



D4.10 Dissemination report IV

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Horizon 2020



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Purpose and scope of the deliverable

The objective of deliverable 4.10 is to describe the dissemination activities of the project as a whole for the period of 1 January – 15 July 2022, as well as report on the activities carried out by each partner. This paper continues and complements the second and third issues of the Spot Dissemination Report, which are available on the project's website in its open area (<http://www.spotprojecth2020.eu/reportsandoutcomes>).

Document history

Version	Date	Description
<i>0.1</i>	<i>31-Jul-22</i>	<i>Draft of the SPOT Dissemination Report IV</i>
<i>0.2</i>	<i>10-Aug-22</i>	<i>Comments of partners</i>
<i>0.3</i>	<i>25-Aug-21</i>	<i>Final version of the SPOT Dissemination Report IV</i>
<i>1.0 (final)</i>	<i>31-Aug-22</i>	<i>Approved by PMB and the Coordinator</i>

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List of abbreviations

BIU – Bar Ilan University, Israel

CERS - CERS Institute for Regional Studies, Győr, Hungary

IGAR - Institute of Geography of the Romanian Academy, Romania

IOER - Leibniz Institute of Ecological Urban and Regional Development, Dresden, Germany

KPI – Key Performance Indicator

MENDELU – Mendel University in Brno, Czech Republic

PMB – Project Management Board

SPOT – Social and Innovative Platform on Cultural Tourism and its Potential towards Deepening Europeanisation

TLU - Tallinn University, Estonia

UAEGEAN - University of the Aegean, Greece

UB - University of Barcelona, Spain

UKF - Constantine the Philosopher University, Nitra, Slovakia

UL - University of Ljubljana, Slovenia

UNIABDN - University of Aberdeen, United Kingdom

UNIGRAZ - Karl Franzens University of Graz, Austria

UNIVR - University of Verona, Italy

UWR - University of Wrocław, Poland

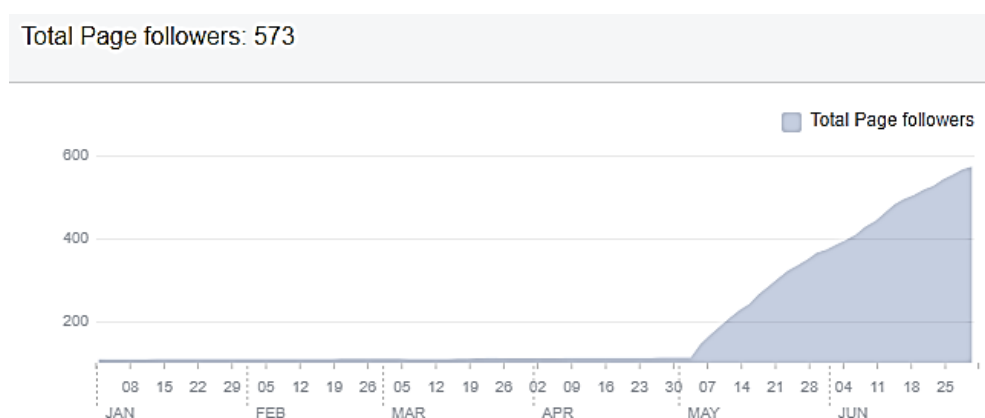
WR - Wageningen University & Research, Wageningen, Netherlands

1. Centralized dissemination efforts

The two key activities targeting the public are: (1) the online presence ensured through social media sites and the SPOT homepage, (2) the annually published newsletter. The Coordinator and WP4 leader manage the overall dissemination/exploitation of the project results and coordinate the dissemination activities. Partners are responsible for the execution of the local actions.

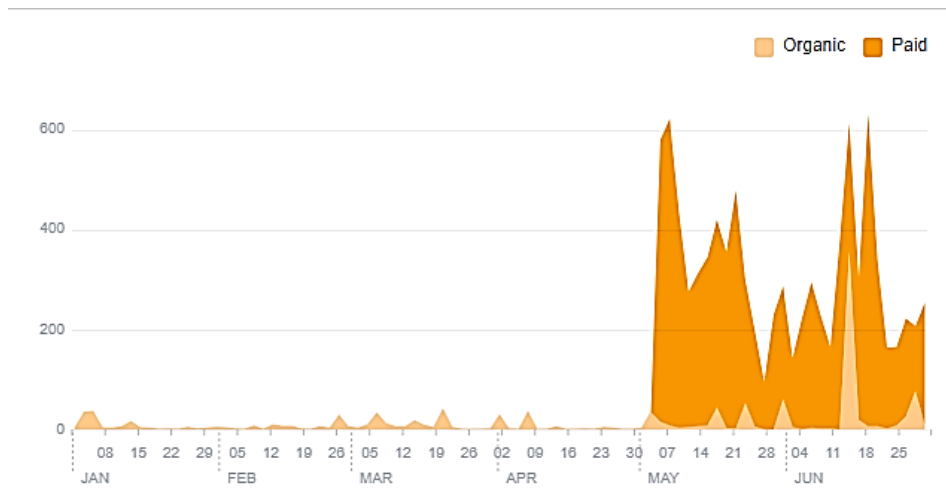
1.1. Social media presence

The objective of social media presence and press releases is to reach as many people as possible. The project is present on the social media platforms Facebook (<https://www.facebook.com/SPOTprojectH2020/>) and Twitter (<https://twitter.com/H2020Spo>). WP4 established these profiles and uses them to disseminate project news. Following the Third Dissemination Report and the analysis of the key metrics of the SPOT online presence, WP4 strengthened centralized dissemination efforts to promote the SPOT social media accounts. WP4 launched a professional campaign on Facebook (Facebook feed, Marketplace feed, videonews feed; will be expanded to Audience Network) targeting people, mostly intellectuals across Europe who are interested in modern art, alternative and country tourism, culture, rural tourism, European Union, European Parliament, travel and tourism. Simultaneously WP4 began to run a search campaign, which is aimed at showing the SPOT social media accounts in tourism related searches. As a result we have achieved a significant increase in our social media presence. As seen on Figure 1, since the launch of the professional campaigns in the beginning of May 2022 the number of total followers on Facebook has been steadily growing. Compared to the results of the Third Dissemination Report the number of Facebook followers rose from 107 to 573, which is an almost 600% growth.

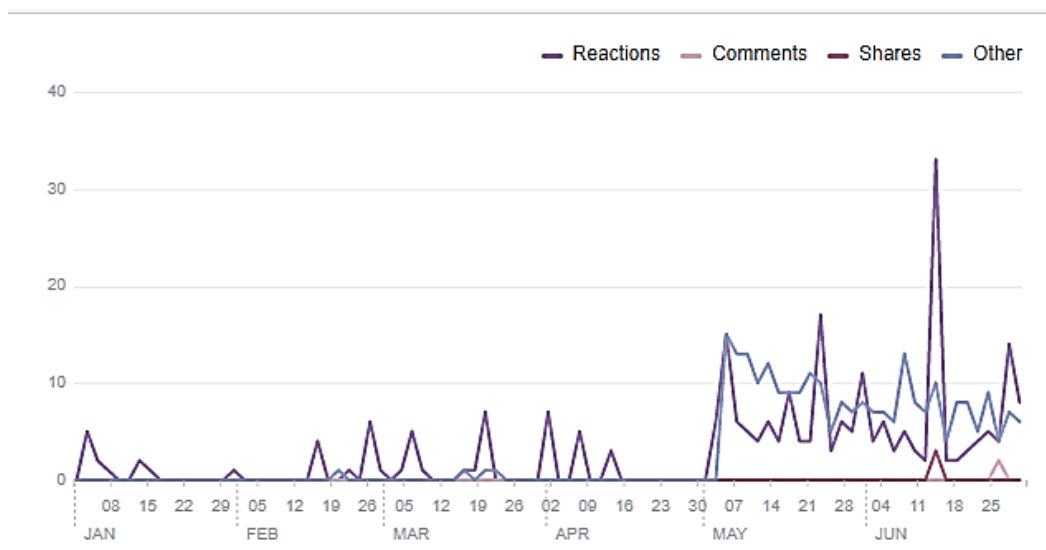


1. Figure: The number of Facebook followers for the period 1 January - 30 June 2022

During the period 1 January – 30 June 2022 we uploaded 32 posts to the SPOT Facebook. As the number of followers grew, the number of people reached had a growth as well. Uploads with pictures related to professional meetings, roundtables, conferences and the SPOT Symposium had the highest reach with 400-600 people viewing them (Figure 2). Content interactions with SPOT posts i.e. likes, comments, shares and saves doubled from 5-8 people to 15-20 people interacting with SPOT uploads (Figure 3).



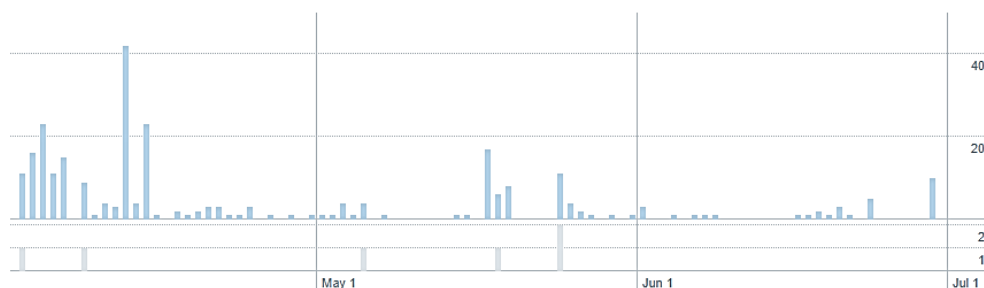
2. Figure: The number of people SPOT uploads reached between 1 January - 30 June 2022



3. Figure: The number of content interactions on Facebook between 1 January - 30 June 2022

On Twitter short comments, announcements and news are posted. Over a 91 day period, the SPOT Twitter (Figure 4) earned 278 impressions. Impressions mean the total number of times SPOT content was displayed to people, regardless, whether it was clicked on or not. On average the posts had 34 impressions, and the profile visits grew by 42% (Figure 5). While Twitter is not as popular as Facebook in Europe, the goal for the rest of the project is to increase the number of followers and impressions with regular uploads. For this purpose, we continuously encourage partners to create short, informative posts and to promote the Twitter of the project.

Your Tweets earned **278 impressions** over this **91 day** period



4. Figure: The number of impressions of the SPOT Twitter



5. Figure: Overall statistics of the SPOT Twitter

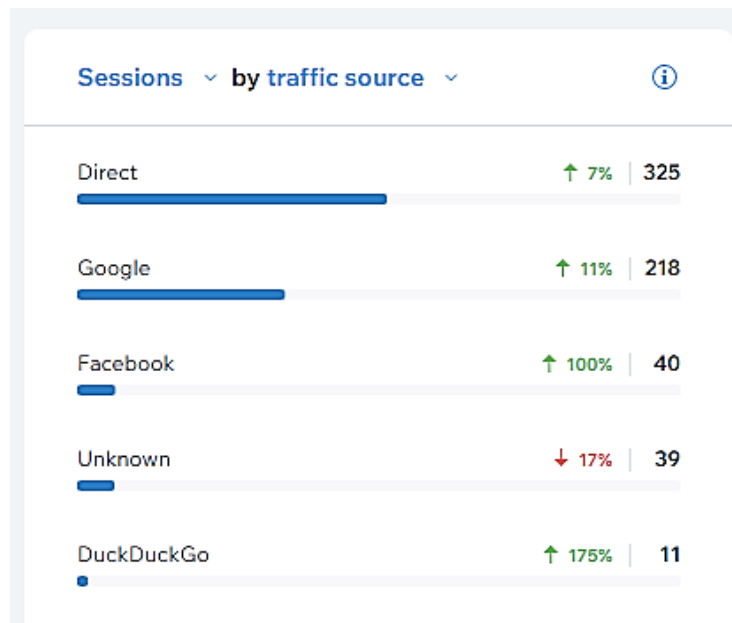
1.2. Project Website

The SPOT homepage (www.spotprojecth2020.eu) is the main online presence of the SPOT project. It has been created by WP4 and MENDELU in M2 with a public and a restricted area. The public area of the website is the main dissemination channel (Figure 6), it is used to inform about the project activities, events and publications. The partners continuously contribute scientific content to ensure its periodic update and extension. The public part of the site is placed at <http://www.spotprojecth2020.eu/>. The SPOT homepage is optimized both for desktop computers and mobile Android and Apple devices. To show the activities of the project WP4 periodically updates the homepage with the news. As reported by 30 June 2022, since the launch of the homepage the team published altogether 139 news on the website, all of which are extended versions of news published on our social media sites.



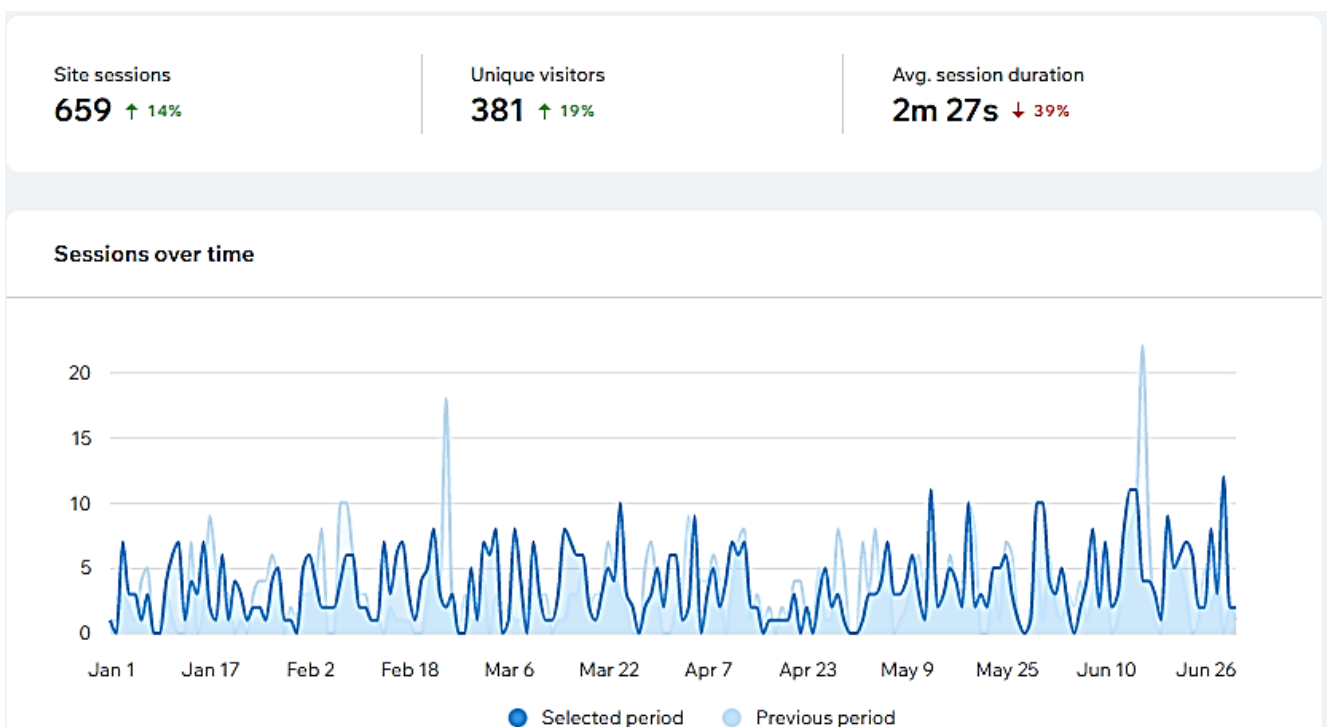
Figure 6: Illustration of the SPOT homepage

When creating the Facebook page for the project the intention of WP4 was to signpost audiences to the SPOT homepage, which based on Figure 7 improved significantly, as sessions from Facebook doubled in number. Compared to the same period of 2021 our Facebook site generated more traffic, but the majority of visitors are still coming to the website by typing it in or clicking on the web address of our SPOT Homepage.

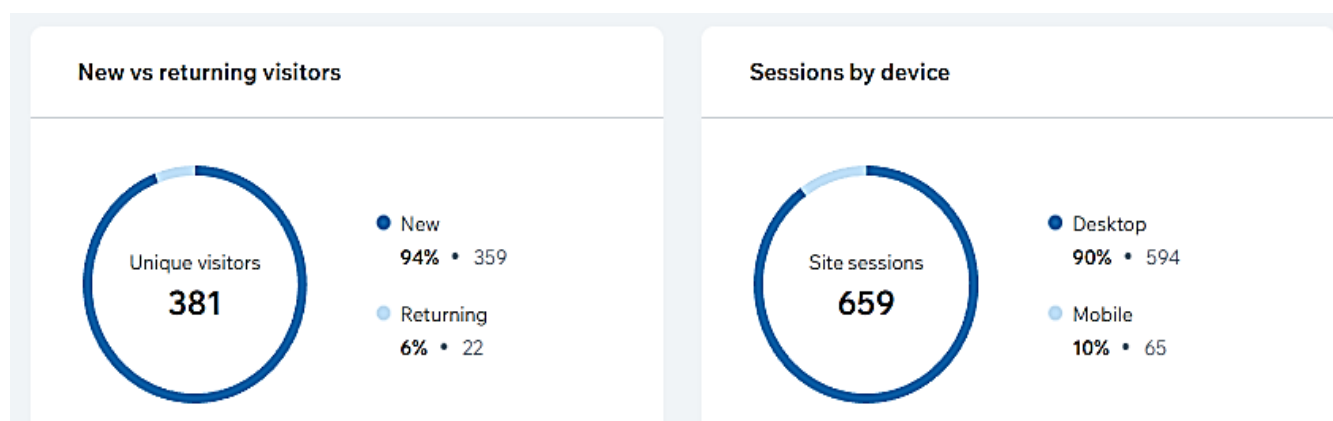


7. Figure: Traffic to the SPOT homepage by traffic source between 1 January - 30 June 2022

The statistics of the website (Figure 8) show a growing interest and the success of individual partners in the local dissemination activities. As seen in Figure 8. for the period of 1 January – 30 June the homepage had around 700 distinct visits, which is 14% higher than it was in the same period of 2021. As a result of the professional dissemination campaigns the ratio between new and returning visitors changed in favour of new visitors. Compared to the same period of last year the share of new visitors grew from 87% to 94% (Figure 9).



8. Figure: The number of SPOT homepage session between 1 January - 30 June 2022



9. Figure: The ratio between new and returning visitors of the SPOT homepage between 1 January - 30 June 2022

1.3. The e-Newsletter

The purpose of the annual electronic newsletter is to disseminate the results of the SPOT project among different stakeholders and the general public. Based on the list of addresses collected by the MENDELU team and other partners, the newsletter is distributed to policymakers and other stakeholders across Europe throughout the project duration. In its visual layout, it incorporates the same visual elements that Work Package 4 used during the setup of the website and social media sites. Thereby it is recognizable as a SPOT product. The newsletter is advertised through the SPOT social media pages, the team also publishes it on the homepage and sends it to the subscribers of the SPOT website. Additionally, the annual newsletter is distributed to a list of 483 people curated by MENDELU.

WP4 introduced the first annual E-Newsletter in December 2020. The first electronic newsletter was created to inform interested parties about the achievements of the project. It was centred around the impact of COVID-19 in the case study areas and on the research/fieldwork conducted by project members. As the project progressed and data was added, it was possible to present findings and conclusions in the second E-Newsletter released in December 2021. The third and final E-Newsletter will be released in December 2022 with an accompanying leaflet summarizing the project achievements in November 2022.

1.4. KPIs

In order to clearly evaluate the improvements, we advised in our Dissemination Strategy the PMB to formulate KPIs for the website and social media activities. We summarized the results in Table 1. As seen in Table 1, the activities conducted are within the target, a steady increase can be seen in the scope and scale of activities of the project. As the goals of the project are realised and deliverables of SPOT research results are produced, WP4 advises continuous and concentrated dissemination through conferences and publications as the project nears its final event. Based on the key metrics of the social media presence WP4 recommends sustaining the same level of activity. Attention should be paid to the Twitter account of the project. Sustaining the same level of activity requires information provision from SPOT teams and the planned dissemination campaign serves this purpose as well (further information in chapter 3.).

1. Table: Key metrics for SPOT Homepage and social media accounts

	KPI	Value from the beginning of the project until March 2021 (reporting period of Dissemination Report I-II)	Value from Dissemination Report III	Actual value (1 January – 30 June 2022)	Change compared to Dissemination Report III
Homepage	The number of distinct visits since the establishment of the site	apprx. 2400 visitors	aprox. 3300 visitors	3959	+20%
	The percentage of new visitors for the reporting period	91%	87,4%	94%	+7%
	The percentage of returning visitors for the reporting period	9%	12,6%	6%	-6,6%
	The number of referrals from Facebook since the establishment of the site	81	99	139	+40%
	The number of publications on the homepage since the establishment of the site	72	90	139	+54%
Facebook	Number of Facebook followers	94	107	573	+573%
	Number of Facebook posts since the establishment of SPOT Facebook account	72	114	146	+28%
	Number of persons reached per post	30-428 persons	30-385 persons	30-610 persons	approx. +60%
Twitter	Number of Twitter followers	16	20	34	+70%
	Number of impressions for the reporting period	1300	1200	278	-77%
	Number of Twitter posts since the establishment of the SPOT Twitter account	20	44	68	+54%

1.5. Impact

These key activities help to raise public awareness, facilitate close cooperation between the consortium partners and support the promotion of the Innovation Tool as a means for policymaking in disadvantaged as well as tourism overpressured regions.

2. Dissemination activities of partners

2.1. Publications in 2022

The individual SPOT partners disseminate the scientific results of the project through publications in peer-reviewed journals and presentations at conferences as it is visible on the portal, but also on ZENODO (<https://zenodo.org/communities/spot/?page=1&size=20>).

Scientific articles ensure the dissemination of links between already existing and newly generated knowledge across the scientific community and stimulate further research on benefiting from cultural tourism in disadvantaged regions and tourism overcrowded places. During the first half of 2022, partners published 7 peer-reviewed journal articles, 6 conference papers, monographs and book chapters and 13 mass-media publications. Below we listed the publications of 2022.

Peer-reviewed scientific journal articles:

- Bishop, D., Pareja-Eastaway, M., Simó Solsona, M. (2022): The End of 'Business as Usual'? Reimagining Barcelona Tourism After Covid-19, *Journal of Tourism, Culture & Communication* (under publication)
- Kramáreková, H., Petrikovičová, L., Krogmann, A., Grežo, H. (2022): The Pandemic as a Challenge for the Diversification of Tourism, *Tourism Culture and Communications* (under publication)
- Sofer, M., Shmuel, I., Amit-Cohen, I., Tchetchik, A., Shiff, S., Michael, Y. (2022): COVID-19 and the impact on cultural tourism: The case of Beit She'an Valley, Israel, *Tourism, Culture & Communication* (under publication)
- Terkenli T. S. and Georgoula, V. Tourism and Cultural Sustainability: Views and Prospects from Cyclades, Greece. *Sustainability*. 2022; 14(1):307. <https://doi.org/10.3390/su14010307>
- Terkenli, T. S. and Georgoula, V. (2022): The COVID-19 pandemic in the Cyclades: patterns and prospects in cultural tourism, *Tourism, Culture and Communication* (under publication)
- Vaishar, A., Šťastná, M. (2022): Impact of the COVID-19 pandemic on rural tourism in Czechia Preliminary considerations, *Current Issues in Tourism*, 25 (2), pp. 187-191.
- Vaishar, A., Šťastná, M., Kramáreková, H. (2022): Moravian–Slovak Borderland: Possibilities for Rural Development, *Sustainability*, 14 (6), 3381.
- Wallace, C., Garrison, S., Chen, J., Shaddock, J. (2022): COVID and Cultural Tourism, *Tourism Culture and Communications* (under publication)

Mass-media publication/mass communication:**Social media posts:**

- UKF (2022): Video invitation Nitra, milá Nitra (Nitra, dear Nitra).
<https://www.facebook.com/slavnostiniramilanitra>
- UL (2022): Invitation to the final event of the projects MESTUR and SPOT.
- UL (2022): The SPOT workshop in Ljubljana.
- UNIVR (2022): Launch of the La ricerca continua video on FB.
- UWR (2022): Nine posts on the FB Fanpage of the Department of Spatial Management, University of Wrocław

Website:

- UKF (2022): Dvakrát o Cyrilo-metodskej kultúrnej ceste.
<https://www.ukf.sk/verejnost/aktuality/udalosti/5435-dvakrat-o-cyrilo-metodskej-kulturnej-ceste>
- UKF (2022): Two Recent Successes in Relation to the Cyril and Methodius Cultural Route.
<https://www.ukf.sk/en/public-relations/news/events/5443-two-successes-in-relation-to-the-cyril-and-methodius-cultural-route>
- UKF (2022): UKF na workshope projektu SPOT.
<https://www.ukf.sk/verejnost/aktuality/udalosti/5362-ukf-na-workshope-projektu-spot>
- UL (2022): Povzetek ankete s turisti, prebivalci in podjetij - leto 2020/Summary of the survey results with tourists, inhabitants and companies - year 2020. https://www.bf.uni-lj.si/mma/SPOT_bros_ura_povzetek_anket2020_UL.pdf/2021081912185534/?m=1629368335
- UL (2022): UL website of the Biotechnical faculty: The final event of the project MESTUR and SPOT.

Press release and other mass-media publication:

- UAEGEAN (2022): Press release in local press to announce the organisation of the Spot Project Symposium in Syros, 15th June 2022.
- UAEGEAN (2022): Symposium with the title „The cultural and natural heritage of the island of Syros“, 15th June 2022, "SPOT HORIZON2020: the project and case study of the Cyclades" presented to UAegean stakeholders and the general public.
- UWR (2022): Newsletter of the Institute of Geography and Regional Development, University of Wrocław; Nr 1(110)/2022.
- UWR (2022): Newsletter of the Institute of Geography and Regional Development, University of Wrocław; Nr 3(112)/2022.
- UWR (2022): Newsletter of the Institute of Geography and Regional Development, University of Wrocław; Nr 4(113)/2022.
- UWR (2022): Newsletter of the Institute of Geography and Regional Development, University of Wrocław; Nr 6(115)/2022.

Conference papers, monographs, book chapters:

- Krogmann, A., Kramáreková, H., Nemčíková, M., Oremusová, D. (2022): Dynamics of tourism indicators in Slovakia in the years 2016 – 2020. Proceedings of the 16th International Conference Topical issues of tourism, pp. 176-185.
- Marot, N., Uršič, M. (ed.), Horvat, U., Klepej, D., Krošelj, M., Ograjenšek, I., Stubičar, N. (2022): Mestni turizem v Sloveniji: značilnosti in upravljanje/Urban tourism in Slovenia: Characteristics and governance. Univerza v Ljubljani, Biotehniška fakulteta, Ljubljana https://www.bf.uni-lj.si/mma/MESTUR_knjiga_KON_NA_digitalna_verzija.pdf/2022071513510556/?m=1657885866
- Oremusová, D., Nemčíková, M., Petrikovičová, L., Kramáreková, H., Krogmann, A. (2022): Development of municipalities in the Nitra Diocese in the context of religious tourism. Proceedings of the 25th International Colloquium on Regional Sciences, pp. 391-399.
- Petrikovičová, L., Petrikovič, J., Wittlinger, L. (2022): Covid-19 Pandemic Reflection on Tourism and Tour Operators. Proceedings of the 25th International Colloquium on Regional Sciences, pp. 320-328.
- Terkenli, T. S., and Georgoula, V. (2022). Local Perspectives on Cultural Tourism and Cultural Sustainability: The Case of the Cyclades, Greece, Chapter 15, Handbook of Research on Cultural Tourism and Sustainability, pp.323-348, IGI Global, DOI: 10.4018/978-1-7998-9217-5.ch015
- Terkenli, T. S., Pleijte, M., Pstrocka-Rak, M., Rech, G., Štastná, M., Rümke, T., and Pedrolí, B. (2022): Landscape for Cultural Tourism: An affair to unfold. American Association of Geographers' (AAG) Annual Meeting 2022, 15th March 2022

Reports:

- MENDELU (2022): D5.5 Policy Report 1. <https://zenodo.org/record/6337218#.YrXaJXZBw2w>
- UNIABDN (2022): D2.2 Summary Report on Stakeholder Involvement. <https://doi.org/10.5281/zenodo.6337207>
- UNIABDN (2022): D2.3 Summary Report of impact evaluations of cultural tourism on target areas. <https://doi.org/10.5281/zenodo.6674130>

2.2. Scientific conferences and workshops in 2022

Partners publicized the project results through 31 scientific conferences, nine workshops and seven other events. Below we listed the scientific conferences and workshops that partners participated in.

Scientific conferences:

- **American Association of Geographers' (AAG) Annual Meeting 2022 (25.02-01.03.2022.)**
Session title "Landscape and Cultural Tourism. The SPOT EU Project" organised by Theano S. Terkenli & Milada Štastná
Participating partners:
Theano S. Terkenli, Marcel Pleijte, Małgorzata Pstrocka-Rak, Giovanna Rech, Milada Štastná, Tijn Rümke and Bas Pedrolí: Landscape for Cultural Tourism: an affair to unfold.
MENDELU - Milada Štastná, Antonín Vaishar: Cultural Tourism after COVID-19: first findings.

UNIGRAZ - Jasmin Sandriester, Jörn Harfst: Worth a visit? Challenges and opportunities for touristic valorization of an industrial heritage landscape - the case of the Styrian Iron Route (Austria).

UB - Danielle Bishop, Montserrat Pareja-Eastaway & Montserrat Simó Solsona: Conflicting perceptions of urban landscapes: the case of tourism and housing in Barcelona.

UNIVR - Giovanna Rech, Luca Mori & Lorenzo Migliorati: Piedmont landscapes: cultural resources and visual host/guest encounters in SPOT project.

- **16th Annual International Conference 'Current Problems of Tourism - CRISIS SOLUTIONS FOR TOURISM' (02-03.03.2022.)**

Participating partners:

MENDELU - Milada Šťastná, Antonín Vaishar, Jan Zloch: SPOT project and the first results out of the Czech case study - Jihomoravský Kraj/The South Moravian region

UKF - Alfred Krogmann, Hilda Kramáreková, Magdaléna Nemčíková, Daša Oremusová: Dynamics of tourism indicators in Slovakia in the years 2016 - 2020

- **29th Colloquium of the International Geographical Union Commission on the Sustainability of Rural Systems "Necessities and implementations for Sustaining Rural Systems in both Developed and less Developed Environments" (28.02-04.03.2022.)**

Participating partner:

IGAR - Bianca Mitrică, Nicoleta Damian, Ines Grigorescu, Irena Mocanu, Paul-Răzvan Șerban, Monica Dumitrașcu, Cristina Dumitrică: Insights into tourists, residents and businesses perception on cultural tourism. The showcase of a rural area of Buzău Carpathians and Subcarpathians (Romania)

- **Global E-Festival Regions in Recovery (21.03-01.04.2022.)**

Participating partner:

UNIGRAZ - Jörn Harfst, Jasmin Sandriester: A Driver of Growth? The Role of Heritage Institutions in Small and Medium-Sized Towns

- **50th Annual Conference of Urban Affairs Association (UAA) 2022 (12-14.04.2022.)**

Participating partner:

UB: Cultural Tourism as a Means for Renewing Community Engagement in Barcelona: The Case of Sant Pau Recinte Modernista

- **The Thessalonian Brothers Saints Cyril and Methodius and their Contribution to the Development of European Culture (09-10.05.2022.)**

Participating partner:

UKF: European Cultural Route of Saints Cyril and Methodius – Current Perspectives and Future Possibilities in the Czech Republic and Slovakia

- **Cyril and Methodius Route - Cultural Route of the Council of Europe (17.05.2022.)**

Participating partner:

UKF: European values in relation to the Cyril and Methodius heritage

- **MESTUR Project Conference (17.06.2022.)**

Organising and participating partner:

UL- Naja Marot, David Klepej, Nina Stubičar, Manca Krošelj

- **25th International Colloquium on Regional Science (22-24.06.2022.)**
Participating partners:
 UKF - Oremusová, D., Nemčíková, M., Petrikovičová, L., Kramáreková, H., Krogmann, A.: Development of municipalities in the Nitra Diocese in the context of religious tourism
 UKF - Petrikovičová, L., Petrikovič, J., Wittlinger, L.: Covid-19 Pandemic Reflection on Tourism and Tour Operators
- **13 Annual International Religious Tourism and Pilgrimage Conference (IRTP) (29.06-02.07.2022.)**
Participating partner:
 UKF: Potential of the St. Cyril and Methodius Cultural Route for culture tourism development
- **IGU Tourism Commission at the IGU Centennial Congress Paris (18-22.07.2022.)**
Participating partners:
 UAEGEAN - Theano S. Terkenli, Vasiliki Georgoula: 'The impact of the COVID-19 pandemic in the Cyclades: balancing between current shortcomings and future regenerative perspectives in cultural tourism' related to the SPOT project's research outcomes. Session Title: „Regenerative development and tourism; A timely turn?“ chaired by Prof Joseph Cheer & Loretta Belato.
 UWR - Małgorzata Pstrocka-Rak: A Shared vision? Stakeholders' perspectives on the cultural tourism development in the Valley of Palaces and Gardens, Poland
 BIU - Shmuel, I., Sofer, M., Amit-Cohen, I., Tchetchik, A., Shiff, S. and Michael, Y.: COVID-19 and the impact on cultural tourism: The case of Beit She'an Valley, Israel

Workshops:

- **SPOT WorkShop 1: Good Practices of Cultural Tourism and Tourism Culture (03.02.2022.)**
 Organising partner: WR
- **TEXTOUR - Narva Cultural Tourism Strategy Workshop I (23.02.2022.)**
 Participating partner: TLU
- **SPOT WorkShop 2: Suggestions for Golden Rules (03.03.2022.)**
 Organising partner: UL
- **ENHR New Researchers Seminar (11.03.2022.)**
 Participating and organising partner: UB
- **TEXTOUR - Narva Cultural Tourism Strategy Workshop II (25.03.2022.)**
 Participating partner: TLU
- **SPOT WorkShop 3: Cultural tourism and regional development (good practices) (05.04.2022.)**
 Organising partner: MENDELU
- **SPOT WorkShop 4: Cultural tourism and local stakeholders (11-13.05.2022.)**
 Organising partner: IGAR
- **MESTUR project workshop about urban and cultural tourism in Slovenian towns (13.05.2022.)**
 Organising and participating partner: UL
- **JN TIA project workshop in Virštanj, SI (18.05.2022.)**
 Organising and participating partner: UL

- **Ministry of Development, Public Works and Administration, Priority Area 3 - Culture, tourism and people contacts within the European Union Strategy for the Danube Region (EUSDR), Romania Workshop Workshop on Cultural and creative industries (23.05.2022.)**
Participating partner: IGAR
- **TExTOUR Narva Cultural Tourism Strategy Workshop III (24.05.2022.)**
Participating partner: TLU
- **JN TIA project workshop in Nova Gorica, SI (26.05.2022.)**
Organising and participating partner: UL
- **Working group for the Càtedra Barcelona d'Estudis d'Habitatge (09.06.2022.)**
Participating and organising partner: UB
- **Syros SPOT Symposium „The cultural and natural heritage of the island of Syros - The Spot project significance“ (13-15.06.2022.) Hermoupolis, Syros, Greece**
Organising and participating partner: UAEGEAN
- **Boulouki Organisation of Symposium 'Under the Landscape' (26-29.06.2022.) Santorini and Therassia, Greece**
Participating partner: UAEGEAN

Participation to events other than a conference or workshop:

- **Meeting of Cultural Heritage Site Managers (20.01.2022.)**
Organising partner: BIU
- **Meeting with Head of a local commerce group to discuss synergies between the SPOT project and local commerce (in conjunction with business survey fieldwork) (26.01.2022.)**
Participating partner: UB
- **UNESCO Winter School (13-20.02.2022.)**
Participating partner: UNIABDN
- **The impact of COVID-19 on Cultural Tourism workshop (22.03.2022.)**
Participating partner: UNIABDN
- **Excursion and roundtable in the case study area of Beit She'an Valley (25-29.04.2022.)**
Organising partner: BIU
Participating partner: CERS, IGAR
- **Guest lecture/presentation at Central European University: Planning and management of urban tourism in heritage cities (24.05.2022.)**
Participating partner: UL – David Klepej
- **SmartCulTour Webinar on cultural tourism policies and interventions - State-of-the-art in European cultural tourism policies and practices (20.06.2022.)**
Participating partner: UWR, MENDELU, WR, UNIABDN
- **Cyril and Methodius journey in the footsteps of St. Cyril and Methodius from Dražoviec via Zobor to Nitra (04.07.2022.)**
Organising and participating partner: UKF

- **Nitra, Dear Nitra... (Pribina's Festival and Cyril and Methodius Festivities on the Cyril and Methodius Route established by the Council of Europe) (03-05.07.2022.)**

Organising and participating partner: UKF

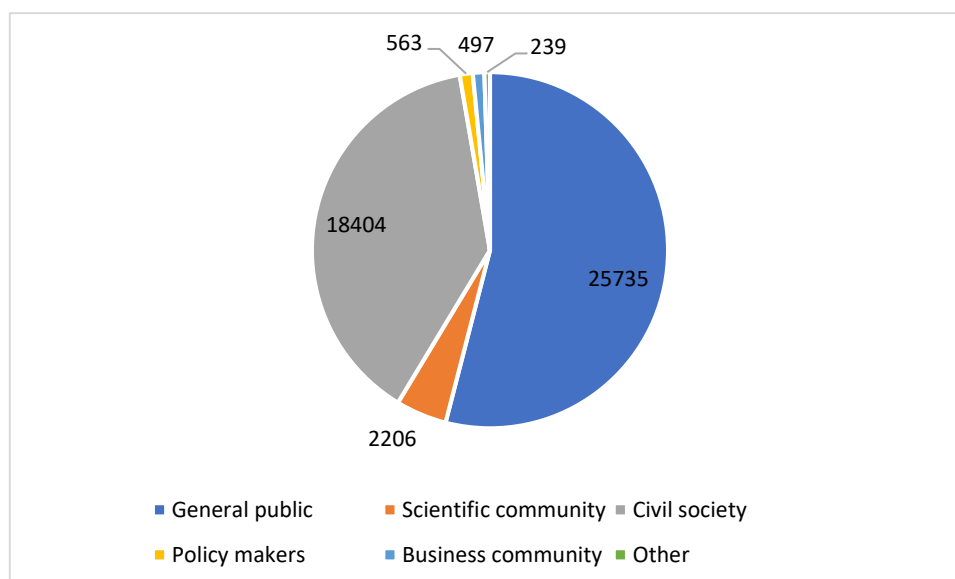
2.3. Impact

The dissemination activities carried out by partners are described in Table 2, divided by the type of activity.

Table 2: Number of dissemination activities in 2022

Type of dissemination activity	Number
Organisation of Conference	3
Organisation of a Workshop	10
Press release	5
Non-scientific and non-peer-reviewed publication	6
Exhibition	0
Flyer	0
Training	0
Social Media	73
Website	49
Communication Campaign (e.g. radio, tv)	0
Participation to a Conference	17
Participation to a Workshop	75
Participation to an Event other than a Conference or a Workshop	14
Video/Film	2
Brokerage Event	0
Pitch Event	0
Trade Fair	0
Participation in activities organised jointly with other EU projects	0
Other	0

The SPOT teams organised ten workshops, 4 of which were workshops centered around the research questions of the SPOT project. The teams participated actively in the organisation of three scientific conferences. Altogether the SPOT teams participated in 12 conferences, 15 workshops and 10 other scientific, project related events. Besides the social media posts on the SPOT Facebook and Twitter (60), SPOT teams mentioned the project in 13 other social media posts. As a result of partners' dissemination activities (Figure 10.), the estimated number of persons reached in the context of all dissemination and communication activities is approx. 47 thousand people, most of them (53%) are members of the general public.

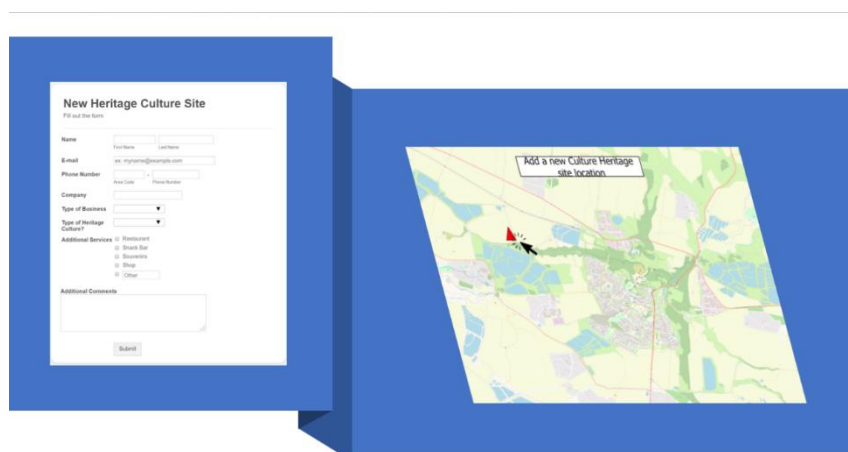


10. Figure: The number of persons reached through dissemination activities

3. Further activities in 2022

3.1. Centralized dissemination efforts

As the Beta version (for testing) and final published version of SPOT-IT (Figure 11), which stands for an innovative web-based GIS tool to support the planning, development and decision-making in various field of cultural tourism will be available in the summer of 2022, the centralized dissemination efforts will focus on the promotion of the tool in the scientific community, among the policy makers and members of the civil society. Besides the organic social media posts aimed at promoting the tool, WP4 will realise a Facebook campaign and display advertisements directed at those who previously interacted with our pages, posts and showed interest in our activities.



11. Figure: Illustration of the SPOT-IT Tool

As part of the centralized dissemination efforts a „contest” will be organised between 1 September – 1 October 2022 focusing on the Case study area descriptions found under <http://www.spotprojecth2020.eu/case-studies>. Utilised as a tool to further develop the Web-based Resource Centre and as a promotion campaign of the project to the wider public (Figure 12), the contest will consist of

two parts: a contest among consortium members and a public contest in which participants decide which one of the Case study area descriptions is the best based on specific aspects.



12. Figure: Illustration of the public contest survey

3.2. Scientific conferences, events and publications in 2022

Besides the SPOT concluding event at the end of November 2022, consortium members plan to participate in the following conferences, workshops, events:

- *61st ERSA 2022 Congress*
- *AISRe Conference*
- *AESOP Annual Congress 2022*
- *Annual conference of the Israeli Geographical Association*
- *ENHR 2022*
- *International Conference on Tourism and Social Research, "Rethinking Tourism, Hospitality and Events for a Better Future"*
- *PECSRL 2022*
- *Rethinking Culture and Creativity. The Role of Cultural Heritage in the Green and Digital Transition - Workshop*
- *Roundtable in the case study area of Beit She'an Valley*
- *RSA Winter Conference 2022*
- *The contribution of innovative and creative tourism to support sustainable local development in the frame of Priority Area 3 - Culture, tourism and people within the European Union Strategy for the Danube Region (EUSDR) - Workshop*

Besides pending publications, consortium members plan to publish the following until the end of 2022:

- *Translation of monograph into English: Marot, N., Uršič, M. (ed.), Horvat, U., Klepej, D., Krošelj, M., Ograjenšek, I., Stubičar, N. (2022): Mestni turizem v Sloveniji: značilnosti in upravljanje (Urban tourism in Slovenia: Characteristics and governance), Univerza v Ljubljani, Biotehniška fakulteta, Ljubljana*