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Tourism as a tool for social and territorial cohesion

Exploring the innovative solutions developed by INCULTUM Pilots

INCULTUM FINAL CONFERENCE

Session II – Innovations

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GUADIX, APRIL 12TH 2024



Where do I speak from?



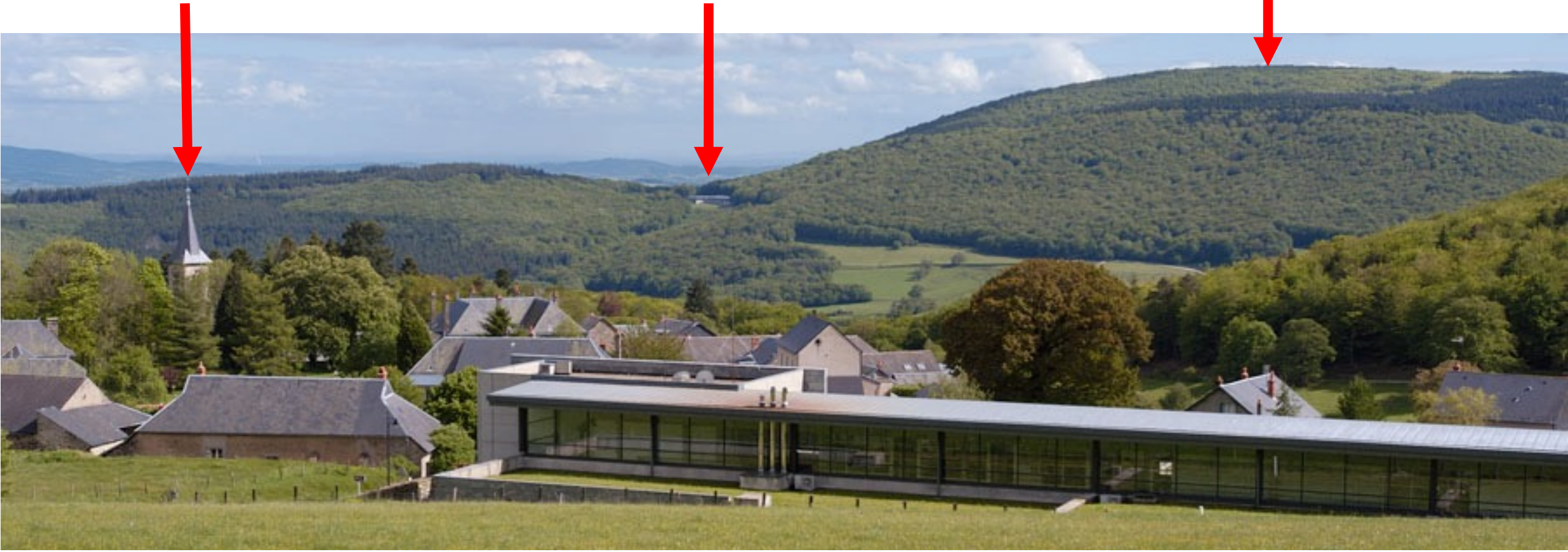
my office



Glux-en-Glenne
the highest village
in Burgundy, Central France
(≤ 100 inhabitants)

Bibracte museum

mont Beuvray
site of a 1st c. BC town, Bibracte



The ambition:

“The INCULTUM project 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**.”



A new political context:
the ecological emergency





STRENGTHENING THE RESILIENCE OF RURAL COMMUNITIES AND THEIR LIVING ENVIRONMENT

- ❑ **Increasingly violent effects of the climate crisis**
=> an absolute priority to adapt to this situation
- ❑ **Tourism must radically reinvent itself to**
 - ✓ reduce its ecological footprint
 - ✓ promote intercultural dialogue
 - ✓ contribute to well-being
 - ✓ raise awareness of the vital issues of the Anthropocene

Incultum innovative pillars



INCULTUM PILOT PROJECTS: A RANGE OF TERRITORIAL SCENARIOS



- ❑ **Marginal areas:** low-density population, depressed economy, but preservation from over-tourism, preserved landscapes and biodiversity, preserved know-how and intangible heritage.
- ❑ **A strong attachment** for the people who live there.
- ❑ **The sources of attachment are often part of a network**, such as irrigation systems or housing service roads, transhumance routes, traditionally **managed collectively by local communities**, thus ensuring their preservation and sustainability.
- ❑ **The reactivation of these networks is conducive to the development of collective projects**, as well as being ideal itineraries for exploring the area on foot or by bike.



INCULTUM KEY HYPOTHESIS

The attachment of local communities to their common heritage is a lever for sustainable tourism [and sustainable territorial management],

- ✓ as a way to develop a holistic vision of territorial issues
- ✓ as a base for cooperation

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4 KEY CONCEPTS

(1)

Place-attachment is a key factor of well-being

(2)

The set of sources for attachment shared by the inhabitants of a territory makes **its heritage**

(Faro Convention, 2005)

(3)

Heritage turns to a **common** when it is actively managed by a community with **specific rules**

(Elinor Ostrom, 1990)

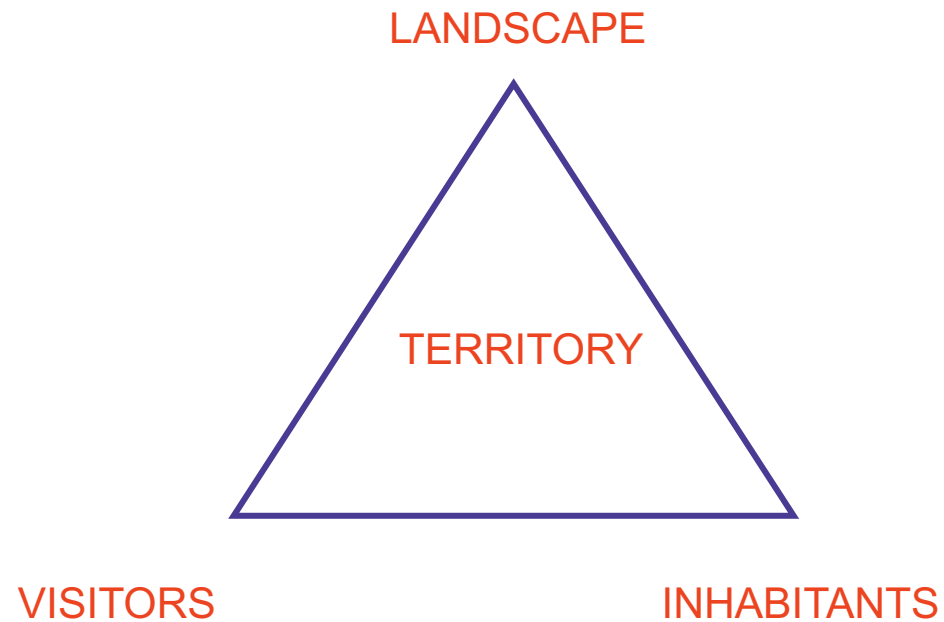
(4)

Considered in its diversity, the heritage of a territory makes its **landscape**

(European landscape convention, 2000)

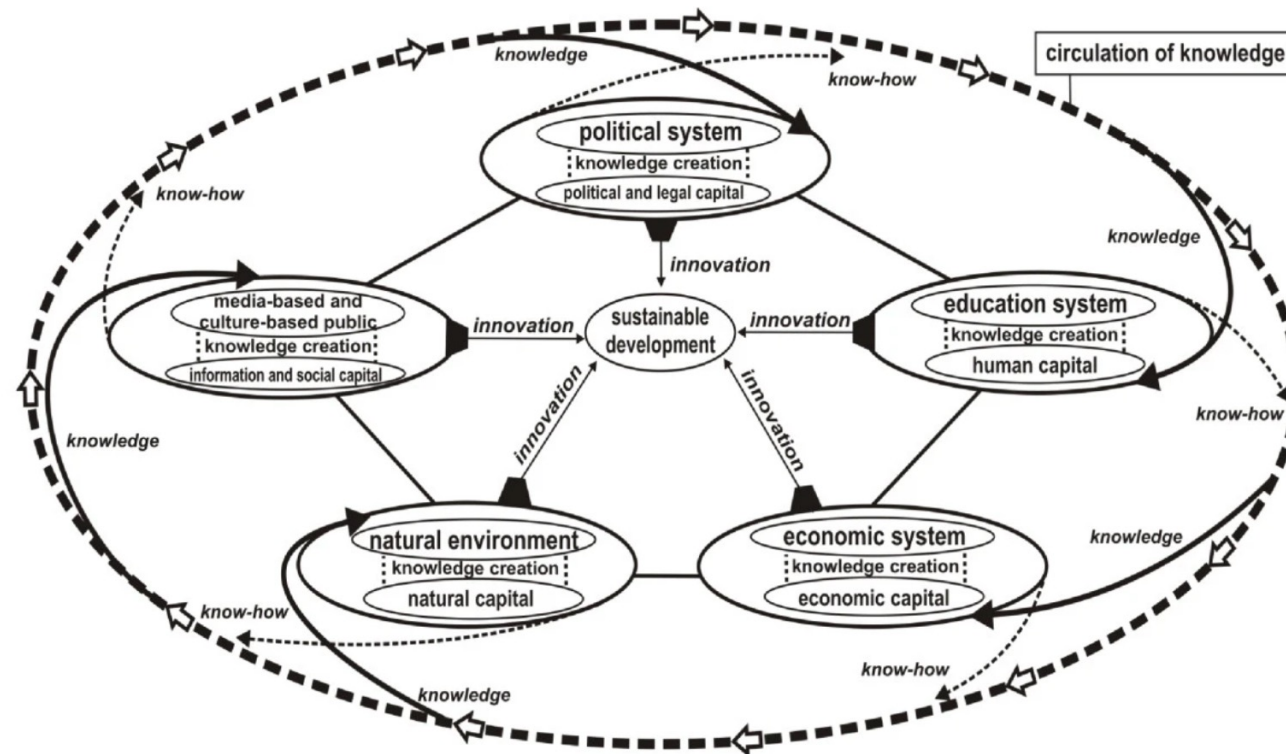
A METHOD : THE LANDSCAPE APPROACH

“A collective process in which everyone's opinion is taken into account, in which the specific nature of the area is the starting point, the ecological substratum and the historical continuum the foundation, and which is capable of devising complex projects in which attachment to places feeds their capacity for sustainable development.”



A SOURCE OF INSPIRATION: THE QUINTUPLE HELIX OF INNOVATION

"the formation of a win-win situation between ecology, knowledge and innovation, creating synergies between economy, society, and democracy"



The Quintuple Helix model and its function (functions). Modified from Etzkowitz and Leydesdorff ([2000]), on Carayannis and Campbell ([2006, 2009, 2010]), and on Barth ([2011a]).



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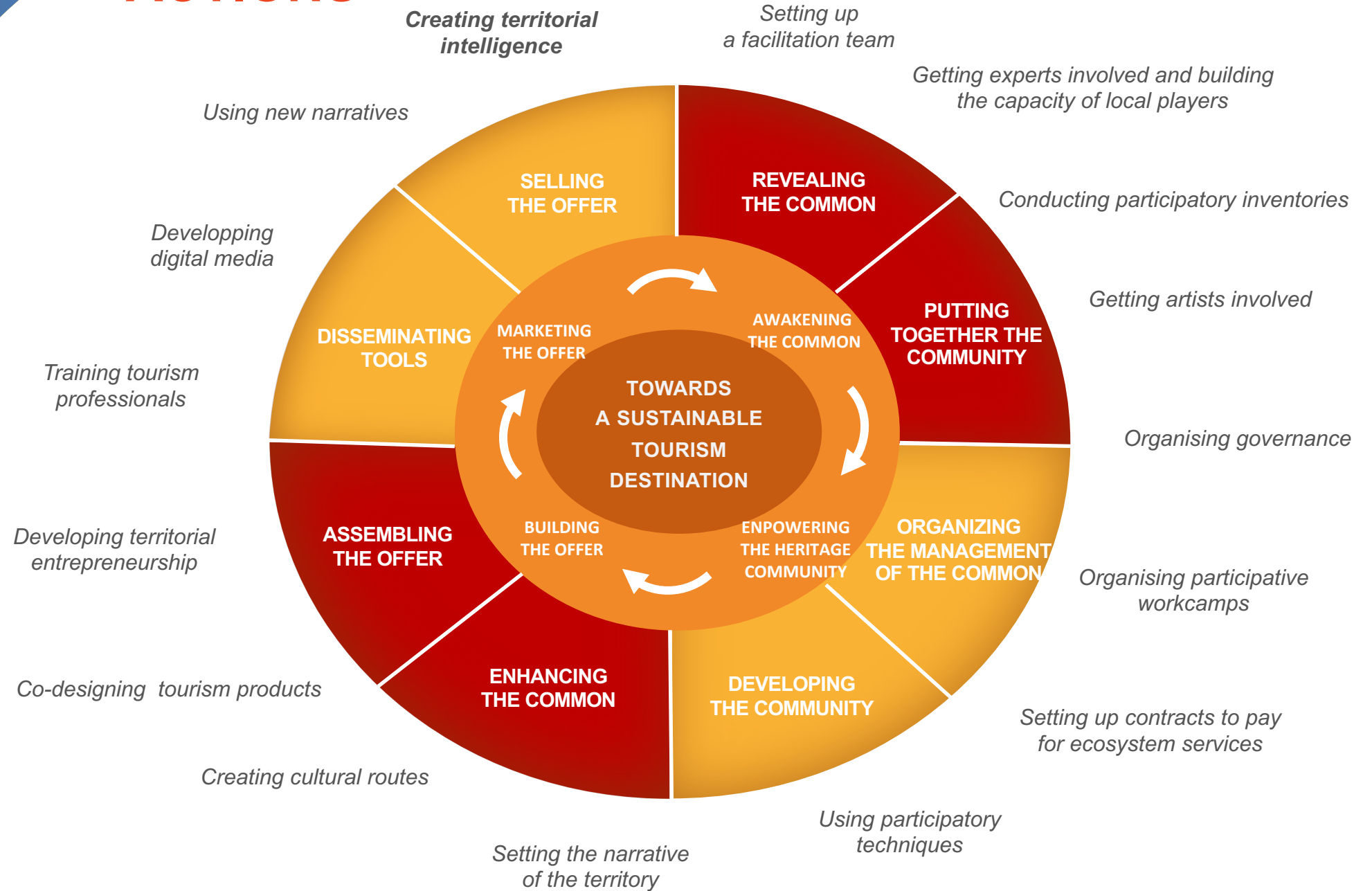
THE IMPLEMENTATION

- (1) Mapping and organizing the stakeholders
- (2) Stimulating the exchange of knowledge between stakeholders
- (3) Engaging an iterative process

A MODEL DEVELOPED BY INCULTUM: THE WHEEL FOR SUSTAINABLE TOURISM



ACTIONS



Concluding comments

INCULTUM HAS IDENTIFIED TWO LEVERS FOR TOURISM TO BECOME A TOOL FOR SOCIAL COHESION

- **The commons-based approach** to manage the resources needed to preserve our living environment and the well-being of our fellow citizens
- The virtues of the landscape as an object of attachment and of **the landscape approach** as a means of taking a holistic view of the issues facing a given area, in order to "reterritorialise" public policies.



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... KEEPING IN MIND THE ECONOMIC CHALLENGE

**It takes time (and money, and a lot of skills)
to organize a financially sustainable territorial project**



Concluding comments (2)

Taking a step back, the tourism approach promoted by INCULTUM aligns with

"a self-governance culture: mindful of the territory, which does not entrust the sustainability of development to machines or external decision-making centers.

Instead, in a world inhabited by a multiplicity of development styles, it relies on a rediscovered environmental wisdom and on inhabitants capable of once again producing territory."

(Magnaghi, 2010).

