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

Antonella Fresa

fresa@promoter.it

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

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

INNOVATIVE CULTURAL TOURISM

A driver for innovation and cooperation,

promoting

Sustainable economics

Cultural and social development in local communities

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

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

FOCUSING ON UNDER-RATED TERRITORIES

To explore hidden potentials in
remote,
peripheral or
deindustrialized areas

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

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