

Be.CULTOUR

Beyond cultural tourism



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THE TOURISM SECTOR

Tourism is an engine of economic growth in Europe. Before Covid-19 outbreak, it contributed to 12% of employment and 10% of GDP in EU countries. However, tourism is also one of the most unsustainable economic sectors. It is responsible for huge environmental impacts, mostly due to transport but also to over-consumption of natural resources such as water, energy and soils, and to the wastes generated. The rise of tourism can transform the local productive economies into “tourism-centred” economies, losing the authenticity of places and generating gentrification processes.

Creativity, sustainability, sense and meaning of human activity can be regenerated to build new human-centred, resilient and ecologically sound circular economies.

Be.CULTOUR stands for “Beyond CULTURAL TOURism: human-centred innovations for sustainable and circular cultural tourism”.

It expresses the goal to move beyond tourism, building Heritage Innovation Networks in European regions to co-develop innovative solutions aimed at regenerating cultural, social and environmental capital through sustainable and circular cultural tourism.

Be.CULTOUR targets cultural heritage sites in remote, peripheral or deindustrialized areas, as well as over-exploited areas, focusing on sustainability, wellbeing, relationships, cooperation, regeneration, building resilient communities.

The Be.CULTOUR Community is made of interconnected “circles” representing different levels of engagement.

The Community of practice is made by Six European regions that will offer real-life settings. Larnaca (Cyprus), Basilicata (Italy), Aragon (Spain), Västra Götaland (Sweden), Vojvodina (Serbia) and Romania – Moldova cross-border region, will test innovations in local heritage innovation networks.



GOALS

Cultural heritage represents a driver able to regenerate the “sense of place” and community bonds at the local level, while driving ecological regeneration, if circular economy models are adopted.

Be.CULTOUR aims to strengthen entrepreneurship by engaging local communities and innovators in Heritage Innovation Networks, enhancing the skills and capacities of people in European regions.



Be.CULTOUR will also build a Community of Interest of additional 16 mirror ecosystems committed to shaping the future of cultural tourism in their territory. Together, the regions will learn and develop methodologies, tools and practices fostering regional development through circular cultural tourism.

APPROACH

Innovation is a fundamental keyword, linked to local networks: Be.CULTOUR does not provide ready «receipts» but aims to co-develop innovative solutions for circular cultural tourism with local stakeholders and innovators, starting from the challenges recognized. Empowerment of local communities is a key objective of the project, to build the future of territories with people.

Be.CULTOUR project adopts the circular economy model in the cultural tourism sector, towards higher sustainability.

METHODOLOGY

In order to achieve its goals, the project will connect with local communities, engage them in co-creation processes, learn and share knowledge to co-develop circular innovations for cultural tourism.

Be.CULTOUR methodology is based on 4 phases:

- Exploration
- Strategy definition
- Solutions co-development
- Solutions prototyping