Rural Connections
Webinar series for knowledge exchange with European rural projects

INTRODUCTION

Rural Connections. Webinar series for knowledge exchange with EU Rural projects, is a set of three webinars involving RURITAGE Role Models and Replicators and a group of European rural projects. The main objective of this series is to exchange knowledge and best practices between EU projects working on different aspects related to rural development, with the view to support RURITAGE Role Models and Replicators in the implementation of their rural regeneration action plans. While the target audience are RURITAGE Role Models and Replicators, the webinar series will be open to public and streamed on RURITAGE Facebook to ensure wide outreach of the message.

AGENDA

WEBINAR ON ‘RURAL TOURISM AND MARKETING’

12 April 2021, h. 15.00 – 16.20 CET

| 15.00 – 15.05 | Welcome and introduction to the webinar by RURITAGE |
| 15.05 – 15.20 | SmartCulTour presentation |
| 15.20 – 15.35 | EuropeTour presentation |
| 15.35 – 15.50 | SPOT presentation |
| 15.50 – 16.05 | IMPACTOUR presentation |
| 16.05 – 16.20 | Q&A session |

SmartCulTour project intends to redefine the concept of cultural tourism to provide European regions with strategies that engage stakeholders in co-creating smart cultural tourism practices. The project is developing a decision-support system to monitor the regions through a combination of traditional and non-traditional data sources. The project is being implemented through field tests in six living labs.

During the webinar, SmartCulTour will present the tools being used to identify needs and good practices around developing sustainable cultural tourism on the local level.

EUROPETOUR project aimed at improving the professional qualification of stakeholders in rural cultural tourism
areas. It does so by qualifying local staff in creating attractive offers and advancing their skill set in the use of social media marketing. The project equally addressed the creative industries, careful about a holistic and integrative approach to including all relevant stakeholders and unlock the economic potential for forthcoming, sustainable business opportunities across Europe.

In this webinar the project will demonstrate the urgency for interdisciplinary cooperation and the importance of valorising the intellectual property rights.

SPOT aims to develop a new approach to understanding and addressing cultural tourism and to promote the development of disadvantaged areas. Specifically, it will identify different layers of data and capitalise on existing practice. It will explore emerging forms of cultural tourism, identifying opportunities and developing strategies to allow local people to gain benefit from their precious cultural assets. SPOT will engage academics and stakeholders in the development of policy proposals and generalise lessons learnt through an Innovation Tool to assist policymakers and practitioners.

During the webinar, SPOT will illustrate an ongoing collaboration with Regional DMO, local DMO and the local Tourist Observatory (LMR). The data collected during the first SPOT campaign (2020) when three surveys were conducted on different target groups will be presented, the local community appreciation and representation of cultural tourism in the case study area will be analysed in order to better show how the sense of local belonging could influence hospitality and recovery during and after the Coronavirus crisis.

The EU-funded IMPACTOUR project is connecting cultural tourism stakeholders and researchers, envisaging new approaches and methods that will support European cultural tourism, reinforce a feeling of belonging, value minority cultures and promote Europeanisation. The project will elaborate on an advanced and adaptable methodology to estimate the impact of cultural tourism on EU regional economic growth. It will combine data analytics algorithms with machine learning and AI approaches to improve policies and actions on this field.

During this webinar, IMPACTOUR will demonstrate how cultural tourism is leading to sustainable economic and social development; present policies, governance and business models that are being used to promote cultural tourism as well as tools for cultural tourism impact assessment to foster and forecast impact of tourism strategies.