

# SPOT

Background  
document  
**for Cultural  
Tourism**  
8 Golden Rules



[www.SPOTprojectH2020.eu](http://www.SPOTprojectH2020.eu)

@SPOTprojectH2020

@H2020Spo

Horizon 2020



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

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

# SPOT

## Foreword

This document outlines policy recommendations developed during the SPOT (Social and Innovative Platform on Cultural Tourism and Its Potential Towards Deepening Europeanisation) project. The recommendations are designed for stakeholders on the local, regional, national and EU level, structured around seven thematic areas.

The collection and formulation of the policy recommendations for this report took place during five workshops in the last year of the SPOT project by a consortium of 15 partners. The workshops focused on policy formulation, Europeanisation and shared vision, on sustainable development, innovation, infrastructure and policy mix, implementation, monitoring and evaluation.

## Policy Recommendations for EU stakeholders

### Theme 1 Policy Formulation

- Policy recommendation 1) Tourism (at around 10% of European GDP) should be recognized as a full-value policy sector at the EU level (Currently under Internal Market, Industry, Entrepreneurship and SMEs).
- Policy recommendation 2) Cultural tourism valuing cultural identity, should be integrated into the EU cohesion policy. CT can be a leverage to enhance respect for diverse cultural and linguistic values of minorities, and diversity. Example: Gypsy jazz festival.
- Policy recommendation 3) CT should be connected/incorporated in existing financial instruments on EU level. Example: Structural funds, HE, INTERREG, EU cross-border programmes.
- Policy recommendation 4) Cultural tourism should follow a bottom up approach (specific for each area and place based). Cultural attractions should link to similar ones up the scale. Example: European Culture Route of Saints Cyril and Methodius.



# SPOT

## Theme 2 Shared vision/Europeanisation

- Policy recommendation 1) Support CT networks based on cultural similarities, diversity and local identity by harmonising rules and regulations on the one hand and encouraging exchange and mutual understanding and cooperation, for instance through social media, entrepreneur visits, events, promotional activities, branding/logo, on the other. Examples: hashtags and logos, European cultural trails, thematic network of cultural tourism providers (beer, honey producers, pottery, salami producers).

## Theme 3: Sustainable Development/Green Agenda

- Policy recommendation 1) Cultural Tourism (CT) should be seen as an example of Sustainable Tourism. Convince stakeholders of the long term impact of their decisions. Use cultural tourism as a tool for emphasising the sustainability pillars in the area. (Include culture as the fourth pillar in sustainable development models besides social, environmental and economic dimensions). Incentives/recognition should be considered for those organisations/institutions dealing with CT. Stamps and other means of recognition at cultural sites, businesses, organisations, activities, highlighting their commitment to sustainability would assure a certain quality level. By means of mobilising the community at different levels, they contribute to the common goal.
- Examples:EUROPARC,  
<https://www.europarc.org/library/europarc-events-and-programmes/european-charter-for-sustainable-tourism/> Strategic plans for Tourism 2020 Barcelona  
<https://ajuntament.barcelona.cat/turisme/en/strategic-plan>
- Policy recommendation 2) Raise awareness of CT as an educational tool for sustainable principles and ethics. Include it in the syllabus/curricula of early age pupils, higher education and specialised training in tourism. Example: WaterSTEAM.eu (Project aiming at promoting landscape values and the role of water by providing materials and tools to be developed in an educational project) e.g. <https://www.steampoweredfamily.com/water-projects-for-kids/>

# SPOT

- Policy recommendation 3) Foster the implementation of sustainable business models in order to properly manage cultural sites and ensure commitment among stakeholders. Training and adaptation to new requirements in business models that ensure sustainable principles should be implemented. Develop social enterprises and connect them with for-profit organisations. Identify and recognise social innovation schemes (mostly bottom-up), subsidising and facilitating their development. Examples: INTERREG projects Central Europe responsible. ALTRUISTIC ENTREPRENEUR, CE sustainable model to support social entrepreneurship (CE RESPONSIBLE) <https://www.interreg-central.eu/Content.Node/CE-RESPONSIBLE.html>

## Theme 4: Innovation

- Policy recommendation 1) Make optimal use of existing possibilities for financial support for CT initiatives. Proper criteria should be adopted for the measure of inclusion (Example: Production of wine by women of Italy), the measure of innovative interactive practices, and the measure of sustainability. Tools: Leonardo da Vinci- or Grundtvig-type of financial support for mobility and exchange (of professionals involved) to be realized. This would at the same time strengthen the Europeanisation of the specific CT activity. Use innovative CT practices for the aim of emancipation of groups\* and issues, using e.g. Grundtvig support. To use cultural tourism as a driver to multiply/spread economic and social benefit throughout local society (e.g. through SME innovation support with the EC). EU / National: Define Research challenges to explore new revenue models (Horizon Europe; Green Deal; National Funding) *\*Such groups can find a niche in CT in order to survive. Out-of-the-box entrepreneurship paying attention to integration of different groups. / this can play a role in publicity.*



# SPOT

- Policy recommendation 2) Increase the digital promotion and facilitation of information about cultural tourism to improve the visibility of cultural tourism attractions and promote social inclusion (re. e.g. [https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age_en)). Use the digitalization as a tool to promote specific minorities' cultural heritages to wider audience. / Wifi for free, digitally promote inclusion of minorities in CT, to increase respect and visibility. / interactively, minority activities. Minorities can show the value of their heritage. Invest in different forms of digitalisation and social media (not only marketing but also storytelling, connecting generations, vocalising less heard voices: this all helps to build community) because these are good ways to strengthen the engagement of different generations and minorities and forgotten history, dark heritage. Internet facilities! [re. EU Missions in Horizon Europe] Examples: Different perceptions of cultural heritage by various ethnic groups 'gypsy festivals', artificial intelligence in museums to understand and enhance experiences, storytelling as a possibility in digital platforms

## Theme 5: Infrastructure/Policy Mix

- Policy recommendation 1) Avoid developing separate cultural tourism policies. Tools: Facilitate cultural tourism by an integral cooperative approach connecting levels, fields, and actors in order to create sustainable, innovative, and accessible infrastructure. Example: Link access to ballet, opera etc. across Europe by joint/promotional ticketing.
- Policy recommendation 2) Barriers between culture and tourism should be broken. Tools: Stimulate cooperation and networking among different sectorial stakeholders through education and training, also taking advantage of the academic knowledge brought together by Spot project. Examples: The Italian case of Langhe where literary landscapes, historical memories, wine and food tourism are combined.



# SPOT

## Theme 6: Implementation

- Policy recommendation 1) Human resources and knowledge transfer in regards to cultural tourism should be secured via supplying vocational training, supporting entrepreneurship and good practice exchange at all governance levels and/or in transnational context.
- Examples: project platform on EU level (<https://keep.eu/>) or smaller-scale platforms at regional and local levels; seminars, conferences (e.g. events organized by European Cultural Tourism Network - <https://www.culturaltourism-network.eu/conference-2021.html>, annual European Week of Regions and Cities: <https://europa.eu/regions-and-cities/>) or competitions about good practice in cultural tourism management (e.g. European Cultural Tourism Award: <https://www.culturaltourism-network.eu/award-2022.html>).
- Policy recommendation 2) Funding instruments should target different cultural tourism needs and continually provide different type and scale of financial support like project-oriented or structural funding, e.g. participative budgets for small-scale local initiatives, infrastructural funding for peripheral or lagging behind regions, Interreg funding for soft interventions. Example: Interreg Central Europe programmes 2014–2020, priority environment/culture: <https://www.interreg-central.eu/Content.Node/Environment.html>

## Theme 7: Monitoring/Evaluation

- Policy recommendation 1) Developing a common EU Cultural Tourism Observatory (EUCTO) for monitoring and evaluate cultural tourism by a common methodology to produce open access and comparable databases with quantitative/qualitative indicators at the EU, national, regional and local level taking into account all involved actors:



# SPOT

- oTemporal/spatial scale
- oContinuity
- oAvailable and accessible
- oHomogenous
- oTake advantage of existing data

- Examples: EUROSTAT- national level (<https://ec.europa.eu/eurostat>), ESPON ([espon.eu](http://espon.eu)), Observatory of Tourism in Barcelona: City and Regions ([www.observatoriturisme.barcelona](http://www.observatoriturisme.barcelona)), Centro Universitario Europeo per i Beni Culturali ([www.univeur.org](http://www.univeur.org)), Aegean Sustainable Tourism Observatory ([www.tourismobservatory.ba.aegean.gr](http://www.tourismobservatory.ba.aegean.gr)).
- Policy recommendation 2) To use the capacity of the SPOT-IT tool to improve CT development. Examples: Innovative Tools for Tourism and Cultural Tourism Impact ([www.impactour.eu](http://www.impactour.eu)).



# SPOT

## Policy recommendations for national/regional stakeholders

### Theme 1: Policy Formulation

- Policy recommendation 1) Facilitate cultural tourism by an integral cooperative approach connecting policies, ministries and actors in order to create a common understanding.
- Policy recommendation 2) Cultural tourism should be prioritized for greater visibility through explicit recognition of cultural tourism and the promotion of regional and local products.
- Policy recommendation 3) Cultural tourism should be recognized as a mechanism for (sustainable) local and regional development. Cultural tourism should be used to connect regions with different levels of development. The positive inter- and intraregional chain reactions created by CT can be used to reach a balance through cultural specificity. Examples: gastronomic routes and island hopping.

### Theme 3: Sustainable Development/Green Agenda

- Policy recommendation 1) As environmental issues and cultural tourism are congruent, environmental policies should include cultural tourism as a relevant issue and cultural tourism programmes should be designed with paying attention to the support of landscape and care of the environment.
- Policy recommendation 2) Cultural tourists should be recognized as higher-value visitors. Cultural tourists can help to bridge the economic gap with reduced numbers of visitors in ecologically-sensitive areas.





# SPOT

## Theme 4: Innovation

- Policy recommendation 1) Facilitate cooperation and assessment as tools to learn from other good practices. Examples: the Assessment Wheel, structured exchange and knowledge-transfer between people in the cultural tourism industries and local administrations

## Theme 5: Infrastructure/Policy Mix

- Policy recommendation 1) Long-term multi-level and multi-sectoral cooperation should be established in the planning regarding the cultural tourism policies to secure a comprehensive approach to sustainability (social, economic, environmental). Establish cooperation among all levels of government and among different sectors (culture + tourism + art). Encourage cooperation on national level through training, seminars, symposia.
- Policy recommendation 2) Provide suitable support for tourist destinations seeking effective local cultural tourism development to access and utilise EU funds through training, providing knowledge and assistance.
- Policy recommendation 3) Invest in a sustainable, and accessible tourism infrastructure. Tools: invest in sustainable energy, water, transport, digitalisation. Align interests: develop the regions together. Invest in regional connectivity (networks and infrastructure).
- Policy recommendation 4) Facilitate tourism development through public and private partnership.



# SPOT

## Theme 6: Implementation

- Policy recommendation 1) Guidelines for maintaining authenticity (uniqueness of place and activity) of cultural heritage should be established. Establish guidelines and measures to protect uniqueness from commodification / identity gentrification.
- Policy recommendation 2) To support policy implementation, action plans specifying timeframes, leadership, stakeholders, actions with cross-sectoral understanding and realistic goals should be prepared.
- Policy recommendations 3) Recognize (in)tangible cultural tourism as a tool to attract tourists during the low season or as a driver to decentralise tourists from overtouristed places (time and space). Invest in decentralization of tourist from overtouristed places through funding infrastructure, amenities.

## Theme 7: Monitoring/Evaluation

- Policy recommendation 1) Invest in data collection, develop a National Observatory for monitoring and evaluating cultural tourism by a common methodology to produce open access and comparable databases with quantitative/qualitative indicators at national, regional and local level taking into account all involved actors:
  - oTemporal/spatial scale
  - oContinuity
  - oAvailable and accessible
  - oHomogenous
  - oTake advantage of existing data



# SPOT

## Policy Recommendations for local stakeholders

### Theme 1: Policy Formulation

- Policy recommendation 1) Cultural tourism should be developed using a co-designing approach, with a focus on the balancing of social cohesion with profitability. Different interests (social, environmental, economic) of different stakeholders should be recognized and reconciled.
- Policy recommendation 2) Cultural tourism should be developed with the aim of preservation and development of values and the uniqueness of cultural heritage or local traditions.

### Theme 2: Shared vision/Europeanisation

- Policy recommendation 1) Cultural tourism development in the area should seek a common vision that is owned, agreed upon and shared by the community, is place-based, authentic and realistic (accurately portrayed) and is grounded in a clear marketing plan. Example: Radovljica - Radol'ca community-based tourism strategy and branding.
- Policy recommendation 2) Efforts should concentrate on shifting from the current form of tourism (from current commercialism/mass tourism) to valuing more cultural diversity and the cultural identity.

### Theme 3: Sustainable Development/Green Agenda

- Policy recommendation 1) Infrastructure and services should be developed in accordance with the 'Access for All' principle. Attention needs to be paid to disabled access and facilities.

### Theme 4: Innovation

- Policy recommendation 1) Recognize cultural tourism as a driver to multiply/spread economic and social benefit among local society.



# SPOT

- Policy recommendation 2) Encourage and support community-based innovation through education programmes, new revenue models, training for guides, hospitality, product design, university links, local appreciation.
- Policy recommendation 3) Facilitate cooperation and assessment as tools to learn from other good practices and adapt these to the place specific context. Examples: the Assessment Wheel, structured exchange and knowledge-transfer between people in the cultural tourism industries and local administrations
- Policy recommendation 4) Enhance destination attractiveness/competitiveness through the creation of networks and linkages. Link experiences with neighbouring localities to encourage visitors to stay in the area overnight or for a more extended period and to spread the benefits of tourism. Encourage creation of clusters between local producers, craft workers. Examples: creation of tourist routes, cycling paths connecting with neighbouring localities
- Policy recommendation 5) Enrich the main attractions through incorporating interactive activities. Examples: slow tourism, participatory agrotourism.
- Policy recommendation 6) Strengthen the engagement of generations and minorities through different forms of digitalization. Examples: invest in artificial intelligence in museums to help understand and enhance experiences, invest in social media not only for marketing purposes but also for storytelling, connecting generations, vocalising less heard voices, connecting with fan groups.

## Theme 5: Infrastructure/Policy Mix

- Policy recommendation 1) Create networks with regional actors to promote cultural tourism and represent the interests of stakeholders.



# SPOT

- Policy recommendation 2) Invest in a sustainable, and accessible tourism infrastructure. Tools: use the SPOT-IT tool developed by SPOT project to assist in clarifying opportunities for improvement.
- Policy recommendation 3) Use cultural tourism as a meeting point integrating different groups of interest (age, gender, education, ethnic). Tools: take advantage of the academic knowledge (especially good practices) brought together by Spot project.

## Theme 6: Implementation

- Policy recommendation 1) Critically acknowledge the economic benefits of CT. Turn threats to local communities into opportunities. Acknowledge that tourism can help regional and local improvement of infrastructure and facilities.
- Policy recommendation 2) Invest in maintaining authenticity (uniqueness of place and activity) of cultural heritage. Use CT to promote the cultural fabric in the community. Avoid mismatch of existing local identities and how they are marketed (as happens in Scotland border areas). Invest in vocational training, entrepreneurship, funding .
- Policy recommendation 3) Knowledge-transfer and reflexivity among stakeholders should be encouraged. CT should be seen as contentious. Stakeholders should be encouraged to learn about different good practices from the cultural tourism platform to be inspired/motivated to stay/become attractive. Good practices should be adapted to the context. Use lessons learned from COVID-19 (locals can be visitors), implementing policies to make CT more accessible, e.g. basic free tours (education) after entrance fee, e.g. one day free access per month.

## Theme 7: Monitoring/Evaluation

- Policy recommendation 1) establish a channel linking tourists and entrepreneurs to measure tourists needs and motivate entrepreneurs to be more involved in cultural tourism activities.



# 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.

---

## FOLLOW US

 @SPOTprojectH2020

 @H2020Spo

**SPOT** 

[www.SPOTprojectH2020.eu](http://www.SPOTprojectH2020.eu)

## FUNDING



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

## Partners

Mendel University in Brno,  
Brno, Czech Republic

Bar Ilan University,  
Ramat Gan, Israel

Institute of Geography of the  
Romanian Academy,  
Bucharest, Romania

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

CERS Institute for Regional Studies,  
Győr, Hungary

Wageningen University & Research,  
Wageningen, Netherlands

Tallinn University,  
Tallin, Estonia

Karl Franzens University of Graz,  
Graz, Austria

University of Aberdeen,  
Aberdeen, United Kingdom

University of the Aegean,  
Lesvos, Greece

University of Barcelona,  
Barcelona, Spain

University of Verona,  
Verona, Italy

University of Wrocław,  
Wrocław, Poland

University of Ljubljana,  
Ljubljana, Slovenia

Constantine the Philosopher University,  
Nitra, Slovakia