

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](#))

[Show as slideshow]

RELATIVE IMPACTS BEST AT DIFFERENT LEVELS

- Localisation
- Scale of impact
- Level of involvement
- Level of effort and resources
- Relative value of impact/engagement

HOW CAN WE TO AVOID THESE RELATIVE IMPACTS

- Mutual empowerment and collaborative approaches
- Establishing local communities to manage it
- Seeking opportunities to develop agents of transformation

FROMPROMOTING DEVELOPMENT AND SOCIETY

• All stakeholders in the cultural heritage sector are essential to the success of any project

• Stakeholders include: local communities, government, academia, NGOs, private sector, tourists, etc.

• All stakeholders have a role to play in the development and preservation of the cultural heritage sector

CULTURAL HERITAGE SERVICES

• Cultural heritage services are essential to the success of any project

• Services include: conservation, research, education, tourism, etc.

• Services should be developed and implemented in a way that is sustainable and equitable

THE ROLE OF CULTURAL HERITAGE IN THE DEVELOPMENT OF SOCIETY

• Cultural heritage is a key component of a country's identity and heritage

• It can be used to promote economic development and social cohesion

• It can also be used to educate the public and to preserve the past

PLACES

• Places are essential to the success of any project

• Places include: buildings, sites, landscapes, etc.

• Places should be protected and preserved in a way that is sustainable and equitable

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THE CHALLENGES FOR THE CENTRE

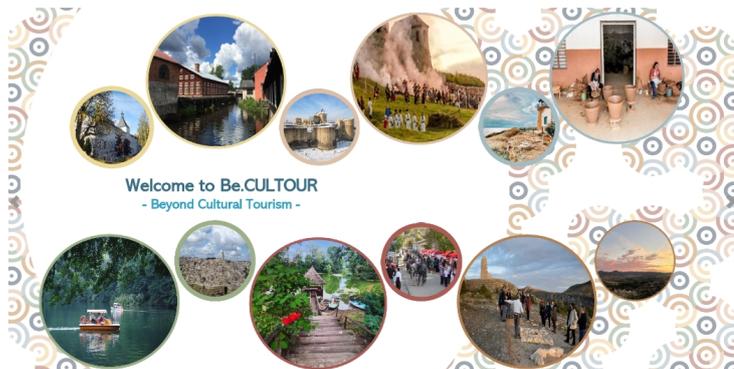
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Agenda and speakers

- 14.00-14.05 Antonia Gravagnuolo | CNR Institute of Heritage Science Welcome and introduction
- 14:05-14.20 Eva Leemet | CEO of Loov Eesti - Creative Estonia
- 14:20-14:35 Antonella Fresa | Promoter s.r.l., Communication and Dissemination manager at INCULTUM project
- 14:35-14:40 Break
- 14:40-14:55 Anna Salvagio | Vice president and experience manager of the Diffused Museum of 5 Senses of Sciacca, First Prize ECTN Award 2022
- 14:55-15:10 Antonio Della Corte | ?La Paranza? Cooperative, Catacombs of San Gennaro, Naples
- 15:10-15:20 Hanna Szemz? | Metropolitan Research Institute
- 15:20-15:30 Q&A and concluding remarks



Read more about the project in the official website: <https://becultour.eu/>