

# SmartCulTour

Smart Cultural Tourism as a Driver of  
Sustainable Development of European Regions



**SmartCulTour** supports regional development in all European regions with important tangible and intangible cultural assets, particularly those located in rural peripheries and the urban fringe, through sustainable cultural tourism.

**SmartCulTour** redefines cultural tourism through a contemporary lens and provides a comprehensive measurement framework for supply, demand and impacts.

**SmartCulTour** contributes 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.

## What will SmartCulTour achieve?

State-of-the-art cultural tourism interventions

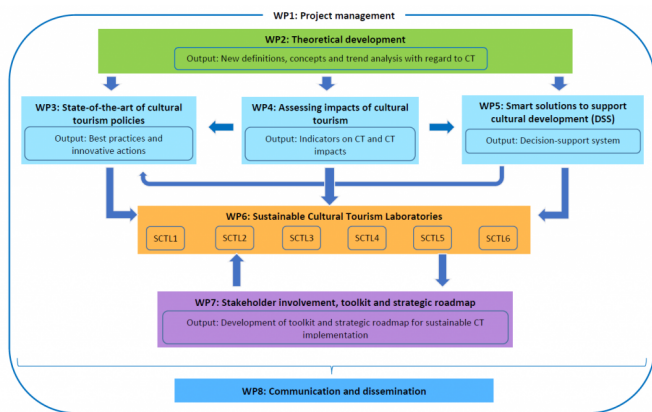
Assessment of impacts of cultural tourism

Smart solutions to support cultural development (SmartCulTour platform)

Sustainable cultural tourism labs

Toolkit for cultural tourism change in Europe

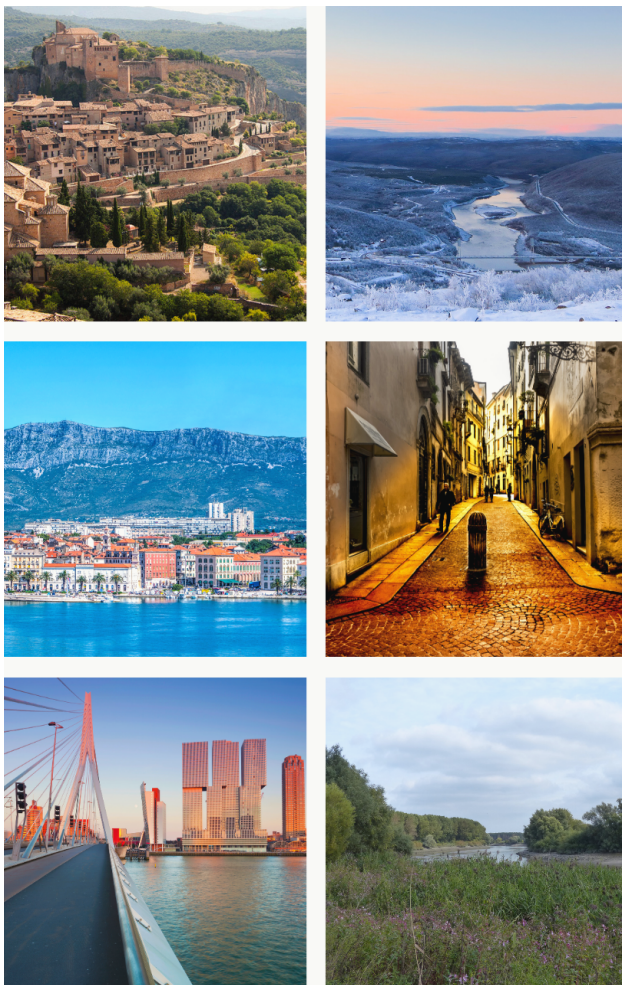




In order to support knowledge-led destination management, a **decision-support system (DSS)** will be developed for wide-scale monitoring purposes across European regions. The DSS will synthesize both traditional and non-traditional data sources, the latter particularly related to big data analytics, thereby assisting smart regional development.

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.

A **toolkit** will be designed to help destinations implement local actions towards sustainable cultural tourism development.



One of the main objectives of SmartCulTour relates to the facilitation of community-led rural development through field experimentation in 6 **Living Labs**:

- The Scheldeland region in Flanders (Belgium)
- Utsjoki municipality in Lapland (Finland)
- Huesca province (Spain)
- The Split-Dalmatian County (Croatia)
- Vicenza (Italy)
- The Rotterdam Metropolitan Region

Within the living labs, novel creative approaches to stakeholder engagement will be tested, notably arts-based methods, serious games, and service design which will help to provide local context and support.