



Be.CULTOUR
Beyond cultural tourism

Be.CULTOUR conference - Beyond Cultural Tourism: beautiful, circular, human | 5th-7th June, 2024 | Naples, Italy

Wednesday 5 June 2024 *University of Naples Federico II, Department of Architecture, "Aula Magna" at Palazzo Gravina historic building (Via Monteoliveto 3, 80134 Napoli)*

13:30 | Registration and welcome coffee

14:00 | Institutional welcome

Massimo Clemente | Director CNR IRISS

Costanza Miliani | Interim Director CNR ISPC

Michelangelo Russo | Director of Department of Architecture, University of Naples Federico II

14:10 – 14:45 | Towards a circular and cultural tourism

Rodrigo Martin-Galan | REA / European Commission

Christina Sarvani | DG Research and Innovation

Kirsti Ala-Mutka | Policy Officer, DG GROW, European Commission

Anne Grady | Seconded Cultural Heritage Expert, European Parliament

14:45 – 15:30 | Circular cultural tourism framework

Luigi Fusco Girard | Emeritus Professor, University of Naples Federico II

Antonia Gravagnuolo | Researcher, CNR ISPC, Be.CULTOUR Project Coordinator

15:30 – 16:00 | *Coffee break*

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

Chair: Maria Cerreta, University of Naples Federico II

Pasquale De Toro | University of Naples Federico II (with Martina Bosone, Francesca Buglione, Ludovica La Rocca, Maria Cerreta, Antonia Gravagnuolo)

Evaluation framework for circular cultural tourism: criteria and indicators to assess the performance of circular destinations

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action:
IA (Innovation action)



Peter Nijkamp and Karima Kourtit | Open University of the Netherlands
Smart data management for circular cultural tourism: building a Digital Twin for destination management

Henk Scholten and Yneke van Iersel | Vrije Universiteit Amsterdam, Geodan
Towards a Digitally-transformed Society: governance, threats and opportunities

Maurice de Kleijn | The Netherlands eScience Center, Vrije Universiteit Amsterdam
The Digital Twin of the Via Appia Antica from Basilicata to Lazio regions in Italy

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

Pier Luigi Sacco | University of Chieti-Pescara, Department of Neuroscience, Imaging and Clinical Studies. AP10-Policy Optimizer at the EIT-KIC Culture & Creativity

Roundtable discussion:

Christer Gustafsson | Uppsala University

Eudokia Balamou | ANETEL Larnaca and Famagosta District Development Agency

Christian Ost | ICHEC Brussels Management School

*19:45 | Social dinner at Palazzo Petrucci terrace, Napoli Historic City Center
Address: Piazza S. Domenico Maggiore n.5, 80134, Napoli*

Thursday 6 June 2024 *Monumental Complex of Santa Chiara (Via Santa Chiara, 49/c, 80134 Napoli)*

8:45 | Registration

9:00 – 9:45 | Inspirational Keynote speeches

Christian Ost | Honorary Rector ICHEC Brussels Management School, President of Raymond Lemaire International Centre for Conservation - KU Leuven

Emma Taveri | Chief Visionary Officer at Destination Makers

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.

Malgorzata Cwikla, Gioele Racca, Cristina Garzillo | ICLEI Europe

Action Plans approach, implementation, post project sustainability, Be.CULTOUR Guidebook – building narratives around circular heritage destinations

Action Plans implementation and lessons learnt in pilot heritage sites | Innovation networks and lessons learnt in Be.CULTOUR pilot heritage sites in Italy, Cyprus, Spain, Sweden, Serbia, Romania and Moldova

Antonio Nicoletti | APT Basilicata, Italy

Eudokia Balamou | ANETEL Larnaca and Famagosta District Development Agency, Cyprus

Eleni Panayotou | LAONA Foundation, Cyprus

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Laura Gascon Herrero | Provincial Government of Teruel, Spain
Ulrika Lindh | Västra Götaland Region, Sweden
Igor Pucarevic | Standing Conference of Towns and Municipalities, Serbia
Roxana Slemco | North-East Regional Development Agency, Romania
Anatolie Risina | Verde e Moldova

Letizia Ciaccafava | Destination Makers
Place-branding strategies for circular destinations

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

Ruba Saleh | ICHEC Brussels Management School

Panel discussion: Innovative circular cultural tourism solution from pilot areas

Pilot Heritage Site: Vulture-Alto Bradano area, Basilicata Region, Italy

Francesco Calderoni | Fly On Tour Immersivo

Pilot Heritage Site: The cultural park of Rio Martin, Teruel province, Aragon region, Spain

Ismael Pizarro Muñoz | AridScape. The wide as heritage

Pilot Heritage Site: Larnaca rural cultural landscape, Larnaca Region, Cyprus

Georgios Antoniou | Needle Festivals

Pilot Heritage Site: Forsvik and Rydal Industrial Heritage Sites, Västra Götaland Region, Sweden

Victor Dagberg | Forsviks CHAICE

Pilot Heritage Site: Forsvik and Rydal Industrial Heritage Sites, Västra Götaland Region, Sweden

Christina Shearer | Create, Design & Engage

Pilot Heritage Site: Bač, Sremski Karlovci and Irig in Vojvodina Region, Serbia

Zorica Subotić | BAČ BY TOUCH

ON-LINE

Pilot Heritage Site: The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area

Viorel Miron and Constantin Miron | ECoolTour

Cristina Baghiu | Digital Nomads Platform

Pilot Heritage Site: The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area

Valentin Ceban | Stephen's route site update

Elena Viorela Chiper | The Bison Land's Heritage

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

Francesca Pozzebon, Gianpiero Petruzzello | ERRIN

Discussion with Representatives of mirror ecosystems:

- [Saltire Inspired](#), **Kirran Shah** and **Samantha Pickard**
- [Municipality of Leeuwarden](#), **Lisa Van Der Lem**
- [Kuldīga Municipality](#), **Artis Gustovskis**
- [Sviluppumbria](#), **Valeria Tudisco**
- [Ecoamgueddfa Llŷn](#), **Gwenan Griffith**, **Einir Young** and **Arwel Jones**
- [Historic Environment Scotland](#), **Vanessa Glindmeier** and **Andrew Hunter**
- [University of Algarve](#), **Ana Paula Gomes da Silva**
- [Wielkopolska Tourism Organization](#), **Tomasz Wiktor** and **Artur Krysztofiak**
- [Thessaly Region](#), **Angeliki Veneti**
- [Sicacca 5 Senses Open Air Museum](#), **Tony Russo** and **Desirée Li Bassi**

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

Aliona Lupu, Ivo Allegro | Iniziativa Cube

Gianluca Gaggiotti | Impact Europe

Pitch session:

Andrea Monaco | ARTI

Mario Amura | Emoticon (Phlay)

Titti Gallucci | Eleit

Massimiliano Imbimbo | Hearth

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

Peter Nijkamp | Towards innovative circular and cultural tourism: ways forward

Antonia Gravagnuolo, Luigi Fusco Girard | Conclusions

Interventions from the public

18:00 – 19:30 | Farewell cocktail

Friday 7 June 2024 9:15 – 12:00 | Optional: Study visit in Naples

Catacombs of San Gennaro – La Paranza Cooperative (awarded best practice by Europa Nostra). The tour includes “Miglio Sacro” and “Rione Sanità” historic neighborhood, work of the famous artist Jago: “Il Figlio Velato”.

Meeting point at 9:15 at the Catacombs of San Gennaro entrance: Via Capodimonte n.13, 80100, Napoli