



Innovative participatory and collaborative approaches to transform local communities and stakeholders into protagonists

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INCULTUM

Visiting the margins -
Innovative Cultural Tourism in European Peripheries

Innovation Action
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Running from 2021 until 2024
www.incultum.eu





Tourism is one of the most important European economic activities and a development opportunity for territories

INCULTUM aims to conceive a novel way to develop sustainable cultural tourism in marginal or not yet know areas, focusing on

communitis engagement

and

participatory approaches

Tourism is more than travelling and consuming:

- It has great potential when it comes to culture, nature and knowledge
- It is a way to learn and improve oneself through personal experiences
- It enriches our vision of the world and helps to improve mutual understanding

However ...



NEGATIVE IMPACTS EXIST AT DIFFERENT LEVELS

- Touristification
- Gentrification
- Insecurity of employment
- Social tensions with residents
- Reduction of the quality of visitor's experience
- ...

INCULTUM KEYS TO AVOID THESE NEGATIVE IMPACTS

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

PARTICIPATION ENABLES DEVELOPMENT AND GROWTH

- **Local communities** are engaged in valuing their territories and cultural/natural heritage
- **Stakeholders** are involved in the co-creative management of tourism potential, developing shared marketing channels, digital tools, communication and interactivity
- **Policy makers** establish regulations to support the promotion of the territories in collaboration with local stakeholders and communities.



15 PARTNERS

An interdisciplinary group of academia, municipalities, associations and SMEs participate in the INCULTUM consortium.



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OFFICIAL MEDIA PARTNER

DIGITAL CULTURE
www.digitalmeetsculture.net

THREE PILLARS OF ACTION

DATA GATHERING & ANALYSIS

Quantitative and qualitative data on cultural tourism are gathered to produce innovative data analysis.

PARTICIPATORY MODELS & POLICIES

Participatory approaches are modelled to support the engagement of local population and stakeholders as communities of practices.

STAKEHOLDERS MAPPING & IMPACT ASSESSMENT

Demand side (*i.e. the market for cultural tourism*) and supply side (*i.e. local economies and social life*), depend on each other. Further understanding is needed to deliver actual impact.



Social channels

The screenshots show social media content for the INCULTUM project. One is a Facebook post titled "INCULTUM - H2020 project" with a video thumbnail of a tractor in a field. Another is a YouTube video thumbnail titled "INCULTUM Daily Workshops: measuring the impact of cultural tourism".

Training Portal

The screenshot shows the homepage of the INCULTUM Training Portal. It features the ITP logo, a welcome message, and a description of the portal's purpose: 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. It also includes a "Share training resources" button.

ONLINE COMMUNICATION

Project's Website

The screenshot shows the main website for the INCULTUM project. It features a navigation menu with links for Home, About, Training Portal, Pilots, Dissemination, Networking, and Reserved area. The main heading is "Ten pilot cases" and the text below describes the project's aim: "INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders." There is also a "Discover the Pilots" button.

Blog

The screenshot shows the blog section of the INCULTUM project website. It features a navigation menu with links for Home, About, Training Portal, Pilots, Dissemination, Networking, and Reserved area. The main heading is "Blog" and the text below describes the project's aim: "INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders." There is also a "Discover the Pilots" button.

**10 PILOTS ACROSS
EUROPE AIM TO
ENABLE
COMMUNITY
PARTICIPATION IN
THE DEVELOPMENT
OF INNOVATIVE
PROPOSITIONS**

- 1. Altiplano de Granada, Spain**
- 2. Campina de Faro, Portugal**
- 3. Copper Mines, Slovakia**
- 4. Trapani Mountains, Italy**
- 5. Garfagnana Appennine, Italy**
- 6. Bibracte-Morvan, France**
- 7. Aaos Valley, Greece**
- 8. Vjosa Valley, Albania**
- 9. Historic Graves, Ireland**
- 10. The Archipelago Landscape, Sweden**



ALTIPLANO DE GRANADA





THE PLACE

- North of Granada's province, in the South-East of Spain
- Flat semi-arid area with poor soils and an extreme climate due to its altitude, continental influence and the presence of surrounding mountains
- Landscape marked by impressive *badlands* where the historical relationship between humans and the environment has built on a sustainable use of resources, particularly water and soils
- Affected by a depopulation process and with one of the lowest *per-capita* incomes in Spain

CULTURAL HERITAGE IN FOCUS

- Historical irrigation systems
- Dated mainly from the Middle Ages, during the Islamic period
- Still in use, managed by local farmer communities
- Recent proposal as Geopark, currently under evaluation by UNESCO

DANGER

- Threatened by abandonment and agricultural intensification





THE INCULTUM PROPOSITION

- To convert existing pathways contiguous to the irrigation channels into cultural routes
- To link cultural tourism to agrarian local production, rural heritage, traditional practices and ecosystem services
- To interpret cultural tourism as a tool to disseminate values of the traditional agrarian spaces, bringing them closer to visitors
- To offer tourists a first-hand experience as they will be guided directly by the farmers



THE PARTICIPATORY APPROACH WILL ENABLE TO RETURN BENEFITS DIRECTLY TO LOCAL COMMUNITIES

- The irrigator communities have a leading role in proposing, building and managing the new cultural routes
- Farmers who are managing irrigation systems and who are the owners and the experts of the canals, agrarian spaces, traditional practices and their values keep control on the development and autonomy of choices, in the respect of their heritage, landscape and territory

MINES IN CENTRAL SLOVAKIA



THE PLACE

- The Historic Town of Banská Štiavnica (from 1993 enlisted at the UNESCO World Heritage List) is an outstanding example of important mining settlement developed since the Middle Ages.
- The city of Banská Bystrica is the cultural and economic centre of Central Slovakia.
- The copper mining cities acquired their present picturesque look in the Late Middle Ages when the Fugger and Thurzo families founded the prosperous, largest and most modern early-capitalist company of that time.





CULTURAL HERITAGE IN FOCUS

- Significant cultural and technical heritage in the territory relates to its mining history.

DANGER

- Although the Banská Bystrica region plays an important role in the tourism in Slovakia being part of two important tourism routes (the Barbora Route and the European Fugger Route), the city significantly lacks marketing and digital tools promoting this unique part of its history.

THE INCULTUM PROPOSITION

- “Mining Treasures of Central Slovakia”, a participatory interactive digital map with a twofold scope: to promote lesser-known mining monuments and mining heritage sites, and to educate children, young people and the general public in this area about their local history
- Visual identity and logo of the website were selected via a local contest
- Participation of stakeholders and students of tourism promotion in the process of content creation
- Engagement of local communities called to contribute with pictures from their family albums and stories of their families

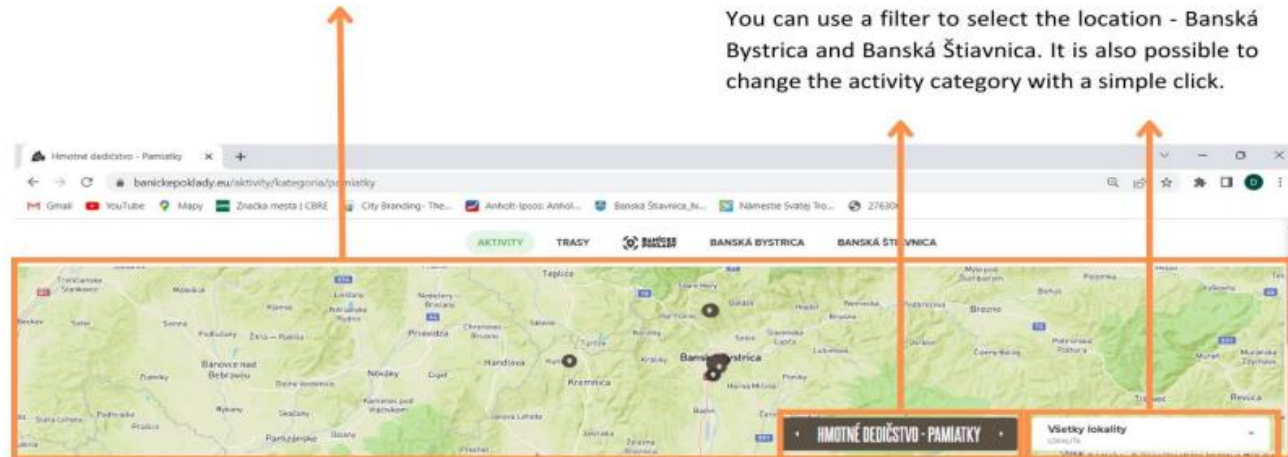


**BANÍCKE
POKLADY**



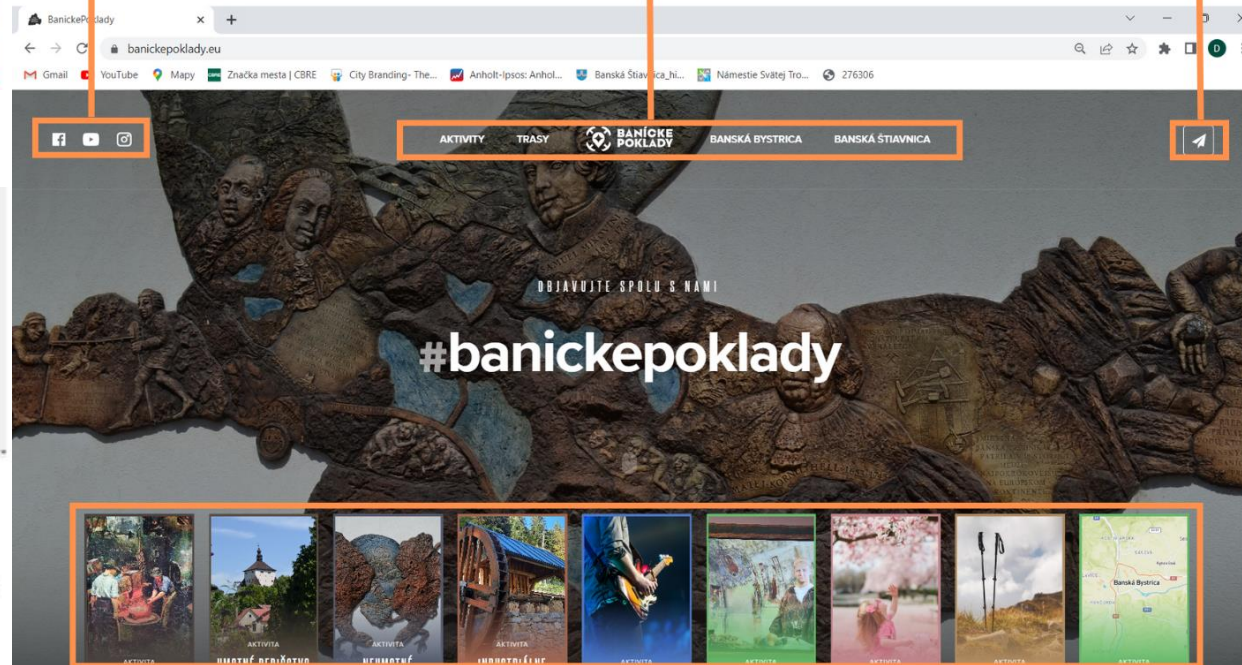
After clicking on the icons representing individual **categories of activities** - galleries and museums; material heritage; intangible heritage; industrial heritage; events; education; for children; hiking; on the map - a menu with activities will appear. You will also see a map with activities marked with **color-coded pins**. The color of the pins depends on the category in which the activities are classified.

You can use a filter to select the location - Banská Bystrica and Banská Štiavnica. It is also possible to change the activity category with a simple click.



Via the **social media menu**, the visitor of the interactive platform can link to the profiles of "Mining treasures of central Slovakia" on the Facebook, Instagram and YouTube platforms.

Icon for direct contact via **email** info@banickepoklady.eu



Individual activities are identified by name and cover photo. There is also information about the entrance fee and the length of the track that the visitor takes during the visit to the activity.

Icons showing individual **categories of "treasure mining" activities** - galleries and museums; tangible heritage; intangible heritage; industrial heritage; events education; for children; hiking; on the map. The individual categories can also be accessed by the platform visitor through the icon on the top bar with the name **ACTIVITIES**.

▶ AN INNOVATION IS:

Something new / an invention

Incremental (improvement of the existing) or radical (in-depth transformation)

Emerging in a given context

Spreading through encounters with users (who improve it, make it evolve)

Leading to a change in practices and social norms

NB: If it is not adopted by the greatest number of people, the invention will not be an innovation

THE CHALLENGES FOR THE COMING MONTHS

- To extend the adoption of the pilot propositions to the largest number of participants at local level
- To gain the support of policy makers
- To plan the economic sustainability of the actions
- To continue and strengthen communication, dissemination, promotion and training as mechanisms to attract attention and create the conditions for further deployments

CONTACTS

Website: www.incultum.eu

Project's blog: www.digitalmeetsculture.net/projects/incultum-blog/

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Project Coordinator and leader of the pilot Altiplano de Granada: José Maria Civantos, University of Granada MEMOLab
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Participatory models and leader of the pilot Mining Treasures in Central Slovakia: Aleksandra Bitusikova and Kamila Borsekova,
Matej Bell University

THANKS FOR YOUR ATTENTION!

