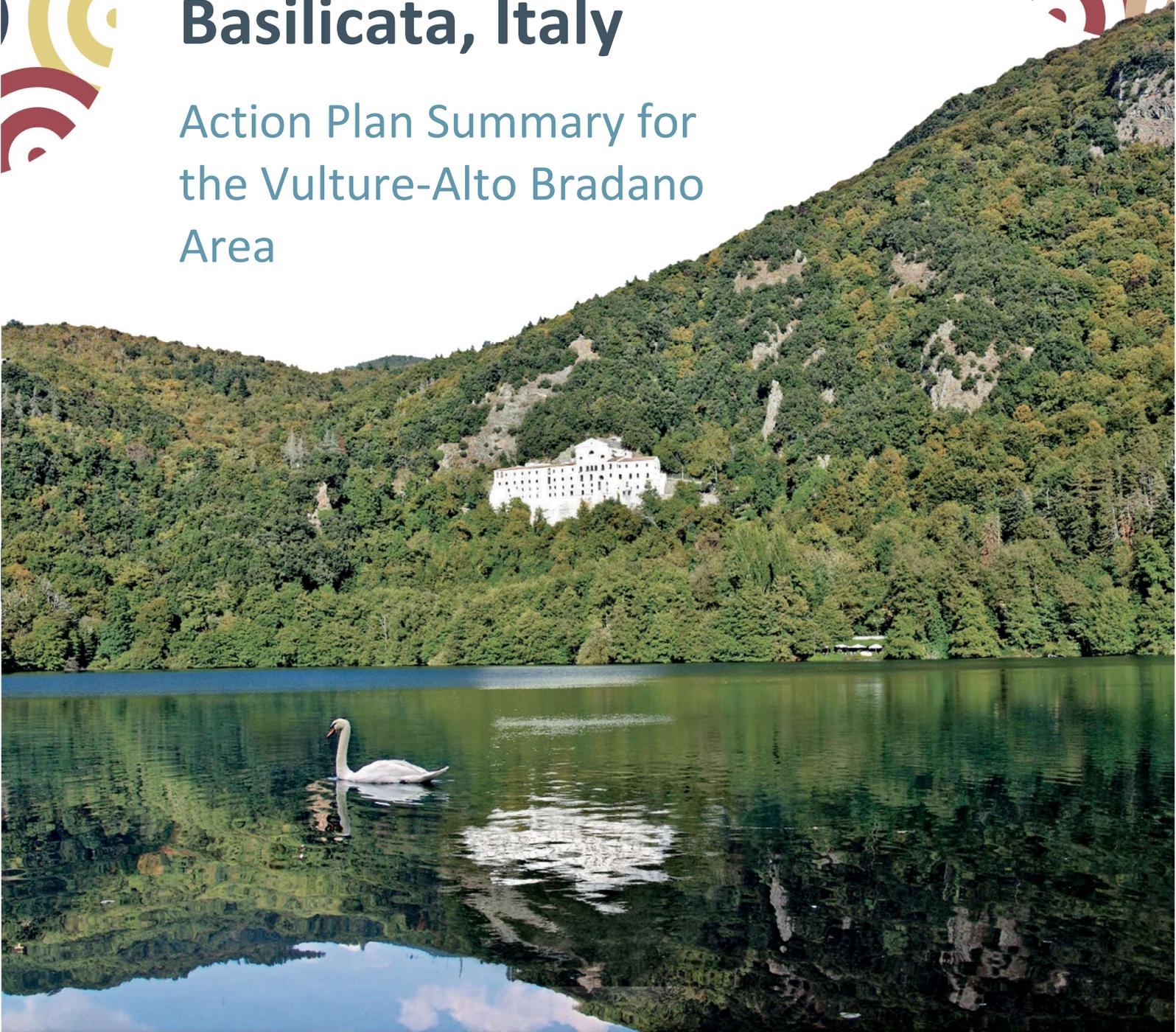




Be.CULTOUR
Beyond cultural tourism

Basilicata, Italy

Action Plan Summary for
the Vulture-Alto Bradano
Area



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Preface

The BeCultour action plan is intertwined with the strategic planning activities of APT Basilicata. It is deeply connected to what we've been working at during pandemic and lockdown, and to what regional tourism had learnt after 2019, the most important year for the tourism sector in Basilicata. During 2019, when the city of Matera was European Capital of Culture, some strengths and weaknesses emerged. Travel economy and flows were concentrated in "stronger" areas like Thyrrenian and Ionian coasts, and in the highly dynamic Matera, where arrivals and overnight stays had grown more than 200% in less than 5 years. The rest of the region didn't share those trends, showing the limit of a region with stunning beauties and possible tourist resources scattered all around, but not connected to each other. Moreover, despite the "international" stage, in the city of Matera foreign tourists were stuck at the relatively low rate of 30%, and only 12% in the rest of the region. Considering the importance of foreign tourism for the regional travel economy and in order to trigger the tourism potential of areas where environment and historical heritage were just sleeping assets, and not yet "resources", we had two keywords to follow: integration and internationalisation. A third one was added: innovation, in order to keep the pace of a very competitive tourism world.

In such framework, while pandemic was showing itself with the dreadful consequences on the whole world, we worked at Be.Cultour project activities having clear in mind the added value coming from an international network of regions interested in topics as cultural and environmental heritage, circular economy, equity and diversity, sustainability, innovation, citizens' participation, cooperation, and so on...

Project actions have been targeted to the North-East part of Basilicata, with a core around Vulture mountain and the higher part of Bradano river valley. This area has emblematic meanings not only for Basilicata tourism, but also for national policies for inner areas. It has historical heritage covering all human's history, villages with wonderful cathedrals and castles, environmental resources, rich food and agriculture, international renown wine cellars, ... all assets not yet organised in an integrated touristic offer; all of them still unconnected to other touristic areas like Matera, that is at a distance of less than one hour driving.

With the deployment of project activities, the Pilot Heritage Site showed some further potentialities and some limits, which are described in the action plan. The former are, for instance, in the interest that institutions have shown towards the process; the latter are due to depopulation and to the lack of SMEs which might be the activators of innovation processes. It is, in other words, a very challenging area, and for its peculiarities, it is giving the opportunity to make this action plan a symbol of policy making in sustainable strategic tourism development for inner territories.

Antonio Nicoletti
Director APT Basilicata

This Action Plan was authored by Local Pilot Heritage Site Coordinators and their Contributors

Cultural heritage – a starting point for co-creation, innovation, sustainable and circular cultural tourism

Discovering hidden treasures: cultural heritage as driver of attractiveness in less-known and remote areas

The Basilicata region is rich in natural, historical, cultural, and human resources, although the cultural touristic sector at the regional level is not yet well-established outside of Matera (ECoC 2019). The Territorial Promotion Agency of Basilicata (APT) has, however, developed a brand new regional plan for tourism promotion, which was presented at the Be.CULTOUR first Local Workshop. The hinterland of Basilicata, in particular, is gaining increasing tourist interest thanks to innovative and alternative tourism experiences offered, in connection with nature & heritage. In addition, there is a great potential seen in intangible heritage such as local products, especially wine and chestnuts from the Vulture area.



Melfi Castle



Monticchio Lakes



Venosa
Archaeological Park



Lagopesole Castle



San Fele Waterfalls



Acerenza Cathedral



Wineries, wineries
and vineyards



Villages and
Historical Centres

Tangible cultural heritage

- Melfi Castle
- Venosa Archaeological Park
- Lagopesole Castle
- Acerenza Cathedral

Intangible cultural heritage

- Horace places and memory
- The history and memory of Federico II “Stupor Mundi”, with his scholar, diplomat and councilor Pier delle Vigne and other key figures generating the first European laws
- Gesualdo’s Madrigals
- Wine, wineries and vineyards - in particular, “Aglianico del Vulture” wine
- Traditions of Carnivals
- Holy week rituals

- The existence of Bramea butterfly (a unique and rare species still living in the natural sites of the pilot area)
- Arbëreshë culture (Albanian ethno-linguistic minority historically settled in southern and insular Italy)
- Local products festivals (e.g. chestnuts festival - “sagra”)
- Ancient archaeological remains depicting the link of mankind with the firmament, linking with astronomy culture
- The histories of Urban II and the Crusades with the Templars
- Southern Italy Brigandage stories
- The art of making bread
- Local craft
- Contemporary festivals (e.g. Vulcania music festival)

Natural heritage

- The Regional Park of Vulture, including Monticchio Lakes and Mount Vulture
- Bramea butterfly



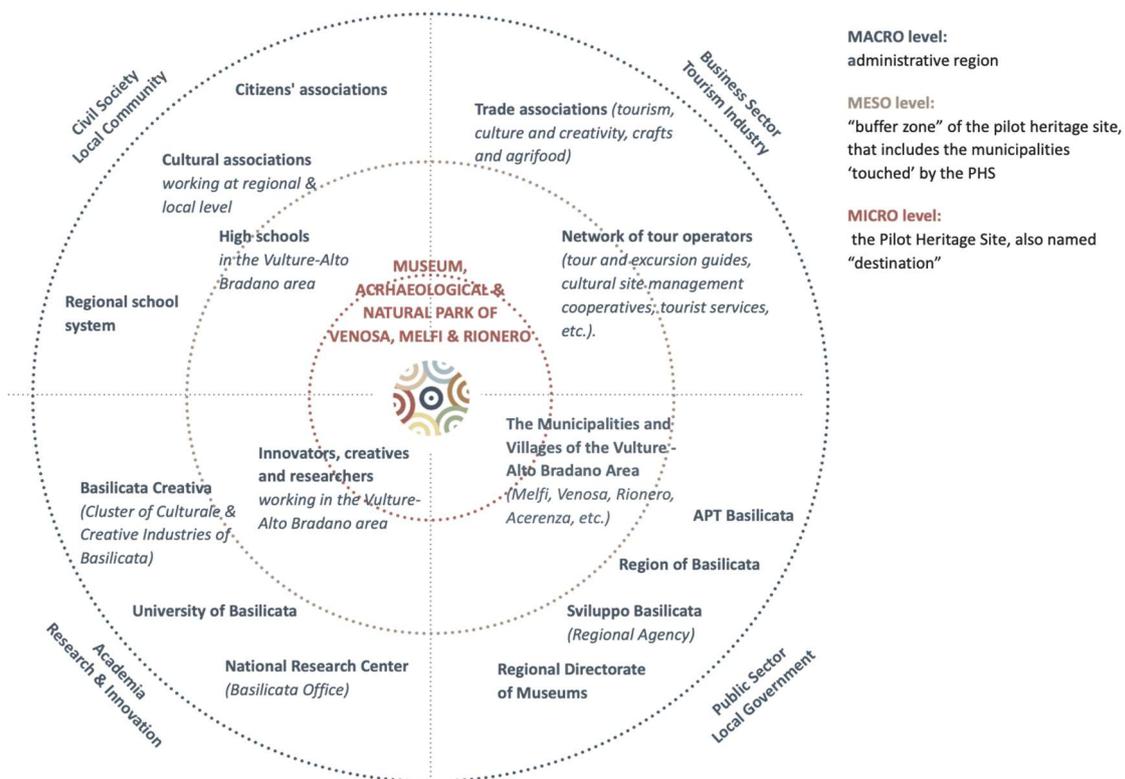
(Basilicata Region)

Challenges

The region generally faces challenges associated with its remoteness and low population density, along with depopulation and ‘brain drain’ trends. Specifically, the Basilicata region has problems with its infrastructure (transport, accommodation, co-working spaces), qualified tourism professionals (multilingual tour guides), and cooperation (sharing knowledge, entrepreneurship, active social networks), which are even harder in the Vulture-Alto Bradano pilot area

Stakeholders of ecosystems around cultural heritage

Basilicata's workshops have engaged mainly entrepreneurs and representatives of cultural associations. Some knew each other, especially those working or living in the same villages/cities. Other important stakeholders categories include Civil Society organisations, Business Tourism Industry actors, Academia, local governments. Ranging from both producers of regional products, e.g. local wine, to associations of the local tour operators. Specifically, the Regional government showed a high level of interest in the cultural tourism topic, and the creative organisation, Basilicata Creativa has expressed a high level of interest in supporting the implementation of innovative cultural tourism projects in the area. In the third local workshop 20 stakeholders were present and involved



Local community benefiting from the heritage-led local action

Looking inwards, it was considered important to increase local awareness of Basilicata's cultural assets through education in local schools and engaging in local-level cooperation. Cooperation should be dynamic and inclusive, and make use of new partnerships in order to constantly improve cultural and tourist services. This was understood as an important step preceding promotion of the cultural tourism offer for outsiders.

Summary of Main Actions

For full Action and Sub-Action descriptions, see here: <https://becultour.eu/pilot/basilicata-italy>

This Action Plan is a living document and therefore its contents are subject to change.

Action 1: HIDDEN TREASURES OF VULTURE - ALTO BRADANO (tangible & intangible)

The Action aims to regenerate and valorise the “hidden treasures” of Vulture - Alto Bradano pilot heritage site, including the rich tangible and intangible cultural heritage. Tangible heritage include the historic cities of Venosa, Melfi and Rionero in Vulture, and particularly the heritage sites of archeological remains in Venosa, the Castle of Federico II in Melfi, the Castle of Lagopesole, as well as other historic towns in the area. Intangible heritage is also very rich, from the typical Aglianico wine of Vulture, to local food and crafts such as the art of bread making, rituals and folklore, histories, local languages and cultures, traditional knowledge.

The Sub-actions represent key “projects” for the regeneration and valorisation of less-known heritage sites and intangible heritage expressions, which could be still integrated over time according to a process of open innovation with relevant stakeholders, creative people, citizens, researchers, representatives of vulnerable groups and minority cultures, etc.

- Sub-Action 1.1 Connect the pilot area with more developed heritage sites in Basilicata
- Sub-action 1.2: Valorise Vulture Alto Bradano landscape - Digital creative storytelling
- Sub-action 1.3: Gaming & immersive heritage experience attracting new targets
- Sub-action 1.4: Living intangible heritage all year long (Carnivals, festivals, oral traditions.)



Complesso della Santissima Trinità
(Chiesa incompiuta) di Venosa (PZ)

Action 2: EUROPEAN DIMENSION OF CULTURAL HERITAGE

Two important historical figures dominate the imagery of Vulture - Alto Bradano: the roman poet Horace, who lived in Venosa, and the middle-age Emperor Federico II of Svevia, who established one of his residencies in Melfi.

Both these figures had a key role to build European culture, their cultural influence being still visible today after many centuries. This Action is focused on the enhancement of the European dimension of cultural heritage, providing new opportunities for telling the history and culture of Europe in innovative ways. The sub-actions proposed are related with the valorisation of these

two important figures who lived in the pilot area in a European perspective, and the enhancement of story-telling and accessibility / inclusiveness for all visitors.

In particular, in the city of Venosa a series of cultural events dedicated to Horace should be designed and organised, linking also with the existing tradition of the “Certamen Horatianum” organised every year by the high schools of the city, involving young students.

Also, the figure of Federico II should be valorised through innovative story-telling approaches and by raising awareness also through the application for the European Heritage Label. The Castles and villages founded by the Emperor Federico II of Svevia represent a local cultural heritage which has a clear and meaningful link with European history and culture. Federico II was a key figure of European history, advancing arts, culture and legislation in all regions of his large empire. In the area of Vulture - Alto Bradano, there are important places linked to Federico II, his magnificent court, knowledge and inspiration. The Lucanian land can count no less than 19 castra as fortified outposts with a mainly defensive function: Montescaglioso, Petrullo (near Pisticci), Torremare (near Metaponto), Policoro, Gorgoglione, Pietro di Acino (between Cirigliano and Upper Aliano), Melfi, Pietrapagana, San Fele, Muro Lucano, Acerenza, Brindisi di Montagna, Abriola, Calvello, Lagonegro, Maratea, Spinazzola and Rocca Imperiale (this one now in Calabrian territory). And 10 domus or places of rest and recreation as residences: Montalbano, Gaudio, San Nicola d'Aufidio (Ofanto), Cisterna, Lavello, Boreano, Lagopesole, Montemarcone, Monteserico, Agromonte. The inclemency of natural and human events has wiped out the presence of many of these sites, now ghosts of which only the memory remains (very effectively classified by the eminent historian Tommaso Pedio as ‘vanished centres’) or for others only ruins. But many others remain, ready to spend their attractive potential to the full. What better testimonial than an emperor who managed to astonish even his greatest detractors, snatching from them laudatory definitions including, to name only the most famous, Stupor mundi, vir inquisitor and scientiae amator immutator mirabilis.



Thanks to its centuries long history, the area of Vulture - Alto Bradano can become one of the hotspots of European culture today, making the travel experience also an educational experience, learning about our common cultural roots and links and meeting European travellers interested in exploring the sites through time and space, towards a really “transformative” travel experience.

Melfi (PZ)

- Sub-action 2.1: European Heritage Label “the places of Federico II” in Melfi and surroundings
- Sub-action 2.2: Routes & micro-routes linked to Federico II heritage sites
- Sub-action 2.3: Accessible heritage for international visitors

Action 3: HUMAN CAPITAL AND ENTREPRENEURIAL INNOVATION ECOSYSTEM

During the course of Matera2019, Basilicata and the city of Matera invested in capacity building actions aimed at the territory's cultural and creative operators. Until then, almost none of the European Capitals of Culture had addressed the issue of human capital in a strategic approach. Matera was also one of the first ECoC in Europe to host a large number of volunteers from different countries through the European Solidarity Corps programme, with a project called Human Capital involving over 50 host organisations and more than 100 volunteers, who were part of the official matera2019 volunteer network.

This good practice, which has generated tangible and effective impacts on the territory, can be adapted and replicated in the Vulture-Alto Bradano area, which needs support for the management of cultural sites, support for the design of innovative processes involving young people, capacity building for cultural operators, tour operators and employees working in cultural institutions and private organisations operating in tourism in the pilot area.

In addition, the Matera2019 experience has experimented with new forms of contamination involving artists within public and private organisations, thanks to which it is possible to accelerate processes of innovation, digital and green transition, also in line with the programmes promoted by the European Commission related to the New European Bahuahus.

This specific action intends to capitalise on the experiences of Matera2019 and wants to propose innovative and alternative systems to support the sustainable growth of tourism in the Vulture Alto-Bradano area, through 3 sub-actions dedicated to the most important stakeholders in the area, such as wine producers, who can be important players in future tourism investments.

Working with human capital means above all spreading a culture of sustainable enterprise in the pilot territory, which, having invested in the automotive industry in recent years (with the presence of FIAT), has generated more employees than entrepreneurs. Tourism is an industry that needs to generate micro-enterprises, family businesses, professionals and self-employed businesses. To do this, we need to create effective paths of 'entrepreneurial awakening' and active involvement of young people.

It is also necessary to guide public and private operators in sustainable digital and green transition paths, which are not easy in this historical phase, but are necessary, especially in view of the important projects that will be carried out in the coming months in the Rionero and Monticchio Lakes areas.

The action will involve numerous villages and municipalities, including Venosa, Melfi, Rionero, Acerenza, Lagopesole, Rapone and many others. There will be artistic residency projects, actions linked to national and European youth mobility, capacity building paths addressed to civil servants, private operators, third sector operators, in agreement with some projects already financed in the area, such as the 'Basilicata Heritage Smart Lab' project, led by the CNR, the University of Basilicata, ENEA and many cultural, creative and tourist enterprises in Basilicata.

This action has a strong potential on the relations between the Vulture-Alto Bradano Pilot Area and Europe, as effective collaborations can be generated especially in the sub-actions related to European mobility and artistic residencies for innovative interventions.

- **Sub-action 3.1: Artistic interventions in heritage sites & enterprises**
- **Sub-action 3.2: Capacity building for tourism business operators - and beyond**
- **Sub-action 3.3: Entrepreneurial education, training and international mobility especially involving youths, women and vulnerable groups**

Action 4: CIRCULAR DESTINATION

Sustainable tourism is defined by the UN World Travel Organisation as tourism that “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Among the industry, however, there is still a lack of awareness of the tangible benefits of “greening” the tourism ecosystem, e.g. by applying circular economy actions that can result in reduced costs in the long-term and over the entire life-cycle of the product/service, or promoting sustainable businesses by using ecological labels. The Covid-19 crisis was an unprecedented shock both for the tourism supply - causing supply chain slowdowns due to disruptions in production activities in several sectors - and for demand - the reduction of which was caused by the crisis in the labour market with a consequent reduction in disposable income. The new consumer demands and the growing attention to the demands of environmental sustainability, which were already becoming apparent before Covid-19, have been highlighted even more by the pandemic, which has brought about a decisive acceleration in the change of development strategies and recovery in tourism. In this context, many projects have demonstrated the benefits of a green approach in enhancing the overall resilience of the sector, also showing a better ability to adapt to sudden changes in the market, outlining a new mindset capable of translating into operational tools. This is why there has been an increase in funding to support projects, innovative development ideas and practices that promote the sustainable use of resources in one of the following areas:

achieving tourism sustainability certifications in territorial tourism policies, in order to improve sustainable and responsible tourism management, exploiting already existing and internationally recognised certification schemes, such as that of the GSTC (Global Sustainable Tourism Council); advancing knowledge and practice for sustainable urban mobility, using a variety of methods and engaging interdisciplinary partners to discover new mobility innovation, to test and develop integrated and complementary sets of sustainable urban mobility measures; building capacity, stimulating investments and supporting implementation of policies focused on energy efficiency and small-scale renewables, focusing on the role of Energy Communities in supporting a collective, shared and citizen-driven clean energy transition towards a more inclusive, sustainable and equal consumption model; adopting no waste & recycling strategy in all activities, developing and testing innovative ideas to support tourist operators towards the transition to a circular economy, by fostering an integrated system at local/regional level.

This Action aims to enhance and monitor the sustainability and circularity performance of tourism in the pilot area, boosting the awareness of all involved actors, enhancing their capacity to develop and integrate sustainable innovations in their business practice. The proposed approach considers sustainability, resilience and circularity as key factors of competitiveness in the rapidly changing global tourism market scenario.

The Sub-actions represent key steps to develop specific and operational guidelines, approaches and tools able to stimulate and support the green transition of tourism enterprises, highlighting the benefits of green initiatives not only in the enhancement of their resilience capacity, but



Parco Archeologico di Venosa

especially in activating new virtuous dynamics among all stakeholders in disseminating, implementing and promoting more environmentally sustainable actions towards circular cultural tourism.

The proposed actions can link local experiences to other international experiences, establishing a network of virtuous examples in which cultural exchange becomes a way of dialogue and mutual improvement, but can also represent an opportunity to share positive results in order to stimulate other realities to knowledge and implement projects and initiatives to become a “circular destination”.

Furthermore, these actions aim to establish a national and international network across the different economic sectors through the contamination (of methods and ideas) between the actors of the extended tourism supply chain. These actors include international organisations, national, regional and local government representatives, tourism sector agencies, organisations supporting tourism enterprises, the business and research community and, finally, local communities.

- **Sub-action 4.1: Green certifications for tourism enterprises and beyond (e.g. agriculture)**
- **Sub-action 4.2: Sustainable mobility through electric vehicles and “soft” mobility**

Action 5: NATURE AS HERITAGE

The area of Vulture - Alto Bradano is a less urbanised area, where the natural heritage represents a consistent part of its value and uniqueness. Here, it is still possible to find several species of spontaneous plants still useful today for nutrition and healing, as well as pure waters with diverse minerals coming from the special volcanic earth and rocks, well-known for enhancing health and wellbeing. Moreover, the low levels of light pollution can enable unique stargazing experiences in natural areas nearby historic villages and towns.

The presence of diverse Natura2000 sites confirms the high natural value of the site: IT92210210 - Monte Vulture, IT92210190 - Monte Paratiello, IT9210140 - Grotticelle di Monticchio (SIC “Siti di interesse comunitario” - Sites of Community Importance). The Regional Park of Vulture is an important resource, conducting several studies on the values of natural heritage in that area, and monitoring ecosystem and biodiversity conditions.

The Vulture landscape is particularly diverse. Its natural areas demonstrate an exceptional biodiversity that has been studied by numerous botanists who, over time, have wandered through the forests. They have left interesting evidence of their wanderings, drawing up inventories of the flora that covers this mountain.

The Regional Park of Vulture explains the most relevant aspects of nature and biodiversity in the area, as follows.

Volcanic land. The entire Vulture territory is sprinkled with rocky outcrops or sites that make it a very varied geosite of interest to geologists and volcanologists. The collapse of the summit due to gravitational causes formed the Valle dei Grigi, while the final phase of Vulture activity dates back some 130,000 years and involved the area known as Monticchio Laghi. In this area, essentially the collapse caldera, there are the remains of three main eruptive centres: Piano Comune, Lago Grande and Lago Piccolo. Only Lago Grande and Lago Piccolo are today filled with water, thanks to an extraordinary abundance of water and sublacustrine springs. These calderic lakes must be distinguished from the vast lakes that formed in the Pleistocene, outside the volcanic structure, due to the obstruction of the streams by the material spilled out with the

eruptions: Lake Atella, Lake Venosa and Lake Melfi. These waters have now disappeared, leaving tangible traces of now extinct fauna and ancient hominids that populated their shores.

Lakes. Lake Piccolo (small lake) and Lake Grande (big lake) in Monticchio are fed by groundwater and rainwater. Those of the 'Piccolo' flow into the 'Grande' through an artificial canal, while the waters of the latter reservoir, via the Torrente Laghi, flow into the Ofanto, the border between Campania and Basilicata. The 'Piccolo' has shores with no beach, almost as if the forest were rushing into it, while the 'Grande' is surrounded by large areas that are often flooded, causing swamping, but also extraordinary biodiversity. Around Lake Piccolo and Lake Grande, the landscape is dominated by the beech forest. The fir woodland extends to the north-east of Monte San Michele, with large-sized tree species, and on the northern slope of Mount Vulture. The habitat surrounding the lakes is characterised by specimens of *Alnus glutinosa* associated with *Fraxinus angustifolia*. Particularly widespread on the outer slopes of the mountain are turkey oaks, chestnut trees, olive trees and vines, mainly "Aglianico del Vulture". The land cultivated with these grapes is located in a narrow strip on the eastern edges of the volcanic edifice, falling within the territories of Barile, Rapolla, Rionero in Vulture, Ginestra and Ripacandida. Characteristic is the presence of numerous cellar-caves directly dug into the volcanic tuffs, where the wine is often left to age.



Laghi di Monticchio,
Rionero in Vulture (PZ)

Springs and waters. The mineral waters of Vulture have been particularly appreciated in the past: first during the Roman period, both republican and imperial, then by Federico II of Swabia, much later by the French who brought large quantities to Paris. But it was at the beginning of the last century that their industrial exploitation began with the work of the Lanari family from the Marche region. The waters and spas became a source of attraction for high-ranking personalities from Puglia and Campania. Eduardo Scarpetta, the Neapolitan writer, playwright and poet, even composed a song about it: 'Per le acque acidule gassose di Monticchio Lanari' (For the acidulous gaseous waters of Monticchio Lanari). There is no doubt that much of Vulture's fame today is conveyed by the goodness of its waters. They represent more than 7% of the water bottled and marketed in Italy.

The Vulturine springs can be divided into two groups: those with little mineralised water and poor in CO₂ and those with mineralised water and rich in CO₂. They emerge all over the mountain, from just below the summit to the base of the volcanic apparatus. They have very different ages and, although there are overlapping basal water tables, these are all intercommunicating on a large scale. The small high-altitude springs, on the other hand, are fed by suspended aquifers.

The outcropping of the water table, in many places on the surface of the volcanic cone, has given rise to copious springs. They spring from rocks, from their clefts, and have become indispensable not only for travellers, hunters and woodcutters, but also for animals grazing wild in the forest and many other wild animals. There are many places that differ in carrying in their place names a particular reference to water: Fontana dei Giumentari, Fontana dei Piloni, Fontana dei Faggi, Fontana del Lupo, Fontana Castagno, Fontana dei Demoni, Fontana Sambuchi, to name but a few. Some of them continue to dispense water of excellent quality throughout the year.

Particular mention must be made of the San Fele waterfalls, along the Bradano torrent, which leap beautifully over a green, steep and rugged path. Still visible along the banks are the remains of ancient watermills and a 'gualchiera', a mill for processing, fulling and cleaning wool, still in



operation until the Second World War. The building of the gualchiera, although in a state of ruin, was recognised in 2014 as a 'cultural asset of historical, environmental and ethno-anthropological interest', as an example of rural architectural typology that bears witness to the traditional economy linked to the history and identity of the local populations.

Species. The Vulture area is home to numerous taxa of considerable conservation and biogeographical interest. The butcher's broom (*Ruscus aculeatus*) is included in the Habitats Directive 92/43/EEC. Other species are protected at a regional level by Presidential Decree no. 55 of 18 March 2005, the decree that identifies the regional flora species to be protected as a priority and the different degree of protection reserved for them, according to their current conservation status and vulnerability.

The Bramea butterfly is a very particular species of butterfly that comes from ancestral times. Its mimetic livery, short flights and restricted habitat have probably kept this small animal out of the public eye for a long time. Immediately following its discovery in 1963, this creature was recognised as a living fossil, a relic from the Miocene, a time in the Earth's natural history during which the separation of the continents from Pangaea was continuing towards its present location. At that time the climate was still warm, but the cooling process that would culminate in the Pleistocene was continuing. It was during this period that tropical plants gradually disappeared from the European continent. The Vulture moth (*Brahmaea europaea* Hartig), the only European brahmeid, is a creature that miraculously escaped extinction.

The nourishing plants of this butterfly, considered to be the greatest pride of national entomology, are certain trees that are probably also special: the phillyrea, privet and, in particular, the southern ash. The Vulture Natural History Museum, located inside the Franciscan monastery named after St Michael, is dedicated to this species.

This Action aims to develop innovative projects to enhance the values of nature, re-connecting people with "Mother Earth" through immersive and deeply transformative experiences, from astrotourism to species watching, spontaneous plants recognition, and spiritual / inspirational tourism experiences, linking with the valorisation of historic villages and towns. These experiences require relatively small numbers of participants, which are ideal in less-known and less touristic areas. The experiences and projects identified under this Action aim to re-generate the natural ecological thinking in the person, re-connecting people with nature and themselves, beyond the instrumental approaches to nature to re-discover its "intrinsic value".

The experiences proposed in the sub-actions can be launched with the support of local experts and diverse active organisations in the territory, exploring the potential of nature "as heritage".

- **Sub-action 5.1: Astrotourism projects linked with ancient heritage sites and remains**
- **Sub-action 5.2: Monticchio lakes paths and natural heritage valorisation in Rionero and surroundings**
- **Sub-action 5.3: Biodiversity valorisation beyond eco-tourism (e.g. Bramea butterfly, local medical plants species..) to build a ecological consciousness**
- **Sub-action 5.4: Self-care & spiritual tourism experiences enhancement**



San Fele Waterfalls



Complesso della Santissima Trinità di Venosa

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