

SPOT

Cultural Tourism **8 Golden Rules**

Local/regional
stakeholders level



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Horizon 2020



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●●● SOCIAL AND INNOVATIVE PLATFORM
●●● ON CULTURAL TOURISM
●●● AND ITS POTENTIAL TOWARDS
●●● DEEPENING EUROPEANISATION

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These rules have been developed from an analysis of strategy, policy and practice in each of SPOT's 15 Case Studies. The results of the analysis have been shared with around 200 stakeholders from the public, private, voluntary and community sectors. The Golden Rules structure was developed regarding the regional development model set out by the European Research Centre in its work on Smart Specialisation Strategies. An Assessment Wheel can be used to assist in identifying priorities and further details in each area and can be found in SPOT reports D2.2 Summary Report on Stakeholder Involvement and D2.5 Policy Guidelines and Briefings.

Rule 1 Policy Formulation

Have regard to the formal policies at national, regional and local levels so far as they relate to Cultural Tourism; the policies will probably show relevant political priorities and will almost certainly point the way to funding opportunities and the potential for influencing those policies.

Rule 2 Local Engagement/Local Benefit

Successful Cultural Tourism activities tend to have strong local community support. To start a process of engaging local residents and businesses, it is necessary to be clear about the likely benefits (and dis-benefits) of any development.

Rule 3 Shared Vision

To assemble the necessary finance, permissions, support from all economic and social sectors and motivation, a Shared Vision should be developed. There will be contrary forces, but the consultative processes involved in developing a Vision will pay off in terms of identifying any ameliorative measures. A locus (organisation or individual) will be needed to lead the work, along with a putative timescale.



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Rule 4 Sustainable Development

Sustainability should be built into all aspects of the programme; this will be of benefit to local residents, sustainability measures can be an educational tool and may be attractive to potential visitors.

Rule 5 Innovation

Any development will be innovative; be aware of the level of innovation required to distribute benefits and impacts responsibly and ensure that any necessary training, investment etc. are put in place.

Rule 6 Infrastructure/Policy Mix

Infrastructure may need to be in place in advance of market demand, meaning resources to develop transport, accommodation, sanitation etc. have to be identified; the phasing of the different elements of implementation will need to be considered, as will the impact on local communities.

Rule 7 Implementation

Having decided what to do – policy and vision – who will deliver it? Check implementation structures and particularly liaison arrangements between public and private sectors.

Rule 8 Monitoring and Evaluation

Create processes for recording progress, in particular, and ensure the measures being used identify Cultural Tourism metrics specifically. Ensure data is shared between all stakeholders.



About the project

Europe is a key cultural tourism destination thanks to a remarkable cultural heritage that includes museums, theatres, archaeological sites, historical cities and industrial sites as well as music and gastronomy. The project provides an innovative response to recent problems by understanding cultural tourism across very different regions and countries and by integrating stakeholders and policy actors into the project and in feeding back to them the results. The SPOT project addresses the knowledge gaps by expanding and developing the idea of cultural tourism.

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