

International Conference on Cultural Tourism Advances

**Brussels, Odisee Campus
27-28 June 2023**

**Conference
proceedings**

In collaboration with the European Research Executive Agency and:



All six projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No. 870747, 870708, 870644, 101004687, 101004552 and 101004627.

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Conference programme

Day 1 – Academic sessions – 27 June 2023

9:00 Welcome coffee & Registration

9:30 Introduction to the day – Jan van der Borg, KU Leuven

9:45 **Keynote: The creativity of cultural tourism: Innovative routes to sustainability and inclusion?**
– Greg Richards, Tilburg University

10:15 **Session 1: Participatory approaches to cultural tourism management**

Chair: Antonia Gravagnuolo

- 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

11:00 Coffee break

11:30 **Session 2: 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

12:30 Lunch

14:00 **Keynote: Data space for cultural heritage for sustainable cultural tourism** – Milena Popova, Europeana

14:30 **Session 3: 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

15:30 Coffee break

16:00 Session 4: 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

17:00 End of day

9:00 Welcome coffee & Registration

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

10:00 Session 1: Lessons learnt from Horizon 2020 projects in the field of cultural tourism

General overview of the outcomes of five Horizon 2020 projects, identifying good practices based on the finalized and ongoing experimentations in diverse European regions

- Milada Šťastná (SPOT)
- João Martins (IMPACTOUR)
- Antonia Gravagnuolo (Be.CULTOUR)
- Lucía Delenikas Ifantidis (TeXTOUR)
- Bart Neuts (SmartCulTour)

10:30 Coffee break with demos of project results

11:00 Session 2: Panel discussion

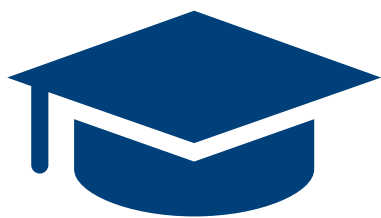
Chair: Rodrigo Martín Galán

session on contemporary and future cultural tourism trends and policy strategies, identifying current state-of-the-art, remaining gaps of knowledge to be bridged and their integration in European policies and executive branches

- Oriol Freixa Matalonga (UNESCO)
- Iulia Niculica, (European Travel Commission)
- Manos Vougioukas (European Cultural Tourism Network)
- Graham Bell (Europa Nostra)
- Christina Sarvani (Directorate General for Research and Innovation)
- Mariachiara Esposito (Directorate General for Education and Culture)

12:30 End of day

Day 1 – 27 June




**Academic
sessions**

Introduction and first keynote

Presenters:

- Jan van der Borg
- Greg Richards




Smart Cultural Tourism as a Driver of Sustainable Development of European Regions

Sustainable Tourism after the Pandemic: Doughnut Destinations?

International Conference on Cultural Tourism Advances
Brussels, 27/06/2023


Jan van der Borg
KU Leuven, Università Ca'Foscari Venezia & EURICUR

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870708

01 Tourism Capital as a Common

- Most attractions, which together form the tourism capital of a destination, are *commons*.
- Moreover, tourism capital is only partially reproducible and often at huge (collective) costs.
- This is true for destinations based on natural tourism capital and those based on cultural-historic capital.
- Hence, the quest of finding an optimal allocation of tourism capital in destinations is essential.

 Horizon 2020 No. 870708



02 Tourism in Cities

- Cities all over the world have become important hubs of tourism and leisure.
- In fact, after the 1980s, with the growing interest in shorter and cultural vacations, urban tourism has become one of the corner stones of the global tourism market.
- This explosive growth, after a two years stop due to the pandemic, has returned, and many cities are now finding themselves in a situation of that in 2019.
- The UNWTO expects the international tourism market to double between 2015 and 2030.



03 Sustainable Tourism Development I

- In many destinations, especially cities, this development is not sustainable. Collective costs are, with the violation of what is called the carrying capacity, bigger than the collective benefits.
- This form of unsustainable tourism development is now known as 'overtourism'. Destinations like Amsterdam, Barcelona, Prague, and Venice are examples of cities where the quality of the place is suffering under the excessive pressure of tourism. Overtourism is, to a certain extent, a *tragedy of the commons*.
- In these destinations, overtourism has finally found a prominent place on the political agenda.



03 Sustainable Tourism Development II

- Strangely, there are still many destinations that suffer from an opposite form of unsustainable tourism, namely that of undertourism.
- These destinations possess an incredible amount of tourism capital, but they are, remarkably enough, not receiving enough visitors to compensate for the energy and investments they are making to render themselves more attractive and accessible.
- What academy and policymakers seem to be lacking most is a comprehensive compass that embraces both extreme forms of unsustainable development and that helps them design the proper policies needed to shape the allocation of tourism capital in an optimal way.



04 Doughnut Destinations?

- The concept of the doughnut economy might by this concept.
- The two boundaries to sustainability that Rahworth has defined might very well be the under and the upper limit to sustainable tourism development.
- Since many destinations are coping with the effects unsustainable tourism development is causing, more international comparative research of the applicability of the doughnut concept in urban destinations might be very fruitful.





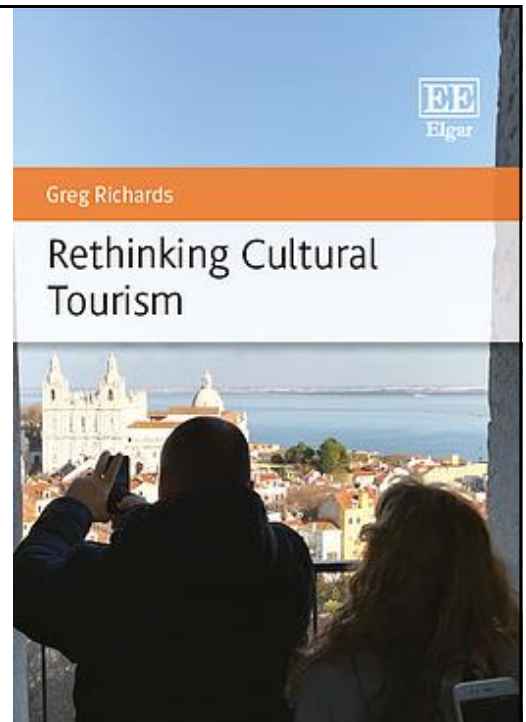
Wish You all a Very Fruitful Conference



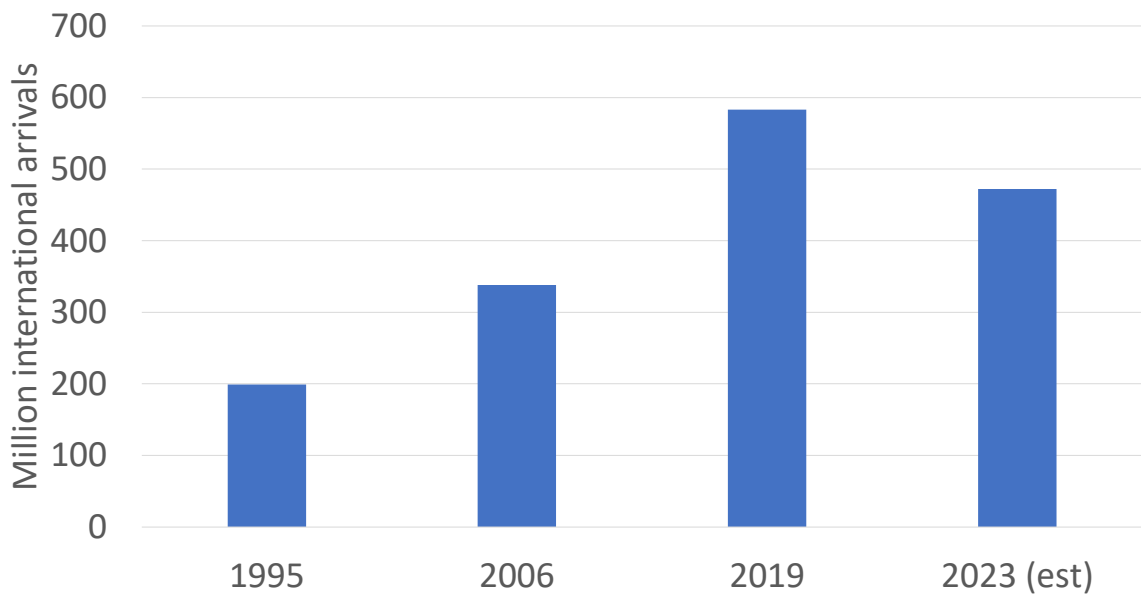
www.smartcultour.eu

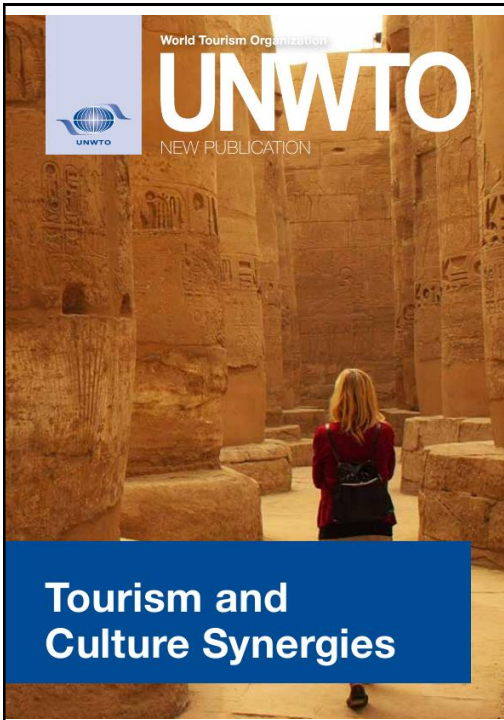
The creativity of cultural tourism: Innovative routes to sustainability and inclusion?

Greg Richards



The growth of cultural tourism



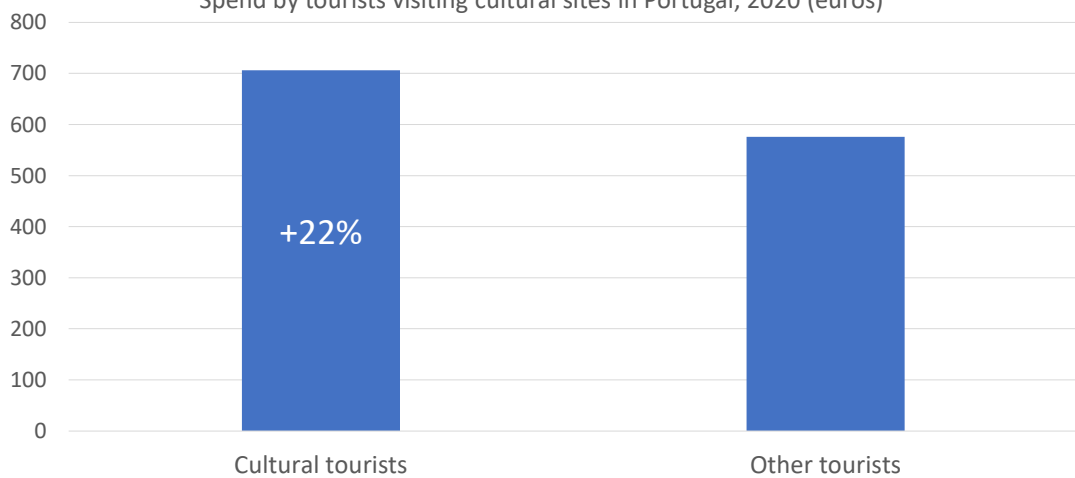


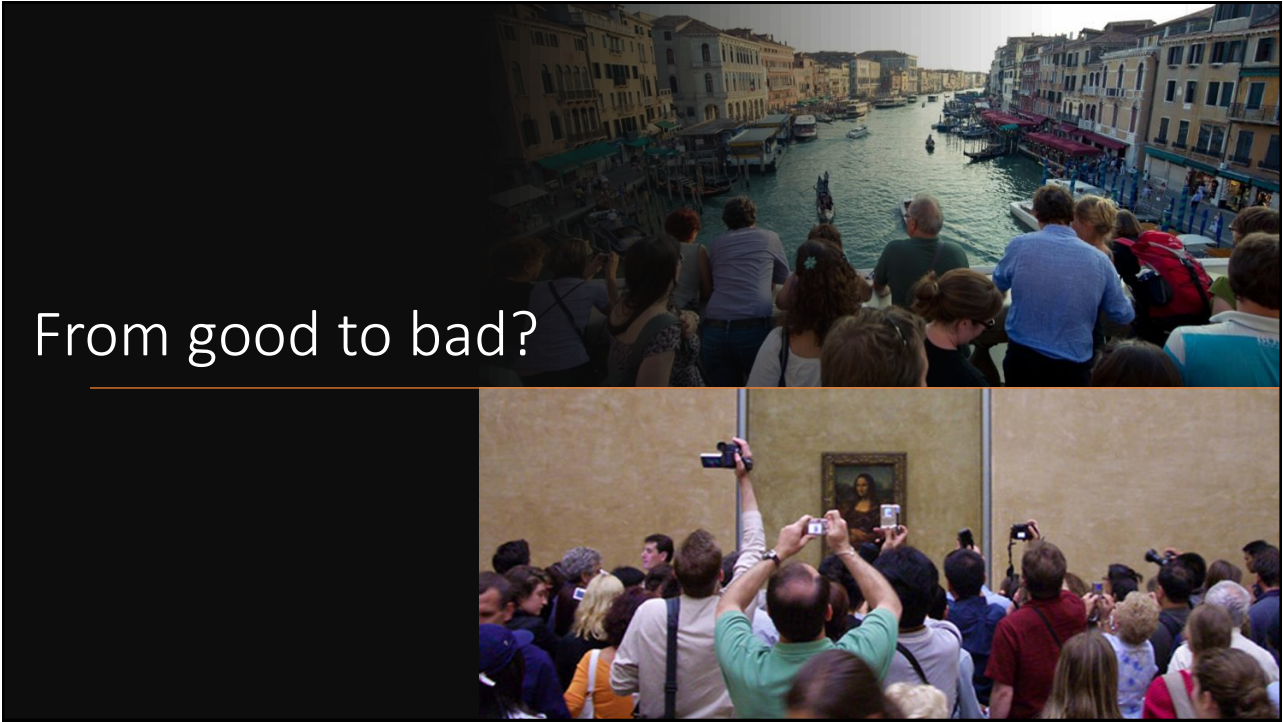
A 'Good' form of tourism?

Generating more money?

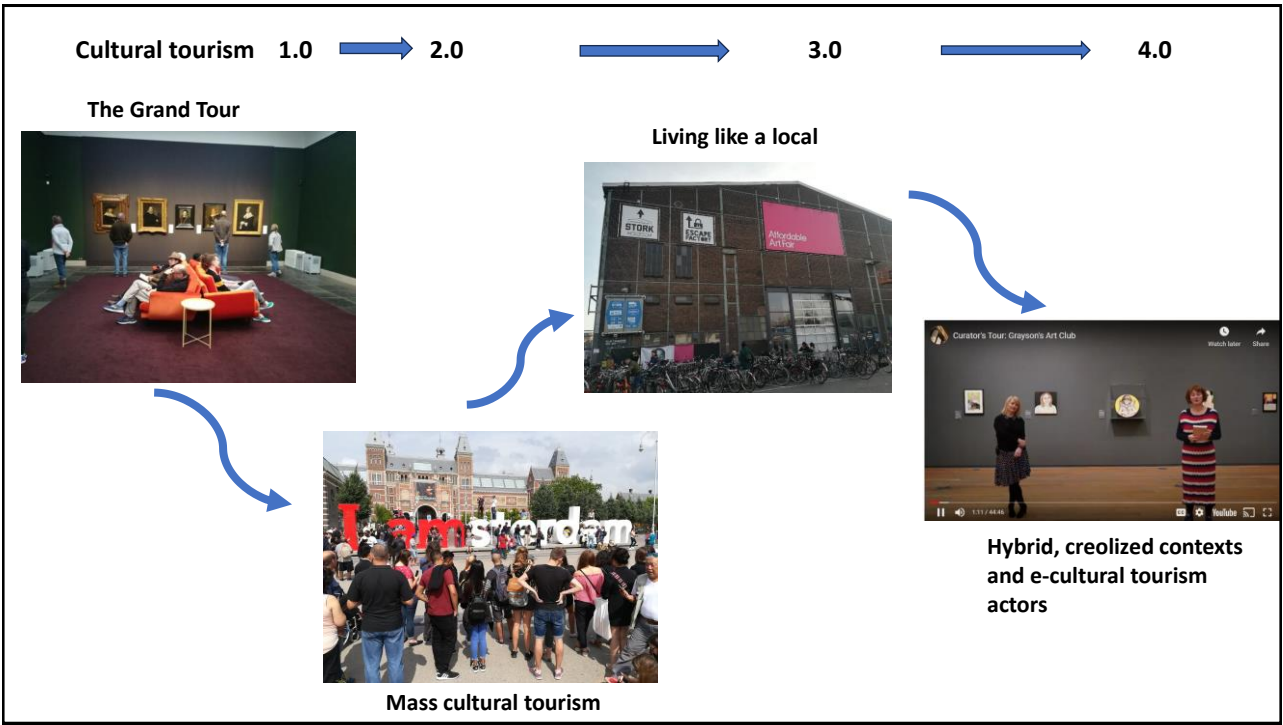


Spend by tourists visiting cultural sites in Portugal, 2020 (euros)

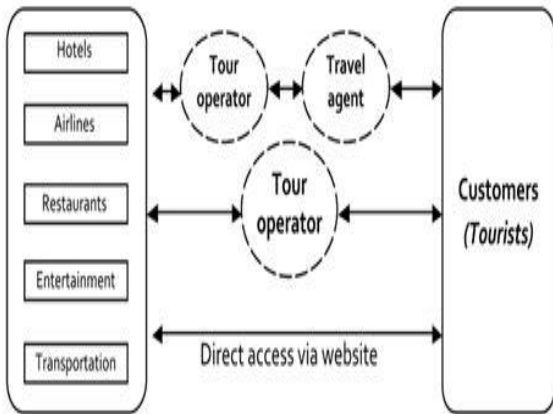




From good to bad?

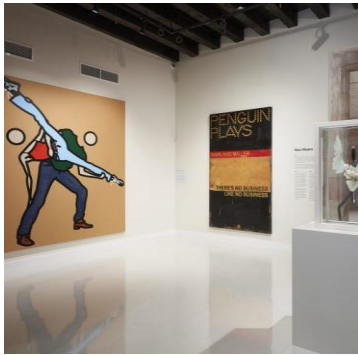


From the traditional tourism supply chain to the digiverse...



New actors in cultural tourism...





New contexts for cultural tourism



Street Art Tour

Kernpunten:

New types of cultural tourism

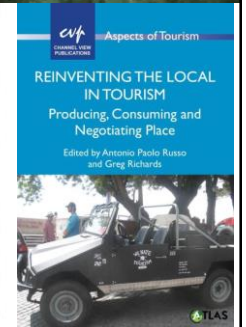
Prado creates palette of odours to make scents of Brueghel painting



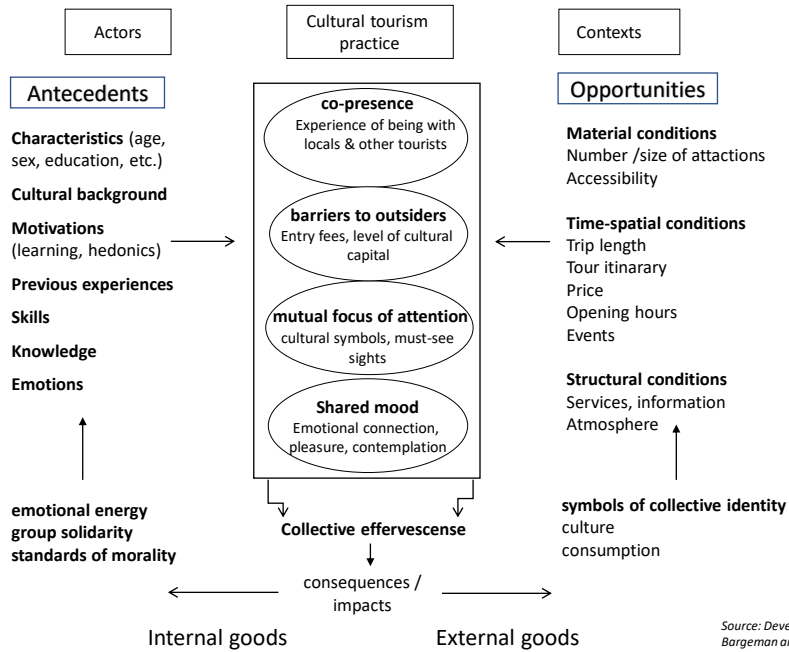
The Seven Everyday Wonders of Denmark

Foto: Maria Sattrup - Copenhagen Media Center

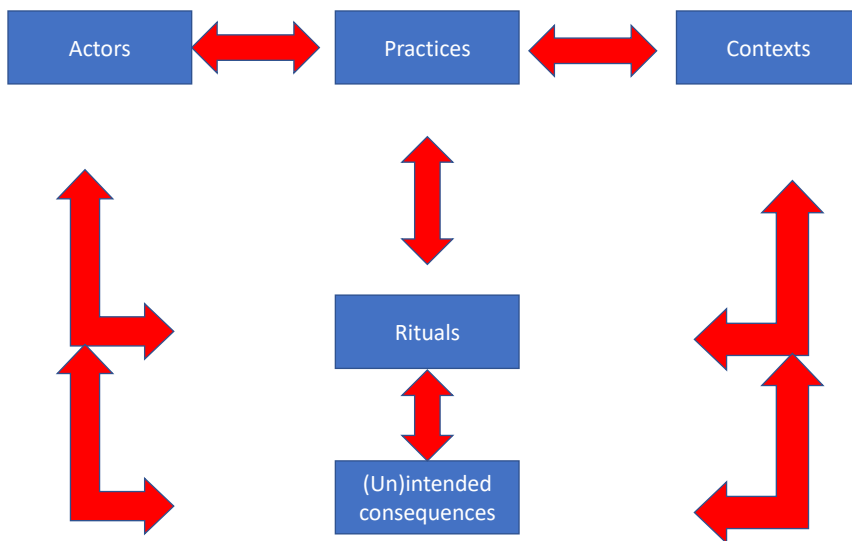
What is it that differentiates Denmark from other destinations? And why is Denmark worth visiting?



A new way of thinking about cultural tourism?



A (relatively) simple practice model



New practices of cultural tourism?

- Street art
- Craft beer
- Creative tourism
- *Nuits blanches*
- Gastronomic tourism
- New urban tourism
- Tourist in your own city
-



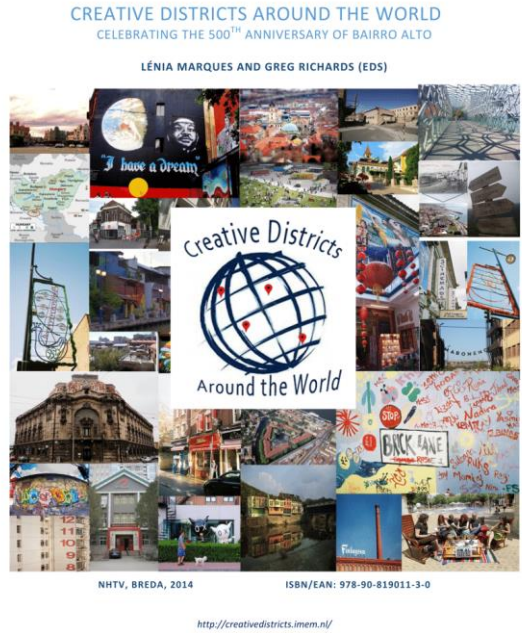
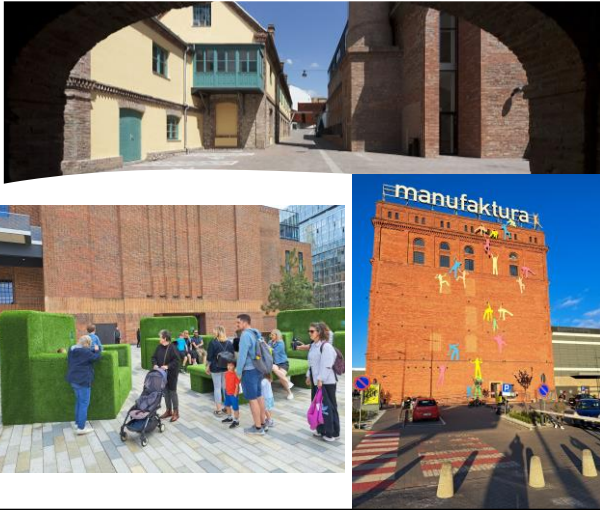
New contexts - The inside-out museum



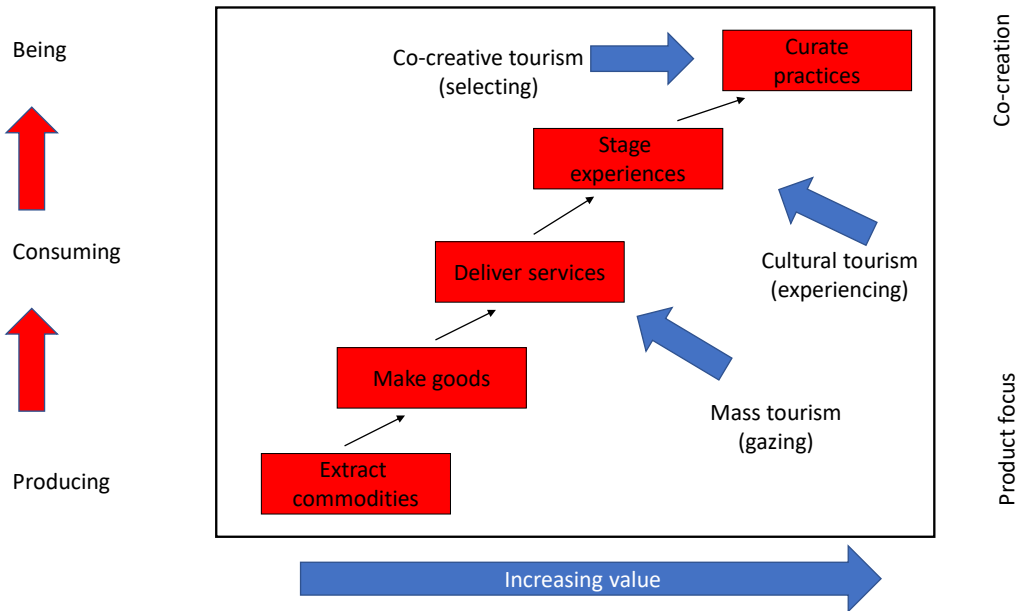
“Why shouldn’t visitors appreciate the work of the security staff, the technicians and the art handlers as well?” It is a democratisation through flattening out, a new world next to old masters, young designers beside rococo artisans. There is no hierarchy.....

New contexts:

Creative districts/quarters/neighbourhoods



The development of the experience economy and curated tourism



Travel actors as curators



Places To Stay

Experiences

Explore



Award-winning video and podcast series to reveal insider perspectives on amazing destinations



ONLY IN NEW YORK

An audio journey of the unexpected delights of NYC for the curious traveller



HUNGERLUST

Some of the world's most vibrant cities are brought to life through local chefs and unique food

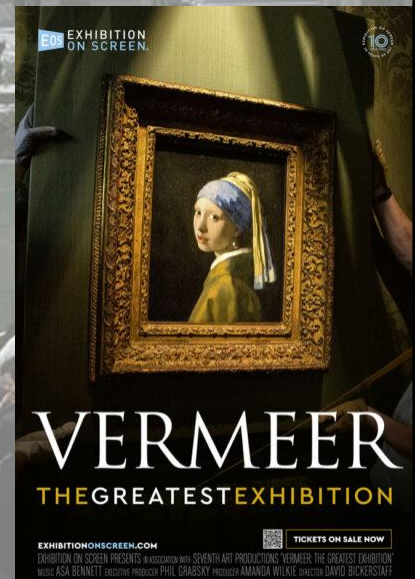


BEYOND HOLLYWOOD

Travel to Pakistan, Scandinavia, Ghana and Hong Kong through the cultural meaning of film

The eventification of (last chance) cultural tourism

Museums should go beyond spectacle and make a difference in their curation. We decide which stories we bring and which stories we don't bring
Kaat Debo, MoMu director



You are the event

Henk Schiffmacher zet week lang Rembrandt-tattoos

The Poor Mans Rembrandt

Auteur: **Redactie** Online: 20 juni 2023 Kunstgeschiedenis / Museumnieuws / Rembrandt van Rijn · 1 minuut leestijd



More creative?

Google Books Ngram Viewer

Q cultural tourism,creative tourism

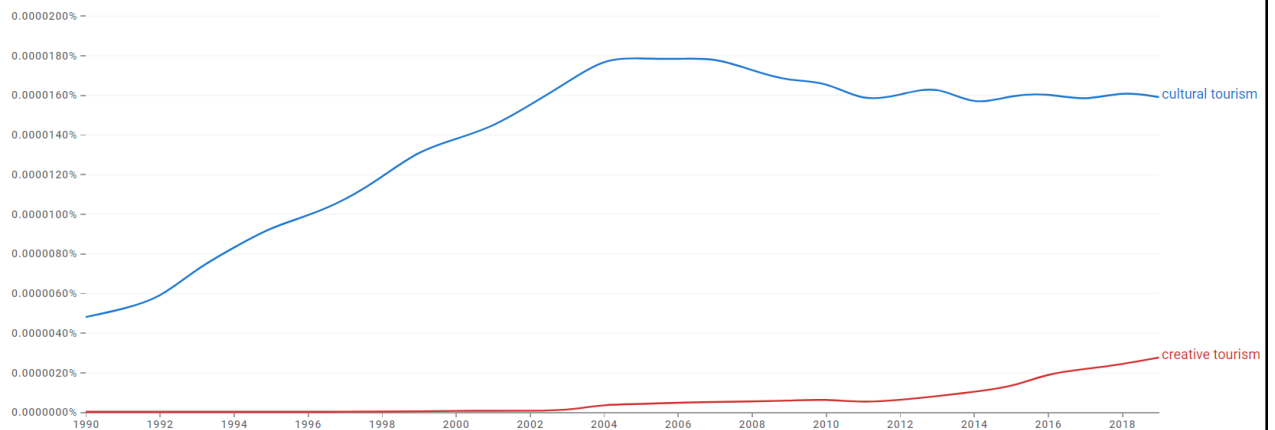
X ?

1990 - 2019

English (2019)

Case-Insensitive

Smoothing



More innovative?

Madrid exhibition reimagines Bosch's Garden of Earthly Delights for digital age

Triptych's 21st-century variations comment on technology, consumerism, sex and the planet



The reimagining of Bosch's Garden of Earthly Delights at Matadero Madrid. Photograph: Colección Solo

More sustainable and inclusive?

Creative tourism – providing the answers to a more inclusive society

Creative tourism

Caroline Couret

Creative Tourism Network, Barcelona, Spain

747

About Us The Network Members CTAcademy Conferences Awards Press Blog Cor



Tourism and creative engineering: La Rochelle leads the way



Abstract

Purpose – This paper aims to provide an overview of the short-term impact of COVID19 on the new tourism paradigm worldwide, as well as imagining how it could influence society's inclusion. The purpose is thus to share some insight into this unprecedented situation.

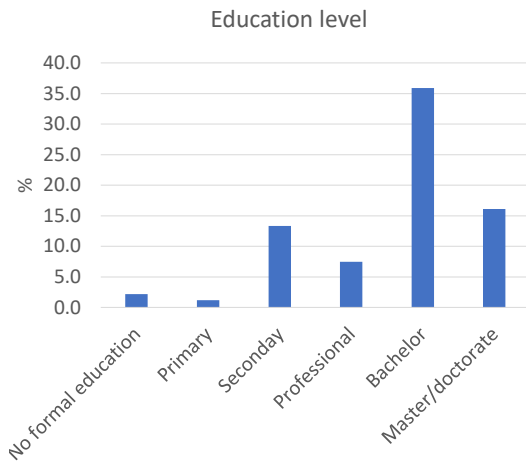
Design/methodology/approach – This paper uses a practical and empirical approach, based on readings and conversations with international stakeholders, and contrasted with the Creative Tourism Network's background.

Findings – This paper explores the impact of the COVID-19 crisis on the tourism industry, human values and intangibles and new opportunities for societal inclusion, together with examples of good practices.

Practical implications – The viewpoint is based on observation, analysis and conversations with stakeholders around the world. It also draws on examples and practical cases from the destinations' members of the Creative Tourism Network.

Originality/value – This paper draws on observation and reflections about the evolution of societal inclusion through new forms of creative and niche tourism, accelerated by the COVID-19 crisis.

Challenges ahead: stubbornly upmarket and increasingly expensive



Implications of changing cultural tourism practices

Cultural tourism still growing

Fragmenting into a series of niches

More democratisation?

More individualised, less 'cultural'?

From Unity in Diversity to a Diversity of Unities?

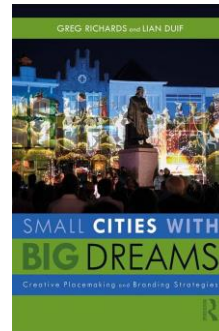
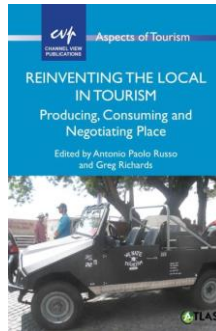
Thanks, Bedankt!



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https://www.researchgate.net/profile/Greg_Richards3



Session 1: Participatory approaches to cultural tourism management

Presenters:

- Hanna Szemző
- Serena Cecere
- João Martins

Challenges in developing sustainable tourism locally: viewpoints from the ground

Presenter: Hanna Szemző
Authors: Gergely Berta – Hanna Szemző – Eszter Turai

International Conference on Cultural Tourism Advances
Brussels, 27-28, June, 2023

TEXTOUR

1

Basic assumptions

- Tourism – despite regular setbacks as a result of subsequent crises – presents the main source of income for a rising no. of households – in 2019 was valued at **10,4% of the global GDP** by the WB
- Tourists **go further** – new destinations are explored, and **classics ones become overwhelmed**
- There are many **inherent conflicts** in this development:
 - Environmental conflict (flying, littering, exploitation of environmental resources)
 - Economic conflict (how are the economic benefits distributed, what happens to “traditional” livelihoods)
 - Social conflict (between local residents/local and international tourists/entrepreneurs, - e.g. housing, noise, availability of services)

TEXTOUR

2

Sustainable tourism has become the solution

- UN Brundtland Commission on the concept of sustainability “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (1987)
- Sustainable Tourism: UNWTO: “**Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities**”
- Through **host communities it puts an emphasis on local – partnership** – which is in line with another UN document, the 2030 Agenda for Sustainable Development, which outlines actions “for people, planet and prosperity

TEXTOUR

3

Local partnerships in developing sustainable tourism

- But local partnerships are fragile and difficult to establish:
 - they need institutional and financial support
 - “willing protagonists” – NGOs, SMEs, and often university people, willing to engage and have the time
 - The municipality’s role is crucial
- In the framework of the TEXTOUR project, we tried to ask the **local protagonists** about their opinion, understanding of the issues at stake

TEXTOUR

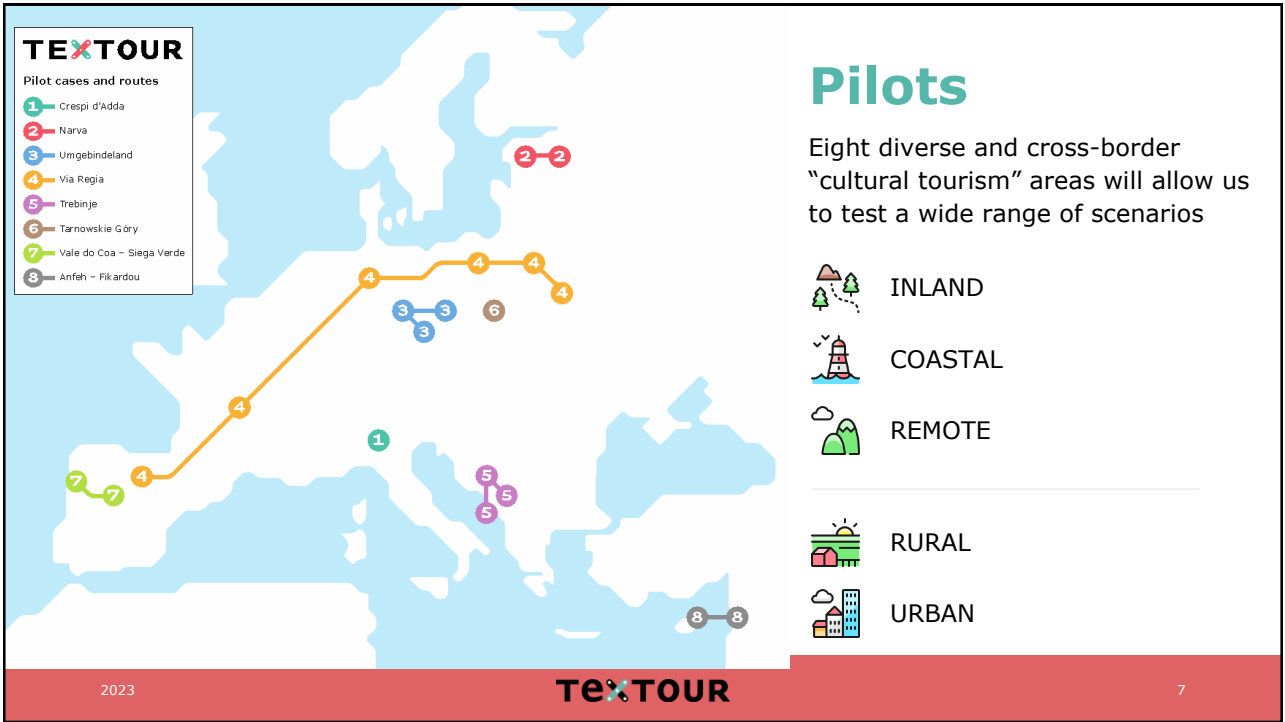
4

Research focus – locally relevant aspects

4 topics were explored:

- Heritage and identity,
- Barriers to local development
- Sustainability and Europeanization, and
- Questions about the pandemic

Methodology



Qualitative data: semi-structured interviews

- 4 experts per site from the pool of municipal employees, SMEs, tourism bureau, local cultural institutions, local NGOs
- The level of information and depth varied in the different interviews depending on the individual topics



Type of experts asked

Municipality	Tourism bureau/Tourist info centre	Local SME interested in (cultural) tourism	Cultural institution	Local NGO interested in cultural tourism or heritage
Cultural and tourism promotion	Tourist information centre specialist	Restaurant owner	Art Residency (cultural platform) director	Architect, guide and local NGO founder
Municipal department for Development and Economy	Entrepreneur, head of tourist information centre*	Entrepreneur, head of tourist information centre*	Museum director	NGO member and guest house owner*
Regional administration: Department for International Cooperation and European Integration	Organization for tourism (public)	NGO member and guest house owner*	Teacher	NGO interested in the development of the area
Department of Culture, Tourism and City Promotion		Local IT company	Archaeologist and guide at local museum	Educational NGO working with creative industries
Municipality of another town in the region		Head of medical spa	Independent architect and researcher	NGO working on local tourism development
Head of the department for culture, family, sports and education		Salt producer, school teacher	Archaeologist and tourist guide	Municipal council member, entrepreneur (energy sector) and official of local NGO**
Municipal council		Municipal council member, entrepreneur (energy sector) and official of local NGO**		
Municipal council member, entrepreneur (energy sector) and official of local NGO**				

2023

TEXTOUR

Qualitative data: focus groups

- Local community members 6-12 per site
- The aim was to discover the scale of opinions and attitudes of a local community



2023

TEXTOUR

10

Results

TEXTOUR

11

Heritage and Identity

- The meaning of local heritage needs to be cleared and discussed between the parties – even among experts
- The concept of heritage is very much structured according to what we have learned and what is “officially communicated” – it focuses much more on tangible landmarks
- For pilots with a dominant landmark, site, or even a tradition it was easier to identify local heritage and find a focus of their heritage-related tourism activities
- Thus typical answers included a diverse list of sites and artefacts, including historical monuments, natural and geographical sites (both protected and not), churches (and eq.), castles, and some local particularities.

TEXTOUR

12

Expert assessment of the type of heritage available

Pilots / heritage types:		Historical	Archaeological	Natural and geological	Industrial	Gastronomical	Dark	Religious
01.	Crespi d'Adda	4	-	4	3	-	-	-
02.	Narva	4	-	-	4	-	-	-
03.	Umgebindeland	4	-	4	-	-	-	-
04.	Via Regia	4	1	3	-	1	-	-
05.	Trebinje	4	4	1	-	4	-	1
06.	Tarnowskie Góry	3	-	1	3	-	-	1
07.	Vale do Côa - Siega Verde	3	4	4	-	2	-	-
08	Anfeh	2	2	4	-	2	-	-
	Fikardou	2	2	4	-	2	-	2

TEXTOUR

13

Intangible heritage

- Most people interviewed focused on tangible heritage and cultural products, while intangible heritage remained hidden. One exception has been Vale do Côa – Siega Verde, where the case of old people sitting outside their houses and telling stories was mentioned:
- *"(...) can't even realize how much value there can be, if we get that gentleman sitting on the doorstep, in a village, and listen to his stories. Tourists love it."* (Vale do Côa – local SME representative)
- The importance of isolation and the beauty of the simple, rural life of remote pilot sites could be categorized as intangible heritage. They also emerged over and over in the material about local identity. (Crespi d'Adda, Umgebindeland, Trebinje, Vale de Côa, Anfeh and Fikardou).

TEXTOUR

14

Local community vs. experts

- **Experts know little about how the local community uses these heritage sites.** (It could be connected to the professional attitude of the respondents, but also to the ways the interview questions were asked.) However, it also highlights a certain distance of the local population from the interviewed experts themselves.
- There seems to be a tension between how heritage is viewed by experts and by members of the local community - **Gastronomic heritage was only really mentioned by locals** in the focus groups
- Generally, the role of the local community is reflected upon from a contradictory perspective in the expert interviews.
 - On the one hand, several interview partners mentioned such phenomena as the *"spirit of the city is the openness of people"* (Trebinje – representative of a cultural institution) or *"the spirit of welcoming and hospitality"* (Anfeh – local SME representative). These statements always refer to the local community's relation to tourists who are visiting the area.
 - But, many respondents claim that the local community is not involved enough in cultural tourism locally, and the decision-making around it, but this involvement is considered desirable. *"Local people don't go to these events and these people (tourists) don't go to the local events."* (Narva – cultural institution representative)

Heritage and identity – focus groups 1.

- The topic of local identity was discussed in more detail during the focus groups than in the expert interviews. **The involvement of the local population came up as a topic more often during the focus group discussions than in the interviews.** While focus groups revealed how the local community uses certain heritages of the pilot areas, this data was missing from the expert interviews in most cases.
- Here, a new pattern emerged, indicating that the **local community has a strong connection to the heritage sites around them.** E.g.: *"The participants pointed out that the mine is a very attractive place for families with children. As families, they took their children to the mine at least once in their lives for a tour"* (Tarnowski Góry)
- In a similar vein, the topic of **gastronomy** got a stronger focus as in the expert interviews. Participants seem to have deeper knowledge about gastronomic possibilities and they consider it more relevant than experts in tourism development. It was especially useful in the case of Rivne, Trebinje, Anfeh and Fikardou, where gastronomy turned out to be markedly important.

Heritage and identity – focus groups 2.

- The problem of **seasonality** is also articulated in a more pronounced way (especially in the case of Narva and Anfeh) as it emerged from the expert interviews.
- Participants of the focus groups put little emphasis on natural heritage and the topic of nature around their settlements, while during the expert interviews that was important
- Focus group participants emphasized **the need to involve the local community** to a higher degree.

"If you do not burn for a cause yourself, you cannot light a fire in others" (Umgebindeland)

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Barriers and Potentials

- Pilots with a well-framed heritage define their barriers and potentials in a much more elaborate way than those who are searching for a focus on what they want to include in cultural tourism.
- Not deciding on the focus of cultural tourism can also be considered an obstacle (it happens with less-touristy sites often)
- Potentials and barriers are sometimes hard to differentiate in the sense that an existing barrier, once overcome, is also seen as a way to exploit the potential of an area.

TEXTOUR

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Barriers and Potentials 2

- The most frequently mentioned barrier to cultural tourism development was the short stay of visitors
- We assumed that settlement size would matter – and it partially did. Small places typically have accessibility problems, problems due to missing infrastructure, lack of promotion

Sustainability

- Interviewees mostly understood the question of sustainability as an **ecological issue** rather than an economic or a social one.
- In some cases, **sustainable tourism was contrasted with mass tourism**. Whereas the first appeared as a desirable concept all the time, the second was something to avoid.
- Most of the interviewees refer to sustainability as a balance between different aspects: "*(...) we must always adhere to environmental standards and take care of both nature and the local population*" (Trebinje - tourism bureau representative)

Europeanization

- The concept of Europeanization was unclear –**associated with the EU** or with **European values** in general
- Europeanisation was sometimes also viewed as a key to long-term sustainability
- Overall, two groups of pilots could be distinguished: those within the borders of the EU and those that are outside. The pilots that are **part of the EU considered this an important factor regarding tourism**. Mostly they mentioned the possibility of free border crossing and the funding they receive for CT development:
- *“The enlargement of the EU has made life on both sides of the border even more common. What is an experience for guests and tourists, i.e. traveling through three countries within a very short time, is normal for the inhabitants and is part of everyday life”*
(Umgebundeland- tourism bureau representative)

Europeanization

- Experts were aware of the possibilities provided by the EU, which could support tourism development such as grants and other initiatives, some projects already applied for funding successfully
- However, locals’ attitudes towards the EU were somewhat ambiguous, as expressed in the following focus group quote:
“In a „closed” place like Crespi d’Adda, Europe is seen as a very distant, unreachable entity.” (focus group participant)

Thank you for your attention

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.

TeXTOUR

TEX TOUR

How cultural tourism management initiatives come to light starting from local needs: the case of the Crespi d'Adda company town

Authors:

Matteo Tabasso, Roberta De Bonis Patrignani, Serena Cecere, & Elena Bussolati



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.

Content

- **Interactions and connections between the activities performed within H2020 project TExTOUR - Social Innovation and Technologies for sustainable growth through participative cultural TOURism - by the Italian partners on the Pilot site of Crespi d'Adda (UNESCO WHS) and the process for the definition of the UNESCO Management Plan for the same site**
- **The actions identified within the TExTOUR project, through a bottom-up approach, were included in the Management Plan as a contribution from the European Project**

Introduction

05/07/2023

TEXTOUR

3

Cultural Tourism

- **January 2021, 18 transnational partners, representing the quintuple social innovation helix: knowledge, business, society, government and entrepreneurs kicked off the Horizon 2020 "TEXTOUR" Project**
- **to build a more resilient tourism economy, promoting digital transition and rethinking a more sustainable tourism system**



05/07/2023

TEXTOUR

4

Theoretical background

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Cultural Tourism

- **Tourism industry may have diversified effects, both positive and negative, on the people living in touristic areas. (Angelini, 2020)**
- **Negative impacts of tourism can be represented by environmental pollution, overcrowded spaces, loss of cultural identity, speculation on the availability of resources while the positive aspects can be economic benefits and better opportunities for local communities, higher circulation of ideas, more attention on the maintenance of the territory (Solima, 2023)**
- **The bottom-up approach proves to be effective in making up for the lack of knowledge of the territorial reality and the mismatch between the measures envisaged and the actual interests of the local community (Ruiz, 2020)**

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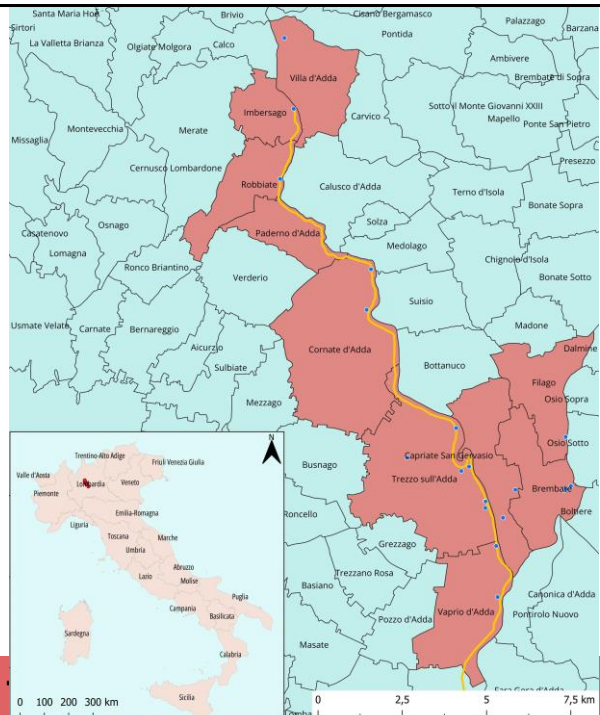
The pilot site of Crespi d'Adda

05/07/2023

TE/TOUR

10

- the workers' village of Crespi d'Adda – a hamlet in the municipality of Capriate San Gervasio, near the city of Bergamo



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Crespi d'Adda

- December 1995 UNESCO WHL, as "an outstanding example of the 19th and early 20th century 'company towns' built in Europe and North America, by enlightened industrialists to meet the workers' needs."
- declined at the end of 20th century and closed in 2004
- residents often find the behavior of tourists disrespectful and generally complain about the restriction on buildings resulting from the presence of the UNESCO site



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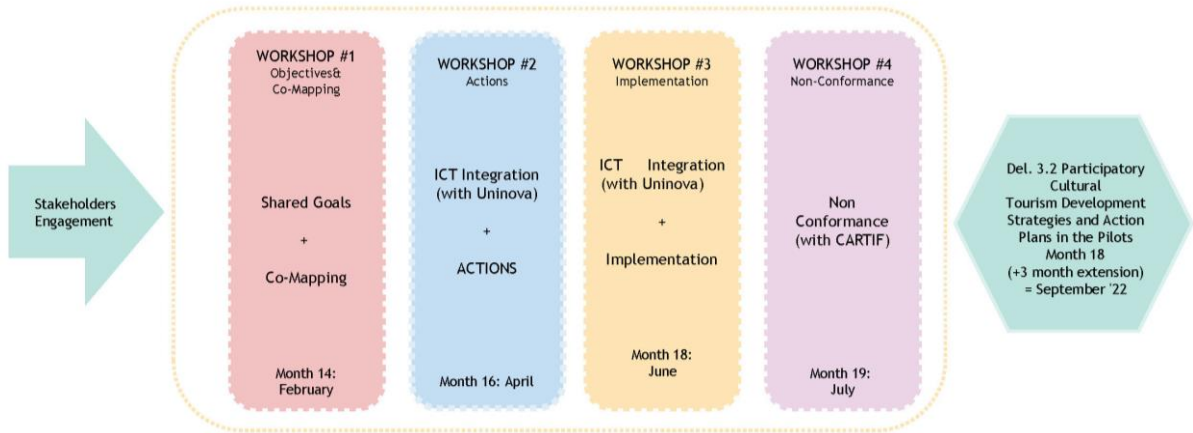
The identification of the actions for the promotion of cultural tourism

05/07/2023

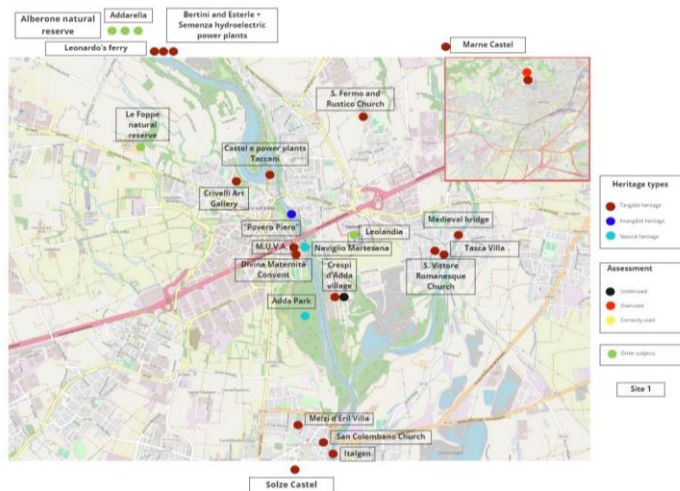
TEXTOUR

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4 steps methodology - UNIBO



Workshop#1 - POI



Workshop#2 - Actions

Action 1: Green and blue routes

Action 2: Permanent Working Table on Cultural tourism with local stakeholders

Action 3: Vademecum for Citizens and Tourists

Action 4: Monitoring system for touristic flows using ICT

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Workshop#3 - BMC

PILOT NAME AND NUMBER		TITLE OF THE ACTION			ACTION #
Inclusion	Partners <i>Who would you involve to get your action started and completed?</i>	Activities <i>What are the key steps to move ahead with your action?</i>	Propositions/ offer <i>How will you make your visitors/beneficiaries life happier?</i>	Resources <i>What are the resources you need to get this action started and completed?</i>	ICT integration and data needed <i>What ICT service can be useful for this action? What kind of ICT service can make the action more sustainable?</i>
	Beneficiaries <i>Who are your targets audience? What are your beneficiaries? Describe your target audience and/ or your beneficiaries in a couple of words.</i>	Cost Structure <i>How much are you planning to spend on the action development and marketing (for a certain period)?</i>	Channels of communication <i>How are you going to reach your visitors/beneficiaries?</i>	Revenue Streams <i>For what value are the tourists/visitors/users really willing to pay?</i>	Social Innovation <i>What social innovation is the action producing?</i>
Sustainability of the Action <i>How can your action be sustained in the long term? Where to look for funding/opportunities to make it sustainable through the time? What conditions will make this action sustainable in the long run?</i>					
Economic impact on the territory		Environmental Impact on the territory		Social impact on the territory	
Cultural Impact on the territory					

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Workshop#4 – KPIs

- defining the targets that the actions have to meet by the end of the project and match those targets with the Key Performance Indicators (KPIs) defined in the previous phases of the project regarding different domains: economic, social, cultural, environmental

Index	Categories of tourism industry	Action #1: Green&Blue Routes [Y/N]	Action #2: Permanent Consultation Table on CT [Y/N]	Action #3: Validation for Tourist and Residents [Y/N]	Action #4: Digital Services for CT [Y/N]
1	Accommodation facilities	N	Y	N	Y
		N	Y	N	Y
		Y	N	N	N
2	Basic Infrastructure	Y	N	N	Y
		N	N	Y	Y
		N	N	Y	N
3	Gastronomy	Y	N	Y	N
		Y	N	Y	N
		Y	N	Y	N
4	Local products and services				
		N	Y	N	N
		Y	N	Y	Y
5	Local transport				
		N	Y	N	N
		Y	N	Y	Y
6	Organizations	N	Y		
		N	Y	N	N
		Y	Y	N	N
7	Promotion	Y	N	Y	N
		Y	N	Y	N
		Y	N	Y	N
8	Revenue	N	Y	N	N
		N	Y	N	N
		N	Y	N	N
9	Visitors	N	Y	N	Y
		N	Y	N	Y
		N	Y	N	Y
10	Attractions	Y	N	N	N
		N	Y	N	N
		N	N	N	Y
11	Shops/retail	Y	N	N	N
		Y	N	N	N
		Y	N	N	N
12	Touristic routes	Y	N	N	N
		Y	N	N	N
		Y	N	N	N
13	Electromobility				
14	Air quality				
15	Water consumption				
16	Waste managements	N	N	Y	N
		N	N	Y	N
		N	N	Y	N
17	Crime				
18	Employment**	Y	Y	Y	Y
		Y	Y	Y	Y
		Y	Y	Y	Y
19	Demography				
20	Climate				
21	Health and safety				
22	ICT technologies				
25	Equality and inclusiveness				

UNESCO Management Plan

The participatory process in the Management Plan

- *integrated planning and action concept that lays down goals and measures for the protection, conservation, use and development of World Heritage sites*
- three meetings were organized, of which: 2 with local actors directly involved in economic and cultural activities and a third to which the entire population of Crespi d'Adda was invited



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Conclusion

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What we learnt from the process



- To make tourism sustainable it was necessary to work on the one hand to integrate Crespi and generate synergies with the more structured territorial system (and characterized both by cultural and natural attractions); on the other, to regulate and facilitate coexistence between tourists and residents within the Village on the busiest days.
- The participatory process implemented within the TEXTOUR project supported the extension of the network of stakeholders involved, from the local level (on which the Management Plan was already working) to a wider territorial area.

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TEXTOUR

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Thank you for your attention!

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FONDAZIONE
links
PASSION FOR INNOVATION

05/07/2023

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ICCTA 2023



International Conference on Cultural Tourism Advances



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

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 and Amaia Lopez de Aguilera



1

HORIZON 2020

Purpose and Scope

Procedure of establishing the recommended strategies and introducing their criteria, main categories and results:

- **Define the holistic method for sustainable cultural tourism development.**
- **Setting up the workflow and sequence of steps, the identification of information required, and the information flow needed for the implementation of the method in a real case.**



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IMPACTOUR | Brussels | 27-28th June 2023



2

HORIZON 2020

Cultural Tourism (CT)

Common themes throughout the definitions:

- CT entails traveling to experience cultural attractions and activities.
- CT concentrates on a destination's cultural heritage, which includes its history, architecture, art, and other components that help to define its identity.
- CT entails mingling with locals, which is regarded as a crucial aspect of the experience.



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3

HORIZON 2020

IMPACTOUR Definition of CT

“A type of tourism activity in which the visitor’s motivation and aim is to **learn, discover, experience, participate** and **benefit** from the tangible and intangible cultural offers in a tourism destination. These offers relate to a set of distinctive material, intellectual, spiritual and emotional features and the **relationships with and within a society**. It encompasses the places they inhabit, arts and architecture, historical and cultural and natural heritage, landscapes, culinary heritage, literature, music, creative industries and the living cultures with their cultural and social values”.



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4

HORIZON 2020

Methodology

The IMPACTOUR method consists of co-creation process of indicators with pilots' community, the process of establishing strategy criteria analysis and propose the strategies based on the pilot's characterization.

HORIZON 2020

Engaging Local Communities

- Participatory planning
- Fostering community support and experiences exchange

IMPACTOUR (Research Questions) :

1. Are we (as project scientific partners) able to develop all the IMPACTOUR strategies with the information and links we have so far?
2. Are we (as project scientific partners) able to measure all the expectations from those strategies?

HORIZON 2020

Local and Experts Engagement Result

ACTIONS



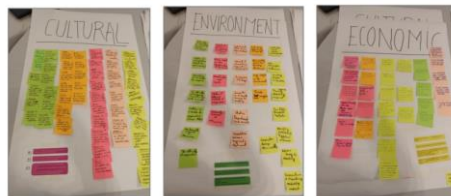
STRATEGIES



OUTCOME



Brainstorming



Several online and two presential
Matera, Italy + S. Miguel, Azores
(November 2021 + April 2022)

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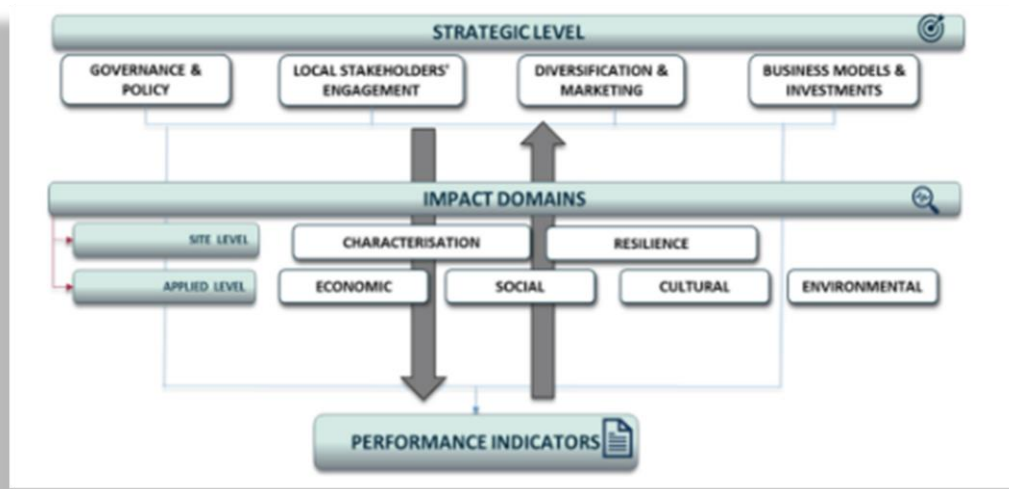
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7

HORIZON 2020

Interaction of strategies, Domain and Indicators



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8


HORIZON 2020

IMPACTOUR Methodology




12 Objectives

four main domains for strategies:
Cultural, Social, Environmental and Economic




11 Strategies

four main domains for strategies:
Cultural, Social, Environmental and Economic




60 Actions

Connected to Strategies



144 INDICATORS


in 6 categories: characterization, Resilience, Social, Cultural, Environmental and Economic



43 KPIs


in 6 categories: characterization, Resilience Social, Cultural, Environmental and Economic

ASSESSEMENT



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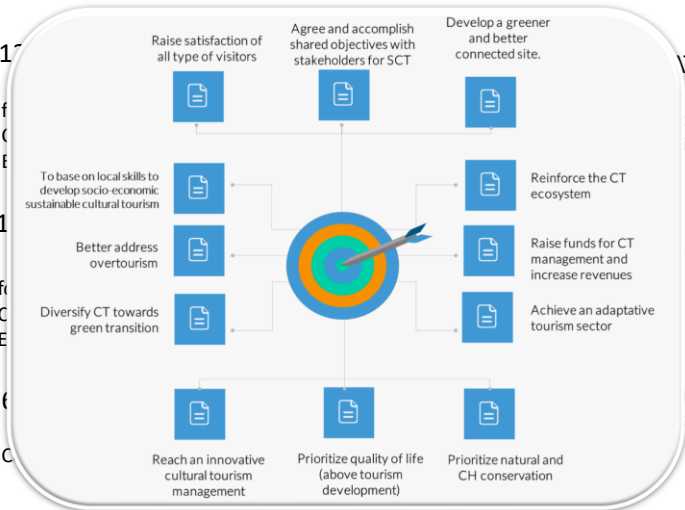


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HORIZON 2020

IMPACTOUR Methodology




ASSESSEMENT



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HORIZON 2020

Measuring the impact of strategies on CT

CRITERIA	Values
Type of Site	<ol style="list-style-type: none"> 1. Rural 2. Urban 3. Natural 4. Itinerary
Type of Cultural Activities (based on)	<ol style="list-style-type: none"> 1. Cultural Heritage 2. Experience 3. Agriculture 4. Natural Heritage
Current CT impact on the site	<ol style="list-style-type: none"> 1. No tourism activity. 2. Tourism activity but no Cultural Tourism. 3. Overtourism 4. Seasonal tourism. 5. The touristic activity directly damages cultural heritage. 6. Unbalanced impact of tourism. 7. Highly dependent of international tourism. 8. Lack of knowledge about cultural tourism impact.



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HORIZON 2020

Conclusion

- Co-creation process held with the IMPACTOUR pilots' served to build a framework which relies as much as possible on existing data sources. Nevertheless, considering the complexity of gathering sectorial data specific to cultural tourism, the qualitative perspective has also been included.
- The IMPACTOUR project has shown that the barriers to be overcome by cultural destinations are different depending on their context, their geography or even their cultural resources. Therefore, their success in achieving the expected impact depends on their regional context. Moreover, the objectives in cultural tourism management depend on the prioritization of those roadblocks to overcome.



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

IMPACTOUR | Brussels | 27-28th June 2023



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THANK YOU FOR YOUR ATTENTION!

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

Session 2: Responsible, circular, and human- centred regional development potential

Presenters:

- Vanessa Glindmeier
- Zvonimir Kuliš
- Martina Bosone
- Antonia Gravagnuolo

A FRAMEWORK FOR RESPONSIBLE TOURISM IN SCOTLAND'S HISTORIC ENVIRONMENT

Experiences from Transforming Tourism at a Film-induced Heritage Visitor Attraction



We are the lead public body for Scotland's historic environment

Our mission is to **protect, conserve and manage** the historic environment

We have in our direct care 336 historic sites – from stone circles to mediaeval castles

Largest operator of paid visitor attractions in Scotland



SETTING THE SCENE

HERITAGE & CULTURAL TOURISM IN SCOTLAND



£2.54 bn (2019)
INTERNATIONAL TOURISM EXPENDITURE

£3.20 bn (2019)
DOMESTIC TOURISM EXPENDITURE



3.46 m (2019)
INTERNATIONAL TOURISM VISITS

13.81 m (2019)
DOMESTIC TOURISM VISITS



80 % CO_{2e}
PRODUCTION AND CONSUMPTION

25.9 % CO_{2e} (2020)
TRANSPORT (incl. international aviation)



12 % (2015/16)
EUROPEAN & LONG-HAUL VISITORS



16 % (2015/16)
EUROPEAN VISITORS

12 % (2015/16)
LONG-HAUL VISITORS



HISTORY & CULTURE

51 % (2015/16)
EUROPEAN VISITORS

52 % (2015/16)
INTERNATIONAL VISITORS



HISTORIC ENVIRONMENT SCOTLAND

ARAINNEACHD EACHDRAIDHEIL ALBA

TRANSFORMING THE SCENE

HES RESPONSIBLE TOURISM FRAMEWORK



© Historic Environment Scotland



ENVIRONMENTAL STEWARDSHIP



The global climate emergency



SUSTAINABLE RESOURCE USE



The shift to a circular economy



COMMUNITY INVOLVEMENT



The Place Principle



MAXIMIZE LOCAL ECONOMIC BENEFITS



The transformation to a wellbeing economy



EQUALITY, DIVERSITY & INCLUSION



The just transition to net zero



HISTORIC ENVIRONMENT SCOTLAND

ARAINNEACHD EACHDRAIDHEIL ALBA

INTRODUCTION

DOUNE CASTLE



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CHALLENGES

DOUNE CASTLE CASE STUDY



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CHALLENGES

DOUNE CASTLE CASE STUDY



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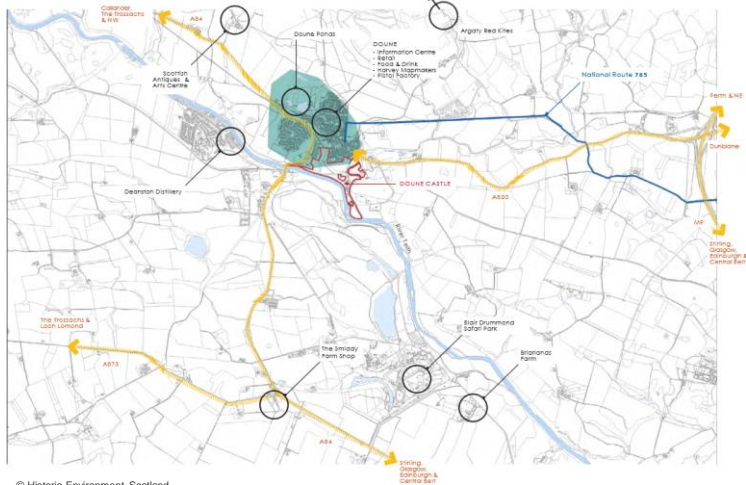


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OPPORTUNITIES

DOUNE CASTLE CASE STUDY



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THE STORY SO FAR

DOUNE CASTLE CASE STUDY



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HISTORIC ENVIRONMENT SCOTLAND

ÀRAINNEACHD EACHDRAIDHEIL ALBA

THE STORY CONTINUES

DOUNE CASTLE CASE STUDY



Doone PIC Hub

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Retrofitting exemplar

© Auritus Wildlife Consultancy



Sustainable Travel Hub

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Engagement Project

© Neil Hanna



HISTORIC ENVIRONMENT SCOTLAND

ÀRAINNEACHD EACHDRAIDHEIL ALBA

LESSONS LEARNED

RESPONSIBLE TOURISM AT HES



- Optimise inclusive and meaningful community engagement around the development of responsible tourism at HES sites
- Train staff and explore innovative engagement methods



- Best-practice examples of how responsible tourism can contribute to green recovery and move to wellbeing economy
- Showcase responsible tourism's benefits to environment, communities and businesses



- No one size fits all solution
- Flexibility required to apply local knowledge and act on local priorities



Get in touch

Thank you

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International Conference on Cultural Tourism Advances

KU Leuven, Brussels Campus Hermes Building, Belgium – June 27-28, 2023



Heritage and Territory: Tangible and Intangible Cultural Resources as Drivers of Regional Development in Croatia

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The work of doctoral student Zvonimir Kuliš has been supported by "Young Researchers' Career Development Project - Training of Doctoral Students" of the Croatian Science Foundation and European Union Horizon 2020 Research and Innovation Programme—SmartCulTour project, grant agreement no. 870708.

CONTENT

1	Introduction
2	Objective
3	Why Croatia?
4	Data and Methodology
5	Variable Explanation
6	Spatial Regression
7	Results, discussion and conclusion

01 Introduction

- **Cultural heritage** can serve as a **catalyst for development** in a unique and distinctive manner due to its **diverse and multifaceted values** (Panzera, 2022)
 - When viewed as an **economic resource**, **cultural heritage** can have a considerable **influence on local economies** due to its economic value (e.g. tourist consumption, associated investments, and sales).

3

01 Introduction

- Neuts et al. (2021) outline some of **the primary benefits of cultural heritage**, including:
 - i. **Enhancing the appeal** of **regions**, cities, towns, and rural areas;
 - ii. Offering **investment opportunities** in **cultural tourism**;
 - iii. Acting as a catalyst for **innovation and creativity**;
 - iv. Promoting **sustainable heritage-driven revitalization**; and
 - v. Enhancing **the overall quality of life**.

4

01 Introduction

- Richards (2018) emphasizes that while the **relationship between culture and tourism has always been inherently connected**, it is only in recent decades that their association has been explicitly **identified as a unique form of consumption**, termed **cultural tourism**.
- Škrabić Perić et al. (2021) expound that **culture holds potential in cultivating destination distinctiveness within the tourism sector**, while **tourism** simultaneously **offers prospects for bolstering cultural production** and **enhancing the economic performance of the cultural sector**.

5

01 Introduction

- Naramski et al. (2022), drawing on an OECD report, estimated that **approximately 40% of tourist trips** in the 21st century involve **cultural components**, with this **proportion rising to 50% in European and American tourism**.
- Jelinčić and Senkić (2017) noted that, **prior to the COVID-19 pandemic, the global market for cultural tourism** was **estimated to be valued between 800 billion and 1.1 trillion USD**.

6

01 Identifying a gap

- Despite the expanding literature on cultural heritage, tourism, and economic development, a **limited body of literature addresses the relationship between the utilization of cultural resources by tourism and regional development of a territory** (Maldonado-Erazo et al., 2022)
- Although the **interactions between cultural heritage, tourism and economic development** are **strongly advocated** and **widely acknowledged** in public discourse, **quantitatively validating** and substantiating **these links proves challenging**, especially for intangible forms of cultural heritage (Panzera, 2022)
- Dalle Nogare and Devesa (2023) underscore that **the evidence from the quantitative analysis is less definitive**, which calls for novel methodologies to unravel the puzzle; one **suggested approach**, for instance, is **spatial econometrics**.

7

02 Objective



- This paper seeks to **investigate the role of tangible and intangible cultural heritage in catalyzing regional development in Croatia through cultural tourism**.
 - This research seeks **to bridge the gap** in the existing literature by **employing a spatial regression approach** to explore the connections between the utilization of **cultural resources** and **regional development**.

8

03 Why Croatia?

- In the context of **Croatia**, **cultural tourism is not a new concept** in the country, but there is **limited publishing activity** within the Croatian scientific and professional community concerning its effects, which remain inadequately evaluated (Demonja, 2013)
- The **abundance** of both **tangible** and **intangible Croatian cultural heritage** serves as a foundation **for the development** of various forms of cultural tourism, including heritage tourism, UNESCO sites, museums, archaeological sites, and rural and eco-ethno tourism
 - Croatia possesses abundant cultural assets, garnering recognition on **international** and **national levels**

9

03 Why Croatia?

- Since the adoption of Croatia's first national **cultural tourism strategy** in 2004, **cultural heritage tourism has become vital for dispersing tourists and fostering regional development.**
 - Šimundić et al. (2023) contend that **the integration of cultural heritage into the tourism supply remains inadequate**, despite the considerable potential and accessibility of such heritage resources
 - This conclusion is also echoed in the recently adopted Sustainable Tourism Development Strategy until 2030, which acknowledges that, although certain destinations within Croatia have effectively promoted and emphasized their cultural heritage, a **considerable portion of this heritage remains unutilized for tourism purposes in spite of its unmistakable potential.**

10

04 Data and methodology

- Spatial econometrics approach (**Spatial autoregressive model – SAR**)
- Dependent variable:
 - i. **Regional development**
- Main independent variables:
 - i. **Cultural heritage** -> composite indicator, in line with the framework established by the Horizon 2020 **SmartCulTour project**
 - ii. **Tourism demand**
- **Control independent variables:**
 - i. GVA
 - ii. Trade openness

11

04 Cultural indicators - **SmartCulTour**

	<p>LEVEL 1: SPATIAL INDICATORS</p> <p>LEVEL 2: Presence of cultural resources, availability of cultural infrastructure</p>
	<p>LEVEL 1: PROSPERITY AND LIVELIHOOD</p> <p>LEVEL 2: Cultural (tourism) businesses, employment, cultural governance (institutional framework, policies and financial framework, tourism related governance)</p>
	<p>LEVEL 1: KNOWLEDGE</p> <p>LEVEL 2: Cultural education, education in tourism management</p>
	<p>LEVEL 1: INCLUSION & PARTICIPATION</p> <p>LEVEL 2: Visitors (cultural attractions, events and museums), participatory processes, social cohesion</p>

12

04 Cultural indicators - SmartCulTour

Indicator - spatial indicators	Indicator - prosperity and livelihood (cultural governance)	Indicator - knowledge
Number of monuments in national lists	Evidence of a Ministry of Culture or a Culture secretariat with ministerial/directorial status at the State/national level (YES/NO)	Number of tertiary education graduates (ISCED 2011) levels 5-8) in arts and humanities per 100.000 population
Number of protected natural heritage sites in national lists	Evidence of a local authority responsible for culture at local level (YES/NO)	Number of tertiary education graduates (ISCED 2011) levels 5-8) in tourism management per 100.000 population
Number of intangible cultural heritage in national lists	Evidence of a culture based regulatory framework (YES/NO) (at least the Law on cultural heritage/culture)	
Number of World Heritage Sites	Examples of initiatives designed through inter-ministerial cooperation to enhance culture's impacts in other areas (YES/NO)	
Number of elements inscribed on the UNESCO Intangible Cultural Heritage Lists	Evidence for the use of Destination Management Organisation(s) to manage the impact of tourism on cultural values (YES/NO)	
Number of international cultural events (e.g. festivals, exhibitions) held every year	Evidence of cultural management plan or alike strategic document (YES/NO)	
Number of museums per 1.000 inhabitants	Specific measures to support job creation in the culture and creative sectors (YES/NO)	
Number of theatres per 1.000 inhabitants	Specific measures to encourage the formalization and growth of micro/small and medium-sized cultural enterprises (YES/NO)	
Number of public libraries per 1.000 inhabitants	Specific policy measures regulating public assistance and subsidies for the cultural sector (YES/NO)	
Number of museums providing access to collections through Internet sites / total museums (%)	Specific policy measures dealing with the tax status of culture (YES/NO)	
	General government expenditure on culture per capita	
	Private and non-profit sector expenditure on culture per capita	
	Coordination, cooperation and collaboration among PTAs at different levels of government (regarding cultural tourism) (YES/NO)	
	Establishment of cooperative and collaborative public - private relations (YES/NO)	
	Cooperation and collaboration by public administrations with other non-governmental actors and networks of actors	
	Evidence of cultural tourism strategic documents (local) (YES/NO)	
Indicator - prosperity and livelihood (businesses & employment)	Indicator - knowledge	Indicator - inclusion & participation
Number of cultural (and creative) enterprises	Number of tertiary education graduates (ISCED 2011) levels 5-8) in arts and humanities per 100.000 population	Total number of cultural attractions' tickets sold during the reference year divided by the total population and then multiplied by 1 000 (local)
Number of new start-ups in culture sector	Number of tertiary education graduates (ISCED 2011) levels 5-8) in tourism management per 100.000 population	Total number of cultural events' tickets sold during the reference year divided by the total population and then multiplied by 1 000 (local)
Number of artists (e.g. musicians, painters, etc.)		Total number of museum tickets sold during the reference year divided by the total population and then multiplied by 1 000
Number of craft producers/artisans		Percentage of tourists that is very satisfied with cultural facilities in a destination
Ratio of total number of overnight visitors/ excursionists		Evidence of specific measures to promote active participation of communities, groups and individuals in cultural policies (YES/NO)
Number of cultural jobs per 1.000 population		Evidence on active participation of minorities and/or indigenous groups in cultural life (YES/NO)
Cultural and creative industry share in total GDP (%)		Percentage of residents who do not object to having a neighbour from another culture (subjective output) - a. People of a different race
		Percentage of residents who do not object to having a neighbour from another culture (subjective output) - b. Immigrants/foreign workers
		Percentage of residents who do not object to having a neighbour from another culture (subjective output) - c. People of different religion
		Degree of positive assessment of gender equality (subjective output)

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04 Composite indicator - SmartCulTour

- The linear max-min multicriteria method was used to create **composite indicator**
- **Composite indices are recognized as a useful tool in cultural sector analysis** (Cultural and Creative Cities Monitor (CCCM), 2019, Montalto et al., 2019; Vecco & Srakar, 2018), especially in researching its contribution to tourism development
- **They enable simple comparison of units with regards to multiple criteria on a different scale**
- Constructing the composite index requires three steps: **normalization, weighting and aggregation** (El Gibari et al., 2019)
- The analytical hierarch process (AHP) weighting method with the **Satty scale** was employed

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04 Composite indicator - SmartCulTour

Variable/measure	Weight	MAX/MIN
<i>Spatial indicators</i>		
<i>Presence of cultural resources index</i>		
Number of monuments in national lists	0.25	MAX
Number of intangible cultural heritage in national lists	0.25	MAX
Number of World Heritage Sites	0.25	MAX
Number of elements inscribed on the UNESCO Intangible Cultural Heritage Lists	0.25	MAX

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05 Variable explanation

Variable	Label	Indicator	Source
Regional development	DI	Regional development index	Ministry of Regional Development and EU Funding
Cultural heritage	MON	Number of monuments in national lists	Ministry of Culture
	WHS	Number of World Heritage Sites	
	ICH	Number of intangible cultural heritage in national lists	
	ICHL	Number of elements inscribed in the UNESCO Intangible Cultural Heritage Lists	
	CHI	Cultural heritage index	
Tourism demand	TOUR	Tourism density (total number of nights spent per square kilometer)	CBS
Economic activity	GVA	GVA per capita at constant prices, ref. 2015	ARDECO
Trade openness	TRADE	Sum of exports and imports as a share of GDP	CBS

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06 Spatial regression

- I employ *general-to-specific* approach (Mur & Angulo 2009; Elhorst 2010), beginning with the most complex model and later using the likelihood-ratio (LR) test to successively drop non-significant variables (Le Gallo 2021; Herrera-Gómez 2022)
- Initial estimations are conducted using the Spatial-Durbin Model (SDM), but LR tests, backed up by AIC criteria, confirm **SAR estimates as the most appropriate in this case**
- The weight matrix employed is an inverse-distance contiguity matrix, which contains inverse distance for neighbors and 0 otherwise (Stata 2017).
- Models incorporating spatial lag of the dependent variable (Wy) encounter issues related to simultaneity, thus **direct**, **indirect** and **total effects** are calculated for each model (LeSage & Pace, 2009)

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06 Model

$$DI = \rho WDI + \beta_1 CHI + \beta_2 TOUR + X\gamma + \varepsilon$$

where **DI** represents a vector of the regional development index for the 21 Croatian NUTS-3 regions; **CHI** denotes a vector of the cultural heritage index; β_1 refers to the coefficient of **CHI**; **TOUR** signifies a vector of tourism density; β_2 is the coefficient of **TOUR**; **X** is a matrix of the control variables (**GVA** and **TRADE**), and γ is a vector of coefficients for the control variables, including the constant term; ε is a vector of error terms, ρ signifies the spatial autoregressive parameter, **W** represents an $(n \times n)$ spatial weight matrix containing non-negative elements that demonstrate the spatial connections between a region and its adjacent areas. Furthermore, **WDI** is a vector corresponding to the spatially lagged dependent variable.

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06 Estimation results (SAR model)

Variable	Direct effects	Indirect effects	Total effects
CHI	11.42345*** (3.022023)	0.309433** (0.137814)	11.73288*** (3.107051)
TOUR	0.000998* (0.000481)	0.000027 (0.000019)	0.001025** (0.000498)
GVA	0.001452*** (0.000298)	0.0000393*** (0.0000133)	0.001492*** (0.000301)
TRADE	0.044936* (0.022984)	0.001217** (0.000566)	0.046153** (0.023405)

Standard errors in parentheses, * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

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07 Results, discussion and conclusion

- There is a **positive and statistically significant effect of cultural heritage endowment on regional development**, encompassing direct (within the region), indirect (other, neighboring regions), and total effects (across Croatia).
- This corroborates the assertion by Camagni et al. (2020) that **cultural heritage constitutes one of the multiple elements of "territorial capital,"** playing a crucial role in local (regional) development
- Moreover, tourism demand is another important variable explaining the regional development of Croatian NUTS 3 regions, positive and statistically significant direct and total effects are produced
- The other two control variables, GVA and trade openness, exhibit statistically significant and positive effects – in line with previous research
- These **findings provide valuable insights for policymakers** seeking to foster **sustainable cultural tourism activities** in Croatia, potentially leading to a more regionally balanced tourism sector between the Adriatic and continental regions and reducing regional disparities.

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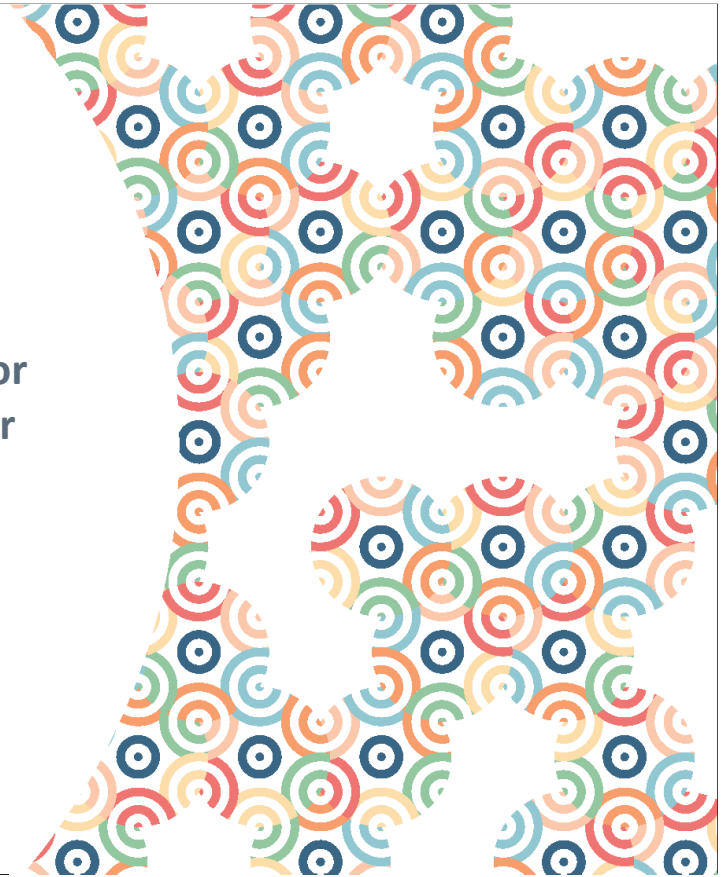
THANK YOU

International Conference on Cultural Tourism Avances
27-28th June 2023
 Odisee - KU Leuven, Brussels Campus
 Hermes Building, Warmoesberg 43, 1000 Brussels, Belgium
 Room 6306, 6th floor

Stakeholders engagement processes for co-creation of strategic action plans for circular and human-centred cultural tourism in European heritage sites

Małgorzata Ćwikła¹, Cristina Garzillo¹,
 Martina Bosone¹, Antonia Gravagnuolo²

¹ ICLEI Europe, Germany
² National Research Council, Italy

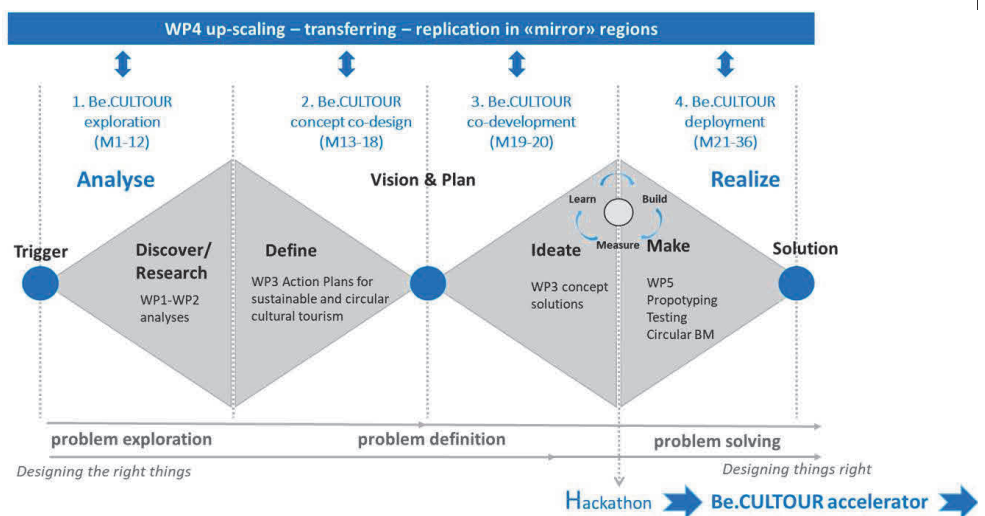


Co-creation methodological framework

Our methodology

The methodology of the project will follow four main steps, reflecting the general articulation of the design process:

- Exploration phase** (M1-12);
Action Plans and Concepts
- Co-design phase** (M13-18);
- Co-development phase** (M19-20);
- Deployment phase** (M21-36).





Who?

6 Pilot Heritage Sites:

-  BASILICATA REGION, ITALY
-  LARNACA, CYPRUS
-  ARAGON-TERUEL, SPAIN
-  VÄSTRA GÖTALAND REGION, SWEDEN
-  VOJVODINA, SERBIA
-  NORTH-EAST ROMANIA – MOLDOVA (CROSS-BORDER PILOT)

3

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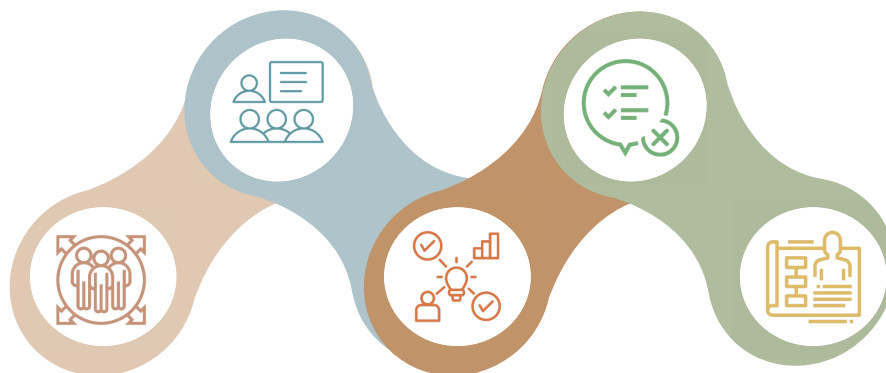


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Call: H2020-SC6-TRANSFORMATIONS-2020 - Type of action: 1A (Innovation action)



Organise Local Workshops

Identify actions linked to potential innovative solutions



Building 'Heritage Innovation Networks' and mapping stakeholders

Identify specific Innovation Areas, transversal innovation approaches and emerging trends

Elaborate and adopt Action Plan

4

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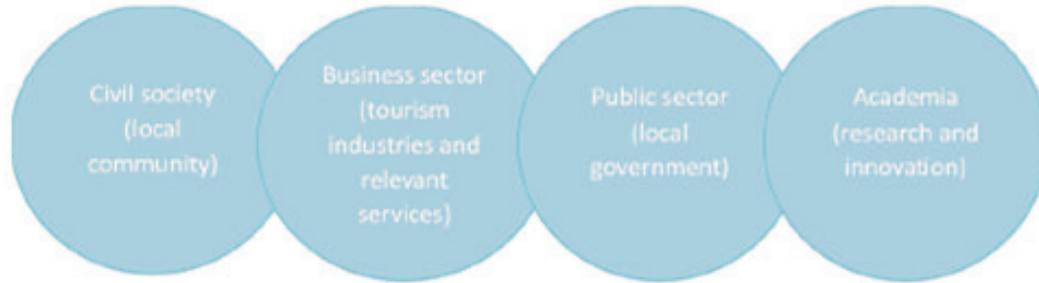


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Building 'Heritage Innovation Networks' and mapping stakeholders

Quadruple helix approach

- Development and completion of **local Innovation Ecosystems**
- **Human-centred design approach (HCD)** to co-develop innovative services and products
- **Multi-stakeholder perspective** on sustainable cultural tourism



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Building 'Heritage Innovation Networks' and mapping stakeholders

- levels of cooperation: macro/meso/micro
- areas of cooperation: Academia, Civil Society Community, Business Tourism Industry, Public Sector Government
- ongoing, inclusive process
- the ecosystems of diverse stakeholders are growing



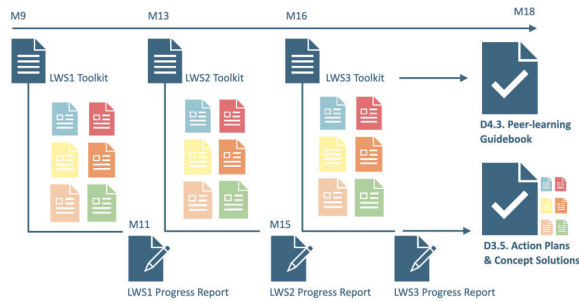
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Organise Local Workshops

Local stakeholders from the private, public, academic and civil society sector join local HINs and participate in **3 Local Workshops** to co-develop a local **Action Plan** for circular cultural tourism. The process is implemented in 6 Pilot Heritage Sites to enable peer-learning and replication of best practices across Europe.



CONNECT

- Meet like-minded professionals interested in circular cultural tourism across our region and Europe
- Share common **challenges** and create new **opportunities**

LEARN

- Gain theoretical knowledge and discover best practices in **circular cultural tourism**
- Learn about **human-centred design** and experiment with **participatory approaches** and **co-creation** methodologies in online and offline spaces

CO-CREATE

- Develop **Action Plans** to foster **regional development** through circular cultural tourism
- Co-create innovative **products, services and processes**

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2. Organise Local Workshops

Local Workshop 1
Problem exploration

'Starting Point Round Table: Where we are'



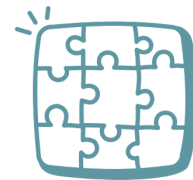
Local Workshop 2
Problem definition

'Solutions Ideation: Where we want to go'



Local Workshop 3
Problem solving

'Action Plan co-development: How to get there'



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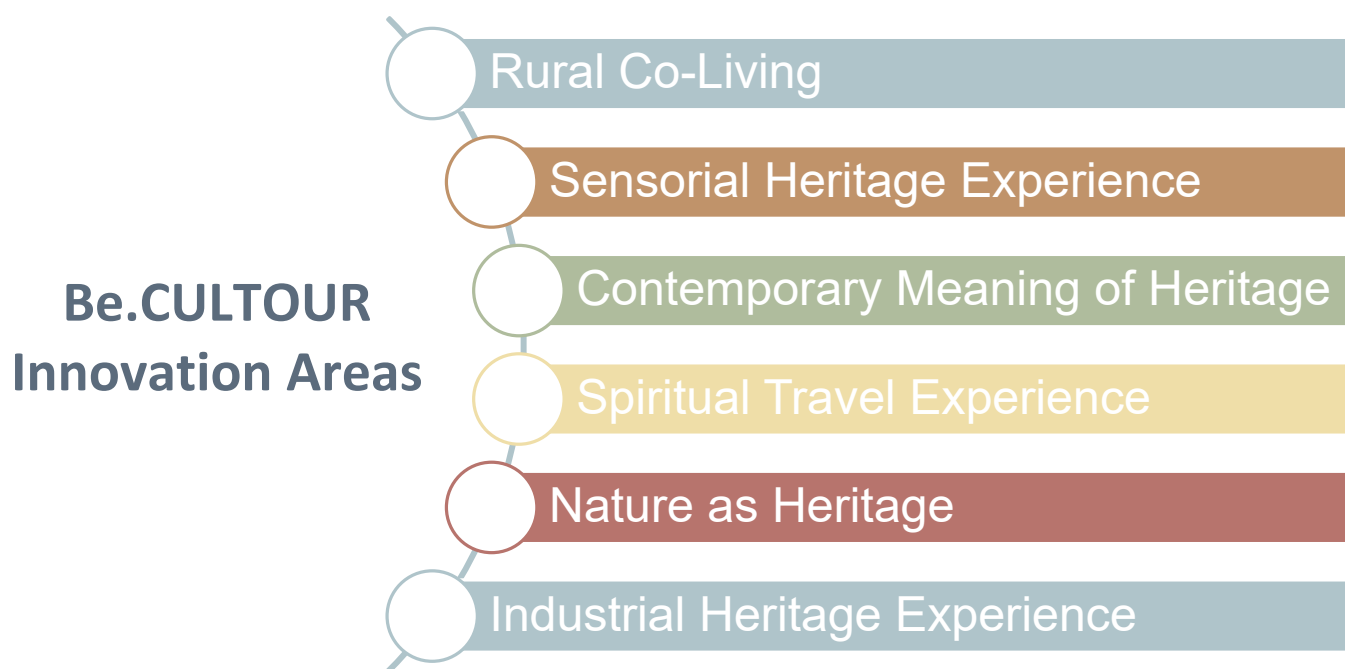


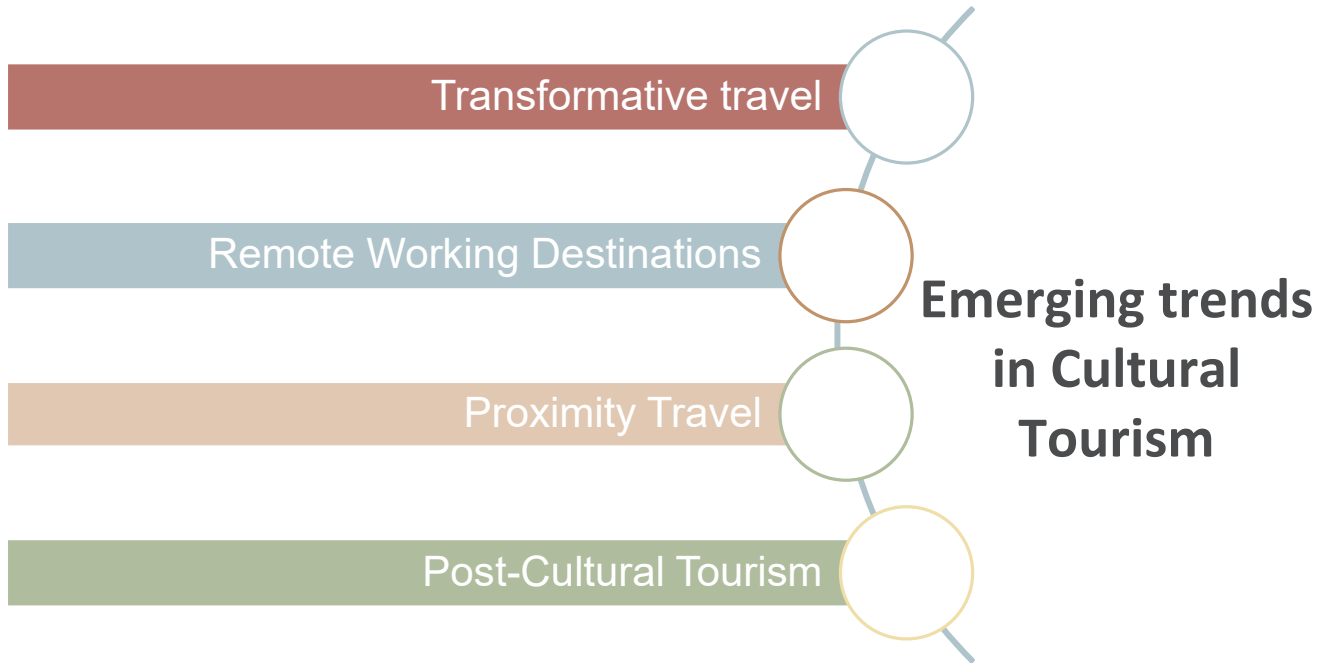
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3. Identify specific Innovation Areas, transversal innovation approaches and emerging trends



3. Identify specific Innovation Areas, transversal innovation approaches and emerging trends





An example: the Vulture - Alto Bradano Action Plan (Basilicata, Italy)



Index

What makes us unique? Introduction and context

- Pilot Heritage Site – short characteristic
- Tangible and intangible cultural heritage - including visitor hot-spots
- Existing development strategies and identified gaps

How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process.

- Mapping of recognized and hidden assets
- Mapping of specific heritage and cultural tourism-related challenges
- Involvement of the community in Actions
- Meaning and value of local cultural heritage Actions for European history and culture
- Discovering the “beyond” in circular cultural tourism (how Actions address other economic sectors and residents’ needs)

Why will our Action Plan be sustainable? Monitoring and evaluation.

Mapping of recognised and hidden assets



Melfi Castle



Monticchio Lakes



San Fele Waterfalls



Acerenza Cathedral



Venosa Archaeological Park



Lagopesole Castle



Wineries, wineries and vineyards



Villages and Historical Centres

Mapping the inclusive and diverse stakeholder ecosystem



MACRO level:
administrative region

MESO level:
"buffer zone" of the pilot heritage site, that includes the municipalities 'touched' by the PHS

MICRO level:
the Pilot Heritage Site, also named "destination"

Identify actions linked to potential innovative solutions in line with the Innovation Areas defined

1

HIDDEN TREASURES OF VULTURE - ALTO BRADANO
(tangible & intangible)

1.1
Connect the pilot area with more developed heritage sites in Basilicata

1.2
Valorise Aglianico wine - Digital Center for creative storytelling

1.3
Gaming & immersive heritage experience attracting new targets

1.4
Living intangible heritage all year long (Carnivals, festivals, oral traditions..)

2

EUROPEAN DIMENSION OF CULTURAL HERITAGE

2.1
European Heritage Label "the places of Federico II" in Melfi and surroundings

2.2
Routes & micro-routes linked to Federico II heritage sites

2.3
The places of Horace in Venosa and surroundings

2.4
Accessible heritage for international visitors

3

HUMAN CAPITAL AND ENTREPRENEURIAL INNOVATION ECOSYSTEM

3.1
Artistic interventions in heritage sites & enterprises

3.2
Capacity building for tourism business operators - and beyond

3.3
Entrepreneurial education, training and international mobility especially involving youths, women and vulnerable groups

4

CIRCULAR DESTINATION

4.1
Green certifications for tourism enterprises and beyond (e.g. agriculture)

4.2
Sustainable mobility through electric vehicles and "soft" mobility

4.3
Renewable energy in tourism activities & energy communities

4.4
No waste & recycling strategy in all activities

5

NATURE IS HERITAGE

5.1
Astrotourism projects linked with ancient heritage sites and remains

5.2
Monticchio lakes paths and natural heritage valorisation in Rionero and surroundings

5.3
Biodiversity valorisation beyond eco-tourism (e.g. Bramea butterfly, local medical plants species..)

5.4
Self-care & spiritual tourism experiences enhancement

Be.CULTOUR Beyond cultural tourism

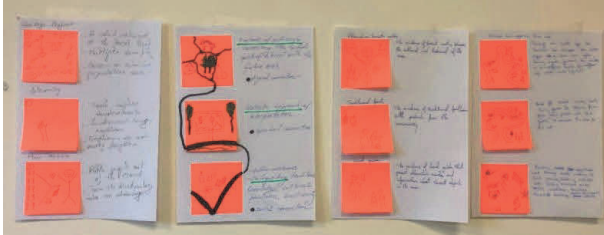


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*Action Plan currently in phase of revision after first stage implementation

Results: Be.CULTOUR Hackathon

19 selected innovative circular cultural tourism solutions



Be.CULTOUR Hackathon |
Be.CULTOUR (becultour.eu)



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Be.CULTOUR Beyond cultural tourism



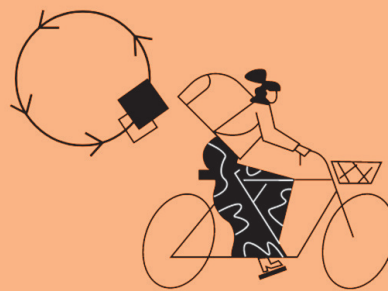
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Some results: funded actions

The Call for SMEs Support by TRACE Consortium is open!

- 🕒 Highly qualified training and consultancy
- 🕒 Facilitated access to green certification
- 🕒 Access to networking & business events
- 🕒 Sustainability Plan

€7,200 GRANT



TRACE SMEs TRAnSition for a European Circular tourism Ecosystem



Co-funded by the European Union

16

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Highlights

- **Creative and innovative solutions** to put in synergy possibly conflicting interests combining **heritage conservation, communities' needs and economic opportunities**
- **Enhancement of stakeholders' capacity** (i.e. through the 'future newspaper' exercises and other visualisation techniques) to identify **common objectives** and pursue them over time
- **Knowledge transfer** (peer-learning and exchange of best practices) to support the understanding of sustainable and circular tourism
- **Co-creation processes as tools to initiate a values-based reflection** to identify the **shared objectives** (what) and the **underlying motivations** (why) for achieving them
- **Turning innovative ideas into viable projects** (ICHEC Accelerator, innovative financing instruments...)

Challenges:

- **Limited resources and capacities** of stakeholders to actively participate in the co-creation process
- **Continuity in the long term** – public organisations have less difficulties than private entities and operators
- **Challenging availability of reliable data**, data management and interpretation capacity at local level particularly in remote areas

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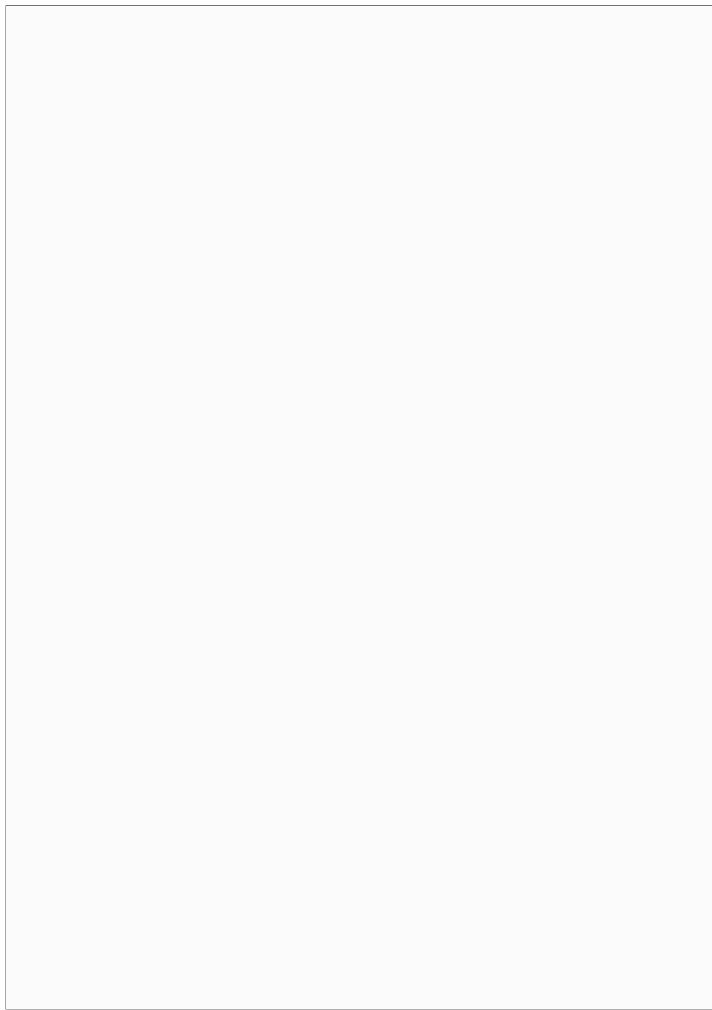
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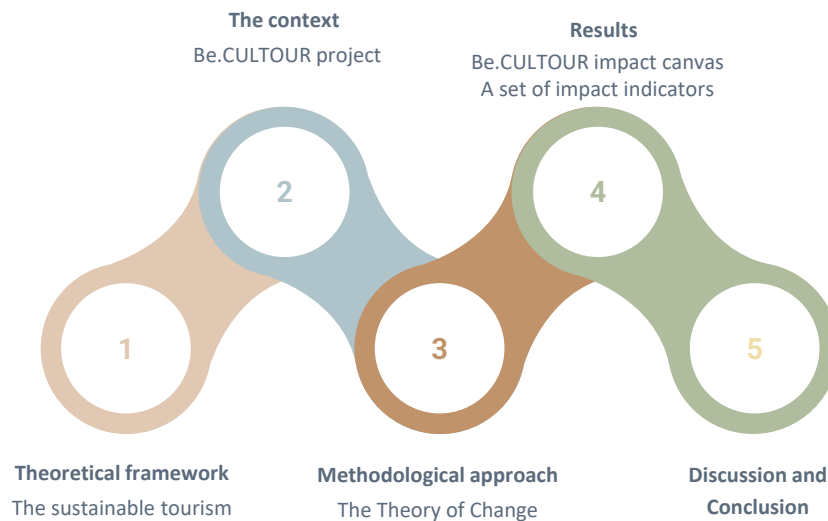
Towards a Circular Cultural Tourism Impact Assessment framework for decision support in less-known and remote destinations

Ludovica La Rocca¹, Francesca Buglione¹, Eugenio Muccio¹, Martina Bosone¹,
Maria Cerreta¹, Pasquale De Toro¹, Antonia Gravagnuolo²

¹ University of Naples Federico II, Italy
² National Research Council, Italy

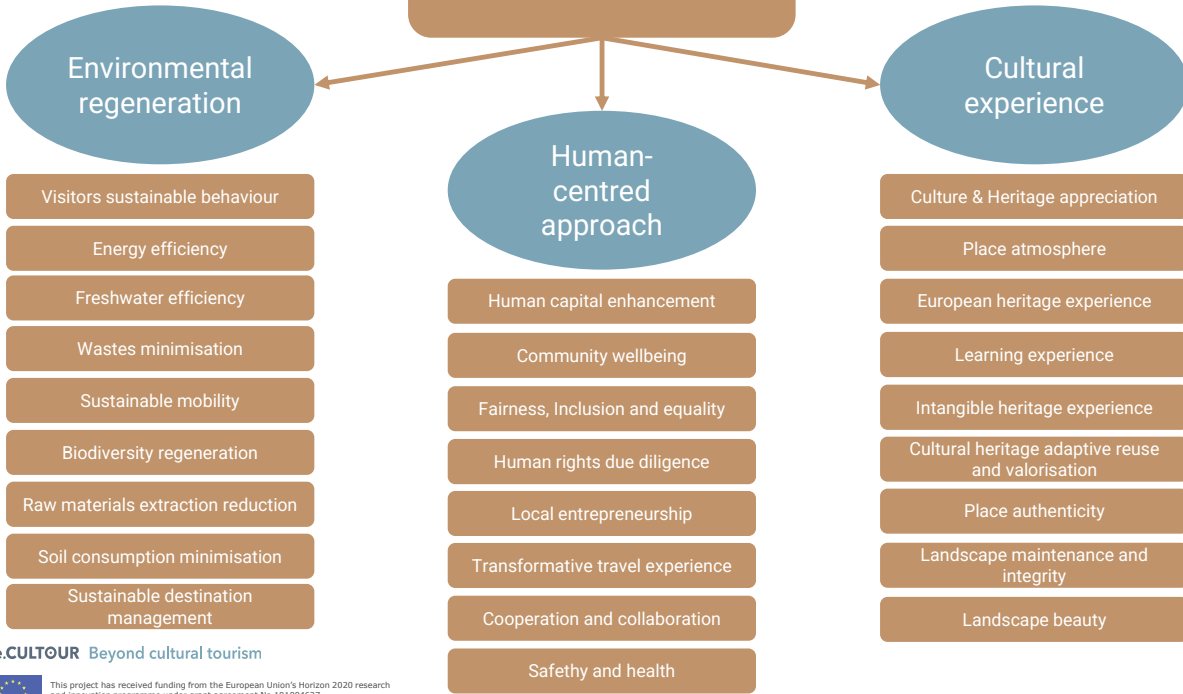


Index



Be.CULTOUR framework

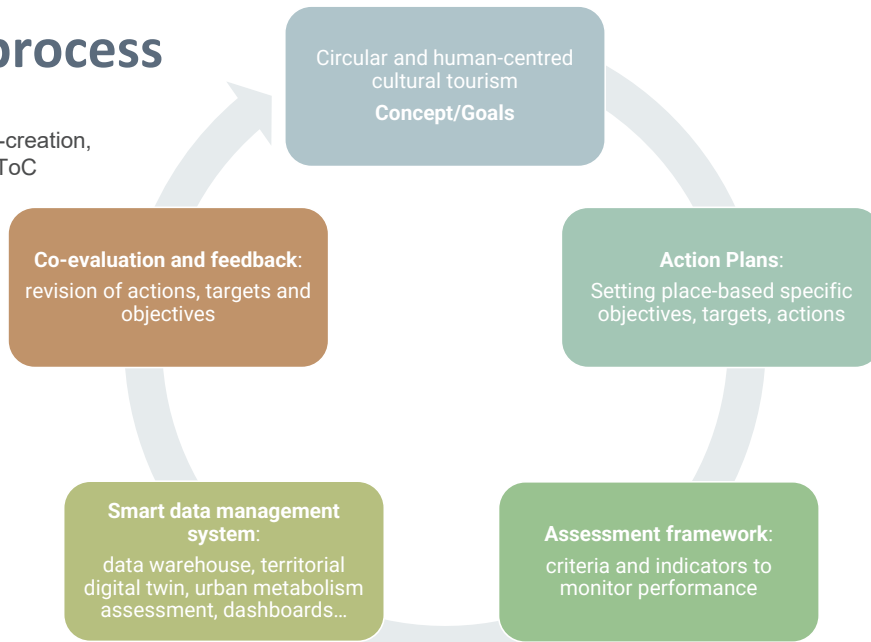
Be.CULTOUR circular cultural tourism



3

Evaluation process

Supporting Action Plans co-creation, impact generation through ToC



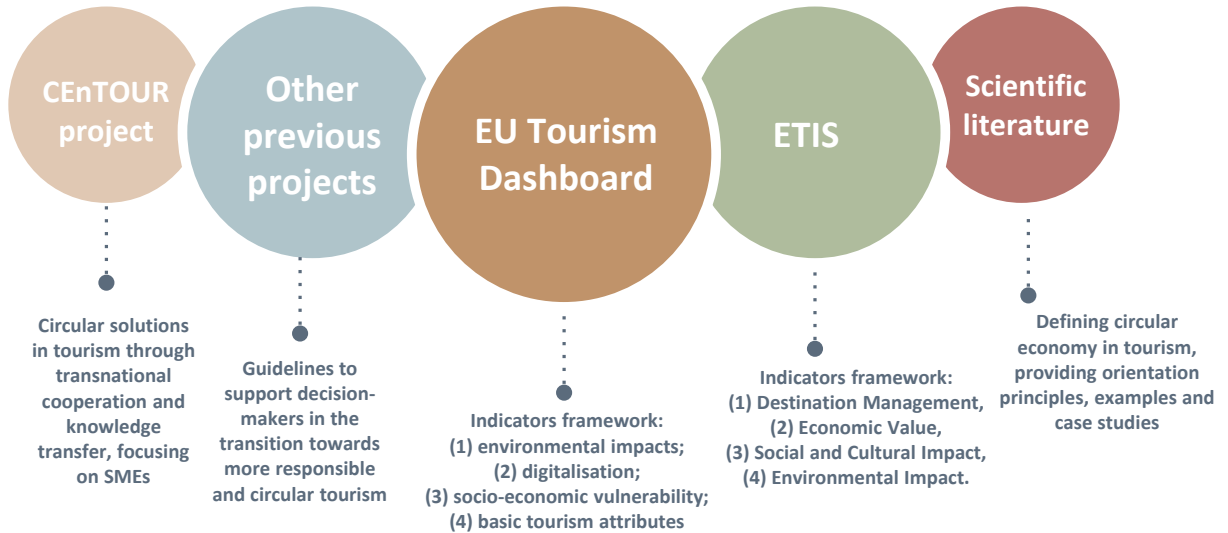
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4

Approaches and tools

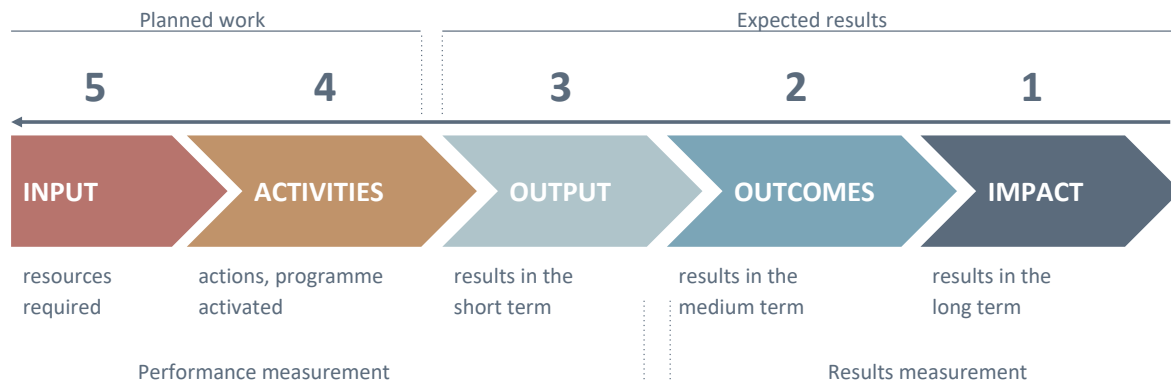
In order to achieve more sustainable cultural tourism models, approaches and tools have emerged to promote the development of tourist destinations and to assess the generation of positive impacts by integrating circular economy into the tourism sector.



Methodological approach

Theory of Change

Impact value chain tool: design impact and identify actions



Venturi, 2022
 Bengo et al., 2016
 Vogel, 2012
 Allen et al., 2017

Results

An operative tool

for design the impact assessment of tourism strategies:
the Becultour Impact Assessment Canvas starting from ToC



A dashboard

of tourism impact criteria and indicator, adaptive to different territorial context, to **design and assess the tourism impact** in relation to the context



Results

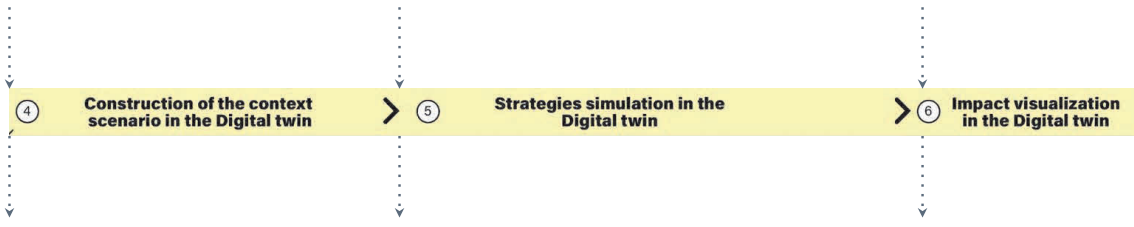
BeCultour Impact Assessment Canvas > 1: impact design

3 CONTEXT STOCKS	INPUT	2 STRATEGIES	OUTPUT	1 OUTCOME
<p>What are the main characteristics of the context, at territorial and touristic level, from the perspective of integral sustainability? *Attached is the table of context criteria and indicators</p>	<p>Which of the area's resources can become strategic inputs? Positive or negative values of context stocks suggest new challenges to be addressed and all the resources required to implement the planned strategies</p>	<p>Innovation areas Which innovation area represents a potential impact area for defining your tourism strategies in relation to the defined impact goals? Be.CULTOUR innovation areas highlighted in the pilot territories reflect potential unique selling points for the territories:</p>	<p>Enabling factors What are the main features of sustainable tourism that influence your impact strategy? The definition of immediate quantitative-qualitative results to be achieved to trigger the designed change enables the design of impact strategies to achieve the objectives</p>	<p>What are the main changes to which your tourism strategy intends to contribute in the territory? *Attached is the table of impact criteria and indicators</p>
<p>Ecological Infrastructure (Environmental capital)</p>	<p>Environmental resources</p>	<p>Rural Co-Living Sensorial Heritage Experience</p>	<p>Circular tourism (Circular economy and environmental regeneration)</p>	<p>Environmental capital dimension</p>
<p>Financing Node (Economic capital)</p>	<p>Economic resources</p>	<p>Contemporary Meanings of Heritage Spiritual Travel Experience</p>	<p>Cultural tourism (Cultural tourism as driver of Europeanization)</p>	<p>Cultural capital dimension</p>
<p>Civic/Social Infrastructure (Human and social capital)</p>	<p>Human and social resources</p>	<p>Nature as Heritage Industrial Heritage Experience</p>	<p>Responsible tourism (human centred approach and socio-economic sustainability)</p>	<p>Human and social capital dimension</p>
<p>Cultural formation (Cultural capital)</p>	<p>Cultural resources</p>	<p>Be.CULTOUR emerging trends explored:</p>	<p>*Digital technologies</p>	<p>Economic capital dimension</p>
<p>Transport System and Housing (Man-made capital)</p>	<p>Material & Technological resources</p>	<p>Transformative Travel Remote Working Destinations</p>		
<p>Local Institutions (Institutional capital)</p>	<p>Institutional resources</p>	<p>Proximity Travel Post-Cultural Tourism</p>		

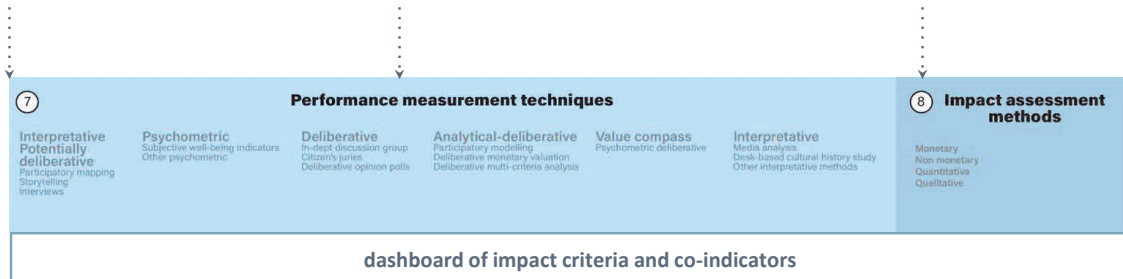


Results

BeCultour Impact Assessment Canvas > 2: impact simulation



BeCultour Impact Assessment Canvas > 3: evaluation tools



Results

Dashboard of tourism impact criteria and indicators structure

Impact	Dimension	Criteria	Indicators	Indicators sources
Im _n	Cultural Capital	C1	i1.1 i1.2	<ul style="list-style-type: none"> Literature review Expert consultation Co-evaluation process with different stakeholders
	Environmental Capital	C _n	in.1 in.2	
	Social and Human Capital			
	Economic Capital			



Results

Dashboard of tourism impact criteria and indicators



Dimension	Criteria	Dimension	Criteria
Cultural Capital	<ul style="list-style-type: none"> • Preservation of cultural heritage resources authenticity and integrity • Sense of ownership and community care of cultural heritage • Appreciation of cultural heritage • Underused heritage regeneration • Cultural vibrancy • Landscape beauty enhancement 	Social and Human Capital	<ul style="list-style-type: none"> • Community wellbeing • Community empowerment • Inclusion and human rights • Network density • Youths engagement • Quality of life • Safety • Skills enhancement • Visitors satisfaction • Transformative travel experience...
Environmental Capital	<ul style="list-style-type: none"> • Energy self-sufficiency • Freshwater efficiency • Wastes reduction • GHG emissions reduction • Climate change mitigation • Soil regeneration • Air quality enhancement • Natural sites enhancement 	Economic Capital	<ul style="list-style-type: none"> • Jobs creation • Entrepreneurship • Innovation ecosystem enhancement • Local economy enhancement • Destination development • Sustainable destination management • Digitalisation • Tourism seasonality • Overcrowding • Gentrification effects

Discussion and Conclusion



Literature contribution

- review of most recent European publications on sustainable and circular tourism

Response to research questions

- design of an impact tool to facilitate and promote the impact co-evaluation from the tourism strategies definition
- a proposal for a dashboard of tourism impact criteria and co-indicators

Originality

- the human-centred approach based on interaction between stakeholders to define strategies and indicators
- the use of diverse evaluation tools to simulate the impact in the real context and to support a decision-making process

Limits

- data availability in different geographical and project context, need of identifying proxies

Perspective

- implementation, testing and validation of criteria and indicators to support the pilot Action Plans in ex-ante, in-itinere and ex-post evaluations
- to reconsider the linearity of the Theory of Change in favour of a circular orientation, based on circular dynamic and co-evolutionary evaluation (following previous projects experimentations)

Ludovica La Rocca
Francesca Buglione
Eugenio Muccio
Martina Bosone
Maria Cerreta
Pasquale De Toro
Antonia Gravagnuolo

antonia.gravagnuolo@cnr.it

Thanks!

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Second keynote

Presenters:

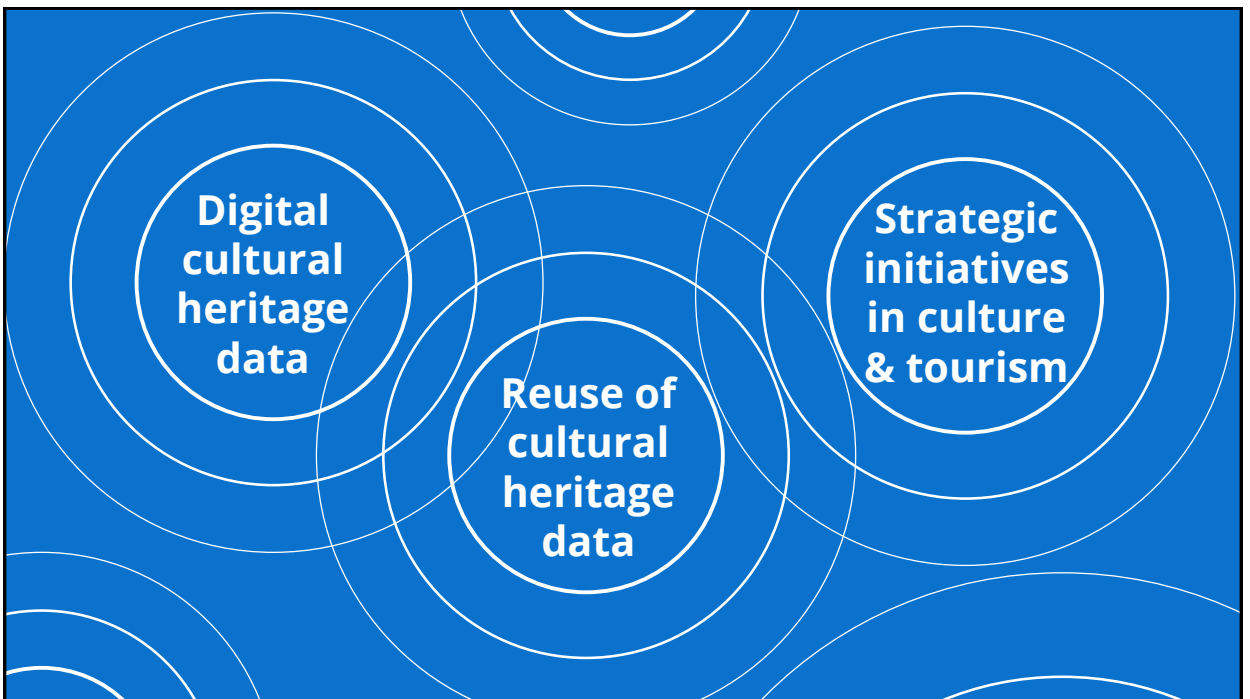
- Milena Popova


europeana

**DATA SPACE FOR CH
FOR SUSTAINABLE
CULTURAL TOURISM**

Milena Popova | 27 June 2023

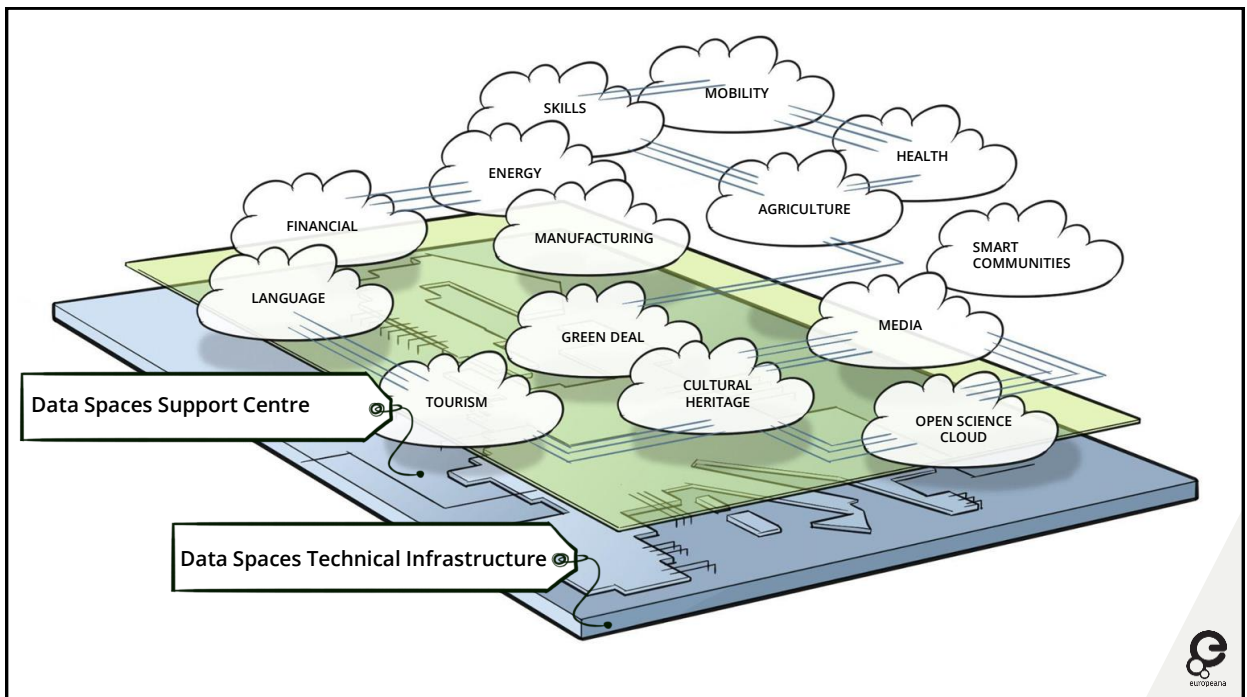
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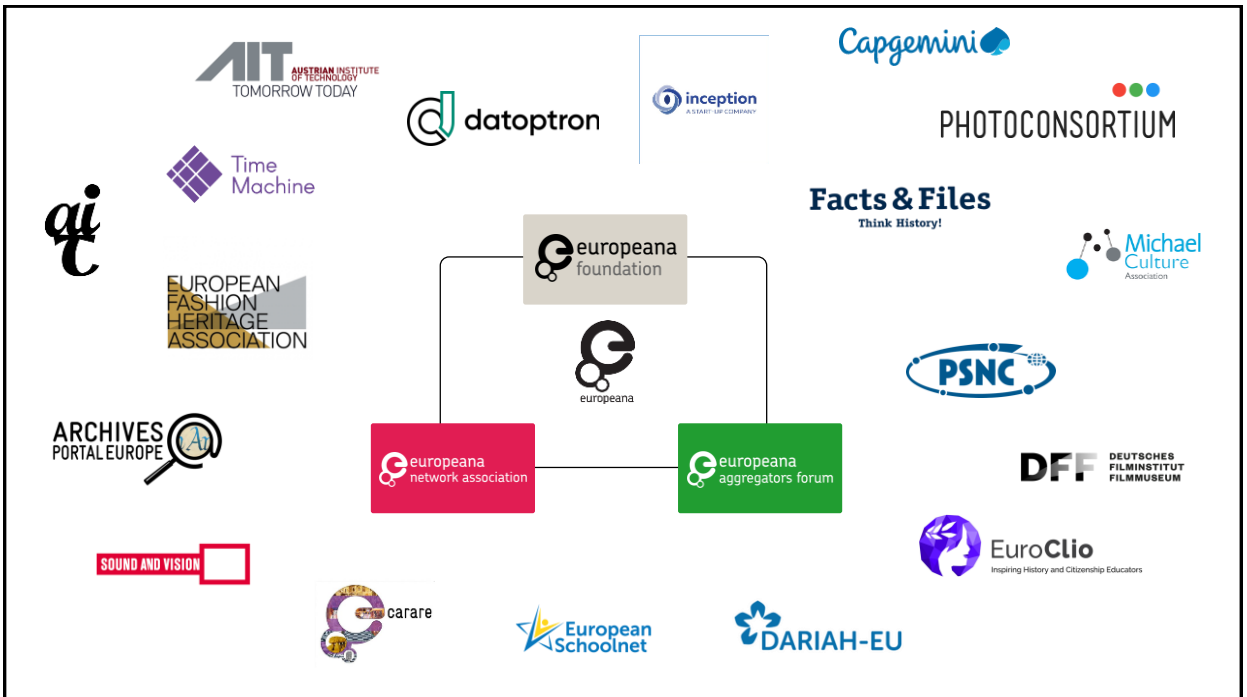
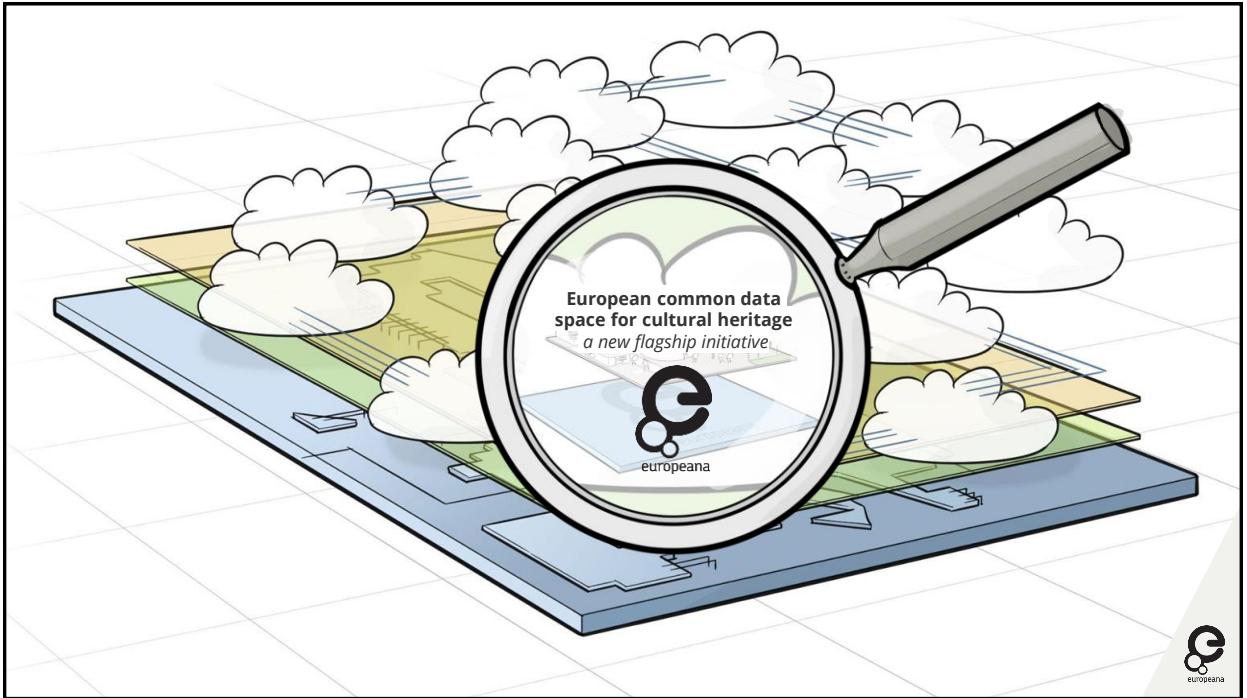


EUROPEANA

Europeana is an initiative of the European Union, financially and politically supported by the European Commission since its launch in 2008.

As of September 2022, the Europeana Initiative is at the heart of the common European data space for cultural heritage, a flagship action of the European Union to support the digital transformation of the cultural heritage sector.







**EUROPEANA
FOUNDATION**

Leads the deployment of
the data space for CH

Based in The Hague, the
Netherlands

Established 2007

66 employees

20 nationalities

Europeana Foundation staff, CC-BY-SA



**EUROPEANA
NETWORK
ASSOCIATION**

A strong and democratic
community of experts in
the field of cultural heritage

Ca. 4000 members from
across Europe

Shared mission to expand
and improve access to
Europe's digital cultural
heritage

AGM 2018 Vienna, Europeana Foundation, CC BY-SA



SPECIALIST COMMUNITIES



COMMUNICATORS



IMPACT



EDUCATION



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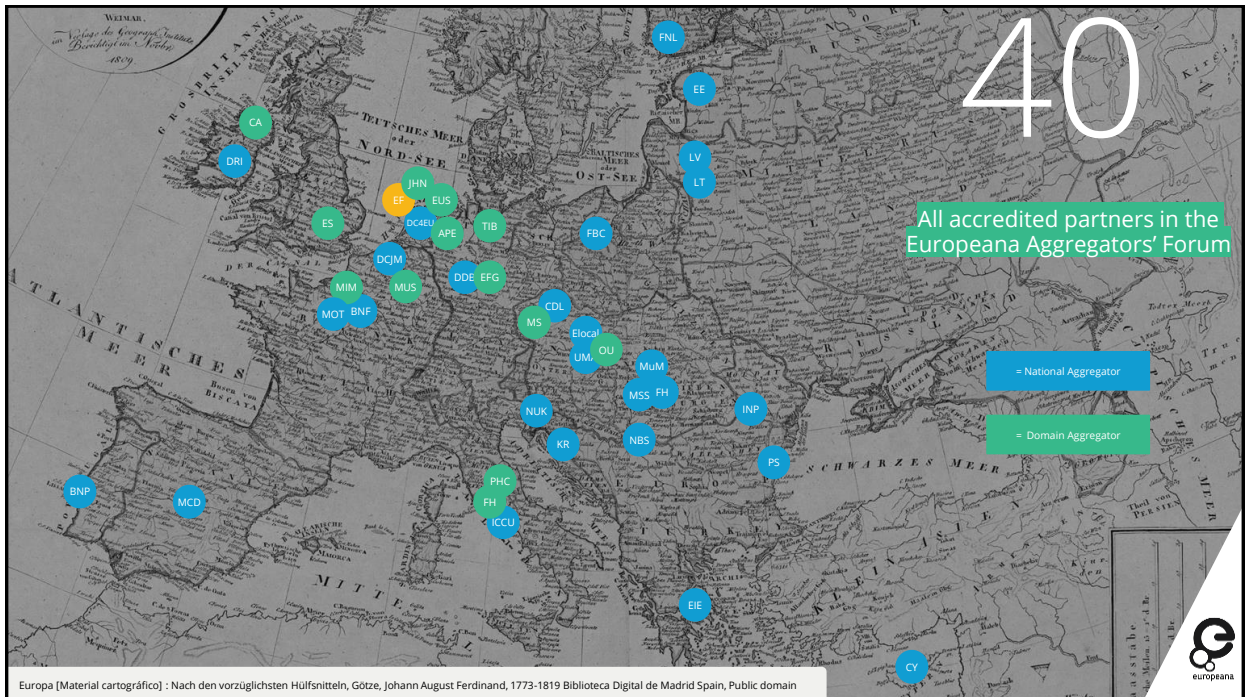
TECH



RESEARCH



CLIMATE ACTION



COMMUNITY

DATA

REUSE

europaena

European Common Data Space for cultural heritage

europaena

This graphic features a dark blue background with a collage of historical and cultural images. In the center, a white circle contains the Europeana logo (a stylized 'e' with three smaller circles below it) and the text 'europaena' and 'European Common Data Space for cultural heritage'. The word 'COMMUNITY' is at the top, 'DATA' is on the left, and 'REUSE' is on the right. A small Europeana logo is in the bottom right corner.

DATA

Rural hours by Cooper, Susan Fenimore, 1813-1894 - 1851 - Smithsonian Libraries, United States of America - Public Domain.

europaena

This graphic shows a detailed illustration of a blue bird perched on a branch. The left side of the image is covered by a semi-transparent blue rectangle with the word 'DATA' in white. The background is a light yellowish-tan. A small Europeana logo is in the bottom right corner.

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Discover Europe's digital cultural heritage

Search, save and share art, books, films and music from thousands of cultural institutions

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RICH & DIVERSE DATA

Over 30 million images, 20 million texts, 500,000 sound files, 300,000 videos and 5,000 3D objects.

Maps and manuscripts, nature and newspapers, sport and science and everything in between.

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INDU

MAPS A

MIGRATION

ORY

Explore

HIGH QUALITY DATA

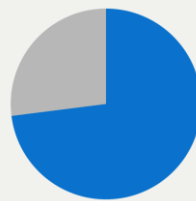
72%



HIGH QUALITY CONTENT

Tier 2+ content

73%



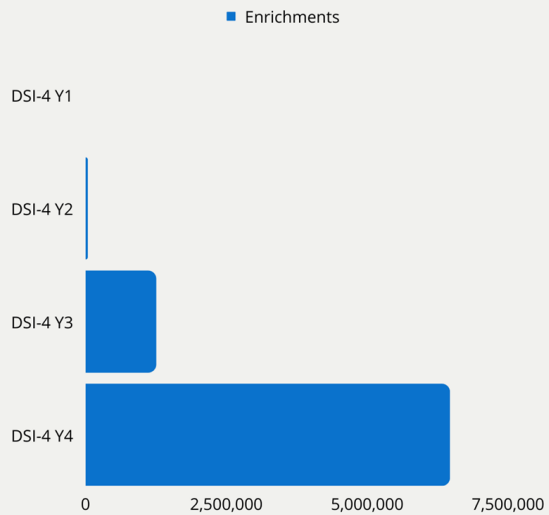
HIGH QUALITY METADATA

Tier A+ metadata



7,7 mln Enrichments

Manual, semi-automatic and automatic enrichments. Annotations, transcriptions and translations




38

LANGUAGES TO DESCRIBE THE COLLECTIONS

57 %

IN ENGLISH, GERMAN, DUTCH, NORWEGIAN, FRENCH



ANYONE CAN FREELY USE

50%

OF THE ITEMS ON THE EUROPEANA WEBSITE

JOSEPHINE BAKER

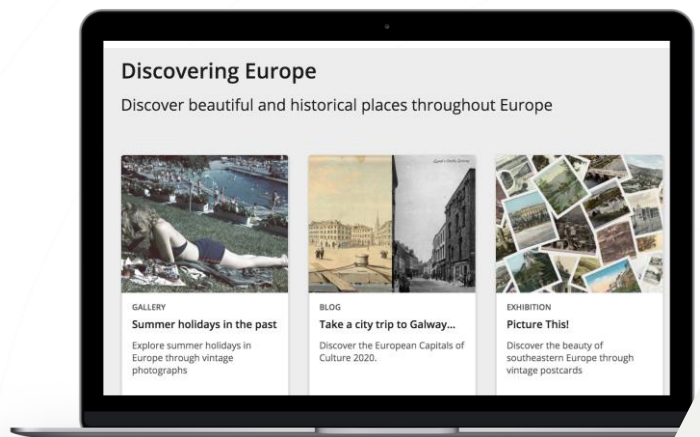




SEASONS: DISCOVERING EUROPE

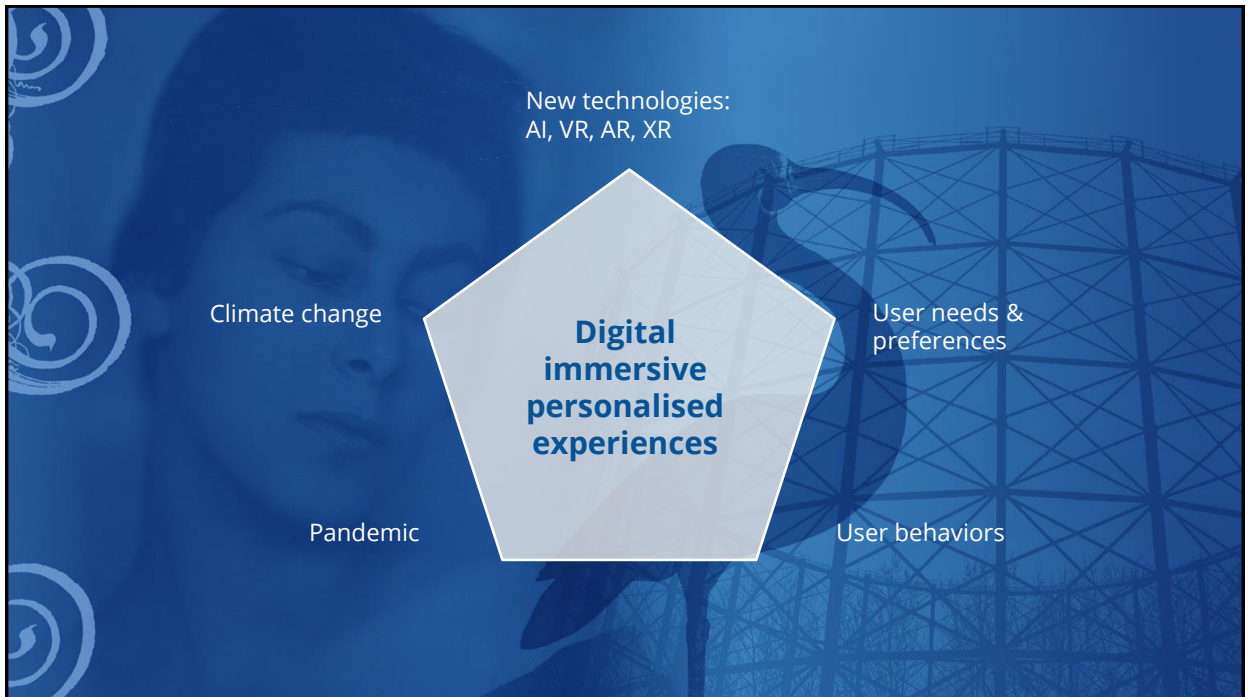
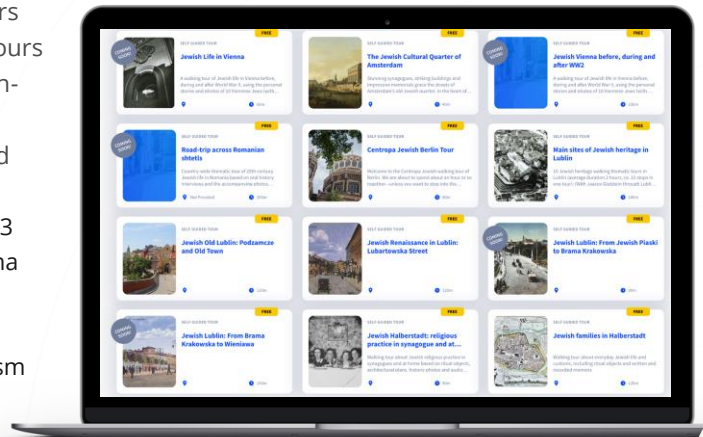
To support the [Re-open EU](#) initiative led by Commissioner Breton, we developed a Europeana season on the theme of tourism:

- Editorial highlights cultural jewels and hidden gems from across Europe
- Showcased everything on a dedicated [Discovering Europe page](#)
- Through our social media audiences via [#DiscoveringEurope](#)



JEWISH HISTORY TOURS

- April 2021 - June 2023 | 8 Partners
- Aims to create engaging online tours using Jewish heritage data on pan-European topics, such as multiculturalism, persecution and migration.
- 30,000 high-quality objects from 13 new content partners to Europeana
- 20 digital heritage tours in several languages to be published and promoted by well-known tourism platforms



Commission Recommendation on a common European data space for cultural heritage (2021/7953/EU)

- Broad scope: tangible, intangible, natural, born digital
- National / regional digital strategies
- **Clear digitisation & digital preservation goals** → **targets for cultural heritage at risk, most visited monuments and sites, under-digitised types of cultural heritage assets**
- Articulate mandate for national or regional aggregators
- **Uptake of advanced technologies: 3D, AI, XR, data**
- Assessing the digital skills gap, upskilling and reskilling professionals
- Involving more SMEs



3D



Europa [Material cartográfico] : Nach den vorzüglichsten Hülfsmitteln. Götze, Johann August Ferdinand, 1773-1819 Biblioteca Digital de Madrid Spain, Public domain



The banner features a blue background with a wireframe 3D model of a windmill superimposed over a photograph of a real windmill. The Europeanana logo is in the top right, and the text 'TWIN IT!' is prominently displayed in the center. Below it, the tagline '3D FOR EUROPE'S CULTURE' is written. A small European Union flag and 'Funded by the European Union' text are in the bottom right. A small text block in the bottom left provides attribution for the logo and image.

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TWIN IT!

3D FOR EUROPE'S CULTURE

Twin It! logo. A composition of Windmolen van Elene by FrDr, CC BY-SA 4.0 and Elene windmill by visualdimension, CC BY-NC-ND. Creator: Ana Moreno Date: 2023 Institution: Europeana Foundation.

Funded by the European Union



The banner has a dark blue background with a microscopic SEM image of graphite on the right. A large blue semi-transparent box on the left contains the text 'STRATEGIC INITIATIVES'. The Europeanana logo is in the bottom right corner. A small text block in the bottom left identifies the SEM image.

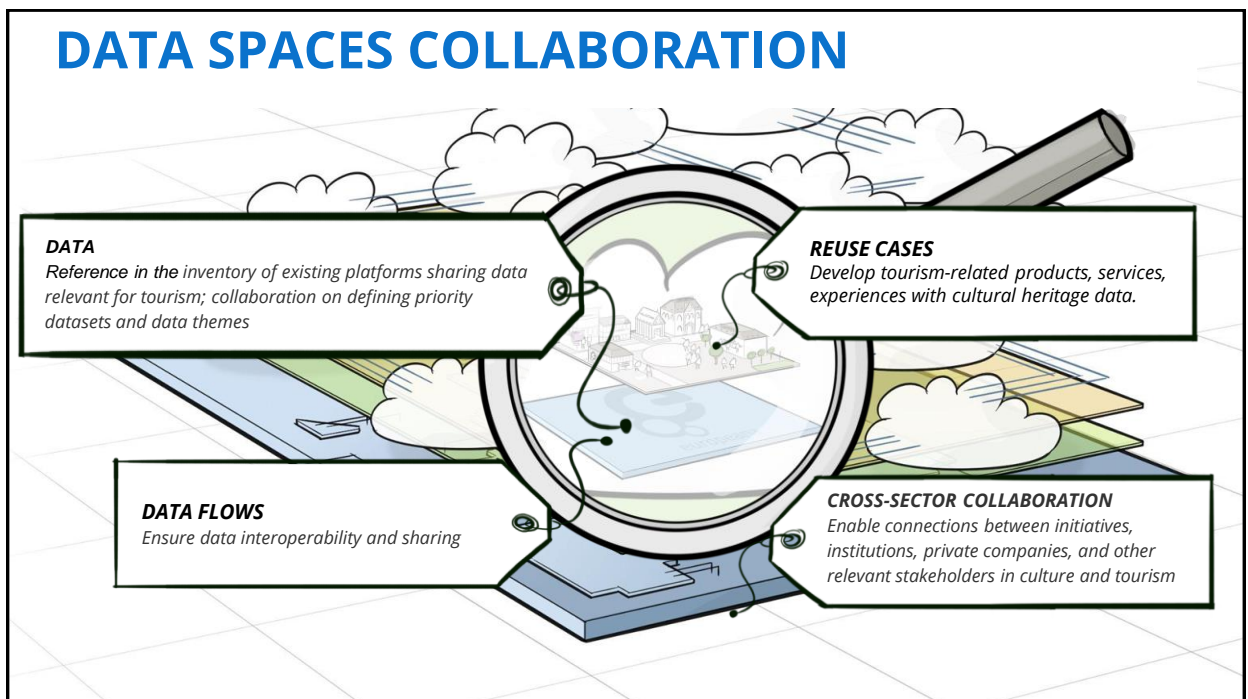
STRATEGIC INITIATIVES

Graphite SEM- Dr Khuloud T. Al-Jamal-Wellcome Collection,UK- CC BY

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Data space for cultural heritage - Strand II Grants

- **Increase the offer of 3D and XR content**
- Advance the digital transformation of cultural heritage institutions
- Use existing AI and machine learning to improve user engagement and experience
- **Foster reuse in other domains, such as tourism and education**





Session 3: New data methods and digital tools

Presenters:

- Anat Tchetchik
- Orestis Rizopoulos
- Bart Neuts
- Yneke van Iersel & Corentin Kuster

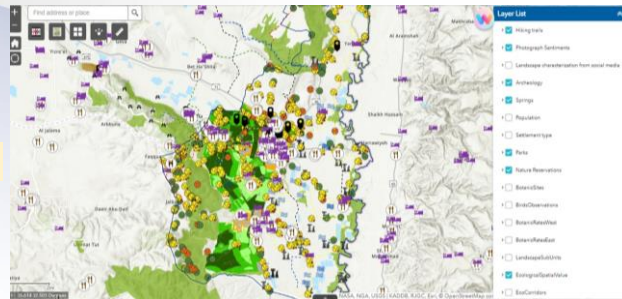
SPOT-IT: An advanced tool for dynamic cultural tourism management and regional development

27.06.2023

A. Tchetchik, S. Schiff, Y. Michael, M. Sinclair, I. Cohen-Amit, I. Shmuel, M. Sofer



Coordinator: Prof. Milada Stasna



אוניברסיטת
בר-אילן
Bar-Ilan University



Motivation

Triggered by global trends & crises (e.g., Covid), climate change, migration and advances in ICT & transportation - CT is evolving and becoming multidimensional. **Thus**, “Old” definitions which narrow the operationalization of CT to visiting cultural sites

There is a growing concern about social/ethical issues and carrying surpassing capacity which in turn damages cultural assets (Vučetić, 2018).

These changes call for the design of new approach to CT planning & managing that reflects 21st century patterns, tackle CT's complexity, and fills in several gaps.



These gaps include

1. Lack of systematically organized information required for CT planning
2. Lack of decision-making support platform for CT development which integrates economic, social & environmental concerns

Our goal is therefore

To lever on **digital tech.** (e.g., **GIS, ML & AI**) which revolutionized the way tourism planning&dev is done, and to design a Social Platform on Cultural Tourism (SPOT-IT) which is the **first**:

Inclusive web-based platform, designed to meet the needs of CT developers & planners



So, what is the SPOT-IT

SPOT-IT is a **web-based, user-friendly, collaborative platform.**

It is designed to provide **multi-criteria decision-supporting mechanism** for various stakeholders

The tool is design with an **emphasis on peripheral de-industrialized areas** in order to:

1. divert tourism from cities suffering overtourism and at the same time
2. support econo

How did we conceptualize the tool?


אוניברסיטת בר-אילן

Overtourism in Europe's historic cities sparks backlash

Angry protests from residents in popular areas force city hall officials to take action

Across Europe, historic cities are buckling. Mass tourism, encouraged by cash-hungry councils after the 2008 crash and fuelled by the explosion of cheap flights and online room rentals, has become a monster. The backlash, however, has begun.

In the past decade, the number of low-cost airline seats available each year in Europe has risen by more than 10% annually, **more than doubling** to more than 500m.



The development process of the SPOT-IT

We first identify its **Stakeholders**, its **Objectives** and **data availability**




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- (1) Tourism officials, planning authorities, entrepreneurs, local residents, ethnic and other minorities
- (2) To realize existing/potential opportunities to develop CT, and by doing so → promote local/regional development & Europeanisation
- (3) **Primary**- through interviews with experts, officials, residents' survey **or secondary**: censuses, official public data.




Based on these, we designed the tools' components & their mutual interactions



SPOT-IT components (1) data layers

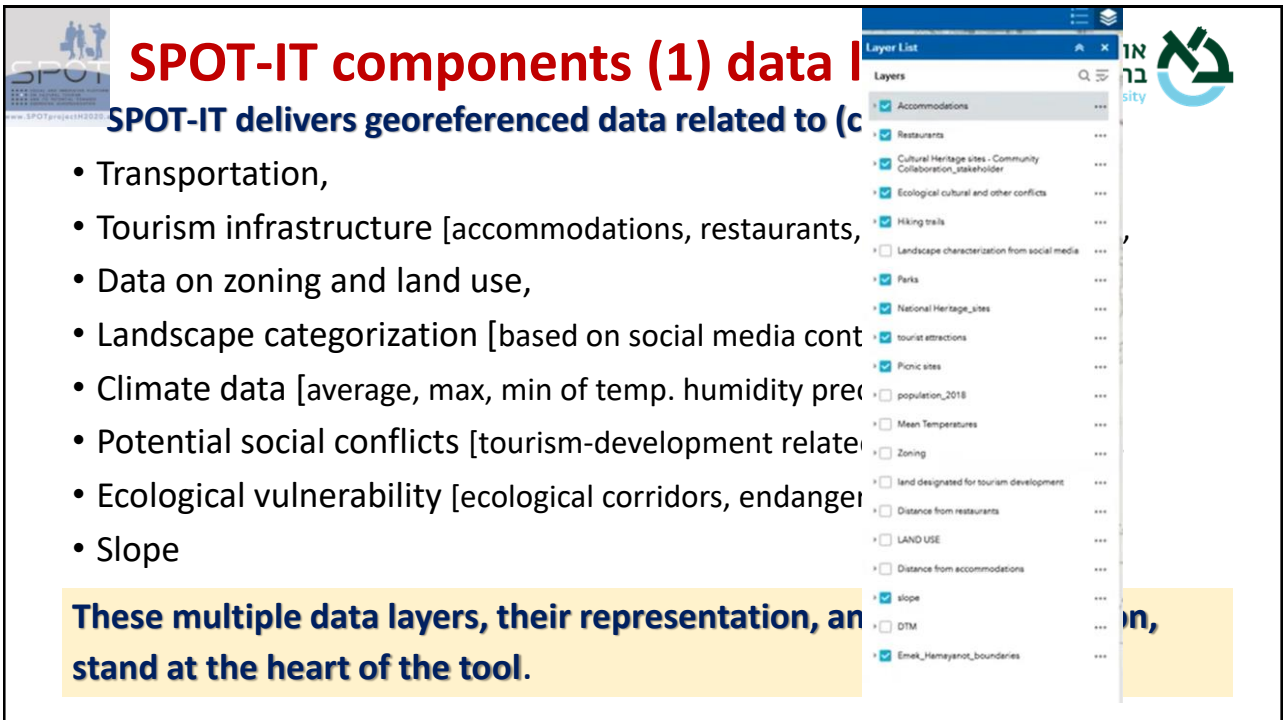
SPOT-IT delivers georeferenced data related to (cultural) tourism:



אוניברסיטת בר-אילן
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- Transportation,
- Tourism infrastructure [accommodations, restaurants, parks, hiking trails],
- Data on zoning and land use,
- Landscape categorization [based on social media content analysis],
- Climate data [average, max, min of temp. humidity precipitation]
- Potential social conflicts [tourism-development related = expert opinion],
- Ecological vulnerability [ecological corridors, endangered species],
- Slope

These multiple data layers, their representation, and their integration, stand at the heart of the tool.



SPOT-IT components (1) data

SPOT-IT delivers georeferenced data related to (c

- Transportation,
- Tourism infrastructure [accommodations, restaurants,
- Data on zoning and land use,
- Landscape categorization [based on social media cont
- Climate data [average, max, min of temp. humidity prec
- Potential social conflicts [tourism-development relate
- Ecological vulnerability [ecological corridors, endanger
- Slope

These multiple data layers, their representation, and


stand at the heart of the tool.

SPOT-IT : additional components

In addition to the multiple data layers the tool provides

(1) Suitability analysis allows users to define the desired criteria for initiating cultural tourism sites

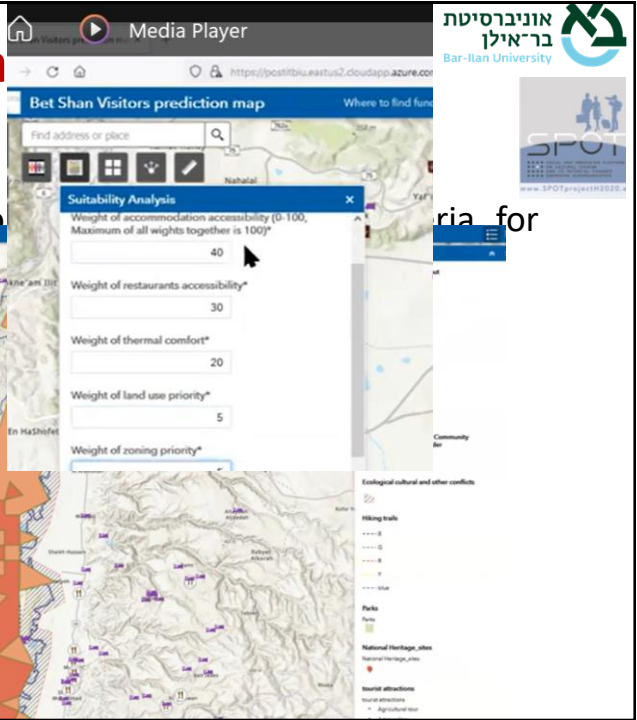
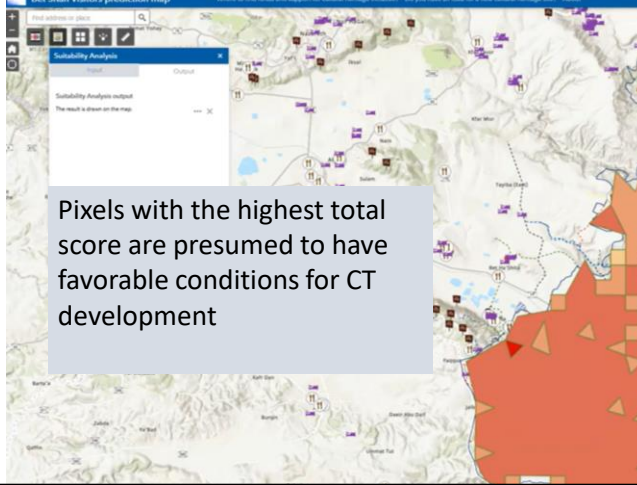
- Layers were ranked on a 1-5 scale (1 indicates the least favorable conditions (e.g., in the climate layer, 1 was endowed to 'very hot' pixels).
- This results with a layer where each pixel is characterized by a (layer-by-layer) summation.



SPOT-IT : additional

In addition to the multiple data layers the

(1) **Suitability analysis** allows users to



aria for

SPOT-IT : additional components

(2) **Visitors' prediction function** that allows users to receive a prediction of the annual no. of visitors of new initiatives in CT

The function is an adapted version of an equilibrium model in the rural-cultural attractions industry (demand & pricing equations) formulated by Hatan, Fleischer & Tchetchik, (2021) in *Ecological Economics*.

The model was calibrated using Israeli market data from 2015-2018

The following equation sets the basis for the demand model, including the effects of the environment on the attractions' market share.

$$\ln(s_{jt}/s_{0t}) = \delta_{jt} + \sigma_1 \ln(s_{j|hg,t}) + \sigma_2 \ln(s_{h|gt})$$

s_{jt} is the revenue market share of attraction j_t and s_{0t} market share of the outside good. $s_{j|hg,t}$ is the revenue market share of attraction j_t within type-region subgroup hg , and $s_{h|gt}$ market share of subgroup type-region, hg in group type t

By assuming that the marginal cost is log linear in the vector of cost attributes (BLP, 1995), we obtained the following estimable empirical pricing equation:

$$\ln(p_{jt}) = W_{jt} \gamma - \ln\left(\frac{\varphi}{\varphi + (1 - \sigma_1)(1 - \sigma_2)}\right) + \omega_{jt} \quad (5)$$

where W_{jt} is the vector of observable cost attributes and ω_{jt} is the vector of unobservable cost attributes of attraction j in market t . The relationships in the data between the prices, market shares, and subgroup revenue shares will assist in identifying the substitution parameters σ_1, σ_2 .

To obtain the empirical pricing specification, we rearranged the first order conditions to receive:

$$p_{jt} = mc_{jt} - \frac{q_{jt}}{\partial q_{jt} / \partial p_{jt}}$$

where mc_{jt} is the marginal cost of attraction j in market t , and q_{jt} is the number of visitors in attraction j in market t .

The constant expenditure specification generates simple analytic expressions for the aggregate own-price elasticity of demand:

$$\epsilon_{p_{jt}} = - \frac{dq_{jt}}{dp_{jt}} \frac{p_{jt}}{q_{jt}} = \alpha \left[\frac{1}{1 - \sigma_1} - \left(\frac{1}{1 - \sigma_1} - \frac{1}{1 - \sigma_2} \right) s_{j|hg,t} - \frac{\sigma_2}{1 - \sigma_2} s_{j|gt,t} - s_{jt} \right] + 1 \quad (3)$$

where $s_{j|hg,t}$ is the revenue market share of attraction j within type group hg in market t . the expression for the mark-up:

$$\frac{p_{jt} - mc_{jt}}{p_{jt}} = \frac{1}{\epsilon_{p_{jt}}} \quad (4)$$

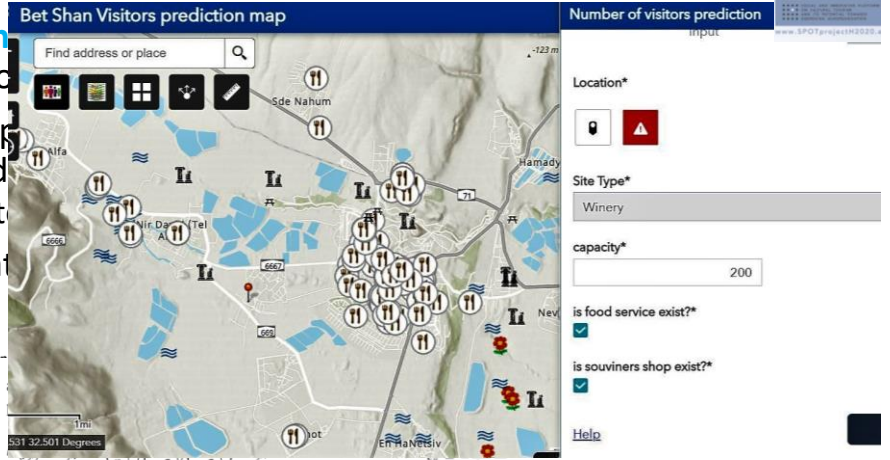
SPOT-IT : additional components

(2) Visitors' prediction

the annual no. of visitors

The function is an adaptive model for cultural attractions including Hatan, Fleischer & Tchetai

The model was calibrated



The following equation sets the basis for the estimation of the demand model, including the effects of the environmental factors on the attractions' market share.

$$\ln(s_{jt}/s_{0t}) = \delta_{jt} + \sigma_1 \ln(s_{j|hg,t}) + \sigma_2 \ln(s_{hg,t})$$

s_{jt} is the revenue market share of attraction j_t and s_{0t} is the market share of the outside good. $s_{j|hg,t}$ is the revenue market share of attraction j_t within type-region subgroup hg , and $s_{hg,t}$ is the market share of subgroup type-region, hg in group type t

where W_{jt} is the vector of observable cost attributes and ω_{jt} is the vector of unobservable cost attributes of attraction j in market t . The relationships in the data between the prices, market shares, and subgroup revenue shares will assist in identifying the substitution parameters σ_1, σ_2 .

$$= a \left[\frac{1}{1-\sigma_1} - \frac{1}{(1-\sigma_1)(1-\sigma_2)} s_{j|hg,t} - \frac{\sigma_2}{1-\sigma_2} s_{hg,t} - s_{jt} \right] + 1 \quad (3)$$

where $s_{j|hg,t}$ is the revenue market share of attraction j within type group hg in market t , the expression for the mark-up:

$$\frac{p_{jt} - mc_{jt}}{p_{jt}} = \frac{1}{\sigma_{jt}} \quad (4)$$

SPOT-IT : additional components



(3) Machine learning-data based on users generated content in social media (twitter etc.)

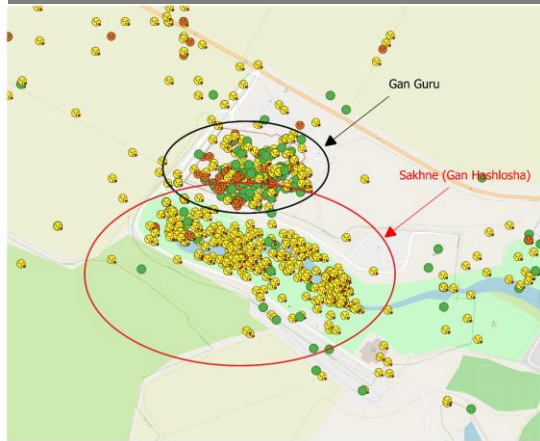
(4) Public participation platform allows the local community to actively participate in the process of cultural tourism development



SPOT-IT : additional components

(3) Machine learning-data based on users-generated content in social media (twitter etc.)

This layer provides more reliable information compared to Google ratings which might be biased.



allows the
tourist

SPOT-IT: SOCIAL AND INNOVATIVE PLATFORM ON CULTURAL TOURISM AND ITS POTENTIAL TOWARDS DEEPENING EUROPEANISATION

Untitled date/time question
 Date & Time
 11/28/2022 12:55 AM

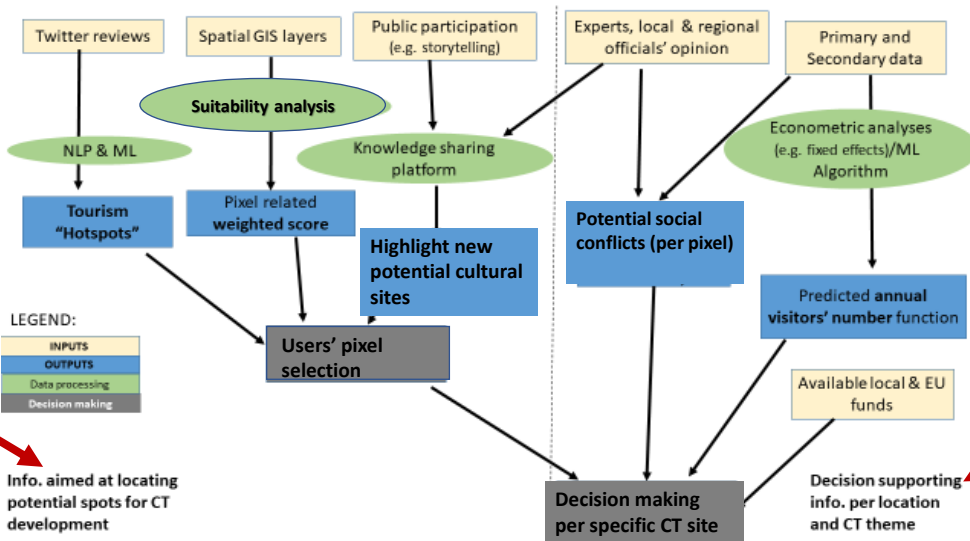
suggest a location for the new site:*

Bet She'an

Site's theme
 What will be the main theme of the site?
 archaeological

Value of interest to tourist from abroad

The logical block scheme of the SPOT-IT





Applying SPOT-IT in the Israel case-study area

The Israeli case study: the valley of Springs (part of the Jordan River Valley)

It consists of 2 municipalities: Beit She'an town and the regional council the valley of the Springs (which comprises 24 rural settlements, most of which are kibbutz)

The rationale for choosing valley of the Springs as our case study is that

- (1) **It is peripheral** (*far from Tel-Aviv metropolitan area*). It suffers low socio-economic status (Beit She'an town in particular) thus can benefit economic development.
- (2) **the region is a well-known global corridor for seasonal bird migration**; therefore, it has a potential for CT responsible development (Chan et al., 2006).
- (3) **there is some degree of alienation** between the town and the regional council and (Sofer et al., 2021).

All together, these features, turn the case study into a suitable choice for the purposes of SPOT-IT.



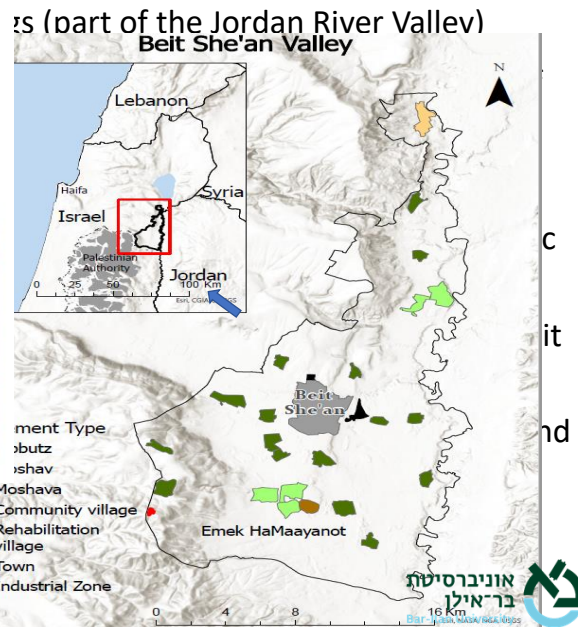
Applying SPOT-IT in the Israel case-study area

The Israeli case study: the valley of Springs (part of the Jordan River Valley)

After long battle, plan announced for public access to scenic kibbutz stream

Government proposes to expand section of Asi Stream to accommodate visitors, install bathrooms and provide shade, in a way that doesn't disturb Nir David residents

By YOI STAFF and SUE SURKES
1 May 2023, 1:32 pm | 1



It consists of the Springs

The rationale

- (1) **It is peripheral** (Beit She'an town in particular)
- (2) **the region is a well-known global corridor for seasonal bird migration**; therefore, it has a potential for CT responsible development
- (3) **there is some degree of alienation** between the town and the regional council and (Sofer et al., 2021).

All together, these features, turn the case study into a suitable choice for the purposes of SPOT-IT.



Applying SPOT-IT in the area

The It consists of the Springs. The rationale:

- (1) It is perceived as a status symbol (Beit She'an)
- (2) the region has a potential
- (3) there is a need (Sofer et al)

All together, these features, turn the case study into a successful purpose of SPOT-IT.






The Beit She'an National Park. Source: Israeli National Parks & Natural Reserves



Ein Shokek- Valley of Springs Park. Source: <https://www.yolo-blog.com/ein-shokek>

despite the complementary nature of tourism offerings (natural, water, and wildlife vs. cultural and historic sites) - the 2 municipalities compete each other

Challenges of CT in the case study area



(1) Lack of knowledge-based destination planning platform

As reflected in the inability to design long-term tourism plans & marketing strategies, also manifested in the sporadic nature of local initiatives (usually do not reaching maturity). **In fact,**

Most tourist attractions in the area are run by government bodies (e.g., the Israel National Parks and Natural Reserves) mostly managed by non-local residents.

(2) There is a lack of cooperation between the regional council and the town, **Finally,**

(3) Cultural tourism in the case study is mostly a domestic phenomenon.

In order to penetrate international markets, tourism development should lever on local cultural assets while meeting international tourists' expectations.

How the tool accommodates these challenges

The tool allows spatial 'view from above' of the entire area and help identify deficiencies of facilities and infrastructure required to sustain CT.

It can promote collaboration between the regional council and the town

This platform can be used for designing balanced bundle of attractions and exploiting potential synergies and external economics, **for example:**

Since the regional council hosts numerous springs, and given the temp. rise in the area: compatibility is gained if Beit She'an dev indoor facilities & 'night tourism'

The public participation platform can accommodate feedback & insights related to the current and future development.

Finally, this platform can also benefit visitors planning compatible and diversified tourism experience



Summary



SPOT-IT can help realize the local and regional economic, social and environmental benefits of CT

The tool can encourage structured idea exchange (“outside-the-box” thinking) between people involved in the CT industry, local residents and administrations.

SPOT-IT can help in marketing the area by stressing its unique CT sites (USP)

SPOT-IT can help identify clusters of compatible cultural assets that may attract tourists to the region and help them optimize the experience.

Future extensions of the tool can include the option to book sites, shows, festivals, communicate with site operators, leave feedback etc.

Challenges



One of the main challenges of using digital tools and GIS in tourism planning and development is data quality.

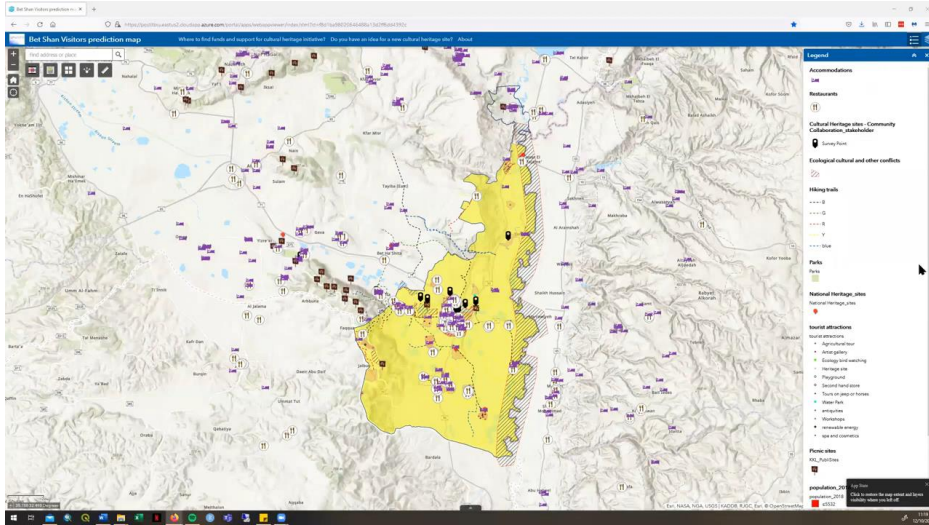
Inaccurate or incomplete data can lead to flawed analysis and decision-making

To overcome this, data needs to be collected from reliable sources, verified for accuracy, and regularly updated.

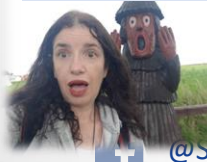
It is crucial for stakeholders to work together and invest in training programs to develop the necessary technical skills.

While the conceptualization of the tool is universal, its specifications are place-dependent: each location should develop it based on its needs and specific characteristics.

SPOT-IT demo



Dr. Irit Shmuel



Prof. Irit Amit Cohen

Dr. Yaron Michael

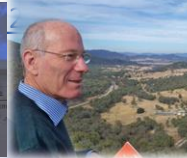


Prof. Michael Sofer

(Soon to be Dr.) Shilo Shiff



Prof. Anat Tchetchik



Horizon 2020
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644

**Thank you very much for your attention
(Toda Raba!)**






“The holistic, digital Cultural Heritage Documentation of the Fikardou traditional village in Cyprus”

The unique cultural value of Fikardou

Fikardou is an excellent example of a traditional Cypriot rural settlement, which has preserved its 18th and 19th century physiognomy and architecture, as well as its natural environment. The main aesthetic quality is the integrity and authenticity of the village, which is in complete harmony with its surroundings.

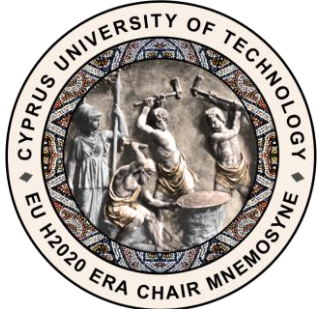






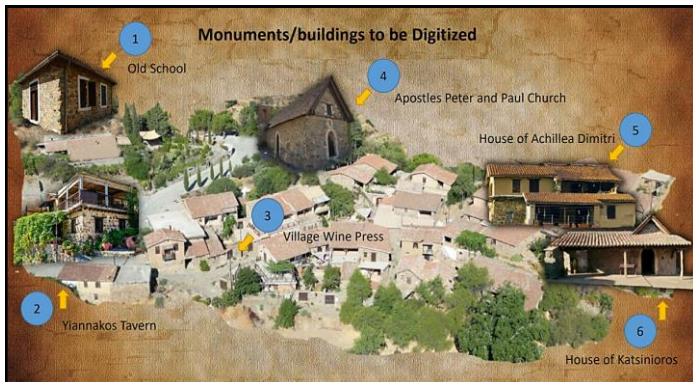
IMPACTOUR

**TEX
TOUR**



The 3 EU-funded H2020 Projects

The 3 Projects touch upon several inter-related topics that resolve issues, create opportunities, stimulate the local economy and production, whilst protecting the character and cultural heritage of the village by applying innovative cultural tourism strategies.



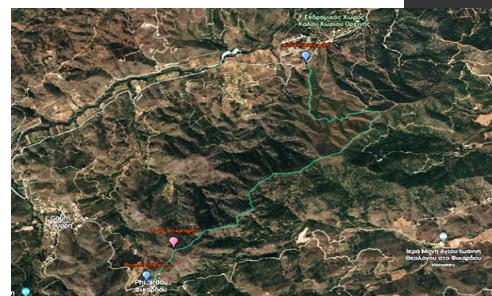
Workshops and Results

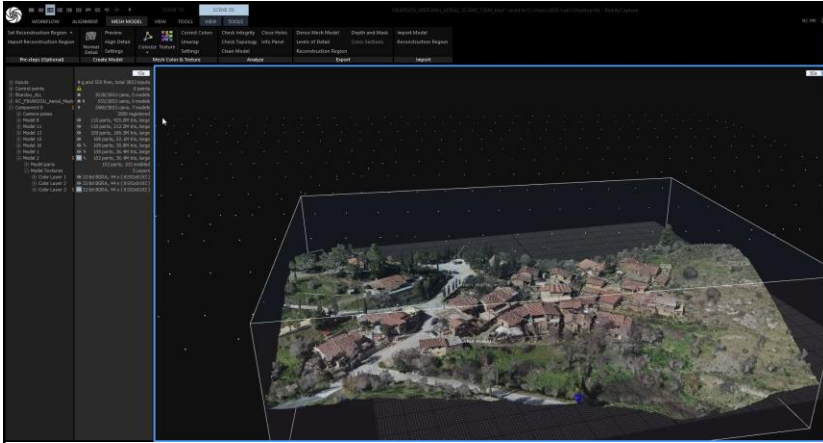
- Setting Vision, Values, and Goals
- Selections of Points of Interest
- Selection of Actions
- Selection of Partners, Resources, Activities, and Beneficiaries
- Determining Social Innovation, Sustainability and Impact of the Actions



e-fikardou platform applications

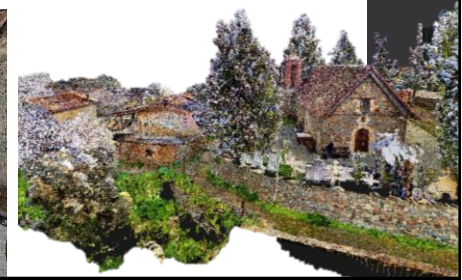
- e-book
- 360 Tour
- VR Tour
- Fikardou e-Gastronomy Lab
- HBIM Documentation
- 3D Models



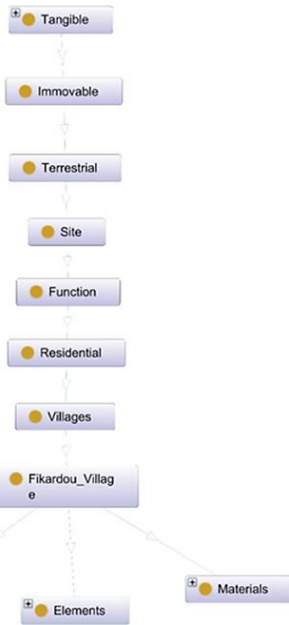


The holistic digitization and documentation process

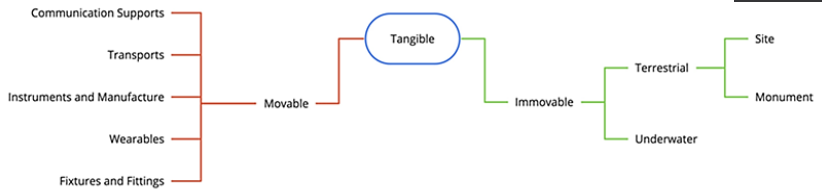
- High-quality 3D scans
- Data of medium quality for 3D printing
- Low and/or high-resolution 3D structures delivered through online platforms, repositories and infrastructures



Taxonomy of holistic documentation



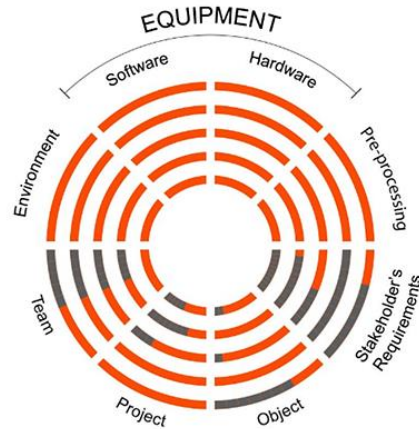
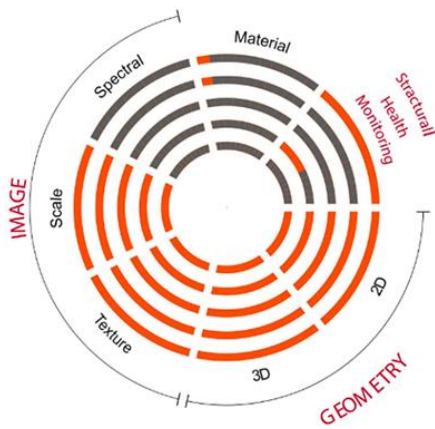
- Tangible and Intangible components
- Movable and Immovable assets
- Function/form/subject type/material and technique/location or context/state/condition



Creation of a user classification

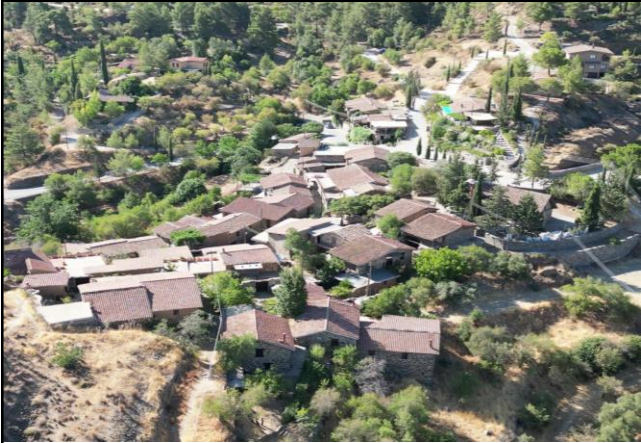
- User needs and background
- Expert area and knowledge

Legend



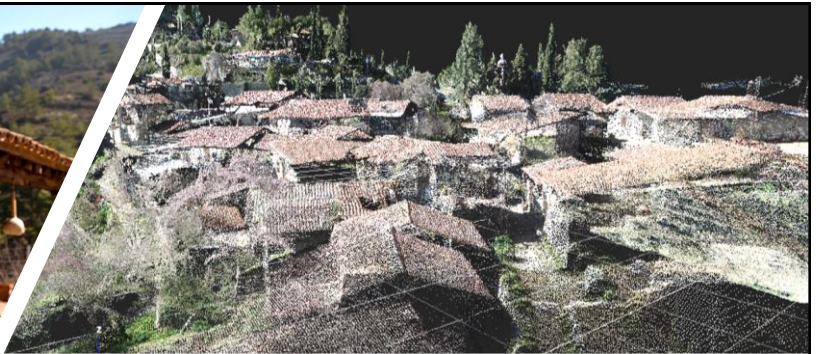
Data Acquisition and Digitization Pipelines

- Complexity
- Quality
- Standards Definition



Future Plans

- Create opportunities for commercial activity and development in the village
- EU and non-EU partnership for Regional Development, Trade, and Cultural Exchange



The e-fikardou platform

efikardou.eu



KU LEUVEN



All six projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No. 870747, 870708, 870644, 101004687, 101004552 and 101004627.

THANK YOU

Scan to visit
e-fikardou platform



Smart CulTour

Smart Cultural Tourism as a Driver of
Sustainable Development of European Regions

Identifying cultural tourists via computational text analysis and association rule mining

International Conference on Cultural Tourism Advances
Brussels, 27/06/2023

Bart Neuts (bart.neuts@kuleuven.be)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870708

01 Introduction

- Cultural Tourism is among the most prevalent travel motives, with frequently reported statistics claiming 40% of all European tourists are culturally motivated
- However, exact estimates are difficult. Research methods usually take one of the following approaches:



Quantitative visitor surveys at attraction or destination level



Qualitative approaches (e.g. interviews, field observations)



Structural official data (e.g. visitor numbers at cultural sites)

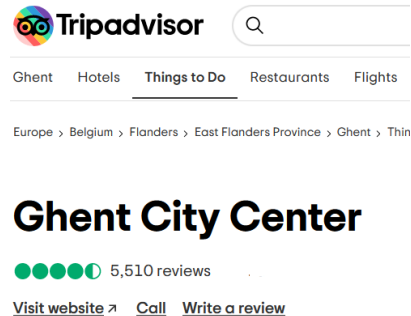


Digital technologies (e.g. mobile tracking, photography)



01 Introduction

- Our study aims to combine benefits of qualitative (richness of text) and quantitative (sample size) approaches via textual analysis of user-generated content
- Advantages:
 1. Low cost
 2. Availability of longer time periods
 3. No predefined categorization needed



02 Methodology

1. Case study: Ghent

- Rich medieval history (12th c. Gravensteen castle, Saint Bavo Cathedral with 15th c. Altarpiece, beguinage, belfry, old medieval harbour, etc.)
- One of the five Flemish Art Cities
- Third most visited destination in Flanders: 689,019 arrivals in 2019
- Local heritage mentioned as main motivation (33%), as well as its rich history (22%), and arts and museums (9%)
- 55% of surveyed tourists visited monuments, churches and/or museums, and 22% followed guided tours or canal boat rides



02 Methodology

2. Data collection

- Scraping of online user-generated data from TripAdvisor
- Webpage used: Ghent City Centre
- Data covers period 2012-2019
- Only English reviews were used

Number of reviews	Division by period	Travel company ^a	Rating	Country of origin
N = 2507	<ul style="list-style-type: none"> • 2012-2014: 13.4% • 2015-2017: 60.3% • 2018-2019: 25.5% • Unknown: 0.8% 	<ul style="list-style-type: none"> • Couple: 46.2% • Friends: 21.1% • Family: 16.6% • Solo: 9.2% 	<ul style="list-style-type: none"> • 5*: 76.4% • 4*: 20.3% • 3*: 2.5% • 2*: 0.6% • 1*: 0.2% 	<ul style="list-style-type: none"> • GB: 33.1% • US: 15.7% • BE: 11.7% • NL: 4.9% • AU: 3.7% • CA: 2.7%

^aNote: Only completed in 435 reviews



Horizon 2020
No. 870708



02 Methodology

3. Data analysis

- Computational text analysis via creation of dictionary object, followed by automated frequency analysis
 - Dictionary elements created through a priori qualitative thematic analysis of 150 randomly drawn reviews
- Association rule mining to discover relationships between word-categories
 - Commonly used in market basket analysis
 - Dependency between objects based on antecedent and consequent
 - Three important metrics:

Support

Probability that a particular itemset is present in database
 $= P(\alpha), P(\beta), P(\alpha, \beta)$

Confidence

Probability that items are associated in the database
 $= P(\alpha, \beta) / P(\alpha)$

Lift

Strength of the association rule, as ratio of observed versus expected support
 $= P(\alpha, \beta) / [P(\alpha) P(\beta)]$



Horizon 2020
No. 870708



03 Results and discussion

1. Themes, categories and dictionary elements

- From 150 samples, 4 general themes were identified:
 - Culture
 - Atmosphere/sightseeing
 - Tourism services
 - Social dimension
- Within each theme, a number of subcategories were linked with specific dictionary items

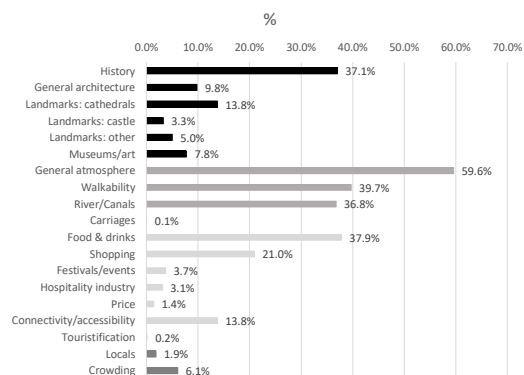
Themes and categories	Dictionary elements
<i>Theme 1. Culture</i>	
History	histor*, old, medieval, centur*, authentic, untouched, heritage, preserve*
General architecture	building*, michael*, michiel*, picturesque, architecture, facade*, park*, scenery, cobblestone*, surrounding, gothic, roman*, graslei, patershol, korenlei, monuments, square, harbo*
Landmarks: cathedrals	cathedral*, church*, monestar*, nicholas, niklaas*, bavo, baaf*
Landmarks: castle	gravensteen, castle*, fortress
Landmarks: other	belfry, belfort, tower, stadhuis, lakenhalle, slaughterhouse, post, guild, cloth
Museums/art	musea, museum*, painting*, alter, lamb, eyck



03 Results and discussion

2. Frequencies of categories (full dataset)

- Applying dictionary on full dataset revealed that 'general atmosphere' (59.6%) was dominant category
- While thematic cultural categories are important, majority of reviews mention more general sentiments of beauty, atmosphere, and historical nature of city



03 Results and discussion

3. Item Association rules

- With minimum thresholds >5% itemset likelihood and confidence values >50%, 39 rules are created, of which 17 are related to cultural tourism
- All lift statistics >1, meaning there is a positive association of antecedent and consequent

Solution can be read as:

- History & atmosphere combine in 579 out of 2507 reviews (→ Support = 23,1%)
- When a review mentions 'history', there is a 62,3% chance that atmosphere is also mentioned (→ Confidence = 0.623)
- Association between the two items is positive (Lift > 1)

Rule	Antecedent	Consequent	Support	Confidence	Lift	Count
[2]	landmarks.cathedral, atmosphere	waterways	0.052	0.583	1.585	130
[7]	history, atmosphere, walkability	waterways	0.058	0.541	1.471	145
[9]	landmarks.cathedral	waterways	0.073	0.528	1.434	182
[11]	landmarks.cathedral	history	0.071	0.519	1.400	179
[13]	history, atmosphere, waterways	walkability	0.058	0.549	1.382	145
[14]	history, walkability	waterways	0.083	0.504	1.369	208
[15]	atmosphere, walkability, waterways	history	0.058	0.507	1.368	145
[16]	history, waterways	walkability	0.083	0.515	1.296	208
[18]	landmarks.cathedral, waterways	atmosphere	0.052	0.714	1.199	130
[20]	history, walkability, waterways	atmosphere	0.058	0.697	1.170	145
[21]	history, shopping	atmosphere	0.057	0.691	1.159	143
[25]	history, waterways	atmosphere	0.105	0.653	1.097	264
[28]	gen.architecture	atmosphere	0.064	0.650	1.091	160
[29]	history, walkability	atmosphere	0.107	0.649	1.089	268
[31]	landmarks.cathedral	atmosphere	0.089	0.646	1.085	223
[34]	History	atmosphere	0.231	0.623	1.046	579
[37]	history, foodanddrink	atmosphere	0.091	0.617	1.035	227



Horizon 2020
No. 870708



04 Conclusion

- Purely considering the reviews that mentioned 'history' (37.1%), we see that this percentage has a relative match with the visitor survey results where 33% is said to be motivated by local heritage
- Further analysis of item associations revealed that in 23.1% of cases, 'history' was combined with general elements of 'atmosphere'
- In many cases itemsets could be extended with more hedonistic motives (food & drinks, shopping), indicating that of the 23.1% an important segment is not purely culturally motivated but also has hedonic incentives



Horizon 2020
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Smart CulTour

Smart Cultural Tourism as a Driver of
Sustainable Development of European Regions



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Vlaanderen
is toerisme



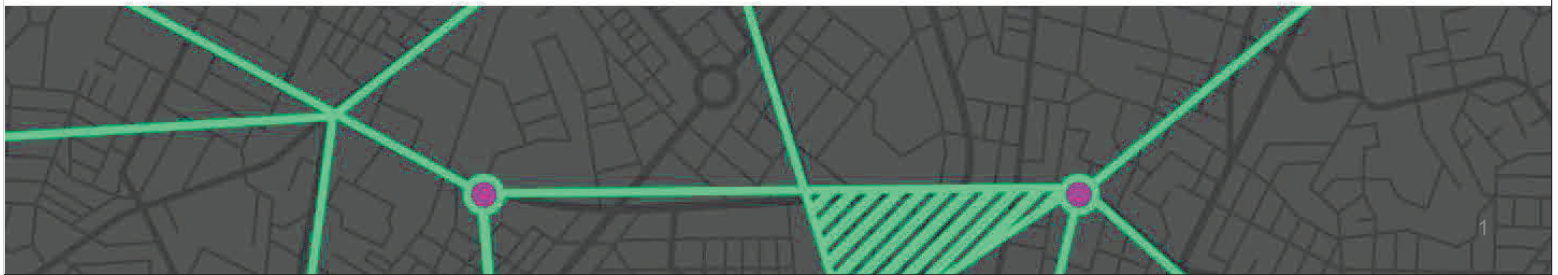
LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



www.smartcultour.eu

Methodology and application of 3D visualisation in sustainable cultural tourism planning

Case study of Parkstad, South Limburg, The Netherlands



Team introduction



Peter Nijkamp



Karima Kourtit



Henk Scholten



Corentin Kuster



Yneke van Iersel



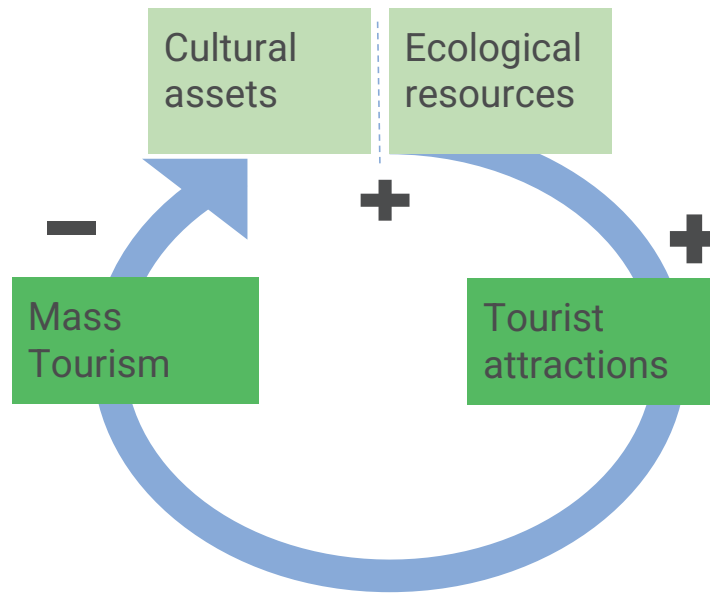
LEGENDA

- NIEUWE ELAN
- TRANSITIE JAREN
- MIJNTIJD
- RIDDERS EN ROVERS
- ROMEINSE KNOOPPUNT

NIEUWE ELAN	2000 - NU
TRANSITIE JAREN	1965 - 2000
MIJNTIJD	1900 - 1974
RIDDERS EN ROVERS	500 NC - 1800
ROMEINSE KNOOPPUNT	750 VC - 500 NC

TITEL	ALTIJD	THEMABEELDTAFEL
ROMEINSE KNOOPPUNT	<ul style="list-style-type: none"> Colonne (750 VC - 500 NC) Tempel (750 VC - 500 NC) Weg (750 VC - 500 NC) Wegkruis (750 VC - 500 NC) Wegkruis met heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) Wegkruis met heiligenbeeld en heiligenbeeld (750 VC - 500 NC) 	<ul style="list-style-type: none"> Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld
RIDDERS EN ROVERS	<ul style="list-style-type: none"> Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld 	<ul style="list-style-type: none"> Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld Wegkruis met heiligenbeeld en heiligenbeeld

Tourism paradox



Source: Kourtit et al., tbp

5

Research question

Can **digital technology** provide **tools** to pave the road to **sustainable results** at **local or regional level** that are **supported by the locals** and at the same time **avoid or mitigate** insider vs. outsider **conflicts**?

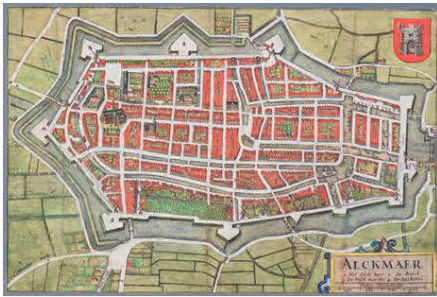
Digital twin

- spatial imaging tools for providing policy-makers and planners
- appropriate and evidence-based information
- acquiring an integrated perspective on sustainable cultural tourism plan

6



Geo-information has not failed us



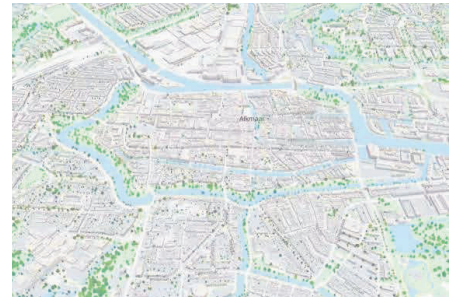
Map

Spatial information to explore the world



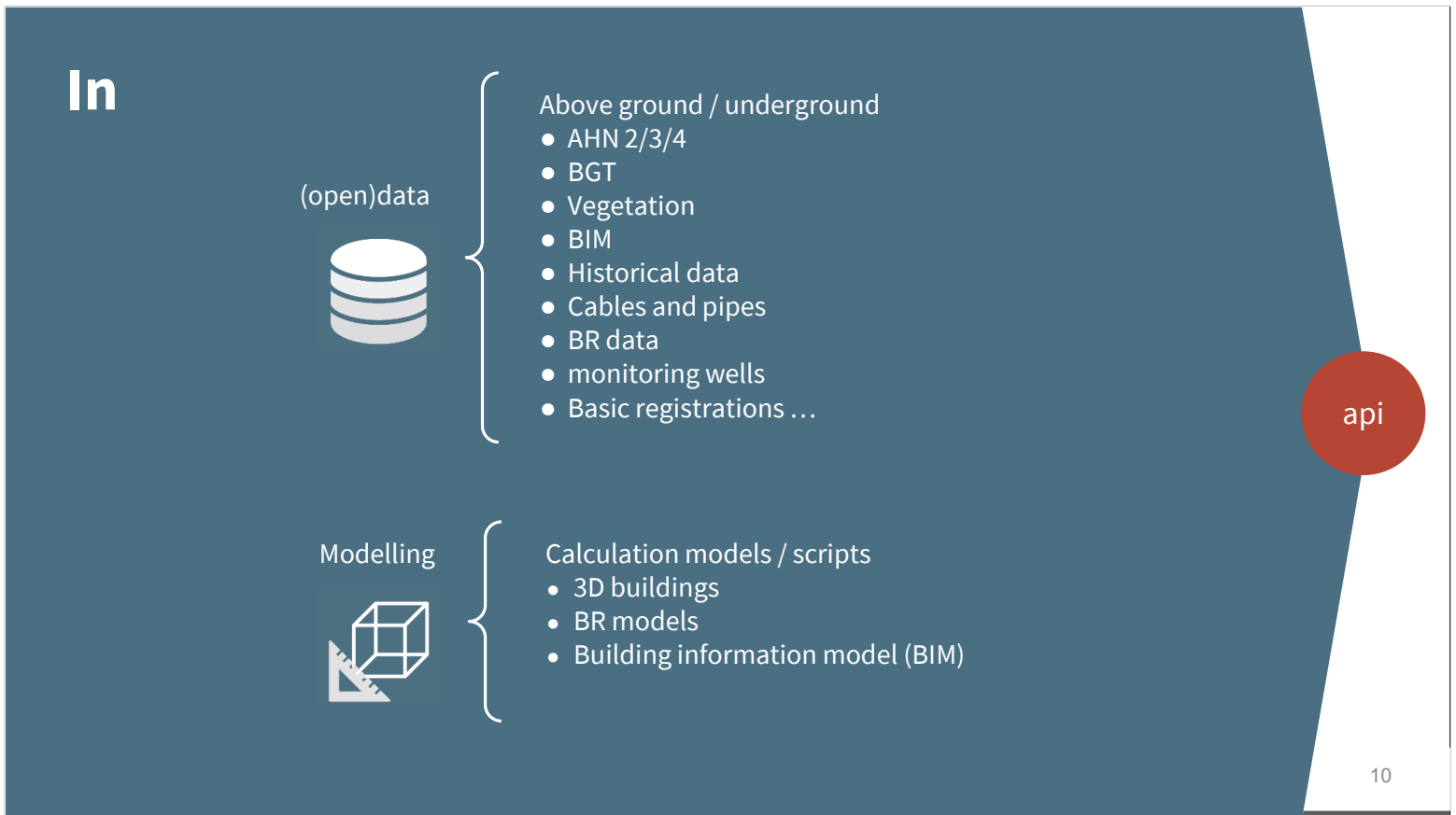
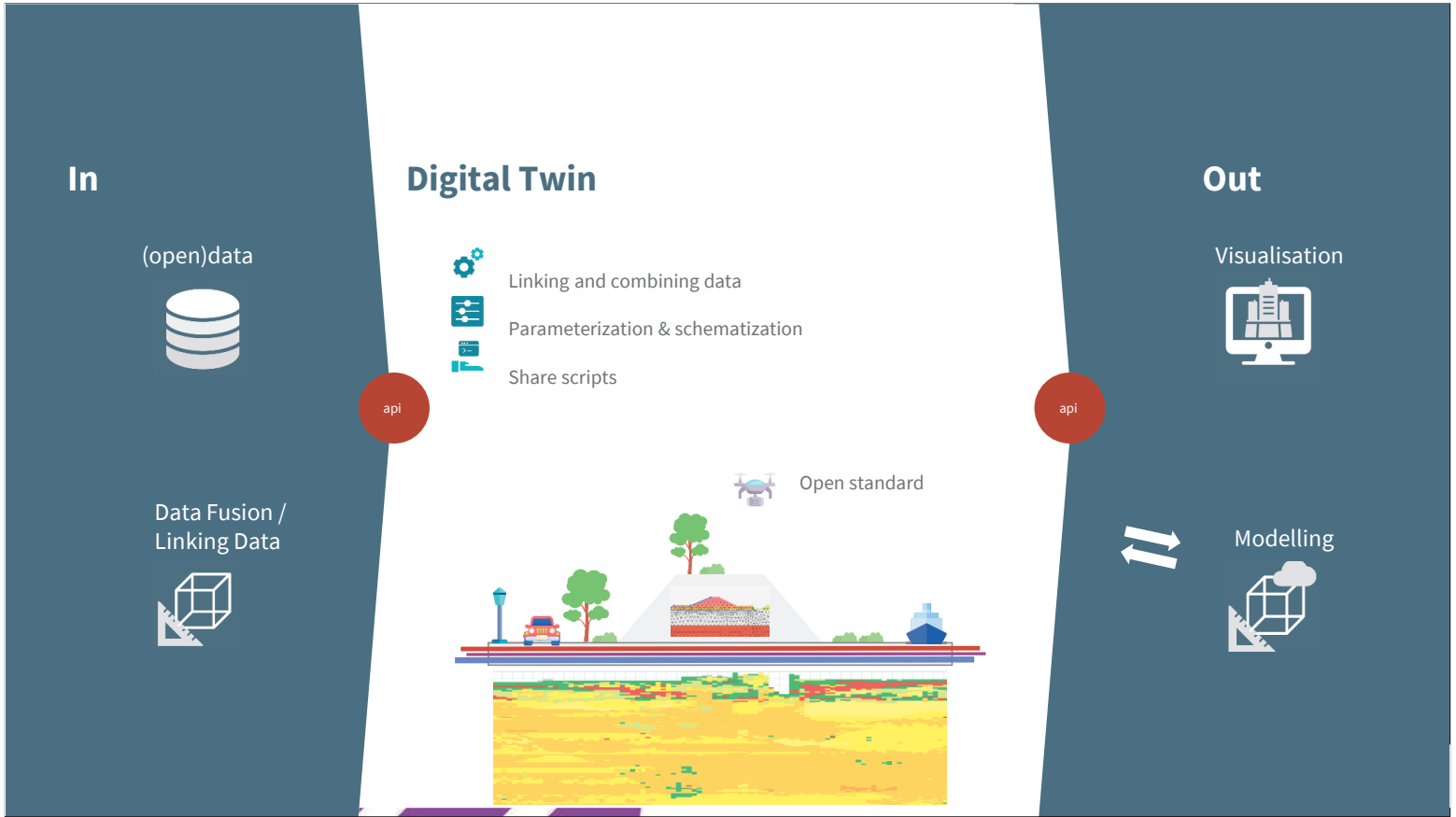
Geographic Information System (GIS)

Spatial information for planning and business purposes



Digital Twins

Simulating alternative plans for our society



Cloud(Library) Digital Twin



Link & combine data



Parameterization & schematization

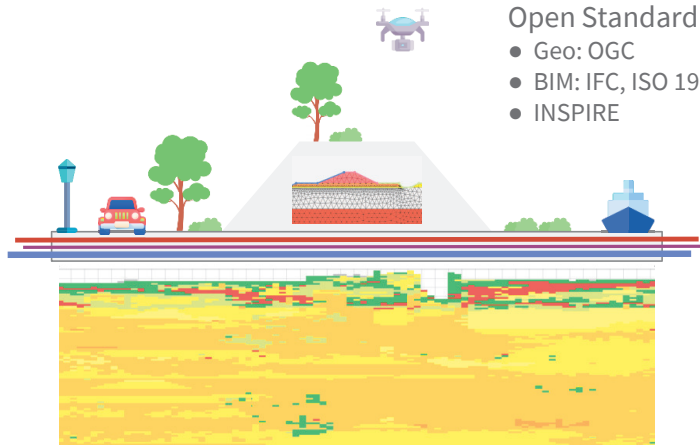


Share scripts



Open Standard

- Geo: OGC
- BIM: IFC, ISO 19650
- INSPIRE



api

api

Out

Visualization and Participation



Modelling



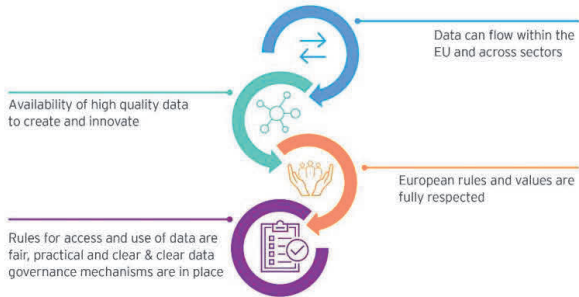
Modeling output back into the Digital Twin

api

European Union data strategy

European Strategy for Data

A common European data space, a single market for data

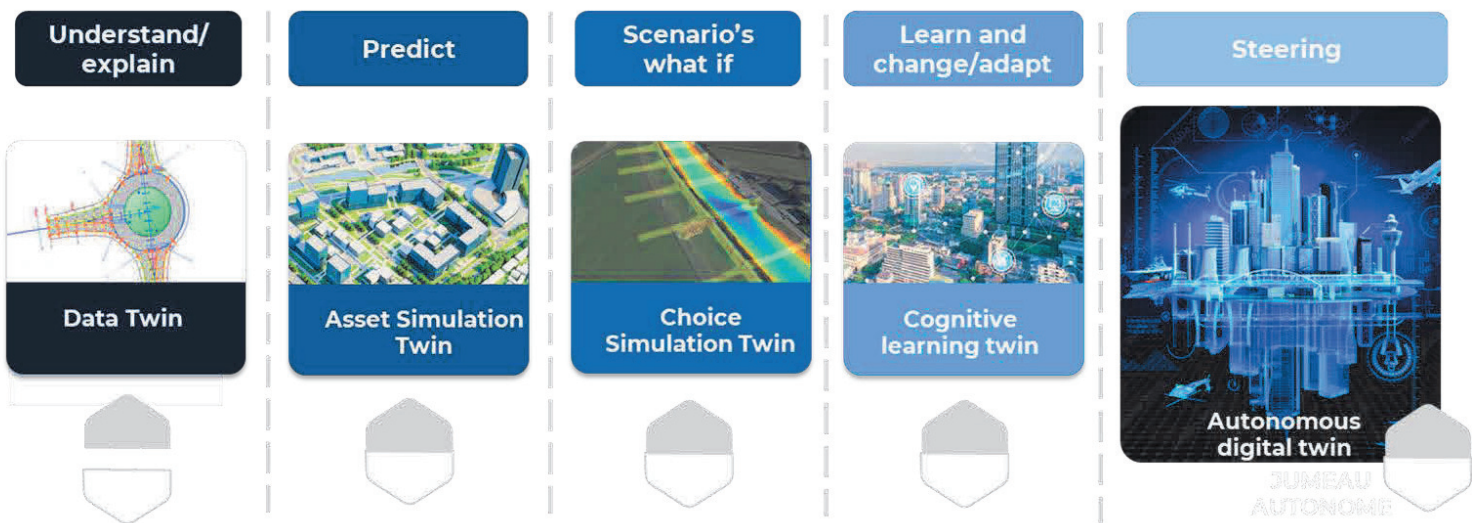


INSPIRE

Elevation	Geology
Energy resources	Soil
Orthoimaginary	Natural risk zones
Land use	Environmental monitoring facilities
Land cover	Atmospheric conditions
Species distribution	Meteorological geographical features
	Oceanographic geographical features

Source: Vernocchi, 2021

Digital Twin Maturity model



Source: Rook, 2019

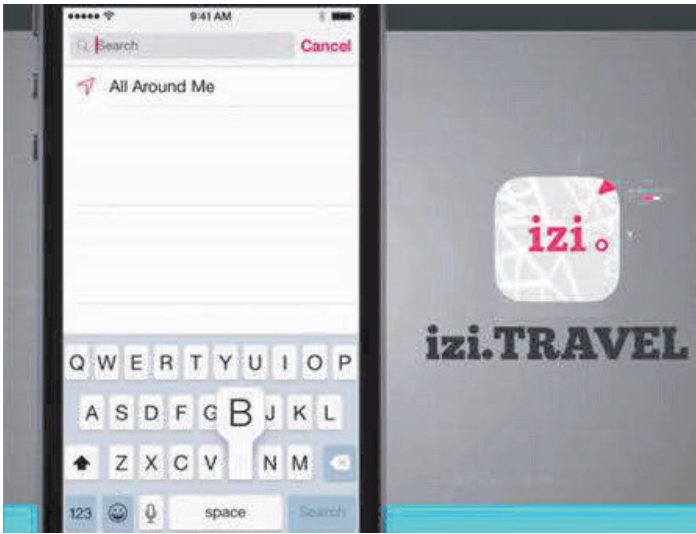
Demonstration Digital twin



15



Interfaces



Invitation

Let's partner up and unleash our collective creativity to think and develop together! Join us for an inspiring collaboration

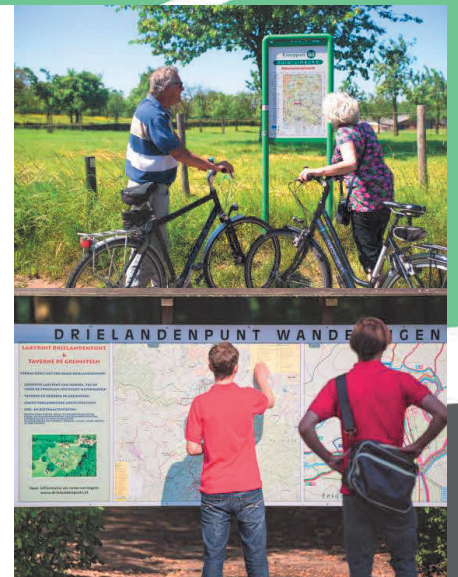
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yneke.van.iersel@geodan.nl



Open Universiteit

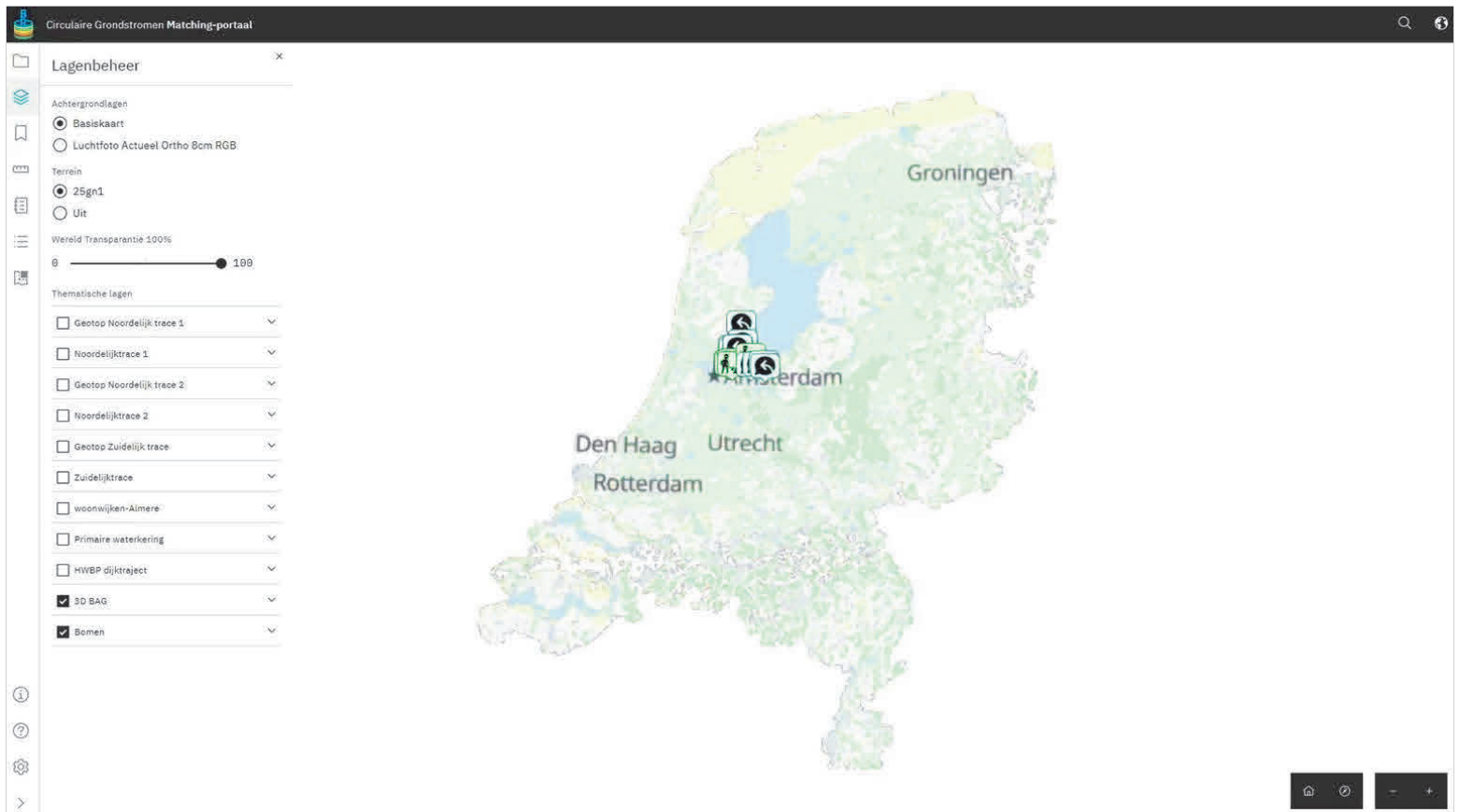


LOCATIQS

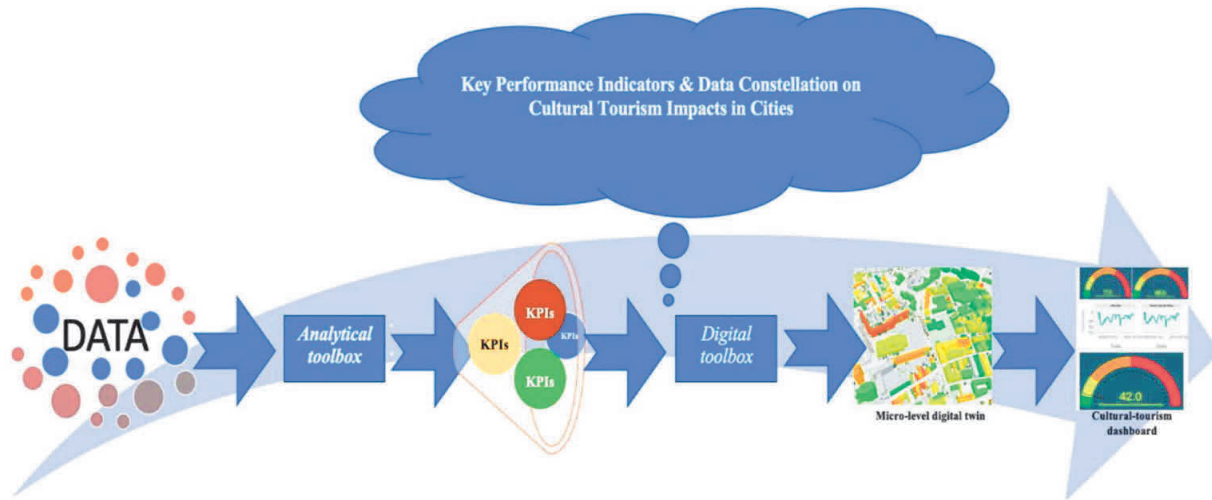
Finding value in every location

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2. Province of Limburg. (2018). Toeristische trendrapportage Limburg 2016-2017
3. Centraal Bureau voor de Statistiek (CBS), Localfocus. (2023). Continu Vakantie Onderzoek (CVO) 2022.
4. Vernocchi, M. (2021). European Union data strategy: helping businesses to grow. URL: <https://www.linkedin.com/pulse/european-union-data-strategy-helping-businesses-grow-marco-vernocchi/>
5. Rook, B. (2019). How digital twins are transforming wind operations



A cascade of hierarchical data use and monitoring



Source: Kourtit et al.,tbp

Integrated data warehouse for sustainable & circular performance of cultural tourism



Source: Kourtit et al.,tbp

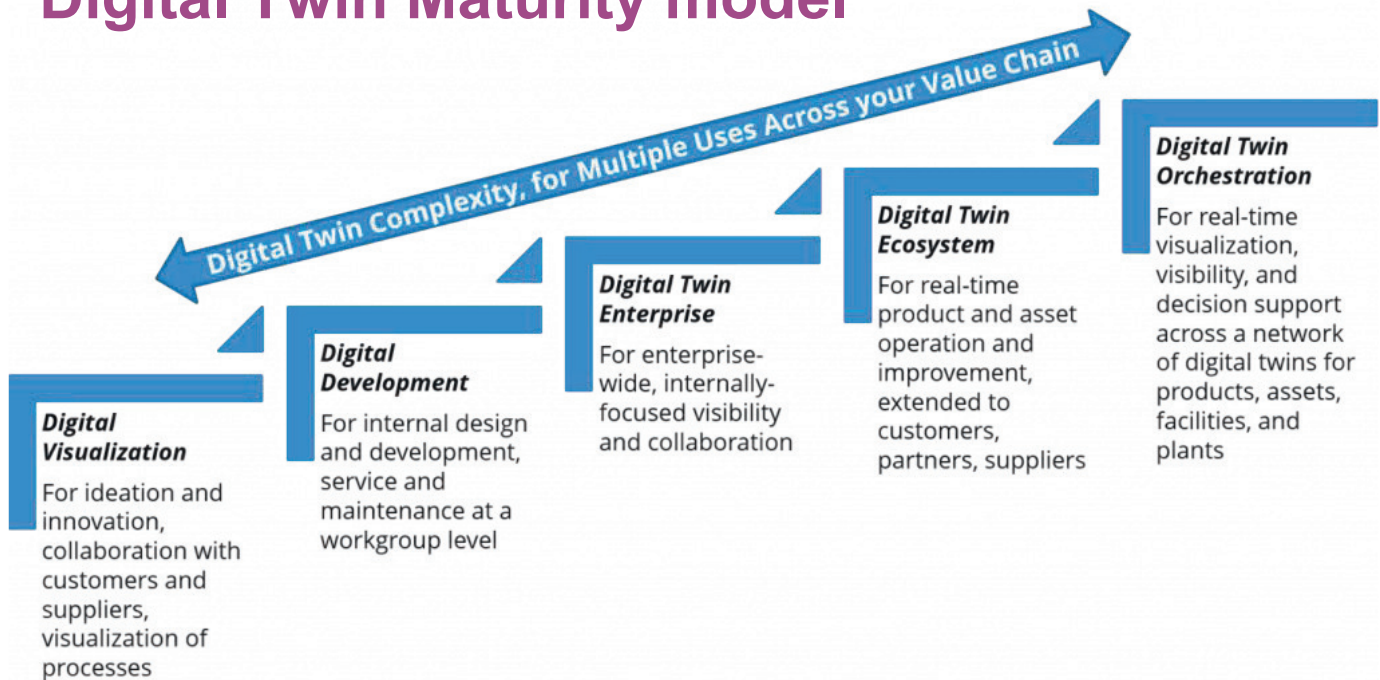
Tourism data in South Limburg

- **Tourism sector** became one of the most **important industry**¹
 - Almost **40.000 people** earn their living in the tourism sector every day²
- **4,3 million tourists** in 2022³
- **Motives** for tourists: nature, culture, history, shopping, entertainment¹



©Visit Zuid-Limburg

Digital Twin Maturity model



Source: Rook, 2019

Session 4: A future outlook to cultural tourism trends and policies

Presenters:

- Vasiliki Georgoula
- Milada Šťastná
- Manos Vougioukas
- João Martins



www.SPOTprojectH2020.eu

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

International Conference on Cultural Tourism Advances,
27-28 June 2023, Brussels

Theano S. Terkenli, Professor
Department of Geography, | e: t.terkenli@aegean.gr

Vasiliki Georgoula, Assistant Professor
Department of Tourism Economics and Management
| e: v.georgoula@aegean.gr



Horizon 2020
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΙΓΑΙΟΥ
UNIVERSITY OF THE
AEGEAN



Context of the study

- The **Cyclades' cultural heritage** and assets tend to be their most significant comparative advantages, distinguishing and upholding them as competitive tourism destinations.
- The **broad spectrum of these cultural assets** elicits variable cultural tourism, that has been especially affected by the COVID-19 pandemic.
- A great number of **cultural activities were banned** or did not take place at all during 2020.
- Until July 2021, the repercussions of the pandemic had been grave for **tourism-dependent economies and countries**, and particularly for the Cycladic Islands.

Introduction

- The study engages in:
 - a critical assessment of the **changes in cultural tourism** due to the pandemic
 - the periods before and after the pandemic
 - both the supply and the demand sides of tourism
 - through the eyes of local/ regional/ national stakeholders, in Cycladic islands.

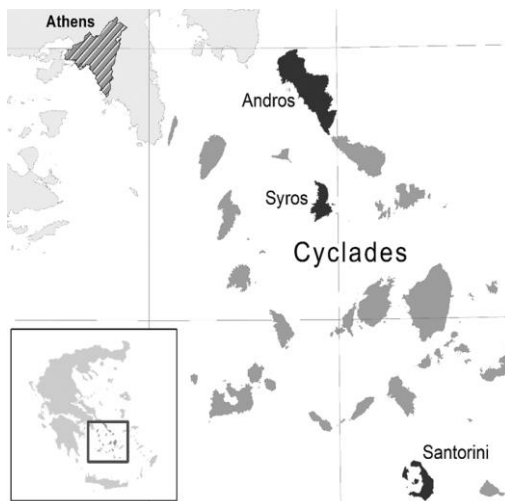


Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

Slide: 3

SPOT

Case study: the Cyclades (Andros, Santorini, Syros)



- The Cycladic Archipelago of Greece was selected
 1. as a significant global tourism destination
 2. as a case of a small-island tourism-dependent destination, but also
 3. because of its especially rich past and present cultural heritage, constituting its distinctive tourism-attraction profile and competitive edge.
- The Cyclades (especially the islands of Mykonos and Santorini) are among the most world-renowned and highly-competitive global-tourism destinations in Greece.

Source: Laboratory of Cartography and Geoinformatics, Department of Geography, University of the Aegean

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

Slide: 4

SPOT



Santorini

Syros

Andros

05/07/23 Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective. Slide: 5

SPOT

Theoretical background

- We adopt the definition of cultural tourism as the **compound set of activities** of tourism planning, effectuating and experiencing a destination, **with the motive of culture** (Mandic & Kennell, 2021).
- We embrace **culture in its broader sense, as encompassing all relevant tourist motives and typologies** (Sayeh, 2022; Kaufman & Scantlebury, 2007; McKercher & Du Cros, 2003; Weaver et al., 2001), with special attention **not to delimit it to 'high culture' or 'heritage' applications to tourism.**
- The broad spectrum of these cultural assets elicits variable cultural tourism, a form of tourism that **has been significantly affected by the pandemic and its global and local repercussions** (Laquinto, 2022; Jacobsen et al., 2021; Knezevic et al., 2021).



Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

Slide: 6

SPOT

Theoretical background

- Despite the major upheaval brought by the pandemic, **up until 2020, tourism arrivals and expenditure had continued to grow** (UNWTO, 2020). The Southern Aegean islands (Cyclades and Dodecanese) tend to **attract 1 out of 4 tourists** visiting Greece (INSETE, 2020; Statista 2021).
- The Cycladic islands have always been **extremely dependent on tourism** for their economic survival (INSETE, 2020).
- More research is called for to assess the pandemic impacts on such destinations (i.e., small tourism-dependent Mediterranean islands) in their broader past and future perspective (Ferretti, 2021).



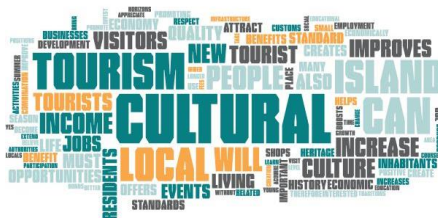
Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

Slide: 7

SPOT

Methodology and research design

- The study's research questions :
 - What were the distinctive characteristics of cultural tourism in the Cyclades, before the pandemic?
 - How were these affected by the pandemic?
 - What is the future outlook for cultural tourism in the Cyclades, after the pandemic?
- In order to achieve the study's objective, the following steps were undertaken in the context of the [H2020 EU project SPOT](#) during the years 2020-2022:
 - a series of stakeholders' interviews, September 2020
 - a round-table discussion, July 2021
 - a small, targeted questionnaire, November 2022



Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

Slide: 8

SPOT

The 3 stages of data collection and the stakeholder types (2020-2022)

Interviews in late summer 2020

- Deputy Mayor of Syros for tourism and culture
- Deputy Mayor of Santorini for culture
- Head of culture/heritage NGO, Syros Institute

Roundtable discussion July 2021

- National Tourism Organization of Greece (EOT) representative in Andros
- Cyclades Chamber of Tourism representative
- Cyclades Ephor of Antiquities (Ministry of Culture)

Short questionnaire in fall 2022

- Scientific Director of the Greek Tourism Confederation (SETE)
- National Tourism Organization of Greece (EOT) representative in Andros
- Deputy Mayor of Syros for tourism

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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SPOT

Research Findings

Research Question 1. Findings on the distinctive characteristics of pre-pandemic Cyclades

cultural tourism

- Tourism **had been thriving in most Cycladic destinations** before the pandemic, but cultural tourism suffered from:
 - overconcentration in specific sites/ attractions,
 - lack of organizational coordination,
 - inadequate infrastructures and
 - circumstantial clientele.
- **Tourist satisfaction** with locally provided cultural tourism aspects **is high and interest in all types and forms of cultural tourism evident**, several aspects of existing current cultural tourism need to be improved i.e., diversity, pricing and quality of offered cultural activities.
- *Cultural tourism for "our" islands has, so far, been tourism "complementary to the main sea-sand-sun type of tourism" (Vice Mayor of Syros, 2020).*

"3 million tourists arrived Santorini in 2019, only 450,000 visited its most significant attraction, the archeological site of Akrotiri." (Vice Mayor of Santorini, 2021)



Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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Research Findings

Research Question 1. Findings on the distinctive characteristics of pre-pandemic Cyclades cultural tourism

- Tourism in the Cyclades **had been continuously growing in the pre-pandemic decades** promoting tourism flows in the region as it had contributed:
 - to economic growth
 - to population retention
 - to an increase in employment opportunities
 - to variable (infrastructural and other) investments, and
 - to overall local and regional development, including cultural development.

*“There is **no central planning for cultural tourism** in the Cyclades. Many factors come into play as regards the development of cultural tourism here, but **no pertinent tourism policy exists**” (Ephor of Antiquities, 2022)”*

*“**Lack of cooperation among all interested and involved parties**”*

(Deputy Mayor, Syros 2021)

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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Research Finding

Research Question 2. Findings on how culture and cultural tourism were affected by the pandemic.

- At the outset of the pandemic (summer 2020), **the supply side of Cyclades tourism, culture, and cultural tourism expressed great concern to address the challenges of the COVID-19 pandemic.** The majority of cultural activities and all events and festivals **were banned** during 2020.
- Local tourism entrepreneurs **expressed a fatigue in having to sustain the islands' tourism sector on their own**, without the State's help, called to operate in a *'hostile environment'*.

*“The State's misguided actions in combatting the pandemic and its repercussions, leading to an **even more serious loss of jobs and opportunities for a sustainable future in local culture and island life** (Round table discussants, 2022)”*

*“Collateral losses, e.g., **many people employed** in the sector of culture have already **changed profession**” and several businesses closed down permanently.*

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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Research Finding

Research Question 2. Findings on how culture and cultural tourism were affected by the pandemic.

- The tourists who visited the Cyclades in the summer of 2020 **spent more money at the destination** as pointed out by one of our interviewees.

*“The pandemic brought the **respite from rampant tourism activity** on Santorini that allowed for a period of recollection and re-evaluation in the sectors of culture and cultural tourism, towards more sustainable future solutions, and a turn towards the sectors’ digitalization (Vice Mayor of Santorini for Culture, 2020)”*

- The so called **‘overtourism’ problems** (i.e., traffic congestion, waste management in Santorini and Syros) **reportedly abated** during the summer of 2020.
- **Tourist satisfaction during the pandemic was generally lower** than that before the pandemic, there was a significant number of tourists who reported a similar or better experience now (in pandemic times) as compared to the past.

Findings highlight the durable and sustained popularity of (cultural) tourism in the Cyclades and indicate the capacity of Cycladic tourism to cater to the needs and demands of a loyal and growing clientele.

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders’ perspective.

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SPOT

Research Finding

Research Question 3 Findings regarding the post pandemic outlook for cultural tourism in the Cyclades

- Our stakeholders overwhelmingly considered the COVID-19 pandemic as an opportunity to address old impediments. So, emphasis was placed on:
 - **‘green’, sustainable and milder forms of tourism**
 - **the digitalization of (cultural) tourism in the post pandemic era**
 - **the dynamic potential of cultural tourism**, as a way to reconstitute the two major problems of the islands’ tourism sector: **seasonality and predominance of ‘mass’/ organized tourism.**
 - **the great internal cultural diversity in the Cycladic Archipelago as a promising competitive edge for the future development and diversification.**

*“A different type of tourism that **does not destroy the landscape and the tourism product itself** (e.g., turn islands into ‘tourism paradises’), but rather **protects and promotes** the intangible heritage of the islands, ways of life and activities in rural areas and in the sea: these are clearly deteriorating and in the process of being irrevocably lost” (Vice Mayor of Santorini, 2021)*

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders’ perspective.

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Research Finding

Research Question 3 Findings regarding the post pandemic outlook for cultural tourism in the Cyclades

- The **need to regulate tourist inflows** better was expressed, acknowledging the importance of culture for tourism, as **“the future of the islands”**.
- The Cyclades Chamber of Commerce representative especially rallied for the **preservation of the islands’ culture**, as a tangible fact of everyday life.

“The Cyclades risk becoming an unaffordable destination for domestic tourism, due to the rising cost of the whole tourism product, caused by the various ongoing crises in Greek society” (National Tourism Board Representative, 2022).

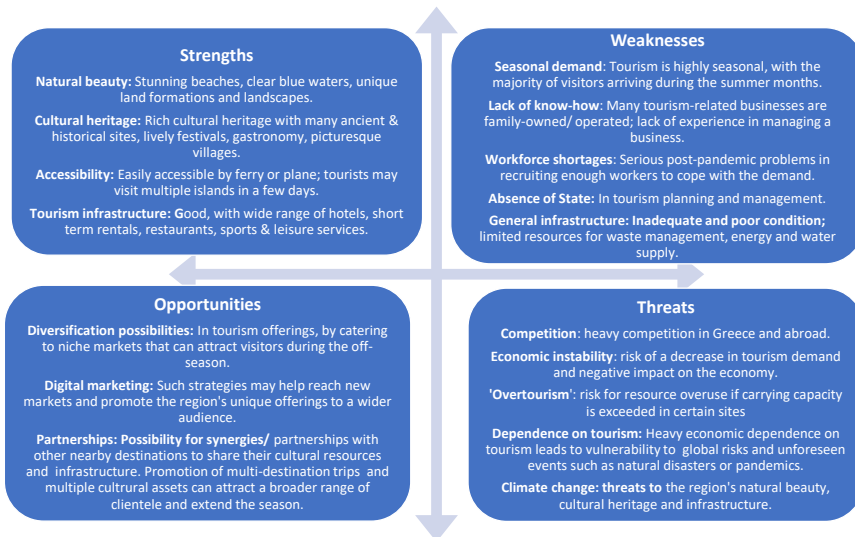
- The value and significance of protecting the islands’ physical environment, local character, cultural heritage and cultural production were highly advocated, through a series of **proposed measures addressing longstanding deficiencies** and future risks (i.e., **imposing more restrictions on hotel constructions** and other tourism infrastructure, as well as on mass/ package tourism).

Cultural tourism in the Cyclades before and after the pandemic: a stakeholders’ perspective.

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SWOT ANALYSIS



Cultural tourism in the Cyclades before and after the pandemic: a stakeholders’ perspective.

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SPOT

Conclusion

- Issues of sustainability and changing market demands, become especially pressing for tourism and destinations calling for adaptation to emerging trends and challenges, despite an attempted return to business-as-usual.
- The importance of further advertising and communicating the natural and cultural beauties of the Cyclades was raised, in conjunction with the urgency of regulating tourism flows in the islands.
- ‘Greener’, sustainable and ‘alternative’ (special interest/ purpose) tourism development, supported by new ICTs, seemed to be highly favored by our stakeholders.
- Funding and infrastructure provision were deemed essential, as well as tourism vocational training.

All sectors and levels of government ought to be involved in the islands' cultural tourism development and governance, in collaboration with all relevant local/ regional parties (tourism-related businesses, the cultural sector, NGOs and civil societies).



Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective.

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Thank you for your attention!

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www.SPOTprojectH2020.eu



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UNIVERSITY OF THE
AEGEAN





Recommendations for Cultural Tourism Development

Milada Šťastná and Antonín Vaishar




Horizon 2020
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644



Cultural Tourism

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

The project's aim was **to develop a new approach** to understanding and addressing cultural tourism and to promote the development of **disadvantaged areas**.

The project used case studies across **13 European regions + UK + Israel**

The project engaged academics and stakeholders in developing **policy proposals** in practice via an **Innovation Tool** to assist policy-makers at all levels as well as practitioners.

Key Research Directions

RD1: Forms of Cultural tourism and tourism cultures in each case study

RD2: Cultural tourism and Europeanisation (identity, minorities)

RD3: Cultural tourism and regional development (good practices)

RD4: Cultural tourism and local stakeholders

SUSTAINABLE Solutions

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.

Cultural Tourism – 8 Golden Rules

EU stakeholder's level and local/regional stakeholders' level

Rule 1 Policy Formulation

Have regard to the formal policies at national, regional and local levels so far as they relate to Cultural Tourism; the policies will probably show relevant political priorities and will almost certainly point the way to funding opportunities and the potential for influencing those policies.

Rule 2 Local Engagement/Local Benefit

Successful Cultural Tourism activities tend to have strong local community support. To start a process of engaging local residents and businesses, it is necessary to be clear about the likely benefits (and dis-benefits) of any development.

Rule 3 Shared Vision

To assemble the necessary finance, permissions, support from all economic and social sectors and motivation, a Shared Vision should be developed. There will be contrary forces, but the consultative processes involved in developing a Vision will pay off in terms of identifying any ameliorative measures. A locus (organisation or individual) will be needed to lead the work, along with a putative timescale.

Rule 4 Sustainable Development

Sustainability should be built into all aspects of the programme; this will be of benefit to local residents, can be an educational tool and may be attractive to potential visitors.

Rule 5 Innovation

Any development will be innovative; be aware of the level of innovation required and ensure that any necessary training, investment etc. are put in place.

Rule 6 Infrastructure/Policy Mix

Infrastructure may need to be in place in advance of market demand, meaning resources to develop transport, accommodation, sanitation etc. have to be identified; the phasing of the different elements of implementation will need to be considered, as will the impact on local communities.

Rule 7 Implementation

Having decided what to do – policy and vision – who will deliver it? Check implementation structures and particularly liaison arrangements between public and private sectors.

Rule 8 Monitoring and Evaluation

Create processes for recording progress, in particular, and ensure the measures being used identify Cultural Tourism metrics specifically. Ensure data is shared between all stakeholders.

Rule 1: Policy Formulation

Policy recommendation 1) Tourism (at around 10% of European GDP) should be recognized as a **full-value policy sector at the EU level** (currently under *Internal Market, Industry, Entrepreneurship and SMEs*).

Policy recommendation 2) Cultural tourism valuing cultural identity, should be **integrated into the EU cohesion policy**. CT can be leveraged to enhance respect for the diverse cultural and linguistic values of minorities, and diversity. *Example: Gypsy jazz festival*

Policy recommendation 3) CT should be connected/incorporated into existing financial instruments on the EU level. *Example: Structural funds, HE, INTERREG*

Policy recommendation 4) Cultural tourism should follow a bottom-up approach (specific for each area and place-based). Cultural attractions should link to similar ones up the scale. *Examples: European Culture Route of Saints Cyril and Methodius*

27/06/2023 International Conference on Cultural Tourism Advances

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Rule 2: Local Engagement/Local Benefit

Policy recommendation 5) Successful Cultural Tourism activities tend to have strong local community support. *Example: To start a process of engaging local residents and businesses*

Policy recommendation 6) It is necessary to be clear about the likely benefits (and dis-benefits) of any development. *Example: traditional events, festival*

Policy recommendation 7) The development of cultural tourism directly requires the involvement of local residents, for whom it also brings their own cultural development *Example: direct financial benefits, creation of job opportunities, contracts for local entrepreneurs and the like*

Policy recommendation 8) It is necessary to minimize the possible negative manifestations of the development of (cultural) tourism. *Examples: excessive traffic by strangers, noise, car traffic congestion, waste, etc.*

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Rule 3: Shared Vision / Europeanisation

Policy recommendation 9) Support CT networks based on cultural similarities, diversity and local identity **by harmonising rules and regulations** on the one hand and **encouraging exchange and mutual understanding and cooperation**, for instance through social media, entrepreneur visits, events, promotional activities, branding/logo, on the other.

Examples: Use hashtags and logos; European cultural trails; Thematic network of cultural tourism providers (beer, honey producers, pottery, salami producers..)

Shared visions:

Cultural tourism development in the area should seek a common vision owned, agreed upon and shared by the community, place-based, authentic and realistic (accurately portrayed) and grounded in a clear marketing plan. *Radovljica - Radol'ca community-based tourism strategy and branding*

Rule 4: Sustainable Development/Green Agenda

Policy recommendation 10) Cultural Tourism (CT) as an example of Sustainable Tourism. Convince stakeholders of the long-term impact of their decisions. Use of cultural tourism as a tool for emphasising the sustainability pillars in the area. *(Include culture as the fourth pillar in sustainable development models besides social, environmental and economic dimensions).*

Tools: Stamps and other means of recognition at cultural sites, businesses, organisations, and activities, highlighting their commitment to sustainability would assure a certain quality level.

Examples: For instance, EUROPARC, <https://www.europarc.org/library/europarc-events-and-programmes/european-charter-for-sustainable-tourism/>

The **Green Deal** does not explicitly recognise the term 'tourism', which mitigates against successful funding applications.

Sustainable Development/Green Agenda

Policy recommendation 11) Raise awareness of CT as an educational tool for sustainable principles and ethics.

Tools: Including it in the syllabus/curricula of early-age pupils, higher education and specialised training in tourism, ...**Example:** *WaterSTEAM.eu*

Policy recommendation 12) Foster the implementation of sustainable business models in order to properly manage cultural sites and ensure commitment among stakeholders.

Tools: Training and adaptation to new requirements in business models that ensure sustainable principles. Develop social enterprises and connect them with NGOs.

Example: *INTERREG projects Central Europe responsible. ALTRUISTIC ENTREPRENEUR, CE sustainable model to support social entrepreneurship (CE RESPONSIBLE)*

Rule 5: Innovation

Policy recommendation 13) Make optimal use of existing possibilities for financial support for CT initiatives. Proper criteria should be adopted for the measure of inclusion*, the measure of innovative interactive practices, and sustainability

EU / National: Leonardo da Vinci- or Grundtvig-type of financial support for mobility and exchange (of professionals involved) to be realized. This would at the same time strengthen the Europeanisation of the specific CT activity.

EU / National: Use innovative CT practices for the aim of emancipation of groups** and issues, using e.g. Grundtvig support. To use CT as a driver to multiply/spread economic and social benefits throughout local society (e.g. SME innovation support with the EC).

EU / National: Define Research challenges to explore new revenue models (Horizon Europe; Green Deal; National Funding)

***Example:** *Production of wine by women of Italy** Such groups can find a niche in CT in order to survive. Out-of-the-box entrepreneurship pays attention to the integration of different groups.*

Innovation

Policy recommendation 14) Increase the digital promotion and facilitation of information about cultural tourism to improve the visibility of cultural tourism attractions and promote social inclusion

Use digitalization as a **tool to promote specific minorities'** cultural heritages to a wider audience. / Wifi for free, digitally promotes inclusion of minorities in CT, to increase respect and visibility. / interactively, minority activities*. Minorities can show the value of their heritage. **Invest in different forms of digitalisation**** and **social media** (not only marketing but also storytelling***, connecting generations, vocalising less heard voices: this all helps to build community) because these are good ways to strengthen the engagement of different generations and minorities and forgotten history, dark heritage. Internet facilities!

Examples: **Different perceptions of cultural heritage by various ethnic groups ' gipsy festivals'****artificial intelligence in museums to understand and enhance experiences* ****storytelling as a possibility in digital platforms*

Rule 6: Infrastructure/Policy Mix

Policy recommendation 15) Avoid developing separate cultural tourism policies

Tools: Facilitate cultural tourism by an **integral cooperative approach** connecting levels, fields, and actors in order to create sustainable, innovative, and accessible infrastructure.

Example. *Link access to ballet, opera etc. across Europe by joint/promotional ticketing.*

Policy recommendation 16) Barriers between culture and tourism should be broken

Tools: Stimulate cooperation and networking among different sectorial stakeholders through education and training, also taking advantage of the academic knowledge brought together by the SPOT project.

Example. *The Italian case of Langhe where literary landscapes, historical memories, wine and food tourism are combined.*

Rule 7: Implementation

Policy recommendation 17) CAPACITY BUILDING: Human resources and knowledge transfer in regards to cultural tourism **should be secured** via supplying vocational training, supporting entrepreneurship and good practice exchange at **all governance levels** and/or in transnational contexts.

Example: project platform on the EU level (<https://keep.eu/>) or smaller-scale platforms at regional and local levels; seminars, conferences (e.g. annual European Week of Regions and Cities or competitions about good practice in cultural tourism management (e.g. European Cultural Tourism Award))

Policy recommendation 18) FUNDING: Funding instruments should **target different cultural tourism needs** and continually provide different types and scales of **financial support** like project-oriented or structural funding, e.g. participative budgets for small-scale local initiatives, and Interreg funding for soft interventions.

Example: Interreg CE programmes 2014–2020, priority environment/culture

Rule 8: Monitoring and Evaluation

Policy recommendation 19) To develop a common EU Cultural Tourism Observatory (EUCTO) for monitoring and evaluating cultural tourism by a common methodology to produce open access and comparable databases with quantitative/qualitative indicators at the EU, national, regional and local levels taking into account all involved actors:

Examples: EUROSTAT- national level, ESPON (espon.eu), Observatory of Tourism in Barcelona: City and Regions, Centro Universitario Europeo per i Beni Culturali, Aegean Sustainable Tourism Observatory

Policy recommendation 20) To use the capacity of the SPOT-IT tool to improve CT development

Examples: Innovative Tools for Tourism and Cultural Tourism Impact (www.impactour.eu)



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- Thank you for your attention!





Cultural Heritage Management Framework for enhanced cooperation between Museums and Cultural Heritage Sites



Ema Makarun
Ivana Golob Mihić
Manos Vougioukas



European Cultural Tourism Network (ECTN)

the only pan-European network of destinations, regional and local authorities, tourism boards and associations, Universities and research institutes that brings together the cultural and tourism sectors to cooperate for

Sustainable Cultural Tourism
development and promotion



**Formed in Brussels in May 2009, as a merger of 2 previous networks
39 members in 21 countries, including 6 Non-EU countries**

**Founding member of the European Heritage Alliance 3.3
Signatory of the European Tourism Manifesto**



ReInHerit Horizon 2020 CSA

Digital Hub

Tools and resources (on training, tourism, conservation, preservation, knowledge creation, content use/ reuse, illicit trafficking of goods) necessary for sustainable management will be shared through the digital platform that will host the ecosystem. This ecosystem will also be the experiential open-ended space that will support and generate entrepreneurial initiatives, knowledge produced through co-creation, curation of digital content and visitor experiences

ECTN offers its substantial EU network for further project scientific results dissemination & exploitation & communication, particularly in relation to cultural heritage tourism



Guidelines - D2.5 deliverable in the Work Package 2 of the ReInHerit project

Based on

- ▶ Primary research
 - ▶ Focus Group Report - Phase 1 (D 2.1)
 - ▶ Focus Group Report - Phase 2 (D 2.4)
 - ▶ Questionnaires Report (D 2.3)
- ▶ Secondary research
 - ▶ Literature Review (D 2.2) - relevant scientific literature and research reports on cultural heritage management, identifying bottlenecks and opportunities

Aim

to deliver practical guidelines with focus on the model of sustainable cultural heritage management, digital technologies and efficient and long-term communication between sites and museums, and facilitating sustainable cultural tourism development and promotion



To outline cultural heritage management in general it is necessary to detect communication model between museums and cultural heritage sites and to address some of the main heritage management tasks; needs and challenges regarding the work of cultural heritage institutions, local community engagement, digital technologies, marketing, financing instruments and visitors' involvement.

Basic Premise - Museums and Cultural Heritage Sites

- ▶ definition of Cultural Heritage - as a legacy of tangible, intangible and natural heritage
- ▶ interdisciplinary field
- ▶ has a great impact on society and human development
- ▶ purpose of serving community interests
- ▶ short and long-term vision and mission
- ▶ defining values and goals
- ▶ providing self-evaluation and external evaluation

Employee and Collaborator Management

- ▶ establishing a network between professionals and CH stakeholders
 - ▶ conferences, travel exhibitions, publications, digital platform suitable for all stakeholder to exchange good practices, providing communication between various professional
 - ▶ maintain fair and clear relationship between relevant institutions in the CH field
- ▶ education, training and skills of the employees
- ▶ distributing responsibilities between the employees



Collection Management

- ▶ is considered to be an absolute essential process regardless if collection is small or large, public or private
- ▶ cataloguing - research, interpretation, conservation, presentation and publishing of the items and its content
- ▶ permanent and long term exhibitions, travel exhibitions
- ▶ storage in terms of organizing, safekeeping and preservation of all the objects in the collection
- ▶ digitization as a new way to redefine museum/site role within the constantly changing world
 - ▶ CH accesible to all



Intellectual Property Management

- ▶ intellectual property rights are legal rights that belong to the rightholders with the aim to protect the fruits of human intellect in the field of industry, science, literature and art
 - ▶ copyright, patents, trademarks, trade secrets etc.
- ▶ the goal is to clear all questions and suspicions so that the cultural heritage site or museum can monetize its intellectual property assets

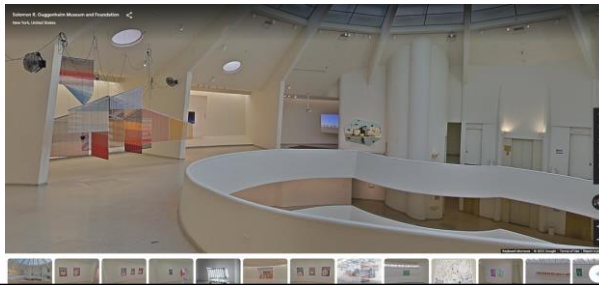
Audience and Local Community Engagement

- ▶ audience is the consumer of the content / benefit from cultural offer
 - ▶ can have an active role as co-creators
 - ▶ mapping motivation, interests, barriers and wants / existing and potential audience
 - ▶ long-lasting relationships / institution move closer to society
 - ▶ detecting the needs of the audience and developing participatory programs (educational programs, new technologies), promoting social participation, improving communication
 - ▶ social inclusion, inclusion of minority groups and special needs groups require dedication
 - ▶ digital technologies as a tool for audience development - educational and smart tourism applications, digital exhibition, digital gamification or providing technology assisted immersive experience



Pandemic Effects and Post-COVID Era in Cultural Heritage Sector

- ▶ special tasks in CH management is to reorder daily work of cultural heritage institutions by adopting the new pandemic measures in which absence of physical social interaction is the new normal and digital technologies have to take a great part in presentation of cultural heritage
 - ▶ online collections, 360° tours, virtual museums, online publications, digital exhibitions and virtual tours of galleries via streaming platforms
- ▶ e-stores and selling digital content/experiences / “digital heritage tourists” and wider audience



Environmental Concerns and Climate Change

- ▶ CH sites/museums as educational bodies can direct their mission into sending important message of environmental concerns
- ▶ “eco-conscious” operating manner in order to approach the idea of “energy efficient”, “sustainable” and “green” museum
- ▶ the aim is to raise public/local communities/awareness on climate change subject
 - ▶ to educate visitors and employees in the institution/organization on that matter



Marketing and Branding

- ▶ the idea is to highlight the uniqueness and be prominent while promoting your assets
- ▶ brand creates a label - meaning, how people perceive an institution and is more than a logo
- ▶ creating a communication plan and social media policies
 - ▶ mapping the needs of the audience
 - ▶ producing and promoting products that are suitable for communities surrounding the museum or CH site
 - ▶ different communication and marketing techniques / be more visible in the overcrowded market
 - ▶ collaboration within different sectors/external experts, adjusting working hours, involving volunteers, promoting membership schemes and building loyalty due to emotional benefits users attain
 - ▶ visibility of the location and promoting core principles and ideas/attributes

New Business Models and Financing

- ▶ creating appealing, competitive, innovative and multifunctional institution / better chances of raising funds to finance its purposes
- ▶ raising **audience awareness** - the visitor is going to pay for specific value
- ▶ cultural heritage institution as a good place for **donors' investment**
- ▶ creating a **commercial activity** - cafes, museum shop, e-shop, hosting special events
- ▶ establishing new technology driven business to attract young people to become a truly modern organizations
- ▶ **membership models** as a long-term commitment, providing an exclusive access to the content and the special involvement in the institution `s programs



Cultural Tourism

- ▶ tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination
- ▶ **cultural routes** as a good basis for effective cooperation between museums and heritage sites
- ▶ **creative tourism** - tourists and the locals themselves are involved in the co-creation of the tourist products
- ▶ **innovation and digitisation** - new challenges and demands in a fast-changing sector, including the evolution of digital tools, products and services
- ▶ **smart destinations** - technology, innovation, sustainability, accessibility and inclusivity along the entire tourism cycle



Consultation with 20 Destination authorities - ECTN Members on priorities for Cultural Tourism development and promotion, including post-pandemic regeneration of tourism

Priorities for Cultural Tourism

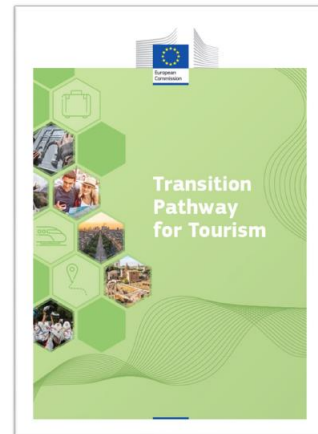
1. Involving Innovative and Digital Media, inc. AR/VR
2. Cultural Routes of the Council of Europe
3. Promoting *Creative Tourism based on Cultural & Creative Industries (CCIs)*
4. European Heritage Label sites
5. Enhancing Heritage Interpretation
6. Climate Action (Climate Heritage Alliance)
7. Transformation towards 'Smart Tourism' and 'Smart Destinations', including Sustainability, Accessibility, Digitalisation, Culture and Creativity



Transition pathway for tourism published 4/2/2022

- Policy and governance
- Green transition
- Digital transition
- Resilience
- Funding
- Monitoring and co-implementation

Transition Pathway report at EU Publications Office portal:
<https://op.europa.eu/s/vNbN> available in 22 languages



Transition Pathway for Tourism

Several and highly relevant references on:

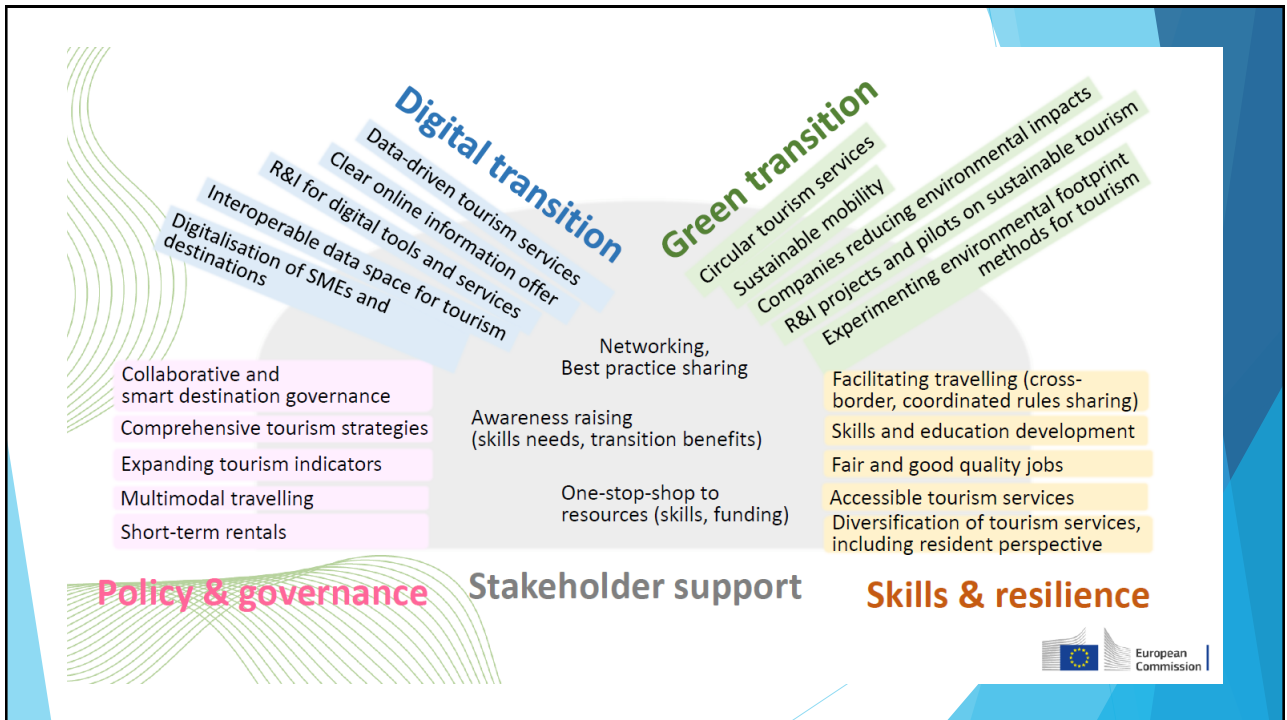
virtual and augmented reality services provide new ways to help preserve natural and cultural resources at risk, while enabling real-like visitor experiences

linking with the objectives of European data space for cultural heritage to **digitise cultural heritage assets**, R&I in this area could provide new innovative, sustainable and accessible forms of tourism services

innovative tourism services using advanced technologies (virtual reality, augmented reality, AI) and digitized cultural heritage

develop and implement **smart** and sustainable tourism strategies at the right level in order to emphasise local identity specialities by encouraging the promotion and quality craftsmanship, especially for regions that highlight their gastronomy, local knowledge and traditions.





Topic 3: Improving statistics and indicators for tourism

- ▶ Revising harmonised data collection rules on tourism statistics to include elements on economic, social and environmental sustainability Improving access to data for producing official statistics
- ▶ Including key sustainability indicators on destination level to the harmonised tourism data collection framework
- ▶ Implementing the EU Tourism Dashboard to support follow-up of environmental, digital and socioeconomic aspects of tourism on EU, national and regional levels

ReInHerit: + culture & heritage aspects

Topic 4: Comprehensive tourism strategies development or update

- ▶ Developing comprehensive national or regional strategies taking account of economic, environmental and social sustainability of tourism
- ▶ Guidance and best practice exchange for strategy development on national, regional and local level

ReInHerit:

Cultural Heritage Management Handbook (Oct. 2023)

Best Practices Guide (Nov. 2023)

Topic 5: Collaborative governance of tourist destinations

- ▶ Establishing collaborative and data supported destination management models
- ▶ Providing awards for smart destination management (Smart Tourism Capitals)
- ▶ Studying and sharing best practice on destination management

European Capital of Smart Tourism 2023:

ECTN Presidency Pafos (and Seville)

ECTN Awards 'Destination of Sustainable Cultural Tourism 2023'

With Europa Nostra, European Travel Commission and NECSTouR

International Conference on Cultural Tourism Advances 27-28th June 2023 - KU Leuven, Brussels, Belgium

Redefining Cultural Tourism Leadership: Innovative Approach and Tool

João Martins (UNI), Pedro Pereira (UNI),
Shabnam Pasandideh (UNI), Kashyap
Raiyani (UNI), Tarmo Kalvet (IBS), Mikel
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1

HORIZON 2020

Cultural Tourism – Growing Sector

*"Tourism is one of the world's most **important economic sectors**. It employs one in every ten people on Earth and provides livelihoods to hundreds of millions more."*

António Guterres,
UN Secretary-General



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2

HORIZON 2020

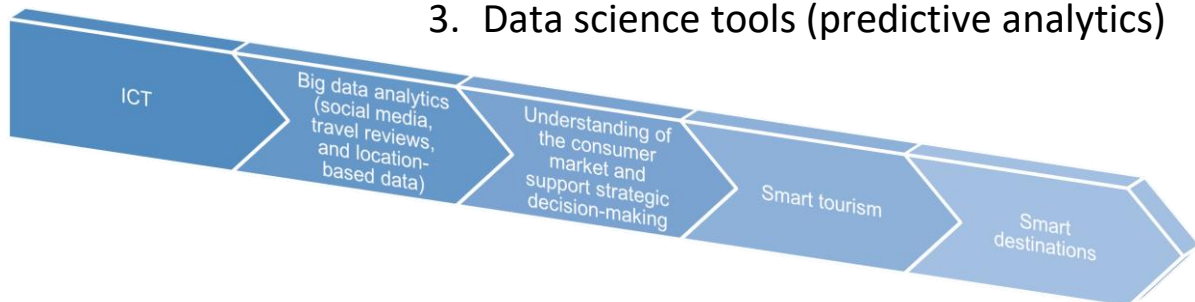
Towards a new way of leading Cultural Tourism

- Understanding Tourist Demands
- Destination Planning and Development
- Market Segmentation
- Evaluation and Assessment

HORIZON 2020

Key Trends Regarding Data and Tools in Cultural Tourism

1. Big data
2. Intelligence and analytical tools (including geoinformation and GIS tools)
3. Data science tools (predictive analytics)



HORIZON 2020

Emerging Tools for Cultural Tourism Impact Assessment

- Mobile positioning data
- World Wide Web data
 - Social media data
 - Web traffic and search data
 - online travel reviews (OTR)
- Data on sharing and collaborative economy
- Passenger data

HORIZON 2020

Evaluation and Assessment

- To understand the impact of cultural tourism on the host community
- To monitor and evaluate the effectiveness of cultural tourism initiatives
- To plan for sustainable cultural tourism development
- To allocate resources efficiently
- To ensure the preservation of cultural heritage

HORIZON 2020

Existing Indicator Systems

- Impact domain**
 - How the **impact domains** (environmental, etc...) are considered in other indicator systems literature?
 - How could be adapted specifically to **cultural tourism**?
- Deliberation**
 - Which **characterization indicators** are relevant for the impact domain?
 - Considerations on **resilience against external factors** from the impact domain point of view
- Criteria**
 - Which are the **key comparison criteria** selected to assess the impact domain? Considering those coming from previous literature and other new.
- Indicators**
 - Screen those **impact, characterization and resilience indicators** relevant for your impact domain and **feasible to measure and update**.

EXISTING INDICATOR SYSTEMS (Europe)

Indicators of Sustainable Development for Tourism Destinations (by UNWTO)	2004
ETIS European Tourism Indicators System	2016
SIROCCO	2017
CO-EVOLVE	2017
MITOMED+	2019
Cultural and Creative Cities Monitor	2017
Global Sustainable Tourism Council	2019

- Wide lists of indicators based on broad approach.
- Underline the relevance of focusing on destination level.
- Two main lists (UNWTO & ETIS) and existing good practice in applying those to real destinations and focused approaches.
- Defined and explored domains: Destination management; Economic; Social and Cultural; Environmental.
- Support on Tourism Planning and Policy-making.

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HORIZON 2020

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A gap in the area of indicators for Cultural Tourism: The Cultural Domain

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HORIZON 2020

Existing and IMPACTOUR Indicator Systems

Source	Analysis Impact Domains						
	Characterisation (or management)	Resilience	Environment	Economic	Socio-economic	Social & Cultural (together)	Social & Cultural (separated)
UNWTO	X	X	X	X		X	
ETIS	X		X	X		X	
SIROCCO	X		X	X		X	
CO-EVOLVE	X		X	X		X	
MITOMED+		X	X	X		X	
GSTC D-C	X		X		X		X
CCCM	X			X	X	X	
IMPACTOUR	X	X	X	X			X

HORIZON 2020

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CO-EVOLVE	X		X	X		X	
MITOMED+		X	X	X		X	
GSTC D-C	X		X		X		X
CCCM	X			X	X	X	
IMPACTOUR	X	X	X	X			X

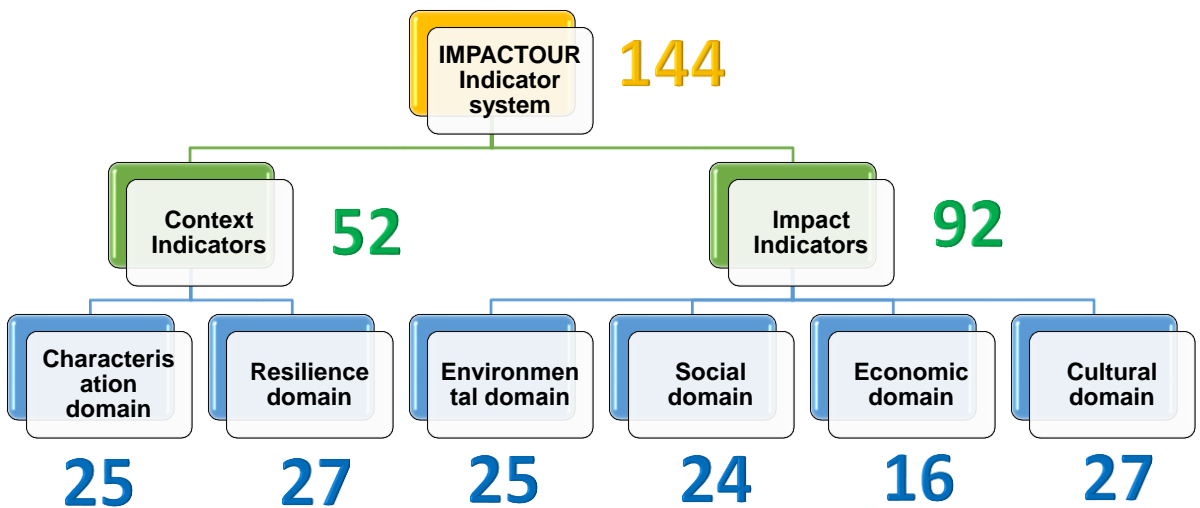
HORIZON 2020

IMPACTOUR Indicator Systems

- Characterisation indicators
- Resilience indicators
- Impact indicators
 - Cultural domain
 - Social domain
 - Economic domain
 - Environmental domain

HORIZON 2020

IMPACTOUR Indicator Systems (Domains)



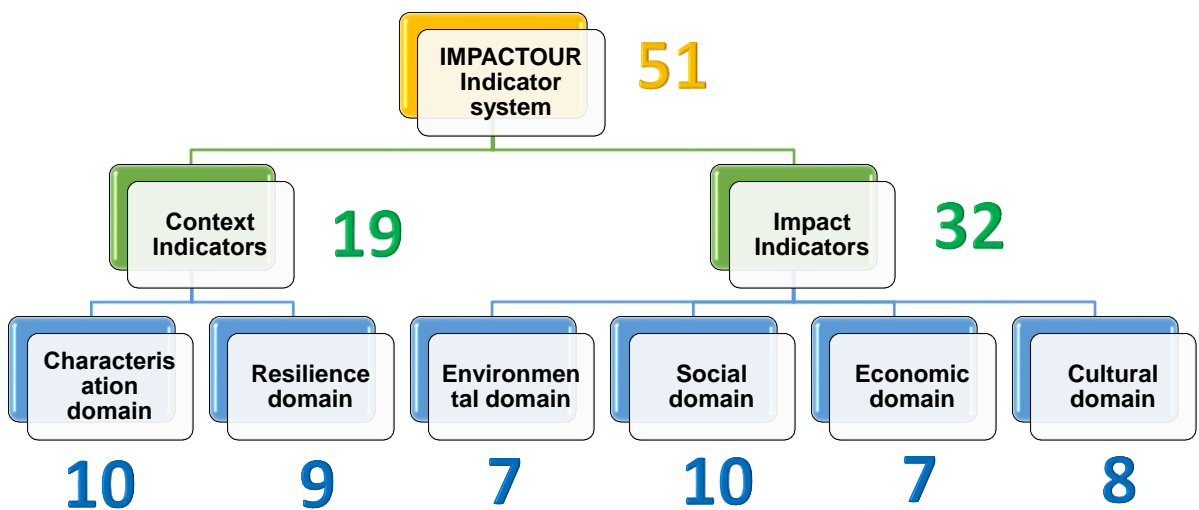
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IMPACTOUR Indicator Systems (Domains)

1. Follow **RACER** principles to obtain Relevant, Acceptable, Credible, Easy and Robust set of indicators;
2. **Reduce** the global number of indicators
 - Fewer but better focused indicators are much more indicative than long lists of unmanageable lists of indicators that will never be obtained
3. **Group and unify** indicators
 - Similar focus or objective
4. Assure **measurability**
 - Considering which data is available
5. Rethink on the indicator's **relevance** from the **Cultural Tourism** impact point of view
 - Eliminating indicators unequivocally directed to measure tourism (as a whole)

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IMPACTOUR Indicator Systems (Domains)



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IMPACTOUR Tool and Community Engagement



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IMPACTOUR

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IMPACTOUR types of lands (Pilots / Discussion Groups)

RURAL: For sites mostly characterized by its rural location and its agricultural economy, which may include abandoned sites and industries.

URBAN: For big towns or districts rich in architectural heritage, leading economic position in the country, with traditional ethnic communities and which may be centers surrounded by agricultural lands and/or once famous but now abandoned industries.

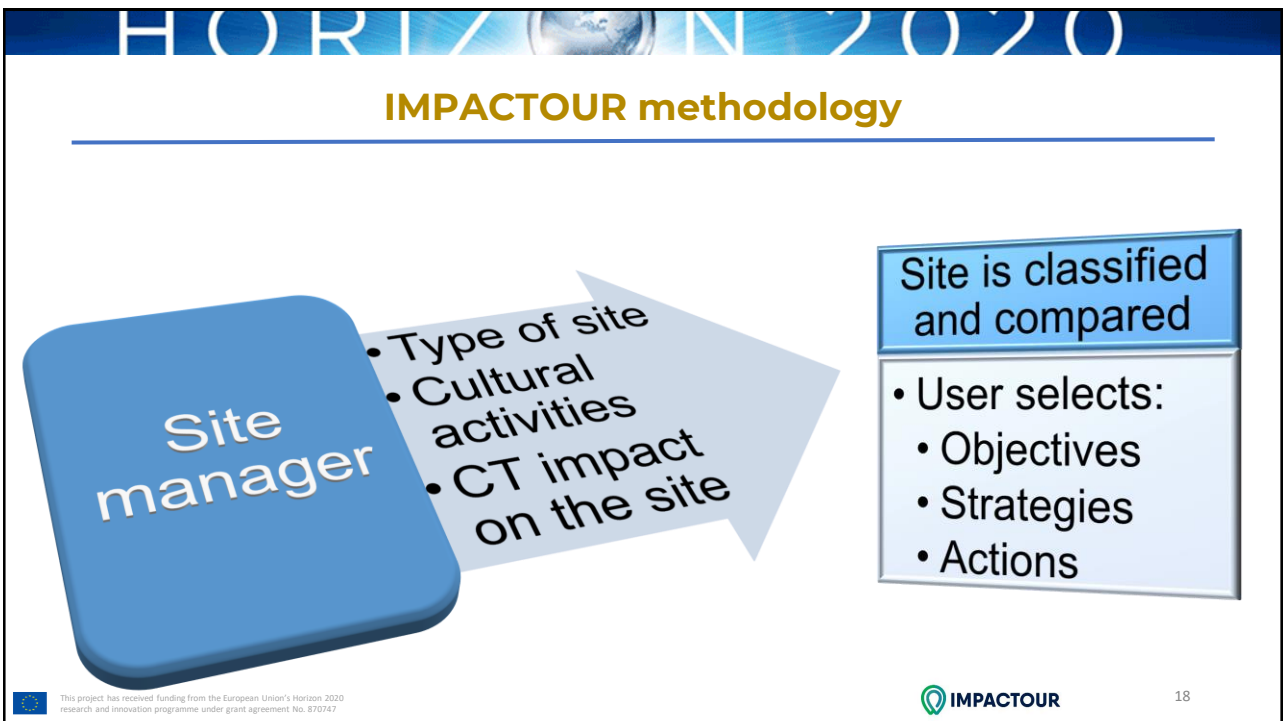
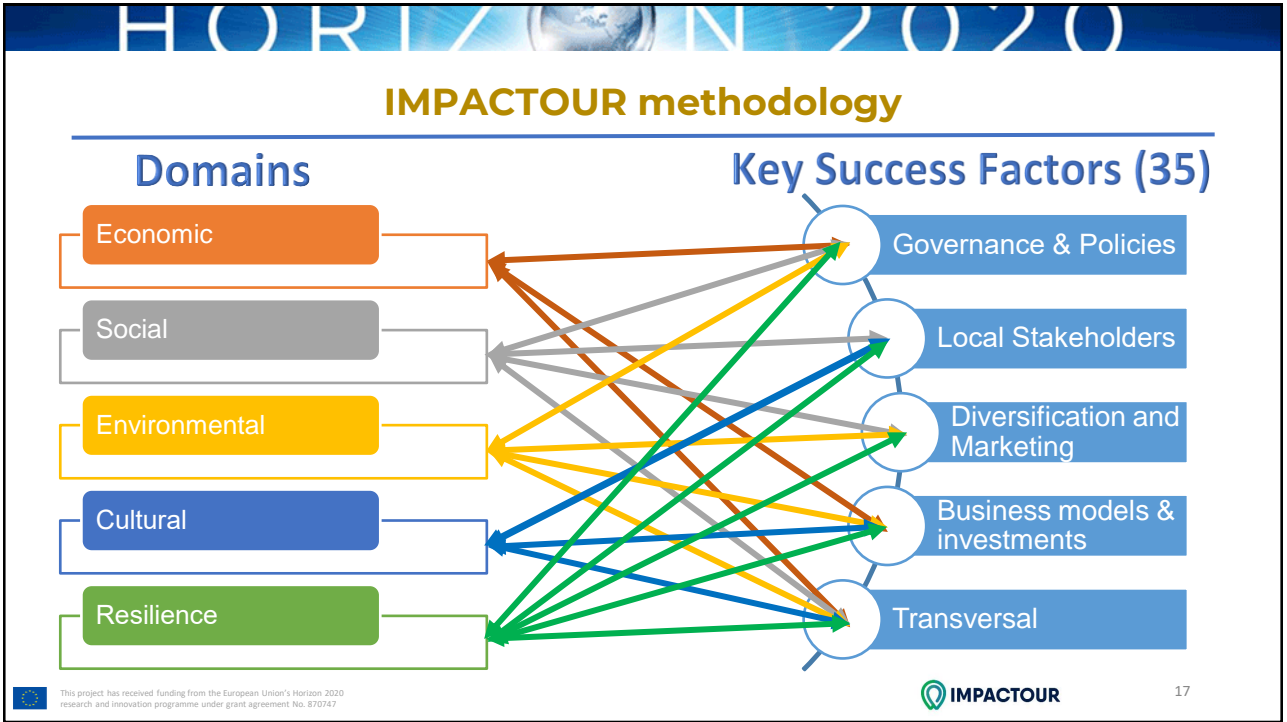
ITINERARY: For routes that crosses a variety of landscapes and a rich gastronomy, with an historic background (millenary path) that gathers international pilgrims.

NATURE: For popular getaway destinations, with deep forests, large national park, unique lifestyle, historical churches and/or episcopal castles.

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IMPACTOUR

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HORIZON 2020

IMPACTOUR methodology

Site is classified and compared

- User selects:
 - Objectives
 - Strategies
 - Actions

```

            graph TD
            A[Monitoring KPIs] --> B[Assessing Actions and Strategies]
            B --> C[Adjust Relations]
            C --> A
            
```

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HORIZON 2020

IMPACTOUR Tool

Human-Machine Interface component

This tool will contain different modules:

Pilots Sites Visualization

Data Input Module

Decision Support System

KPIs Graphic Representation

Visual Analytics

More

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IMPACTOUR TOOL

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IMPACTOUR TOOL

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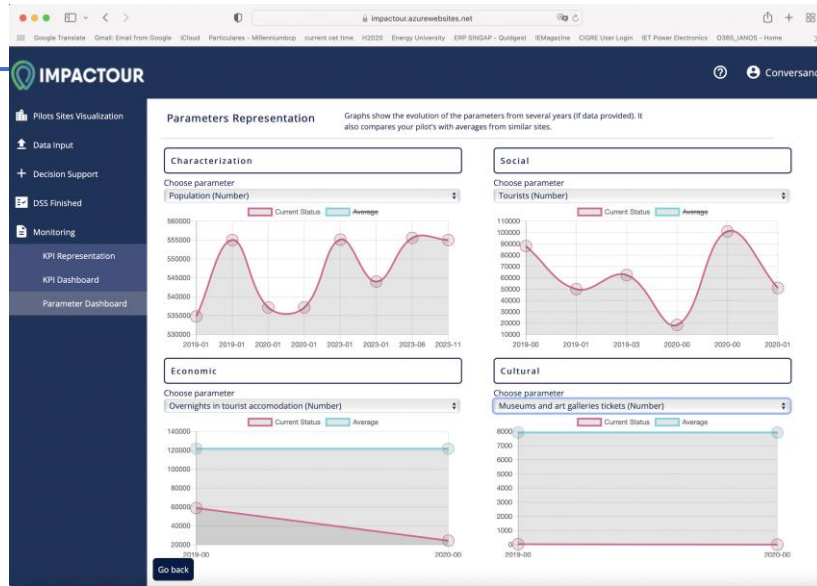
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IMPACTOUR TOOL

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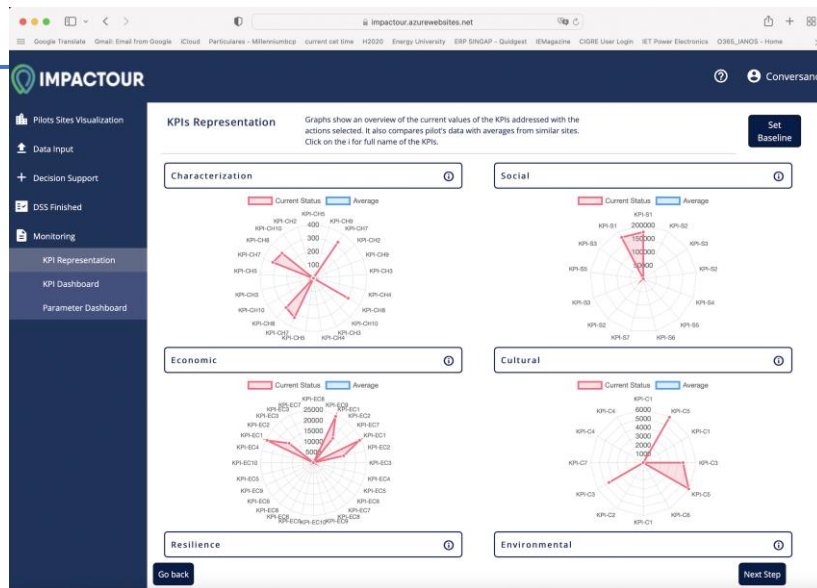
IMPACTOUR TOOL



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IMPACTOUR TOOL



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HORIZON 2020

IMPACTOUR Methodology and Tool

The IMPACTOUR Tool offers

- a range of decision support tools for managers and stakeholders involved in Cultural Tourism sites

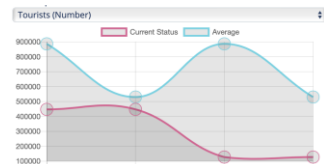
It allows users to

- input and visualize their data
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 - using the key performance indicators graphic representation
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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.
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ECONOMIC objective: Renewed and profitable sector with long-term sustainable growth.



IMPACTOUR

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HORIZON 2020

The role of stakeholders

<https://www.impactour.eu>
<https://www.impactour.eu/group/1/stream>

IMPACTOUR

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International Conference on Cultural Tourism Advances

27-28th June 2023 - KU Leuven, Brussels, Belgium

Redefining Cultural Tourism Leadership: Innovative Approach and Tool

João Martins (UNI), Pedro Pereira (UNI), Shabnam
Pasandideh (UNI), Kashyap Raiyani (UNI), Tarmo
Kalvet (IBS), Mikel Zubiaga De la cal (TEC),
Alessandra Gandini (TEC)

João Martins (jf.martins@fct.unl.pt)
UNINOVA, Portugal



THANK YOU FOR ATTENTION

UNINOVA Instituto de Desenvolvimento
de Novas Tecnologias

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Day 2 – 28 June



**Policy
sessions**

Keynote

Presenters:

- Ronald de Bruin
(no slides)

Session 1: Lessons learnt from Horizon 2020 projects in the field of cultural tourism

Presenters:

- Milada Šťastná
- João Martins
- Antonia Gravagnuolo
- Lucía Delenikas Ifantidis
- Bart Neuts



SPOT - Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation

Milada Šťastná

www.SPOTprojectH2020.eu



Horizon 2020
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644




Call: H2020-SC6-TRANSFORMATIONS-2019

Type of action:	RIA (Research and Innovation action)
Proposal number:	870644
Proposal acronym:	SPOT
Duration (months):	36
Grant amount:	3 000 000.00 EUR
Proposal title:	Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation
Activity:	TRANSFORMATIONS-04-2019-2020

Aim of the project

The project's aim is **to develop a new approach** to understanding and addressing cultural tourism and to promote development of **disadvantaged areas**.

The project uses case studies across **13 European regions + UK + Israel**

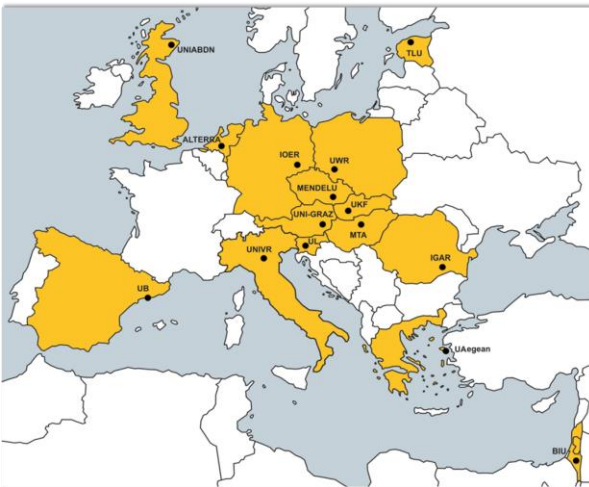
The project engages academics and stakeholders in developing **policy proposals** in practice via an **Innovation Tool** to assist policy-makers at all levels as well as practitioners.

27/06/2023

Slide: 3

SPOT

Partners



27/06/2023

Slide: 4

SPOT



SOCIAL AND INNOVATIVE PLATFORM
ON CULTURAL TOURISM
AND ITS POTENTIAL TOWARDS
DEEPENING EUROPEANISATION

HOME ABOUT RESOURCE CENTRE REPORTS & OUTCOMES NETWORKING MEDIA & DOWNLOADS EVENTS & NEWS SERVICES

Project team



Mendel University in Brno, Czech Republic

Project coordinator and research contributor, WP leader of WPS, involved in dissemination and user engagement activities.

[More information](#)

Bar Ilan University
Israel



[More information](#)

CERS Institute for Regional Studies,
Győr, Hungary



[More information](#)

Constantine the Philosopher University,
Nitra, Slovakia



[More information](#)

University of the Aegean
Greece



[More information](#)

University of Verona, Italy



[More information](#)

University of Wrocław
Poland



[More information](#)

Institute of Geography of the
Romanian Academy
Romania



[More information](#)

Karl Franzens University of
Graz, Austria



[More information](#)

Leibniz Institute of Ecological Urban and
Regional Development, Dresden,
Germany



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University of Ljubljana
Slovenia



[More information](#)

Wageningen University & Research,
Wageningen, Netherlands



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Tallinn University
Estonia



[More information](#)

University of Aberdeen
United Kingdom



[More information](#)

University of Barcelona
Spain



[More information](#)

27/06/2023

Slide: 5



SPOT scientific objectives

1. Expansion of the **concept of cultural tourism** and enrichment of the **scientific evidence base** by developing an integrated analysis of the many diverse forms of cultural tourism across different regions of Europe.
2. Determine and promote **good practices** in the cultural heritage field, including cultural, environmental and social development responses to the challenges of new flows of tourism, through the assembly of a **database of good practice examples**.
3. Provide **new insights** into the inclusive, innovative and reflective challenges for society by understanding the role of cultural tourism in creating **place-based identities** and how these link to broader processes of regional and **European culture**.
4. Show ways in which cultural tourism can be used to develop **social and economic cohesion** regarding minorities, women and young people.

27/06/2023

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3

SPOT scientific objectives

5. Understanding the **role of local stakeholders** and their ownership and participation in cultural tourism, as well as their **interrelationship with visitors**.
6. Develop a greater **understanding of the different challenges** facing distinct types of cultural tourism in European countries, including peripheral, cross border and de-industrialised areas. SPOT will also include **an analysis of under-touristed as well as over-touristed areas** where tourist flows need to be managed. It will consider which policy mechanisms work best in each case.
7. Develop an **innovation tool for cultural tourism** (Social Platform on cultural Tourism Innovation Tool = **SPOT-IT**) within a **Web-based Resource Centre** to facilitate the development and/or sustainability of cultural tourism. This will advance the formulation and implementation of relevant policies and practices in Europe.

27/06/2023

Slide: 7



Key Research Directions

RQ1: Forms of Cultural tourism and tourism cultures in each case study

RQ2: Cultural tourism and Europeanisation

RQ3: Cultural tourism and regional development (good practices)

RQ4: Cultural tourism and local stakeholders

27/06/2023

Slide: 8



WP 1: Documentation and Data Collection

WP 2: Policies, strategies and practices

WP 3: Creation of an Innovation Tool (SPOT-IT)

27/06/2023

Slide: 9



Cultural Tourism – 8 Golden Rules

EU stakeholder's level and local/regional stakeholders' level

Rule 1 Policy Formulation

Have regard to the formal policies at national, regional and local levels so far as they relate to Cultural Tourism; the policies will probably show relevant political priorities and will almost certainly point the way to funding opportunities and the potential for influencing those policies.

Rule 2 Local Engagement/Local Benefit

Successful Cultural Tourism activities tend to have strong local community support. To start a process of engaging local residents and businesses, it is necessary to be clear about the likely benefits (and dis-benefits) of any development.

Rule 3 Shared Vision

To assemble the necessary finance, permissions, support from all economic and social sectors and motivation, a Shared Vision should be developed. There will be contrary forces, but the consultative processes involved in developing a Vision will pay off in terms of identifying any ameliorative measures. A locus (organisation or individual) will be needed to lead the work, along with a putative timescale.

Rule 4 Sustainable Development

Sustainability should be built into all aspects of the programme; this will be of benefit to local residents, can be an educational tool and may be attractive to potential visitors.

Rule 5 Innovation

Any development will be innovative; be aware of the level of innovation required and ensure that any necessary training, investment etc. are put in place.

Rule 6 Infrastructure/Policy Mix

Infrastructure may need to be in place in advance of market demand, meaning resources to develop transport, accommodation, sanitation etc. have to be identified; the phasing of the different elements of implementation will need to be considered, as will the impact on local communities.

Rule 7 Implementation

Having decided what to do – policy and vision – who will deliver it? Check implementation structures and particularly liaison arrangements between public and private sectors.

Rule 8 Monitoring and Evaluation

Create processes for recording progress, in particular, and ensure the measures being used identify Cultural Tourism metrics specifically. Ensure data is shared between all stakeholders.

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POLICY BRIEFS

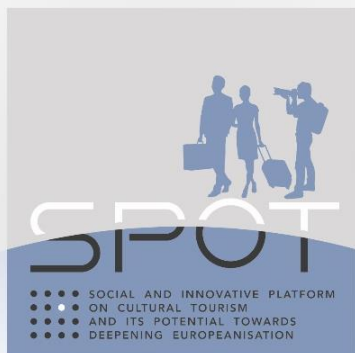
*(Thematic Policy Briefs and **35** Case Study Policy Briefs)*

1. Cultural tourism and **Europeanisation**
2. European, national and regional stakeholders on Cultural tourism: **views of tourists, residents, and entrepreneurs.**
3. Cultural tourism and **lessons from good practices** across case study regions
4. Cultural Tourism from **Local Stakeholder's Perspective**
5. **How** to bring cultural tourism to **rural and remote regions**?
6. **How** to make cultural tourism **more inclusive**?
7. Cultural tourism in **urban areas**
8. **SPOT-IT: your smart assistant**
9. **SPOT-IT: concept, innovativeness, beneficiaries, and policy recommendations**
10. **A summarizing SPOT leaflet (8 Golden Rules)**

27/06/2023

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SPOT



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Horizon 2020

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Learn more and contact us at:



www.SPOTprojectH2020.eu



[@SPOTprojectH2020](https://www.facebook.com/SPOTprojectH2020)



[@H2020Spo](https://twitter.com/H2020Spo)

Thank you for your attention!



International Conference on Cultural Tourism Advances

27-28th June 2023 - KU Leuven, Brussels, Belgium

Policy Sessions

**IMproving Sustainable
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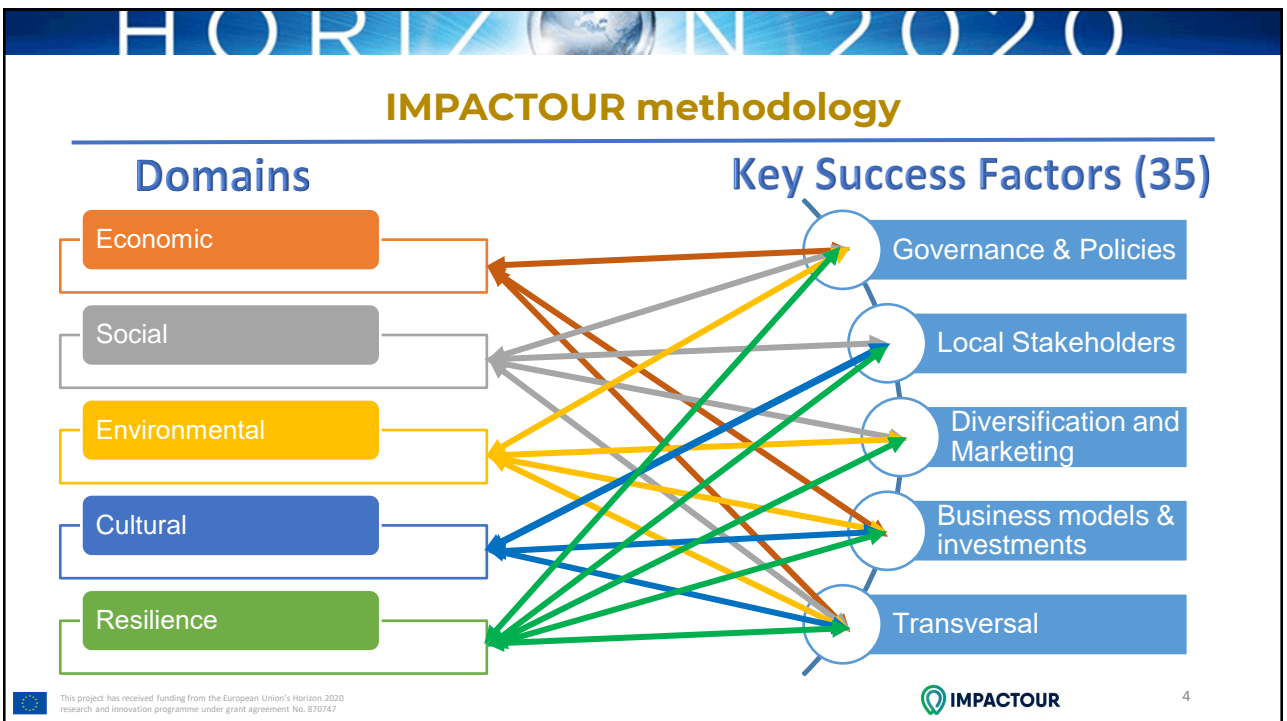
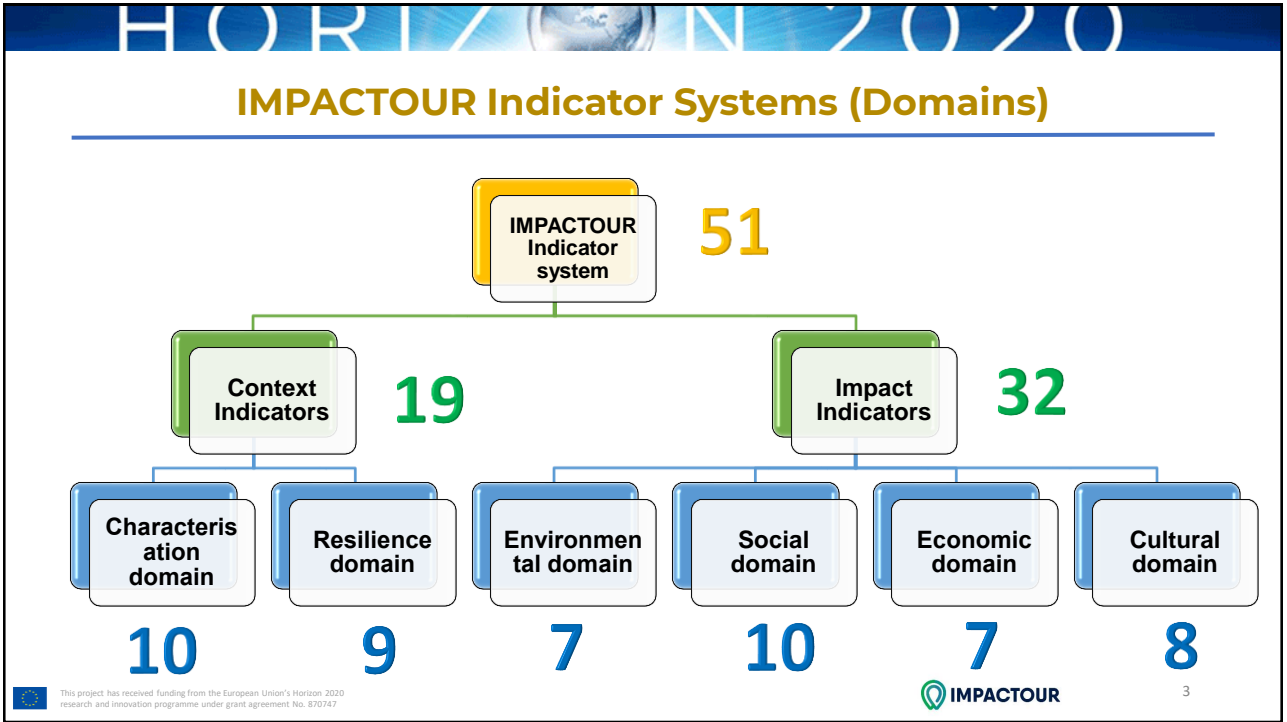
IMPACTOUR Tool and Community Engagement



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2



HORIZON 2020

IMPACTOUR Tool



EN ES Login





Human-Machine Interface component


This tool will contain different modules:



Pilot Sites Visualization



Data Input Module


Decision Support System



KPIs Graphic Representation


Visual Analytics


More



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5

HORIZON 2020

IMPACTOUR Tool

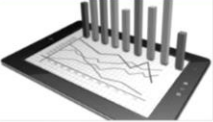
I am a site manager and I want to...

address the IMPACT that cultural tourism has in my site/region/territory




My actual situation is...

KPIs evaluation (AS IS)




The IMPACTOUR TOOL provides me..


Strategies and Actions to produce CHANGES





The IMPACTOUR TOOL also provides me...


a monitoring tool that helps me evaluate the implemented actions






Pilot Sites Visualization



Data Input Module


Decision Support System



KPIs Graphic Representation


Visual Analytics


More



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IMPACTOUR TOOL

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IMPACTOUR TOOL

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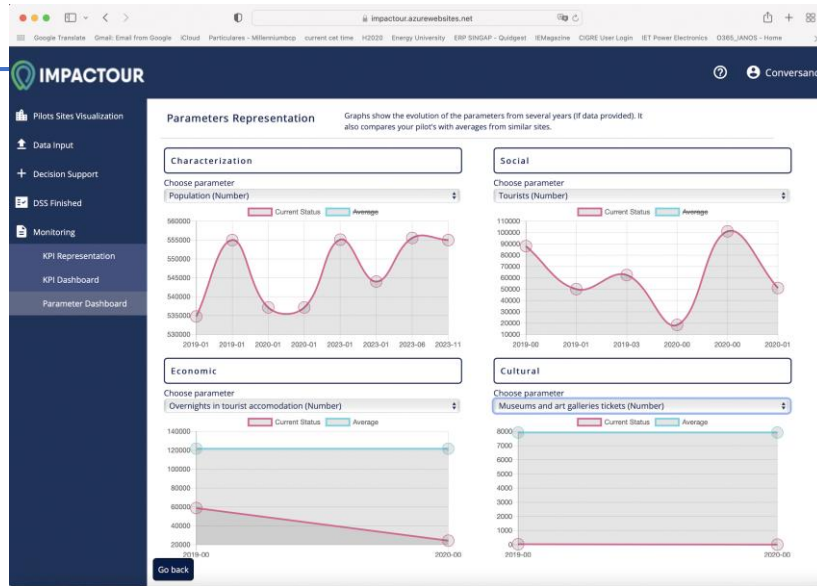
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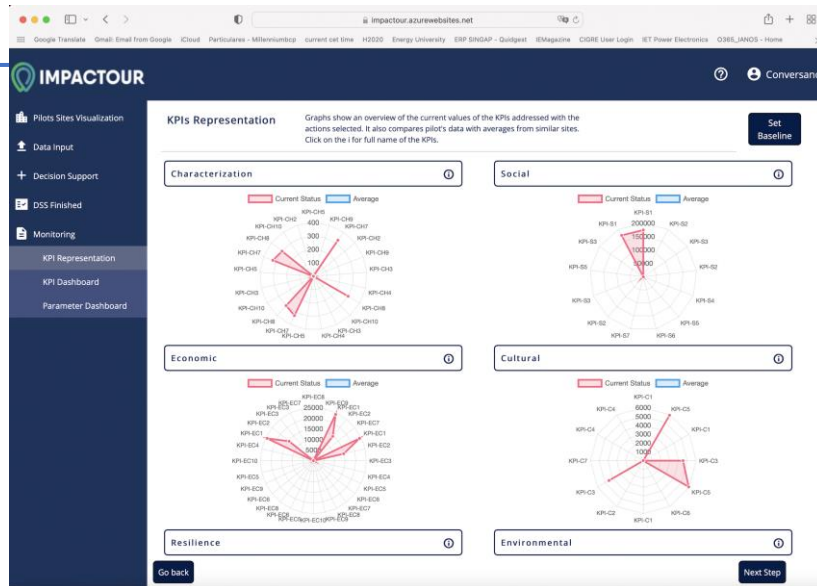
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HORIZON 2020

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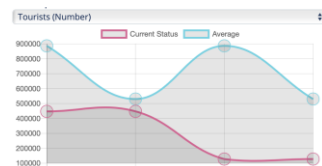
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HORIZON 2020

The role of stakeholders

<https://www.impactour.eu>
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15



Be.CULTOUR

Beyond cultural tourism

International Conference on Cultural Tourism Advances – ICCTA 2023

27-28 June 2023 | Odisee, KU Leuven, Brussels campus

Antonia Gravagnuolo, CNR

Project coordinator contact: Antonia Gravagnuolo,
Researcher @ National Research Council, Italy
antonia.gravagnuolo@cnr.it



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



Be.CULTOUR project

Be.CULTOUR stands for “**Beyond CULTURAL TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy**”.

It expresses the goal to move **beyond tourism** through a longer-term **human-centred development perspective**, enhancing **cultural heritage** and **landscape values**.

Be.CULTOUR Beyond cultural tourism



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Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



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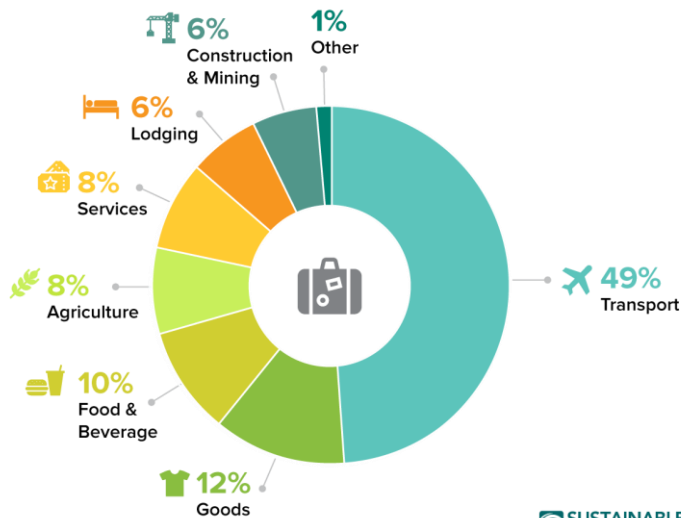
Who?

The Project Partners

Be.CULTOUR Beyond cultural tourism

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627 Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)

Carbon Footprint of Global Tourism



Over-tourism, gentrification, seasonality, over-consumption of natural and cultural resources, economic fragility...



Be.CULTOUR Beyond cultural tourism

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627 Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



Our goal

The overarching goal of Be.CULTOUR is to co-create and test **sustainable human-centred innovations** for **circular cultural tourism** through **collaborative innovation networks/methodologies** and improved **investments strategies**.

Be.CULTOUR Beyond cultural tourism



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



5



The Be.CULTOUR approach

Targeting **deprived, remote, peripheral or deindustrialized areas** and **cultural landscapes** as well as **over-exploited areas**, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities' wellbeing and resilience, nature regeneration** as well as **effective cooperation at cross-border, regional and local level**.

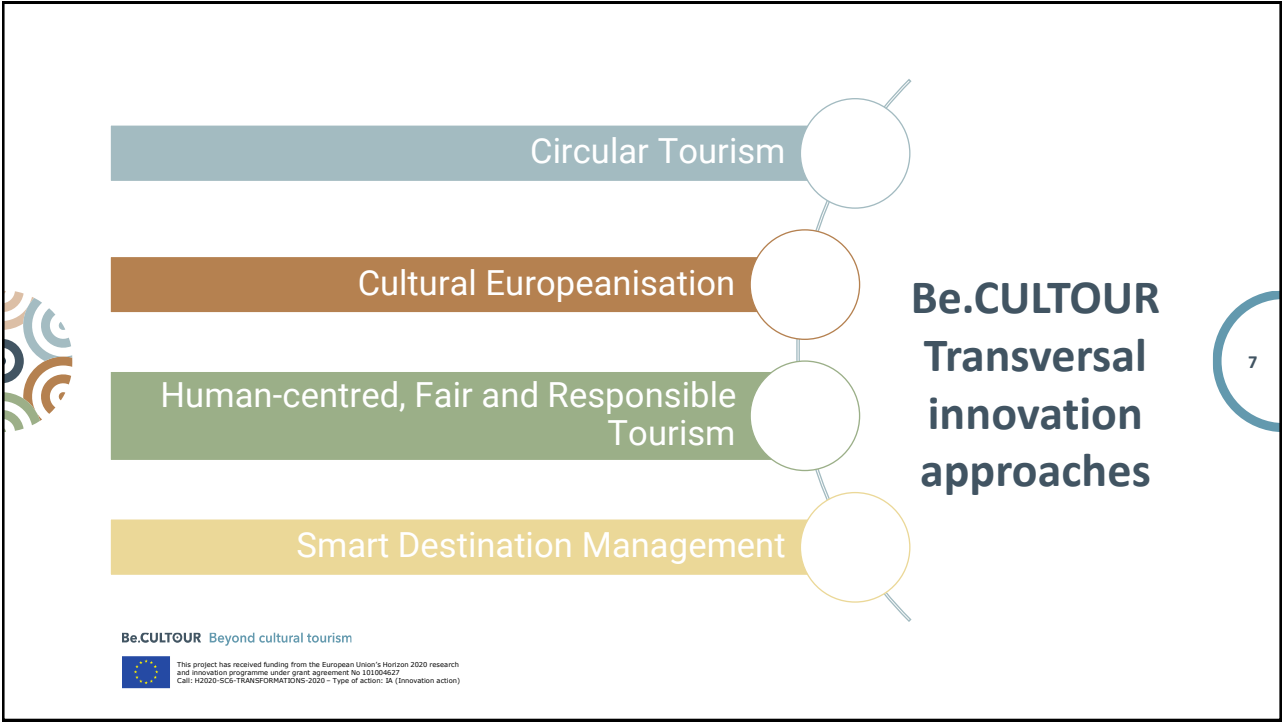
Be.CULTOUR Beyond cultural tourism



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



6



Circular Tourism

Cultural Europeanisation


Human-centred, Fair and Responsible Tourism

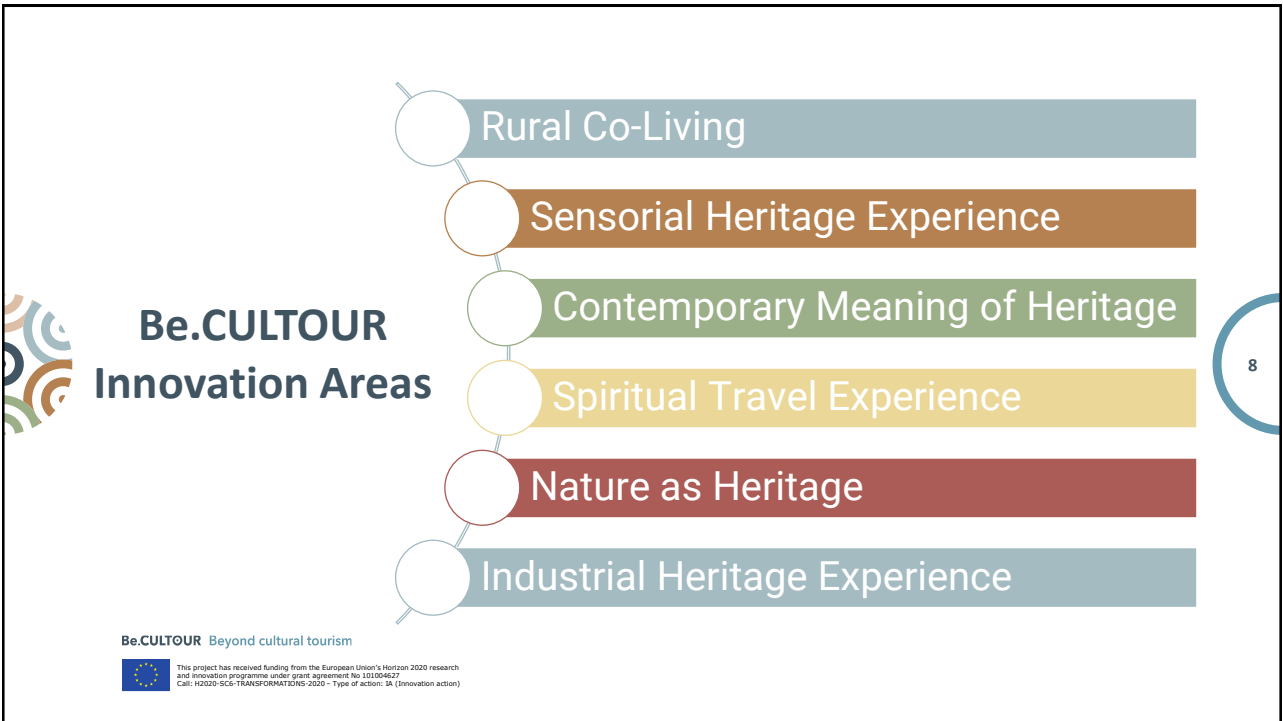
Smart Destination Management

**Be.CULTOUR
Transversal
innovation
approaches**

7

Be.CULTOUR Beyond cultural tourism

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



Rural Co-Living

Sensorial Heritage Experience

Contemporary Meaning of Heritage

Spiritual Travel Experience


Nature as Heritage


Industrial Heritage Experience

**Be.CULTOUR
Innovation Areas**

8

Be.CULTOUR Beyond cultural tourism

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)



Transformative travel

Remote Working Destinations

Proximity Travel

Post-Cultural Tourism


Emerging trends in Cultural Tourism

9

Be.CULTOUR Beyond cultural tourism

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (innovation action)





Who?

The Community of Practice

6 Pilot Heritage Sites:

- BASILICATA REGION, ITALY
- LARNACA, CYPRUS
- ARAGON-TERUEL, SPAIN
- VÄSTRA GÖTALAND REGION, SWEDEN
- VOJVODINA, SERBIA
- NORTH-EAST ROMANIA – MOLDOVA (CROSS-BORDER PILOT)

10


Be.CULTOUR Beyond cultural tourism

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (innovation action)

Who?

The Community of Interest

Peer-learning & Knowledge exchange




16 Mirror Ecosystems:

- **Regional Governments:**
 - Veneto Region (IT)
 - Thessaly Region (GR)
 - Stadregio Parkstad Limburg (NL)
- **Municipalities and Local Governments:**
 - Municipality of Leuwaarden (NL)
 - Municipality of Kuldiga District (LV)
 - Cyngor Gwynedd Council (UK)
 - Timis County Council (RO)
- **Development Agencies:**
 - N-W Regional Development Agency (RO)
 - SviluppoUmbria (IT)
 - Srem Regional Development Agency (SRB)
 - Savollinna Development Service Ltd. (FI)
- **Tourism Agencies:**
 - Greater Poland Tourism Organisation (PL)
 - Nicosia Tourism Board (CY)
- **Civil Society/Academia:**
 - Saltaire Inspired (UK)
 - Museo Diffuso dei 5 Sensi Sciacca (IT)
 - University of Algarve (PT)

11

Be.CULTOUR Beyond cultural tourism



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)

Be.CULTOUR added value

Impacts assessment
Methodologies and tools

Co-creation tools
Collaborative innovation networks

Action Plans
Strategic vision / programme

Partnerships
PPPP public-private-people

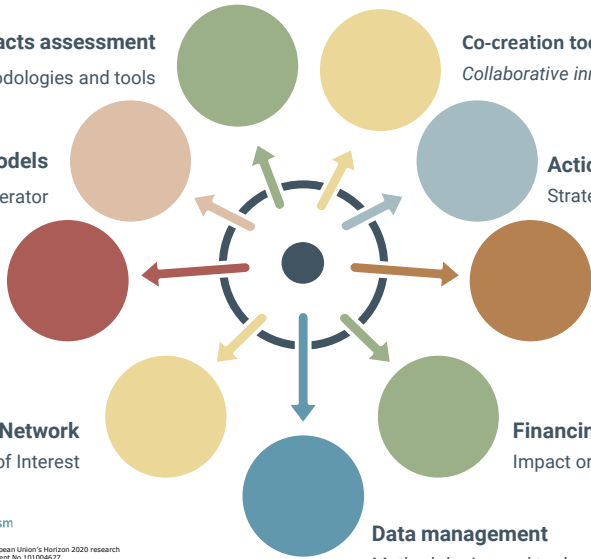
Financing instruments
Impact oriented, sustainable finance

Data management
Methodologies and tools – Human-centred


Learning platform
Community of Practice

International Network
Community of Interest

Circular Business Models
Be.CULTOUR Accelerator



Be.CULTOUR Beyond cultural tourism



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC5-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)

12

Thank you!


Contacts:


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antonia.gravagnuolo@cnr.it

Follow us:

www.becultour.eu

info@becultour.eu

 BeCultour

 BeCultour

 beCultour



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006386



TEX TOUR

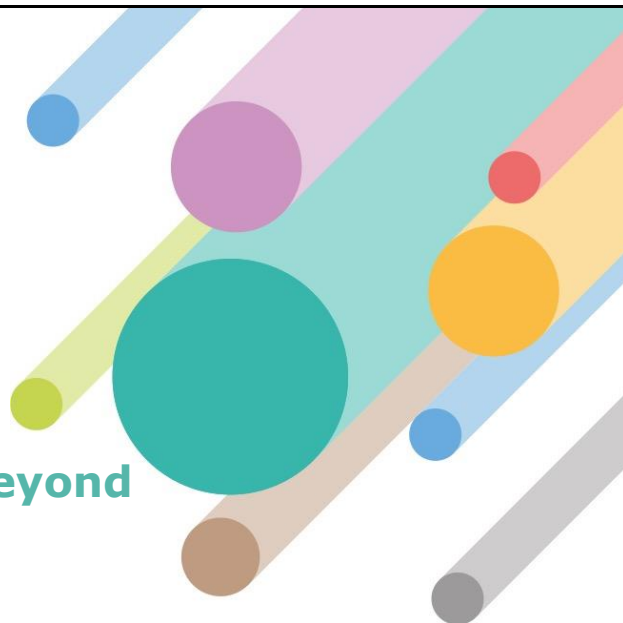
Re-thinking cultural tourism in Europe and beyond

Fundación Santa María la Real

Lucía Delenikas Ifantidis / Daniel Basulto García-Risco



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.




Objective:
Co-design
pioneering and sustainable
Cultural Tourism strategies
in order to
improve deprived areas
in Europe and beyond

Start date: 1 January 2021
Duration: 45 months

Funding: Horizon 2020 Research & Innovation programme

Partners: 18 - 13 countries

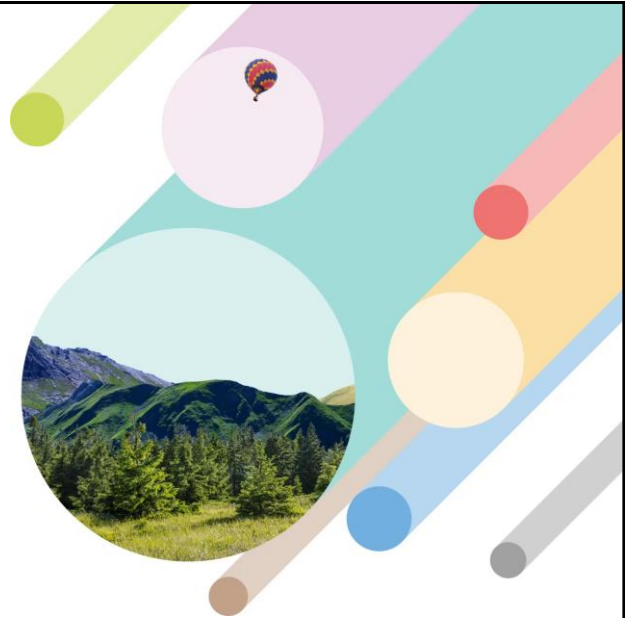
TEXTOUR

Our goal?

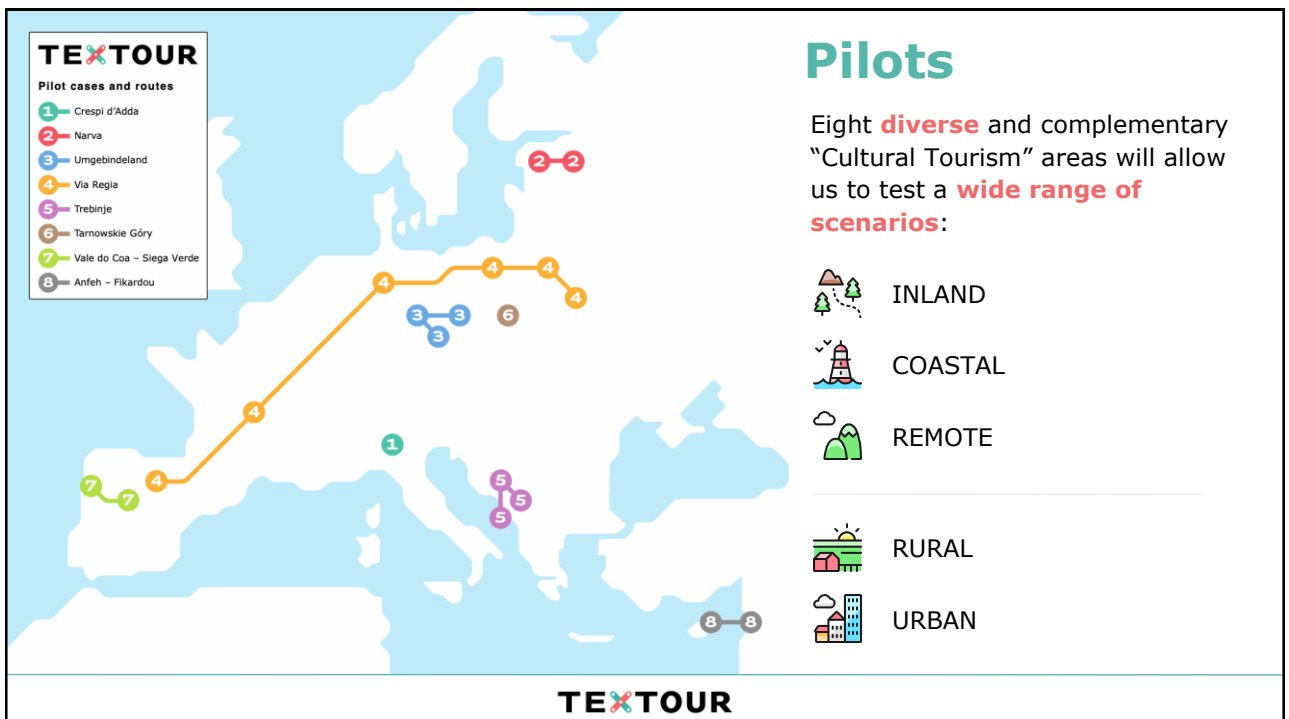
**To integrate sustainably
cultural heritage,
tourism activities and
local communities.**

The result?

**A greener environment,
a healthier economy and
happier people.**



TEXTOUR



How is TExTOUR making the difference?

Co-Design - Participatory Process

Experts	Design the strategies, processes and open platform Top-bottom
Pilots	Engage their communities in defining the Actions to be pursued. Bottom-up
Experts & Pilots	Validate the viability of the Actions Define the best sustainable Actions Implement the Actions according to the strategies, processes, timeline, budget

Diversity

Helps define flexible processes and solutions
Improves scalability to other territories

TExTOUR

Opportunities to address and rethink Cultural Tourism in cities and rural areas



- Over-tourism is ramping up after the pandemic.
- Change to a model based on sustainability and not on continuous growth.
- Tourism should propose new & innovative strategies to be considered much more than an economic sector.
- Solutions should be measurable & analysable in a holistic point of view to decide their continuity.

TExTOUR

TE~~X~~TOUR consortium



LNINOVA



FONDAZIONE
links
PASSION FOR INNOVATION



NARVA GATE

IETU



РІВНЕНЩИНА
RIVNE TOURISM REGION



ICONS

TE~~X~~TOUR

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Visit us

www.textour-project.eu

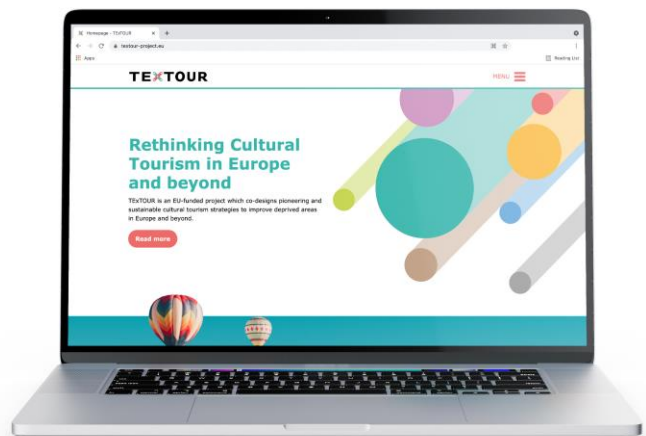
Thank you

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.



Smart Cultural Tourism as a Driver of
Sustainable Development of European Regions

Introduction to the SmartCulTour project

International Conference on Cultural Tourism Advances
Brussels, 28/06/2023

Bart Neuts (bart.neuts@kuleuven.be)



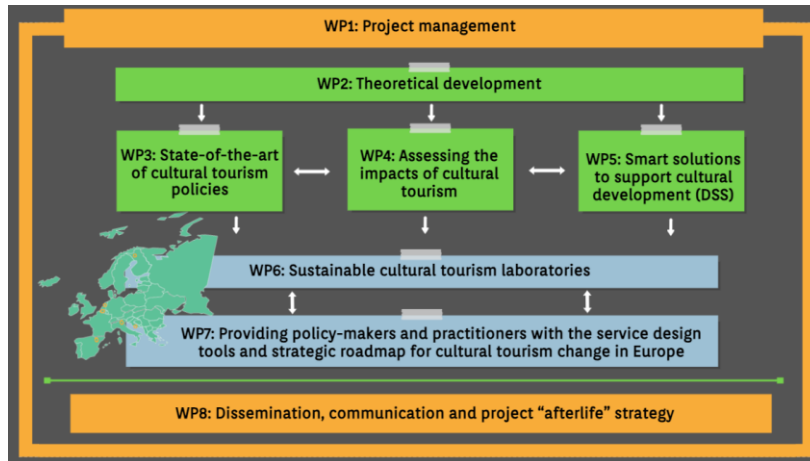
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870708

01 Introduction to SmartCulTour

- SmartCulTour proposes **community-led interventions** directed at **sustainable cultural tourism**; cultural tourism that supports the sustainable development of European regions
- The project focuses on:
 - i. Concepts: By developing new – and/or upgrading – contemporary **definitions of (sustainable) cultural tourism**, cultural tourism destinations, sustainable development, and resilience;
 - ii. Measurement: By identifying and testing a framework of sustainability and resilience and a **Decision Support System** for measuring and monitoring cultural tourism and its impacts;
 - iii. Procedure: By testing and presenting **innovative and creative tools for stakeholder engagement**, particularly art-based methods, a serious game and service design;
 - iv. Outcome: By **recognizing state-of-the-art and innovative cultural tourism interventions** through existing case studies and by trialling specific interventions within six community-led Living Labs



01 Introduction to SmartCulTour



02 Six community-based Living Labs



- Living lab as **innovation networks**
- Set up as **Provider-driven** labs, bringing together community stakeholders to generate place-based knowledge
- Aim is to support co-creative cultural tourism development processes



03 Supporting local decision-making

Improve understanding of local conditions and characteristics via SmartCulTour Platform



Support creative co-development and stakeholder engagement via SmartCulTour Toolkit



03 Supporting local decision-making

Training of local stakeholders via UNESCO-provided capacity-building workshops



Exchange of local experiences via exchange visits and practice abstracts and videos



Smart CulTour

Smart Cultural Tourism as a Driver of
Sustainable Development of European Regions



Università
Ca' Foscari
Venezia



Vlaanderen
is toerisme



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



CIHEAM
ZARAGOZA



www.smartcultour.eu

Session 2: Panel discussion

Presenters:

- Oriol Freixa Matalonga
(no slides)
- Iulia Niculica
- Manos Vougioukas
- Graham Bell
- Christina Sarvani
- Mariachiara Esposito

International Conference on Cultural Tourism Advances
28th June 2023



Iulia Niculica
Head of Administration

EUROPEAN
TRAVEL
COMMISSION



LONG-HAUL TRAVEL TO EUROPE



Co-funded by
the European Union

EUROPEAN
TRAVEL
COMMISSION

Most important criteria for choosing a holiday destination overseas by market (% of respondents)

	ALL MARKETS	AUSTRALIA	BRAZIL	CANADA	CHINA	JAPAN	USA
The destination is safe to visit (e.g., no civil unrest, low crime rates, etc.)	39%	35%	40%	41%	44%	41%	36%
High-quality of tourism infrastructures	35%	28%	42%	32%	35%	30%	42%
Affordable travel experiences	32%	35%	33%	40%	23%	30%	34%
Pleasant weather conditions	30%	31%	28%	32%	42%	15%	29%
The destination hosts must-see sites (e.g., Eiffel Tower, etc.)	29%	32%	27%	27%	35%	28%	26%
The destination preserves its natural and cultural heritage	21%	22%	16%	16%	27%	21%	22%



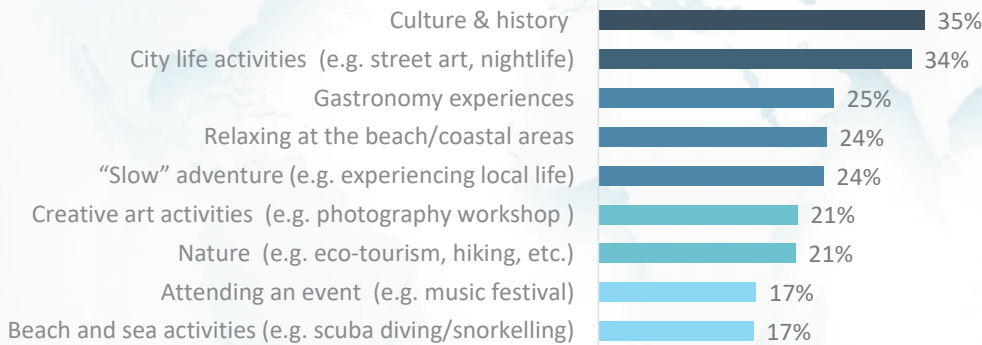
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TRAVEL PREFERENCES OF US RESPONDENTS

Destination: Europe | Travel horizon: May-August 2023

Most wanted types of activities



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COMMISSION

TRAVEL PREFERENCES OF CHINESE RESPONDENTS

Destination: Europe | Travel horizon: May-August 2023

Most wanted types of activities



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COMMISSION

LONG-HAUL TRAVEL BAROMETER 2/2023, travel horizons: May-August 2023

SENTIMENT FOR DOMESTIC AND INTRA-EUROPEAN TRAVEL



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COMMISSION





GENERATION Z TRAVELLERS

EUROPEAN
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COMMISSION



Most popular activities for Gen Zers

- Try locally-produced food and drink
- Learn about the urban culture
- Do cultural activities
- Shop in big stores or a mall
- Learn about local traditions, heritage, stories and crafts

- Attend a local cultural event
- Practice the local language
- Experience the nightlife
- Do something that contributes positively to the local environment or community

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COMMISSION

TRENDS WATCH



MONITORING SENTIMENT FOR DOMESTIC AND INTRA-EUROPEAN TRAVEL
Wave 15 | 4/23

EUROPEAN TRAVEL COMMISSION
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TRENDS WATCH



LONG-HAUL TRAVEL BAROMETER 2/2023
Travel horizon: May-August 2023

EUROPEAN TRAVEL COMMISSION
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Co-funded by the European Union

ETC MARKET STUDY



STUDY ON GENERATION Z TRAVELLERS

EUROPEAN TRAVEL COMMISSION



THANK YOU!

EUROPEAN TRAVEL COMMISSION



Cultural Heritage Management Framework for enhanced cooperation between Museums and Cultural Heritage Sites



Ema Makarun
Ivana Golob Mihić
Manos Vougioukas



Priorities for Cultural Tourism

1. Involving Innovative and Digital Media, inc. AR/VR
2. Cultural Routes of the Council of Europe
3. Promoting *Creative Tourism based on Cultural & Creative Industries (CCIs)*
4. European Heritage Label 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





“Beauty is for all...beauty is the single glimpse of green,
in sunlight however dimmed, in clouds however
darkened, in faces however worn.”

Octavia Hill, Co-founder of the National Trust





1 Climate change




2 Behavioural change



	Population	Annual Visitors	Capacity Factor
Santorini	15,500	3,000,000	194x
Venice	260,000	1,400,000	5.4x
Madrid	3,200,000	9,200,000	2.9x
London	8,900,000	19,600,000	2.2x

TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY

What would limit the drive for year-on-year growth?



<https://op.europa.eu/en/publication-detail/-/publication/b3baec75-fdd0-11ed-a05c-01aa75ed71a1/language-en/format-PDF/source-287596143>

EXECUTIVE SUMMARY

The past few years have been marked by global crises, including the COVID-19 pandemic, the Russian invasion of Ukraine, the energy crisis and high inflation, and the increased frequency of climate-related extreme events. These crises have resulted in greater uncertainties, increasing the urgency of progress on the EU's open strategic autonomy and **resilience**, and the revaluation of the EU's strategic alliances, dependencies, and international cooperation. These recent events – along with longer-term challenges such as climate change, biodiversity loss, pollution, decarbonisation, the green and digital **transition**, resilience, and competitiveness – provide an opportunity to **'build forward better'**. Moreover, the new geopolitical context has placed the EU's just green and digital transition in the spotlight, requiring the reduction of strategic dependencies, for example on critical technologies, raw materials and finite critical minerals, and the speed-up of the net zero industrial **transformation** to strengthen the EU's resilience and foster its leadership in key technological domains and (global) value chains.

With the global geopolitical system expected to remain turbulent in the near future, the EU needs to be better equipped to respond to crises and developments through **foresight and preparation**, making use of new research and innovation (R & I) policies and initiatives. R & I play a crucial role in addressing current and future challenges, offering sustainable solutions, and driving economic growth, competitiveness, and **transformative** changes. **Citizen engagement, along with social partners and civil society actors, is also a key focus of the EU's R & I policies to reinforce trust in science and facilitate the innovation process.**

Horizon Europe, the largest European R & I funding programme to date, with a budget of EUR 95.5 billion for 2021–2027, has the potential to drive significant public and private investments. It aims to strengthen societal and economic impacts through funding excellent and impactful investments in R & I. It also encompasses new and revitalised features such as the EU missions, an increased budget for innovators, the incorporation of the social sciences and humanities, and a new approach to European partnerships. In addition, **Horizon Europe places greater emphasis on citizen engagement and international cooperation in R & I.** Although 71 % of high-quality proposals go unfunded due to the programme's limited budget, the success rate of proposals under Horizon Europe (15.9 %) is higher than that under Horizon 2020 (11.9 %). To fund all high-quality proposals, an additional EUR 34 billion (approximately) would have been needed in the years 2021 and 2022. The legal framework of Horizon Europe seeks to maximise the impact of R & I policies by creating and strengthening synergies with other EU funds. Preliminary estimates show that Horizon Europe is almost on track in terms of climate mainstreaming and its commitment to spend at least 35 % of resources on climate action.





Climate Heritage NETWORK

About Members Key Issues Culture @ COP 27 Resources Events News Donate

Join



Empowering people to imagine and realise low carbon, just, climate resilient futures through culture – from arts to heritage.



Implementing the Sustainable Development Goals through the next Multi-Annual Financial Framework of the European Union

Advisory report to the European Commission by the Multi-Stakeholder Platform on the Implementation of the Sustainable Development Goals in the EU, March 2018

‘All of the Above’

https://commission.europa.eu/system/files/2018-03/adopted-position-paper-on-the-mff_en.pdf



European Heritage Hub

Meet the European Heritage Hub: Together we will put cultural heritage at the heart of Europe's climate, social and digital transformation. Get involved!



Co-funded by
the European Union



EUROPA
NOSTRA



**Cultural assets = inclusive social capital
(‘leave no-one behind’)**

**Tangible + Intangible + Infrastructure =
balanced, healthy ‘ecosystem of all the assets’**

SDGs KPIs, not just carbon = holistic

Optimise business plans = resilience / capacity

**Cultural Heritage relationships:
change mindsets = change behaviour**

graham.bell@culturatrust.org



CLUSTER 2
CULTURE, CREATIVITY &
INCLUSIVE SOCIETY

HORIZON
EUROPE



Innovative Research on European Cultural
Heritage and the Cultural and Creative
Industries

BUILDING OUR FUTURE FROM THE PAST

SARVANI Christina
Policy Officer
DG RTD/ D3 - "Cultural Heritage and Fair Societies"

@EUScienceInnov #ResearchImpactEU #CulturalHeritage #HorizonEU



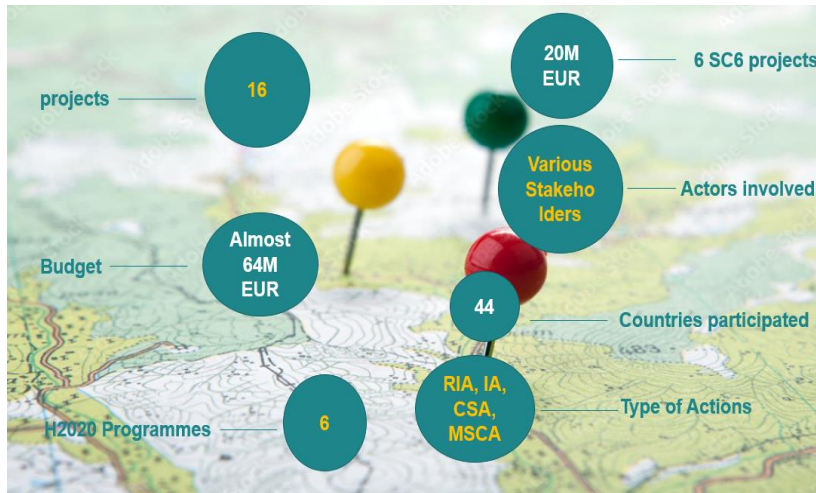
European
Commission

R&I Challenges

- Tourism across the EU suffered an unprecedented shock as a result of the **coronavirus pandemic**
- Beyond this immediate shock, the tourism sector is facing other, more long-term challenges related to its **green** and **digital transformation, competitiveness, sustainability and resilience**
- There is still a need for a balanced approach between the need to **boost growth** on one side, and the **preservation of artefacts, historical sites, and local traditions** on the other



Horizon 2020



R&I Priorities:

- Preserve & Promote Cultural Heritage
- Foster Sustainable Tourism Development
- Nurture Innovation and Technology
- Increase collaboration and Networking
- Put people and circular economy models at the centre
- Focus on nature, communities and cultural diversity



Horizon Europe

Cluster 2: Culture, Creativity and Inclusive society

- A 'Destination' fully dedicated to cultural heritage and the CCIs
- People-centred perspective; three priority areas



GREEN

- Support adaption and mitigation of climate change
- strengthen the role of CH&CCIs as drivers of a sustainable climate transition
- New European Bauhaus initiative



DIGITAL

- Support CH&CCIs to become leaders in the 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



INNOVATIVE

- Develop the capacity of CH&CCIs to contribute decisively to sustainable societal development
- Innovation in cultural tourism, developing new approaches, concepts and practices



EUROPEAN CULTURAL HERITAGE AND CULTURAL & CREATIVE INDUSTRIES INTERVENTION AREA

R&I Priorities



European way of life, contribute to achieving the **Green Deal goals** and support an **economy that works for people**.

New European Bauhaus, reaching the **UN Sustainable Development Goals** and building a **stronger, more participatory and crisis-resilient society and economy**.

Potential of cultural heritage, arts and cultural and creative industries as drivers of **sustainable innovation** and a **sense of belonging**.

Mobilise arts & culture to improve **mental health** and **well-being**



Horizon Europe

Cluster 2: Culture, Creativity and Inclusive society - Work Programme 2023

R&I Priorities:



- Increase the **macro-regional** cultural tourism cooperation
- Increase **sustainable job opportunities** and **investments**
- Promote an inclusive and sustainable cultural and creative tourism that fosters **social inclusion** and **engagement**, respects the needs of **local communities**, the **heritage** and the **capacity of the rural and remote areas**



Horizon Europe

Cluster 2: Culture, Creativity and Inclusive society - Work Programme 2024

- ✓ No direct funding to cultural tourism BUT
- ✓ The green, digital and innovative goals and principles of the upcoming 2024 Call for proposals align with the R&I Cultural tourism priorities

- ✓ CCI involvement in climate transition
- ✓ Sustainable practices in heritage preservation
- ✓ Increased use of innovative digital technologies of Europe's cultural and creative industries
- ✓ Better alliances between arts and cultural sectors as well as with other sectors

could contribute to the growth and success of cultural tourism



Horizon Europe

Cluster 2: Culture, Creativity and Inclusive society - Work Programme 2024

Call - Research and innovation on cultural heritage and CCIs - 2024

Topic	Budget	Type of Action
New European Bauhaus – Innovative solutions for greener and fairer ways of life through arts and culture, architecture and design for all	EUR 16M	IA
Cultural and creative industries for a sustainable climate transition	EUR 13M	IA
Leverage the digital transition for competitive European cultural and creative industries	EUR 13M	IA
Europe's cultural heritage and arts – promoting our values at home and abroad	EUR 13M	IA
Strategies to strengthen the European linguistic capital in a globalized world	EUR 10M	RIA

Call Opening:
04 Oct 2023

Call Deadline(s):
07 Feb 2024



➤ **Next Strategic Period:** *more research and innovation in cultural tourism, developing new approaches, concepts and practices for sustainable, accessible and inclusive cultural tourism*

Stay informed!

More info about Cluster 2 Work Programme 2024:

**Info Days for Cluster 2
October 2023**

Stay tuned !

Access the EC portal for 'Funding & tender opportunities':
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

Reach out to National Contact Points:
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp>



Other EU funding sources for tourism in the 2021-2027 period



Investments to strengthen tourism's **competitiveness, sustainability, and value chains**; **sustainable**, innovative and digital measures, which could help reduce the sector's climate and environmental footprint



Tourism SMEs: investments in fixed capital or immaterial assets. Supporting diversification of economic activity, creating new business opportunities and helping people adapt to a changing labour market



Inclusive Tourism Framework – investments in hotels and tourism operators; **Integrated Cultural Heritage Framework** - projects located near or within a **cultural heritage site**, enhancing commercialization, sustainable management and operation, connectivity and accessibility, quality and availability of amenities, of municipal infrastructure, as well as projects achieving backward linkages; Advice for Small Business programme – support to tourism SMEs through the EBRD's network of advisers and consultants



Creation of data spaces: the **European Common Data Space for Cultural Heritage** - support to the digital transformation of Europe's cultural heritage sector; creation of data spaces: mobility – support to inter-operability; Network of European Digital Innovation Hubs – **support to tourism SMEs** in digital transformation



Tourism-related investments included in the national Common Agricultural Policy strategic plans



Improving the competitiveness of **tourism sector enterprises**, particularly SMEs, and supporting their access to markets



Eco-tourism, pesca-tourism, local gastronomy (fish and seafood restaurants), accommodation, **tourist trails**, diving, as well as supporting local partnerships in coastal tourism



Projects covering mobility, developing competence and employability of young people in **tourism, digital skills in cultural heritage**, learning hospitality, and tourism research innovation



Investments to strengthen the environmental, socioeconomic sustainability and resilience of **tourism** in the long term



Tourism-related environmentally sustainable projects, especially those mitigating CO2 emissions through energy efficiency or renewable energy; projects that "marry" climate adaptation measures with tourism



Tourism-related investments in environment and in the trans-European transport networks, in particular in regions with an economy heavily dependent on tourism

*Source: ECA, based on the Commission's Guide on EU funding for tourism for 2021-2027:
https://www.eca.europa.eu/Lists/ECADocuments/SR21_27/SR_EU-invest-tourism_EN.pdf



Thank you



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Horizon 2020



Q&As for more research on Data

Virtual Tourism Observatory: The virtual tourism observatory is an online repository for reports, studies and papers relevant to tourism policymakers and stakeholders.

https://single-market-economy.ec.europa.eu/sectors/tourism/statistics-and-reports/virtual-tourism-observatory_en

Eurobarometer surveys: Preferences of Europeans towards Tourism - Flash Eurobarometer Report (October 2021)

https://single-market-economy.ec.europa.eu/sectors/tourism/statistics-and-reports/eurobarometer_en

EU Tourism Dashboard: that gives overview of indicators about the environmental impact of the tourism sector, the digitization and the socio-economic resilience. Information by tourism destination (country, region or search at EU level)

<https://tourism-dashboard.ec.europa.eu/?lng=en&ctx=tourism>

Q&As for future research: Future R&I tourism policy aims to maintain Europe's position as a leading global destination and to turn Europe into a sustainable destination, bearing its cultural, social and environmental aspects. Some objectives are, notably, to maximise the industry's contribution to growth and jobs but also find balance btwn growth, capacity of the destinations, respect of the cultural sites and the interests of the locals. It also aims to promote cooperation between EU countries, find balance

Horizon Europe research: Horizon Europe is the EU's key funding programme for research and innovation. The programme facilitates collaboration and strengthens the impact of research and innovation in developing, supporting and implementing EU policies while tackling global challenges. It supports creating and better dispersing of excellent knowledge and technologies. It creates jobs, fully engages the EU's talent pool, boosts economic growth, promotes industrial competitiveness and optimizes investment impact within a strengthened European Research Area. **Legal entities from the EU and associated countries can participate.**



Q&As for budget

Since 2009 tourism policy has had its own legal basis. However, it does not have a separate **budget** under the ongoing multiannual financial framework for 2021-2027 <https://www.europarl.europa.eu/thinktank/en/research/advanced-search?policyAreas=TOURIS>

Funding & Tenders portal:

The Funding and Tenders Portal is the single entry point (the Single Electronic Data Interchange Area) for applicants, contractors and experts. Interested parties can find funding for research through this portal

Cluster 2

Within cluster 2 - Culture, Creativity and Inclusive Society - research and innovation activities are offered to meet the EU's goals and priorities for enhancing democratic governance and citizen participation. Safeguarding and promoting cultural heritage, and responding to and shaping social, economic, technological and cultural transformations are also conducted.

Developing new approaches, concepts and practices for sustainable, accessible and inclusive cultural tourism are among the research activities planned for this cluster. These opportunities will continue. Those already provided through the previous framework programme Horizon 2020 will be further developed.





International Conference on Cultural Tourism Advances

Brussels – 28 June 2023

Culture and Sustainability Policies

Mariachiara Esposito

European Commission (EAC) Cultural Policy Unit

EU Work Plan for Culture 2023-2026

Council Resolution of
29/11/2022

Policy priorities for
cooperation on culture
(between EU MS and with the EC)

*Cultural Heritage Expert Group
European Framework for action on CH
Legacy of EYCH2018 ([Link](#))

A. Artists and cultural professionals

Stimulate the **green transition** of the CCS, with a specific focus on the energy crisis

B. Culture for the people

C. Culture for the planet:

unleashing the power of culture

Climate action through culture, incl. the arts and CH

High-quality living environment for everyone

Safeguarding heritage against natural and human-made disasters

D. Culture for co-creative partnerships

2 new actions on **greening CCS** : VoC (2023) and OMC (2024)

- A new **Voices of Culture** Group of Experts from the civil society organisations has been set up on “*CCSIs Driving Green Transition and Facing the Energy Crisis*” to give input from the ground on how **cultural sectors can play an active role in decarbonisation and contribute to shape the energy crisis management.**
 - Brainstorming meeting: 15th June in Tartu
 - Final dialogue and results: Sept./Oct. 2023 Bxl
- A new **OMC Group of MS’ Experts** will be launched in early 2024 in the framework of the WP for Culture 2023-2026 to advise and produce recommendations on how to upscale best practices across the EU for **fostering policy solutions and reinforce cultural sustainability and CCSIs’ role in the Green Deal** with a view to the energy crisis



OMC Strengthening cultural heritage resilience for climate change

- ❖ January 2021 – April 2022, published on 7 September 2022
- ❖ 83 best practice examples collected from 26 out of 28 participating countries show impacts of climate change onto cultural heritage, but also how cultural heritage is a source of knowledge to fight climate change
 - Report gained a lot of attention within the Commission and other EU institutions, as well as internationally (USA, Canada)
- ❖ First time that a political mandate was given to exploring this topic
- ❖ Cultural heritage is under threat by climate change at unprecedented speed and scale – yet, proper policies are not in place either at national or EU level
- ❖ Only 7 out of 28 participating countries have legal frameworks that would support coordination between climate change and cultural heritage policies
- ❖ Some of the gaps identified:
 - Integration of cultural heritage in climate policies
 - Lack of: cross-sectoral and multilevel cooperation, research, economic assessments of costs of impacts of climate change onto cultural heritage, coherent methodology for obtaining reliable information and data
 - Cultural heritage not systematically included in education systems
 - Low awareness of vulnerability of cultural heritage
 - Human and financial resources



- See also previous **OMC Report** on **Sustainable Cultural Tourism** [Publications Office of the EU \(europa.eu\)](#) – Nov. 2019

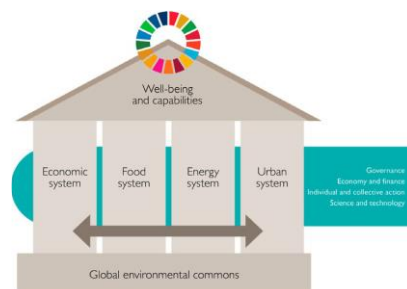


OMC report: key messages and recommendations to MONDIACULT (20/9/2022)
"Stormy Times. Nature and humans: cultural courage for change"

11 messages for and from Europe: leverage the transformative power of culture for sustainable development strategies across all SDGs (social, economic, environmental)

Cultural drivers for sustainability transformations

Developing cultures of sharing and trust;
 Changing food production, eating habits and food cultures;
Sharing experiences in de-centralised energy production and saving



EC Report published on 9 December 2022

"The cultural dimension of sustainable development in EU actions"

- **Present and upcoming EU policies, programmes and initiatives**, such as sustainable cultural tourism, the protection of CH, or the **New European Bauhaus** as actions where culture leverages SDGs.
- Following UNESCO's [MONDIACULT 2022](#): call for **culture to be included as a specific objective** in the next *UN Development Goals* AND culture as a **"global public good"**
- Report suggests an **EU strategic framework for culture**, to strengthen the effectiveness of public policies on culture, (cfr. Work Plan for Culture 2023-2026).

Greening Creative Europe

Creative Europe – 2021-2027 EUR 2.442 billion (63% increase from previous program)

- Reduction of **environmental impact** as **cross-cutting issue**, alongside inclusion and gender equality
- Applicants to **incorporate green practices** in projects through environmental-friendly approaches when designing activities
- **Study on Greening Creative Europe** (published)
[How Creative Europe aims to go green | Culture and Creativity \(europa.eu\)](#)
 - **Raising awareness** of environmental, climate and sustainability issues for behavioral changes
 - **Accompanying** cultural and creative sectors in adopting greener practices

Good environmental practices guide

comprehensive overview of existing good environmental practices

Creative Europe greening strategy

areas for actions and recommendations to 'green' the programme

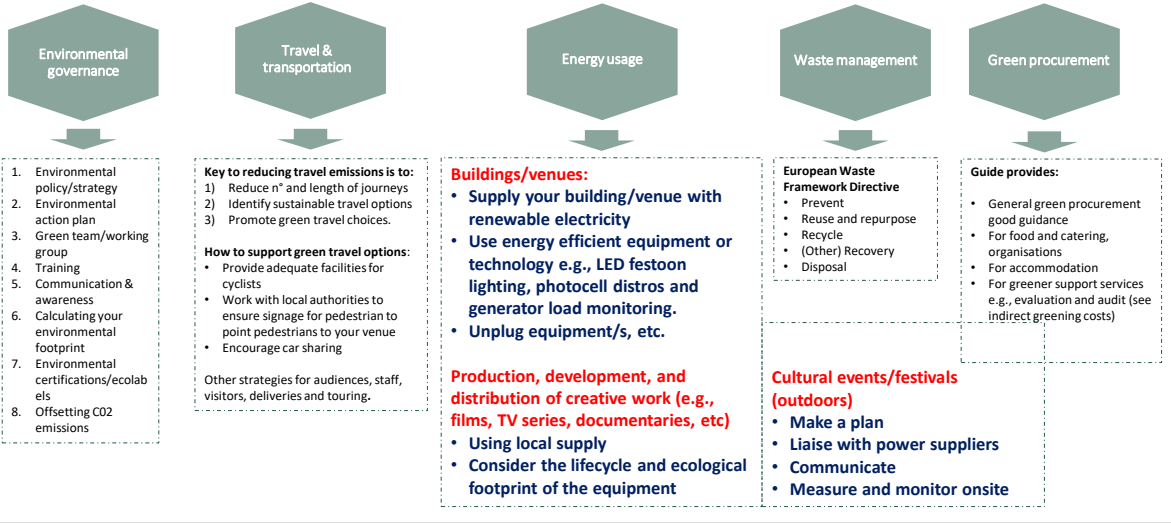
Programme greening monitoring guide

sustainability indicators (**'green indicators'**) to measure progress and contribution towards European Green Deal



Greening Creative Europe

Good environmental practices guide – Internal dimension



New European Bauhaus

Translate the **European Green Deal** into tangible change with **Impact** at 3 levels:

Places on the ground, Enabling environment for innovation, Behaviours and lifestyles

Strong CH component:

bringing people together, help feel part of communities (Heritage buildings' social, cultural and architectural value)

NEB encourages to re-think the way **we take care of our heritage sites** using **new materials, techniques and quality standards** in terms of innovation, **environmental protection, accessibility, affordability and quality** of experience.

NEB supports solutions improving the **articulation between heritage protection and aesthetic coherence**, while promoting more **sustainable and inclusive solutions**.

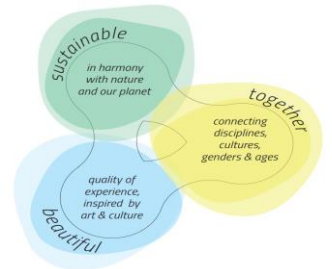
Horizon Europe CLUSTER 2 – new NEB projects

➤ **PALIMPEST** (Led by Italy: Politecnico of Milan)

CREATIVE DRIVERS FOR SUSTAINABLE LIVING HERITAGE LANDSCAPES

➤ **HERITACT** (Led by Greece: PANEPISTIMIO PATRON)

HERITAGE ACTIVATION THROUGH ENGAGING EXPERIENCES TOWARDS SUSTAINABLE DEVELOPMENT



https://europa.eu/new-european-bauhaus/about/about-initiative_en



HORIZON-CL2-2023-2024 Work Programme

Call 2024 – IA on NEB (EUR 16 mln)

Innovative solutions for greener and fairer ways of life through arts and culture, architecture and design for all

Scope

CH both tangible and intangible + **CCIs** diverse sectors with key role of **quality architecture and inclusive, regenerative design**

Expected outcome

Validate new tools, processes, methodologies **through pilot actions with a view to “demonstrators”** oriented solutions

Transformational changes through a **place-based approach adaptable to the needs, values and cultural traditions** of local communities

Learn from **experimentations of NEB principles applied to CH built environment, CH sites and services**, cultural assets and spaces of cultural value for new meanings and better quality of experience

Culture

CHARTER

Cultural Heritage Actions to Refine Training, Education and Roles

THE CHARTER CONSORTIUM (47 members):

21 full members:

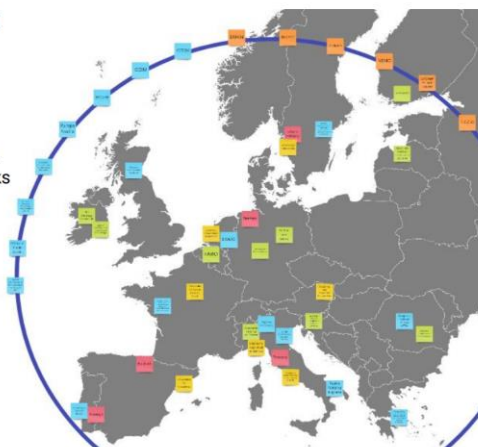
- 7 leading academic/training org.
- 8 employer and policy maker org.
- 6 European/International networks

7 affiliate members

- 5 (+1) regions
- 2 institutional bodies

19 associate partners, representing a wide spectrum of the Cultural Heritage field and European regions

10 Expert Advisory Board members



A European alliance among 4 key stakeholders

1. The **education and training** providers that seek to improve clarity on curricula provision, types, levels and delivery routes to promote quality in learning outcomes, equivalence and mobility.
2. The **industry** that wish to be certain of the availability of high-quality expertise, distributed regionally to facilitate the sustainable access, use and promotion of cultural heritage
3. **Public bodies and agencies** that need to articulate policies that safeguard, sustain and promote cultural heritage for the common good by resourcing the transmission of skills
4. Cultural Heritage **professionals** that seek recognition for their roles and mission as these relate to experience, expertise and professional qualification.

CHARTER | European Cultural Heritage Skills Alliance



Co-funded by the
Erasmus+ Programme
of the European Union



CHARTER | European Cultural Heritage Skills Alliance

CHARTER aims to:

- Map the needs and identify skills shortages and mismatches, taking into account transversal competences such as digital/technological, green/blue economy
- Clarify occupational roles and activities
- Identify curricula and learning outcomes for a responsive educational and training system
- Ensure qualitative professional development that can address current challenges
- Facilitate the upskilling and reskilling of core and transversal skills
- Make clear the power and value of cultural heritage in driving social cohesion, promoting a sustainable future for Europe and delivering economic benefits

CHARTER www.charter-alliance.eu

CHARTER | European Cultural Heritage Skills Alliance

What kind of results would demonstrate the success of the CHARTER project?

A strong and durable **cultural heritage skills Alliance** that will work well across the EU by:

- Making visible **Roles and Occupations, existing and emerging**
- Ensuring **Learning outcomes** describe necessary **core and transversal skills** (cognitive, affective and psychomotor)
- Translating Learning Outcomes into **qualifications** so that education providers operate a mutually beneficial network
- Enabling Informal **on-the-job learning** to be translated into **credits**

This means that:

- **Competences** can be recognised by employers, clients and procuring organisations, so that:
 - **Cultural heritage work** is valued and paid accordingly
 - **Upskilling and reskilling in core and transversal skills** is feasible
 - **Professional development plans** are used by all
 - **Students and professional mobility is improved**
 - **Young people's** entry to heritage professions is facilitated

Analysis of regional ecosystems and launch of the regional strategy for heritage skills

CHARTER has conducted regional case studies to understand different ecosystems, and to test and validate research findings by placing cultural heritage in a wider institutional, economic and social context:

1. Basque Country (ES)
2. Duomo of Milan (IT)
3. Sibiu (RO)
4. Free Hanseatic City of Bremen (DE)
5. Alentejo (PT)
6. Tuscany (IT)
7. Västra Götaland (SE)

EU sources of finance for cultural heritage

- ❖ Creative Europe: EUR 2.442 billion in 2021-2027 (63% increase from previous program)
- ❖ Horizon Europe: EUR 2.28 billion for research and innovation under Cluster 2 of pillar 2 “Culture, Creativity and Inclusive Society”. NEB is a key theme in 2022 and 2023
- ❖ Cohesion Funds: EUR 5 billion direct funding planned in 2021-2027 for Culture and CH, including for protecting, developing and promoting cultural heritage assets and services
- ❖ Erasmus+: for mobility, cooperation, partnerships... (i.e. HeritagePRO project on sharing good practices in cultural heritage preservation)
- ❖ Recovery and Resilience Facility (RRF): the measures directly supporting culture and the CCSIs amount to more than EUR 10 billion, representing approximately 2% of the total expenditure of the 26 NRRPs endorsed by October 2022. CCSIs will also benefit from a larger pool of measures that have a wider policy focus, such as green construction or digitalisation

CulturEU funding guide

- ❖ A funding guide to help stakeholders of all sizes navigate all funding opportunities available for the CCS in EU programs for the 2021-2027 period.
 - ❖ 2 elements: an interactive tool and a PDF manual
 - ❖ In 3 clicks to filter needs, sector and type of organisation:
 - 21 different programmes,
 - 75 financing possibilities, and
 - 15 inspiring examples
 - ❖ Now available in all official languages of the EU
- <https://culture.ec.europa.eu/fr/funding/cultureu-funding-guide>



Cultures Moves Europe residencies

Recently launched, it aims to support artists and cultural professionals' residencies. Deadline is **15th June**.



Culture Moves Europe, the mobility scheme for artists and cultural professionals funded under Creative Europe and providing for **individual mobility and residency grants**. The Residency Action will contribute to the New European Bauhaus initiative through a dedicated objective – **'To transform'**.

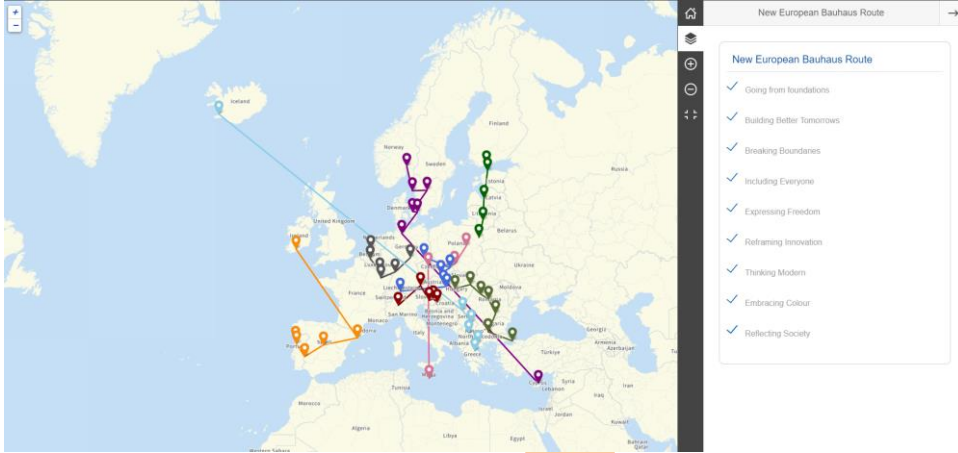
[Culture Moves Europe - call for residency hosts | Culture and Creativity \(europa.eu\)](#)

Culture



New NEB DiscoverEU Route [DiscoverEU | European Youth Portal \(europa.eu\)](#)

Launched in January for young people of 18 years resident of an Erasmus+ Programme country



Thank you