



Be.CULTOUR
Beyond cultural tourism

Be.CULTOUR conference - Beyond Cultural Tourism: beautiful, circular, human | 5-7 June, Naples, Italy

Draft agenda

Wednesday 5 June 2024 *University of Naples Federico II, Department of Architecture, "Aula Magna" at Palazzo Gravina historic building*

14:00 | Institutional welcome

14:10 – 15:00 | Towards a circular and cultural tourism

15:00 – 15:40 | Circular cultural tourism framework

15:40 – 16:00 | Coffee break

16:00 – 17:00 | Evaluation framework and smart data management for circular and cultural tourism

17:00 – 18:00 | Policy recommendations: good practices and suggestions to enhance the attractiveness of European heritage sites in less-known and remote areas



Thursday 6 June 2024 *Monumental Complex of Santa Chiara*

9:00 – 9:45 | Inspirational Keynote speeches

9:45 – 11:30 | The Action Plans developed in the Pilot Heritage Sites: Let's talk about place-branding strategies

Sharing methodological insights and outcomes of the Action Plan development and co-implementation with the local communities. Addressing the starting point, the journey taken by the pilots and the future outlooks with the actions and branding strategies.

11:30 – 12:00 | Coffee break

12:00 – 13:00 | Boost innovation by supporting local entrepreneurship: the Be.CULTOUR Hackathon case – Hackathon and Acceleration results

13:00 – 15:00 | Lunch break and guided visit of Santa Chiara monumental complex

15:00 – 16:30 | Learn, share, replicate!

Outstanding examples from Be.CULTOUR Community of Interest, sharing the diverse approaches and strategies implemented by the regions and enhancing cooperation among different regional stakeholders

16:30 – 17:30 | Financial tools and social impact pledge

17:30 – 18:00 | Conclusions and ways forward

