



Training aid for implementing the SmartCulTour Toolkit

D7.4

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Dissemination level

- ☒ **PU:** Public
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- ☐ **CO:** Confidential, only for members of the consortium (including the Commission Services)
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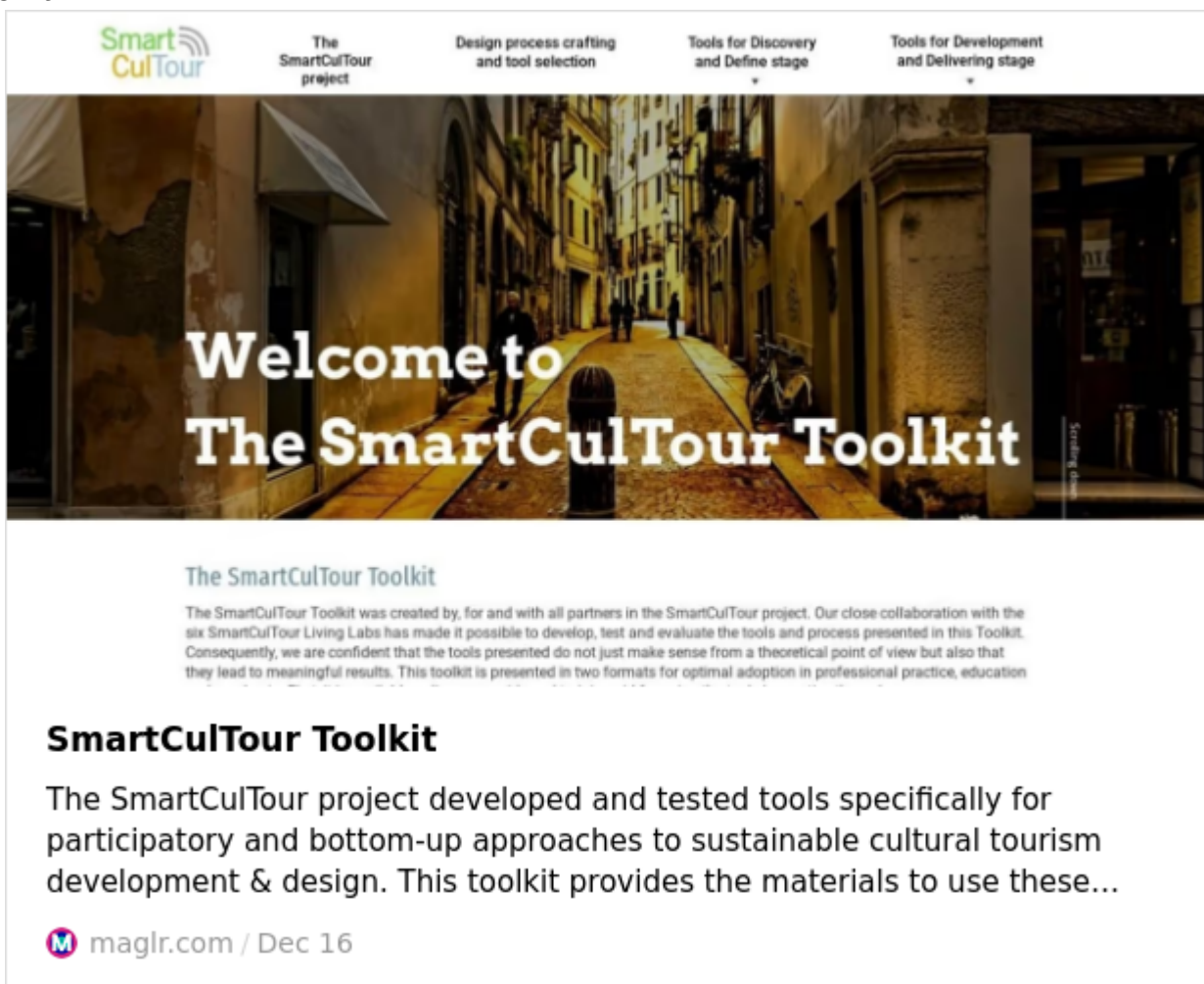


Link to the Training aid for implementing the SmartCulTour Toolkit

The Training aid for implementing the SmartCulTour Toolkit was developed to guide and assist the usage of the different tools of SmartCulTour Toolkit (D7.3). Designing a sustainable cultural destination needs a set of tools, each with its own purpose with an instruction on why, when and how to use it in combination with other tools. To provide efficient and easy access to learn and use different tools, the Training aid was created as an online magazine. It provides 14 different tools, which are explained in a similar way.

You can find this publication following this link:

<https://smartcultour.maglr.com/toolkit/smartcultour-toolkit> or by browsing to the SmartCulTour website (www.smartcultour.eu), hovering over the tab "Tools" and selecting "SmartCulTour Toolkit".



The screenshot shows the top navigation bar of the SmartCulTour Toolkit online magazine. It includes the SmartCulTour logo and five menu items: "The SmartCulTour project", "Design process crafting and tool selection", "Tools for Discovery and Define stage", and "Tools for Development and Delivering stage". Below the navigation bar is a large banner image of a narrow, historic street in a European city. Overlaid on the banner is the text "Welcome to The SmartCulTour Toolkit". Below the banner, the title "The SmartCulTour Toolkit" is followed by a paragraph explaining its development and purpose. The section is titled "SmartCulTour Toolkit" and contains a paragraph about the project's goals. At the bottom, there is a logo and the text "maglr.com / Dec 16".

SmartCulTour

The SmartCulTour project

Design process crafting and tool selection

Tools for Discovery and Define stage

Tools for Development and Delivering stage


Welcome to The SmartCulTour Toolkit

The SmartCulTour Toolkit

The SmartCulTour Toolkit was created by, for and with all partners in the SmartCulTour project. Our close collaboration with the six SmartCulTour Living Labs has made it possible to develop, test and evaluate the tools and process presented in this Toolkit. Consequently, we are confident that the tools presented do not just make sense from a theoretical point of view but also that they lead to meaningful results. This toolkit is presented in two formats for optimal adoption in professional practice, education

SmartCulTour Toolkit

The SmartCulTour project developed and tested tools specifically for participatory and bottom-up approaches to sustainable cultural tourism development & design. This toolkit provides the materials to use these...

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The Training aid offers more practical instructions for implementing the tools as part of, for example, a co-creative workshop. Each tool contains a short description, step-by-step instructions on how to use the tool, expected outcomes, lessons learned and sources. In addition, either "How to use" videos, templates and/or PowerPoint templates are attached to the tools on a case-by-case basis.

The Training aid for implementing the SmartCulTour Toolkit includes 11 'How to use' videos, which can be found also on the [Youtube channel of SmartCulTour](#). The videos help both in the implementation of the tools and in the facilitation as part of the co-creative workshop.



Participatory systems mapping

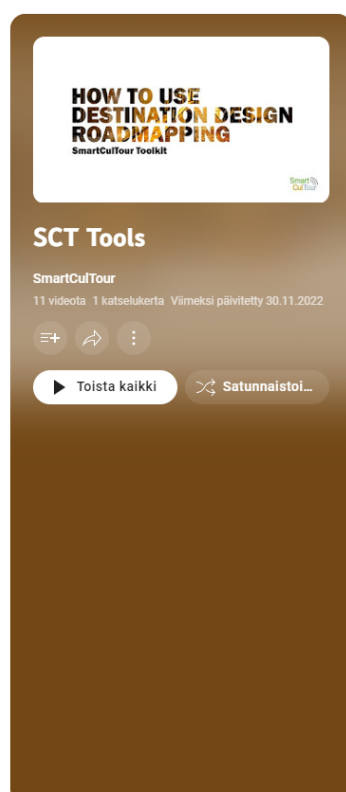
Bert Smits - Dista University of Applied Sciences

Values for sustainable (cultural) tourism development

- Creating understanding between different stakeholders and their perception of (tourism in) their neighbourhood, city or region.
- Understanding the (potential) qualities, consequences and challenges of developing (cultural) tourism in a specific geographic area.
- Collaboratively creating a shared resource for further use in the design process

Purpose and description

Most system maps in tourism are overviews of physical tourism, cultural, historical, and entrepreneurial destination resources relevant to tourists visualized as layers on a geographical map of the destination. However, for sustainable cultural tourism development it can be important to add additional layers of information together with local stakeholders. Such layers could include locations of (historical) events, public transport, planned real estate development and qualitative and quantitative information on the socio-economic situation (employment, safety, visitor pressure, ecology and biodiversity). Creating such a map together provides an important opportunity for stakeholders to share and exchange their perception of the local context and local quality of life. Moreover the map can serve as a shared point of reference for (prioritizing) later decisions on interventions.



- HOW TO USE DESTINATION DESIGN ROADMAPPING**
SmartCulTour • 5 katselukertaa • 3 viikkoa sitten
5.11
- HOW TO USE DYNAMIC HOUSE OF QUALITY**
SmartCulTour • 4 katselukertaa • 3 viikkoa sitten
10.51
- HOW TO USE PARTICIPATORY SYSTEMS MAPPING**
SmartCulTour • 4 katselukertaa • 3 viikkoa sitten
10.42
- HOW TO USE VISITOR FLOW MAPPING**
SmartCulTour • 3 katselukertaa • 3 viikkoa sitten
10.57
- HOW TO USE SMARTCULTOUR GAME**
SmartCulTour • 2 katselukertaa • 2 viikkoa sitten
2.41
- HOW TO USE STRATEGIC ROADMAP FOR CULTURAL TOURISM CHANGE**
SmartCulTour • 4 katselukertaa • 2 viikkoa sitten
7.19
- HOW TO USE PERSONA DEVELOPMENT TOOL**
SmartCulTour • 2 katselukertaa • 2 viikkoa sitten
2.25
- HOW TO USE PLACEMAKING METHOD**
SmartCulTour • 2 katselukertaa • 2 viikkoa sitten
1.59