



TEXTOUR — Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism

Keywords: cultural heritage, cultural tourism, sustainability

The aim of the project: The goal of TExTOUR is to sustainably integrate cultural heritage, tourism activities and local communities for a greener environment, a healthier economy and happier people.

Partners: Fundación Santa María la Real; Institute for the Development of New Technologies; Technologiko Panepistimio Kyprou; Fundación CARTIF; Links Foundation; Uniocamere Lombardia; Narva City Government, Department for City Development and Economy; Narva Gate OÜ; Institut for Ecology of Industrial Areas; Arbeitsgemeinschaft Deutsche Fachwerkstädte e.V.; Metropolitan Research Institute; VIA REGIA — Cultural Route of the Council of Europe; Centre for Spatial Research; GAIA-heritage s.a.l.; Culture and Tourism Department of Rivne Regional State Administration; Côa Parque – Fundacao Para A Salvaguarda E Valorizacao Do Vale De Coa; Alma Mater Studiorum, Università di Bologna – Department of Architecture, Planning and Regeneration research Group; Fondazione ICONS.

Project implementation time: 01/2021—06/2024

Budget: € 3 950 468,75; EU contribution € 3 816 125

Granted by: European Commission, Horizon 2020

Funded under:

H2020-EU.3.6.2.2. - Explore new forms of innovation, with special emphasis on social innovation and creativity and understanding how all forms of innovation are developed, succeed or fail;

H2020-EU.3.6.1.1. - The mechanisms to promote smart, sustainable and inclusive growth;

H2020-EU.3.6.3.1. - Study European heritage, memory, identity, integration and cultural interaction and translation, including its representations in cultural and scientific collections, archives and museums, to better inform and understand the present by richer interpretations of the past;

H2020-EU.3.6.3.2. - Research into European countries' and regions' history, literature, art, philosophy and religions and how these have informed contemporary European diversity

Context:

Cultural tourism represents a considerable factor in the tourism sector. It relies on the high cultural, social and environmental potential of certain regions and sites. However, cultural tourism also depends on other factors such as know-how and information and communications technology (ICT). TExTOUR is an EU-funded project which co-designs pioneering and sustainable cultural tourism strategies and policies. The ultimate goal is to improve deprived areas in Europe and beyond and the impacts can be put into four categories: policy impacts, economic impacts, social impacts and research impacts.

Description:

The EU-funded TExTOUR project will work with eight pilots in less-known regions to invent and design collaborative work methods for the development of cultural tourism policies and strategies. The project will apply ICT and innovative instruments focusing on the positive impact of such strategies and policies on socioeconomic territorial development. TExTOUR will design a technological platform to assess cultural tourism policies, while each pilot will establish Labs Communities for the implementation of these policies.

The eight selected pilots have diverse and complementary characteristics, which enables the project's experts to develop a wide range of scenarios for inland and coastal areas, rural and urban, deprived remote or peripheral areas, facing multiple social, economic and environmental challenges. Various societal players and stakeholders in the Cultural Tourism sector will be involved in the Cultural Tourism Labs.



Horizon 2020

*This project has received funding from the European Union's
Horizon 2020 research and innovation programme
under grant agreement No. 870644*

The eight pilot sites are:

1. UNESCO site of Crespi d'Adda – Lombardy Region (Italy)
2. Narva post-industrial Kreenholm district (Estonia, Russia)
3. Transnational cultural landscape of Umgebindeland (Germany, Poland, Czech Republic)
4. European cultural route of VIA REGIA (Ukraine, Belarus, Poland, Germany, France, Spain)
5. TREBINJE environs (Bosnia- Herzegovina, Montenegro, Croatia)
6. Historic silver and lead post-mining facilities in Tarnowskie Góry – Upper Silesia Region (Poland)
7. Cross border UNESCO site of Vale do Coa – Siega Verde (Portugal-Spain)
8. Anfeh protected area (Lebanon) and the mountain village of Fikardou (Cyprus)

Results:

The project will develop procedures services and tools and carries out activities, proposed in the methodology. Their results are used to prepare a modular and scalable EU Action Plan for Cultural Tourism Development. In parallel, a technological open access platform is designed and tested to assess cultural tourism policies and strategies envisaged by public and private stakeholders. The platform's design will draw on Smart strategies for valorisation, investment & Europeanisation, Pilots and CT-Labs to meet the specific needs of the cultural tourism industry. It provides data analytics as a service, together with a catalogue of relevant services representing the assessed cultural tourism strategies, and proper content curation and validation processes, apart from assessing the implemented practices and its related impacts. Other European and non-European cultural sites and ecosystems will have access to the platform so that they can benefit from the project's achievements too.

Success factors:

- * 18 partners representing sciences, business, society, government and entrepreneurs.
- * The synergy of existence of historical-picturesque heritage, know-how, ICTs, gastronomy, identity, local culture, values and intangible heritage at the pilot sites.

Limiting factors:

- * Pilot sites include remote areas with insufficient infrastructure for tourism.
- * Local communities' understanding of (the impact of) tourism and the resulting unwillingness to cooperate in tourism-related projects.

Others:

TEXTOUR homepage: <https://textour-project.eu/>

TEXTOUR project fact sheet: <https://cordis.europa.eu/project/id/101004687>

