

# IMPACTOUR ReDiscover Europe Workshop

Catalyst viewpoint 3.3: issues, options  
(industry/practice) –

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# Cultural Tourism – viewpoint 3.3: issues, options (practice)

**Understanding:** Cultural tourism is an integral part of **culture** and **landscape**. It is connected with cognitive function and is based on tangible and intangible drivers.

**Potentials:** **visibility** and **attractiveness** of the place; **income** for locals

**Barriers:** **local resistance**, insufficient **infrastructure**, including **transport** and **lodgings**, **low cooperation** among local businesses

**Contribution:** It brings a cultural change, new identity formation, policy change, administrative innovation and even modernisation.

# SPOT project → SPOT-IT tool

- **SPOT project** is expanding the concept of cultural tourism, from one based upon the **passive consumption** of cultural objects to one based on the **active and interactive participation** in cultural experiences.
- **The way:** gathering information from stakeholders and visitors, but also providing an innovation tool (SPOT-IT) to help identify and improve potential impacts.

# SPOT-IT Social Platform on cultural Tourism Innovation Tool

- **A GIS based tool** is designed to provide **optimal decision-supporting information for various stakeholders** who are interested in promoting cultural tourism.
- **The purpose:** to advance the **formulation and implementation of relevant policies** and practices in Europe.

*A particular value for deprived remote and peripheral areas which are lagging behind or developing existing, cultural tourism sites to strengthen economic and social sustainability.*



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