Visiting the Margins.
INnovative **CUL**tural **T**o**U**ris**M** in European peripheries

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Context

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1.0	15-04-2024	María Teresa Bonet García	
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Version	Date	Name & organisation	Role
1.2	25-04-2024	María Teresa Bonet García (UGR)	Management and support team

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1. Introduction

The INCULTUM Book, titled "**Visiting the Margins: Innovative Cultural Tourism in European Peripheries",** is going to be publish by [Routledge Research in the Creative and Cultural Industries](#), one of the most prestigious publishing houses in the world. It will be published as Open Access and it's being co-edited by Karol Jan Borowiecki (SDU, responsible of WP3 Data analysis and statistics), Antonella Fresa (PROMOTER, lead of WP2 Dissemination and Communication), and José María Martín Civantos (UGR and INCULTUM Coordinator).

The book has 15 chapters, including the introduction, which provides an overview of the book's contents. The table of content is:

- Ch.1. Introduction, by the editors.
- Ch.2. Tourism as a tool for social and territorial cohesion: exploring the innovative solutions developed by INCULTUM Pilots. By Vincent Guichard and Flore Coppin (BIBRACTE)
- Ch.3. Place Branding from Scratch: Naming, Framing, and Finding Campina de Faro. By Viktor Smith and Maximilian Block (CBS)
- Ch.4. Innovative business models for Cultural Tourism: Advancing Development in Peripheral Locations. By Carsten Jacob Humlebæk and Esben Rahbek Gjerdrum Pedersen (CBS).
- Ch.5. Navigating Landscapes: Approaches to Data Collection and Analysis in Tourism. By Karol Jan Borowiecki, Maja Uhre Pedersen, Shahedul Alam Khan and Sara Beth Mitchell (SDU)
- Ch.6. Participatory Models and Approaches in Sustainable Cultural Tourism**.** By Kamila Borseková and Katarína Vitálišová (UMB)
- Ch.7. Tourism and reception of visitors as a lever for inclusiveness and resiliency of heritage communities: Two case studies in Hungarian peripheries', by Gábor Oláh, Eszter György and Gábor Sonkoly (ELTE).
- Ch.8. Participatory Platform for Sustainable Cultural Tourism: The Case of Central Slovakia. By Darina Rojíková, Kamila Borseková and Alexandra Bitušíková (UMB)
- Ch.9. Water Heritage and Community-Based Cultural Tourism. The case of the Algarve`s coastal agrarian plain, in southern Portugal. By Desidério Batista, Manuela Guerreiro, Miguel Reimão Costa, Bernardete Sequeira, Marisa Cesário, Dora Agapito (UAlg).
- Ch.10. Historical Water Management Systems and Sustainable Cultural Tourism. The study case of Altiplano de Granada (Spain). By José María Martín Civantos, Elena Correa Jiménez and María Teresa Bonet García (UGR)
- Ch.11. Ancient Paths to the Future (#6): An Integrated Approach to Territorial Communities and Entrepreneurship. By Vincent Guichard and Flore Coppin (BIBRACTE).

- Ch.12. Measuring rural tourist behaviour and engagement – inside the mind of the visitor. By Sabine Gebert Persson, John Östh, Mikael Gidhagen, Marina Toger and Anna-Carin Nordvall (UU).
- Ch.13. Cultural tourism, cutting edge technologies and participatory planning in the context of Worth-Living Integrated Development. By Vaios Kotsios, Sotiris Tsoukarelis (THM).
- Ch.14. Experimental Reconstruction, Cultural Memory and Cultural Tourism: Vlach minority heritage in the Upper Vjosa valley, Southern Albania. By Egla Serjani and Ardit Miti (CEERPHAL).
- Ch.15. Community genealogy as a tool for heritage tourism. By John Tierney, Maurizio Toscano (EAHCTRA) and Amanda Slattery.

In order to achieve the quality standards that the book deserves, a peer-review process has been followed. A double review has been carried out: one internally (among the authors of the chapters themselves) and one externally (thanks to the disinterested collaboration of experts in the different fields, chosen by the editing team).

The book text has been completed by the authors and is currently in the copy-editing phase. According to the publisher workflow, such a monograph has an editing process of 5 to 6 months. Despite not being able to have the book published on the final date of the project, we consider that it was paramount to incorporate the latest results got in the different pilots, thus giving more value and consistency to the publication. Including the results from the latest touristic season was crucial also because INCULTUM pilots basically lost the first summer of tourism flows because of the COVID 19 pandemic.

Although the edition process is still ongoing, the DOI of the book has been already assigned: 10.4324/9781003422952.

2. Role of the deliverable in the project

As described on the GA, this book will be published as Open Access and will be co-edited by SDU, PROMOTER and UGR. It explores the context of change, the innovation potential and the role of cultural tourism in European social, cultural and economic development, with a specific address to policy makers, programme owners and cultural heritage managers. The main format of the book will be PDF. To reduce carbon footprint, a reduced amount of copies (18) will be printed, providing an open option for print-on-demand. Following the principles of Open Access, all the chapters will be uploaded within the INCULTUM Community in Zenodo, at https://zenodo.org/communities/incultum/.

3. Conclusion

We consider the INCULTUM monograph to be a blatant demonstration of the important results of the INCULTUM project. It shows the work carried out during these three years of the project in the different areas of study. It shows the advances and innovations achieved and we believe that it will become a useful tool both for scholars of cultural tourism and for the interested public, as well as for the different local agents with commercial interests in cultural and heritage tourism.

We would like to inform that, on 19 April 2024, all the chapters of the book have been handed over to the publisher for revision and editing.