



INCULTUM

Visiting the margins

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Tourism is one of the most important industries and economic activities, a key element in the globalization processes, and a development opportunity for territories.

The challenge of the 'incultum' is to conceive a novel way to develop sustainable cultural tourism, focusing on secondary and under-rated territories.

Visiting the margins: innovative cultural tourism in European peripheries

INCULTUM

**Uncultivated
Untilled
Neglected**





Tourism is more than travelling and consumption:

- It has great potential when it comes to culture, nature, knowledge, and personal experiences
- It is a way to learn and improve oneself
- It enriches our vision of the world and help to improve mutual understanding

However ...



NEGATIVE IMPACTS EXIST AT DIFFERENT LEVELS

- Touristification, gentrification, insecurity of employment, social changes, massive urbanization, ...
- Reduction of the quality of visitor's experience

KEYS TO AVOID THESE NEGATIVE IMPACTS

- Adopting participatory and collaborative approaches
- Transforming local communities in protagonists
- Engaging stakeholders as dynamic agents of transformation



The project

INCULTUM

Innovation Action

funded by the EU under Horizon 2020

running from 2021 until 2024

www.incultum.eu





15 PARTNERS

An interdisciplinary group of academia, municipalities, associations and SMEs participate in the INCULTUM consortium to deploy knowledge and to manage the various project's activities.

OFFICIAL MEDIA

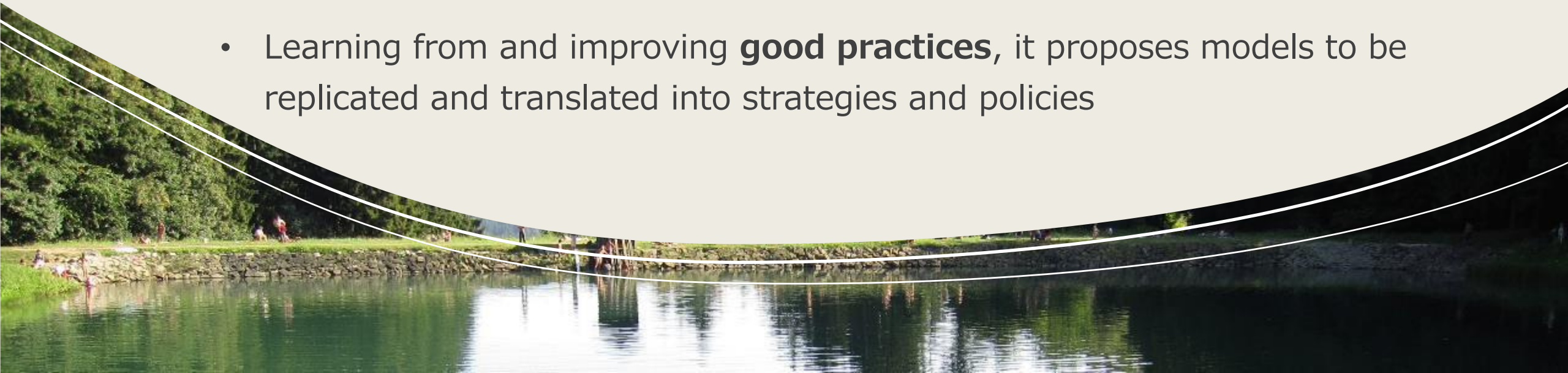
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net



INCULTUM project (2021-2023) is financed by the H2020 programme of the European Union

The INCULTUM project deals with the **challenges and opportunities of cultural tourism**, with the aim of furthering sustainable social, cultural, and economic development.

- It explores the potential of **marginal and peripheral areas** when managed by local communities and stakeholders
- It promotes **participatory approaches** to transform locals into protagonists and to reduce negative impacts
- Learning from and improving **good practices**, it proposes models to be replicated and translated into strategies and policies





Three pillars of action

DATA

INCULTUM gathers quantitative and qualitative data on cultural tourism to produce innovative data analysis and new statistics on this phenomenon.

PARTICIPATION

INCULTUM findings are oriented to foster positive impacts of cultural tourism by using a participatory approach involving local population and stakeholders as communities of practices.

COLLABORATION

INCULTUM fosters intercultural understanding through the implementation of bottom-up strategies that can have positive effects for both locals and tourists.

Pilots across Europe



10 PILOTS, 9 COUNTRIES

- The project is based on 10 pilot cases from all over Europe, covering a diversity of socio-economic contexts and cultural-natural heritage, with relevant cross-border significance.
- For their selection, we have prioritised deprived, remote, peripheral and deindustrialized areas or cultural-natural heritage not usually taken into account.
- All the pilots are based on existing studies with previous experiences in the selected areas, even if covering also other domains beyond cultural

1. Altiplano de Granada, Spain

2. Campina de Faro, Portugal

3. Copper Mines, Slovakia

4. Trapani Mountains, Italy

5. Garfagnana Appennine, Italy

6. Bibracte-Morvan, France

7. Aaos Valley, Greece

8. Vjosa Valley, Albania

9. Historic Graves, Ireland

10. The Archipelago Landscape, Sweden



Participative methodology





The INCULTUM project is based on participatory and collaborative approaches where **local communities** and **stakeholders** play a direct and important role in the project phases: from planning to decision making, execution, assessment and evaluation.



The aim of the project is to promote a positive impact and at the same time to avoid negative effects on the social relationships, to **value authentic local heritage** and to **preserve landscapes**.



Two complementary approaches

COMMUNITY-BASED TOURISM

Community-based tourism refers to tourism that involves community participation while generating benefits for local residents.

This happens by allowing tourists to visit these communities and learn about their local environment, their culture, habits, and natural and cultural heritage.

CULTURAL PARTICIPATION

There is extensive evidence of a link between the cultural sector and the tourism sector, which would benefit reciprocally from common and harmonised policies.

A first strand of research studies the role of culture, cultural heritage and cultural participation, on the attractiveness of tourist destinations.

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Three research strands

- **STAKEHOLDERS MAPPING**
- **POLICY RECOMMENDATIONS**
- **DATA GATHERING AND ANALYSIS**

STAKEHOLDERS MAPPING

- Increase the awareness that the **demand side** – i.e. the market for cultural tourism – and the **supply side** – i.e. the local economic and social development – depend on each other.
- Cultural tourism simply cannot happen without tourists' visits: how to leverage the **number of visits** in the most respectful way for territories and local communities?



POLICY RECOMMENDATIONS

- Establish **connection** between policies, participatory models and innovative tools
- Identify, compare and assess different types of participatory and co-creative innovation **models** in relation to the expected benefits for the involved stakeholders
- Make **policy recommendations** leading to synergies between participatory models and innovative tools arrangements



DATA GATHERING AND ANALYSIS

- To support research with **evidences**
- To identify and collect data, adopting a wide selection of **socio-economic indicators**
- The **collection measures** are established ex-ante in conjunction with pilot coordinators
- The **pilot studies** are closely monitored, collecting data before, during and after the intervention
- **Official statistics** are collected, translated, unified and processed from local and international sources
- Data are collected by employing **digital approaches** to measure over-time changing prominence of certain destinations across various regions and languages

The collected data are then analysed in order to convincingly establish the relationship between innovative approaches to local development and cultural tourism.



Get in touch



Website:

www.incultum.eu

Project's blog:

www.digitalmeetsculture.net/projects/incultum-blog/

Official Media Partner

DIGITAL MEETS CULTURE.net
www.digitalmeetsculture.net

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A landscape photograph showing a field of green grass and yellow flowers. In the background, there are trees and a blue sky with clouds. On the right side, there is a rust-colored silhouette of a person wearing a hooded jacket and holding a tool, possibly a scythe or a hoe, as if working in the field. The overall scene is rural and natural.

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Thanks for your attention!

