

INTERNATIONAL CONFERENCE ON DIGITAL HERITAGE NOV 28th - NOV 30th 2020 LISBON Web-EUROMED 2020 WWW.EUROMED2020.PT

1st International Workshop on Cultural Tourism: Discovery Europe.

Improving Sustainable Development of Cultural Tourism – what if...

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HORIZON 2020

UNINOVA
Instituto de Desenvolvimento de Novas Tecnologias

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Cultural Tourism – Growing Sector

Tourism Sector (2019)

- 9% worldwide GDP
- 8% global employment

Cultural Tourism (2018)

- 37% tourism sector
- 15% annual growth

UNWTO data

| Category | Value |
|---|-------|
| Tourism Sector (2019) - worldwide GDP | 9% |
| Tourism Sector (2019) - global employment | 8% |
| Cultural Tourism (2018) - tourism sector | 37% |
| Cultural Tourism (2018) - annual growth | 15% |

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Cultural Tourism – Bright Future

• Sustainable Cultural Tourism

- 10 initiatives of European Year of Cultural Heritage 2018

Local

- Sustainability
- Conservation
- Sense of proud
- Environmental protection

Cultural Heritage

Cultural Tourism

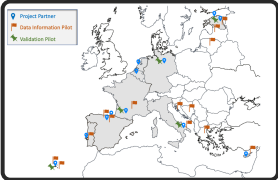
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graph LR; Local[Local: Sustainability, Conservation, Sense of proud, Environmental protection] --> CH((Cultural Heritage)); CH --- CT((Cultural Tourism));
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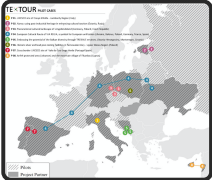
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Cultural Tourism Projects

H2020 IMPACTOUR



H2020 TeXTOUR



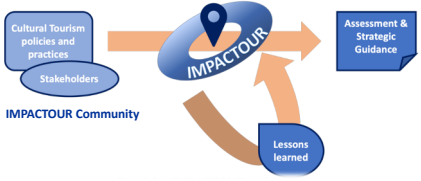
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H2020 IMPACTOUR



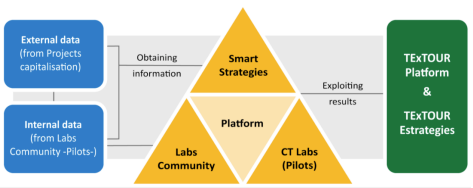
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Cultural Tourism Projects

COVID-19: a test to our resilience !!!

WHAT IF our computer graphics failed?

... We can use hand made graphics...
... but we should never give up...

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Past Crisis

- We had experience other crisis in the past
- Tourism sector was also affected in the past

| Year | Growth (%) | Event |
|------|------------|------------------------|
| 2000 | +6.4 | |
| 2001 | +3.0 | 9/11 attacks |
| 2002 | +9.4 | |
| 2003 | -1.0 | SARS pandemic |
| 2004 | +1.9 | |
| 2005 | +6.6 | |
| 2006 | +4.0 | |
| 2007 | +1.9 | |
| 2008 | -4.0 | Global economic crisis |
| 2009 | -1.9 | Global economic crisis |
| 2010 | +3.8 | |
| 2011 | +3.8 | |
| 2012 | +3.8 | |
| 2013 | +3.8 | |
| 2014 | +3.8 | |
| 2015 | +3.8 | |
| 2016 | +3.8 | |
| 2017 | +3.8 | |
| 2018 | +3.8 | |
| 2019 | +3.8 | |
| 2020 | -60.0 | COVID-19 |

(UNWTO Data)

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Past Crisis

- We had experience other crisis in the past
- Tourism sector was also affected in the past

• There was already a "come back"

• Tourism sector manage to recover

Resilient
Optimistic
Dearing
INNOVATIVE

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Over Tourism ⇒ No Tourism

Issues on CT sites

- Traveling became a risk
- Airline companies collapse
- Increased risk of looting and vandalism
- Business closure
- Lack of confidence
- Travel restrictions
- Economic recession (depression)
- UNCERTAINTY

CLIMATE CHANGE ⇒ Natural Disasters

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Sustainable Cultural Tourism

Green Hotels

- Environmental conservation
- Environmental development
- Recovery (reconstruction of degraded sites)
- Responsible travel

↳ Interreg project SHCITY

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Sustainable Cultural Tourism

- Local communities should benefit
- What CT can give to local communities?
- Increase sense of pride

↳ Educate local communities

↳ Cultivate resilience

↳ Discover new ways of CT promotion

↳ Communicate local cultural/natural sites: Interact

↳ Do not copy / Be yourself


NATURAL CULTURAL

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Sustainable Cultural Tourism


- Cooperate with other social areas
- Re-organize to different kind of tourists (local / domestic, national, cross-border)
- Be sustainable to survive (in NATURE there is a limit to everything)



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HORIZON 2020
Sustainable Cultural Tourism



+40% on-line visits to museums (UNESCO)

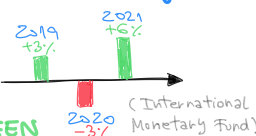
- Resilience and adaptation
- Small groups based tourism (rural, nature, health, food...)
- Social media
- On-line sales (handy craft...)
- On-line guided tours
- Live presentations
- Innovation and digitalization
- Networking

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Cultural Tourism Challenges

We must be prepared to catch up with economic recovery



GREEN



SUSTAINABLE DIGITAL

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Cultural Tourism Challenges

GREEN
SUSTAINABLE DIGITAL

WHAT IF another crisis arises?

- Data is essential to learn from the PAST/PRESENT
- CULTURAL TOURISM must evolve towards resilience and sustainability

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870747

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THANK YOU FOR YOUR ATTENTION!

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IMPACTOUR Kick-off Meeting | Cascais - Portugal | 28-29 Jan. 2019 17

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