INCULTUM

Visiting the margins: innovative cultural tourism in European peripheries

Community identity, tourism as a tool, innovation

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INCULTUM

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introduction

INCULTUM stands for INnovative CULtural ToUrisM in European peripheries. It is a Research and Innovation action co-funded by the European Union under the Horizon 2020 Programme. The project spanned three years, from May 2020 to April 2024. As the EU funding period draws to a close, there is a tangible commitment among the partners to sustain the initiative within their respective locales and through new collaborations.

Fifteen partners from ten European countries, including Denmark, France, Greece, Ireland, Italy, Portugal, Slovakia, Spain, Sweden, and Albania, participated in this endeavour. The consortium was meticulously designed to encompass a diverse range of skills and expertise, covering the entire value chain necessary to successfully address the project's key objectives. This approach aimed to maximize the impact at the EU level and engage a wide array of relevant stakeholders, including cultural tourism organizations, local interest groups, communities, cultural and natural parks, municipalities, associations, universities, SMEs, data managers, developers, dissemination networks between EU cities, and development and consulting groups. An overview of the partnership is provided in a dedicated chapter where each participating organization presents its characteristics.

The project is rooted in two fundamental concepts: experimenting with novel, unexplored pilot solutions and focusing on secondary, underrated territories to develop innovative strategies. To realize these objectives, the consortium engaged in on-the-ground experimentation within the pilots and conducted theoretical investigations into models of participation, creating a map of targeted stakeholders, and experimenting with data utilization.

The outcomes of the three-year endeavour are documented on the project's website and through news published on its blog hosted by the digitalmeetsculture.net online international magazine. Additionally, a training portal was developed to provide a repository of professional and academic resources available for reuse.

The pilots fostered communities of practice and had a positive impact on local communities from social, cultural, environmental, and economic standpoints. By implementing cultural tourism based on living territories and communities, it was possible to experiment mitigation of the negative impacts of tourism through specific training

initiatives and by strengthening local identities and social ties. Bottom-up local strategies for sustainable cultural tourism focused on tapping into hidden potentials in remote, peripheral, or deindustrialized areas, which are often overlooked by traditional tourism approaches. The participatory models formed the basis for co-creating innovative tools, assessing the prerequisites necessary for the future full implementation and scaling up of the pilots, even beyond the end of the EU funding period.

Ten pilots were developed across Europe and are detailed in a dedicated chapter. Partners, stakeholders, and communities from nine different countries covered a variety of geographical contexts, prioritizing remote areas and cultural and natural heritage. Various resources were considered, including agrarian heritage in Portugal, Spain, and Sicily; minority communities in Albania and Greece; industrial heritage in the mining area of Central Slovakia; archaeological features in France, Spain, and Sicily; natural environments in Albania, Greece, France, Spain, and the Swedish archipelagos; and local identity through historic graveyards in Ireland and mountain villages in Central Italy and Western Greece. These places narrate the stories of past and present inhabitants, who continue to seek new ways to leverage the potential of their regions, attracting visitors with the authenticity of their traditions.

The selection of pilots also aimed to create cross-border experiences and knowledge sharing. Pilots in Campina de Faro in Portugal, the Altiplano de Granada in Spain, and the inland of Sicily in Italy share common Islamic traces, traditional hydraulic infrastructures, and pristine natural landscapes. Likewise, the pilots of the Aoos valley in Greece and Upper Vjosa valley in Albania share the same river, which has been the cornerstone of the local economy for centuries. Networking, cooperation, and knowledge exchange were strongly promoted across all pilots.

The pilots employed place-based participatory approaches and strategies tailored to specific geographical, social, and cultural contexts to enhance cultural tourism through new insights, social innovation, and local cooperation among a diverse partnership of stakeholders. Local communities played a central role, encompassing all sectors and paying particular attention to women, youth, and minorities. The pilots provided insights into trends and possibilities for sustainable tourism based on local potentials and capacities. Novel solutions were tested and refined to facilitate their replication and adaptation in the future. Importantly, the potential for development extends beyond the pilots included in the project, as the learning and networking opportunities are open to other stakeholders and regions.

Policy recommendations were derived from the pilot experiences, aiming to foster new synergies among public and private stakeholders and create conditions for new investments.

The ambition of INCULTUM is to transform the concept of cultural tourism from a mere consumer product into a social tool. The innovation of INCULTUM lies in unlocking the potential of cultural tourism to enhance the social, cultural, and economic development of local communities and stakeholders from a sustainable perspective. Tourism should transcend mere consumption, and the project aimed to demonstrate that visitors, recipient territories, and communities can all benefit from this activity. Over the three-year project period, three conditions were tested: improvements in governance based on public participation, diversification and implementation of circular economy solutions, and continuous monitoring and evaluation to enhance adaptability and effectiveness of proposed actions. This new concept of cultural tourism should enhance the capacity of host territories to manage, mitigate, or redirect tourist flows. This was demonstrated in INCULTUM through a combination of activities ranging from the intelligent use of digital tools to networking of stakeholders with shared interests, demonstrating methods for meeting expectations. Naturally, this new form of cultural tourism must also seriously consider the current global changes and their consequences.

Enhancing the innovation capacity of territories is a key factor in achieving impacts across various levels: social, economic, cultural, environmental, and for future research endeavours.

Naturally, a set of framework conditions exist that could hinder the achievement of successful results, and these were thoroughly investigated and considered alongside the project's activities. Language barriers can influence and limit transnational activities, while the need for language customization can complicate the replication of solutions and initiatives with strong local dimensions. Establishing relationships with territories and local communities can be challenging when launching new cultural tourism initiatives, requiring time and a deep understanding of local interests. Rural communities may be apprehensive about the impact of tourism on their way of life, necessitating a respectful approach. The lack of available infrastructural services, such as public transportation and broadband internet connection, can impede the development of innovative approaches, particularly in mountainous and rural areas. Issues related to intellectual property rights on digital content and the utilization and re-use of cultural content can present barriers. Privacy concerns can affect initiatives aimed at communication, dissemination, and engagement, such as crowdsourcing and co-creation activities. At a more general level, the rise of nationalist sentiments in the EU could pose a barrier to the development of initiatives for cultural Europeanization. The outcomes of the project offer an in-depth exploration of how these conditions were addressed, providing valuable insights into good practices and lessons learned to guide future actions.

Antonella Fresa, *Communication and Dissemination Manager*

SWEDISH ARCHIPELAGO

IRELAND

BIBRACTE-MORVAN

CAMPINA DE FARO

ALTIPLANO DE GRANADA

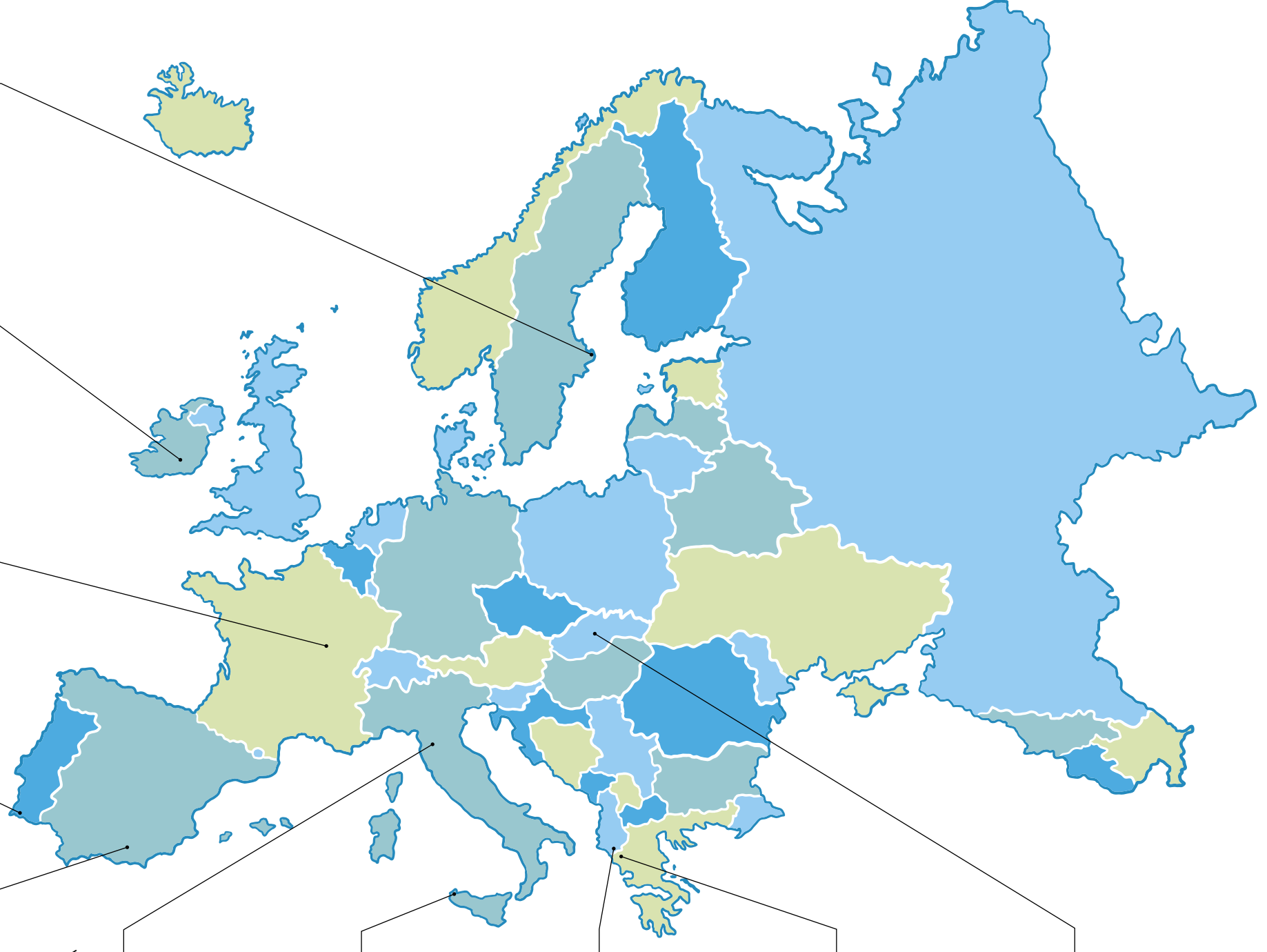SAN PELLEGRINO IN ALPE

MONTI DI TRAPANI

UPPER VJOSA VALLEY

AOOS VALLEY

CENTRAL SLOVAKIA

pilots

Desert landscapes and oasis:

Altiplano de Granada

The Altiplano de Granada is located in the north of Granada province, in the southeast of Spain. It is a flat, semi-arid area with poor soils and an extreme climate due to its altitude, continental influence and the presence of surrounding mountains. These characteristics have contributed to the creation of a unique landscape marked by impressive badlands where the historical relationship between humans and the environment has built balances based on a sustainable use of resources, particularly water and soils. This has allowed the creation of historical irrigation systems that form real oases of great beauty with numerous cultural and environmental values. Their construction dates mainly from the Middle Ages, during the Islamic period. They are still in use, managed by local farmer communities, but they are threatened by abandonment and enlargement of intensive agricultural cultivation practices. Additionally, the Altiplano is affected by a depopulation process and ranks among the regions with the lowest per capita incomes in Spain. Nevertheless, its cultural and natural potential has led to the creation of the UNESCO Global Geopark, the declaration of which was obtained on 10 July 2020, through the International Geoscience and Geoparks Programme.

The INCULTUM pilot focussed on historical irrigation systems, proposing to convert some of the existing pathways contiguous to the irrigation channels and oases into cultural routes of great attractiveness. These routes would showcase captivating landscapes, cultural and environmental values, and linked connections to local agricultural production, rural heritage, traditional practices, and ecosystem services.

The communities of local irrigators are composed by farmers who are the owners and the experts of the canals, agrarian spaces, traditional practices and their values. Through the participatory approach of the INCULTUM pilot they experimented a leading role in proposing, building and managing the routes. This aimed to retain control and autonomy returning benefits directly to the local communities and generating positive impacts. In this way, cultural tourism can become a complementary activity and a way to disseminate values of the traditional agrarian spaces bringing local production and rural reality closer to visitors. Tourists can engage in firsthand experiences, being guided by the farmers who introduce them to the local territory and rural culture. This represents a diversification and empowerment exercise facilitated through local community engagement and active participation.

Coordinator of the Pilot: University of Granada, in collaboration with Asociación de Comunidades de Regantes Históricas y Tradicionales de Andalucía, and the Grupo de Desarrollo Rural de la comarca de Baza-Huéscar.

Agrarian coastal plain: Campina de Faro

Campina de Faro is part of the coastal plain of Algarve, with an ancient and continuous human occupation. Situated on an aquifer and with fertile soils, it is still, despite urban-touristic pressure, a living testimony of the historical interdependence between cities and the food production space (gardens, orchards) based on the traditional irrigation system (norias, wells, aqueducts, tanks, canals) now in the process of being abandoned. This hydraulic heritage, together with the old farms, is in a process of degradation, given the new irrigation methods and the strong real estate pressure on the periphery of cities. The agricultural vocation of this territory and its proximity to the Ria Formosa Natural Park, on one hand, and the residential-tourist urban spaces on the other, make it highly important as a natural foodshed associated with urban development and sustainable tourism, both as a supplier of agricultural production (organic food) and an alternative tourist destination to sun and beach (agro-tourism, rural tourism, cultural tourism).

The INCULTUM pilot surveyed a group of norias, aqueducts and tanks, for the scope of its diagnosis and architectural and hydraulic rehabilitation, with the aim of contributing to the preservation of the landscape's memory and to the (re)activation of its identity. Furthermore, the revitalization of historic irrigation systems, practices, and techniques was combined with the recovery of traditional cultivation techniques and species of fruit trees that are in the process of disappearing (tangerine trees, for example). The definition of cultural routes for the hydro-agricultural heritage and the organization of little markets for the sale of vegetables and fruits in the villages represent an attraction for visitors, with a direct impact on the local economy.

Local horticultural communities and small associations of organic producers who use traditional practices in the use and management of water for irrigation and agricultural crop techniques, have been the target of the pilot's activities. A participatory approach was adopted to trigger a process where these communities become the protagonists of the production and commercialization of the goods they cultivate, as well as the promotion and management of thematic routes of water heritage (collection, storage and distribution structures), organic farming (production, transformation and commercialization of citrus fruit: from orchards to jam, liquors and ice cream shops), and local open-air markets. In this novel setting, local producers have control and autonomy from production to marketing and consumption, and can guide visits to cultural routes related to agro-tourism. This new tourism segment, as an alternative to the established one (sun and beach), is an important contribution to combating seasonality, providing new and different experiences to visitors whose experience of being immersed in the local rural culture is certainly remarkable.

Coordinator of the pilot: University of Algarve, in collaboration with Associação IN LOCO desenvolvimento e cidadania.
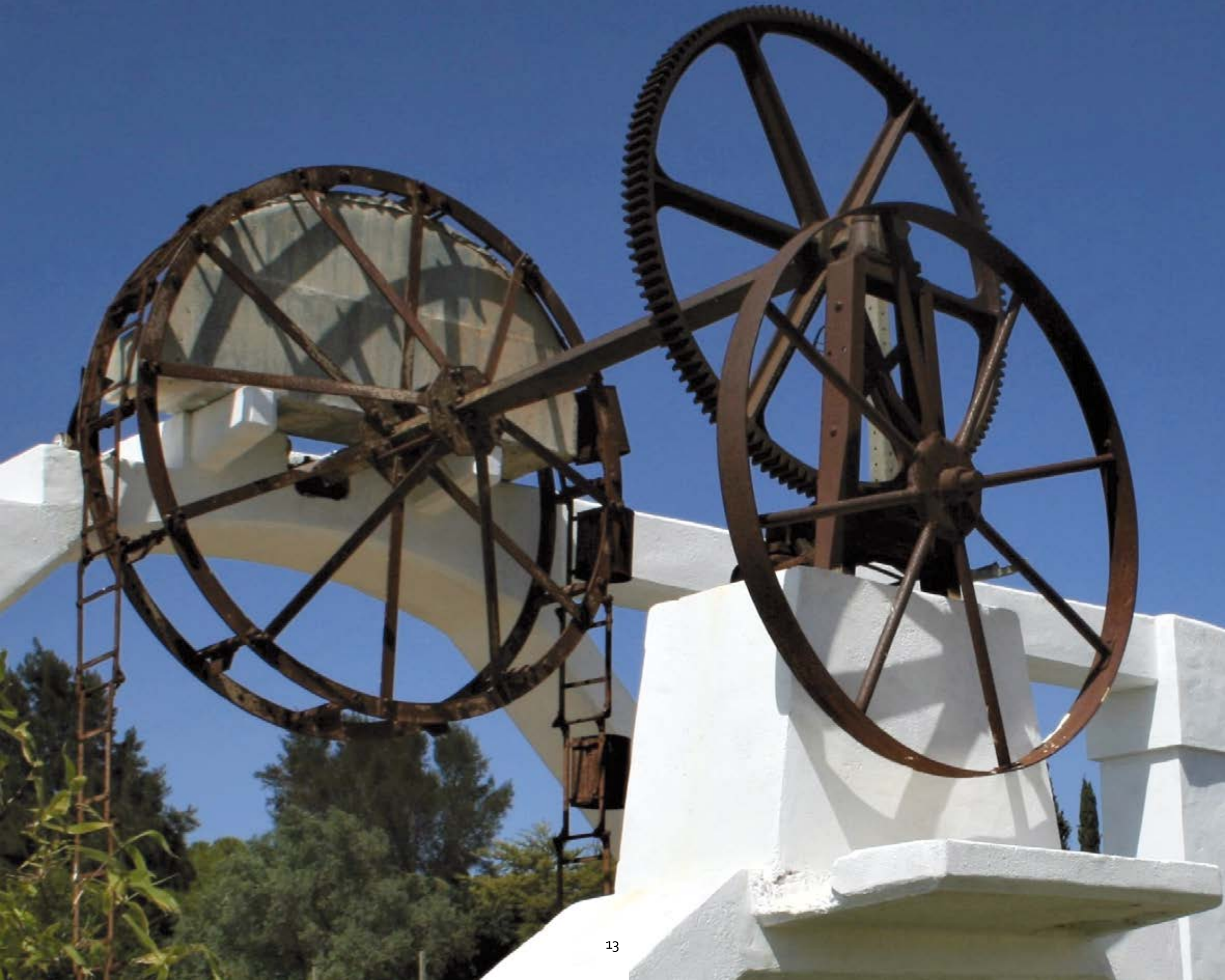
Monti di Trapani

The area of the mountains of Trapani is characterised by a cultural landscape preserved almost intact, allowing the presence of elements that offer a high tourism potential today. The traditional irrigation systems of Islamic heritage and their associated infrastructures include mills, irrigation canals, wells, fountains, troughs, which are still in use for the cultivation of autochthonous varieties of agrums in very beautiful gardens and orchards. The 'bagli', residential units composed of several houses with annexed drinking troughs, fountains, stables and chapels, have survived until the recent times. A large archaeological heritage is also present in the area, with ancient medieval castles and fortified granaries dating from the Islamic period in the 11th century. These different elements are linked to the daily activities of the communities that have inhabited this territory over time and are still part of the identity of the local communities.

The INCULTUM pilot developed around two tracks.

In the first track, the pilot experimented the creation of innovative tourism initiatives for the territory, safeguarding and valuing its

rural heritage, and enabling the local communities as agents of territorial and cultural tourism promotion. First, a marketing survey was conducted through face-to-face interviews at the Archaeological Park of Segesta to analyse the tourist flows and the variations based on seasonality, the geographical origin of the visitors, the type of tourism sought, and the means of transport used. Based on this data, tourist itineraries were designed, linked to the transformation of the disused railway line "Kaggera - Vita - Salemi" into a Greenway (financed through an Operational Project of GAL Elimos). The Municipalities that participate in GAL Elimos and in GAL Valle del Belice worked together to create a "slow tourism" itinerary (supported by multilingual information brochures, online information and explanatory signage along the trail) aiming to promote local economic growth, tourist influx and environmental sustainability through a replicable and sustainable model. Furthermore, in collaboration with the University of Palermo and the Circolo Semiologico Siciliano, some accommodation facilities in the area were analysed to identify cultural signs, symbols and visual metaphors that express the relationship with territorial identity. The semiotic study includes practical suggestions for accommodation facilities, with the aim of harmonizing them with the cultural traditions of the area. The results of the study were illustrated during thematic meetings and seminars where the topics

of slow tourism and its marketing valorisation were discussed. During the events, organized within the communication science degree courses of the University of Palermo, students became aware of the themes addressed in the INCULTUM project and the innovative models proposed for the development of sustainable and participatory cultural tourism.

In the second track, the pilot focused on the development of a tourism offer able to value the traces of Islamic cultural heritage. This study led to the creation of a 'Roadbook', in collaboration with Officina di Studi Medievali, a cultural association committed to the research and promotion of medieval culture at national and internation levels. The Roadbook illustrates the Islamic traces that exist in the territory, both as tangible and intangible heritage.

Coordinator of the Pilot: GAL Elimos, in collaboration with the Municipalities of Custonaci, Buseto Palizzolo, Calatafimi Segesta and Vita in the district of Trapani.

Aoos Valley

The Aoos Valley is located in the north-western part of Greece, close to the border with Albania. It is the place where the mainspring of the river, that comes from the core of Pindus National Park, after passing through Vikos Canyon, meets its tributary rivers of Sarantaporos, Voidomatis and others, before crossing the borders to Albania and eventually flowing into the Adriatic Sea. In the Greek territory, the Valley belongs to Konitsa municipality, a mountainous area consisting of 47 villages spread over approximately 950 km2, with a population of only around 6,300 inhabitants, making it one of the most sparsely populated areas in Greece. Konitsa, the main town of the area and the capital of the municipality, is surrounded by some of the highest mountains in Greece. It is situated on the edge of Vikos Canyon, the core of the National Park of Vikos-Aoos and one of the four Greek Geoparks. Numerous geosites within the territory boast landscapes of incomparable beauty. Despite its natural uniqueness, Konitsa remains one of the poorest and most depopulated areas in Greece. Historically, during the era of empires, both sides of Aoos Valley comprised one geographical, social, and economic space. However, this status was disrupted by the drawing of the borders between the new national states of Greece and Albania. This pilot, alongside a complementary initiative in the Upper Vjosa Valley, seeks to restore the unity of the place. The objective of the pilot involves mapping the historical and cultural routes that connect the two valleys, and promoting their restoration through cultural tourism while engaging stakeholders from both countries.

The INCULTUM pilot introduced a new digital platform for mapping the area's natural, social, cultural and productive resources. The database construction was based on a participatory approach, remaining open to new inputs collected through questionnaires, free text, registrations and comments. The data gathered during the visualization exercise were analysed using business intelligence tools. The platform was conceived with a twofold scope: firstly, as an evidenced-based decision-making tool; and secondly, as an interactive tourist guide for the area, enabling locals to organize, visualize and present touristic experiences.

Educative seminars and workshops have been implemented for local residents, young farmers, scientists and tourism professionals, providing training on how to combine and make good use of history, culture, and local production in the area, and establishing a factual relationship between regional development and cultural tourism. Leveraging the platform, locals have been encouraged to rethink their cultural heritage, propose evidence-based actions, and plan and embark on new economic activities related to culture and tourism. This approach is expected to foster greater integration of isolated communities into the global society and to open new horizons for sustainable exploitation of their resources by local communities, thereby bringing them closer to accomplish Sustainable Development Goals.

Coordinator of the pilot: The High Mountains social cooperative, in collaboration with Social Analytics, P2P Lab, and the Municipality of Konitsa.

Upper Vjosa Valley

The territories of the Upper Vjosa valley, in southeast Albania are home to one of the last remaining wild rivers in Europe, the Vjosa River. Originating from Mt Pindus in Greece, the river enters Albania at the border crossing point of Tre Urat (Three Bridges), and continues northwards up to the Gorge of Këlcyra, which marks the northern boundary of the Upper part of the Vjosa valley. Agrarian fields line both sides of the riverbank, alternating with steep hills covered in rich Mediterranean vegetation. Here a series of traditional rural settlements are situated drawn around the two historical towns of Përmet and Këlcyra. At the higher altitudes extends high mountains massifs characterised by a continental climate, abundant water resources, forests, as well vast prominent pastures. The archaeology and history suggest a long-term occupation of the area, where communities have left a rich legacy of material culture and shaped the landscape in accordance to their needs. The dynamics of historical events, on the other side, have influenced the existence of diverse ethnic minorities. During the Second World War, the Upper Vjosa valley was one of the main battlefronts of the Greco-Italian conflict, leading to extensive fortification of the area. The establishment of a communist regime in the aftermath of the war (1944-1990) profoundly altered the historical landscape by accelerating the industrialization of both urban and rural economies. Given its strategic position at the border with Greece, the region became a heavy militarized zone during the Cold War, resulting in the construction of various military installations, such as bunkers, trenches, anti-aircrafts, barbered wire fence, and etc. Further, the national policy of unification enforced at this time resulted in the subjugation of the diversity of cultural identities. Following the transition from a communist regime in the 1990's and the country's profound political, social, and economic changes, the area experienced migration, depopulation of rural areas, and high unemployment rate, particularly affecting the youth and women. In an attempt to overcome this prolonged transition period, in more recent years, tourism has emerged as a viable solution, taking advantage of the region's rich natural and cultural heritage.

The INCULTUM pilot focused on the tangible and intangible heritage of the Vlach, aiming at recording, preserving and promoting the currently endangered cultural values of this minority group. The Vlachs are a cultural and ethnolinguistic community distinguished by their language, a dialect derived from Latin, and by their way of living, primarily based on long-distance transhumance. The pilot action employed a ground-up approach to recreate aspects of the Vlachs' past by constructing an authentic dwelling and mapping the nomadic itineraries. The visualisation of the nomadic routes allowed exploration of an unspoiled historical and natural landscape. The track passes through rural marginalised areas that are not often benefited by tourism. Therefore, in addition to promoting the surrounding cultural and natural heritage it may provide economic benefits to the local communities. A virtual network of local actors and tourists was created by sharing information through social media. Downloadable GIS/GPS data were made available online, along with other information in the form of virtual guides and tour packages related to single or combined sites, areas, and routes that extend beyond the state borders.

Coordinator of the pilot: CeRPHAAL - Centre for the Research and Promotion of Historical-Archaeological Albanian Landscape, in collaboration with the Municipality of Përmet and other local public institutions and SME working in agro-tourism area.

Ancient paths into the future: Bibracte-Morvan

Morvan is a medium mountain range located in the western part of the administrative region of Burgundy-Franche-Comté, in central-eastern France. This massif is largely included in the territory of the Morvan Regional Natural Park, which covers 2,900 km2 and has a population of 50,000 inhabitants. Bibracte is a heritage site of national interest (the site of a 1st c. BC fortified town) located on one of the summits of the Morvan, Mont-Beuvray. A territorial project was launched in 2013 around the site as part of the national policy of the Grands Sites de France. It has a rural landscape of heritage quality, which benefits from a very strong connection with its inhabitants. This landscape has changed considerably since the beginning of the 20th century under the combined effects of the drastic fall in population (75%) and the reorganisation of agricultural and forestry production systems. This evolution, which is continuing at a sustained pace, is reflected in particular by the increase in the importance of the forest, as well as by its radical transformation: the implementation of industrial forestry processes (massive introduction of resinous species, mechanized operations by clear-cutting) and by the effects of climate change (rapid disappearance of certain species, such as Picea Abies). The heritage quality of the landscape has enabled the development of a diffuse, predominantly family-based 'green' tourism, which still has significant scope for development. The tourist and residential economy depends on the high proportion of houses converted into second homes, which form a housing stock that is still insufficiently developed. Moreover, there is an almost complete disconnection between the various economic sectors, particularly between agriculture and tourism, where involvement in the tourism sector is undoubtedly a resilience factor for agriculture and the hyper-specialised beef sector. The Morvan territory is also characterised by a strong fragmentation of public action between many levels of community. The INCULTUM pilot consisted in experimenting a novel tourist and residential economy around Bibracte as a facet of an integrated territorial innovation project, based on the preservation of its heritage quality and mobilizing all the economic activities and all the actors in the territory. The approach was based on the involvement of local stakeholders organized into interest groups according to geographical (village communities) or sectoral (agriculture, services…) logics. The mobilization of expertise and resources (sociology of participation, territorial tourist intelligence, agricultural innovation) took advantage of the scientific and professional community associated with the Grand Site de France programme. Local communities, in particular at the village range (12 communes for ca. 3,800 inhabitants), local charities concerned with heritage, professional organizations, sports and leisure organizations have collaborated on the development of a participatory inventory of the territory's heritage and its dense network of public tracks and paths (estimated at 12,000 km in the territory of the Morvan).

Coordinator of the pilot: Bibracte EPCC, in collaboration with Parc naturel régional du Morvan, Réseau des Grands Sites de France, Maison du patrimoine oral de Bourgogne, Maison des sciences de l'Homme et de l'Environnement, Région Bourgogne-Franche-Comté.

Mining treasures of Central Slovakia

Banska Bystrica self-governing region is the largest of eight regional municipalities in Slovakia, covering an area of 9,455 km2. It has a population of approximately 660 thousand people with a population density of less than 70 inhabitants per km2. The region is very heterogeneous in terms of economic and social structure, generally consisting of the mountainous and better-developed north, and the flat and agrarian south, bordering with Hungary. The unemployment rate in the region is higher than the country average (4.92%), at 6.69% in 2019, while unemployment rate in several southern districts is close to 20% (the main reason is higher population of Roma minority in the southern parts of the region).

The region has significant cultural and technical heritage related to its mining history. The Historic Town of Banská Štiavnica, and the Technical Monuments in its vicinity (enlisted at the UNESCO World Heritage List since 1993), are outstanding examples of an important mining settlement that developed since the Middle Ages. The city of Banská Bystrica is the cultural and economic centre of Central Slovakia. The copper mining city acquired its present picturesque look in the Late Middle Ages when the affluent Fugger and Thurzo families founded the prosperous, largest, and most modern early-capitalist company of that time. Depending mainly on the mines around Banská Bystrica, the company became the leading world producer of copper by the 16th century. Several other localities in the region were part of this important mining history while preserving cultural and technical heritage of international relevance. Despite the great potential of this heritage for tourism, its development is vastly underrated in the region.

The INCULTUM pilot developed as a cross-cutting action within two tourism routes – the Barbora Route and the European Fugger Route. The Barbora Route passes through the most significant mining sites and monuments associated with the mining tradition throughout the region of the former Central Slovak mining towns. The European Fugger Route (Fuggerstrasse) takes visitors to silver and copper mines in Austria, Germany, Italy and Slovakia, where the Fugger family made their fortune. Although the Banská Bystrica region plays an important role in both routes, the city significantly lacks marketing and digital tools promoting this unique part of its history.

The pilot created an interactive digital map on mining treasures in Central Slovakia. The most important mining sites are presented in one interactive platform and the digital map is available as a software application. University students have been involved as mystery shoppers to test the digital map and the platform applications. A participatory activity was carried out to engage local communities in the provision of data about the history and culture of the region, which are then uploaded on the map. The digital map is available for individual tourists and agencies, and it is offered to schools for educational purposes as well.

Coordinator of the pilot: Matej Bel University, in collaboration with local, regional and international tourists, regional stakeholders in tourism, local communities, students and pupils.

Historic graves in Ireland

Grassroots genealogy in Ireland begins with local history projects and surveys but immediately reaches an audience within the Irish diaspora. By the 21st century, an estimated 70 million people worldwide claimed some Irish descent, largely maintaining a vivid connection with Irish cultural identity and heritage. The online project Historic Graves (historicgraves.com) capitalised on this global phenomenon, putting together a worldwide community of more than 15,000 users, collaborating in generating a nationwide genealogical dataset.

Training workshops are offered to local communities interested in contributing to surveying and recording historic graveyards.

Gravestones are historical documents carved in stone.

The combination of online interaction with local workshops and meetings works best in terms of ensuring

meaningful participation. Each local community can download individual gravestone datasets of their own records, as tabular Open Data. The global community of users takes responsibility for quality control and completeness. In 2018, Historic Graves received a Heritage Council grant that supported the upgrading of the online platform (backend and frontend), and it has been part of the initiative European Year of Cultural Heritage (#EuropeForCulture). Started as a crowdsourcing collaborative project over time, this initiative revealed its strong touristic potential, which is reflected in the numerous feedbacks the platform receives continuously from users all over the world planning to visit Ireland because they found the exact location, and appearance, of a relatives grave and gravestone.

No longer do genealogical tourists visit the main tourism sites of Ireland but remote rural graveyards are now accessible to all visitors because of the community surveys.

Since 2020, within INCULTUM, the touristic potential of such community heritage 'micro-projects' was augmented. This happened by improving communications between communities and the diaspora population to whom they supply heritage data and stories. This process focused within a new region combining new groups and older more experienced groups to spark new exchanges and innovations.

Although Historic Graves operates on the whole territory of the Republic of Ireland, with over 700 local communities involved so far, the INCULTUM pilot interacted with communities in the western counties of Mayo and Clare and with community groups around the country who had strong associations with graves of the Great Irish Famine (1845-1850) and with associated mass emigrations. Dark History was a focal theme of the project resulting in innovative surveys of previously unidentified institutional graves of the 19th and early 20th centuries. The ideal region to link with the new areas was Ballyhoura in South Limerick and North Cork. The Ballyhoura communities already had a mature approach to grassroots genealogy and tracing their local diaspora links.

A strong element of the tourism aspects is to develop an online community which links the local communities with the broader Irish diaspora. At present 60% of online users are from the Irish diaspora and are situated variously in the US, Canada, the UK, Australia and New Zealand.

Coordinator of the Pilot: Eachtra Archaeological Projects Limited, in collaboration with Cork County Council, Limerick County Council, Mayo County Council and Waterford County Council.
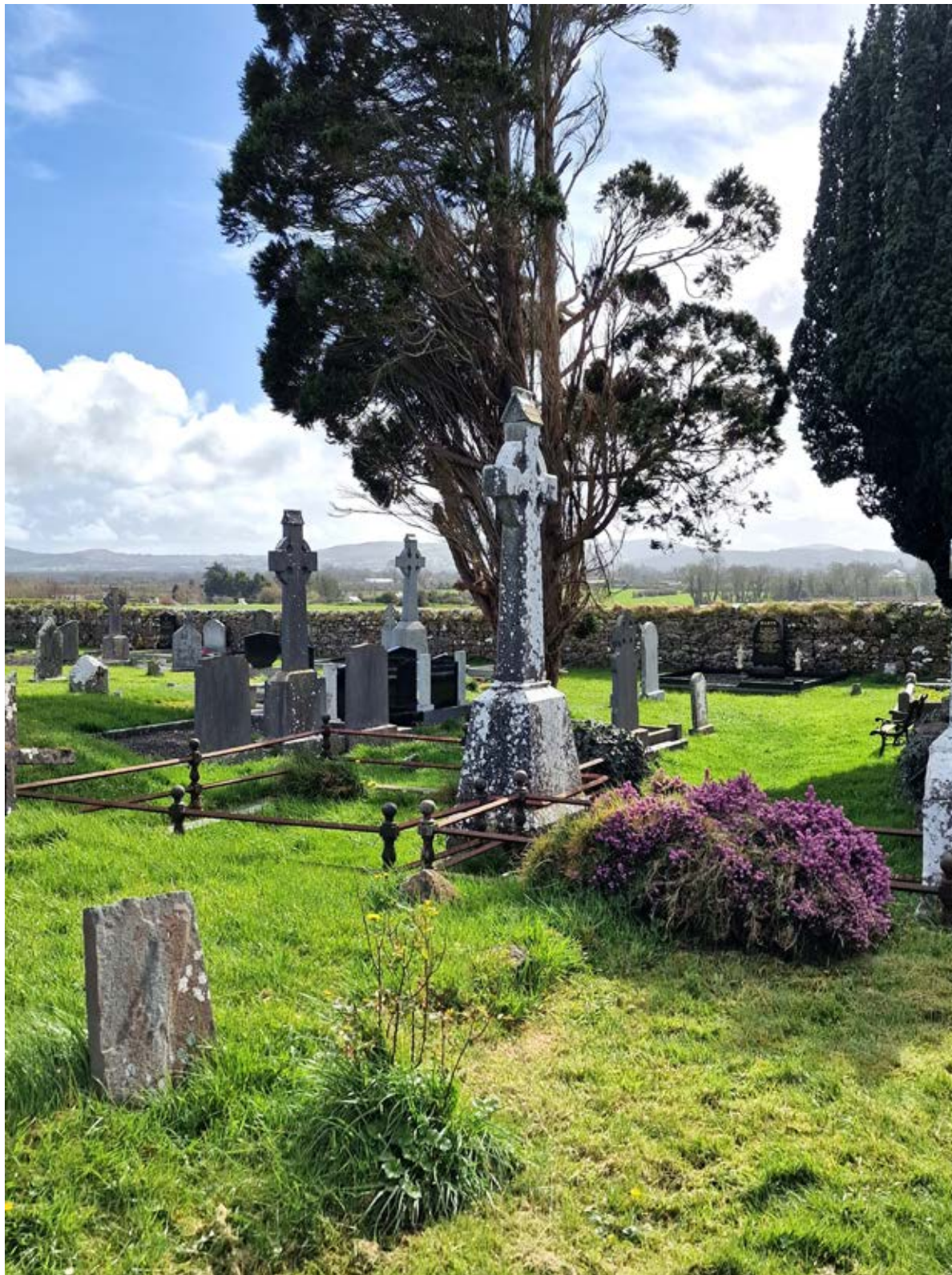
Hamlet of Tuscan-Emilian Apennine: San Pellegrino in Alpe

The mediaeval village of San Pellegrino in Alpe is the highest permanently inhabited human settlement in the entire Apennine Mountain range. With an estimated population of between 7 and 11 inhabitants - a number that fluctuates between summer and winter seasons - the small village is administered jointly by two municipalities: Frassinoro - in the Province of Modena, in the Region of Emilia-Romagna - and Castiglione di Garfagnana - in the Province of Lucca, in the Region of Tuscany: San Pellegrino in Alpe therefore represents a particular exclave within the Italian administrative landscape. A place of passage and cultural and commercial exchange for more than a millennium, the site is now home to a vast religious complex - consisting of the sanctuary housing the remains of Saints Pellegrino and Bianco and the ancient pilgrim lodging known as the 'Hospitale' - and the 'Don Luigi Pellegrini' Provincial Ethnographic Museum, named in memory of the parish priest who, at the turn of the 1960s and 1980s, enabled the development and subsequent opening of the exhibition and today a precious testimony to the rural and peasant culture of the Garfagnana and the Modena Apennines. Hit by a constant depopulation for years now, San Pellegrino in Alpe is focusing on the redevelopment and valorisation of its strong points which represent a driving force capable of relaunching the social and economic structure of the entire area.

The funding element of the project is the creation of a series of theatrical performances ideated by Elisabetta Salvatori, which narrate the museum's exhibits in an evocative and engaging way. Using printed material, posters, brochures and collaboration with local newspapers and television programs, the pilot worked to reach and attract a wider audience and to promote the museum and the destination. Training activities, targeted to local tourism operators, were set up to improve their skills and knowledge of the area and, at the same time, it was set up a dialogue with local and provincial administrations. To improve the technological asset of the museum, a wi-fi network has been implemented in the structure and two narrative QR codes paths have been created: one related to the history of the museum and one dedicated to the explanation of some of the most interesting objects in the exhibition. Also, a digital installation is available in the museum hall that describes the museum exhibition with the voice of the actress herself. Projects to install Holoboxes in the museum rooms and to design and print augmented reality postcards have also been presented. All these interventions will be a significant step towards enriching the museum experience. This initiative aims to engage visitors in an innovative and engaging approach, offering them a new way to interact with the exhibitions and immerse themselves in the history and culture of the destination. Throughout the project activities, interviews and surveys were conducted and disseminated. Along with this, the INCULTUM project was presented to the Executive Master in Management of Territorial Tourism Development of the Italian Touring Club and Fondazione Campus and during the 2023 edition of the Winter School, organised by the University of Pisa and the Cattedra UNESCO in ICT of Università della Svizzera Italiana. Also, some guided tours for students of the Tourism Science course of the University of Pisa and Fondazione Campus were set up. Lastly, a dialogue was initiated to include the San Pellegrino in Alpe site in the National Park of the Tuscan-Emilian Apennines.

Coordinator of the pilot: University of Pisa - Department of Political Sciences, in collaboration with Fondazione Campus

Escape into the Swedish archipelago

A unique feature of Swedish tourism is that Sweden has more than 250,000 islands (far more than any other country) located along the coasts or in the ca. 100,000 lakes. In spite of a six per cent growth in tourism in Sweden, which is higher than the general GDP growth, tourism is becoming ever more concentrated in urban areas. Due to the low population density and a tourism that is mostly concentrated in urban areas, several parts of Sweden have rich archipelago amenities with low exposure to visitors. This unique under-developed rural landscape offers several coastal areas for recreation and tourism. With tourism more evenly distributed between urban and rural areas, the coastal rural areas will be able to maintain and grow employment and attain a positive net population growth. Three of the destinations facing this issue in Sweden are the island of Gotland, the Roslagen area, with its close geographical proximity to the capital of Sweden, and the largest inland island area of Torsö. With different distances to larger urban attractions, these places constitute a comparative case. All three destinations are involved in different cultural projects related to the EU. The island of Gotland is situated approximately 100 kilometres from the Swedish mainland, where the UNESCO world heritage site of Visby is located. In contrast to Gotland, other parts of Sweden lack the same attractions like the UNESCO heritage, but try to develop new attractions with the help of European funding to enrich their remote places, such as the European cultural route of St Olavs Waterways in Roslagen and the island area of Torsö. Understanding how to attract tourism to the more remote areas is highly prioritized among politicians and residents in Sweden. The areas selected for analysis are rural to peri-urban in nature and have a rich heritage of farming and forestry, mining/foundry and lake/canal sailing or fishing employment.

The INCULTUM pilot studied factors affecting tourist behaviour and choice of destinations. Revealing what happens during the actual stay can give an insight into what visitors experience when they are in a place. Visitors book their trip, seek information about the destination, chat with others about their experiences, capture what they find interesting with their mobile phone but above all they leave behind digital traces. By following the tracks recorded by mobile masts and GPS information, the pilot identifies different segments and analyses the factors that influence their choice of different attractions. By using GPS-logger techniques and GSM-data-resources the pilot followed population flows on detailed temporal and spatial levels, and detailed trajectories of selected tourists. Representatives of local rural and peri-urban tourism-development organisations, and stakeholders from local administration, village/town residents and tourist organizations participated in the pilot.

Coordinator of the pilot: Uppsala University, in collaboration with Region Gotland and Region Uppsala.

training portal

INCULTUM Training Portal

Scientific curator: Prof. Enrica Lemmi, *University of Pisa*

The INCULTUM Training Portal (ITP) is a web space dedicated to offering various training resources on the processes of innovation in cultural tourism. It hosts training resources developed by the INCULTUM partners as well as those collected from organizations and initiatives connected with the INCULTUM network. All materials are openly accessible.

The portal caters 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 diverse training resources available through the portal contribute to building the capacity and knowledge of its users in areas such as sustainable tourism, cultural heritage, innovative participatory approaches, and the involvement and engagement of living territories and communities.

ITP is organised in two main areas:

- Professional Training and Academic Offer
- Workshops, Studies, Guidelines and Tools

The professional training section is based on the outcomes of local training activities conducted by the pilots in their respective territories. Due to the diverse characteristics, needs, and activities of the pilots, various types of training actions are presented on the portal, including materials in local languages. These activities target local stakeholders and communities, public administrators, tourism professionals, and cultural managers.

The academic offering section caters to university students, researchers, and professionals engaged in lifelong learning. The contents have been curated by the University of Pisa, Matej Bell University in Slovakia, and Uppsala University. This offering encompasses an array of resources, including an online course on marketing and social branding, a book focusing on participatory governance and models in culture and cultural tourism, and an on-site program comprising doctoral courses, seminars, and lectures delivered in 2022, meticulously documented through their syllabi.

The workshops, studies, guidelines, and tools section gathers resources in different formats to allow users to explore principles of data management, test digital tools, review models of participation, and learn about public policies supporting territorial development and sustainable tourism.

In addition, a bibliography extracted from the deliverables produced during the INCULTUM project, and an orientation service providing answers to frequently asked questions, complement the two training areas.

The following paragraphs outline the four main training products developed in the project, all available as open access on the INCULTUM website.

Online Course on Marketing and Social Branding:

This course has been developed by the University of Pisa.

It comprises structured videos complemented by Further Information Materials (FIMs) and self-assessment tools. All the resources are available for download from the project's website.

The scope of the course is to address the question of how marketing and engagement of local communities can contribute to transforming peripheral areas into sustainable tourism destinations. For this scope, it offers training materials to learn about branding, communication, and participatory planning mechanisms, to allow student and professionals to operate on the territory and to obtain results. The contents are addressed from a double perspective: a theoretical framework together with a practical approach through cases, tools, examples, and interviews to professionals.

The structure of the course is based on three thematic sections:

Section 1 is dedicated to marketing and branding principles

Section 2 is dedicated to destination promotion and storytelling

Section 3 is dedicated to the involvement of local stakeholders

All sections include thematic insights, such as the significance of ecomuseums as pivotal actors in the cultural tourist development of peripheral areas, the role of community managers in coordinating participation mechanisms in local development, and the rising prominence of gamification as a widely utilized mode of engagement.

Participatory governance and models in culture and cultural tourism

The book is edited and published by Matej Bell University.

It offers a comprehensive exploration of culture, tourism, participation, and digitalization within the context of sustainable development, providing valuable insights and examples for professionals and researchers in the field. It is available for free download from the project's website.

The book delves into concepts such as creative tourism, rural tourism, and participatory governance in culture and tourism, examining various models and approaches. It also explores the role of digitalization in sustainable cultural tourism, highlighting its significant impact on the industry. A significant portion of the book is dedicated to introducing the innovative INCULTUM Participatory Framework, which presents a fresh perspective on cultural tourism in marginal and peripheral areas. The framework is designed to promote participation and engagement within these regions.

Moreover, the book presents a diverse range of case studies and best practices that illustrate the implementation of digitalization and participatory approaches in cultural tourism. These case studies encompass various areas, including rural heritage, institutional heritage, small towns, pilgrim cultural activities, refugee integration, grassroots heritage projects, cultural centre development, and interactive exhibitions.

Guidelines on the use of European structural and investment funds

This report has been developed by Southern Denmark University.

The document analyses the experiences of INCULTUM pilots with the European Structural and Investment Funds (ESIF), providing insights into their application, management, and impact on cultural heritage projects.

Challenges and opportunities are analysed to highlights factors of success, focusing on administrative complexity, local engagement and innovation and sustainability. Pilots frequently encountered bureaucratic challenges in accessing and managing ESIF, demonstrating an existing administrative complexity that risks jeopardising the success of the actions. The closest alignment with local contexts and the active involvement of community stakeholders are factors of success. Innovative approaches in project design and a focus on sustainability were key factors in the success of several pilots.

Some recommendations are then illustrated for the use of the managers of the programmes, to orientate their policy and fund design. With regard to the application processes, procedures need to be simplified and supportive services are necessary for applicants to enhance the accessibility of to the Funds. For the adoption of community-centric approaches, projects should be designed as rooted in local needs and being able to involve communities in planning and implementation. A good balance between innovation and tradition is worth to be fostered in the implementation of the funding programmes, integrating modern technologies with traditional practices in cultural heritage projects.

An overview is provided of how the INCULTUM pilots cope with the objectives indicated in the Common Provisions Regulation and with the Smart Specialisation Strategies (S3) approach.

Eventually, a set of integrated guidelines are presented, aimed at enhancing the effectiveness, accessibility, and impact of ESIF, regarding five ambits of operations:

1. Streamlining and simplifying procedures
2. Adaptive and responsive funding approaches
3. Collaborative networks and community-centric approaches
4. Sustainable development and environmental considerations
5. Innovation, inclusivity, and accessibility in cultural heritage projects

Policy brief on sustainable tourism

This document has been produced by bibiracte.

It formulates recommendations for the orientation of future research programmes in the field of cultural tourism, rural heritage management and sustainable development of peripheral territories. It develops a transdisciplinary approach, combining socio-economic analysis and drawing on the achievements of the literature on tourism development and territorial management.

The recommendations relies on the comparison and analysis of the conditions for the dissemination of innovative practices in the development of sustainable cultural tourism in the contexts in which the different members of the consortium operate. Five policy implications are derived from the analysis:

1. Participatory methodologies allow the identification of heterogeneous representations and areas of potential conflict, imagining, with the stakeholders, ways to overcome these difficulties, identifying and formalising the thresholds of acceptability that the different groups present about the actions of others.

2. Training mechanisms allow learners to play an active role, enabling them to co-develop the methods and adapt them to their local context. The possibility of transposing local inventions that have been successful in other contexts are worth to be explored.

3. Fairly sharing the costs and benefits of territorial development implies involving all stakeholders in the implementation of the sustainable cultural tourism project

4. The identification and the means of overcoming the material problems of marginal territories should be the subject of methodical approaches. The conditions for sustainable financing of territorial innovation and the economic and legal structure suitable for multi-activity should be examined.

5. To ensure that marginal territories and their potential wealth do not remain on the side-lines, the European level is certainly relevant for setting up a network of territorial and scientific actors working to enlighten the conditions of success and encourage the construction and the management of heritage communities driven by their main stakeholders.

partners

University of Granada

The University of Granada (UGR), founded in 1531, is one of the largest and most important universities in Spain with over 60,000 undergraduate and postgraduate students and 6,000 staff. UGR offers a total of 89 degrees, 110 master's degrees and 28 doctoral programmes across its 123 departments and 27 centres. Consequently, UGR offers one of the most extensive and diverse ranges of higher education programmes in Spain. UGR has been awarded with the "Human Resources Excellence in Research (HRS4R)", which reflects the UGR's commitment to continuously improve its human resource policies in line with the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers. UGR is also a leading institution in research, located in the top 5 of Spanish universities based on a variety of ranking criteria, such as national R&D projects, fellowships awarded, publications, and international funding.
UGR is one of the few Spanish Universities listed in the Shanghai Top 500 ranking. The edition of the ARWU places UGR in 201-300th position in the world and as the 4th highest ranked University in Spain, reaffirming its position as an institution at the forefront of national and international research. From the perspective of specialist areas in the ARWU rankings, UGR is outstanding in Library & Information Science (position 36), Food Science & Technology (37) and Mining & Mineral Engineering (47), according to the latest edition by specialties of this prestigious ranking. A little below in the ranking (rank 76-100), UGR stands out in Mathematics and Computer Science & Engineering. UGR has 8 researchers at the top of the Highly Cited Researchers (HCR) list.
Internationally, we have a strong presence in the calls of the Framework Programme of the European Union. For the duration of the last two Framework Programmes, UGR has obtained a total of 67 projects, with total funding of 18,029 million euros, and for H2020, 92 projects with total funding around 23,675 million euros.

www.ugr.es/en

Role in the project: **Coordinator**; Leader of **Desert landscapes and oasis: Altiplano de Granada** pilot

Provincial Tourism Board of Granada

The Provincial Tourism Board of Granada is a body dependent on the Provincial Council established in 1982. Currently it has three goals: to promote the province's rich and diverse tourist potential and to consolidate Granada as a holiday destination, both domestically and internationally; to stimulate the province's tourist development to make tourism an engine of its economy and an important resource of work and income; and to create loyal tourists by offering professional attention and information to make their visit more pleasant and satisfactory.
The board is chaired by the leader of the Provincial Council of Granada and its work is overseen by the General Council, the Consultative Body, and Territorial and Sectorial Departments. The provincial Administration is also represented in the Junta de Andalucía (The Regional Administration), trade unions, syndicates, the business community, financial bodies, town halls of the province, and other public and private organizations related to tourism.
Since its establishment, the Board continuously publicised Granada's range of tourism products to professional agents working in the sector and the media. At the same time, it has encouraged the province's business people and politicians to carry out activities to improve the infrastructure, services, and tourist opportunities on offer. The Board's ultimate goal is to make the province's tourism appeal known so that the number of visitors, from a variety of areas, continues to increase.
To support the touristic development of towns, villages and districts, the Board offers statistical and market studies, professional advice to new tourist companies, viability plans for business and town halls, tourism courses and legal support.

www.turgranada.es

Role in the project: Partecipant in **Desert landscapes and oasis: Altiplano de Granada** pilot


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GAL Elimos

The GAL (Local Action Group) Elimos is a mixed public/private company consisting of 12 Municipalities and 60 companies and local associations. Within their respective fields, each of the 14 participating Municipalities has taken part in implementing coherent projects aimed at the territory's development. The thematic areas most closely addressed are those of sustainable tourism, improvement and management of environmental and natural resources, and social inclusion of disadvantaged and marginalized groups.

The Local Development Plan of GAL aims to promote typical products, the environment and endogenous resources, and to support the networking of excellences for sustainable rural tourism. The main lines of intervention focus on the development of areas belonging to the Natura 2000 network to make them accessible through sustainable tourism activities. Organic agriculture and the application of good agricultural practices are also promoted. With inter-territorial cooperation, GAL is active in valuing the typical elements of the Mediterranean region through a structured tourism offer and the promotion of typical Mediterranean diet products, guaranteeing the quality of the products offered through certification.

The GAL commitment to transnational cooperation aims to enhance tourism in the area through the creation and implementation of itineraries of memory and consciousness about the natural landscapes and the historical roots of the area, and the development of a Mediterranean tourism offer shared on a transnational level.

www.galelimos.it

Role in the project: Leader of **Sicilian inland: Monti di Trapani** pilot
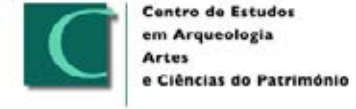
University of Algarve

The University of Algarve is a Portuguese public tertiary education institution located in the southern region of Portugal, the Algarve, having two campi, Gambelas and Penha, in Faro, and another campus in Portimão. With more than 7,700 students in 2018/2019, including more than 1,688 postgraduate students, the University of Algarve has teaching and research as its core activities in different scientific areas: science and technology, management and economy, earth and marine sciences, social sciences and more recently health. The University of Algarve offers 48 graduate and 93 postgraduate programs (70 MSc and 23 PhD). Its 830 permanent teaching and research staff has carried out a significant number of research projects, and in addition research has been undertaken by 86 fellowship grant holders demonstrating a clear commitment towards R&D and innovation. With 224 projects in execution, the total revenue concerning research in the year 2018 amounted to almost 8 million Euros. The scientific groundwork of the University of Algarve centres on four main areas (Sea, Health, Food and Well-Being, Arts and Heritage and Tourism). The University of Algarve is renowned for turning innovative ideas into products and services that benefit related communities. Among its faculty and alumni activities, the University of Algarve has well-established research centres in several fields such as marine sciences, bio-medicine, electronics, chemistry, arts and communication and social sciences.

www.ualg.pt

Role in the project: Leader of **Agrarian coastal plain: Campina de Faro** pilot

University of Pisa

The University of Pisa (UNIPI), founded in 1343, is one of the most ancient and prestigious universities in Europe. UNIPI has twenty large departments covering all disciplinary areas, with high-level research centres in the sectors of Economics, Humanities, Computer Science, Engineering, among others. The academic staff counts around 1,400 professors and researchers, 1,500 administrative employees, more than 50,000 enrolled students (B.Sc. plus M.Sc.) including students from other Italian regions and from abroad. The vitality of higher education and scientific research determines its strength: UNIPI is committed to promoting and supporting responsible research in every field of knowledge, encouraging responsible innovation and openness to new subjects and trans-disciplinary collaboration. Thanks to the quality of the research undertaken by its academic staff, individually or in teams, UNIPI holds a prominent position in the national and international scientific context.

The Department of Political Sciences welcomes a wide range of degree programmes, including research courses in which the social and political disciplines (history, philosophy, law, economics, sociology, and communication) are in constant dialogue with innovative methods and tools.

www.unipi.it

Role in the project: Leader of **Training** activity; Leader of **San Pellegrino in Alpe: hamlet of Tuscan-Emilian Apennines**

Promoter srl

Promoter srl is an SME based in the district of Pisa. It brings together competencies and experiences in the areas of information and communication technologies, digital cultural heritage, multimedia innovation, business promotion and project management. Promoter operates in several fields, including the technical development of ICT platforms and web-design, multimedia production, dissemination strategy, electronic and web publishing, corporate consulting and dedicated online services for the promotion of culture and tourism. Prestigious culture and research institutions, as well as private enterprises in Europe and worldwide, have engaged Promoter as technical coordinator and consultant to assist their projects in outreaching and improving innovation.
Promoter features solid and longstanding experience in participating and managing EU projects, with regard to networking and communication activities, having been involved in many initiatives since the early 1990s. In the domain of e-infrastructures, digital cultural heritage, citizen science, social sciences and humanities, Promoter has contributed as partner in numerous projects funded by Research and Innovation programmes of the EU.
In 2011, Promoter launched digitalmeetsculture.net, a digital magazine addressed to professionals from the arts and cultural heritage sectors, professionals interested in digitisation, digital transformation and digital technologies applied to culture, entrepreneurs interested in the creative use and re-use of digital contents, members of the educational sector, and general users from the broader public.

www.promoter.it

Role in the project: Leader of **Communication and Dissemination** activities

BIBRACTE

Bibracte

Situated in what is today the French region of Bourgogne-Franche-Comté, Bibracte was a fortified city of the 1st c. BC. known from the writings of Caius Julius Caesar. The site is protected both as a Historic Monument and a remarkable landscape. Since 1985, the site has been the subject of a voluntary policy of enhancement by the Ministry of Culture, under the initial impetus of President François Mitterrand. Today it is managed by a public establishment, Bibracte EPCC (Etablissement Public de Coopération Culturelle) which, in addition to the day-to-day management of a 950-hectare estate, runs an international archaeological research programme involving various European universities, and promotes the heritage and the work of archaeologists through a site museum which welcomes 50,000 visitors a year.

The establishment also strives to contribute to the economic and social development of the area in which the site is located, within the framework of a project contracted with the ministry in charge of landscapes under the policy of the Grands Sites de France, and through numerous partnerships with local authorities, first and foremost the Parc naturel régional du Morvan, which plays the role of leader for the development of the Morvan, a medium mountain area with strong demographic and economic revitalization issues. Bibracte EPCC is also very involved in international cooperation, both in the field of archaeology and cultural heritage management, notably through the activities of the pôle international de formation et d'échange des gestionnaires de sites patrimoniaux. Bibracte is a unique example of integrated management of a heritage site, since the entire heritage chain is considered within the establishment dedicated to the management of the site, with a team of around thirty permanent employees. Bibracte also participates on a permanent basis in research-action projects aimed at using heritage as a lever for local development.

In 2016 Bibracte was awarded the special mention for sustainable development by the European Museum Forum. It was recognized in 2019 by the Council of Europe as an example of good practice in the field of heritage management and spatial development in its Strategy 21 for European cultural heritage.

www.bibracte.fr

Role in the project: Leader of **Bibracte-Morvan: ancient paths into the future** pilot

UPPSALA UNIVERSITET

University of Uppsala

Uppsala University is the Nordic region's oldest university – founded in 1477 – and it is ranked among the top 100 universities in the world (e.g., ranked at place 82 in the 2023 Shanghai Top 100 ranking). There are currently about 53,000 undergraduate students and 2,500 PhD candidates at the University, and about 5,000 researchers and teachers conducting world-leading research and teaching at 80 Bachelor's programmes, 100 Master's programmes and 1,900 freestanding courses.

Among the University's alumni there are 15 Nobel Prize laureates, 8 of whom received their prizes for discoveries made during their time at Uppsala University. Carl Linnaeus, Anders Celsius and Olof Rudbeck the Elder are a few examples of prominent scientists in the history of Uppsala University.

Uppsala University has a long experience of participation in research programmes funded by national and international funding schemes.

www.uu.se

Role in the project: Leader of **Escape into the archipelago landscape** pilot

Centre for the Research and Promotion of Historical-Archaeological Albanian Landscapes

The Centre for the Research and Promotion of Historical-Archaeological Albanian Landscapes /Qendra e Kërkimeve dhe Promovimit të Peisazheve Historiko-Arkeologjike Shqiptare – CeRPHAAL is a nongovernmental organization based in Tirana, Albania. The main focus of the organization is the research and evaluation of archaeological, monumental, and cultural assets found in the historical landscapes, both in rural and urban areas, as an essential means of preserving and transmitting past heritage to present and future generations.

CeRPHAAL has an extensive experience in managing heritage research projects, archaeological excavations, and field surveys carried out in the country. Additionally, it collaborates with several national and international institutions.

Some of the most important objectives of the institution are training and education programs aimed at disseminating new concepts, practices and methodologies used in the study, management, evaluation and protection of heritage assets. In recent years, the centre has worked on developing participatory research activities with local communities.

Role in the project: Leader of **Upper Vjosa Valley** pilot

Municipality of Përmet

The Municipality of Përmet was formed during the 2015 local government reform, through the merger of the former municipalities Çarshovë, Frashër, Përmet, Petran and Qendër Piskovë, which became municipal units. The seat of the municipality is in the town of Përmet. The total population is 20,301 (according to the civil registry), covering a total area of 601.95 km2. Përmet town has historically served as a local government centre and has been documented as such since at least the early 15th century AD, encompassing the rural areas of the Upper Vjosa Valley.

The municipality of Përmet is responsible for planning, administration, development and control of the territory, including the promotion and protection of cultural assets and tourism. Permet is a municipality that cherishes its natural treasures and cultural heritage while embracing the possibilities of the future. The Municipality seeks to strike a balance between economic growth and environmental conservation. By fostering sustainable tourism practices and supporting local industries, Permet aims to create opportunities that benefit both the community and the environment.

www.bashkiapermet.gov.al

Role in the project: Partecipant in **Upper Vjosa Valley** pilot

The High Mountains social cooperative

The High Mountains is a social cooperative founded in 2015 by people who live and produce in mountainous areas. Our members are farmers, food processors, livestock farmers, beekeepers, but also carpenters, stone builders, artists, makers, and scientists. Our vision is to succeed in a "Worthliving Integrated Development" scheme in mountainous areas. We try to revive our villages in a holistic way, to adopt or create models and techniques of producing, distributing, consuming and living, customized to the special needs, conditions and environments of the places we have chosen to live in and attached to the values we want to live by. Our goals and work include efforts in many different, but interconnected fields.

Boosting mountainous economy and production is based on the adoption of the Commons Based Peer Production and the Design Global Manufacture Local concepts, in collaboration with the tzoumakers.gr initiative. Embracing traditional products and methods of production, mixing them with modern technology, The High Mountains aims to create and promote consumer cooperatives and community supported agriculture to lift the isolation from the markets that both consumers and producers are faced in mountainous areas. To revive the decimated mountainous societies, with more social interaction, facing the issue of lack of a workforce, we use platforms like WWOOF, Workaway, HelpX to attract volunteers from all around the world. Every year our members host travellers who help in the work, bring new ideas, live together with the families and make the villages more vivid. All the members of the cooperative produce in a respectful way towards nature (organic, natural cultivation, permaculture), developing new ways of cultivation to reclaim mountainous space (rocky and hard soil, big slopes, small pieces of land, terraces), restoring old infrastructures and making good use of abandoned properties.

thehighmountains.org/en

Role in the project: Leader of **Aoos Valley** pilot

Matej Bel University

Matej Bel University (UMB) is a public university, championing high-quality education and research across a range of disciplines, including the social sciences, humanities, and natural sciences. The University mission is firmly rooted in fostering democratic and humanistic values and addressing the complex social challenges of the 21st century. Standing as a frontrunner among Slovak institutions, UMB was the first to receive the "HR Excellence in Research" award from the European Commission in 2018.

The commitment of UMB to education, research, and service to society is evidenced through its efforts to drive positive change at local, regional, national, and international levels. Essential to the university's mission is its focus on partnerships and collaborations. It is a member of numerous international university networks, including the European University Association, and has signed contracts and agreements with over a hundred institutions worldwide.

Its dynamic research community benefits from a multidisciplinary approach and a history of active participation in several national and international projects. UMB has a strong record in European research funding such as the Seventh Framework Programme, Horizon 2020, and Horizon Europe, particularly excelling in the Social Sciences and Humanities. It maintains strong relationships with various Slovak ministries, regional governments, cities, municipalities, SMEs, and institutions, and has an extensive network of collaborators worldwide. This vibrant and cooperative professional environment provides incoming academics with a unique opportunity to make significant contributions to their respective fields and to the broader societal impact of research.

www.umb.sk

Role in the project: Leader of **Participatory Approaches and Policy Development** activity; Leader of **Mining treasures of Central Slovakia** pilot

Eachtra Archaeological Projects

Eachtra Archaeological Projects Limited, founded in 1996, is a commercial archaeological and heritage practitioner based in Ireland with pan European links. Eachtra combines the delivery of practical services (archaeological assessment, building survey, and excavation and post excavation services) with innovative cultural heritage interpretation products. Eachtra has invested significantly in information and communication technologies, which together with its experienced, highly skilled core team of personnel gives the proven ability to deliver quality results, on time and cost effectively. The structure of Eachtra's organisation has also had the flexibility and innovation to adapt and change to varying environments and project requirements over the years. More recently, Eachtra has been engaged with delivery of heritage services and development of local skills and potential at community level. Eachtra has additionally developed an expertise in the dissemination and interpretation of heritage data across multiple platforms including for example websites and interactive web applications, information panels, leaflets/booklets, posters, excavation reports, journal articles and monograph books.

Eachtra applies a comprehensive Geographical Information System approach to management, analysis and mapping of archaeological data, from pre- excavation stage to publication. As research articles, lectures, posters and other documents are completed, they are published in a web-based Journal published on its website. The Eachtra Journal is the only Irish web-based archaeological journal to be awarded an ISSN number, which allows the articles to be fully referenced and available to a worldwide audience.

Eachtra is engaged in The Historic Graves project. Historic Graves is a community focused, grassroots heritage project. Local community groups are trained in low-cost, high-tech field surveys of historic graveyards, also recording their own oral histories. At present it provides an interactive and searchable database of more than 120,000 grave records.

www.eachtra.ie
Role in the project: Leader of **Historic Graves** pilot

University of Southern Denmark

University of Southern Denmark (SDU) is a research and educational institution with deep regional roots and an international outlook. The university comprises five faculties; Humanities, Science, Engineering, Social Sciences and Health Sciences. Approximately 1,200 researchers are employed and approximately 18,000 students are enrolled. SDU is a research-oriented university, where research, teaching, communication and transfer of knowledge are grouped into five academic faculties: the Faculty of Humanities, Natural Science, Social Science, Health Science, and Engineering. The Department of Economics is part of the Social Science faculty and is involved in the INCULTUM project.

At the department there is a strong tradition for high-quality research and teaching within the fields of economics and business. This can be seen in numerous publications in leading international journals, as well as through the education of highly valued candidates at Bachelor, Master, and PhD levels. The research covers both theoretical and empirical subjects, but the use of economic theory and quantitative methods are prevalent throughout all research activities. Approximately 40 people from 15 different countries currently work in the department plus several external teachers.

www.sdu.dk

Role in the project: Leader of the **Data Analysis** activity

Copenhagen Business School

By both national and international standards, Copenhagen Business School (CBS) is a strong institution with a distinctive 'business university' profile. Established in 1917, CBS is one of the largest business schools in Europe, with more than 805 full-time researchers, 712 administrative employees and around 21,000 students, of which almost 4,000 are international students from all over the world. CBS has a strong international reputation and is often highly placed in external rankings. As one of the most interesting business schools in the world today, CBS attracts many international staffs, which account for more than 40% of the total staff. CBS is organised as one faculty comprising 11 departments as well as a large number of research centres.

CBS has a very large annual output of articles in peer-reviewed journals and extensive cooperation with industry. CBS is one of the relatively small numbers of business schools worldwide with 'triple crown' accreditation (AMBA, EQUIS and AACSB). With the distinctiveness of its diversity, CBS aims to offer strong research and education programmes in classical management disciplines and in disciplines that place business in a wider social, political, and cultural context. CBS has a particular responsibility to bring knowledge and new ideas to companies and business organisations, to the next generation of business leaders, and to society as a whole.

CBS has the full administrative capacity to handle externally funded projects and a long experience as both partner and coordinator of projects and it is presently involved in more than 50 EU projects; these include 6 PEOPLE projects, 1 ERC Starting Grant and 1 ERC Advanced Grant.

www.cbs.dk

Role in the project: Leader of **Stakeholders Mapping and Exploitation** activity
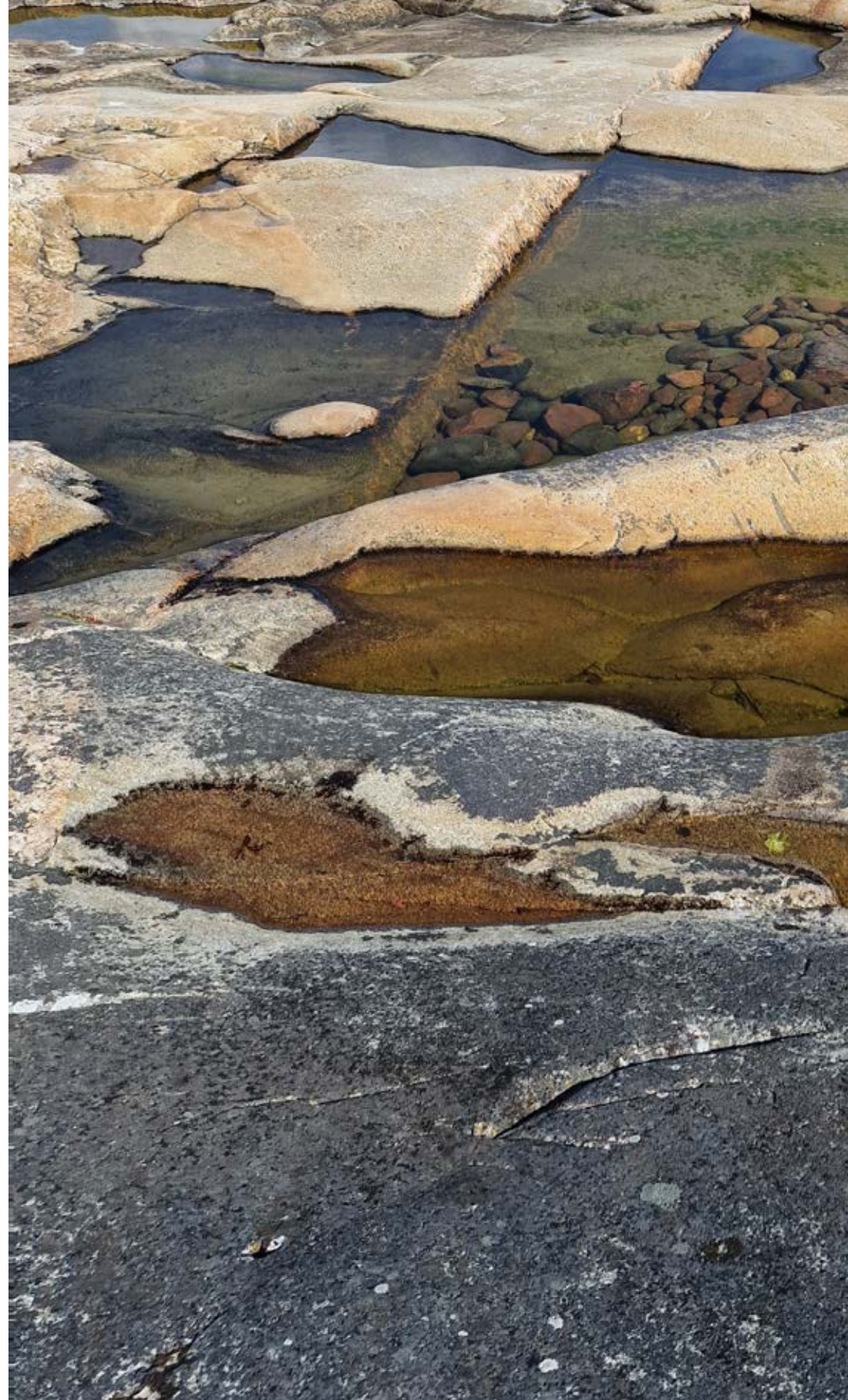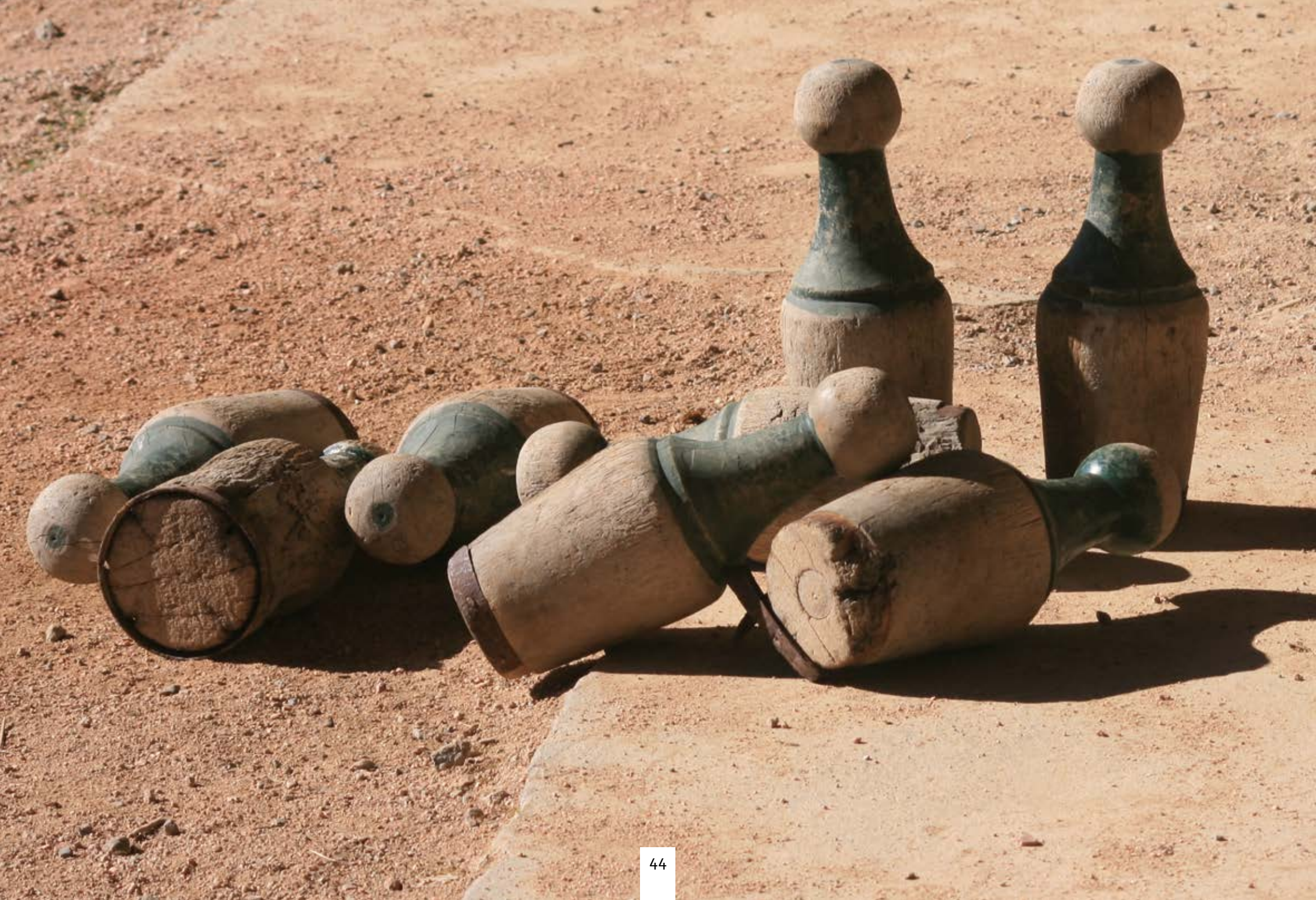
Testimonials

The INCULTUM project's participatory approach has empowered the development of an array of community-managed cultural tourism initiatives in marginal and peripheral areas across Europe. I am particularly impressed by the pilot cases, the wide-ranging training programmes for local actors, and the close connection between research and practice. Focusing on community-based tourism and the inclusion of cultural participation in tourism initiatives, INCULTUM has shown how these approaches can enable deeper connections among the people involved, fostering the development of local collaborative networks; offer more active roles for visitors; and facilitate meaningful connections with living territories and communities. This complements our findings from the CREATOUR creative tourism project, among other initiatives internationally, that local regenerative dynamics can be fostered through culture-sensitive approaches with an eye to local benefit and holistic sustainability. In this period of incremental recovery from the Covid-19 period, it is encouraging to see new humanistic and community-empowering trajectories underway in smaller, rural communities. Congratulations to all involved in INCULTUM!

Nancy Duxbury

Researcher, Centre for Social Studies, University of Coimbra, Portugal

I appreciate the innovative effort of INCULTUM project to make local communities key actors for the valorisation and regeneration of cultural heritage and landscape resources, beyond the touristic activities. Through 10 pilot case studies in remote and less-known areas, diverse community-based approaches for culture-led tourism were tested with interesting results that can provide valuable models for other European regions in the next years. Moreover, the project developed educational and training courses and materials which will surely become a relevant reference for many European and international stakeholders to learn from the results of excellent research.

Antonia Gravagnuolo

Researcher, Institute of Heritage Science, National Research Council, Italy

I am delighted to have the opportunity to praise the valuable insights and innovative approaches and recommendations emerging from the research activities carried out by INCULTUM. By working directly with local communities based in remote and marginalised areas, the project shows how to implement practical solutions to local issues in order to promote a sustainable cultural tourism. INCULTUM thereby significantly contributes to addressing major, societal challenges such as how to collaborate with communities to achieve decentralised decision-making, promote regional identities, offer alternatives to mass tourism, and harness untapped sources of knowledge to help preserve and protect cultural heritage rendered fragile by climate change.

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Acknowledgments

Innovating cultural tourism involves a myriad of challenges, which are now widely recognized by society. These challenges encompass issues such as policy-making, economic sustainability, social well-being, environmental conservation, data management, adoption of digital technologies, and the necessity for visitors to find their desired experiences in their chosen destinations. Simultaneously, there is a need for tourist operators to meet this demand effectively. Moreover, there are significant practical challenges that hinder the successful implementation of innovations. One such challenge is the adoption and sustainability of participatory approaches, which is the focal point of this publication.

Research in this specialized field has been pursued through various projects in recent years. However, this research often occurs in a manner that merely reflects the specific interests and commitments of individual communities, rather than fostering collaboration across diverse interests and commitments. Through the INCULTUM project, representatives from different stakeholder groups have collaborated to share their expertise and expectations during the implementation of the 10 experimental pilots. These stakeholders include the 15 partners who served as multipliers in their respective localities, engaging local administrations, cultural heritage organizations, technical developers, cultural practitioners, entrepreneurs, farmers, students, teachers, private citizens, and civic associations. Additionally, other projects participated in the INCULTUM network of shared interests, providing access to their knowledge, which became integrated into the INCULTUM Training Portal. Consequently, all these individuals, institutions, and organizations have made invaluable contributions to this book and the project as a whole. Many thanks to them.

The INCULTUM project has been fortunate to collaborate with highly skilled professional partners from various sectors, including recognized universities, renowned research centres, SMEs, and local administrations. The project has truly been a collaborative effort, and this publication aims to showcase the diversity and richness of the consortium, the work accomplished, and the results attained. The editor acknowledges with gratitude the contributions made by all the partners.