



# INNOVATIVE CULTURAL TOURISM IN EUROPEAN PERIPHERIES

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Euromed 2022

## Cultural Tourism workshop

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The event is organized by H2020 project [INCULTUM](#), to discuss about the role of community engagement and citizen participation in enhancing and promoting sustainable tourism in peripheral areas that are not often part of the mass tourism itineraries. INCULTUM research, experiments and findings are oriented to foster positive impacts of cultural tourism, and to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders.

This workshop is addressed to cultural managers, cultural heritage institutions, local communities with a stake on tourism potential of their areas, policy makers and researchers on sustainable tourism and local promotion.

Duration: 2 hours

## Abstract

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Tourism is more than travelling and consumption; it has great potential when it comes to culture, nature, knowledge and personal experiences. Travelling is a way to learn and improve oneself, to enrich one's vision and improve mutual understanding. The INCULTUM project deals with the challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development. It is exploring the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative participatory approaches are adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.

Ten pilot cases of living territories and communities are investigated, and are expected to generate new knowledge about tourism sustainability and promotion. The implementation of advanced econometric methods and the pioneering introduction of machine-learning tools into tourism research will support data-driven solutions. Findings will suggest recommendations for effective and sustainable policies, create new synergies among public and private stakeholders, and new paths to market for tourism promotion of local territories.

## Agenda

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### PART 1

#### **Introduction: scope of this workshop**

Antonella Fresa, Promoter / Vicepresident of Photoconsortium

*Antonella is working on European projects since the nineties, and since 2002 she is technical coordinator and communication manager of national and international projects in the domains of digital cultural heritage, creativity and co-creation, citizen science, smart cities, digital preservation and e-infrastructures.*

#### **Policies and participatory model development**

Alexandra Butisikova and Kamila Borsekova, Matej Bel University

*Alexandra is Head of University Centre for International Projects and full professor in social anthropology at Faculty of Arts, Department of Social Studies and Ethnology. She has extensive experience in qualitative research in marginalised areas of Slovakia, mainly focusing on traditional culture and its potential in regional development.*

*Kamila is Head of the Research and Innovation Centre at the Faculty of Economics with a profound interest in regional and urban topics. Her main scientific research is in the field of smart and creative cities, resilience, and sustainable urban and regional development.*

#### **Impact, evaluation and exploitation of the plurality of paths to market for participatory approaches to local tourism**

Carsten Jacob Humlebæk, Copenhagen Business School

*Carsten is Associate professor in Cultural and Social Analysis with particular focus on Identities in Spain, Europe and Latin America at the Department of Management, Society and Communication. His research focus is on the processes of collective identity formation as a social and narrative phenomenon as well as on the dialectical relationship between (nation) branding and (nation) building.*

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### **PART 2 - Highlights from the INCULTUM Pilots**

Moderated by Antonella Fresa.

- Altiplano de Granada, Desert landscapes and oasis - University of Granada
- Escape into the archipelago landscape - Uppsala University
- Mining treasures of Central Slovakia - Matej Bel University
- Historic Graves of Ireland - EACTHRA
- Aoo the shared rived - The High Mountains cooperative
- Bibracte-Morvan: ancient paths into the future - Bibracte
- Tuscan-Emilian Apennines, Garfagnana - University of Pisa

## Acknowledgements:

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