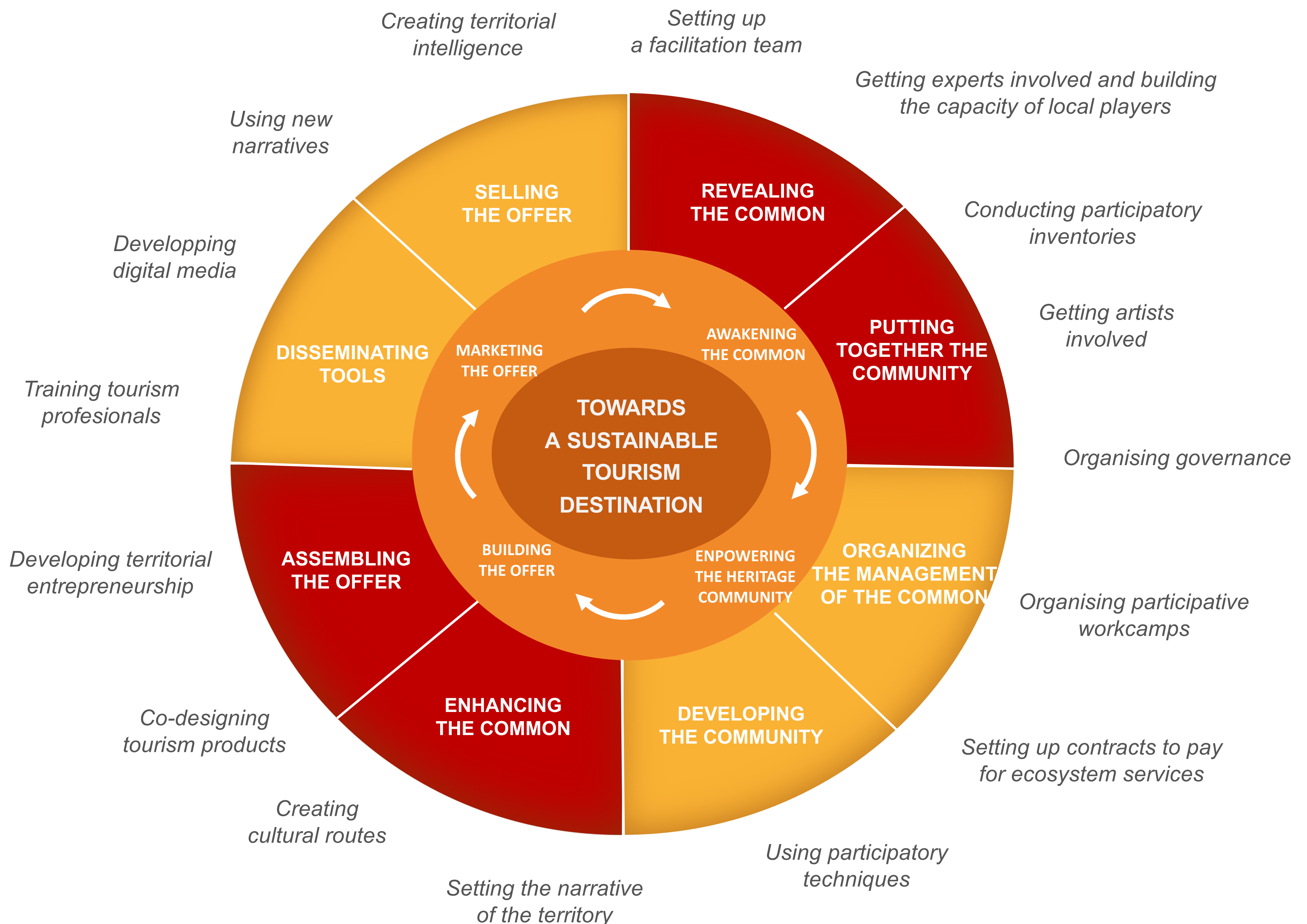




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# INCULTUM WHEEL FOR SUSTAINABLE TOURISM



Inner wheel: STRATEGIC TARGETS  
Outer wheel: OPERATIONAL TARGETS  
Outside the wheel: tools & skills

The conceptual model developed as part of INCULTUM meets the iterative requirement expressed by the innovation helix models: one turn of the wheel strengthens the involvement, skills and contribution of the stakeholders, which, in a virtuous process, enables the next turn to be approached with more favourable initial conditions.

Each turn of the wheel involves a logical sequence of four stages, each of which responds to a specific strategic objective:

- stage 1: reveal the common ground and build the community
- stage 2: organise the management of the common ground and develop the community
- stage 3: building the tourism offer
- stage 4: marketing the tourism offer

Each stage can itself be divided into two operational sub-objectives. The pilot projects were committed to testing actions that contribute to these sub-objectives. These actions are listed at the periphery of the wheel in the logical order in which they are to be implemented, together with the tools and skills that underpin them. These actions have a more or less marked experimental character, and it is rather through their concerted and coordinated mobilisation that an innovative approach to the management of a tourist destination is expressed.