Collaboration established between INCULTUM and IMPACTOUR for synergies in cultural tourism



The EU-funded IMPACTOUR project is connecting Cultural Tourism stakeholders and researchers, envisaging new approaches and methods that will support European Cultural Tourism, reinforce a feeling of belonging, value minority cultures and promote Europeanisation. IMPACTOUR is coordinated by Uninova - Instituto de Desenvolvimento de Novas Tecnologias - Associacao, Portugal and includes twelve project partners from nine EU Member States who are working on the project

The project will elaborate on an advanced and adaptable methodology to estimate the impact of Cultural Tourism on EU regional economic growth. It will combine data analytics algorithms with machine learning and AI approaches to improve policies and actions on Cultural Tourism.

It is a common goal for INCULTUM and IMPACTOUR to support sustainable cultural tourism analysis and policy development, and for this reason a collaboration agreement was recenty established between the two for cooperation and synergies.

IMPACTOUR website: https://www.impactour.eu/

IMPACTOUR Community sign-up page (All Welcome!): https://www.impactour.eu/user/register