

IMPACTOUR



The IMPACTOUR project started on 1st January 2020. With a grant of M€2.9 from the European Commission, it will create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism.



IMPACTOUR brings together multi-disciplinary teams from the fields of data science and engineering, cultural heritage, tourism management and accessibility to devise a new, data-driven approach to managing cultural destinations.



The IMPACTOUR Tool will provide data and new insights on Cultural Tourism that will help to guide European policies and practices in this area. The project aims to strengthen the role of Cultural Tourism as a driving force in the growth and economic development of sustainable European regions.



Cultural Tourism has been recognized as one of the drivers of growth, jobs and economic development, as well intercultural understanding and social development in Europe regions and urban areas.

Coordinator



Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870747.



IMPACTOUR

Managing tourism impact on cultural destinations



www.impactour.eu

Europe as a Cultural Destination

IMPACTOUR tools and methods will reinforce the commitment to enhance Europe as a cultural tourism destination, increasing local citizens' sense of belonging, promoting minority cultures, strengthening identities and sense of belonging.

IMPACTOUR Methodology will be completed and tested with data from 14 stakeholder communities located in several destinations around Europe.

The **IMPACTOUR tool** will be validated in 5 Validation Pilots, with distinct characteristics, ensuring that the results will be applicable to a wide variety of cultural tourism destinations catering for a wide range of visitors.



Locations of IMPACTOUR pilot sites

Research and Innovation in Cultural Tourism, Urban and Rural Development



IMPACTOUR adopts the four domain approach of Europa Nostra and European Heritage Alliance, supporting sustainable development: cultural, social, environmental, economic.

IMPACTOUR will gather quantitative and qualitative data on these domains, applying Artificial Intelligence and Machine Learning Strategies to inform policy-makers, guide destination managers and channel investments in cultural tourism for sustainable development.

Cultural Heritage



Cultural Heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.

— Council of Europe, 2005



Cultural Heritage is a key component and contributor to the attractiveness of Europe's regions, cities, towns and rural areas, attracting private sector inward investment, developing cultural quarters, forging identities, creating jobs, stimulating creativity and innovation, fostering regeneration, contributing to sustainability and civic pride, building social cohesion and improving the quality of life for residents and tourists alike.

— CHCFE Report, Europa Nostra, 2015