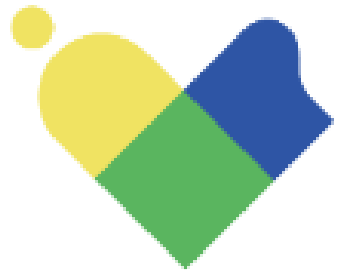


Local Communities as protagonist of sustainable tourism development in under-rated areas



creative **tourism**,
regenerative development,
and destination resilience

8-10 Nov 2022, Ribeira Grande, Azores

Antonella Fresa, Promoter S.r.l.

Network Coordinator

INCULTUM

Visiting the margins -
Innovative Cultural Tourism in European Peripheries

Innovation Action
Funded by the EU
Under Horizon 2020
Running from 2021 until 2024
www.incultum.eu





Tourism is one of the most important European economic activities, a key element in the globalization processes and a development opportunity for territories

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

communitites 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

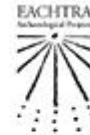
PARTICIPATION ENABLES DEVELOPMENT AND GROWTH

- **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 to deploy knowledge and to manage the various project's activities.



FUNDED BY



Horizon2020
European Union Funding
for Research & Innovation

OFFICIAL MEDIA PARTNER





THREE PILLARS OF ACTION

DATA GATHERING & ANALYSIS

INCULTUM gathers quantitative and qualitative data on cultural tourism to produce innovative data analysis and new statistics that support the research on this phenomenon.

PARTICIPATORY MODELS & POLICIES

INCULTUM findings are oriented to foster positive impacts of cultural tourism by using a participatory approach involving local population and stakeholders as communities of practices.

STAKEHOLDERS MAPPING & IMPACT ASSESSMENT

Understanding and creating synergies between the demand side (*i.e. the market for cultural tourism*) and the supply side (*i.e. the local economies and the social life*), which depend on each other



Social channels

Three overlapping screenshots of social media posts. The top one shows a Facebook post with the INCULTUM logo and text about the project's goals. The middle one is a tweet from @INCULTUM_PROJECT featuring a photo of a tractor in a field and the text 'INCULTUM - H2020 project'. The bottom one is a website snippet for 'INCULTUM Project' with a navigation menu (HOME, VIDEO, PLAYLIST, COMMUNITY, GALLERY, INFORMATION) and a featured video titled 'INCULTUM Daily Workshops: measuring the impact of cultural tourism'.

Training Portal

The landing page for the INCULTUM Training Portal. It features the ITP logo (INCULTUM TRAINING PORTAL) and a welcome message: 'Welcome to ITP, the INCULTUM Training Portal!'. Below this, there are three paragraphs of text describing the portal's purpose: offering training resources to various stakeholders, promoting capacity and knowledge through various approaches, and acting as an open portal for knowledge exchange. At the bottom, there is a prominent button that says 'Share training resources'.

ONLINE COMMUNICATION

Project's Website

The homepage of the INCULTUM website. It has a dark header with the INCULTUM logo and a navigation menu with links: Home, About, Training Portal, Pilots, Dissemination, Networking, and Reserved area. The main content area features a large background image of a rural landscape with a house and trees. The text reads: 'Ten pilot cases' and 'INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders.' At the bottom left, there is an orange button that says 'Discover the Pilots'.

Blog

The blog page of the INCULTUM website. It features a header with the INCULTUM logo and navigation links. The main content area is divided into several sections: 'REPRESENTATION OF THE PROJECT' with a video player, 'INFO PARTNER' with a 'DOTA CULTURE' logo, 'RELEVANT NEWS FROM DIGITAL CULTURE', 'INFOCUS' with a 'Policy roundtable of EU-funded projects on sustainable cultural tourism' article, and 'CONTACTS' with a list of partners and their contact information. The page is filled with various images and text related to the project's activities.

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





10 PILOTS IN 9 COUNTRIES

- The project is based on 10 pilot cases from all over Europe, covering a diversity of socio-economic contexts and cultural-natural heritage, with relevant cross-border significance.
- For their selection, we have prioritised deprived, remote, peripheral and deindustrialized areas or cultural-natural heritage not usually taken into account.
- All the pilots are based on existing studies with previous experiences in the selected areas.

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 NEW INCULTUM PRODUCT

- 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
- Cultural tourism will become a complementary activity and a way to disseminate values of the traditional agrarian spaces, bringing them closer to visitors
- Tourists will be offered 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

CAMPINA DE FARO



THE PLACE

- Agrarian coastal plain, located on the littoral of Algarve, in the south of Portugal, between three historical and very touristic cities: Faro, Olhao, Loulé
- Ancient and continuous human occupation, because of its position, situated on an aquifer and very fertile soil
- A living testimony of the historical interdependence between the cities and the food production space - gardens and orchards





THE CULTURAL HERITAGE IN FOCUS

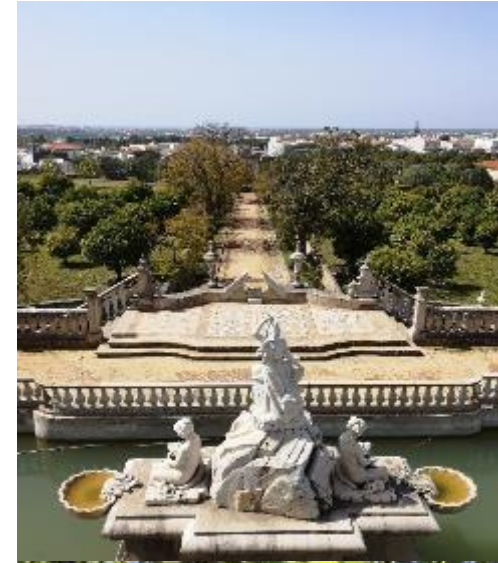
- Traditional irrigation systems pulling water up from the soil: *norias*, wells, aqueducts, tanks and canals

DANGER

- Hydraulic heritage in a process of being abandoned
- In danger of degradation, given the new irrigation methods necessary for new (exotic) crops
- Very strong real estate pressure on the periphery of costal high touristic cities
- Species of fruit trees are in the process of disappearing (e.g. tangerine trees)

THE NEW INCULTUM PRODUCT

- Cultural routes to discover the hydro-agricultural heritage
- Little markets for the sale of vegetables and fruits in the villages as organic food
- Alternative touristic destination to sun and beach, based on agro-tourism, rural tourism and cultural tourism
- Novel attractions to visitors, bringing tourism closer to the poly-culture history and to the Mediterranean diet, with an impact on the local economy
- New experiences to combat seasonality, offering to visitors the opportunity to be immersed in the local rural culture





THE PARTICIPATORY APPROACH WILL CONTRIBUTE TO THE PRESERVATION OF LANDSCAPE'S MEMORY AND (RE)ACTIVATION OF ITS IDENTITY

- Surveys, diagnosis and architectural and hydraulic rehabilitation of a group of *norias*, aqueducts and tanks is conducted ,in collaboration with university experts
- Historic irrigation systems, practices and techniques are revitalised, recovering traditional cultivation techniques, together with local growers
- Traditional practices in the management of water for irrigation and in agricultural crop techniques are promoted, working with local horticultural communities and small associations of organic producers



CONTACTS

Website: www.incultum.eu

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

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THANKS FOR YOUR ATTENTION!

