

INCULTUM at WEAVE Final Conference



INCULTUM
Visiting the margins: INnovative CULTural ToUrisM
in European peripheries

- Understanding challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development.
- Exploring the full potential of marginal and peripheral areas when managed by local communities and stakeholders.
- Adopting innovative participatory approaches in 10 Pilot sites across Europe, to identify good practices to be replicated

The slide features a dark blue background. At the top left is the INCULTUM logo. Below it is the subtitle 'Visiting the margins: INnovative CULTural ToUrisM in European peripheries'. To the right of the text is a circular inset image showing a woman speaking into a microphone. Below the text is another circular inset image showing a lush green forest path. The main text is in white, and the bullet points are in a lighter shade of white.



Community-led tourism development

Cultural tourism in secondary and under-rated territories can contribute to limiting negative impacts of tourism on local residents, such as touristification, gentrification, social tensions, reduction of the quality of visitor's experience

INCULTUM PROPOSAL:

- Adopting participatory and collaborative approaches
- Transforming local communities in protagonists
- Engaging stakeholders as dynamic agents of transformation

The slide has a dark blue background. At the top left is the title 'Community-led tourism development'. Below it is a photograph of a group of people sitting on the ground in an outdoor setting. To the right of the photo is a block of text explaining the impact of cultural tourism. Below that is the 'INCULTUM PROPOSAL:' section with three bullet points. At the bottom left, there is a small inset image of a woman speaking into a microphone.

[WEAVE](#) [Widen European Access to cultural communities Via Europeana] is a Europeana project funded by the CEF Programme of the EU and is part of the INCULTUM network. Focus of the project is on enhancing European access to intangible cultural heritage and the heritage of minority and local cultural communities.

In Girona on 16 September 2022 was organized the **final conference 'Weaving digital culture: tangible and intangible heritage, cultural communities and the digital transformation'**. The overarching theme of the conference was exploring connections between tangible and intangible heritage, cultural communities and the process of digital transformation of cultural heritage organisations.

Antonella Fresa, director at Promoter and leader for dissemination in INCULTUM, participated in the event with a wide keynote speech, entitled **'Cultural values, identities, participation and local communities'**, where she also presented the INCULTUM project and its work to engage communities with their territories and local heritage. This is in fact an example of communities having an active role and a stake with their territorial and heritage promotion, which will have a positive impact on social ties and local identity.

Conference details, full video of the event and presentations are available at <https://weave-culture.eu/conference/>