Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation

Fact Sheet

Project Information

<table>
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<tr>
<th>SPOT</th>
<th>Funded under</th>
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<tr>
<td>Grant agreement ID: 870644</td>
<td>SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies</td>
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<td>DOI 10.3030/870644</td>
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<tr>
<td>Start date 1 January 2020</td>
<td>End date 31 December 2022</td>
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<td>Total cost € 3 000 000</td>
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<td>Coordinated by MENDELOVA UNIVERZITA V</td>
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<td>BRNE Czechia</td>
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Project description

A new innovate take on cultural tourism

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 EU-funded SPOT project aims to develop a new approach to understanding and addressing cultural tourism and to promote development of disadvantaged areas. Specifically, it will identify layers of data and capitalise on existing practice. It will explore emerging forms of cultural
tourism, identifying opportunities and developing strategies allowing local people to gain benefit from their precious cultural assets. SPOT will engage academics and stakeholders for development of policy proposals and generalise lessons learnt through an Innovation Tool to assist policymakers and practitioners.

Objective

Cultural tourism is changing. The traditional forms still exist – museums, art galleries, landscapes, historical sites, festivals – but both cultural destinations and the tourists are under transformation. Many ‘cultural tourists’ see themselves neither as seeking culture nor as tourists; there is increasing evidence of people seeking to experience culture rather than merely observing it. That is: agri-tourism where visitors want to experience rural life; people wanting to visit the actual venues of TV crime thrillers; culture being explored by those using themed routes in winery regions or via pilgrimage. These trends provide opportunities to both revitalise poorer and rural areas through economic and social development while protecting local cultures and landscapes. The project brings an extension of existing policies and the promotion of new approaches. The project’s aim is to develop a new approach to understanding and addressing cultural tourism and to promote development of disadvantaged areas. Based on an Innovation Tool and digital technology the project identifies layers of data and capitalise on existing practice, explores emerging forms of cultural tourism, identifies opportunities and develop strategies allowing local people to gain local benefit from their precious cultural assets. The project uses case studies across 15 European regions, consolidates definitions of ‘cultural tourism’, engages academics and stakeholders in developing policy proposals in practice and posits means of generalising the lessons via an Innovation Tool to assist policy-makers at all levels as well as practitioners. Positive and negative aspects of cultural tourism exist; a balanced development path needs to be sought. The project will help to identify themes and areas where intervention at local, regional, national and European levels may assist in achieving successful developments, it will help in managing that balance and offering solutions.

Programme(s)

H2020-EU.3.6. - SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies

H2020-EU.3.6.2.2. - Explore new forms of innovation, with special emphasis on social innovation and creativity and understanding how all forms of innovation are developed, succeed or fail

H2020-EU.3.6.1.1. - The mechanisms to promote smart, sustainable and inclusive growth

H2020-EU.3.6.3.1. - Study European heritage, memory, identity, integration and cultural interaction and translation, including its representations in cultural and scientific collections, archives and museums, to
better inform and understand the present by richer interpretations of the past
H2020-EU.3.6.3.2. - Research into European countries' and regions' history, literature, art, philosophy and
religions and how these have informed contemporary European diversity

Topic(s)

TRANSFORMATIONS-04-2019-2020 - Innovative approaches to urban and regional development
through cultural tourism

Call for proposal


See other projects for this call

Sub call

H2020-SC6-TRANSFORMATIONS-2019

Funding Scheme

RIA - Research and Innovation action

Coordinator

MENDELOVA UNIVERZITA V BRNE
Net EU contribution
€ 399 564,03

Address
Zemedelska 1/1665
613 00 Brno Sever
Czechia

Activity type
Higher or Secondary
Education Establishments

Non-EU contribution
€ 0,00

Contact the organisation

Region
Jihovýchod ▶ Jihomoravský kraj

Website

Participation in EU R&I programmes
3 of 9
### BAR ILAN UNIVERSITY
- **Location**: Israel
- **Net EU contribution**: € 240,000.00
- **Address**: Bar Ilan University Campus 52900 Ramat Gan
- **Activity type**: Higher or Secondary Education Establishments
- **Non-EU contribution**: € 0.00
- **Website**: [Contact the organisation](#)
- **Participation in EU R&I programmes**: [Website](#)

### INSTITUTUL DE GEOGRAFIE
- **Location**: Romania
- **Net EU contribution**: € 129,465.88
- **Address**: Dimitrie Racovita 12 023993 Bucharest
- **Activity type**: Higher or Secondary Education Establishments
- **Non-EU contribution**: € 0.00
- **Region**: Macroregiunea Trei > Bucureşti-Ilfov > Bucureşti
- **Website**: [Contact the organisation](#)
- **Participation in EU R&I programmes**: [Website](#)

### LEIBNIZ-INSTITUT FUR OKOLOGISCHE RAUMENTWICKLUNG EV
- **Location**: Germany
- **Net EU contribution**: € 222,350.00
- **Address**: Research Organisations
- **Activity type**: Research Organisations
- **Non-EU contribution**: € 0.00
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**Region**

- Sachsen > Dresden > Dresden, Kreisfreie Stadt
- Közép-Magyarország > Budapest
- Oost-Nederland > Gelderland > Veluwe

**Website**

- [KÖZGAZDASAG- ES REGIONALIS TUDOMANYI KUTATOKÖZPONT](#)
- [STICHTING WAGENINGEN RESEARCH](#)
- [TALLINN UNIVERSITY](#)
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UNIWERSYTET WROCLAWSKI
Poland
Net EU contribution
€ 125,473,37
Address
Pi Uniwersytecki 1
50137 Wroclaw
Activity type
Higher or Secondary Education Establishments
Non-EU contribution
€ 0,00
Website
Participation in EU R&I programmes
Contact the organisation

UNIVERZA V LJUBLJANI
Slovenia
Net EU contribution
€ 180,248,75
Address
Kongresni Trg 12
1000 Ljubljana
Activity type
Higher or Secondary Education Establishments
Non-EU contribution
€ 0,00
Website
Participation in EU R&I programmes
Contact the organisation
Region
Slovenija > Zahodna Slovenija > Osrednjeslovenska

UNIVERZITA KONSTANTINA FILOZOFA VNITRE
Slovakia
Net EU contribution
Address
Trieda Andreja Hlinku 1
949 01 Nitra

Contact the organisation

Activity type
Higher or Secondary Education Establishments

Region
Slovensko > Západné Slovensko > Nitriansky kraj

Website
Participation in EU R&I programmes

EC signature date: 13 November 2019
Last update: 26 April 2022
Record number: 225891

Permalink: https://cordis.europa.eu/project/id/870644

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