

5th Project Meeting – Agenda

10/3/2026

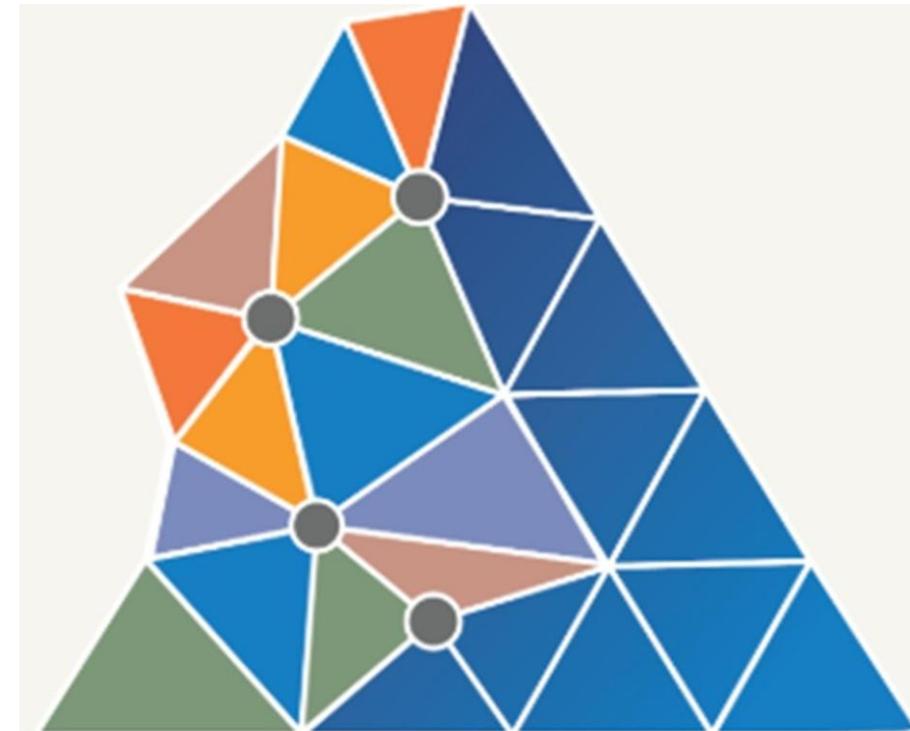
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SECReTOUR project

- SECReTour is the acronym of the project title: **Sustainable, Engaging and Creative Tourism as a driver for a better future in rural and remote areas**
- A research and innovation action funded by the European Union under the **Horizon Europe** Programme, **started on 1/3/2024, lasting 3 years**
- To experiment novel forms of tourism development in real life contexts
- To study and promote alternative business models
- To test participatory governance and citizen engagement for contributing to:
 - touristic-economic planning
 - community building
 - management of commons
 - cultural heritage protection

<https://secretourproject.eu/>



SECReTour pilots and partners

- **11 partners from 8 EU countries plus Albania and Switzerland**
- **8 pilot cases** chosen to represent a wide range of European territories, communities and heritage, including rural and agrarian landscapes, memory places of local identities, minorities, and conflictive dark heritage.



- SECReTour partners
- 📍 SECReTour pilots



8 cases to experiment innovation

- **Bibracte - Morvan des Sommets:** 140 km long cultural route linking villages by making the best use of the existing dense network of historical paths in a depopulated area
- **Traditional irrigation systems in South-East Spain:** irrigation system dating mainly from the Middle Ages during the Islamic period, extending throughout the area, from the high peaks (with systems of artificial aquifer recharge and artificial pastures) to the more fertile lowland areas generating oases in the middle of the desert
- **The heritage of the Vlach ethnolinguistic minority in the Upper Vjosa valley (Albania):** an ethnolinguistic group distinguished by their language, which is a dialect derived from Latin, and their ways of living, based primarily on pastoral transhumance.



- **Rural Roma heritage in Hungary:** the largest minority group in the Eastern-European countries characterised by varied ethnic and socio-cultural features
- **Historic graves of Ireland and the Irish diaspora :** a community-focused participatory environment sharing grassroots heritage
- **Renaissance of mining-related cultural heritage and heritage communities in central Slovakia :** a rural and remote area that has a history of mining and is associated with rich cultural heritage



- **Digital nomadism in heritage-rich communities, Idrija (Slovenia) :** a 500-year history started with the discovery of mercury and its lively mining settle-men

<https://secretourproject.eu/pilots/digital-nomadism-heritage-rich-communities>

- **San Giorgio, the Threshold of the Sacred Mountain (Switzerland) :** geologically made up of Mesozoic rocks characterized by a high fossil content, preserved in excellent condition, an extensive presence of works of art and religious architecture, testimonies of the living culture linked to the mountain, extremely important evidence of biodiversity



SECReTOUR Catalogue of Good Practices

Alternative business models

This section contains 12 images illustrating various alternative business models:

- Collaborative governance models:** A group of colorful wooden figures arranged in a circle.
- Participatory planning framework:** Hands pointing at a large map on a table.
- Participatory resource management:** A circular infographic with a globe in the center and various colored segments.
- Digital resource governance:** A network of icons representing digital resources and governance.
- Digital tourism solutions:** A person using a smartphone with a location pin and a hot air balloon.
- Remote site promotion:** A smartphone displaying a location pin and a hot air balloon.
- Sustainable tourism infrastructure:** A 3D architectural rendering of a sustainable urban space.
- Sustainability-enabling policies:** Hands pointing at a map with various icons.
- Site diversification strategies:** A wooden signpost with multiple directional arrows.

Empowering local communities

This section contains 8 images illustrating ways to empower local communities:

- Heritage volunteering:** A pitchfork and other tools in a field.
- Participatory heritage research:** People sitting around a table with laptops.
- Heritage education:** A red apple on a stack of books.
- Marginalised group empowerment:** A group of people with their hands clasped together.
- Community-tourist synergies:** A group of people walking on a dirt path in a forest.
- Perception evaluation framework:** A magnifying glass over a landscape.
- Equitable tourism economies:** An infographic showing a bus, a person, and a hot air balloon.
- Tourism-funded development:** An infographic showing a person with a hot air balloon and a calendar.

This section contains two images illustrating transnational collaboration:

- Sustainable tourism partnerships:** An infographic with a globe, a hot air balloon, and a location pin. Text: "Sustainable tourism partnerships", "Transnational collaboration", "Regional cooperation and networking".
- Cross-border experience design:** A suspension bridge over a river. Text: "Cross-border experience design".

Transnational collaboration

Do you know other examples of Community-tourist synergies in Sustainable Cultural Tourism?

Help us to expand the catalogue

[Submit a case study](#)