

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 BEST ADDRESS THESE CHALLENGES?

- Address interventions and delivery approaches
- Emphasising local communities' ownership
- Designing approaches to diverse groups of beneficiaries

PROMOTING INCLUSIVE EMPLOYMENT AND GROWTH

• Employment is a key driver of economic growth and social inclusion

• Inclusive employment is essential for sustainable development

• Inclusive employment is essential for sustainable development

SUPPORTING INCLUSIVE AGRICULTURE

• Agriculture is a key driver of economic growth and social inclusion

• Inclusive agriculture is essential for sustainable development

• Inclusive agriculture is essential for sustainable development

NOT JUST FOR THE SAKE OF AGRICULTURE

• Agriculture is a key driver of economic growth and social inclusion

• Inclusive agriculture is essential for sustainable development

• Inclusive agriculture is essential for sustainable development

RURAL DEVELOPMENT

• Rural development is essential for sustainable development

• Rural development is essential for sustainable development

• Rural development is essential for sustainable development

CULTURAL HERITAGE SERVICES

• Cultural heritage is a key driver of economic growth and social inclusion

• Cultural heritage services are essential for sustainable development

• Cultural heritage services are essential for sustainable development

THE CHALLENGES FOR THE CENTER

• The center is a key driver of economic growth and social inclusion

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