Beyond Borders Hackathon: showcasing cultural collections for sustainable tourism promotion

In the aftermath of the **Beyond Borders Hackathon**, jointly organized by [Europeana](#), [Photoconsortium](#), [SECreTour project,](#) [UNESCO Chair of the Università della Svizzera Italiana in ICT to develop and promote sustainable tourism in world heritage sites](#) and [UNESCO Chair of the Università di Genova in Anthropology of Health, Biosphere and Healing Systems,](#) a new story has been written for Europeana Pro.

In the piece, it is explored how the participants had the chance of experimenting with digital cultural heritage, listening to talks on digital transformation in cultural heritage and the use of 2D and 3D digital resources to promote tourism and engaging with Europeana's open cultural datasets to create digital storytelling projects on Insubria's geocultural heritage.

Read the story at [this link](#).