

INCULTUM presented at Be.CULTOUR webinar

INCULTUM

PARTICIPATION ENABLES DEVELOPMENT AND GROWTH

- **Local communities** are engaged in valuing their territories and cultural/natural heritage
- **Stakeholders** are involved in the co-creative management of tourism potential, developing shared marketing channels, digital tools, communication and interactivity
- **Policy makers** establish regulations to support the promotion of the territories in collaboration with local stakeholders and communities.

PROMOTER

DIGITAL CULTURE
www.digitalmeetsculture.net

Welcome to the
Be.CULTOUR WEBINAR

We will start soon!

The Be.CULTOUR project, focused on enhancing cultural heritage and landscape values for sustainable cultural tourism, is unfolding a **series of webinars** to **boost peer learning among its Community of Interest and other followers**. Given that Be.CULTOUR and INCULTUM established a cooperation agreement for cross-dissemination and knowledge exchange, the webinar series is promoted also via the INCULTUM channels and and in the INCULTUM network.

Webinar 5: Community-led and innovative entrepreneurship for circular cultural tourism - 23 June 2023

Various experts and on-field stakeholders are invited to present and discuss their innovative ideas, their progress and their challenges concerning cultural tourism and beyond. In this webinar, INCULTUM cases will be presented by the Network and Dissemination manager Antonella Fresca.

Download INCULTUM presentation ([PDF, 7 Mb](#))

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RELATIVE IMPACTS BEST AT DIFFERENT LEVELS

- Localisation
- Scale matters
- Nature of intervention
- Need for multi-scale solutions
- Resilience often requires multi-scale approaches

HOW CAN WE TO AVOID THESE RELATIVE IMPACTS

- Multi-scale approaches and collaborative approaches
- Empowering local communities to manage their own development

FROM RURAL TO URBAN DEVELOPMENT AND GROWTH

• Urbanisation is the dominant trend of the 21st century

• Migration is a key driver of urbanisation, and is often driven by economic, social, and environmental factors

• Urbanisation is a double-edged sword: it can bring economic growth and innovation, but it can also lead to environmental degradation and social inequality

RURAL AREAS AND RURAL DEVELOPMENT

• Rural areas are often overlooked in development planning

• Rural development is essential for sustainable growth and poverty reduction

• Key challenges include lack of infrastructure, limited access to services, and environmental degradation

THE ROLE OF RURAL AREAS IN THE ECONOMY

• Rural areas are a vital part of the national economy

• They provide food, raw materials, and services

• Rural development is essential for economic growth and poverty reduction

RURAL DEVELOPMENT AND GROWTH

• Rural development is essential for sustainable growth and poverty reduction

• Key challenges include lack of infrastructure, limited access to services, and environmental degradation

CULTURAL HERITAGE IN RURAL AREAS

• Cultural heritage is a key asset of rural areas

• It can be used to attract tourists and generate income

• Key challenges include lack of infrastructure, limited access to services, and environmental degradation

THE CHALLENGES FOR THE CENTER

• The center is often the most developed part of a country

• It faces challenges such as high unemployment, social inequality, and environmental degradation

• Key challenges include lack of infrastructure, limited access to services, and environmental degradation

