

## RESTORE TANGIBLE CULTURAL HERITAGE FOR TOURISM

Restore or renovate historical buildings or other tangible cultural heritage and use them with a tourism function (e.g. to attract tourist, to open a hotel, etc.)

**What** is the tangible cultural heritage?  
How will it be used?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# RESTORE TANGIBLE CULTURAL HERITAGE FOR TOURISM

## EXAMPLES:

### **Historic Villages of Portugal**

Renovate decaying ancient buildings representing local heritage, such as fortresses, castles, mansions or religious buildings, but also private homes with a strong meaning from an architectural point of view. Organise and promote a tourism offer around these buildings (e.g. accommodations, tours, information, experiences etc.) to attract cultural tourists.



GOVERNMENT

## OPEN A MUSEUM FOCUSED ON THE LIFE OF RESIDENTS

Open a museum able to preserve and represent stories of the residents, their life, traditions etc.

**What** stories, traditions, cultural elements should the museum portray?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# OPEN A MUSEUM FOCUSED ON THE LIFE OF RESIDENTS

## EXAMPLES:

### **City Museum Lier**

Open a museum that is primarily focused on portraying and representing stories of the local residents and their culture, ranging from representative elements of daily life, customs, traditions, tools, craftsmanship, jobs, arts, food and gastronomy etc. The focus is on representing the local culture for locals and, secondarily, for tourists.



RESIDENT

## ORGANIZE A CELEBRATION OF CULTURAL HERITAGE

Organise a periodical event or festival to safeguard and celebrate certain elements of the local cultural heritage (e.g. traditions, arts, food etc.)

**What** elements of cultural heritage are involved? What will the celebration look like?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# ORGANIZE A CELEBRATION OF CULTURAL HERITAGE

## EXAMPLES:

### **Festival of Masquerade Games Surova**

Organise an event, with the active involvement of the local community, that celebrates a distinctive element of the local cultural heritage (e.g. arts, traditions, food, etc.). The celebration might take different forms (e.g., exhibitions, festivals). It can also be an occasion for inter-cultural exchange (e.g. inviting similar forms of arts from other regions/countries to join).



RESIDENT

# CONVERT INDUSTRIAL HERITAGE INTO CULTURAL VENUES

Restore and convert abandoned industrial spaces and buildings into cultural venues (e.g. venues for arts, exhibitions, music, etc.)

**What** former industrial space/building is involved? What is it converted into?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# CONVERT INDUSTRIAL HERITAGE INTO CULTURAL VENUES

## EXAMPLES:

### **European Route of Industrial Heritage**

Public authorities (or private actors) restoring abandoned or unused industrial heritage (e.g. former factories, forges, production plants, etc.) and converting its functional use into cultural venues (e.g. venues for arts, exhibitions, music, etc.), while preserving the industrial character and appearance of the space/building.



GOVERNMENT



## USE TECHNOLOGY TO ENHANCE THE VISITOR EXPERIENCE

Implement digital technology features (such as Mobile Apps, Virtual Reality, Augmented Reality, Gaming) that will enhance the visitor experience

**What** digital technology is used? Which customer experiences will be designed?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# USE TECHNOLOGY TO ENHANCE THE VISITOR EXPERIENCE

## EXAMPLES:

### **Brabant Remembers App**

Create a thematic route focused on certain elements of local cultural heritage (arts, traditions, etc.) or specific historical events particularly relevant for the local community. For each element of the route, the visitor's experience is enriched by Augmented Reality technologies that can be activated and enjoyed through mobile phone (e.g. through QR codes).



## ENHANCE PROFESSIONAL EXPERTISE IN CULTURAL TOURISM

Introduce projects, activities, courses or training aiming to enhance the skills and expertise of current and future professionals working in cultural tourism

**What** expertise and what type of course, training, project is needed?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# ENHANCE PROFESSIONAL EXPERTISE IN CULTURAL TOURISM

## EXAMPLES:

### **CulturWB**

Public authorities (or partnerships of private actors) setting up training courses for professionals working in the tourism industry. This training is useful to improve the industry's skills and competences on specific topics (e.g., sustainable heritage management and conservation) and provides input for further development of cultural tourism.



GOVERNMENT

## DEVELOP A TOURISM OFFER FOR AN 'UNDERSERVED' AREA

Develop a tourism offer (e.g. attractions, accommodations, facilities) in an area or region that is not much visited or has seasonal fluctuation

**What** area or region is involved? What will the tourism offer consist of?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# DEVELOP A TOURISM OFFER FOR AN 'UNDERSERVED' AREA

## EXAMPLES:

### **Hotel du Nord**

Entrepreneurial initiatives aimed at introducing tourism services (e.g., accommodation, tours, etc.) that attract visitors to less visited urban or rural areas. These new developments are based on distinctive elements of the local cultural heritage (e.g. decaying but culturally relevant building converted into tourism accommodation, guiding visitors through the discovery of local traditions, etc.)



## VALORISE CULTURAL HERITAGE OF MINORITIES

Develop an activity, initiative or space (e.g. guided tour, museum, event, etc.) aiming to discover, understand and valorise cultural heritage and cultural expressions of minorities

**What** minority group and what type of activity or space are involved?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# VALORISE CULTURAL HERITAGE OF MINORITIES

## EXAMPLES:

### **Migrantour, Pakruojis Synagogue**

Organise activities such as walks and tours, to guide visitors to discover and understand culture heritage (e.g., traditions, gastronomy, etc.) and cultural expressions (e.g., music, arts, etc.) of minorities living in the area (e.g., urban neighbourhoods mainly inhabited by ethnic minorities). These activities can also include encounters and interactions of visitors with residents or merchants belonging to a certain minority group.





## INTERPRET CONTESTED OR DISSONANT HERITAGE

Introduce an activity, initiative or space (e.g. a guided tour, exhibition, event, museum etc) to provide and promote an interpretation of contested or dissonant heritage

**What** contested or dissonant heritage are promoted? What type of activity is it?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# INTERPRET CONTESTED OR DISSONANT HERITAGE

## EXAMPLES:

### **Crazy Guides of Nowa Huta**

Introduce an activity, initiative or space (e.g., a guided tour, exhibition, event, museum, etc.) that helps the visitors to interpret and understand cultural heritage connected with divisive perspectives, different historical interpretations or an unwanted past (e.g., colonial heritage, communist heritage in East Europe, Nazi architecture, etc.)



## USE ART TO CONNECT PEOPLE WITH CULTURAL HERITAGE

Introduce an initiative, event or space that uses a form of art (e.g. music, painting, acting, storytelling, etc.) to enhance the connection between people (residents and visitors) and local heritage

**What** local heritage, what type of art and what type of initiative are are connected?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# USE ART TO CONNECT PEOPLE WITH CULTURAL HERITAGE

## EXAMPLES:

### **Ontourage**

Organise an event focused on a form of art (e.g., concerts, DJ-sets, art exhibitions) staged around buildings and spaces that are part of the local cultural heritage (e.g., castles, fortresses, arenas, parks, monuments, etc.). The activity can be a means of attracting locals and visitors that would be unlikely to visit those places/buildings. The activity should be respectful of the fragility and cultural meaning of the place/building.



RESIDENT

## CREATE AND PROMOTE A THEMATIC ITINERARY

Identify heritage and cultural elements located in different places but belonging to a common 'cultural story', connect them via the creation and promotion of a coherent itinerary or 'cultural route'

**What** cultural elements or locations are connected?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# CREATE AND PROMOTE A THEMATIC ITINERARY

## EXAMPLES:

### **CultPlatform\_21**

Create and promote a thematic route connecting different places, buildings, monuments, people and stories that share a theme. Themes could be forms of art (e.g., types of painting/architecture), historical events (e.g., wars, revolutions), traditions, a craftsmanship, food and gastronomy (e.g., wine routes), geographical elements (e.g., a river), someone's life (e.g., a famous local painter), or any topic culturally relevant.



## INTRODUCE CERTIFICATION TO PROTECT LOCAL PRODUCTION

Introduce a label or certification scheme that can only be obtained by products or services that respect local standards and incorporate elements of the local culture (e.g., souvenirs, jewellery, iconic clothing, food, etc.)

**What** standards are necessary in order to grant certification?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# INTRODUCE CERTIFICATION TO PROTECT LOCAL PRODUCTION

## EXAMPLES:

### **Sámi Duodji Handicraft Label**

Introduce a label or certification scheme that can only be obtained by products or services that are realised and offered according to specific standards and regulations (e.g., concerning materials, workmanship, appearance, etc.).

These standards are defined through a participative process, combining the perspective of experts, manufacturers and local communities.



GOVERNMENT



## RESTRICT ACCESS TO CULTURAL OR NATURAL HERITAGE

Introduce restrictions (e.g. number of visitors, type of vehicles etc.) to limit access to natural or cultural heritage

**What** type of restrictions are implemented?  
Why are restrictions needed? How will this practically work?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# RESTRICT ACCESS TO CULTURAL OR NATURAL HERITAGE

## EXAMPLES:

### **Plan Braies**

Define, implement and enforce specific rules and limitations aimed at reducing the overcrowding of a certain cultural or natural heritage (excessive concentration of people at the same time in a limited area). Different approaches are possible, for example by imposing a maximum number of people, reducing accessibility (e.g., max number of parking spots, road closure), introducing fees/tickets, etc.



ENVIRONMENTAL EXPERT

## DEVELOP A CULTURAL TOURISM STRATEGY

Design and implement a comprehensive cultural tourism strategy, clarifying what elements of culture and cultural heritage can be used for tourism purposes and in which way, as well as the role of the local community and entrepreneurs

**What** elements of local culture can be used for tourism purposes and how?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# DEVELOP A CULTURAL TOURISM STRATEGY

## EXAMPLES:

### **Culture Strategy London**

Initiate a participative process involving experts, residents, tourism and culture entrepreneurs, governmental entities and NGOs, with the aim of defining what cultural elements can be used for tourism purposes and improving the residents' quality of life. The role of government, residents and entrepreneurs should be clarified and form the basis for a comprehensive destination's culture strategy.



## INFLUENCE VISITOR BEHAVIOUR AT THE DESTINATION

Reduce undesirable visitor behaviour that has a negative impact on natural and cultural heritage by influencing this behaviour (e.g. through communication activities, regulations, digital technology features, etc.)

**What** type of undesirable behaviour will be influenced and how?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# INFLUENCE VISITOR BEHAVIOUR AT THE DESTINATION

## EXAMPLES:

### **Plan Braies**

Identify visitor behaviour that has a negative impact on the environment, that is disrespectful to the local community's customs and traditions or that is putting cultural or natural heritage at risk. Identify and implement an adequate strategy to influence this behaviour and reduce the negative impacts. Possible tools are new laws, fines, communication campaigns or technological innovations.



# DIGITALIZE CULTURAL HERITAGE ASSETS FOR ONLINE ACCESSIBILITY

Democratise access to culture by promoting the use of digital technology that makes cultural heritage accessible online or in the virtual world

**What** type of heritage assets should be digitalized? How will it be made available online?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# DIGITALIZE CULTURAL HERITAGE ASSETS FOR ONLINE ACCESSIBILITY

## EXAMPLES:

### **Europeana**

Museums can digitalise part of their collection using a variety of available tools. For example, paintings can be digitalised and made available online in the form of a “virtual tour”. Without being physically there, the virtual visitor can buy a ticket and explore the available art, zoom in on the art pieces, read captions about the art pieces or the painter’s life and can be directed to other online sources with further information.



CULTURAL HERITAGE EXPERT



## IMPROVE ACCESSIBILITY OF CULTURAL HERITAGE

Implement solutions (infrastructure, facilities, technologies, etc.) that improve the accessibility of cultural heritage by a disadvantaged type of visitor (e.g. disabled visitors)

**What** type of improvement will be installed to increase accessibility?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# IMPROVE ACCESSIBILITY OF CULTURAL HERITAGE

## EXAMPLES:

### **Tate Britain**

Most historical buildings were built without any concern for people with physical disabilities, such as visitors with reduced mobility. Experts can be involved to design and implement changes to the physical infrastructures and facilities (e.g., installation of lifting platforms or wide steps and ramps) that would allow disadvantaged visitors to better enjoy their cultural experience.



GOVERNMENT

## ATTRACT VISITORS DURING THE LOW SEASON

Develop a tourism offer (e.g. attractions, events, etc.) able to attract tourists in a period of the year that is usually less popular among visitors

**What** type of attractions and events are implemented? Which period is targeted for this offer?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# ATTRACT VISITORS DURING THE LOW SEASON

## EXAMPLES:

### **“365 Algarve” low season tourism**

Organise an event with the active involvement of the local community, aiming to attract visitors during a period of the year that is normally considered “low season”. The event can be based on a specific element of the local cultural heritage (e.g. a particular art, tradition, food, etc.) or can be more open (e.g., a music festival open to several musical styles) and can focus on locals as protagonists (e.g., local artists).



## INTRODUCE 'HERITAGE WALKS' PROVIDED BY RESIDENTS

Offer an interpretation of the cultural heritage of the region by introducing 'heritage walks' facilitated by locals, during which personal histories and stories of the ordinary people are shared by citizens

**What** is the topic or chosen heritage?  
Which citizens will be involved?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# INTRODUCE 'HERITAGE WALKS' PROVIDED BY RESIDENTS

## EXAMPLES:

### **Hotel du Nord**

Locals are often the ones safeguarding the knowledge required for an adequate interpretation of less popular cultural heritage. For various reasons (e.g., a different interpretation of the cultural heritage compared to the 'official' channels) residents might feel the desire or the need to organise paid or free 'heritage walks' and guide visitors towards an authentic understanding of local culture heritage.



RESIDENT

## CONNECT PEOPLE FROM TOURISM AND CULTURAL SECTORS

Provide a space (e.g. a platform, forum, event or project) where professionals from the tourism and culture sectors can connect, discuss and work together to improve their synergy

**What** space is provided? What type of synergy is encouraged?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# CONNECT PEOPLE FROM TOURISM AND CULTURAL SECTORS

## EXAMPLES:

### **Irish Walled Towns Network**

Tourism professionals often have good skills in management, finance and marketing but lack skills in cultural heritage preservation. Professionals in the cultural sector are usually skilled at preservation but lack business management expertise. An organised platform with regular meetings to exchange ideas and expertise, and co-create ideas and products, can help the realisation of a common vision for cultural tourism.





## CROWDSOURCING AND OPEN INNOVATION

Develop a crowdsourcing platform for archiving offline content, developing ideas for cultural activities, or gathering relevant information for the available heritage locations

**What** type of online/offline space? What is the goal? Who is targeted?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# CROWDSOURCING AND OPEN INNOVATION

## EXAMPLES:

### **MOCCA**

The modelling crowdsourcing for cultural heritage platforms at the Amsterdam City Archives 'Red een Portret' (Save a Portrait) is a wonderful example how cultural heritage can be preserved with the support of the visitors, who digitalise the physical collection by uploading their pictures of the portraits.



ENVIRONMENTAL EXPERT

# SMART CROWD MANAGEMENT

Use mobile networks, smart cameras or other sensors to provide real-time data about visitor flows based on movement and network connectivity and use this information for smart visitor routing at cultural heritage sites or destinations

**What** type of technology is used?  
Where is this used?

**Why** are the expected impacts desirable?  
What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# SMART CROWD MANAGEMENT

## EXAMPLES:

### **CrowdHeritage**

In order to reduce overcrowding and queues, heritage sites and museums can develop and promote the use of an app which shows the level of crowdedness of different areas and actively guides visitors towards less crowded spaces (e.g., through push notifications). Technical expertise and equipment are needed in order to develop the app and the sensors capable of detecting the level of crowdedness.



ENVIRONMENTAL EXPERT

## PRESERVATION OF DESTROYED HERITAGE

Fund the protection and reconstruction of cultural heritage in the event of natural disasters (earthquakes, floods, etc.)

**What** way is this financed? Who contributes and when?

**Why** are the expected impacts desirable? What and for whom are these impacts?

**How** is the required space, expertise, knowledge and funding acquired?

# PRESERVATION OF DESTROYED HERITAGE

## EXAMPLES:

### **EU Solidarity Fund**

Local and/or national governments provide funds to prevent the consequences of a natural disaster (e.g., funds to reduce the seismic vulnerability of historical buildings), or for the reconstruction after a natural disaster (e.g. funds to restore natural landscape destroyed by floods).



ENVIRONMENTAL EXPERT



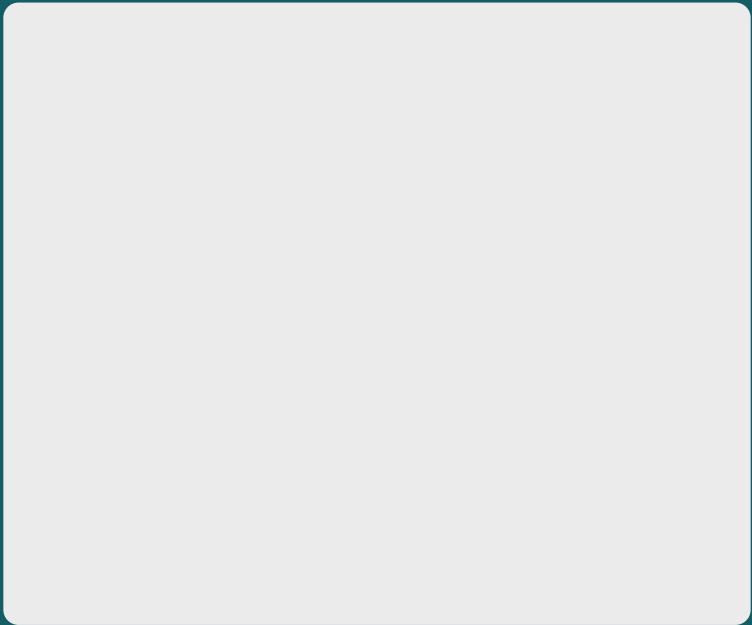
**What**

**Why**

**How**



**EXAMPLES:**



Smart   
CulTour





**What**

**Why**

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**EXAMPLES:**



Smart   
CulTour



**What**

**Why**

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**EXAMPLES:**



Smart   
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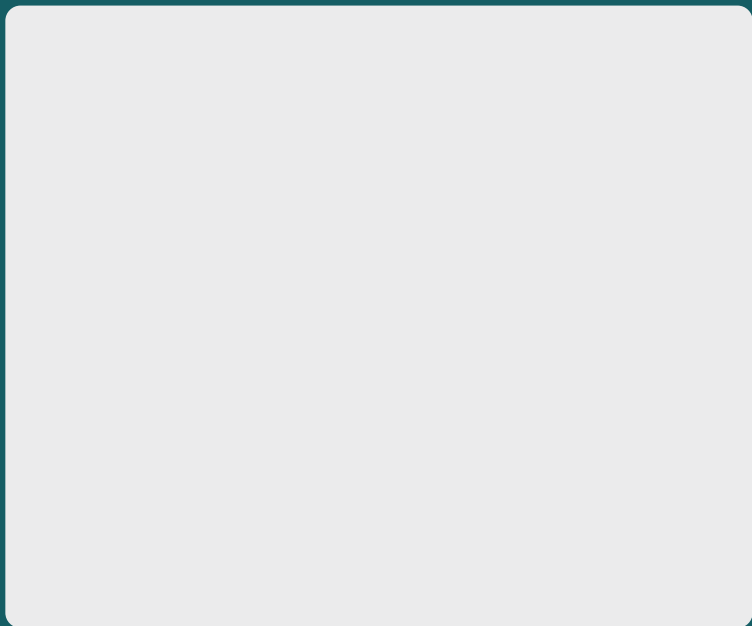
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**EXAMPLES:**



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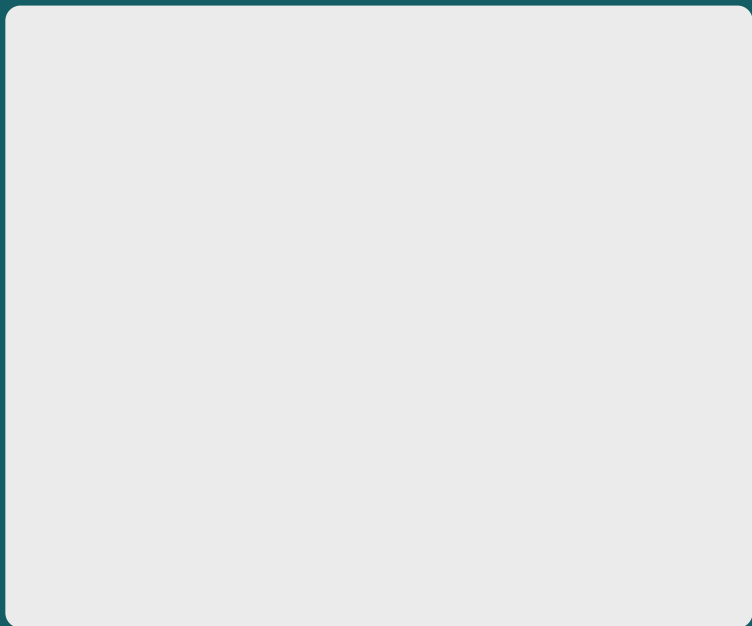
**What**

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**EXAMPLES:**



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**What**

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**EXAMPLES:**



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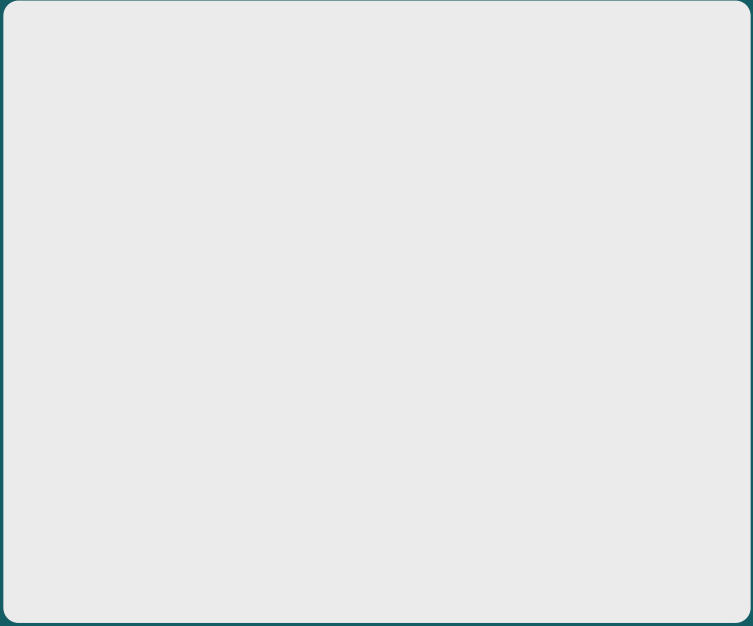
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**EXAMPLES:**



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