

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!

Antonella Fresca

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/engagement

HOW CAN WE TO AVOID THESE NEGATIVE IMPACTS?

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

FROM PROMOTED TO DEVELOPMENT AND SOCIETY

It is important to understand the impact of digital heritage on society. Digital heritage is not just about the past, but also about the present and future. It is a tool for development and social change.

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CULTURAL HERITAGE SERVICES

Heritage services are essential for the preservation and promotion of cultural heritage. They provide a platform for digital heritage to reach a wider audience and to be used in a variety of ways.

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THE ROLE OF DIGITAL HERITAGE IN THE CULTURAL ECOSYSTEM

Digital heritage plays a crucial role in the cultural ecosystem. It provides a platform for digital heritage to reach a wider audience and to be used in a variety of ways.

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CHALLENGES

There are several challenges associated with digital heritage. These include the need for digital literacy, the need for digital infrastructure, and the need for digital content.

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THE CHALLENGES FOR THE CENTRE

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