

HORIZON 2020

IMPACTOUR
IMproving Sustainable Development Policies and
PrActices to assess, diversify and foster Cultural
TOURism in European regions and areas



D7.9 - Policy recommendations
Final

Deliverable Lead and Editor: UNINOVA

Contributing Partners: Contributions from projects IMPACTOUR, SMARTCULTOUR, SPOT, TEXTOUR, BECULTOUR, INCULTUM

Date: 2023-06

Dissemination Level: Public

Status: Submitted

Abstract

This deliver presents a set of policy recommendations at regional, national and European level. The present report addresses three main areas: (i) EU Policy and Europeanization, (ii) Research and Innovation, and (iii) Sustainability and Infrastructure.

Grant Agreement
870747



Document Information

Deliverable Lead	João Martins, UNINOVA
Internal Review #1	
Internal Review #2	
Document Type	Public
Work Package	WP7 – Communication, dissemination and exploitation
Document ID	D7.9 - Policy recommendations
Due Date	2023-06
Delivery Date	2023-06-16
Status	Submitted

Status

This deliverable is subject to final acceptance by the European Commission.

Further Information

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History

Document History	
Versions	<p>V0.1</p> <ul style="list-style-type: none">• First document draft version <p>Final</p> <ul style="list-style-type: none">• Approved by all the participant projects (IMPACTOUR, SMARTCULTOUR, SPOT, TEXTOUR, BECULTOUR, INCULTUM)
Contributions	<p>IMPACTOUR (João Martins) SMARTCULTOUR SPOT TEXTOUR BECULTOUR INCULTUM</p>

Project Partners



For full details of partners go to www.impactour.eu/partners

Executive Summary

This report presents the outcomes of two key events: a policy workshop held on 5 July 2022 in Lisbon and a round table discussion in Brussels on 11 October 2022. These events brought together six research projects on cultural tourism funded through Horizon 2020 calls, and lead to the production of a common consensus document focused on three main areas: EU Policy and Europeanization, Research and Innovation, and Sustainability and Infrastructure. This document contains the Policy recommendations of all the aforementioned six funded research projects:

- IMPACTOUR (Coordinated by João Martins - UNINOVA)
- SMARTCULTOUR (Coordinated by Bart Neuts - KATHOLIEKE UNIVERSITEIT LEUVEN)
- SPOT (Coordinated by Milada Štaštná - MENDELOVA UNIVERZITA V BRNE)
- TEXTOUR (Coordinated by Lucia Delenikas - FUNDACION SANTA MARIA LA REAL DEL PATRIMONIO HISTORICO)
- BECULTOUR (Coordinated by Antonia Gravagnuolo - CONSIGLIO NAZIONALE DELLE RICERCHE)
- INCULTUM (Coordinated by Jose Maria Martin Civantos - UNIVERSIDAD DE GRANADA)

The report emphasizes the potential of cultural tourism but calls for further steps to fully integrate tourism into policy sectors, including recognition within the Green Deal and Structural Development Fund programs.

Regarding Research and Innovation, the report recommends consolidating and coordinating technologies in a Cultural Tourism Cluster to avoid dispersion and underutilization. It also proposes involving non-research partners in delivering credible business plans for effective exploitation of research results. The report highlights the importance of innovation for sustainable cultural tourism development and emphasizes the need for continued funding, clear information on funding opportunities, and support for training local communities and businesses.

In the context of Sustainability and Infrastructure, the report suggests involving active heritage communities through participatory methodologies to address stakeholder conflicts.

Overall, the report provides policy recommendations to enhance the role of cultural tourism, promote research and innovation, and ensure sustainability and inclusivity in its development.

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0 Introduction

0.1 IMPACTOUR Project Overview

IMPACTOUR – IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas – is a project funded by the H2020 Framework Programme of the European Commission under Grant Agreement 870747 and conducted from January 2020 until December 2022. It engages 12 partners from 10 European countries with a total budget of 2,971,250.00 euro. Further information can be found at www.impactour.eu.

IMPACTOUR project created an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism (CT) on European economic and social development and to improve Europe's policies and practices on CT, strengthening its role as a sustainable driving force in the growth and economic development of European regions.

CT has been recognized as one of the drivers of growth, jobs and economic development, as well as intercultural understanding and social development in European regions and urban areas. However, there is still a knowledge gap on methods to measure different types of CT impacts and to assess multilevel and cross-border strategies, policies and practices contribution to sustainable development. IMPACTOUR proposes to bring together CT-related stakeholders and researchers to achieve new approaches taking advantage of the large amounts of information that confront policymakers.

By identifying and comparing quantitative/qualitative pan-European information on CT forms and promotion, and by providing quantifiable evidence of CT strategies and their effect on European regions' development and Europeanisation, IMPACTOUR delivered an innovative methodology and tool (combining data analytics algorithms with artificial intelligence and machine learning strategies) providing CT stakeholders with strategic guidance so that policies and practices on CT can be improved.

IMPACTOUR encompassed a sustainable ecosystem by engaging Cultural Tourism stakeholders and following a participatory approach. IMPACTOUR tools and methods will lead to reinforcing the commitment with European CT, increasing citizens sense of belonging, valorisation of minority cultures, strengthening of identities and Europeanisation.

IMPACTOUR Methodology was completed and tested with data coming from 30 Data Pilots, with distinct characteristics spread around Europe.

0.2 Deliverable Purpose and Scope

This deliverable presents a set of policy recommendations at regional, national and European level. The present report addresses three main areas: (i) EU Policy and Europeanization, (ii) Research and Innovation, and (iii) Sustainability and Infrastructure.

It was produced as a **common document** amongst the six research projects on cultural tourism funded under the recent Horizon 2020 calls: IMPACTOUR, SMARTCULTOUR, SPOT, TEXTOUR, BECULTOUR, INCULTUM.

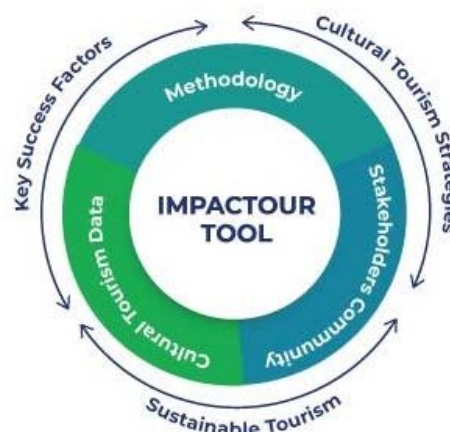


Figure 0.1 - IMPACTOUR methodology

0.3 Target Audience

The deliverable is public, and is targeted to local communities, national/regional/local government, tour operators, government agencies, non-governmental organizations (NGOs), museums, galleries, heritage sites, local businesses, tourist guides, academics, researchers, and other relevant stakeholders.

0.4 Document Structure

This document has the following sections¹:

- Section 0: Introduction
- Section 1: Policy recommendations

0.5 Document Status

This document precedes on IMPACTOUR technical deliverables and is not expected further formal iterations.

¹ Please note that the document structure was made using the word cross reference feature.

1 Policy recommendations

This report presents the outcomes of two key events: a policy workshop held on 5 July 2022 in Lisbon and a round table discussion in Brussels on 11 October 2022. These events brought together six research projects on cultural tourism funded through Horizon 2020 calls (IMPACTOUR, SMARTCULTOUR, SPOT, TEXTOUR, BECULTOUR, INCULTUM), and lead to the production of a common consensus document focused on three main areas:

- EU Policy and Europeanization,
- Research and Innovation,
- Sustainability and Infrastructure.

Since the “Policy Recommendations by Horizon2020 Sustainable Cultural Tourism Projects” is a common document, it can be downloaded from the following link:

<https://drive.google.com/file/d/1wqL89DI8P64sKBI26a7G4J7E2PR4LK19/view?usp=sharing>