

INNOVATIVE CULTURAL TOURISM IN EUROPEAN PERIPHERIES

Euromed 2022

Cultural Tourism workshop, 9th November 2022 h. 16

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. It is realized with participation of other EU-funded projects [IMPACTOUR](#) and [TEXTOUR](#).

Abstract

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.

Acknowledgements:



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www.digitalmeetsculture.net

Agenda

PART 1

Introduction: scope of this workshop

Antonella Fresa, Promoter

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

Kamila Borsekova, Matej Bel University

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.

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

João Martins, Nova School Of Science And Technology | FCT NOVA

João is an Associate Professor with Habilitation and Head of the Electrical and Computer Engineering Department, Faculty of Sciences and Technology, NOVA University of Lisbon, Portugal. His research interests are mainly in energy efficiency, alternative energies and power quality, intelligent and energy efficient buildings, heritage buildings, energy awareness, smart grid renewables integration.

TEXTOUR - Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism

Daniel Basulto García-Risco, Fundación Santa María la Real del Patrimonio Histórico

Daniel is analyst of conservation parameters, and expert in architecture, coordination, and management of European projects. In TExTOUR he is project coordinator, with overall goal to integrate cultural heritage, tourism activities and local communities in a sustainable way to achieve a greener environment, a healthier economy and participation of communities.

PART 2 - Highlights from the INCULTUM Pilots

Moderated by Antonella Fresa.

Altiplano de Granada - Desert landscape and oasis

José Maria Martin Civantos, University of Granada

Escape into the archipelago landscape

Sabine Gebert Persson, Uppsala University

Mining treasures of Central Slovakia

Kamila Borsekova, Matej Bel University

Historic Graves of Ireland

John Tierny, EACTHRA

Aoos the shared rived

Sotiris Tsoukarelis and Thaleia Pantoula, The High Mountains cooperative

Vjosa, the shared river

Eglantina Serjani and Ardit Miti, CeRPHAAL