

SPOT

Cultural Tourism **8 Golden Rules**

EU stakeholders level



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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 formulated from an analysis of strategy, policy and practice in each of SPOT's 15 Case Studies within the SPOT H2020 project Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation. The results of the analysis have been shared and consulted with around 200 stakeholders from the public, private, voluntary and community sectors. The Golden Rules structure was developed according to 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

Cultural Tourism has motivators and constraints different from Tourism in general; explicit mention of 'Cultural Tourism' in policy documents will help to focus both investment and implementation. At the national level, there is generally a lack of dialogue between ministries responsible for Tourism and those with a remit for Culture; specific programmes would help to ameliorate this problem.

Rule 2 Local Engagement/Local Benefit

Successful Cultural Tourism activities tend to have strong local community support. Calls for progress on policy frameworks or financial support should require the delineation of an explicit process of engaging local residents and businesses; it is necessary to be clear about the likely benefits (and dis-benefits) of any development.



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Rule 3 Shared Vision

A Shared Vision should be developed to assemble the necessary finance, permissions, support from all economic and social sectors and motivation. There will be contrary forces, but the consultative processes involved in developing a Vision should be described. A locus (organisation or individual) should be identified to lead the work, along with a putative timescale.

Rule 4 Sustainable Development

Sustainability is central to Cultural Tourism; programmes should clearly describe the applicability in relation to Cultural Tourism. Too often resource allocation measures were found not to recognise the particular requirements, particularly in respect of the impact on communities.

Rule 5 Innovation

Many Cultural Tourism locations are in remote, low-population areas. Programmes should be put in place to recognise the particular training needs for small businesses and local communities. On the other hand, hot spots of Cultural Tourism require measures to distribute benefits and impacts more evenly. Specifically, the level of innovation needed should be identified and appropriate measures created to assist.

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. This may require a different economic approach from standard demand-led investments.

Rule 7 Implementation

Implementation structures and particularly liaison arrangements between public and private sectors are key to successful development; they cannot be left to chance; Local Action Groups were considered very successful in a number of SPOT Case Studies.

Rule 8 Monitoring and Evaluation

A Europe-wide Observatory on Cultural Tourism should be created. General tourism and visitor monitoring are not sufficient to progress Cultural Tourism thus a specific focus is required.

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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