

INCULTUM presented at Be.CULTOUR webinar

INCULTUM

PARTICIPATION ENABLES DEVELOPMENT AND GROWTH

- **Local communities** are engaged in valuing their territories and cultural/natural heritage
- **Stakeholders** are involved in the co-creative management of tourism potential, developing shared marketing channels, digital tools, communication and interactivity
- **Policy makers** establish regulations to support the promotion of the territories in collaboration with local stakeholders and communities.

PROMOTER

DIGITAL CULTURE
www.digitalmeetsculture.net

Welcome to the
Be.CULTOUR WEBINAR

We will start soon!

The Be.CULTOUR project, focused on enhancing cultural heritage and landscape values for sustainable cultural tourism, is unfolding a **series of webinars** to **boost peer learning among its Community of Interest and other followers**. Given that Be.CULTOUR and INCULTUM established a cooperation agreement for cross-dissemination and knowledge exchange, the webinar series is promoted also via the INCULTUM channels and and in the INCULTUM network.

Webinar 5: Community-led and innovative entrepreneurship for circular cultural tourism - 23 June 2023

Various experts and on-field stakeholders are invited to present and discuss their innovative ideas, their progress and their challenges concerning cultural tourism and beyond. In this webinar, INCULTUM cases will be presented by the Network and Dissemination manager Antonella Fresca.

Download INCULTUM presentation ([PDF, 7 Mb](#))

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RELATIVE IMPACTS BEST AT DIFFERENT LEVELS

- Localisation
- Scale of impact
- Level of involvement
- Level of effort and resources
- Relative value of impact vs. investment

HOW CAN WE TO AVOID THESE RELATIVE IMPACTS

- Monitor investments and cultural heritage
- Establishing local communities to manage it
- Develop strategies to diversify sources of funding

PROGRESSIVE IS DEVELOPMENT AND SOCIETY

Development is a process of change, not a state of being. It is a process of change, not a state of being. It is a process of change, not a state of being.

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SUSTAINABLE DEVELOPMENT

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

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THE NEW APPROACH TO CULTURAL HERITAGE

The new approach to cultural heritage is based on the idea of 'cultural heritage as a resource for development'.

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PLACES

Places are the result of human activity. They are the result of human activity. They are the result of human activity.

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CULTURAL HERITAGE SERVICES

Cultural heritage services are the services that are provided to cultural heritage sites.

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THE CHALLENGES FOR THE CENTRE

The challenges for the centre are the challenges that are faced by the centre.

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Agenda and speakers

- 14.00-14.05 Antonia Gravagnuolo | CNR Institute of Heritage Science Welcome and introduction
- 14:05-14.20 Eva Leemet | CEO of Loov Eesti - Creative Estonia
- 14:20-14:35 Antonella Fresa | Promoter s.r.l., Communication and Dissemination manager at INCULTUM project
- 14:35-14:40 Break
- 14:40-14:55 Anna Salvagio | Vice president and experience manager of the Diffused Museum of 5 Senses of Sciacca, First Prize ECTN Award 2022
- 14:55-15:10 Antonio Della Corte | ?La Paranza? Cooperative, Catacombs of San Gennaro, Naples
- 15:10-15:20 Hanna Szemz? | Metropolitan Research Institute
- 15:20-15:30 Q&A and concluding remarks



Read more about the project in the official website: <https://becultour.eu/>