touristic values, and these included the Vlachs dwelling (kalive) and their historic transhumance routes.

2. [Reconstruction of Vlach's dwelling \(Kalive\)](#)

3. [Creating cultural paths following the historical transhumance routes](#)

2. Participation in others WPs:

WP2: local communication of the internal activities carried out, and at international level sending the information to be published in the official blog.

WP3: In order to assess the impact of innovative activities undertaken so far in the pilot area, in terms of number of visitors and their perception, some preliminary measurement tools were set up. The touristic office in the Municipality of Përmet has supported the monitoring of the archaeological exhibition opened during the spring time. The information provides an increasing number of visitors. To note also are the continues visits of local school (more detailed information in D3.2).

WP7: collaboration with CBS team in the D7.2 (more detailed information in D7.2).

3. Relationship with another pilots:

The pilot #7 and #8 are beginning to work together to share experiences about the Vlach's population, who lived in nomad way along the Vjosa/Aoos valley. In the next months they will work together to connect the route they created in the Albanian pilot with a route to Vlach villages on the Greek side.



4. Innovation actions:

The work being carried out in pilot #8 is innovative in its entire development. Working with an ethno-linguistic minority such as the Vlach is already an important innovation in itself, as their lack of knowledge was contributing to their disappearance. The recognition and the work being carried out to enhance the value of this heritage, both tangible (dwelling) and intangible (transhumance routes) is a great innovation that will have an impact on the territory beyond the INCULTUM project itself.



4. Fieldwork in Vjosa valle pilot: Vlach's ancient route and Kalive's reconstruction

3.9. Pilot 9: Historic graves. (Ireland). EACHTRA

1. Recent participation activities:

- a. Working with community groups in Ballyhoura (Limerick & North Cork) in training for storytelling and production of heritage videos for Dark Tourism marketing of heritage. This involved works at five graveyards in the Doneraile area; draft videos have been produced, and final quality control steps realised.

- b. Our focus on 19th-century institutional burials brought us into projects involving famine burials in Bandon, Co. Cork and asylum burials in Portlaoise, Co. Laois. In these projects, we are using the methodologies developed or refined during INCULTUM, which combine photogrammetric recording and ground modelling using GIS technology.
- c. We have used drone surveys on INCULTUM sites in Cork and Mayo, and we have also been transferring the knowledge gained from those works into non-INCULTUM sites.
- d. The work is being concentrated on Achill Island, in the county of Mayo. Several surveys have been conducted, along with contact with local people, local businesses and the local Tourist office. In particular, the following sites have been surveyed (completely or partially): Kildownet New, Slievemore, Bunnacurry Old Cemetery, COI graveyards, St Thomas', Clare Island, Kilgeever, Louisburgh COI.
- e. At the level of the platform, we defined, conceptualised and partially implemented the concept of destination, which will be one of the main touristic-oriented innovations developed within INCULTUM. It will consist of microsites (<https://en.wikipedia.org/wiki/Microsite>) presenting all the relevant information of a specific pilot area in HG, grouping three complementary sources: graveyards surveys (new or existing), local stories, and touristic relevant information from third parties, like Google Maps or Trip Advisor.
- f. Another phase of works in October 2022 identified key linkages between Famine relief works in Achill and the burial grounds of the parish. A forthcoming phase of mapping is planned for 2023 in order to develop content for the Destinations module of the web platform.
- g. We launched an online survey on the HG website, customising the basic template provided by SDU. The survey has been a success, having collected a total of 581 answers to date.

2. Participation in others WPs:

WP3: Eachtra provided pre-INCULTUM data to SDU, as requested. These data included Google Analytics for the previous 5 years, and visitors data got from Achill Island's local tourism office. We got some historical tourism data from Achill Tourist Office and provided that to SDU, along with online visitor data from the historicgraves.com platform.

- We keep collecting, as usual, data about people participating in field surveys and data about visitors to the historicgraves.com platform.
- We launched an online visitor survey and collected qualitatively and quantitatively valuable data from over 500 answers.
- We launched the first onsite survey at the site of Kildownet (Cill Damhnait), which so far got 11 answers.



WP4: Eachtra revised the policy brief on sustainable tourism (D4.2) produced by BIBRACTE, providing feedback and comments on the text.

WP6: Eachtra published the HG [recording kit in the INCULTUM Training Portal](#).

WP7: Eachtra created the tool [Pilots expected contribution to indicators and targets in relation to the expected impacts](#) and made it available to CBS, which asked to convert it to the de facto KPI tracking tool for the whole consortium. Review of D7.2 Midterm plan for the impact, evaluation and exploitation of results, as non autor partner (following the Quality Plan).

3. Relationship with another pilots:

Internal communication between the French (Pilot #6) and Irish pilots concerning the sharing of methodologies on data management. The Irish pilot's knowledge of advanced data management technologies and applications has been shared with the French pilot for the updating of its internal databases.

4. Innovation actions:

This pilot is using methodologies developed or refined during INCULTUM, which combine photogrammetric recording and ground modelling using GIS technology to detect burials from the Great Famine. Also they are working with different apps to the optimization of photographics resources from the surveys carried out. Another innovation action is the development of the Microsites touristic-oriented partially implemented yet on their website.

3.10. Pilot 10: Escape into the archipelago landscape. Baltic ocean and the great lakes of Sweden. UU

1. Recent participation activities:

- a. continuing the dialogue with established, and creating new relationships with different stakeholders in the Pilot 10 destinations,
- b. planning and coordinating of the data collection of summer 2022,
- c. planning and coordinating of the two in-place (Uppsala and Copenhagen) sessions of the PhD course on spatio-temporal methods.

2. Participation in others WPs:

WP2: different presentations of the work at local level: Presenting a Pilot 10 marketing research-related conference paper on destination engagement at the **AMA SERVSIG conference in Glasgow** ("Roles of engagement: the influence of individual self to role harmony and collective engagement"), June 17th, 2022; Presenting the Pilot 10 research design to the **Guest harbour officials of Öregrund**, June 17th, 2022. Presenting and discussing observations and preliminary results from the Öregrund study of 2022 to key representatives of the **Municipality of Östhammar**, on October 25th, 2022. At the meeting representatives from infrastructure, destination development, business

coordination, land use strategist, building and development, clean city, among others. The aim of the meeting, initiated by the destination developer from the Municipality of Östhammar was to evaluate the summer of 2022 from different perspectives such as tourism and residents. Pilot 10 contributed by presenting both the preliminary results from the questionnaire and GPS logger analysis, and observations that the researchers did while collecting data.

WP3: The Swedish team has now collected GPS and GSM mobility data for several of the case study areas, and the analyses are focused on comparisons on different levels. The first orientation of this is the international comparative approach. The international comparison is primarily concerned with improving our understanding of how rural tourism mobility patterns differ from more urban trends (such as Copenhagen), with the underlying idea that the unique patterns of the main study areas cannot be detected unless we compare to patterns obtained in more urbanized regions. Secondly, the widened scope of data being collected allows us to compare and validate statements made during the first year. Thirdly, qualitative material (from surveys and interviews) is classified, and matched to the geocoded and statistics-oriented data material. In the coming months, alternative and broader methods for the collection of participatory data (primarily through photos and narratives) will be developed and integrated in the analytical framework.

WP4: Based on own experience, and the participatory models developed by WP4 leaders, Pilot 10 have developed a method for engaging stakeholders in the workshops. This method builds on a structure where the researchers start by presenting the findings from the research done, showing both the results based in questionnaires and on GIS information (data collected through GPS loggers). Once the results have been presented, the discussions are initiated. The workshop in Törso has been summarized and Pilot 10 has been in a dialogue May – October 2022 with a number of the participating stakeholders to keep track of, and be a mediator of, the suggested activities. One such activity is the development of QR codes with information and suggestions on trails and routes are developed.

WP6: **Arranging and finalizing the PhD course in collaboration with Copenhagen Business School.** In a collaboration between researchers at Uppsala University, Copenhagen Business School (CBS), Università degli Studi di Palermo, and Oslo Metropolitan University, a doctoral course has been offered. The course [“Advanced spatio-temporal analysis – Methods in understanding tourists’ behavior”](#) builds on the methods used in, and the data collected through, the Pilot 10 project.

WP7-3: Reported activities to WP 3 and WP 7, which included two interviews with WP7 leaders – one in Copenhagen, Denmark on September 22nd and one online.



3. Relationship with another pilots:

Setting up QR codes that tourists can use for accessing information while also providing the stakeholders with information on movements is one example of a project initiated as a part of developing sustainable methods for monitoring walking and biking trails both in the discussions with different stakeholders and in the INCULTUM internal meeting between Uppsala University and other pilots

4. Innovation actions:

Pilot 10 has stated that it will deliver a number of innovation activities. So far in the project, Pilot 10 has performed a number of activities aimed at reaching the deliverables:

- a. Application: Geocoded services to support marketing of tourism in depopulated areas; reached until now: a number of meetings with different stakeholders on how these can be developed (based on the challenges and opportunities identified through the data analysis and workshops with stakeholders). During this reporting period, different trails are identified and information to feed into the service is discussed.
- b. Development of new methods and tools for segmenting tourists based on revealed behaviours; the method of using GIS data with questionnaires are tested at the different destinations to develop methods that will be possible for stakeholders at the destinations to use.
- c. Creation of a digital repository for GIS data connected to the project; Data was transmitted to INCULTUM early on in the project; Co-creation of knowledge related to policy and strategy formulation and integration in collaboration with local destination managers and tourism development stakeholders; through the collaborative workshops.

4. Results and impact

Throughout the report we have described detailed the good work carried out by the pilots. Following the definition of the products and processes to be developed (described in D7.2), they are all making a great effort to achieve the objectives set. Each pilot, with its own circumstances, is making an important effort, especially those pilots that started from scratch with the beginning of the INCULTUM project. Innovation actions are also forming part of the activities developed by the pilots, demonstrating a great variety among them. Many of these innovations can be replicated from one pilot to another, contributing to the dissemination of methodologies and actions.



The “payment-for-service” agreement being developed in pilot #1 has caused a great deal of interest among the other pilots, as we observed in internal meetings. The first agreement signed between an irrigation community and a municipality is to support the management of historical irrigation systems by the irrigation communities. This agreement between institutions does not necessarily imply a monetary payment; in this case, the municipality will support the community in the maintenance of the network of irrigation ditches and, at the same time, it implies the recognition of all the social, agrarian and ecosystemic values that these irrigation systems contribute to society as a whole. It is also a tool for the empowerment of these communities, which are undervalued by water management administrations, among others. The pilots (#6, #4) asked about the functioning of the agreement, about whether there should be a specific budget line by the municipality, but the payment for services does not imply monetary or budgetary exchange, the municipality can help to repair the irrigation ditches by providing labour, for example.

Other types of innovations developed in INCULTUM are of a more technological nature such as those developed by pilot #9 with the incorporation of elements specifically created for tourists on its website, or pilot #10 related to the management of tourist behaviour that will improve the local offer in less visited areas.

It is also worth highlighting the interesting and innovative work being carried out in the Albanian pilot project #8 with the ethno-linguistic minority of the Vlachs. The documentation and recovery of the transhumant routes and the nomadic dwelling of this population will not only bring a very interesting tourist resource to the area, but will also revalue a culture that has almost disappeared.

5. Difficulties and challenges

One of the main difficulties we are encountering during the development of the project and the activities is the communication between pilots and partners. In order to try to mitigate this lack of dialogue and foster the relationship between pilots, during the internal meeting of partners held in Granada last June, it was decided to hold quarterly meetings between pilots. The first round of meetings took place in September and the next one will be held in January 2023 (due to scheduling issues).

These informal chats, together with the face-to-face meeting, have allowed us to strengthen ties and foster communication. Knowing all the partners personally as well as the informal chat format established by the WP5 coordination has allowed to talk fluently expressing the possible problems or internal difficulties of each pilot and to share experiences. The meetings were held in small groups to facilitate the



dialogue. The organisation of the next meetings will mix the pilots in such a way that all of them can interconnect.

Another challenge is to get all products designed by the pilots up and running as soon as possible, especially in cases where route design is still being worked on, such as pilots #1, #2 and #4. This is essential in order to be able to collect visitor flow data for the upcoming campaigns. It is also essential for the achievement of the KPI and subsequent impact analysis (WP3-7).

Another big challenge that comes up in almost all or all pilots is how to take data in marginal areas and in products that do not require a box office or ticket control because they are in the field or can be visited freely. This is something we have discussed a lot and we are all aware of it. We have proposed methodologies and techniques, as in pilot #9 or #10, that are beginning to be tested and will have results in the coming seasons.

6. Conclusion

As a conclusion of this report, we can highlight the good work being done by the INCULTUM project pilots. The focus on their products together with the innovation actions that are being developed augur a great impact in the medium and long term.

Emphasis is being placed on the need to promote innovation in the products and processes proposed, or in techniques and approaches. In this sense, transversality with the innovation manager is being promoted. There is no shortage of challenges considering the nature of the pilots and the work being done with local actors and communities, based on participatory approaches that are not always simple and agile, but which we believe have greater potential in the medium and long term and will also have a deterrent effect on the negative impacts of tourism and touristification.

We can summarize the fields of innovation explored by INCULTUM in the following items:

1. **The constitution of a heritage resource as a common (good)** is a unanimously shared concern, but unequally explained by the pilots, even though it is obviously what provides legitimacy to the projects and grounds the actions.
2. **The involvement of the community in the management of the heritage resource** is a priority action over all others. The Granada team has developed a fine example of farmer involvement, which may be shared in greater depth within the consortium.
3. **Most of the pilot projects have in common the objective of creating new visitor itineraries** that make it possible to discover the resources of a territory along a route (most of the time using soft means of transport). These routes also involve local participation in their design and, of course, in their

development. Thus encouraging local domestic tourism and knowledge of the local heritage. The systematisation of this approach through soft mobility can be considered as an element of innovation to achieve sustainable tourism.

4. **The design of attractive narratives** of the itineraries is essential (+in the light of the tourism revolution), the use and management of the water (pilot #1 Granada, pilot #2 Portugal, pilot #4 Sicilia), touristic resources based on a ethno-linguistic minority (pilot #7 Albania and in the next period also will be implemented in #pilot 6 Greece), or the dark tourism in pilot #9 can be detected as innovator touristic solutions.
5. In relation to the previous point, **the mobilisation of artists to strengthen the attachment of communities to their heritage and to share it with others** is a subject whose relevance is shown by the Bibracte achievements (see also the Apennine pilot #5).
6. **The participatory heritage inventory and the participatory design of itineraries** also seem to be vectors considered relevant by all the partners. It would therefore be useful to better share tools/methods to facilitate this mode of participation: importance of field surveys, availability of digital tools for collecting and sharing information.
8. **Knowledge of visitors, their visiting practices and the impact (social, environmental, economic) of the involvement of the community in the management of the heritage resource as well as the sharing of this information with the community to produce 'territorial touristic intelligence'**, is a subject that also interests several partners (pilot #6 Bibracte, the pilot #9 Irish, pilot #10 the Swedes), with concrete proposals from each pilot that should be made consistent / assembled.
9. Some pilots are modelling an **integrated tourism economy approach** (pilot #6 Greece, pilot #6 Bibracte, pilot #1 Granada) **by mobilising the concept of territorial entrepreneurship** that embrace the different sectors of activity of the territory involved in the management of the heritage common **or by using business intelligence tools** (pilot #6 Greece).
10. **Promotional and visit tools** are also a subject of interest to several partners (pilot #3 Slovaks and the pilot #9 Irish) and it would undoubtedly be useful for them to share their current work on this theme in more detail.

It could also be said that the pilots are doing their own communication on a local scale in the vernacular language, thus trying to have a greater implantation in the territory and the communities and stakeholders with whom they work and a greater dissemination on that scale, who are to a large extent our closest and, a priori, most numerous target audience.

WP5 coordination will continue to foster dialogue between the pilots through regular meetings in small groups to facilitate the exchange of experiences and knowledge and at the next Consortium meeting next year. We are also enhancing



Deliverable: D5.1

Title: Intermediate pilots report

transversality, communication and participation with WP's related to communication, data collection and analysis, participatory models and good practices, social impact and business models.

With this report we conclude T5.2 and start T5.3, the results of which will be provided in D5.2 (M36).