



# Ca' Foscari University of Venice

**PROJECT ACRONYM AND TITLE:** SmartCulTour - Smart Cultural Tourism as a Driver of Sustainable Development of European Regions

**FUNDING PROGRAMME:** H2020-SC6-TRANSFORMATIONS

**CALL:** H2020-SC6-TRANSFORMATIONS-2018-2019-2020

**SCIENTIFIC FIELDS:** Cultural tourism, Sustainable urban and regional development,

**HOST DEPARTMENT:** DEC - Department of Economics

**SCIENTIFIC RESPONSIBLE:** Nicola Camatti

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 2.980.000,50	€ 290.000,25

**ABSTRACT:**

SmartCulTour aims to support regional development in European regions, with special attention to rural peripheries and the urban fringe, through sustainable cultural tourism. The project redefines cultural tourism through a contemporary lens and provides a comprehensive measurement framework for supply, demand and impacts. In order to support knowledge-led destination management, a decision-support system (DSS) will be developed for wide-scale monitoring purposes across European regions. The DSS will synthesize both traditional and non-traditional data sources, the latter particularly related to big data analytics, thereby assisting smart regional development. Besides a contribution to conceptual development and cultural tourism measurement, the main objective of SmartCulTour relates to the facilitation of community-led rural development through field experimentation in 6 living labs. Prior to these living labs, a comprehensive desk research will identify significant sustainable cultural tourism policies, their impacts and critical success factors. These best cases will inspire a series of possible local interventions. Within the living labs, novel creative approaches to stakeholder engagement are tested, notably arts-based methods, serious games, and service design which will help to provide local context and support. A toolkit will be designed to help destinations implement local actions towards sustainable cultural tourism development. SmartCulTour will therefore contribute to theory development, empirical validation of best practices within a living labs setting, and procedural development, particularly by providing European regions with a set of strategies to optimally engage with stakeholders and co-create sustainable cultural tourism experiences.

Planned Start date	Planned End date
01/01/2020	31/12/2024

**PARTNERSHIP:**

1. KATHOLIEKE UNIVERSITEIT LEUVEN, the Coordinator	Belgium	Coordinator
2. STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES	Netherlands	Partner
3. LAPIN YLIOPISTO	Finland	Partner

<b>4. UNIVERSITY OF SPLIT, FACULTY OF ECONOMICS, BUSINESS AND TOURISM</b>	<b>Croatia</b>	<b>Partner</b>
<b>5. UNIVERSITA CA' FOSCARI VENEZIA</b>	<b>Italy</b>	<b>Partner</b>
<b>6. MODUL UNIVERSITY VIENNA GMBH</b>	<b>Austria</b>	<b>Partner</b>
<b>7. UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION -UNESCO</b>	<b>France</b>	<b>Partner</b>
<b>8. Mediterranean Agronomic Institute of Zaragoza / International Centre for Advanced Mediterranean Agronomic Studies</b>	<b>Spain</b>	<b>Partner</b>
<b>9. TOERISME VLAANDEREN</b>	<b>Belgium</b>	<b>Partner</b>
<b>10. QUANTITAS SRL</b>	<b>Italy</b>	<b>Partner</b>