



Visiting the margins
INnovative CULTural ToUrisM in European peripheries



INCULTUM project is an **Innovation Action** supported by the European Commission in the frame of the Horizon2020 programme, and coordinated by the University of Granada. INCULTUM deals with the challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development.

The work done by each of the [10 Pilot cases in the INCULTUM project](#) to support **innovation in sustainable and participatory tourism approaches** shows (sometimes big) differences and specificities, nevertheless all the Pilots are aiming at developing new sustainable and collaborative strategies for local promotion of various areas, which also generate an effort in training and supporting actions to local stakeholders and a variety of innovations in rural and marginal territories in Europe.

The coordination for fostering **synergies and common strategies in innovation** is important to facilitate Pilots' progress and to identify solutions to common challenges. A series of innovation factsheets was produced from the Pilots experiences under coordination of INCULTUM innovation leading partner Bibracte, with the aim to disseminate the work done by each Pilot for other stakeholders to take inspiration from.

[Access INCULTUM Innovation Factsheets](#)



INCULTUM Training Portal: resources about sustainable cultural tourism

The INCULTUM Training Portal is a web-space dedicated to offer various training resources to a wide range of targets, including: local stakeholders and communities, university students and researchers, public administrators, business development operators, tourism specialists and cultural heritage managers.

The variety of training resources accessible through the portal aims to promote capacity and knowledge of its target users in the areas of sustainable tourism, cultural



International Conference on Cultural Tourism Advances

This Conference is organized by the sister projects BE.CULTOUR, IMPACTOUR, INCULTUM, SMARTCULTOUR, SPOT and TEXTOUR, hosted by KU Leuven, under the aegis of the European Research Executive Agency

Date and Venue: 27-28 June 2023, Brussels

The goal of this Conference is to expand understanding of the sustainable development potential of cultural tourism, by focusing on successful policy interventions, new cultural tourism trends, advances in visitor management, and new

heritage, innovative participatory approaches, involvement and engagement of living territories and communities. business and/or governance models.

[Read More](#)

[Access Resources](#)

Discover INCULTUM Pilots

Ten Pilot cases investigate the involvement of local communities to co-create innovative customised solutions of sustainable tourism promotion. The experiments run across Europe in 10 different geographical locations, characterised by a variety of socioeconomic contexts and cultural-natural heritage, with relevant cross-border significance.

Read about the 10 INCULTUM Pilots: <https://incultum.eu/pilots/>

Across 2021-2023, dedicated visits to each Pilot location took place, including a professional photoshooting to collect materials for promotional publications like posters, flyers, videoreels and others. The most recent visits were in Ireland and Sweden, and are illustrated in the blogs below. The other Pilots were visited before, and advertised in previous blogs and newsletters.



Ireland

Visit to Pilot 9 - Historic graveyards of Ireland

[Read Blog](#)



Sweden

Visit to Pilot 10 - Escape in the Archipelago landscape

[Read Blog](#)



Pilots posters

Promotional posters from all the INCULTUM Pilots

[View Posters](#)

News from INCULTUM Network



Upcoming webinar

INCULTUM participates in the Be.CulTour webinar:

"Community-led and innovative entrepreneurship for circular cultural tourism"

online, 23rd June 2023

[Read Blog](#)



Collaboration

INCULTUM collaborates with rurAllure, Horizon 2020 project focused on

promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes

[Discover](#)



Conference

Conference and training event by Eureka3D project:

"3D in Cultural Heritage"

in Roma and online, 6th June 2023

[Info and Agenda](#)



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