

IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas



IMPACTOUR Team Members meeting at Tartu, Estonia, May 2023

Newsletter No. 6

About 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 project aims to strengthen the role of Cultural Tourism as a driving force in the growth and economic development of sustainable European regions.

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Final Conference and Project Meeting, Madrid 20-21 June 2023



Photo: Círculo de Bellas Artes, Madrid (Wikipedia)

The IMPACTOUR Project, Managing Tourism IMPACT on Cultural Tourism Destinations in European regions and areas, convenes at the **Círculo de Bellas Artes, Madrid, Spain** for a final Conference and Project Meeting of project partners and representatives of pilot destinations.

The event, organised by project partners, CULTUR and the Fundación Santa Maria La Real, presents the **IMPACTOUR Tool** for the strategic management of Cultural Tourism destinations, which has been developed and tested by IMPACTOUR partners in cooperation with 28 pilot destinations across Europe. Data from the pilots

This meeting and conference provide an opportunity for participants to meet and network with colleagues and decision-makers, to learn about current challenges in management of sustainable Cultural Tourism destinations, to explore the IMPACTOUR data-driven tool, and to join the [IMPACTOUR online Community](#).

Guest speakers

Guest speakers at the two-day event include: **Sneška Quaedvlieg-Mihailović** (RS/NL) - Secretary General of EuropaNostra, **Bart Neuts** - Geography and Tourism, KU Leuven (Arenberg), Coordinator of H2020 SmartCulTour project, **Iván González**, Visitor Experience Director, Madrid Destino Cultura, Turismo y Negocio and **Manos Vougioukas**, Secretary-General of European Cultural Tourism Network.

Download the [Conference Announcement and Full Agenda](#)



“International Conference on Cultural Tourism Advances

The next “International Conference on Cultural Tourism Advances” will be held at the KUL Leuven, Brussels, Campus in Belgium on the 27th-28th of June 2023. This is the joint event of the six EU HORIZON 2020 Research and Innovation projects on Cultural Tourism.



Photo of the Acropolis of Athens

While exact estimates are difficult to make, it has repeatedly been mentioned that approximately 40% of all European tourists make a destination choice based on cultural offerings. This leads to significant economic effects and has further strengthened the view of cultural heritage as a strategic resource for its economic impact, but also for its role in creating and enhancing social capital and achieving the goals of smart, sustainable, and inclusive growth.

At the same time, economic effects have been distributed unequally – often being more prevalent in urbanized areas – and the exponential growth of tourism (notwithstanding the dip during the Covid-19 pandemic) created issues of both over-and-under exploitation.

The goal of this Conference is to further understand the sustainable development potential of cultural tourism by focusing on successful policy interventions, new cultural tourism trends, advances in visitor management systems, and new business and/or governance models. Contributions will include technical papers (presenting recent advances in Cultural Tourism) and project papers (describing their major outcomes in the Cultural Tourism domain).

Read the **Conference Agenda** on the next page and at the link: [Detailed Agenda \(PDF\)](#)



Programme:**On 27 June, from 9:00 to 17:00, Academic Sessions**

9:00-9:30: Welcome coffee and registration

9:30-9:45: Introduction to the day

9:45-10:15: Keynote: Communities in cultural tourism: Changing the perspective – Anya Diekmann (Université Libre de Bruxelles)

10:15-10:45: Keynote: The creativity of cultural tourism: Innovative routes to sustainability and inclusion? – Greg Richards (Tilburg University)

10:45-11:15: Coffee break

11:15-12:00: Session 1: Participatory approaches to cultural tourism management

12:00-13:30: Lunch

13:30-14:30: Session 2: New data methods and digital tools

14:30-15:30: Session 3: Responsible, circular, and human-centred regional development potential

15:30-16:00: Coffee break

16:00-17:00: Session 4: A future outlook to cultural tourism trends and policies

On 28 June, from 9:00 to 12:30 Policy Sessions

9:00-9:30: Welcome coffee and registration

9:30-10:00: Keynote: Ronald de Bruin (COST – European Cooperation in Science & Technology)

10:00-10:30: Session 1: Lessons learnt from six Horizon 2020 projects

10:30-11:00: Coffee break with demos of project results

11:00-12:30: Session 2: Panel discussion with Oriol Freixa Matalonga (UNESCO), Iulia Niculica, (ETC), Manos Vougioukas (ECTN), Graham Bell (Europa Nostra), Christina Sarvani (DG RTD), Mariachiara Esposito (DG EAC), Eric Philippart (DG GROW)

A more detailed programme can be found [here](#).

IMPACTOUR project meeting in Tartu Estonia, 23 May 2023

On 23 May 2023, the partners of the IMPACTOUR project met in Tartu, which is the "heart and soul" and one of the cultural centres of Estonia. It will become one of the three European Capitals of Culture in 2024.

During the partner's meeting project activities, results, and issues related to reporting were discussed. However, most of the time was devoted to the evaluation of the IMPACTOUR Tool and recommendations on its presentation - its operation and comprehensibility, usability, impact factors (including availability and quality of data), visualisation of results, bottlenecks found during testing, improving actions, etc.



IMPACTOUR Partners enjoy the cultural sights and summer weather in Tartu, May 2023

The partners who came to Tartu had the opportunity to get to know the destination during a lively and thematic guided tour, spend a pleasant time at parks and the Emajõgi River promenade, and prepare for themselves the souvenirs using possibilities that were found in the cityscape. In this case, they were “rubbings” of manhole covers, whose images were transferred to re-usable bags under the guidance of representatives of the TYPA Printing and Paper Arts Centre.

According to the tourist guide, "Tartu is a place where you come and stay". At least she did that and seems that she isn't the only one who leaves her heart in Tartu. So, Tartu with its urban green spaces and the Emajõgi River, sustainable and smart solutions, lively cafés, versatile events and tourism services, more than 20 museums, and historical and cultural heritage, is undoubtedly the place to visit.



For more information about Tartu and Tartu2024 visit:

[Tartu 2024: European Capital of Culture \(visitestonia.com\)](https://www.visitestonia.com)
and

[Tartu 2024 - European Capital of Culture](https://www.visitestonia.com)

The partner meetings were organised in cooperation with VisitTartu, VisitEstonia, and the Institute of Baltic Studies.

IMPACTOUR Tool

The IMPACTOUR Tool offers a range of decision support tools for managers and stakeholders involved in Cultural Tourism sites. It allows users to input and visualise their data, access the decision support system, and track the impact of their actions through using the key performance indicators graphic representation or using the visual analytics tool.



The IMPACTOUR Tool is available at: <https://impactour.azurewebsites.net/>

In the context of Cultural Tourism sites, whether they are urban, rural, natural, or itinerary-based, and considering their main strategic objectives during transitions in Cultural Tourism management, the IMPACTOUR Tool provides a set of strategies and actions to be followed.

The development of the IMPACTOUR Tool is based on a methodology that identifies appropriate strategies suitable for different Cultural Tourism categories, aiming to promote balanced development. This methodology identifies key success factors based on a comprehensive assessment of Cultural Tourism impact at regional, national, and European levels. It was developed by analysing successful and unsuccessful strategies and mapping information from various IMPACTOUR project pilots. The goal was to gather insights from best and failed practices and incorporate lessons learned into the tool.

To create an effective decision support system that aligns with the initial context and replicability, the following categories were considered: governance strategies, business models and investments, local stakeholders' engagement and diversification, and marketing strategies. These key success factors help classify existing strategies and evaluate the impact of new policies.

The IMPACTOUR Tool was designed to be user-friendly and intuitive. Users start by characterising their tourism destination, identifying its type (urban, rural, itinerary, natural), the type of cultural tourism activity (heritage-based, experience-based, agriculture-based, natural heritage-based), the type of tourism activity in their site, and the desired objectives related to Cultural Tourism. They then prioritise the relative importance of associated goals for the cultural, social, environmental, and economic aspects.

PRIORITIZE YOUR OBJECTIVES

Give importance to each criteria

CULTURAL objective: Well-preserved and vibrant arts and cultural heritage for unique, diverse, and immersive cultural tourism.

SOCIAL objective: Accessible and inclusive cultural tourism with strong links to local communities.

ENVIRONMENTAL objective: Reduced ecological footprint of the cultural tourism sector.

ECONOMIC objective: Renewed and profitable sector with long-term sustainable growth.

Cultural Objective Social Objective



50/50

Cultural Objective Economic Objective



50/50

Cultural Objective Environmental Objective



50/50

Social Objective Environmental Objective



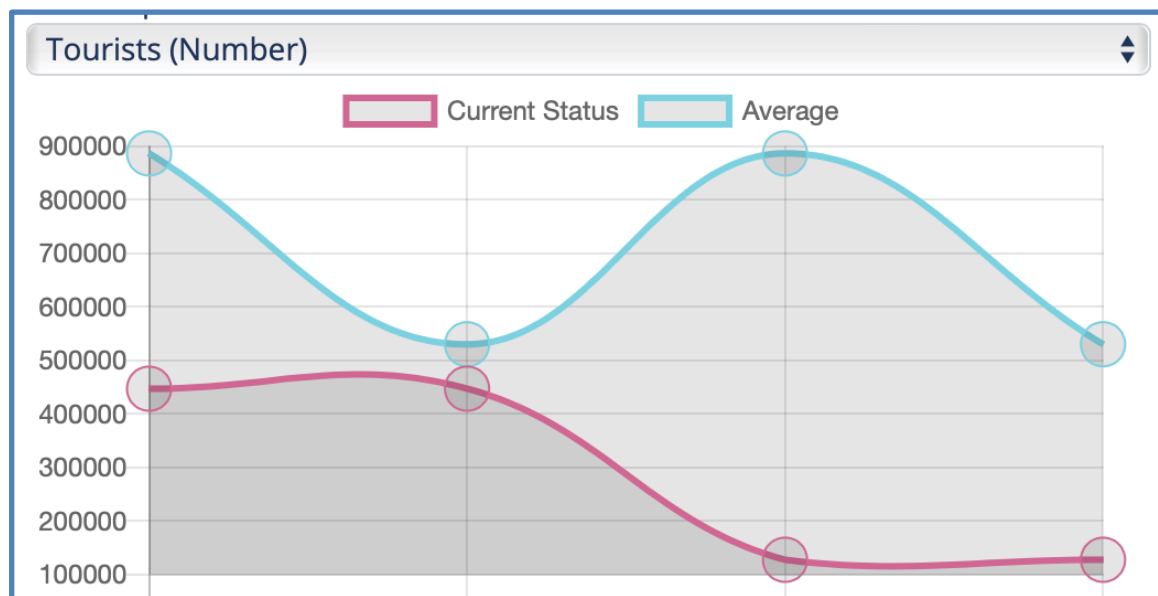
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Environmental Objective Economic Objective



50/50

Based on the user's previous inputs, the IMPACTOUR Tool provides a list of ranked suitable strategies to achieve the selected objectives. Users can choose the most appropriate strategies, and the tool generates a list of ranked actions that can be taken to achieve the Cultural Tourism objectives. Each action is associated with a set of key performance indicators used to monitor actions' progress and to compare their performance against similar sites.

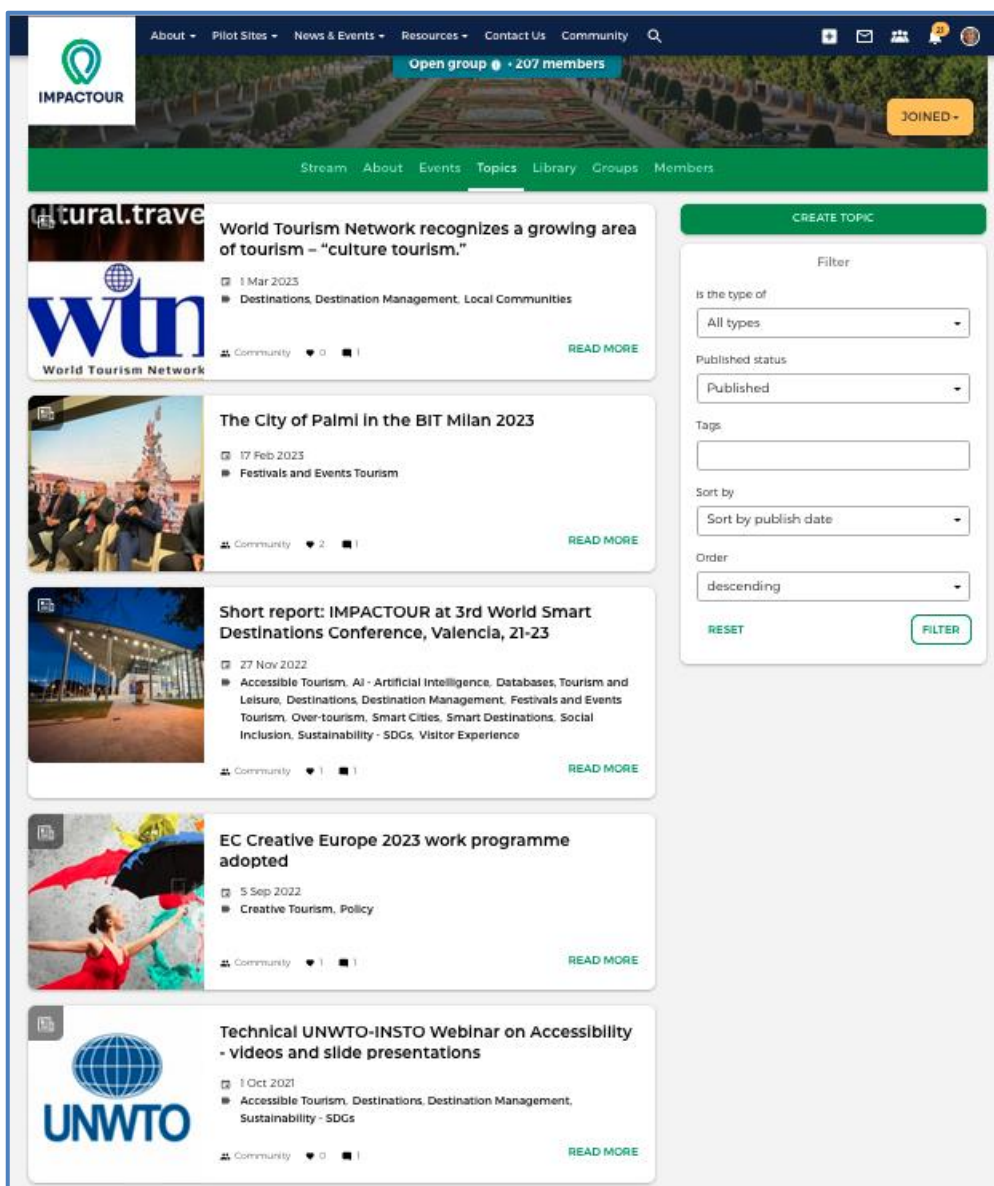


The IMPACTOUR Tool serves as a decision-support instrument, empowering successful development strategies for Cultural Tourism.

Join the IMPACTOUR Community

Individuals who are interested in following the project work and the implementation of its results in Europe can join the IMPACTOUR project's online "Open Social" online community. Here you can engage in the conversation about **managing cultural tourism destinations** with over 200 team members from the Partners and Pilot Sites, including many tourism practitioners and data specialists.

You can select, subscribe and contribute to those sections of the Community that you wish to follow: **Stream | Events | Topics | Library | Groups** – or **all of these**, so you receive an email directly in your mailbox when new content is posted or later, when it is convenient for you.



Screenshot of "Topics" page from the IMPACTOUR Community

Register now at: [IMPACTOUR Community sign-up page](#)

Project outputs available for downloading

The following Public Deliverables are available from the IMPACTOUR Website Results Page:
<https://www.impactour.eu/pages/impactour-results>

Deliverable title and download link	Deliverable description
D1.1 Report on cultural tourism leading to sustainable economic and social development	Linking cultural tourism with the increase in economic competitiveness and social welfare of regions and countries.
D1.3 Identification of tools for Cultural Tourism impact assessment	Analysis of non-traditional sources of social and economic data (incl. big data) and their potential for impact assessments in the field of cultural tourism.
D2.1 List of criteria and indicators to carry out the comparative assessment	First version of the identified criteria and searching indicators to select a good case in each type of cultural tourism type.
D3.2 Stakeholders engagement plan	This deliverable describes how stakeholders will be involved in data collection phases.
D3.3 Data collection methodology	This deliverable describes how the data collection will happen.
D7.2 Dissemination and Exploitation Plan (DEP)	This “working document” is produced to plan dissemination of project aims, activities and results during the project's implementation. Also describes exploitation plans, considering consortium as a whole, stakeholders involvement, field tests – validation, relation to other research activities, publication identification, methodology, benefits vs risks, standardisation, possible joint ventures and licensing agreement.
D7.4 1st Report on communication and visibility actions	Visual identity, website, communication material (flyer/postcard/pop-up poster) and social media developed in the project.

Watch for other IMPACTOUR public reports at the [Results link](#) in the coming months!

IMPACTOUR Partner profile

In this Newsletter we profile the project partner, **Chemins de Compostelle, Agence française des chemins de Compostelle**, providing an insight into their activities and their connection to IMPACTOUR.



Agence française
des chemins
de Compostelle

Chemins de Compostelle, Agence française des chemins de Compostella (Compostela Pilgrim Ways Agency)

The Agence française des chemins de Compostelle works with local authorities to promote the Pilgrim's Way to Santiago de Compostela. Since 2015, the Agency has been working with the State under a Convention designed to set up and manage the Network of proprietors, managers and stakeholders of the UNESCO World Heritage Listed entity "Chemins de Saint Jacques de Compostelle en France" (The Saint James' Ways in France).

The Agency's work is organised around five main aims: to enrich and disseminate knowledge, to share the cultural heritage of the Pilgrim's Way to Santiago and UNESCO's values, to support the preservation and enhancement of the World Heritage site, to support the sustainable development of the region by promoting itinerancy and cultural tourism, to develop cooperation and partnerships with associations, heritage networks and those involved in the Pilgrim's Way to Santiago and World Heritage in Europe.

The services of the Compostela Pilgrim Ways Agency involve effective actions to ensure the understanding, preservation, rehabilitation, usability, and the bringing to life of the Pilgrim Ways to Compostela.



Walkers on the Compostela Way, France



Pilgrims resting at Toulouse, France

The Agency's role in the IMPACTOUR project

The Agency coordinates two pilots: **Voie d'Arles** and **voie du Puy en Aveyron**, that are two of the main Compostela routes in France. The Agency has contributed to the collection of qualitative and quantitative data from these cultural routes during the project.

The IMPACTOUR tool represents a great opportunity for the St James routes in France to better assess the impact of these emblematic routes on the regions, most of which are rural.

Towards the end of 2022, the Agency organised a meeting in Toulouse with the partners and Pilots involved in the project, where the 1st version of the tool was presented for testing. On that occasion, a visit of Toulouse was organised, Toulouse being a major stop on the Arles Way.



Images from the IMPACTOUR Partners' and Stakeholders' Meeting, held in Toulouse, 22 November 2022

“Smart Cultural Tourism Destinations” Group on LinkedIn



IMPACTOUR manages a **LinkedIn Group: Smart Cultural Tourism Destinations**, where CT professionals, scientists and interested individuals and organisations can meet online and share information and ideas in the field of cultural tourism.

Our particular focus, in keeping with the IMPACTOUR objectives, is to inform, explore and discuss how we might improve cultural tourism destination management through the collection and use of data and analytical techniques, with the aim of achieving sustainable sites that support local communities and enhance the visitors' experience and understanding.

LinkedIn members - Join over 160 members and get involved in the group!

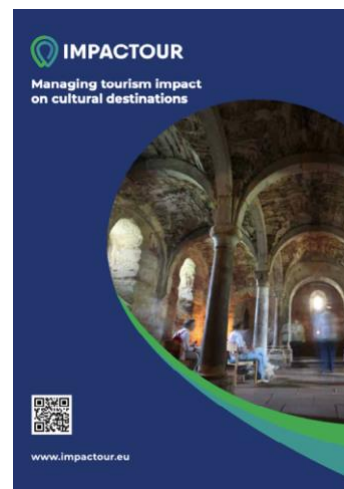
Visit: <https://www.linkedin.com/groups/9053513/>

IMPACTOUR Brochures and The Madrid Flyer

Download the brochures in PDF from these links:



[IMPACTOUR Brochure no.1 \(A4 size, 2 pages\)](#)



[IMPACTOUR Brochure no. 2 \(A5 size, 6 pages\)](#)



[Flyer for Madrid Conference and Meeting Agenda, 20-21 June 2023 \(2 pages\)](#)

IMPACTOUR Partners



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