



Dissemination report III

Deliverable number: *Deliverable 4.9*

Due date: 31.12. 2021

Nature: *R = Report*

Dissemination Level: *PU = Public PP*

Work Package: *WP 4 (Dissemination)*

Lead Beneficiary: *CERS*

Contributing Beneficiaries: *All partners*

Authors: *Eszter Szemerédi Csányiné, Marcell Kupa, Tamás Hardi*

Horizon 2020



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

Disclaimer:

The content of this deliverable reflects only the authors' view. The European Commission and its Research Executive Agency are not responsible for any use that may be made of the information it contains.

Purpose and scope of the deliverable

The objective of deliverable 4.9 is to describe the dissemination activities of the project as a whole, as well report on the activities carried out by each partner. This paper continues and complements the second issue of Spot Dissemination Report issued in April 2021 (D4.8) and is available on the project's web-site in its open area (<http://www.spotprojecth2020.eu/reportsandoutcomes>).

Document history

| Version | Date | Description |
|--------------------|-------------------|---|
| <i>0.1</i> | <i>01.11.2021</i> | <i>Draft of the SPOT Dissemination Report III</i> |
| <i>0.2</i> | <i>10.11.2021</i> | <i>Comments of partners</i> |
| <i>0.3</i> | <i>20.11.2021</i> | <i>Second version of the second annual summary dissemination report</i> |
| <i>0.4</i> | <i>30.11.2021</i> | <i>Comments of partners</i> |
| <i>1.0 (final)</i> | | <i>Approved by PMB and the Coordinator</i> |

Content

| | |
|---|-----------|
| 1. Centralized dissemination efforts | 4 |
| 1.1. Project Website | 4 |
| 1.2. Social Media | 6 |
| 1.3. The e-Newsletter | 7 |
| 1.4. KPIs | 7 |
| 1.5. Impact..... | 8 |
| 2. Dissemination activities of partners | 8 |
| 2.1. Publications in 2021 | 8 |
| 2.2. Scientific conferences and workshops in 2021 | 10 |
| 2.3. Networking activities of partners in 2021 | 16 |
| 2.4. Impact..... | 18 |
| 3. Prospects for 2021-2022 | 19 |
| 3.1. Web-based Resource Centre | 19 |
| 3.2. Scientific events and conferences | 21 |

1. Centralized dissemination efforts

The two key activities targeting the public are (1) the online presence ensured through a website and social media sites, (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. 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 1.), 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 and provide translations for a multi-lingual information channel.

The initial design of SPOT-web was done by CERS using the service of the freely available WIX platform (www.wix.com); the domain name has been purchased and is administered by MENDELU. 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.



Figure 1: Illustration of the SPOT homepage

The statistics of the website (Figure 2.) show a growing interest and the success of individual partners in the local dissemination activities. As seen in Figure 2. for the period of 1. April – 28. October the homepage had around 900 distinct visits. The percentage of returning visitors is 4% higher compared to the previous period covered (September 2020 – March 2021), which shows that the homepage is an adequate reference point for partners and public audience for getting updates related to the project. It also shows that as the project progresses the percentage of returning visitors is becoming higher and the ratio between new and returning visitors becomes more balanced. Compared to the previous period the majority of visitors came to the website by typing in or clicking on the web address of our SPOT homepage, which supports our claim, that

the public’s awareness about the project has grown. This is also backed by the fact that by page path the sections ,About’ and ,Partners’ had the most traffic, followed by the section ,Case studies’.

To show the activities of the project WP4 periodically updates the homepage with the news. As reported by October 28, 2021 the team published altogether 90 news on the website, all of which are extended versions of news published on our social media sites.

Sessions over Time

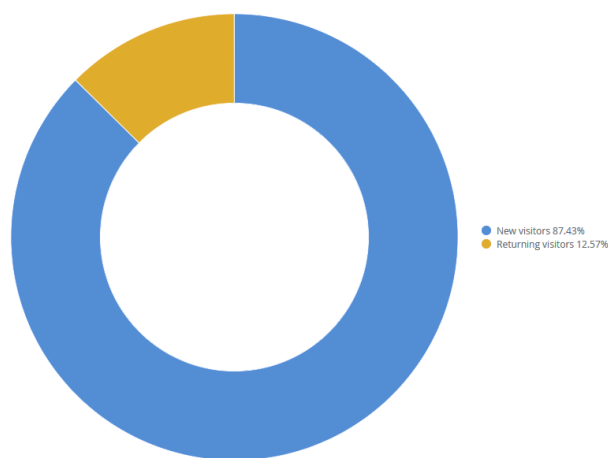
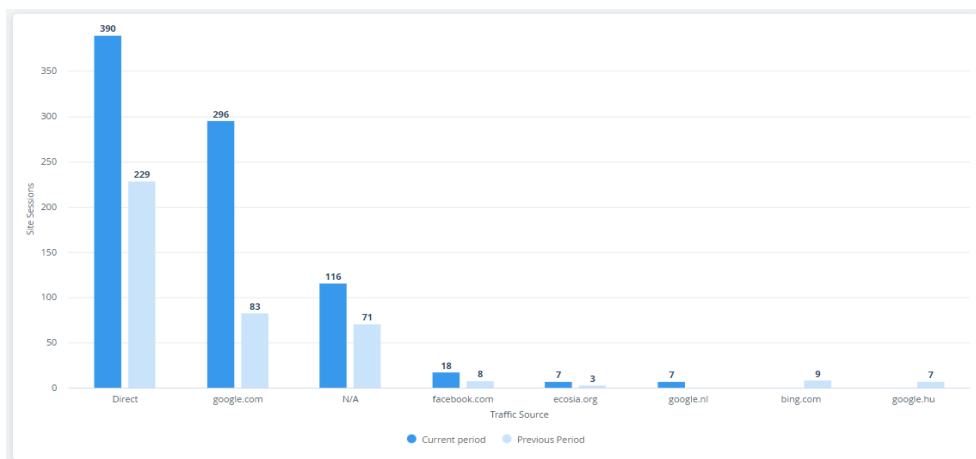
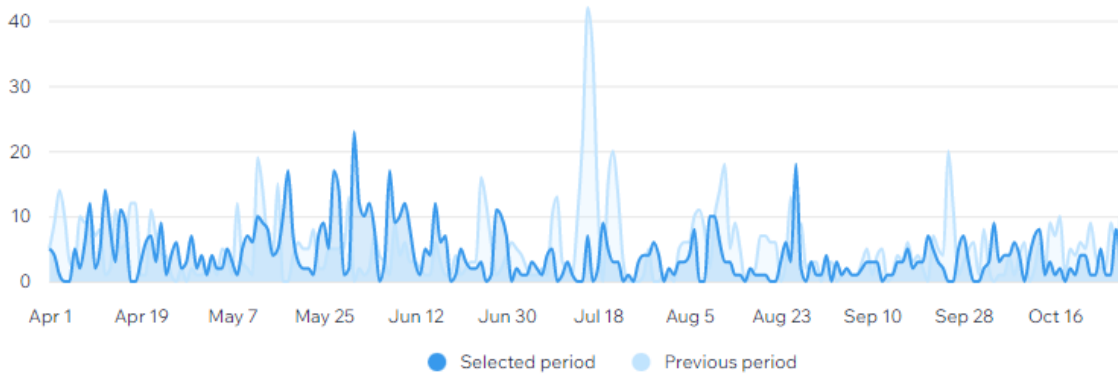


Figure 2: Statistics of the SPOT homepage

1.2. Social Media

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 Twitter (<https://twitter.com/H2020Spo>) and Facebook (<https://www.facebook.com/SPOTprojectH2020/>). WP4 established these profiles and uses them to disseminate project news. Following the Second Dissemination Report and the resulting Dissemination Strategy the dissemination activities in the social media channels have become increasingly intensive and during the period of 1. April – 28. October we uploaded 42 posts to the SPOT Facebook, which is 60% more than the number of posts uploaded in the year and a half preceding the period covered by the report. As seen on Figure 3. the number of total followers on Facebook is 107. It had a slight but constant growth compared to the results of the previous report (94 followers), but it is below the suggested target value for 2021 (≥ 200). When creating the Facebook page for the project the intention of WP4 was to signpost audiences to the SPOT homepage, which based on Figure 2. had a moderate success. Compared to the previous period while our Facebook site generated more traffic the majority of visitors came to the website by typing in or clicking on the web address of our SPOT Homepage.

Short and informative posts with pictures related to the roundtables and conferences had the highest reach. In order to reach more people and to avoid the site entering a phase of stagnation we advise partners to summarize the Facebook posts in their language on the Facebook sites of their Institute and signpost their audiences to the SPOT Facebook and to the SPOT homepage. In order to increase engagement we encourage partners to comment, share and like the posts on Facebook.

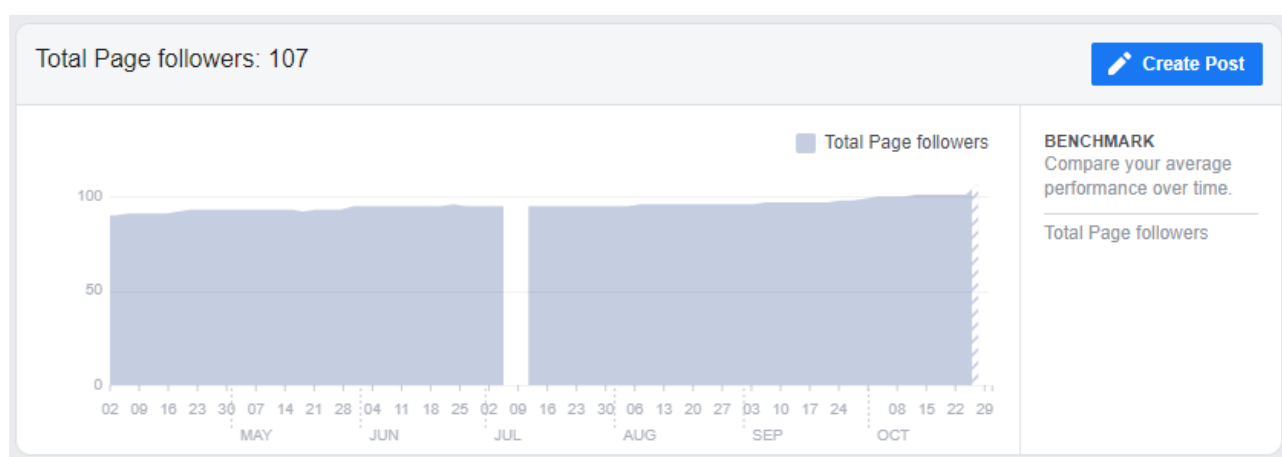


Figure 3: Statistics of the Facebook site of SPOT

On Twitter short comments, announcements and news are posted. Over a 91 day period the SPOT Twitter (Figure 4.) earned 1100 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 reached 12 people per day. We doubled the number of tweets in the last 7 month, but the number of followers grew only by 4, which shows that the contents uploaded to this platform are still not reaching the relevant users.

The statistics on Figure 4. show that engagement grew for a few days after uploading content. 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 encourage partners to create short, informative posts and to promote the Twitter of the project.

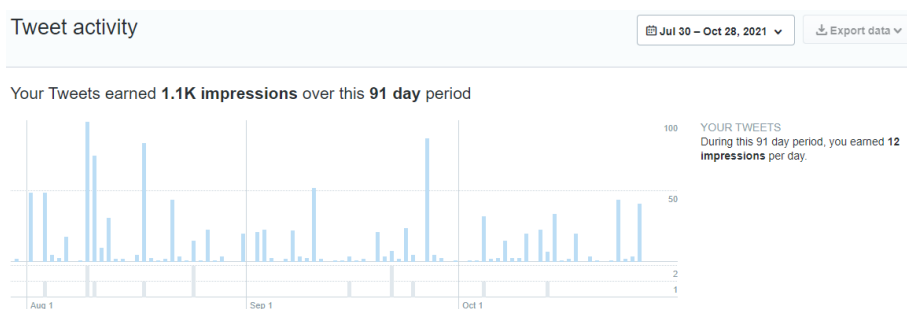


Figure 4: The statistics of SPOT Twitter

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 set up 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 centered around the impact of COVID-19 in the case study areas and on the research/field work conducted by project members. The second E-Newsletter will be released in December 2021 and it will focus on showcasing the results of our surveys and roundtables as well as the developments made so far in the project.

1.4. KPIs

In order to clearly evaluate the improvements we advised in our Dissemination Strategy the PMB to formulate KPIs and attribute expected/desirable values to these for the website and social media activities. We summarized the results in Table 1, with the acknowledgement that based on our results the suggested target values require adjustments and further discussion.

1. Table: KPIs of the website and social media activities

| | KPI | Value (from the beginning of the project until March 2021) | Suggested target value for 2021 | Value (from April to November 2021) | Target reached |
|-----------------|--------------------------------|--|--|-------------------------------------|----------------|
| Homepage | The number of distinct visits | apprx. 2400 visitors | ≥ 3000 visits in the second year | apprx. 900 visitors | yes |
| | The percentage of new visitors | 91% | as the project progresses the percentage of returning visitors | 87,4% | yes |

| | | | | | |
|-----------------|--|----------------|---|------------------------------------|-----|
| | The percentage of returning visitors | 9% | should be higher and the ratio between new and returning visitors should be more balanced | 12,6% | yes |
| | The number of referrings from Facebook | 81 | ≥200 | 18 | no |
| | The number of publications on the homepage | 72 | ≥100 | 18 | no |
| Facebook | Number of Facebook followers | 94 | ≥200 | 107 | no |
| | Number of Facebook posts | 72 | at least 2 posts per month | 114 (on average 4 posts per month) | yes |
| | Number of persons reached per post | 30-428 persons | ≥30 | 30-385 persons | yes |
| Twitter | Number of Twitter followers | 16 | ≥30 | 20 | no |
| | Number of impressions | 1300 | ≥3000 | 1200 | no |
| | Number of Twitter posts | 20 | ≥40 | 24 | yes |

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 2021

The individual SPOT partners already started to disseminate their scientific project results through publications in peer-reviewed journals and presentations at conferences as it is visible on the portal, but also on ZENODO, where a SPOT project Community was established.

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 second year of the project partners published nine peer-reviewed articles, two conference papers and nine mass-media publications. Below we listed the publications of 2021.

Peer-reviewed articles:

- Dysková, S., Petrikovičová, L., Roubalová, M. (2021): The Growth of Tourism and Its Impact on the Protected Areas of Iceland. In: *Ad Alta: Journal of Interdisciplinary Research*, 11(1), pp. 402-407, www.doi.org/10.33543/1101
Source: *UKF*
- Garrison, S., Wallace, C. (2021): Media Tourism and Its Role in Sustaining Scotland's Tourism Industry, *Sustainability*, 13(1), 6305.
Source: *ABDN*
- Hardi, T., Kupi, M., Ocskay, G., Szemerédi, E.(2021): Examining Cross-Border Cultural Tourism as an Indicator of Territorial Integration across the Slovak–Hungarian Border, *Sustainability*, 13(13), 7225.
Source: *CERS*
- Harfst, J., Sandriester, J., Fischer, W. (2021): Industrial Heritage Tourism as a Driver of Sustainable Development? A Case Study of Steirische Eisenstrasse (Austria), *Sustainability*, 13(7), 3857.
Source: *UNIGRAZ*
- Krogmann, A., Ivanič, P., Kramáreková, H., Petrikovičová, L., Petrovič, F., Grežo, H. (2021): Cultural Tourism in Nitra, Slovakia: Overview of Current and Future Trends, *Sustainability*, 13(9), 5181.
Source: *UKF*
- Mitrică, B., Șerban, P.R., Mocanu, I., Damian, N., Grigorescu, I., Dumitrașcu, M., Dumitrică, C. (2021): Developing an Indicator-Based Framework to Measure Sustainable Tourism in Romania. A Territorial Approach, *Sustainability*, 13(5), 2649.
Source: *IGAR*
- Rech, G., Migliorati, L. (2021): Social Representations about Cultural Tourism in the Time of COVID-19: A Case Study of Langhe, Monferrato and Roero (Italy), *Sustainability*, 13(11), 6301.
Source: *UNIVR*
- Vaishar, A., & Šťastná, M. (2021): Accessibility of Services in Rural Areas: Southern Moravia Case Study. *Sustainability*, 13(16), 9103.
Source: *MENDELU*
- Vaishar, A., Šťastná, M. (2021): Rural development in sparsely populated areas. Vranov na dyjí microregion in Moravia. *European Countryside*, 13(2), pp. 436-454.
Source: *MENDELU*

Mass-media publication/mass communication:

- ABDN (2021): Short video about media tourism in Donue. https://www.youtube.com/watch?v=Q-8liCR4yZ4&feature=emb_imp_woyt7
- IOER (2021): Mehr Kulturtourismus in der Lausitz? https://www.lieberose-oberspreewald.de/Media/public/Homepage/Mitteilungsblatt/2021_03.pdf
- IOER (2021): Kulturtourismus im ländlichen Raum: Ergebnisse einer Besucher- und Einwohnerbefragung im Amtsbereich Lieberose / Oberspreewald (Brandenburg) im Corona-Jahr 2020. <https://doi.org/10.5281/zenodo.5616353>
- MENDELU (2021): Executive Summary: February 2021. <https://zenodo.org/record/4564237#.YFSbxmhKhPY>
- UAegean (2021): Radio interview at FM Radio Athens 98,4) with Professor Theano S. Terkenli. Topic 'The significance of cultural tourism in Greece and beyond. The aims and objectives of the H2020

SPOT project and the potential uses of the innovative SPOT IT TOOL'. https://athina984fm-my.sharepoint.com/:u:/g/personal/edit_athina984fm_gr/ESJ9FoXm2ptMoziN6LB-GnwB_PjL3LBSG65G1uGBhtKM4w

- UKF (2021): Projekt SPOT na prahu druhého roka riešenia = The SPOT project is entering the second year. <https://www.ukf.sk/verejnost/aktuality/udalosti/4562-projekt-spot-na-prahu-druheho-roka-riesenia>
- UKF (2021): Spolupráca s Biskupstvom Nitra pokračuje = Cooperation with the Diocese of Nitra continues. <https://www.ukf.sk/verejnost/aktuality/udalosti/4686-spolupraca-s-biskupstvom-nitra-pokracuje>
- UKF (2021): Univerzita súčasťou certifikácie Rady Európy = Constantine the Philosopher University as a part of certification by the Council of Europe. <https://www.ukf.sk/verejnost/aktuality/udalosti/4698-univerzita-sucastou-certifikacie-rady-europy>
- UL (2021): Summary of the WP1 report on survey with tourists, residents and businesses in year 2020. https://www.bf.uni-lj.si/mma/SPOT_bros_ura_povzetek_anket2020_UL.pdf/2021081912185534/?m=1629368335

Conference papers:

- Krogmann, A., Petrikovičová, L., Kramáreková, H. (2021): Perception of tourism events in the city of Nitra by their visitors. In: Klímová, V., Žitek, V. (eds.). 24th international colloquium, Brno 1.-3. 9. 2021. Brno: Masaryk university, pp. 237-244, Available: <https://doi.org/10.5817/CZ.MUNI.P210-9896-2021-29>
Source: UKF
- Rech, G., Migliorati, L. (2021): Territori resilienti e paesaggi digitali: il turismo culturale nelle Langhe, Roero e Monferrato XLII Annual Scientific Conference of Italian Association of Regional Sciences (A.I.S.Re) entitled Territorial challenges in the post-covid era (Web Conference, 8-10 September 2021) DOI: 10.5281/zenodo.5504079. Available: https://www.aisre.it/wp-content/uploads/aisre/613f7528def6b6.39557947/Rech_Giovanna.pdf
Source: UNIVR

2.2. Scientific conferences and workshops in 2021

Partners publicized the projects 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:

- **AESOP YA (2021.03.31.)**
Participating partner:
UL - Key speaker Naja Marot
- **The Young Researchers of Culture Conference „Young Voices 2021” (2021.04.21-22)**
Participating partner:
TLU - Saara Mildeberg: Adventure Land 2020: A tourist gaze onto industrial landscapes
- **The EURA Conference (2021.05.06-07.)**
Participating partner:
UL - David Klepej, Naja Marot: Urban tourism and its social impacts: the case of Ljubljana, Slovenia

- **Innovation and Research Days, Conference dedicated to Dimitris Eduardos Gardikis, University of the Aegean (2021.05.19-20.)**
Participating partner:
UAegean - Georgoula V. & Terkenli T.S.: The European Research Program SPOT (H2020) and the innovative SPOT IT TOOL for the development of cultural tourism

- **The 4th International Scientific Conference “TOURMAN 2021“ (2021.05.21-23.)**
Participating partners:
UWR - Małgorzata Pstrocka-Rak: The past for the future. Significance of cultural heritage for future tourist development in disadvantaged areas
UAegean - Georgoula V. & Terkenli T.S.: Implications of Covid-19 pandemic for cultural tourism: the case of Cyclades, Greece

- **Conservation of Cultural and Heritage Landscape Conference, Western Galilee College (2021.05.27.)**
Organising and participating partner:
BIU - Irit Amit Cohen: New trends in characterization and management of cultural landscapes.

- **ATLAS SIG Space, Place, Mobilities in Tourism meeting, Social, Mobility Goes on Holiday: Tourist Im | mobilities, Conflicts and Empowerment (2021.05.27-28.)**
Participating partner:
UAegean - Terkenli S. T. & Georgoula V.: Tourism mobilities and the pandemic: patterns and prospects from the Cyclades, Greece

- **8th Ethnography and Qualitative Research Conference (2021.06.09-12.)**
Participating partner:
UNIVR - Giovanna Rech: convenor of the Session “Heritage, Conflicts, Tourism and the Role of Researchers. An Ethnographic Approach”

- **6th Heritage Forum of Central Europe (2021.06.16)**
Participating partner:
UNIGRAZ - Can sustainable development be fostered through industrial heritage tourism?

- **15th SIEF Congress (2021.06.19-24)**
Participating partner:
TLU - Saara Mildeberg: Anthropocene adventure lands: reclaiming a post-industrial area via tourism

- **ToSEE – Tourism in Southern and Eastern Europe 6th International Scientific Conference (2021.06.30-07.02.)**
Participating partners:
MENDELU - Milada Šťastná: Why are two destinations with high cultural potential completely different on the tourism market: the case studies of Dolní Kounice and Lednice (Moravia)
UL - Irena Ograjenšek, Naja Marot, David Klepej, Nina Stubičar and Manca Krošelj: Supply-Side Implications of COVID-19 Pandemic for Urban Tourism in the Middle-Sized European Cities
IGAR - Bianca Mitrică, Paul-Răzvan Șerban, Ines Grigorescu, Nicoleta Damian, Irena Mocanu, Monica Dumitrașcu, Cristina Dumitrică: Developing an indicator-based framework to measure sustainable tourism in Romania. A territorial approach

UB - Danielle Bishop, Montserrat Pareja-Eastway, and Montserrat Simó Solsona: The End of 'Business as Usual'? Reimagining Barcelona Tourism

- **The International Geographical Union (IGU) Pre-congress seminar on Local and Regional Aspects of Natural Hazards (2021.08.12-14.)**

Participating partner:

IGAR - Mitrică B., Grigorescu I., Damian N., Șerban P-R., Mocanu I., Dumitrașcu M., Dumitrică C.: The Impacts of Covid-19 Crisis on Local Cultural Tourism. Evidence From Buzău Carpathians and Subcarpathians (Romania).

- **The International Geographical Union (IGU) Urban Geography Commission Annual meeting - Urban challenges in a complex world (2021.08.23-27.)**

Participating partner:

IGAR - B. Mitrică, C. Dumitrică, I. Grigorescu, R. Săgeată, P.-R. Șerban: Economic restructuring of the one-industry towns in Romania. Transforming and reshaping the industrial space.

- **The 34th International Geographical Congress (IGU) (2021.08.16-20.)**

Participating partner:

CERS – Eszter Szemerédi, Marcell Kupi, Tamás Hardi: Strengthening cohesion in cross-border cultural tourism destinations through digitalization.

- **European Network for Housing Research's (ENHR) 2021 Conference (2021.08.20-09.02.)**

Participating partner:

UB - Danielle Bishop, Montserrat Pareja-Eastway, and Montserrat Simó: Sustainable Communities and Housing in Contested Cities: The Case of Residents and Tourists in Barcelona.

- **24. mezinárodní kolokvium o regionálních vědách = 24th international colloquium (Brno, Czechia, 2021. 09. 01-03.)**

Participating partner:

UKF - Alfred Krogmann, Lucia Petrikovičová, Hilda Kramáreková: Percepcia podujatí cestovného ruchu v meste Nitra ich návštevníkmi = Perception of tourism events in the city of Nitra by their visitors

- **IACUDIT Conference (2021.09.01-03.)**

Participating partner:

ABDN – Stephanie Garrison: Connecting Tourism: The Digital Transformation of Film Tourism in Rural Scotland.

- **ATLAS Conference (2021.09.07-10.)**

Participating partner:

ABDN – Stephanie Garrison: Creativity and Creative Industries: A Case Study on Media Tourism in Scotland

- **XLII Annual Scientific Conference of Italian Association of Regional Sciences (A.I.S.Re) (2021.09.08-10.)**

Participating partner:

UNIVR – Giovanna Rech: Resilient territories and digital landscapes: cultural tourism in the Langhe, Roero and Monferrato.

- **The 32nd Sedlar's Conference (2021.09.17.)**
Participating partner:
 UL - Naja Marot, David Klepej, Irena Ograjenšek, Manca Krošelj, Nina Stubičar and Uroš Horvat (UM - University of Maribor): The challenges of urban tourism in the pandemic times in the City Municipality of Ljubljana.

- **BUND - Lusatia in transition: 444 days of structural strengthening law (2021.09.20)**
Participating partner:
 IOER - Peter Wirth: Statement "The role of cultural tourism in structural change"

- **The 5th International Conference: INDUSTRIAL HERITAGE – CONSERVATION, CULTURAL PROMOTION AND INTELLIGENT REUSE (2021.09.23-24.)**
Participating partners:
 IGAR - Ines Grigorescu, Bianca Mitrică: The adaptive (re)use of post-communist industrial sites in Bucharest. Between urban development and heritage conservation
 UNIGRAZ - Kern, C. Sandriester, J. Harfst, J.: Promotion of industrial heritage and tourism as regional potential

- **Young Regionalists Conference (2021.10.01-02.)**
Participating partner:
 CERS - Csányiné Szemerédi Eszter, Kupi Marcell, Hardi Tamás: Promoting the integration of cross-border cultural tourism destinations through digitalisation

- **European Week of Regions and Cities (#EURegionsWeek) (2021.10.11-15.)**
Participating partner:
 IGAR - Bianca Mitrică: Sustainable tourism as development factor in Romanian border regions.

- **GRANTS Week (2021.10.12-15.)**
Participating partner:
 MENDELU - Milada Šťastná

- **14th International Conference for Cultural Tourism in Europe "Regenerating European Tourism through Culture, Heritage & Creativity" (2021.10.21-23.)**
Participating partners:
 IGAR - Bianca Mitrică, Ines Grigorescu Nicoleta Damian, Paul-Răzvan Șerban, Irena Mocanu, Monica Dumitrașcu, Cristina Dumitrică: COVID-19 pandemic and the new challenges of cultural tourism. An analysis of Buzău Carpathians and Subcarpathians (Romania)
 UWR - Sylwia Dołzbłasz: Together or apart – natural values and cultural heritage in the development of tourism in the Valley of Palaces and Gardens in Poland
 UAegean - Georgoula V., Terkenli S. T.: Culture and creative tourism in the Cyclades: a critical overview on regenerating tourism.

- **International conference "The path of Cyril and Methodius - spatial and cultural-historical dimensions" (2021. 10. 27-29.)**
Participating partner:
 UKF - Peter Ivanič, Hilda Kramáreková, Martin Hetényi: Modern dimensions of Sts. Cyril and Methodius and their heritage in Slovakia

- **BUND - What can a nature-compatible and sustainable structural change in Lusatia look like? (2021.11.23.)**
Participating partner:
IOER
- **ARS Academic Folklore Society Fieldwork Conference „Fieldwork in Changed Circumstances” (2021.11.25)**
Participating partner:
TLU - Saara Mildeberg: Necessary evils and fieldwork on neglected landscapes
- **10th Economic and Business Review Conference (2021.12.03)**
Participating partner:
UL - David Klepej, Naja Marot: Urban Tourism and Strategic Spatial Planning in Central European Cities
UL – Manca Krošelj, Naja Marot: Place-Based Tourism - A New Reality of Cultural Tourism?
UL - Irena Ograjenšek: Marketing to Urban Tourists in Times of the Covid-19 Pandemic: Does it Make Sense?

Workshops:

- **MESTUR Workshop (2021.02.19.)**
Participating partner:
UL
- **RURITAGE Rural Connections Webinar #1 Rural tourism and marketing (2021.04.12.)**
Participating partner:
UNIVR
IOER - Peter Wirth, Ralf-Uwe Syrbe
- **H2020 IMPACTOUR ReDiscover Europe Workshop (2021.05.09.)**
Participating partner:
MENDELU
- **EU-JPI project "Curbatheri-Deep Cities" (2021.05.04)**
Participating partner:
UB – Danielle Bishop
- **ENTRANCES - Co-creating knowledge on coal and carbon-intensive regions in transition: EU Policy and Scientific approaches (2021.06.10)**
Participating partner:
IOER - Peter Wirth
- **HAM INDEPENDENT HOSPITALITY & TOURISM ADVISORS, Vienna, Austria, for Ministry of Transport and Construction of Slovak Republic – Department of tourism (each Thursday from 2021.07.06.-08.12.)**
Participating partner:
UKF - „Mapovacia štúdia – analýzy odvetvia cestovného ruchu v Slovenskej republike = Mapping study - analyzes of the tourism in the Slovak Republic“;

- **BUND - What can a nature-compatible and sustainable structural change in Lusatia look like? - Opportunities through nature conservation and tourism (2021.11.23)**
Participating partner:
IOER
- **SmartCulTour „The future of urban tourism“ (2021.11.26)**
Participating partner:
UL – Naja Marot
- **10th Economic and Business Review Conference – „Theoretical and Practical Perspectives on Urban Tourism Development in Second-Tier European Cities“ (2021.12.03)**
Participating partners:
UL – Naja Marot, Manca Kroselj, David Klepej
IOER – Peter Wirth
UNIGRAZ – Jasmin Sandriester
UKF – Hilda Kramarekova

Participation to events other than a conference or workshop:

- **Monthly seminar of the Network Patrimonialité on heritagisation of literature (2020-2021; 2021-ongoing)**
Participating partner:
UNIVR – Giovanna Rech
- **Distance training for “Sliding Doors” (Co-funded by the Europe for Citizens Programme of the European Union, Scientific coordinator: Frédéric Spagnoli, Université de Franche-Comté, France) (2021.06.08)**
Participating partner:
UNIVR - Giovanna Rech (trainer): The mosaic of migration(s) / An introduction to the methodology of questionnaires and interviews
- **Course of Sociology of tourism (advanced), Global and Local Studies/Master Degree, track (2021.09.14-ongoing)**
Participating partner:
UNIVR - Giovanna Rech (trainer)
- **Training EUHeritage MOOC. (2021.06.21-2021.09.30)**
Participating partner:
UNIVR – Giovanna Rech
- **Research colloquium "Structural Change in Lusatia" organized by IOER – Leibniz Institute of Ecological Urban and Regional Development, and IHI Zittau - International Graduate School under the umbrella of the University of Excellence TU Dresden (2021.11.01)**
Participating partner:
IOER - Peter Wirth: Cultural landscape and ecosystem services in the context of structural change
- **University of Padova, Department of Historical and Geographic Sciences and the Ancient World (DiSSGeA), Geography of tourism: heritage and sustainability' (2021.11.17.)**
Participating partner:
UAegean - Theano S. Terkenli (open lecture): Cultural tourism in times of change: patterns and prospects from the Cyclades, Greece

- **Festival of Social Science (2021.11.01-30)**

Participating partner:

ABDN

2.3. Networking activities of partners in 2021

Collaboration with European, national/regional actors allows the partners to integrate existing knowledge, to present project findings and to discuss these with key stakeholders within their region. Six workshops were planned for the entire project duration. The first workshop was the kick-off meeting serving as a starting point of the project. The last workshop will be the closing meeting summarizing the project. The content of individual workshops contains public presentations of problems by the individual Work Packages (with presentations of stakeholders, where possible), including online round tables and technical excursions to selected case study regions. These excursions will be organised by the local partners (after the COVID-19 limitations are over). Main actors/stakeholders from the selected region, but also other ones, if possible, will be invited to participate.

The consortium members closely co-operate with the stakeholders and regional partners. Bar Ilan University held several meetings with office holders at the national, regional and local levels. Wageningen University and Research arranged regional collaborations: meetings with the staff of the municipalities of Molenlanden and Alblasserdam and with the program manager of Kinderdijk2030. There was also contact with Interest association Liveability Kinderdijk. University of Verona introduced the project to stakeholders in Alba and later on presented the first results of the project to them. University of Aberdeen held a presentation and a lecture for University of Ljubljana. University of Aegean, University of Ljubljana and University of Barcelona also had networking activities meant to raise awareness about the project. CERS Institute for Regional Studies held meetings with the team's most important stakeholders: with the cultural director of the Fortress of Komárom and with the director of Pons Danubii EGTC. University of Aberdeen organised in November several events to disseminate the results of SPOT project as part of the Festival of Social Science in Galashiels and in Doune. An online event and presentation was organised in Galashiels in the first half of November and an online event and presentation in Doune in the second half of November. During the events, University of Aberdeen showed the short film they prepared about media tourism in Doune.

Several project partners started organizing stakeholder roundtables. On 13 May 2021, Bianca Mitrică and Ines Grigorescu from the Institute of Geography of the Romanian Academy had a meeting with the representatives of the Ministry of Development, Public Works and Administration (through the Directorate-General for Regional Development and Infrastructure) in charge of the Priority Area 3 of the EU Strategy for the Danube Region (EUSDR) - "Culture, tourism and direct contacts between people". On June 10 2021, at the Buzău County Council the first Stakeholder Round Table with relevant national, regional and local level actors in the field of cultural tourism took place. The event was organised by the Institute of Geography of the Romanian Academy and representatives of Buzău County Council, with the support of the Ministry of Development, Public Works and Administration - coordination team of the Priority Area 3 - Culture, tourism and people to people contacts within the European Union Strategy for the Danube Region (EUSDR).

Following a long period of Covid-19-related restrictions, Ida-Virumaa was finally opened to tourists for the summer in summer 2021. In September 2021, after the peak tourism season, Saara Mildeberg from the University of Tallinn carried out individual interviews with key actors in cultural tourism in the case study region. For the interviews which were conducted in the framework of SPOT WP 2, 13 stakeholders agreed to give their opinion on the potential of cultural tourism in the region, giving their definition of the phenomenon and shedding light on its success stories and obstacles. A relevant topic was also the so-called Green Turn with the just transition from the oil shale industry, and its impact on cultural tourism and tourism in general. Although the topic is widely discussed in the region, there is still a lot of confusion about the future, and how the changes will affect cultural tourism. The interviews took place both in-person and online and the

interviewees were enthusiastic to elaborate on their experiences before the pre-pandemic and during current times and give suggestions on how to improve the current situation. The data collected was later analysed into a joint report which was distributed among the participating stakeholders.

Several stakeholder's meetings were organized either on-site or online by Mendel University from July to September 2021 in the form of a round table discussion with experts. In July, August and September, these meetings were attended by important stakeholders operating in the field of tourism within the selected case study area such as representatives of museums, tourism guides, tourist associations, tourist information centres, project and marketing managers, academic staff and teachers, local action group managers and employees and officer of the regional development department of the South Moravian Region. The topics of cultural tourism and its situation during the COVID-19 limitations (experienced changes, new opportunities, etc.) were discussed. Policies, infrastructures or shared visions within cultural tourism were also discussed, as well as other topics. The SPOT-IT tool prototype version as part of the SPOT project was introduced during the meeting. All stakeholders showed high interest to test it soon and give us their feedback.

The University of Barcelona organized its first stakeholder roundtable on the 13 July. The research team from CERS Institute for Regional Studies, Győr, Hungary held its first Stakeholders' Roundtable within the SPOT project on the 4th of August in Komárom, its second Roundtable on the 27th of October in Komárno. By Constantine the Philosopher University two stakeholder round tables were held in August and September (30th August –and 14th September 2021), some of the stakeholders requested background materials for the discussion, and they responded individually.

Members of the team from Constantine the Philosopher University (Prof. Ivanič and dr. Kramáreková) took part in General Assembly Meeting of Association European Cultural Route of Saints Cyril and Methodius (ECRCM) held on 6 October 2021. The aims of meeting were (except other information) Proposal of the international strategy of the CM Route – Cultural route of the Council of Europe in progress and ECRCM Scientific Committee - scholarly basis of the CM Route. Prof. Ivanič and dr. Kramáreková have cooperated on this document. The traditional festival Nitra, milá Nitra (Nitra, Dear Nitra) was held in Nitra on July 2 – 5, 2021 on the occasion of the state and church holiday of St. Cyril and Methodius. The members of the Horizon 2020 SPOT project team were actively involved in the preparation of the event. The logo of the SPOT project was used in the information materials. At the beginning of the 2021 Nitra, Dear Nitra festival, a presentation press conference was convened in the auditorium of the Priestly Seminary of St. Gorazd on July 2, 2021 on the occasion of the certification of the European Cultural Route of St. Cyril and Methodius by the Council of Europe. The employees of Constantine the Philosopher University in Nitra also informed the journalists about the certification and content of the cultural route, and the activities within the Horizon 2020 SPOT project.

From June to September of year 2021 the researchers from the University of Wrocław, Poland carried-out individual interviews with key actors of cultural tourism in the case study area (Valley of Palaces and Gardens, Lower Silesia, Poland). Although summer is the peak tourist season in Poland, as many as ten stakeholders agreed to participate in the research. The meetings mostly took place at the headquarters of individual entities. The talks were led by: Małgorzata Pstrocka-Rak, Sylwia Dotzblasz, Anna Grochowska from the University of Wrocław SPOT team. The interviewees generally answered all the questions willingly and extensively. They were particularly broad in describing the main determinants of cultural tourism development, including intersectoral cooperation in the region as well as opportunities and barriers of future cultural tourism development. The cultural heritage resources of the region were also eagerly presented by them. Although the interviews were conducted with each stakeholder separately, the stakeholders had similar views on many of the issues raised during the interviews. They presented the Valley of Palaces and Gardens as an area with great potential for the development of cultural tourism, while acknowledging that this form of tourism faces a number of problems in its development in the region.

2.4. Impact

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

2. Table: Number of dissemination activities in 2021

| Type of dissemination activity | Number |
|--|--------|
| Organisation of Conference | 2 |
| Organisation of a Workshop | 6 |
| Press release | 7 |
| Non-scientific and non-peer-reviewed publication | 9 |
| Exhibition | 0 |
| Flyer | 27 |
| Training | 3 |
| Social Media | 46 |
| Website | 25 |
| Communication Campaign (e.g. radio, tv) | 1 |
| Participation to a Conference | 38 |
| Participation to a Workshop | 22 |
| Participation to an Event other than a Conference or a Workshop | 18 |
| Video/Film | 1 |
| Brokerage Event | 10 |
| Pitch Event | 0 |
| Trade Fair | 0 |
| Participation in activities organised jointly with other EU projects | 86 |
| Other | 0 |

As a result of partners' dissemination activities (Figure 5), the estimated number of persons reached in the context of all dissemination and communication activities is more than 40 thousand people, most of them (30%) are members of the scientific community.

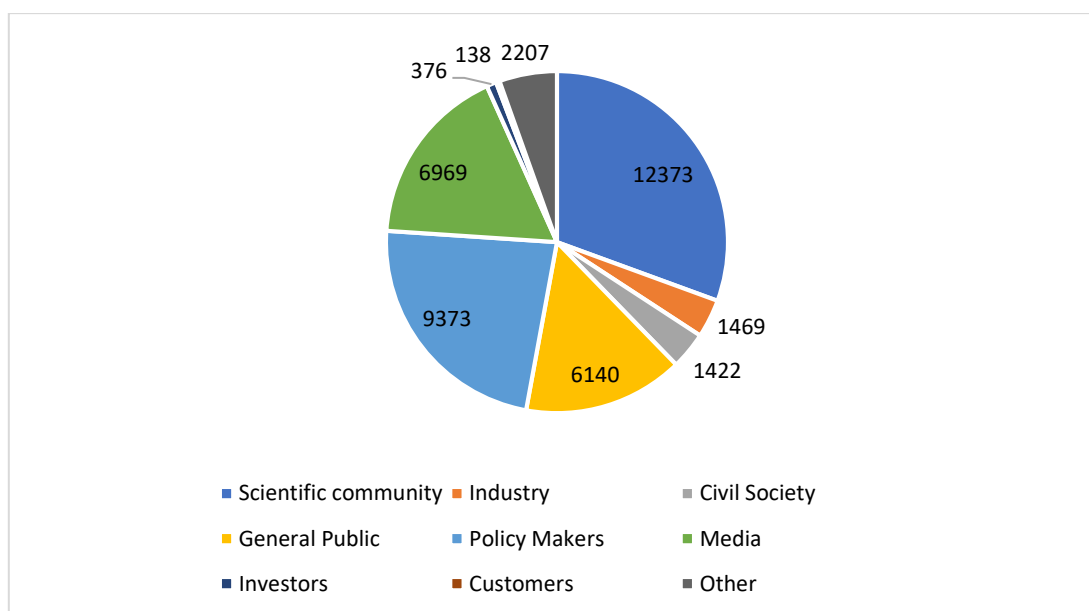


Figure 5: Number of persons reached in 2021

3. Prospects for 2021-2022

3.1. Web-based Resource Centre

By the end of 2021 the final version of Web-based Resource Centre will be established (D4.6) by CERS and MENDELU teams. Its Beta Version (Figure 6) is currently available at <http://www.spotprojecth2020.eu/resource-centre>. It is designed to provide information for scientists, policy-makers, stakeholders, NGOs and practitioners in the field of cultural tourism. This online knowledge hub will function as a repository of information and links for scientific and practical purposes as well. For those that seek to acquire more knowledge on cultural tourism in general and in the case study areas, the collection of external sources and the case study area map will serve as a junction point to information. The searchable list of SPOT research results will serve to deepen knowledge on cultural tourism in the case study areas. The support activities of SPOT provide stakeholders, investors, researchers, government and municipal officials information on opportunities related to the development of cultural tourism and support in the quality implementation of cultural tourism development projects. These activities can take different formats, such as policy recommendations, guidance on project implementation from formulation to monitoring. For those that seek to improve the success of cultural tourism development projects, the collection of good practices and policy recommendations will help to gain insight into successful cultural tourism policies and development programs.

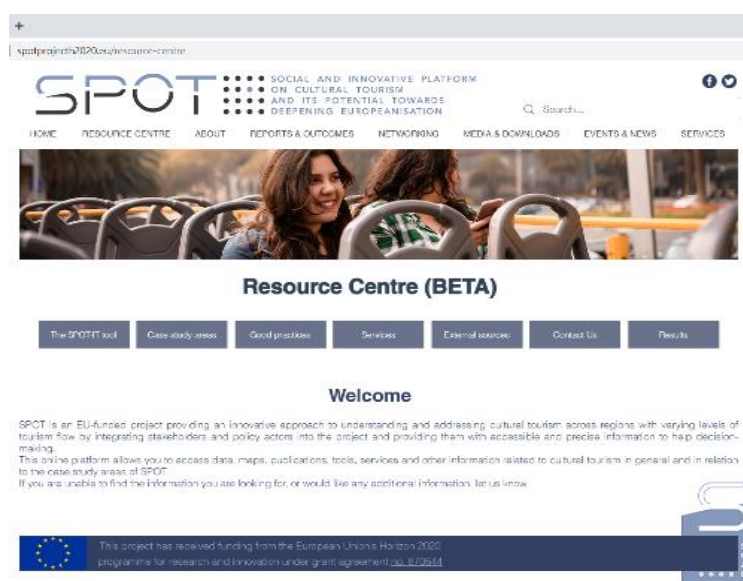


Figure 6: Illustration of the Web-based Resource Centre

The SPOT-IT tool (Figure 7) as part of the Web-based Resource Centre is a GIS-based tool that provides decision support mechanisms for the development of cultural heritage attractions/sites in deprived remote and peripheral areas interested in establishing new, or developing existing cultural tourism sites to strengthen economic and social sustainability. The tool also seeks to indicate areas of additional development or improved sustainability in several urban areas that have historically suffered from over-tourism. The design of the tool has started as a specific case study for Israel and in the course of its further development will be expanded to cover all countries participating in the SPOT project. The pilot version will be available at the end of 2021.

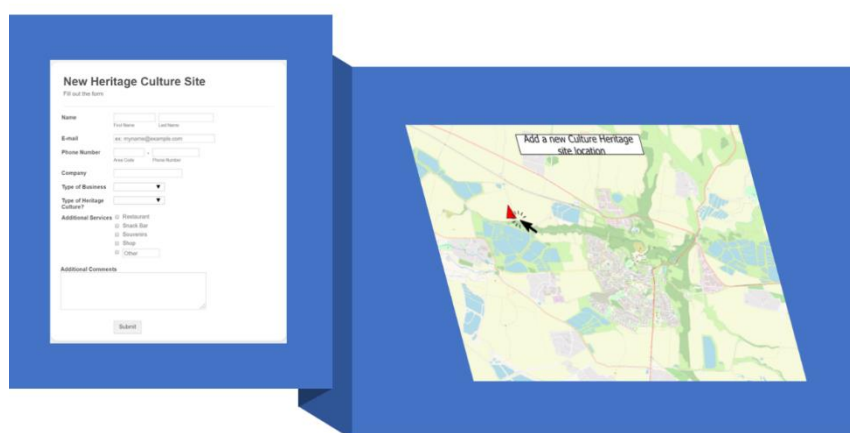


Figure 7: Illustration of the SPOT-IT Tool

The consortium will seek further funding to maintain the Web tool after the project ends (MENDELU will guarantee its maintenance for min. 5 years after the project ends). The key to the success of the Resource Centre is to formulate policies and development strategies based on the research findings and provide them actively to the relevant political institutions.

3.2. Scientific events and conferences

One or two Science Events are planned which will stimulate the integration and utilisation of the research findings in the relevant public and include the following features: exhibition, screening of films, presentations, panel discussions. It will be aimed at a wider public – integration in (joint) university curricula, student or lecturer exchange, joint publications or conference attendances (sessions, lectures etc.). Due to the COVID-19 limitation, majority of foreseen events are moved online thus our project members are aware to adjust to that properly.

While some of the information should be national/regional specific, some of the information forms could be used at all events in each research area (e.g. podcast). In regions, where general “Science Weeks” or “Science Nights” etc. are organised, those events could be used as further dissemination opportunities of the project (probably online).

Conferences would include:

- *29th International Geographical Conference Geographical aspects of the Central European area*
- *AESOP Conference '22*
- *American Association of Geographers annual meetings*
- *EBR Conference '21*
- *ENHR Conference '22*
- *EUGEO, EUROGEO annual conferences '22*
- *EURORURAL Conference '22*
- *International Geographical Union (IGU) bi-annual meetings, regional and commissions' conferences, panel sessions '22*
- *Regional Science Association International conferences and events '22*
- *Regional Studies Association annual conferences and events '22*
- *Seminar on Tourism at Polytechnico Torino '21*
- *ToSEE - Tourism in Southern and Eastern Europe conferences '22*
- *The Urban Affairs Association conference '22*

Individual partners will hold guest lectures (single lecture, term course or “bloc” course of 2 to 3 days) in the target countries to disseminate the research results within the scientific community, especially to the student body and to ensure scientific exchange.