



Ca' Foscari University of Venice

PROJECT ACRONYM AND TITLE: SmartCulTour - Smart Cultural Tourism as a Driver of Sustainable Development of European Regions

FUNDING PROGRAMME: H2020-SC6-TRANSFORMATIONS

CALL: H2020-SC6-TRANSFORMATIONS-2018-2019-2020

SCIENTIFIC FIELDS: Cultural tourism, Sustainable urban and regional development,

HOST DEPARTMENT: DEC - Department of Economics

SCIENTIFIC RESPONSIBLE: Nicola Camatti

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 2.980.000,50	€ 290.000,25

ABSTRACT:

SmartCulTour aims to support regional development in European regions, with special attention to rural peripheries and the urban fringe, through sustainable cultural tourism. The project redefines cultural tourism through a contemporary lens and provides a comprehensive measurement framework for supply, demand and impacts. In order to support knowledge-led destination management, a decision-support system (DSS) will be developed for wide-scale monitoring purposes across European regions. The DSS will synthesize both traditional and non-traditional data sources, the latter particularly related to big data analytics, thereby assisting smart regional development. Besides a contribution to conceptual development and cultural tourism measurement, the main objective of SmartCulTour relates to the facilitation of community-led rural development through field experimentation in 6 living labs. Prior to these living labs, a comprehensive desk research will identify significant sustainable cultural tourism policies, their impacts and critical success factors. These best cases will inspire a series of possible local interventions. Within the living labs, novel creative approaches to stakeholder engagement are tested, notably arts-based methods, serious games, and service design which will help to provide local context and support. A toolkit will be designed to help destinations implement local actions towards sustainable cultural tourism development. SmartCulTour will therefore contribute to theory development, empirical validation of best practices within a living labs setting, and procedural development, particularly by providing European regions with a set of strategies to optimally engage with stakeholders and co-create sustainable cultural tourism experiences.

Planned Start date	Planned End date
01/01/2020	31/12/2024

PARTNERSHIP:

1. KATHOLIEKE UNIVERSITEIT LEUVEN, the Coordinator	Belgium	Coordinator
2. STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES	Netherlands	Partner
3. LAPIN YLIOPISTO	Finland	Partner

4.	UNIVERSITY OF SPLIT, FACULTY OF ECONOMICS, BUSINESS AND TOURISM	Croatia	Partner
5.	UNIVERSITA CA' FOSCARI VENEZIA	Italy	Partner
6.	MODUL UNIVERSITY VIENNA GMBH	Austria	Partner
7.	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION -UNESCO	France	Partner
8.	Mediterranean Agronomic Institute of Zaragoza / International Centre for Advanced Mediterranean Agronomic Studies	Spain	Partner
9.	TOERISME VLAANDEREN	Belgium	Partner
10.	QUANTITAS SRL	Italy	Partner