



# Be.CULTOUR

Beyond cultural tourism

**INCULTUM project**  
**final conference**  
**12 April 2024**

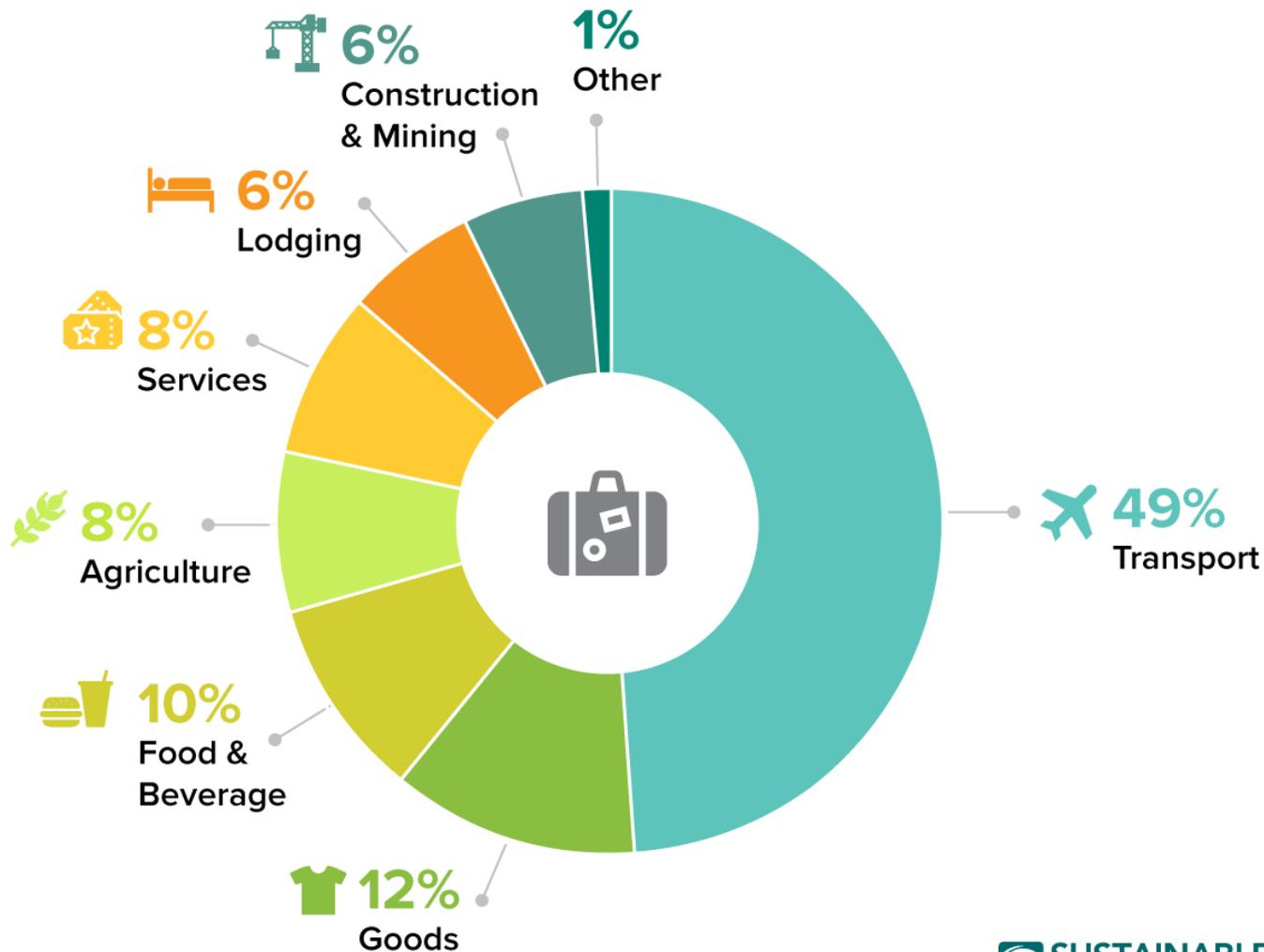
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627  
Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action: IA (Innovation action)

# Carbon Footprint of Global Tourism



Pressure on over-touristic destinations, gentrification, seasonality, over-consumption of natural and cultural resources, economic fragility...



**Loved to Death: The Most Overcrowded Tourist Destinations**

CITIES Jun 19, 2019  
 CAROLINE MORSE TEEL

*Wish you weren't here*



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# Be.CULTOUR project

[www.becultour.eu](http://www.becultour.eu)

Be.CULTOUR stands for “Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy”.

It expresses the goal to move **beyond tourism** through a longer-term **human-centred development perspective**, enhancing **cultural heritage** and landscape values.

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# Our goal

The overarching goal of Be.CULTOUR is to co-create and test **sustainable human-centred innovations** for **circular cultural tourism** through **collaborative innovation networks/methodologies** and improved **investments strategies**.

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# The Be.CULTOUR approach

Targeting **deprived, remote, peripheral or deindustrialized areas** and **cultural landscapes** as well as **over-exploited areas**, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities' wellbeing and resilience, nature regeneration** as well as **effective cooperation at cross-border, regional and local level.**

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# Who?

## The Project Partners



APT BASILICATA



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# The circular economy in tourism sector



Different interpretations...



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<https://www.circularcityfundingguide.eu/circular-sector/tourism/>

The circular tourism sector (Oreve, 2015)



# Transition Pathway for Tourism



European  
Commission

# Three Archetypes to implement sustainability in the Anthropocene era

Source: De Martino et al (2024), based on Hoffman and Jennings, 2018, 2021



...market-driven: reducing environmental externalities and preserving resources' accessibility and social welfare for residents and local stakeholders while maintaining economic growth patterns

Market Rules

...new technologies and digital tools are best allies in the shift towards a sustainable future

Technology fix

Cultural Re-enlightening

...structural change in people's values, beliefs, and consequent behaviours towards a more comprehensive understanding of the complex negative impacts of unsustainable lifestyles on nature, health, and wellbeing

9

De Martino M., Apicerni V., Gravagnuolo A. (2024), **Sustainable Hospitality and Tourism in the Anthropocene: the need for a more radical shift of the current circular economy models.** *International Journal of Sustainable Hospitality and Tourism*. Forthcoming.

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# CT-CE models interpretative spectrum: stages and criteria

Source: De Martino et al (2024), based on Landrum (2018)

Stages	Criteria
Very weak (Compliance)	Economic and Growth-oriented, Business-as-usual, Resource exploitation
Weak (Business-oriented)	Green economy, Eco-efficiency, Technological progresses, Eco-innovation, New business models, Smart growth, Customer awareness
Intermediate (Systemic)	Collaboration, Ecosystems, Transformative, Sustainable enterprise, Social choice and behaviour
Strong (Regenerative)	Restoration, Limits to growth, Planetary boundaries, Communalism, New economy
Very strong (Co-evolutionary)	Mutually enhancing and beneficial relationship, Deep ecology, Self-sustainable communities (Circular Society)

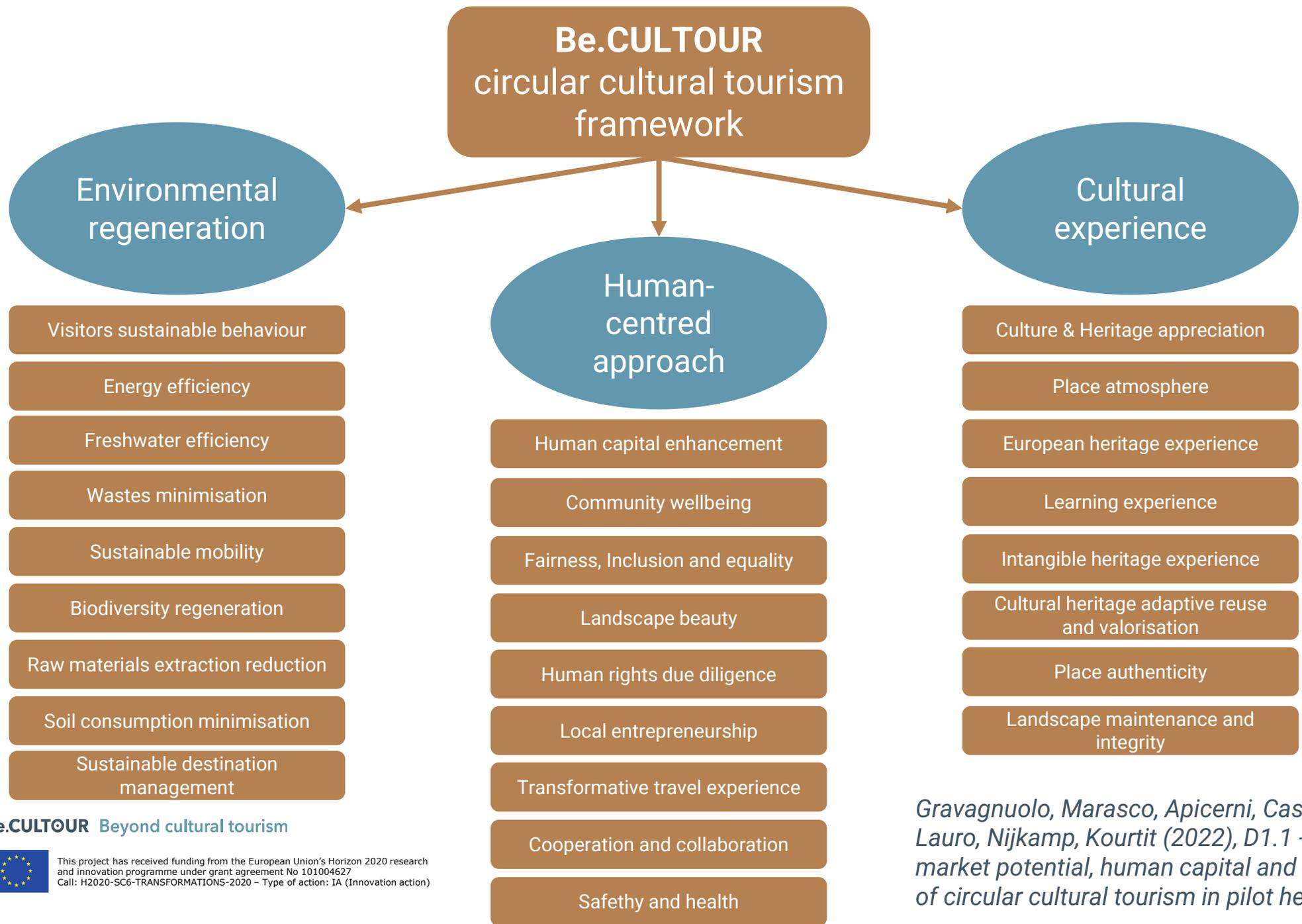
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# «Beyond tourism»: towards a *circular and human-centred* model for cultural tourism in cities and regions

- **Self-sufficient** (territorial circularity: energy-materials-agriculture-architecture-mobility, heritage re-use, environmental certifications, energy communities...)
- **Human-centred** (educational and learning experience, transformational tourism, human rights due diligence, relationships, traditional and new skills, youths, women, fragile social groups and minority cultures engagement...)
- **Culture-led** (cultural identity, sense of place, cultural landscape conservation, craftsmanship, art-based tourism, gaming and contemporary meanings of heritage, European value...)
- **Entrepreneurial and innovation ecosystem** (entrepreneurial capacity development, innovation networks, emerging technologies, digitalisation, smart data management...)
- **Impact based** (impacts design – theory of change, indicators and data management at micro scale, multidimensional impact framework to orient decisions and interpret «success»...)



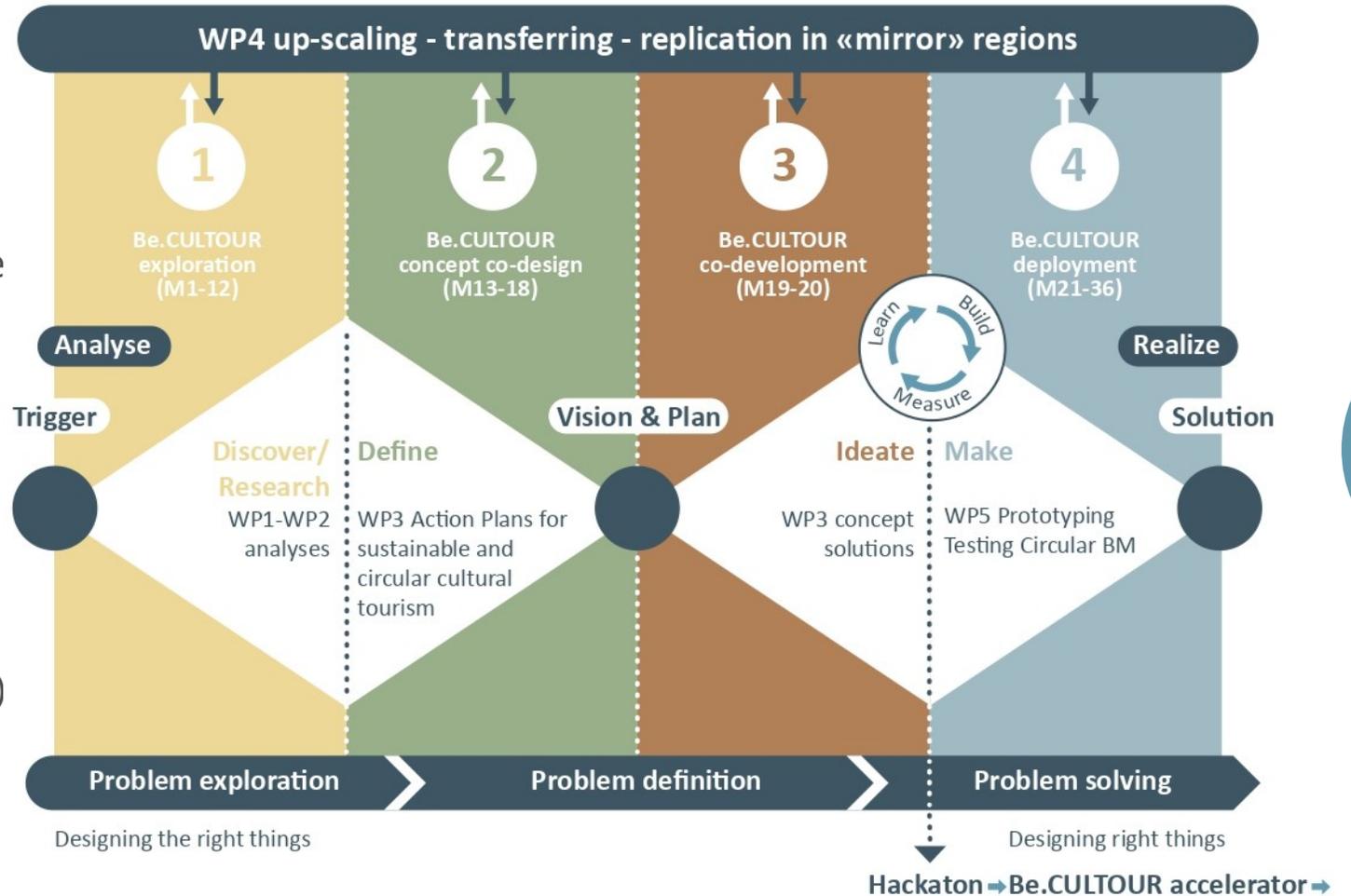


# How?

## Our methodology

The methodology of the project follows four main steps, reflecting the general articulation of the design process:

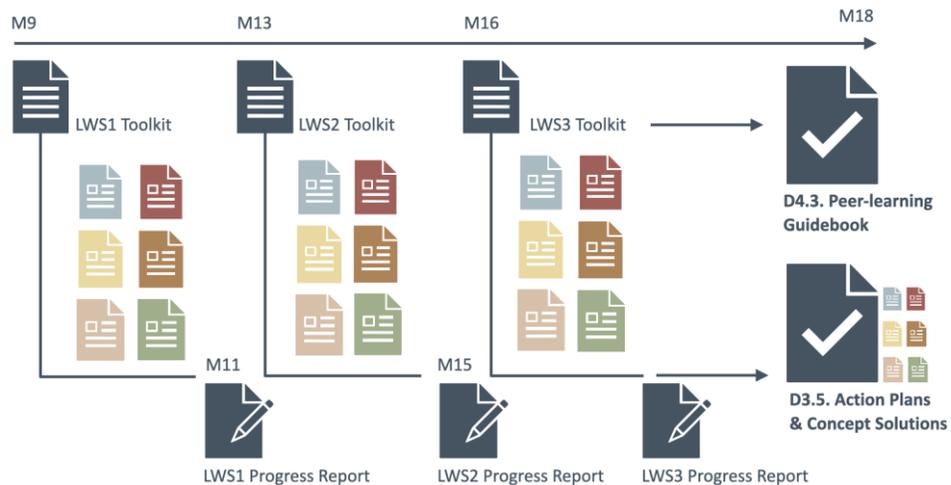
1. **Exploration phase** (M1-12);
2. **Action Plans and Concepts co-design phase** (M13-18);
3. **Co-development phase** (M19-20)
4. **Deployment phase** (M21-41).



# Who?

## Heritage Innovation Networks

Local stakeholders from the private, public, academic and civil society sector join local HINs and participate in **3 Local Workshops** to co-develop a local **Action Plan** for circular cultural tourism. The process is implemented in 6 Pilot Heritage Sites to enable peer-learning and replication of best practices across Europe.



### CONNECT

- Meet like-minded professionals interested in circular cultural tourism across our region and Europe
- Share common **challenges** and create new **opportunities**

### LEARN

- Gain theoretical knowledge and discover best practices in **circular cultural tourism**
- Learn about **human-centred design** and experiment with **participatory approaches** and **co-creation** methodologies in online and offline spaces

### CO-CREATE

- Develop **Action Plans** to foster **regional development** through circular cultural tourism
- Co-create innovative **products, services and processes**





# Who?

## The Community of Practice

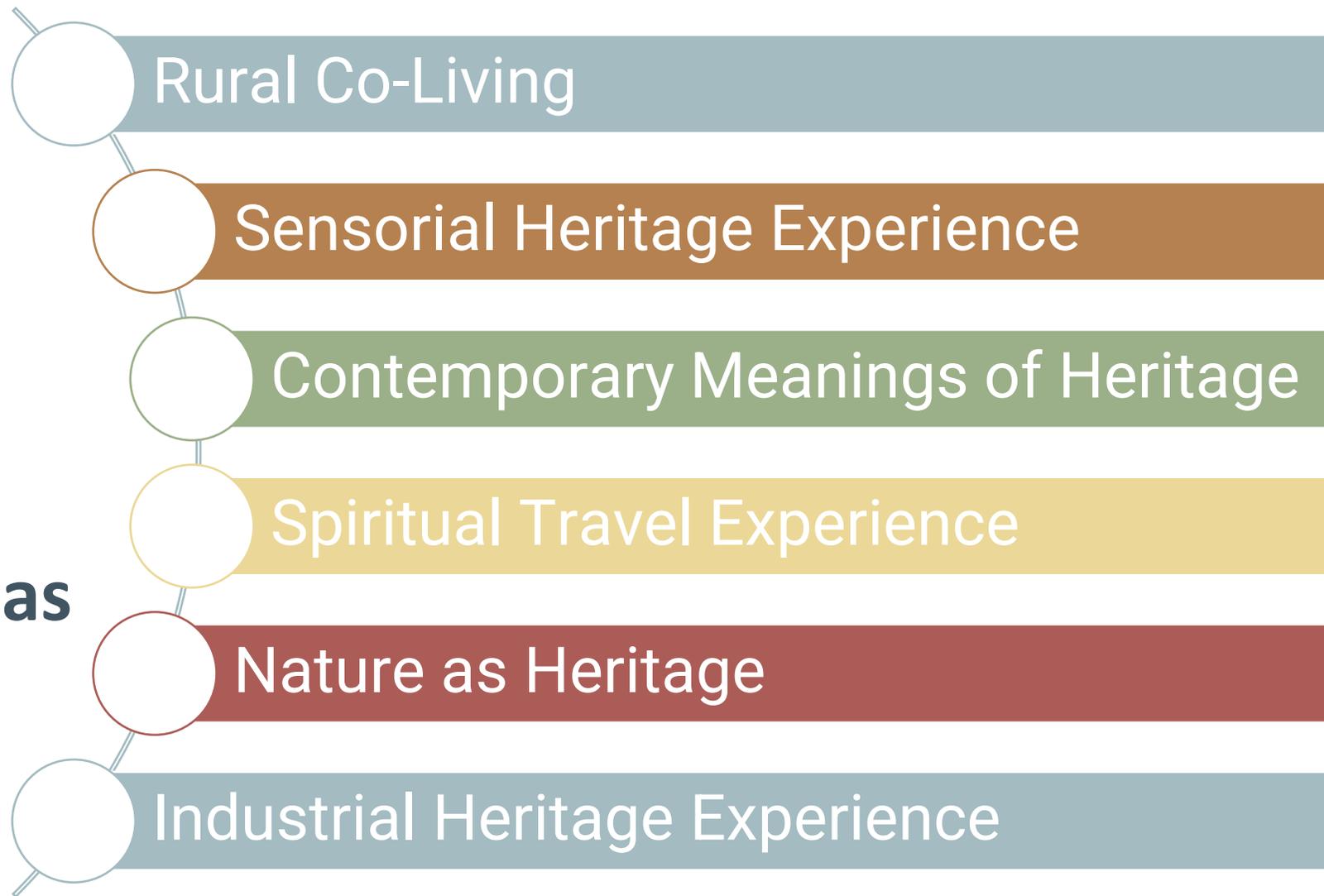
6 Pilot Heritage Sites:

-  BASILICATA REGION, ITALY
-  LARNACA, CYPRUS
-  ARAGON-TERUEL, SPAIN
-  VÄSTRA GÖTALAND REGION, SWEDEN
-  VOJVODINA, SERBIA
-  NORTH-EAST ROMANIA – MOLDOVA (CROSS-BORDER PILOT)





# Be.CULTOUR specific Innovation Areas



# Who?

## The Community of Interest Peer-learning & Knowledge exchange

16 Mirror Ecosystems:

- Regional Governments:**
  - Veneto Region (IT)
  - Thessaly Region (GR)
  - Stadregio Parkstad Limburg (NL)
- Municipalities and Local Governments:**
  - Municipality of Leuwaarden (NL)
  - Municipality of Kuldiga District (LV)
  - Cyngor Gwynedd Council (UK)
  - Timis County Council (RO)
- Development Agencies:**
  - N-W Regional Development Agency (RO)
  - SviluppoUmbria (IT)
  - Srem Regional Development Agency (SRB)
  - Savolinna Development Service Ltd. (FI)
- Tourism Agencies:**
  - Greater Poland Tourism Organisation (PL)
  - Nicosia Tourism Board (CY)
- Civil Society/Academia:**
  - Saltaire Inspired (UK)
  - Museo Diffuso dei 5 Sensi Sciacca (IT)
  - University of Algarve (PT)



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# Some examples in the Be.CULTOUR Community





## Pilot heritage site **Larnaca, Cyprus**

### Cultural rural landscape conservation as key element of a circular cultural tourism

- **Challenge:** Over-exploitation of high-demand areas
- **Heritage type:** Terraced rural landscape
- **Innovation area:** Rural Co-Living

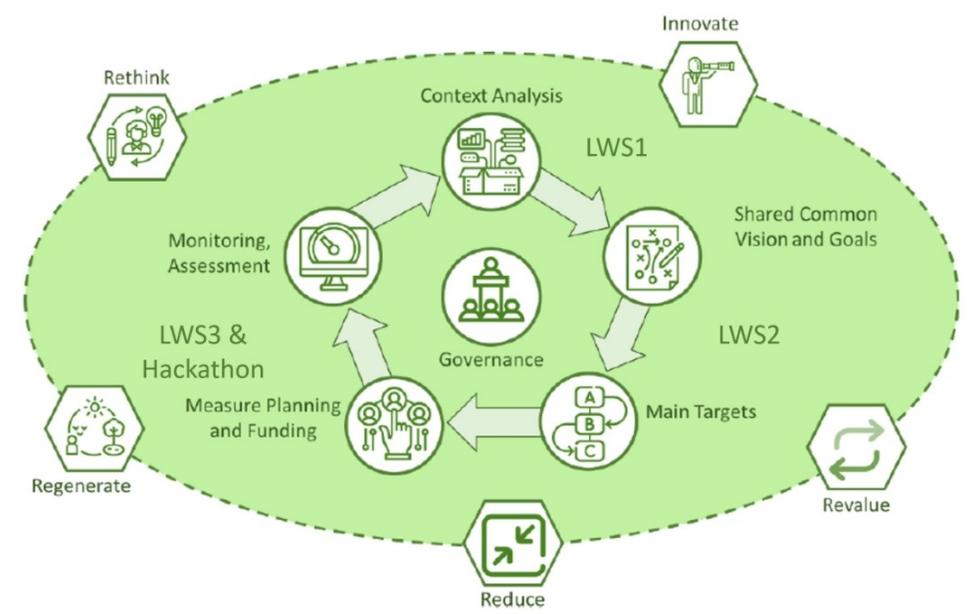
*“A golden-green leaf thrown into the Sea”*



- Larnaca District: 150.000 population
- Approx. 400.000 tourist per year but mostly at the city  
⇒ 11.9% of total tourists (4<sup>th</sup> destination of Cyprus)
- Tourism sector contribution: 16% local GDP



## The Process Towards an Circular Cultural Tourism Action Plan for Rural Larnaca



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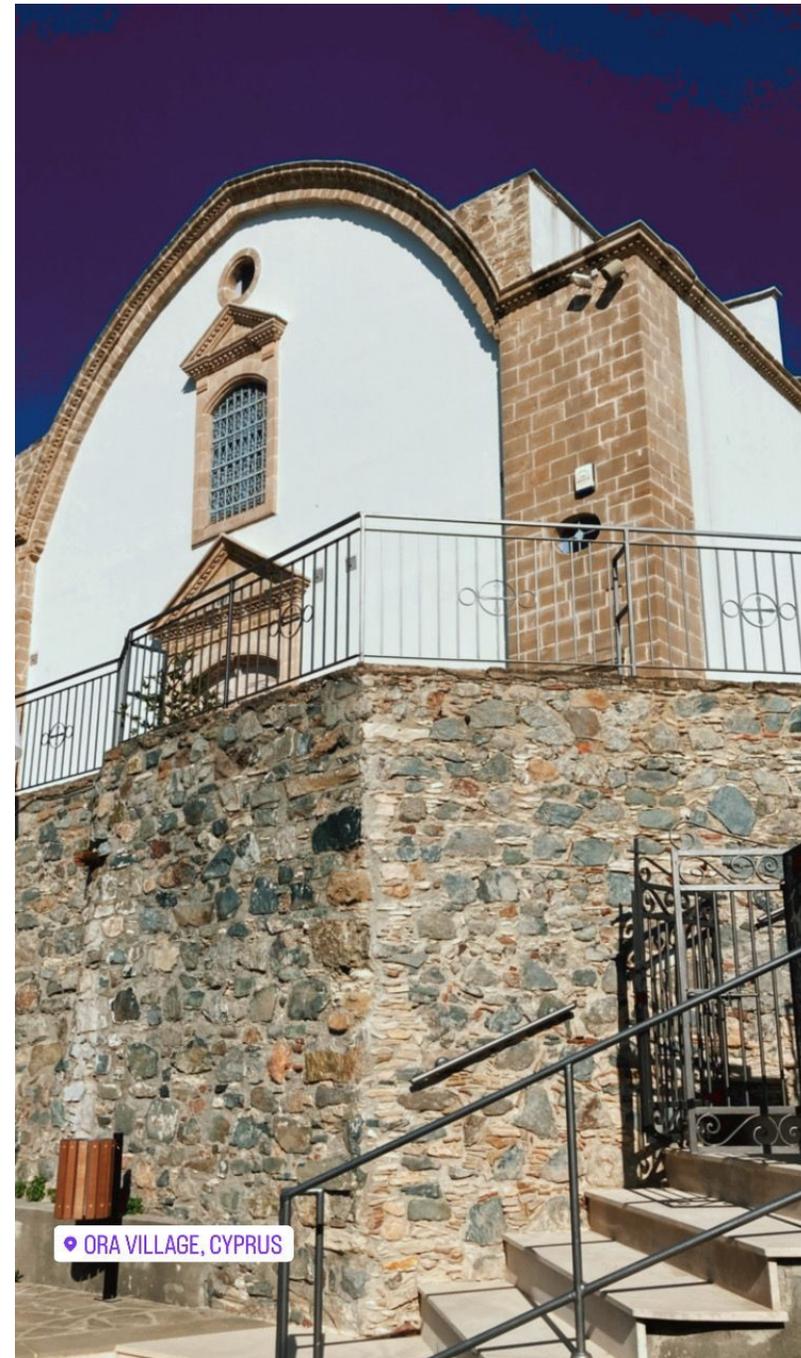
📍 VAVLA



@BECULTOUR

📍 ORA VILLAGE, CYPRUS





# VISION

**Rural Larnaca: An Environmentally Conscious Destination, a Digital Destination that Offers Memorable Cultural Experiences and Improves the Quality of Life of Local Residents**

## Specific Objectives

- ✓ SO1: Promote Rural Larnaca as a sustainable/ circular economy destination
- ✓ SO2: Deliver an exceptional tourism experience
- ✓ SO3: Develop and promote innovative methods for revolutionizing interest in our cultural sites (hidden and unhidden)
- ✓ SO4: Strengthen dialogue, collaboration and create synergies
- ✓ SO5: Benefit the local society and the environment
- ✓ SO6: Enhance funding and private investments

Larnaca, Cyprus

Overexploitation of High-Demand Areas

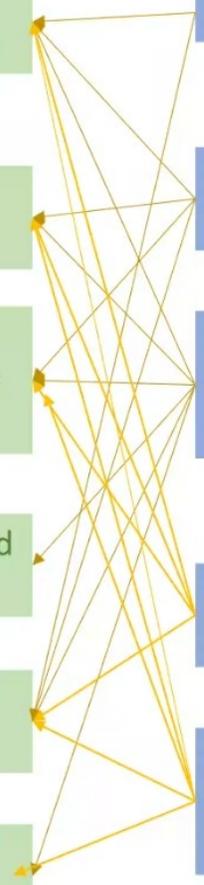


## Specific Objectives

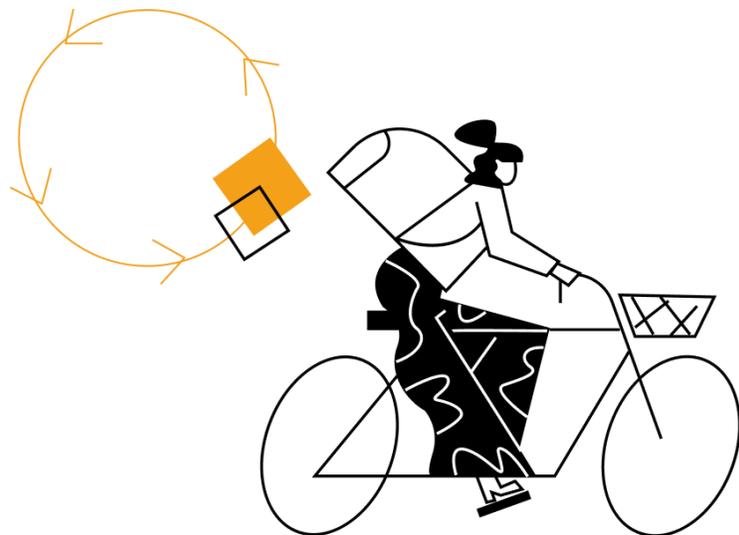
- SO1: Promote Rural Larnaca as a sustainable/ circular economy destination
- SO2: Deliver an exceptional tourism experience
- SO3: Develop and promote innovative methods for revolutionizing interest in our cultural sites (hidden and unhidden)
- SO4: Strengthen dialogue, collaboration and create synergies
- SO5: Benefit the local society and the environment
- SO6: Enhance funding and private investments

## Actions

- Act1: Create a Green – Circular Community Programme
- Act2: Create Authentic Experiences based on the Rich Cultural Heritage of Rural Larnaca
- Act3: Initiate a Living Lab Approach as a systematic co-creation approach that brings together business, academia and all relevant stakeholders for enhancing collaboration
- Act4: Innovative methods for revolutionizing interest in archaeological sites
- Act5: Design Packages to promote Rural Larnaca, based on specific areas of interest which can be promoted by tour operators



# Some examples



**TRACE** SMEs TRAnSition for a european Circular tourism Ecosystem

Co-funded by Single Market Programme – European Commission

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Eco-villages, Historic villages, rural & eco-retreats...



Copyright: ©\_ANGELO\_TRANI

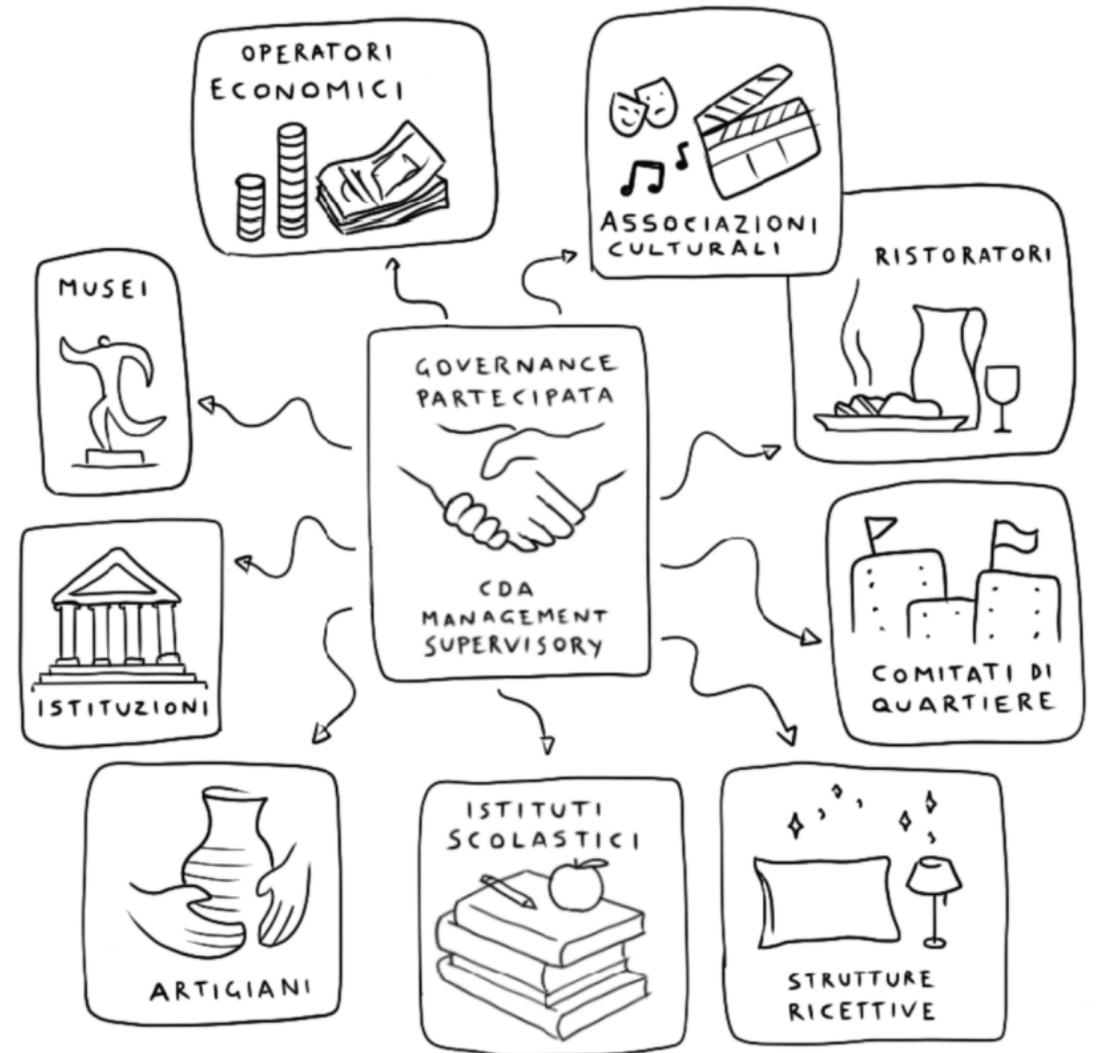
a Sciacca mi ha accolto la comunità di una Sicilia autentica che mi ha fatto conoscere la sua storia, le sue tradizioni e le sue specialità

SCIACCA



## Community Cooperative «Identity and beauty» in Sciacca, Italy

“For Sciacca 5 Senses, Circular Cultural Tourism is about becoming aware of the resources we already have, of their value and, without creating anything new, enhancing them to create valuable and sustainable touristic products and services through a connected and competent community.”



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The ECTN Awards ceremony took place at Krk, Croatia, on 20 October 2022, at the 15th Cultural Tourism Conference



## ECTN Awards 2022 Winners and Runners-up

1st Prize:

**The 5 Senses Open-air Museum of Sciacca in Sicily  
By Cooperativa di Comunità Identità e Bellezza, Italy**

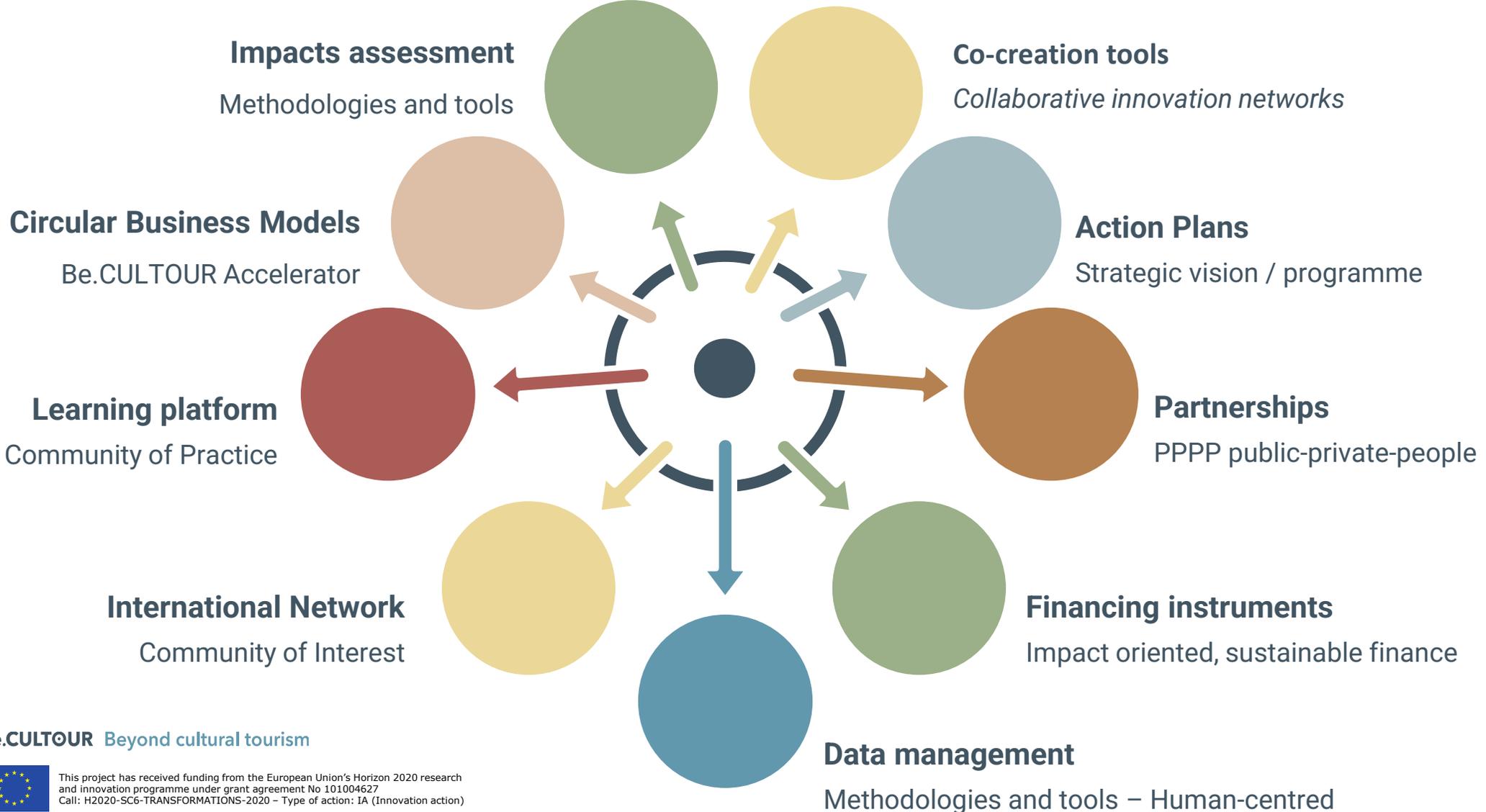
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# Be.CULTOUR added value



# Thank you!

## Contacts:

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