

HORIZON 2020

**IMPACTOUR**  
**IMproving Sustainable Development Policies and**  
**PrActices to assess, diversify and foster Cultural**  
**TOURism in European regions and areas**



**D7.7 Progress report on networking with**  
**EU initiatives and projects**

**Final**

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**Abstract**

This document presents an overview of networking activities carried out by the IMPACTOUR project partners in relation to European Union initiatives and projects in the intersection between Research and Innovation, Cultural Heritage and Tourism. The report is based on networking activities that were logged throughout the project, which was extended to 42 months in total, in consideration of the negative impacts of the COVID-19 pandemic. The project team was able to forge fruitful relationships with other significant projects and initiatives in the European Union.

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## Project Partners



For full details of partners go to [www.impactour.eu/partners](http://www.impactour.eu/partners)

## Executive Summary

This document provides an overview of networking between IMPACTOUR, EU initiatives and other EU-funded projects in the intersecting fields of Research and Innovation, Cultural Heritage and Tourism, both during the implementation period, January 2020 to June 2023 and continuing into the future.

“Networking” in Horizon Research and Innovation projects can take several forms, ranging from the sharing of information and ideas with external partners and stakeholders to more active collaboration, for example in joint events (in presence or online), sharing data and sharing access to tools or results.

Partner organisations engage in networking in order to develop proposals for new projects, as well as to provide input to the evaluation and development of EU policies and programmes.

Projects may also join existing networks and EU initiatives, with the purpose of fostering synergies between policy-making, research and innovation, and to stimulate the transfer of knowledge, skills and technologies.

In each of these ways, the IMPACTOUR project and its partners has been developed close ties to a wide range of projects and EU initiatives, with a high level of activity and engagement with significant organisations across Europe.

Stakeholder involvement and project networking has been recorded throughout the implementation period of IMPACTOUR. Some key statistics show:

- Over **66,500** individuals and organisations reached through partners’ dissemination activities via **159** online, print and face-to-face dissemination activities.
- At least **159,000** viewers reached through partners’ online social media channels
- **75** meetings, workshops and conferences held with external organisations, in presence, online and “hybrid”
- **53** publications, (not including Project Deliverables) - newsletters, digital and print articles, press releases, etc.

A round-up of IMPACTOUR partners’ relations to EU initiatives and participation in other EU-funded, CT-related projects conducted in June 2023 showed:

- **10** partner organisations were/are actively engaged in **37** ongoing and new EU-funded projects and EU initiatives.
- **20** EU programmes and initiatives in the areas of Research and Innovation, Culture, Heritage, Tourism, Regional Development, SME support and stakeholder networking are supporting the work of the above **10** IMPACTOUR partners.

The report concludes that, by the end of the project implementation period in June 2023, the first fruits of the collaborative networking between projects can be seen in the high number of new projects that have been successfully initiated and engagement of partner in several EU initiatives which support European CT policies and practices.

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# 1 IMPACTOUR's Strategic Communications and Dissemination Framework

## 1.1 IMPACTOUR as a focal point for CT research, innovation and collaboration

The IMPACTOUR “Outreach Strategy”, (Deliverable D7.1, Month 6) set out the project’s approach to identifying significant audiences and spreading the eventual project results to those who should know and use them. The strategy outlined expected impacts on EU CT policies in the areas of economic, social and urban and regional development.

The project’s “Dissemination and Exploitation Plan” (Deliverable 7.2, Month 7) established the modalities and specific targets of these actions, including an initial outline of intended “Project Clustering Activities”. Already at this early stage of the project, some clustering activities had begun. It was noted:

“The IMPACTOUR project has established links with the other H2020 Innovation Action (IA) projects, such as [Ruritage](#), and other Research and innovation (RIA) projects, such as [SPOT](#) and [Smartcultur](#), and will engage with other projects addressing cultural heritage and cultural tourism. Clustering activities have taken place with joint webinars and participation in events at European Commission level, as recorded in the IMPACTOUR Dissemination logs [an internal spreadsheet shared with all partners].

As part of the IMPACTOUR DEP, clustering will be stimulated at project milestones and when deliverables are published, with partnering projects being invited to comment on the outputs in online forums and/or webinars.

The projects involved in the IMPACTOUR cluster will also be considered as possible partners for joint exploitation of results, where such opportunities may arise.”

(D7.2 Section 2.1 Project Clustering Activities)

The partners have used the internal spreadsheet, “[Dissemination logs](#)”, referred to above, in conjunction with another internal spreadsheet “[Dissemination and Exploitation Plan Action Table](#)” - also described in D7.2 - to plan and monitor all actions related to disseminating the Deliverables and other project communications and publications. These spreadsheets have enabled the project partners to ensure effective outreach to related CT projects and to record their engagement with relevant EU policies, programmes and initiatives.

Stakeholder involvement and project networking has been recorded throughout the implementation period of IMPACTOUR. Some key statistics show:

- Over **66,500** individuals and organisations reached through partners’ dissemination activities via **159** online, print and face-to-face dissemination activities.
- At least **159,000** viewers reached through partners’ online social media channels
- **75** meetings, workshops and conferences held with external organisations, in presence, online and “hybrid”
- **53** publications, (not including Project Deliverables) - newsletters, digital and print articles, press releases, etc.)

The [IMPACTOUR project](#) organised and participated in a number of events, both online and face-to-face, with the objective of encouraging collaboration between projects and engaging with EU initiatives of relevance to CT. Four of these key events are highlighted below.

(The full list of project events and EU initiatives is shown in Deliverable D7.8 Consolidated IMPACTOUR Communications and Dissemination Plan).

### 1.1.1 “ReDiscover Europe” Workshop

IMPACTOUR was the main organiser of the [“ReDiscover Europe” Workshop](#) which took place, on Europe Day 9th May 2021 (during the COVID-19 pandemic lockdown period), with the participation of Portuguese and Slovenian Ministers of Culture and over 500 participants from all continents. This event provided a unique opportunity to discuss the role of sustainable Cultural Tourism in today’s Europe. Besides important keynote presentations the workshop included panel debates with catalyst viewpoints from policy makers, scientific researchers, industry and cultural tourism practitioners:

**Theme 1:** Post-COVID cultural tourism – what have we learned, what might we do differently, an opportunity for Big / SMART Data?

**Theme 2:** People – accessibility, inclusion/exclusion, market needs

**Theme 3:** Technology – digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management.

A [“Consensus Declaration”](#) was elaborated, submitted to the European Commission services and published on the IMPACTOUR website, serving as a landmark statement of conclusions and a call to action for the European CT community.

### 1.1.2 Workshop on Cultural Tourism Destinations for All

IMPACTOUR partner, ENAT, organised a Webinar on 8 June 2021 for IMPACTOUR partners and Pilot Sites, with guests from other H2020 CT projects, on the subject of [Accessible Tourism – policies, tools and methods](#) highlighting objectives and methods for developing accessible cultural tourism destinations for all visitors. That is, destinations offering environments, facilities, services and experiences that are accessible to visitors with disabilities and/or other guests with specific access requirements.

Great importance was given to the topic of indicators related to Accessibility for All, in alignment with the [EU Disability Action Plan 2021-2030](#), noting a range of good practices in data collection, as well as accessibility information that should be offered by Cultural Tourism Destinations. Accessibility indicators are elaborated in the European Commission scheme, European Tourism Indicators System (ETIS) and the Global Sustainable Tourism Council (GSTC) system. These, as well as ENAT’s best practice resources, have contributed to the development of the IMPACTOUR Tool’s accessibility indicators, within the social dimension of CT development strategies.

### 1.1.3 Workshop on Policy Making, Preparation and Post-project Life of Projects’ Web portals - Lisbon and Online Hybrid Event, 5th July 2022

IMPACTOUR coordinator, UNINOVA, hosted [a 6-Project Policy making Workshop](#) with partners from five other H2020 Research and Innovation projects, SPOT, SMARTCULTOUR, TEXTOUR, INCULTUM and BE.CULTOUR to share experiences and discuss ideas for applying ICT to Cultural Tourism (CT) development in the EU. This pivotal

event helped to consolidate a collective approach to project dissemination and exploitation around common interests.

The meeting provided a list of conclusions for consideration by the European Commission when formulating future RTD and Innovation policies and programmes. These conclusions were grouped under a series of headings addressing: CT policy, (differentiated from Tourism policy), Europeanisation, Coordination of EC Research and Innovation, CT as a Sustainable Development paradigm, Infrastructure, Implementation and Continuous Monitoring and Evaluation. (See: Deliverable 7.9 Policy Recommendations)

**The workshop participants concluded that a European hub to aggregate project results would be an interesting initiative.** This hub would not be a simple repository of written deliverables but a true repository of products and outcomes of the projects. The creation of a cultural tourism research project cluster was also considered a valuable initiative in order to allow the transfer of results into the society. Furthermore, it is important that local governments increase the support to cultural tourism and not only tourism.

#### **1.1.4 International Summit on Digital Transition, Madeira, 25th to 27th October 2022**

UNINOVA, in cooperation with the Madeira Regional Government and other partners, organised an [International Summit on Digital Transition](#). The summit covered several related topics, including Cybersecurity, e-learning, Big Data, Health, Energy/Smart Cities, Tourism and Cultural Tourism, Manufacturing, Maritime and more.

Keynote speeches by high-level participants from policy-making and practice were followed by thematic presentations, mostly dedicated to European projects, and panel discussions. The interventions considered EC guidelines, calls and future research and innovation policies.

Additionally, the IMPACTOUR partners (AMRAA, CUT, TECNALIA, UNINOVA) who attended used the opportunity to further discuss the creation of a Cultural Tourism Cluster - an idea which emerged from a meeting held by the coordination of the six running cultural tourism H2020 projects in July 2022 (see above 1.1.3).

## 2 IMPACTOUR's Contribution to EU Projects and Initiatives

Besides being active partners in IMPACTOUR, the individual members of the project consortium also contribute to a number of other EU-funded projects and/or are involved in EU initiatives, creating dynamic “bridges” across different disciplines, EU programmes and CT communities.

Table 2-1, below, shows **EU-funded projects and EU initiatives related to Cultural Tourism**, in which the IMPACTOUR partners are, or have been engaged, during the 42 months of the project, between January 2020 and June 2023. The listing shows:

- **10** IMPACTOUR partners were/are actively engaged in **37** ongoing and new EU-funded projects and EU initiatives.
- **20** EU programmes and initiatives involve **10** IMPACTOUR partners, addressing areas including Research and Innovation, Culture, Heritage, Tourism, Urban and Regional Development, EC Awards, SME support and stakeholder networking.

Table 2-1 IMPACTOUR Partners' CT-Related EU-Funded Projects and Initiatives (2020- 2023)

Partner	Project Acronym	Funding Programme	Project URL
ACIR	Ruritage	Horizon	<a href="https://www.ruritage.eu/consortium/">https://www.ruritage.eu/consortium/</a>
AMRAA	JARUP III	INTERREG MAC 2014-2020	<a href="http://jarupiii.eu/">http://jarupiii.eu/</a>
CULTUR FSMLR	Ruritage	Horizon	<a href="https://www.ruritage.eu/consortium/">https://www.ruritage.eu/consortium/</a> <a href="https://textour-project.eu/">https://textour-project.eu/</a>
CULTUR FSMLR	BODAH	INTERREG Atlantic	<a href="https://www.bodah.eu/">https://www.bodah.eu/</a>
CUT	TEXTOUR	Horizon 2020	<a href="https://textour-project.eu/">https://textour-project.eu/</a>
CUT	Eureka3D	Digital-Europe	<a href="https://eureka3d.eu/">https://eureka3d.eu/</a>
CUT	ANCHISE	Horizon-Europe	<a href="https://www.anchise.eu/">https://www.anchise.eu/</a>
CUT	CREAMS	Erasmus+	<a href="https://www.creams-project.eu/">https://www.creams-project.eu/</a>
ENAT	CulTourData	COSME	<a href="https://www.cultouriscapital.eu/cultourdata/">https://www.cultouriscapital.eu/cultourdata/</a>
ENAT	IN TOUR	Erasmus+	<a href="https://in-tour.eu/">https://in-tour.eu/</a>
ENAT	Access IT	Erasmus+	<a href="http://accessitpro.eu/">http://accessitpro.eu/</a>
ENAT	ENAT Accessible Tourism Pledges and Commitments	EU Tourism Transition Pathway. EC DG GROW.	<a href="https://www.accessibletourism.org/transition4tourism">https://www.accessibletourism.org/transition4tourism</a>
ENAT	New European Bauhaus (Partner)	EC Joint Research Centre	<a href="https://new-european-bauhaus.eu/">https://new-european-bauhaus.eu/</a>
ENAT	European Capital of Smart Tourism	EC DG GROW Tourism Unit. (Evaluator)	<a href="https://smart-tourism-capital.ec.europa.eu/index_en">https://smart-tourism-capital.ec.europa.eu/index_en</a>
ENAT	European Tourism Manifesto Alliance	EU Tourism stakeholder network	<a href="https://tourismmanifesto.eu/">https://tourismmanifesto.eu/</a>
ETB	Smart Tourism Destinations	EC DG GROW (Tourism Unit)	<a href="https://smartrtourismdestinations.eu/">https://smartrtourismdestinations.eu/</a>
ETB	BSR Cultural Pearls	INTERREG (Baltic Sea Region)	<a href="https://www.bsr-cultural-pearls.eu/">BSR Cultural Pearls - Interreg Baltic Sea Region (interreg-baltic.eu)</a>
EUROPA NOSTRA	PRO-Heritage	Horizon 2020	<a href="https://www.pro-heritage.eu/">https://www.pro-heritage.eu/</a>
EUROPA NOSTRA	INCREAS	FLIP3	<a href="https://www.increas.eu/">https://www.increas.eu/</a>
EUROPA NOSTRA	VI-TRAIN	Erasmus+	<a href="https://www.burghauptmannschaft.at/en/Topics/International/Erasmus--Projekt-VI-TRAIN.html">https://www.burghauptmannschaft.at/en/Topics/International/Erasmus--Projekt-VI-TRAIN.html</a>
EUROPA NOSTRA	HOMEE	JPI Cultural Heritage	<a href="https://mck.krakow.pl/home-e-about-the-project">https://mck.krakow.pl/home-e-about-the-project</a>
EUROPA NOSTRA	Europa Nostra Network project European Cultural Heritage Agora (including the	Creative Europe	<a href="https://www.europanostra.org/agora/">https://www.europanostra.org/agora/</a>

	<b>European Heritage Alliance)</b>		
EUROPA NOSTRA	<b>European Heritage Hub</b>	EU-funded Pilot Project	<a href="https://www.europanostr.org/meet-the-european-heritage-hub-and-engage-on-social-media/">https://www.europanostr.org/meet-the-european-heritage-hub-and-engage-on-social-media/</a>
EUROPA NOSTRA	<b>MERITA</b>	Creative Europe	<a href="https://www.meritaplatform.eu/">https://www.meritaplatform.eu/</a>
EUROPA NOSTRA	<b>Destination of Sustainable Cultural Tourism Awards scheme</b>	EC DG EAC (Skills)	<a href="https://www.culturaltourism-network.eu/award-2023.html">https://www.culturaltourism-network.eu/award-2023.html</a>
EUROPA NOSTRA	<b>European Tourism Manifesto Alliance</b>	EU Tourism stakeholder network	<a href="https://tourismmanifesto.eu/">https://tourismmanifesto.eu/</a>
EUROPA NOSTRA	<b>High Level Forum for Sustainable Tourism held by the Portuguese Presidency of the EU in May 2021</b>	EU Presidency, Portugal, 2021	<a href="https://www.turismodeportugal.pt/en/Agenda/Pages/high-level-forum-sustainable-tourism.aspx">https://www.turismodeportugal.pt/en/Agenda/Pages/high-level-forum-sustainable-tourism.aspx</a>
MATERAHUB	<b>CulTourData</b>	COSME	<a href="https://www.cultouriscapital.eu/cultourdata/">https://www.cultouriscapital.eu/cultourdata/</a>
MATERAHUB	<b>European Youth Roots</b>	Erasmus +	<a href="https://www.europeanyouthroots.eu/">https://www.europeanyouthroots.eu/</a>
MATERAHUB	<b>European Stories</b>	Erasmus +	<a href="https://eurostories.eu/">https://eurostories.eu/</a>
MATERAHUB	<b>Reinherit</b>	Horizon 2020	<a href="https://www.reinherit.eu/">https://www.reinherit.eu/</a>
MATERAHUB	<b>TraCEs</b>	COSME	<a href="https://www.cultouriscapital.eu/2020/02/26/traces-co-creation-tlabs-give-rise-to-new-transformative-travel-experiences/">https://www.cultouriscapital.eu/2020/02/26/traces-co-creation-tlabs-give-rise-to-new-transformative-travel-experiences/</a>
MATERAHUB	<b>EU Heritage</b>	Erasmus + Sector Skills Alliance	<a href="https://www.euheritage.eu/it/">https://www.euheritage.eu/it/</a>
TECNALIA	<b>Ruritage</b>	Horizon	<a href="https://www.ruritage.eu/consortium/">https://www.ruritage.eu/consortium/</a>
TECNALIA	<b>RescueME</b>	Horizon Europe	<a href="https://resilientculturallandscapes.eu/">https://resilientculturallandscapes.eu/</a>
UNINOVA	<b>TExTOUR</b>	Horizon 2020	<a href="https://textour-project.eu/">https://textour-project.eu/</a>
UNINOVA	<b>HERIT-DATA</b>	Interreg-Med	<a href="https://herit-data.interreg-med.eu">https://herit-data.interreg-med.eu</a>
UNINOVA	<b>BODAH</b>	INTERREG Atlantic	<a href="https://www.bodah.eu/">https://www.bodah.eu/</a>

As mentioned in Section 1.1.2, above, a total of 6 projects under the Horizon Call: “SOCIAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies” have joined in an informal “clustering” activity, aimed at synergy development between the related actors and the research ecosystems to which they belong.

These are referenced in the Cordis database as follows:

- Ruritage: <https://cordis.europa.eu/project/id/776465>
- Spot: <https://cordis.europa.eu/project/id/870644>
- IMPACTOUR: <https://cordis.europa.eu/project/id/870747>
- SmartCulTour: <https://cordis.europa.eu/project/id/870708>

- INCULTUM: <https://cordis.europa.eu/project/id/101004552>
- Be.Cultour: <https://cordis.europa.eu/project/id/101004627>

Other EU-funded projects which share objectives and themes with IMPACTOUR include the following:



#### [HERIT-DATA](#)

HERIT-DATA aims to identify innovative solutions, with the support of new technologies and big data, to reduce the negative impacts of tourism on cultural and natural heritage sites.



#### [ILUCIDARE](#)

International network for Leveraging sUccessful Cultural heritage Innovations and Diplomacy, cApacity building and awaREness raising.



#### [OpenHeritage](#)

OpenHeritage aims at developing and testing an inclusive governance model and a supporting toolbox for the adaptive re-use of cultural heritage assets.



#### [POCITYF](#)

POCITYF aims to transform cities, with a strong emphasis on cultural and historical protected areas, into healthier and more accessible, reliable and competitive spaces for their citizens.



#### [SoPHIA](#)

SoPHIA – Social Platform for Holistic Heritage Impact Assessment is a project that aims to promote collective reflection within the cultural and political sectors in Europe on the impact assessment and quality of interventions in historical environment and cultural heritage at urban level.

## 2.1 EU Initiatives With IMPACTOUR Involvement

### 2.1.1 EU Tourism Transition Pathway

In pursuit of the regeneration of European industries after the COVID pandemic, the EU-level [Transition Pathway](#) initiative was launched by the EC, dedicated to Tourism, for which stakeholders have been called to send pledges to co-create the Tourism sector of tomorrow, for the 27 targeted thematic areas.

Led by DG Grow, (Tourism), the [Tourism Transition Pathway](#) is the first EU strategy towards the green and digital transition of EU industry. It involves a process of industrial co-creation and co-implementation with commitments by public and private stakeholders across sectors and levels in the tourism ecosystem. Within the themes of **green and digital transition** and **resilience**, the IMPACTOUR project has pointed to concrete ways of improving:

- data analytics and real-time experience management
- digital never-ending tourism and virtual experiences
- digital empowerment and knowledge of tourism providers and consumers
- destination governance for supporting well-being for all
- adaptive capacity for a changing world of tourism
- supporting equity, accessibility and social impacts of tourism.

IMPACTOUR partners including ENAT and EUROPA NOSTRA have given their support to work towards these policy objectives, as shown in the sets of [pledges and commitments from stakeholders](#).

### **2.1.2 Cross-Border Cooperation and Exchange**

Cross-border cooperation and exchange are vital for sustainable cultural tourism development. IMPACTOUR facilitates collaborations between neighbouring regions and countries, promoting joint marketing initiatives, cross-border itineraries, and shared experiences. By fostering cooperation, cultural tourism can transcend national boundaries, create unique cross-cultural experiences, and encourage regional development.

Partners AMRAA, CUT, ENAT, ETB, EUROPA NOSTRA, TECNALIA and UNINOVA participate in several EU cooperation and exchange programmes and initiatives where CT is a focal point of their work (See table 2-1 above).

### **2.1.3 Education, Training and Capacity-Building for Cultural Tourism**

The ERASMUS+ programme, together with Creative Europe, Digital Europe and COSME, support EU initiatives in the areas of education, training and capacity-building for the CT sector. European cultural routes and the Erasmus programme are successful initiatives in promoting Europeanization and education in cultural tourism. Capacity building and skills development can enhance the Europeanization of cultural tourism and facilitate educational experiences for students, contributing to a deeper understanding and appreciation of Europe's cultural heritage.

Partners CUT, ENAT, EUROPA NOSTRA and MATERAHUB are actively engaged in projects and EU initiatives addressing these areas (See table 2-1 above).

### **2.1.4 New European Bauhaus (NEB)**

The [New European Bauhaus](#) initiative is a broad-based, multi-disciplinary EU initiative for creating buildings and environments that are sustainable, aesthetically beautiful and accessible for all. This initiative, although it is not a funding programme, has fostered a large number of innovative EU projects funded through Structural Funds, Horizon and other programmes. It can support CT destinations in developing accessible heritage venues through networking and new partnerships.

IMPACTOUR partner, ENAT is a Partner of the NEB.

### 2.1.5 Promoting Accessible and inclusive Tourism

The IMPACTOUR project contributes to two key EU initiatives that relate to accessible and inclusive tourism.

The [European Accessibility Act](#) sets out requirements applicable to all digital consumer services with a view to ensuring accessibility and inclusiveness. Such services include online booking, mobile apps and other digital services that may be part of a cultural tourism offer.

ENAT asbl. is a partner in the following EU initiatives:

- New European Bauhaus (see above)
- [The AccessibleEU Resource Centre](#) was launched by the European Commission in 2023, with the purpose of supporting the implementation of EU policies and legislation on accessibility for persons with disabilities in all 27 Member States.

### 2.1.6 European Capitals of Culture

Partners, MATERAHUB and ENAT are participating in a COSME project, [CulTourData](#), which focuses on past, present and future ECOCs, providing training for SMEs in the use of data and digital tools in creative ways to enhance the visitor experience. SMEs in Germany, Italy, Portugal, Spain, Slovakia and The Netherlands can apply for EC support grants of EUR 7 000 to initiate projects with “creatives” and data specialists.

ECOCs in general can access and use the resources of IMPACTOUR and the data management Tool in particular, to enhance their competences in managing their cultural assets, with a view to controlling visitor flows and enhancing the quality of the visitor experience. IMPACTOUR has leveraged the experiences of the destination pilots of Matera, Italy which was EU Cultural Capital (2019) and Košice (2013).

Partners ENAT and MATERAHUB are engaged in the CulTourData project, which is related to ECOCs.

### 2.1.7 Smart Tourism : Capitals of Europe and Green Pioneer

The European Commission has two ongoing recognition initiatives under the umbrella of [“Smart Tourism”](#), with competitions to award smart and sustainable tourism in the EU, encouraging networking and strengthening destinations, by the exchange of best practices.

The European Capital of Smart Tourism recognises outstanding achievements by European cities as tourism destinations in four categories: sustainability, accessibility, digitalisation as well as cultural heritage and creativity.

The European Green Pioneer of Smart Tourism, successor of the European Destinations of Excellence (EDEN) competition, rewards smaller destinations that have implemented successful strategies to boost sustainable tourism through green transition practices.

IMPACTOUR Partner, ENAT has participated as Evaluator of the Capital of Smart Capital, advising the Commission on the quality of entries under the theme of Accessibility.

### 3 Final Dissemination Events

In June 2023, IMPACTOUR held two public, final dissemination events, in [Madrid \(20-21 June 2023\)](#) and [Brussels \(27-28 June 2023\)](#), involving partners from several EU-Horizon funded projects and representatives of several European Commission Directorates General.

These two events provided an extra “boost” to the sector-wide collaboration which IMPACTOUR its partners and “sister projects” had established during the course of the project. The speakers shared their achievements and also looked forward to further opportunities for cooperation and development of the CT research community in Europe.

#### 3.1 IMPACTOUR Final Conference, 21-22 June, Madrid



Figure 3-1 IMPACTOUR Team members and guest speakers at the Final Conference, Madrid

Over 40 participants attended the [IMPACTOUR Final Conference](#) held at the Círculo de Bellas Artes, Madrid, Spain. This event was an opportunity for the project partners and representatives of the pilot sites to take stock of the work done and to share experiences and results with some of the “sister projects” in Cultural Tourism that were, again, invited to join with the IMPACTOUR team.

Guest speakers at the one-and-a half day event included:

- Sneška Quaedvlieg-Mihailović (RS/NL) - Secretary General of Europa Nostra
- Bart Neuts - Geography and Tourism, KU Leuven (Arenberg), Coordinator of H2020 SmartCulTour project

- Ivan González, Visitor Experience Director, Madrid Destino Cultura, Turismo y Negocio
- Manos Vougioukas, Secretary-General of European Cultural Tourism Network (ECTN)

With a view to encouraging further synergies between partners and external organisations, Coordinator João Martins led a discussion on “The role of the IMPACTOUR Community. Beyond the DoA”.

This session confirmed the interest of destination pilots in working with the IMPACTOUR Tool and stimulated ideas for the exploitation of IMPACTOUR results by extending the network of destinations that are using the Tool. Martins also continued the “thread” on H2020 Project Collaboration which had been established in July 2022 at the joint hybrid Lisbon workshop, with partners from the H2020 Research and Innovation projects, SPOT, SMARTCULTOUR, TEXTOUR, INCULTUM and BE.CULTOUR.

The theme of further project collaboration was taken up one week later in Brussels, as reported in Section 3.2, below.



Figure 3-2 Madrid Final Conference - Networking Opportunities

## 3.2 International Conference on Cultural Tourism Advances, 27-29 June 2023, Brussels

The two-day conference, hosted by KU Leuven and the European Commission focused on dissemination of the scientific results of six Horizon CT projects (Day 1) and on the EU policy-related implications of their work (Day 2).



Figure 3-3 Final IMPACTOUR Conference, KU Leuven, Brussels

### 3.2.1 EU Conference Speakers on Day 1

Speakers presented the following Keynotes and scientific papers:

**Keynote: The creativity of cultural tourism: Innovative routes to sustainability and inclusion?** – Greg Richards, Tilburg University

- Challenges in developing sustainable tourism locally: viewpoints from the ground – Hanna Szemző
- How cultural tourism management initiatives come to light starting from local needs: the case of the Crespi d’Adda company town – Matteo Tabasso, Roberta De Bonis Patrignani, Serena Cecere, & Elena Bussolati
- Co-Creation Method for Fostering Cultural Tourism Impact - Shabnam Pasandideh, João Martins, Pedro Pereira, Alessandra Gandini, Mikel Zubiaga De La Cal, Tarmo Kalvet, Tatjana Koor, Amaia Sopelana, & Amaia Lopez de Aguilera

**Responsible, circular, and human-centred regional development potential**

Chair: Milada Šťastná

- A Framework for Responsible Tourism in Scotland's Historic Environment: Experiences from Transforming Tourism at a Film-induced Heritage Visitor Attraction – Vanessa Glindmeier, & Gary Treacy
- Heritage and Territory: Tangible and Intangible Cultural Resources as Drivers of Regional Development in Croatia - Zvonimir Kuliš
- Stakeholder engagement processes for co-creation of strategic action plans for circular and human-centred cultural tourism in European heritage sites - Małgorzata Ćwikła, Cristina Garzillo, Martina Bosone, & Antonia Gravagnuolo
- Towards a Circular Cultural Tourism Impact Assessment framework for decision support in less-known and remote destinations - Ludovica La Rocca, Francesca Buglione, Eugenio Muccio, Martina Bosone, Maria Cerreta, Pasquale De Toro, & Antonia Gravagnuolo

### **New data methods and digital tools**

Chair: João Martins

- SPOT-IT: An advanced tool for dynamic cultural tourism management and regional development - Anat Tchetchik, Shilo Shiff, Yaron Michael, Michael Sinclair, Irit Cohen-Amit, Irit Shmuel, & Micheal Sofer
- The holistic, digital Cultural Heritage Documentation of the Fikardou traditional village in Cyprus - Elina Argyridou, Orestis Rizopoulos, Maria Hadjiathanasiou, Panayiota Samara, Marinos Ioannides, Eleni Nikita, Elena Karittevli, Ioannis Panayi, Marina Mateou, Iliana Koulafeti, Marios Koundouris, Drew Baker, & Kyriakos Efstathiou
- Identifying cultural tourists via computational text analysis and association rule mining - Bart Neuts
- Methodology and application of 3D visualisation in sustainable cultural tourism planning - Peter Nijkamp, Karima Kourtit, Henk Scholten, & Yneke van Iersel

### **A future outlook to cultural tourism trends and policies**

Chair: Daniel Basulto

- Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective - Vasiliki Georgoula & Theano S. Terkenli
- Recommendations for Cultural Tourism Development - Milada Šťastná & Antonín Vaishar
- Cultural Heritage Management Guidelines for Sustainable Cultural Tourism Development and Promotion - Ema Makarun, Ivana Golob Mihić, & Manos Vougioukas
- Redefining Cultural Tourism Leadership: Innovative Approach and Tool - João Martins, Pedro Pereira, Shabnam Pasandideh, Kashyap Raiyani, Tarmo Kalvet, Mikel Zubiaga De La Cal, & Alessandra Gandini

### 3.2.2 EU Conference Speakers on Day 2



Ronald de Bruin (COST – European Cooperation in Science & Technology)

- Emphasised the value of cooperation within and between EU programmes in science, technology and innovation; encouraged new proposals for COST actions addressing cultural heritage and data science.

#### Lessons learnt from Horizon 2020 projects



**Milada Šťastná (SPOT)**

- Spoke about the project's "8 rules and 20 recommendations" for Cultural Tourism destination management, focusing on destinations that are under threat.



**João Martins (IMPACTOUR)**

- Spoke about the development of the IMPACTOUR Tool, developed by the project, for management of visitor flows at CT destinations based on data from 28 Pilot sites. Emphasised the benefits of clustering the six projects of the Horizon Call, SOCIETAL CHALLENGES - Europe In A Changing World, also for long-term cooperation. The [IMPACTOUR Community](#) can be a suitable "hub" for hosting interactions among researchers and CT professionals. The IMPACTOUR Tool is available for new destinations to join, providing a data-driven development scenarios-for guiding monitoring, reporting and planning processes.



### **Antonia Gravagnuolo (Be.CULTOUR)**

- Spoke about rural destinations, where tourism can be a means for reaching well-being, sustainability and development of local communities; regenerating the resources of the territories, with cultural heritage as the basis. One of the partners, Basilicata focuses strongly on circularity in human and cultural dimensions and responsible, smart destination management



### **Daniel Basulto (TeXTOUR)**

- Spoke about Cultural Tourism strategies improving deprived areas by using cultural capital. The partner, FSMDL (Aguilar de Campoo) focuses on co-designing by Heritage and Cultural Tourism in local Communities, greening the environment, working towards a healthier environment and happier people. Ms. Basulto called for “changing the model of CT from continuous growth to sustainable development”, emphasising that CT is much more than an economic factor for a destination; an holistic point of view is crucial, to see whether the community remains viable or not.



### **Bart Neuts (SmartCulTour)**

- Spoke about the aim of supporting local communities with data to inform their decision-making with a decision support system feeding into 6 Living Labs as innovation networks to support cultural tourism development processes. The project developed simple dashboards based on the users' own selected elements, so they are not swamped with too much data or data they find less relevant. A role-playing game and capacity building was used to inform about the state of a destination



Figure 3-4 Participants at the Brussels EU / KU Leuven Conference, Day 2

### 3.2.3 Final Conference - Panel discussion

**Oriol Freixa Matalonga (UNESCO):** spoke on ways to advance UNESCO standards for cultural heritage preservation and transmission for the benefit of society

“These [projects] are timely lessons for the recovery of Europe and giving higher attention to the Cultural Tourism sector and supporting resilience – also at global level, by showing how to engage stakeholders and put Culture high on the EU agenda.”

“Multi-stakeholder partners are a force for sustainable development and harnessing innovation”

**Iulia Niculica, (European Travel Commission):** spoke on insights from ETC’s latest research on (travel barometer) trends and traveller sentiments.

Latest results for holiday destinations, May to August 2023 suggest travellers’ destination priorities are:

1. Safe to visit
2. Good quality infrastructures
3. The weather
4. Natural sites
5. Cultural heritage

Sentiment for interior (in-country) travel, shows that preferred type of experiences place Culture high on the agenda. It is the top preference of people in general and, especially, those 32% over 55 45% from 35-54 years of age.

Younger Gen-Z travellers are digital and aware of climate change but they also strongly interested in authenticity and local culture, such as authentic food, environment and local culture.

**Manos Vougioukas (European Cultural Tourism Network):** spoke on ECTN's priorities, noting their relation to the achievements and learnings from the Horizon projects, these being:

1. Involving innovative and digital media
2. Cultural Routes of the Council of Europe
3. Promoting Creative Tourism based on Cultural & Creative Industries (CCIs)
4. European Heritage labels for sites
5. Enhancing Heritage Interpretation
6. Climate Action (Climate Heritage Alliance)
7. Transformation towards 'Smart Tourism' and 'Smart Destinations, including sustainability, Accessibility, Digitalisation, Culture and Creativity

Vougioukas also emphasised creativity: where the visitor participates in the destination rather than being a spectator. He also spoke on data as a key element for building resilience in CT destinations and venues:

“The EC initiative, Transition Pathway for Tourism indicates the importance of comprehensive data strategies. The EC Tourism Dashboard is a good example of convergence and coordination in this regard”.

It was noted by the EC Project Officer that ECTN also aims to ensure the objective of disseminating CT to the civil society.

**Graham Bell (Europa Nostra):** spoke on the origins of heritage preservation societies, such as English Heritage, which aim to make landscapes and heritage available “for everyone, forever”. Heritage should be open to everyone whatever their ability economic, physical and cognitive. As a sector, it is important to know the motivation of people who “make it happen”.

“The huge number of volunteers is widening experience from information to amenity and supporting visitors’ mental health and well-being. Instead of only physical, think also of the social capital.”

Noted three impacts – what happens in future?

- 1) Impacts – climate change – there are many projects looking at this
- 2) What has the pandemic done to individuals – is there a “new normal” that we should work towards?
- 3) Energy and consumption of energy – consumption to travel to a place – will it become prohibitive?”

“We might look closer at these issues, based on capacity and not always for growth.”

“In the Horizon Programme we need to think about faith and belief and trust. For example, 20 million people participate in Local Heritage Days; they see places they have not seen before, that are within reach”

We need to consider beauty, (referring to New European Bauhaus) and “leave no one behind” – as stated by English Heritage.

Graham Bell added, “Europa Nostra and ETC celebrates the 10<sup>th</sup> year of awards in 2023. As a sector, we need to talk about the UN Sustainable Development Goals. In UK, the association, “Cultura” addressed the SDGs, with the focus, “**Communities are based on relationships**”:

- CT relies on social capital – level of skill and interest and enjoyment
- Growing interest in the intangible heritage
- Is transportation pricing people out of the market?
- Business planning – think about other things than growth
- We have to start with the mind set of each group that is involved.”

**Christina Sarvani (DG RTD):** spoke on EC support for adaption and mitigation of climate change; strengthening the role of Cultural Heritage and Cultural Communities as drivers of a sustainable climate transition.

Noted the New European Bauhaus initiative as a vehicle for developing projects and policies at EU level, nationally and locally.

DIGITAL: Need to Support CH&CCIs to become leaders in digital transition

Cultural Heritage Cloud: Unlock the opportunities of the digital transition to Europe's cultural heritage institutions and heritage research organisations - large and small, urban and rural

CAPACITY: Need to develop the capacity of CH&CCIs to contribute decisively to sustainable societal development. And need for Innovation in cultural tourism, developing new approaches, concepts and practices.

**Mariachiara Esposito (DG EAC):** spoke on the actions supported by the EC in relation to the cultural and creative sectors, underlining that these are important for ensuring the continued development of societies and the European creative economy. The Culture strand of the Creative Europe programme supports a wide range of cultural and creative sectors including among others: architecture, cultural heritage, design, literature and publishing, music and performing arts.

Emphasising the role of “horizontal cultural policies”, Ms. Esposito underlined DG EAC current priorities, as follows:

- Cultural dimension of sustainable development (local engagement and awareness of SDGs)
- Culture for the people, (accessibility)
- Culture for the planet
- Culture for co-creative partnerships
- Strengthening cultural tourism resilience in relation to climate change

“Greening Creative Europe” is an action to enhance capacity building of participants in future calls and projects, e.g. reinforcing cultural diversity and mobility through culture.

There are close links to New European Bauhaus, with an additional Call for proposals planned in the Autumn 2023, “Innovation actions on the role of culture in communities to improve the capacity to address Bauhaus principles through cooperation”.

DG EAC also sees the need for new skills profiles in the market to promote management of culture with future professionals, and strategies for training and educating future professionals.

Ms. Esposito referred to The Cultural Funding Guide (portal), to search for EC funding – with filters.

<https://culture.ec.europa.eu/funding/cultureu-funding-guide/discover-funding-opportunities-for-the-cultural-and-creative-sectors>

The event concluded with comments from the floor and a summing up by the DG RTD Horizon Project Officer.

Research and Innovation in Cultural Tourism contributes strongly to the identification, preservation and transmission of European heritage, both tangible and intangible. Guest speakers and partners of the projects that met and shared their experiences at this final day of the conference, as well as other speakers from the audience, voiced their common view that Cultural Tourism offers many opportunities for new collaborative projects and networking activities. By working together, projects and partners can multiply their efforts and impact by disseminating results, encouraging innovation, developing skills and contributing to the sustainable development of communities and destinations.

## 4 Conclusions

The IMPACTOUR project has fostered a wide range of contacts with stakeholders across the spectrum of European CT destinations, reaching out to researchers, professionals and policy makers.

In spite of the difficulties imposed by Covid-19 in the first years of the project, a positive spirit of cooperation has been fostered by IMPACTOUR through online and face-to-face events, leading to definite actions and commitments from project pilots and partners for the further exploitation of the results.

At the end of the project implementation period in June 2023, the first fruits of the collaborative networking between projects can be seen in the high number of new projects that have been successfully initiated and the close contacts with several EU initiatives which support the CT policy area.

Project collaboration has taken root between IMPACTOUR and “sister” projects within the Horizon Research and Innovation programme and beyond. In total, 37 projects and EU Initiatives are being implemented by 10 consortium partners.

IMPACTOUR continues to offer its support to CT actors and stakeholders who are encouraged to join the [IMPACTOUR Community](#) of 208 active participants as an online space for extending project cooperation and information exchange in the coming months and years.

The [IMPACTOUR Tool](#) is offered to CT Destinations to enhance collaboration, improving their management practices and building new strategies, compatible with EU sustainability targets.

## 5 Annex A: List of Acronyms/Abbreviations

Acronym/ Abbreviation	Description
<b>CT</b>	Cultural Tourism
<b>COST</b>	Cooperation on Science and Technology
<b>DG</b>	Directorate General
<b>DG - EAC</b>	Directorate-general EAC Education, Youth, Sport and Culture
<b>DG - GROW</b>	Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
<b>DG - RTD</b>	Directorate-General for Research and Innovation
<b>EC</b>	European Commission
<b>ECOC</b>	European Capital of Culture
<b>ECTN</b>	European Cultural Tourism Network
<b>ENAT</b>	European Network for Accessible Tourism asbl.
<b>EP</b>	European Parliament
<b>ETIS</b>	European Tourism Information System
<b>EU</b>	European Union
<b>GSTC</b>	Global Sustainable Tourism Council
<b>IMPACTOUR</b>	IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas
<b>NEB</b>	New European Bauhaus
<b>TEU</b>	Treaty on the European Union