Rural territories in EU funded projects: inspiration from Local Communities

RURITAGE Final Conference

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INCULTUM

Visiting the margins -Innovative Cultural Tourism in European Peripheries

Innovation Action Funded by the EU Under Horizon 2020 Running from 2021 until 2024 www.incultum.eu







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

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





Tourism is more than travelling and consuming:

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

However ...



NEGATIVE IMPACTS EXIST AT DIFFERENT LEVELS

- Touristification
- Gentrification

...

- Insecurity of employment
- Social tensions with residents
- Reduction of the quality of visitor's experience

INCULTUM KEYS TO AVOID THESE NEGATIVE IMPACTS

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





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.



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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 bottomup strategies that can have positive effects for both locals and tourists.



10 PILOTS ACROSS EUROPE



10 PILOTS, 9 COUNTRIES

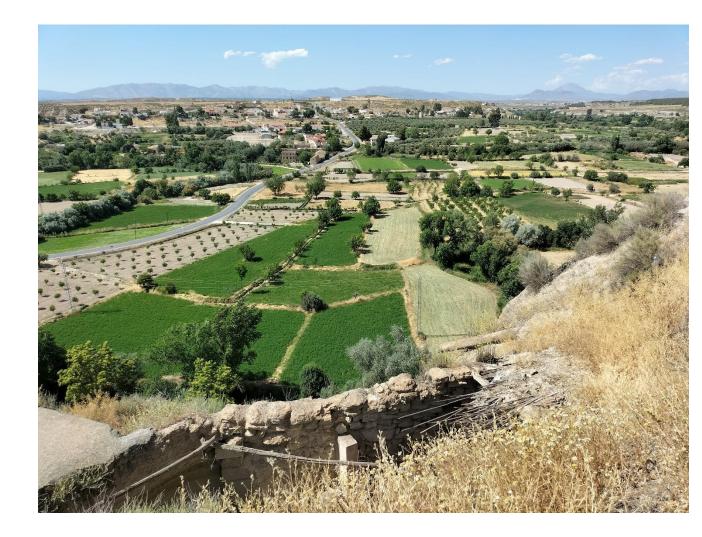
- The project is based on 10 pilot cases from all over Europe, covering a diversity of socio-economic contexts and cultural-natural heritage, with relevant cross-border significance.
- For their selection, we have prioritised deprived, remote, peripheral and deindustrialized areas or cultural-natural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

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. Aoos Valley, Greece
- 8. Vjosa Valley, Albania
- 9. Historic Graves, Ireland
- 10.The Archipelago Landscape, Sweden



ALTIPLANO DE GRANADA





THE PLACE

- North of Granada's province, in the South-East of Spain
- Flat semi-arid area with poor soils and an extreme climate due to its altitude, continental influence and the presence of surrounding mountains
- Landscape marked by impressive badlands where the historical relationship between humans and the environment has built on a sustainable use of resources, particularly water and soils
- Affected by a depopulation process and with one of the lowest *per-capita* incomes in Spain















CULTURAL HERITAGE

- Historical irrigation systems
- Dated mainly from the Middle Ages, during the Islamic period
- Still in use, managed by local farmer communities
- Recent proposal as Geopark, currently under evaluation by UNESCO

DANGER

• Threatened by abandonment and agricultural intensification



THE NEW INCULTUM PRODUCT

- To convert existing pathways contiguous to the irrigation channels and to the oasis into cultural routes
- To link cultural tourism to agrarian local production, rural heritage, traditional practices and ecosystem services
- Cultural tourism will become a complementary activity and a way to disseminate values of the traditional agrarian spaces, binging them closer to visitors
- Tourists will be offered a first-hand experience as they will be guided directly by the farmers

















PARTICIPATORY APPROACH

- To involve local irrigator communities in the development of the new INCULTUM product
- Farmers who are managing irrigation systems are the owners and the experts of the canals, agrarian spaces, traditional practices and their values
- The participatory approach will offer them a leading role in proposing, building and managing the routes
- They will keep control on the development and autonomy of choices, in the respect of their heritage, landscape and territory
- Benefits will return directly to local communities, generating positive impacts



CAMPINA DE FARO





THE PLACE

- Agrarian coastal plain, located on the littoral of Algarve, in the south of Portugal, between three historical and very touristic cities: Faro, Olhao, Loulé
- Ancient and continuous human occupation, because of its position, situated on an aquifer and very fertile soil
- A living testimony of the historical interdependence between the cities and the food production space - gardens and orchards













THE CULTURAL HERITAGE

• Traditional irrigation systems pulling water up from the soil: *norias*, wells, aqueducts, tanks and canals

DANGER

- Hydraulic heritage in a process of being abandoned
- In danger of degradation, given the new irrigation methods necessary for new (exotic) crops
- Very strong real estate pressure on the periphery of costal high touristic cities
- Species of fruit trees are in the process of disappearing (e.g. tangerine trees)



THE NEW INCULTUM PRODUCT

- To develop cultural routes to discover the hydro-agricultural heritage
- To organise little markets for the sale of vegetables and fruits in the villages as organic food
- To offer an alternative touristic destination to sun and beach, based on agro-tourism, rural tourism and cultural tourism
- To provide novel attractions to visitors, bringing tourism closer to the poly-culture history and to the Mediterranean diet, with an impact on the local economy
- To combat seasonality, providing new and different experiences to visitors whose experience of being immersed in the local rural culture















THE PARTICIPATORY APPROACH

- To contribute to the preservation of landscape's memory and (re)activation of its identity, starting with survey, diagnosis and architectural and hydraulic rehabilitation of a group of *norias*, aqueducts and tanks, in collaboration with university experts
- To revitalise, together with local growers, historic irrigation systems, practices and techniques, recovering traditional cultivation techniques
- To work with local horticultural communities and small associations of organic producers to promote traditional practices in the management of water for irrigation and in agricultural crop techniques



• Website:

www.incultum.eu

 Project's blog: <u>www.digitalmeetsculture.net/projects/incultum-blog/</u>

Official Media Partner



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THANKS FOR YOUR ATTENTION!

