



Visiting the margins
INnovative CULTural ToUrisM in European peripheries



INCULTUM deals with the challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development. It will explore the full **potential of marginal and peripheral areas when managed by local communities and stakeholders**. Innovative participatory approaches are adopted, transforming locals into protagonists, able to reduce negative impacts of mass tourism, learning from and improving good practices to be replicated and translated into strategies and policies.

INCULTUM project is an Innovation Action supported by the European Commission in the frame of the Horizon2020 programme, and coordinated by the University of Granada.

[Visit INCULTUM website](#)



Pilots

Ten pilot cases of living territories and communities are investigated and, on the basis of the findings, innovative customised solutions are co-created.

[Discover](#)



Policies

Policy recommendations based on participatory and collaborative practice are developed to stimulate synergies and trigger new investments.

[Learn more](#)

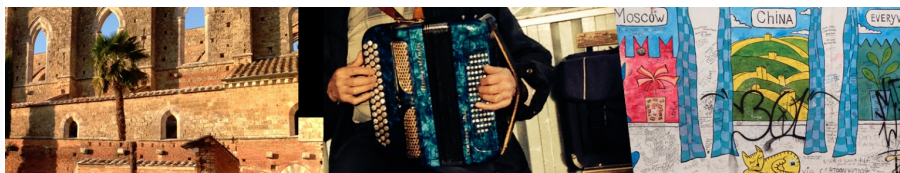


Training

Capacity building and knowledge will sustain more advanced cultural tourism approaches based on living territories and communities.

[Explore](#)

- Online Workshop - Measuring the impact of cultural tourism



INCULTUM project is pleased to announce its first public event, in the framework of

the research conducted based on data that are collected and analysed on various dimensions of cultural tourism, urban and regional development. The results of this work are expected to provide important insights on how to design effective and sustainable cultural policy and to facilitate the mapping of good practices.

3rd March 2021 h. 12.00 - 14.00 pm CET, via Zoom

Invited Speakers:

Trilce Navarrete - Erasmus Universiteit Rotterdam

Enrico Bertacchini - University of Turin

Programme and registration: <https://incultum.eu/events/data-workshop/>

News from Associate Partners

Artists Thriving
in the Digital Era

ECHO II

Webinar series
16, 23, 28 February
2022
Empowering artists,
heritage and cultural
professionals, and civil
society in the digital
era.

[Discover](#)

citizenHeritage

Citizen Heritage

Pisa, 28 June 2022
Conference:
The role of
photographic heritage
in empowering
communities
participation in cultural
heritage.

[Learn more](#)



CES Coimbra

Summer school
"Cultural Mapping and
Connecting with Place"
21-25 March 2022,
Caldas da Rainha -
Portugal.
Registrations open

[Register](#)

observatório
creatour

CREATOUR

Conference 8-10 Nov
2022
**Creative Tourism,
Regenerative
Development and
Destination
Resilience**

[Call for Papers](#)

TEXTOUR

TEXTOUR

INCULTUM and
TEXTOUR sign
a cooperation
agreement for
synergies in the area of
sustainable cultural
tourism

[Read more](#)

tourism 4.0
for the Black Sea

T4BS project

**Tourism 4.0 for the
Black Sea** project
demonstrates the
potential of Data
Analytics and Industry
4.0 technologies in
tourism.

[Read more](#)



MEDIA PARTNER
DIGITAL CULTURE

INCULTUM Project Coordinator:
José M^a Martín Civantos
University of Granada
MEMOLab. Laboratorio de Arqueología Biocultural

INCULTUM Network Coordinator:
Antonella Fresa
PROMOTER S.r.l.
Information technology, research and innovation

[Contacts](#)

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