

The challenge of the 'incultum' for a new approach to cultural tourism

Antonella Fresa

fresa@promoter.it



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TOURISM IS MORE THAN TRAVELLING AND CONSUMING

Travelling is a way

to learn and improve oneself

to enrich the vision of the world

to improve the understanding of the other

Tourism has become

one of the most important industries and economic activities one of the key elements of globalization

BUT



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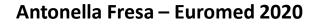
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NEGATIVE IMPACTS AT DIFFERENT LEVELS

- Touristification is one of the consequences in many historical cities, protected natural areas or coastal regions
- Widespread growth and gathering of people cause problems for the local population, such as gentrification, insecurity of employment, social changes, massive urbanization
- Reduction of the quality of the visitor experience crowded monuments long waiting times

consumerism





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INNOVATIVE CULTURAL TOURISM

A driver for innovation and cooperation,

promoting

Sustainable economics

Cultural and social development in local communities



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KEYS TO AVOID NEGATIVE IMPACTS

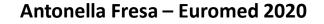
- Innovative participatory and collaborative approaches
- Transforming local communities in protagonists
- Stakeholders engaged as dynamic agents of the transformation



LEARNING FROM EXPERIENCES

- Good experiences can be replicated: role models and replicators
- Translate lessons learnt and best practice into new strategies
- Advocate innovative policies



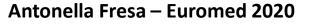




'INCULTUM'

Accusative singular of *incultus* A Latin word that means uncultivated, untilled, neglected



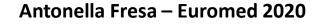


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TWO DRIVING CONCEPTS TO DEVELOP NEW STRATEGIES

- To experiment with unexplored and unworked solutions
- To focus on secondary and overlooked territories







LIVING TERRITORIES AND COMMUNITIES

- To reduce tourism's negative impact
- To provide specific training
- To strengthen local identities
- To experiment with innovative solutions



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FOCUSING ON UNDER-RATED TERRITORIES

To explore hidden potentials in

remote,

peripheral or

deindustrialized areas



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PARTICIPATION OF VISITORS

- Participatory models are based on co-creation
- Innovative tools should be put in relation to the expected benefits for the involved stakeholders
- Estimating the pre-conditions needed for the future full implementation and scaling up of pilots and experiments
- Make policy recommendations based on participatory models and collaborative practices
- Stimulate new synergies among public and private stakeholders and new investments

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DATA TO SUPPORT POLICIES

Data analysis and statistics are needed

- To establish convincing relationships between innovative approaches including **socio-economic measures** and local development
- To identify causal relationships, as opposed to just correlations



FROM EXPERIMENTS TO IMPLEMENTATION

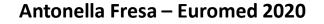
To prepare for the future exploitation of the innovations:

- Communication
 - Dissemination

Training

Awareness and capacity building

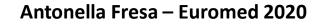






Thank you for your attention





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