



SECReTOUR
Sustainable Creative Tourism

1ST CLUSTER MEETING OF PROJECTS ON CULTURAL TOURISM IN RURAL AREAS

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Funded by
the European Union

SECReTOUR

Sustainable, engaging and creative tourism

Project's fact sheet

Starting date: 1/3/2024

Duration: 36 months

Coordinator: University of Granada

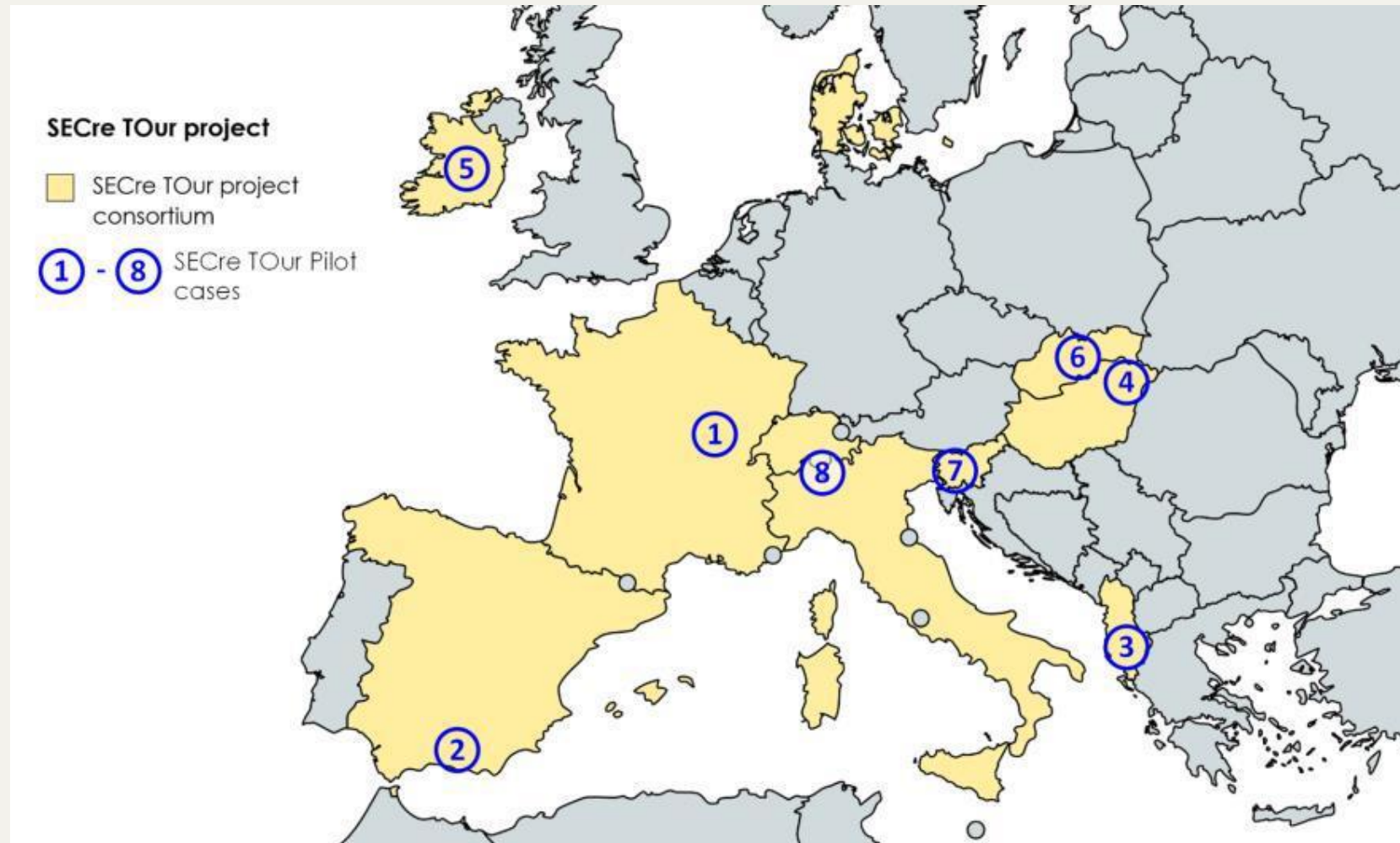
11 partners from 10 European countries, including Switzerland and Albania



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Partnership



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Main goal

To promote **community-based** and **community-centred** tourism

	5 specific objectives
O1	To foster bottom-up local strategies
O2	To develop specific, innovative and alternative business models based on cooperation and participatory approaches
O3	To provide insights for the design of effective and sustainable cultural tourism policies
O4	To promote an inclusive and sustainable cultural and creative tourism to the widest possible range of actors
O5	To increase collaboration and networking across Europe

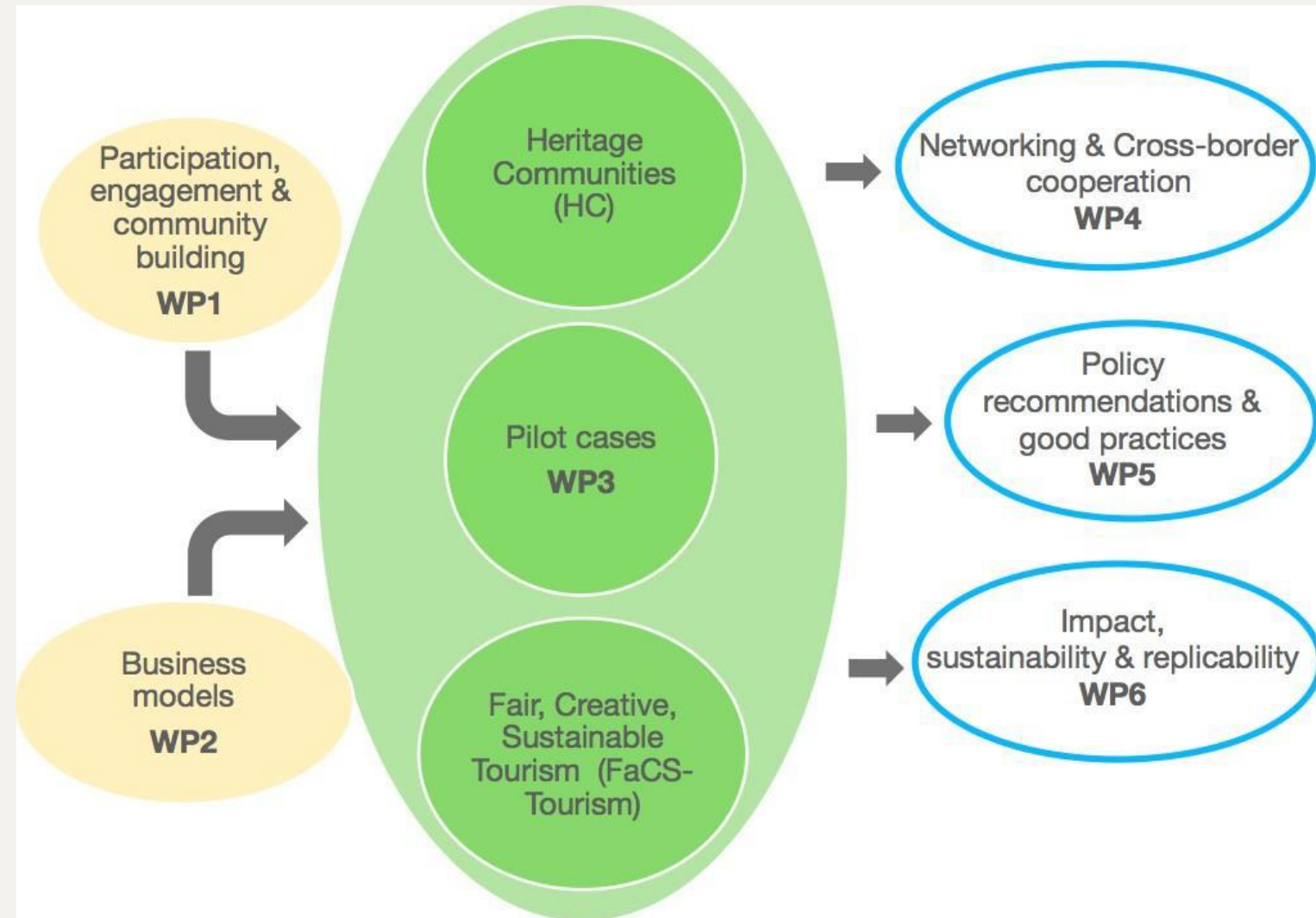


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Workplan structure

8 interconnected
Work Packages



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Pilots

To represent a full range of European territories, communities and cultural heritage, including rural and agrarian landscapes, memory places of local identities, minorities, conflictive heritage and dark heritage.

	5 specific objectives
Pilot #1	Bibracte - Morvan des Sommets: a landscape in common (France)
Pilot #2	Traditional irrigation systems in South-East Spain (Granada-Almería, Spain)
Pilot #3	The heritage of the Vlach ethnolinguistic minority in the Upper Vjosa valley (Albania)
Pilot #4	Rural Roma heritage in Hungary (Hungary)
Pilot #5	Historic graves of Ireland and the Irish diaspora (Ireland)
Pilot #6	Renaissance of mining-related cultural heritage and heritage communities in central Slovakia
Pilot #7	Digital nomadism in heritage-rich communities, Idrija (Slovenia)
Pilot #8	San Giorgio, the Threshold of the Sacred Mountain: the link between Local Identities and Sustainable Tourism (Switzerland)



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Expected results

4 main areas of outcomes are expected to be generated by the project

- 1. Models for social contracts** to be established between local communities, local administrations and stakeholders to promote creative cultural tourism in the respect and valuing of local culture.
- 2. Verification of the models** for social contracts in real life environment and preparation for further deployment in these contexts, within a wide and varied range of outputs **at pilot scale**.
- 3. Policy recommendations**, instruments, and examples of good practices and success stories, lessons learnt and advice to avoid barriers and threads.
- 4. A network of common interest** composed by the wide range of actors participating in the project and its pilots, as well as other projects and initiatives that care for sustainable tourism development that is respectful of the local communities.

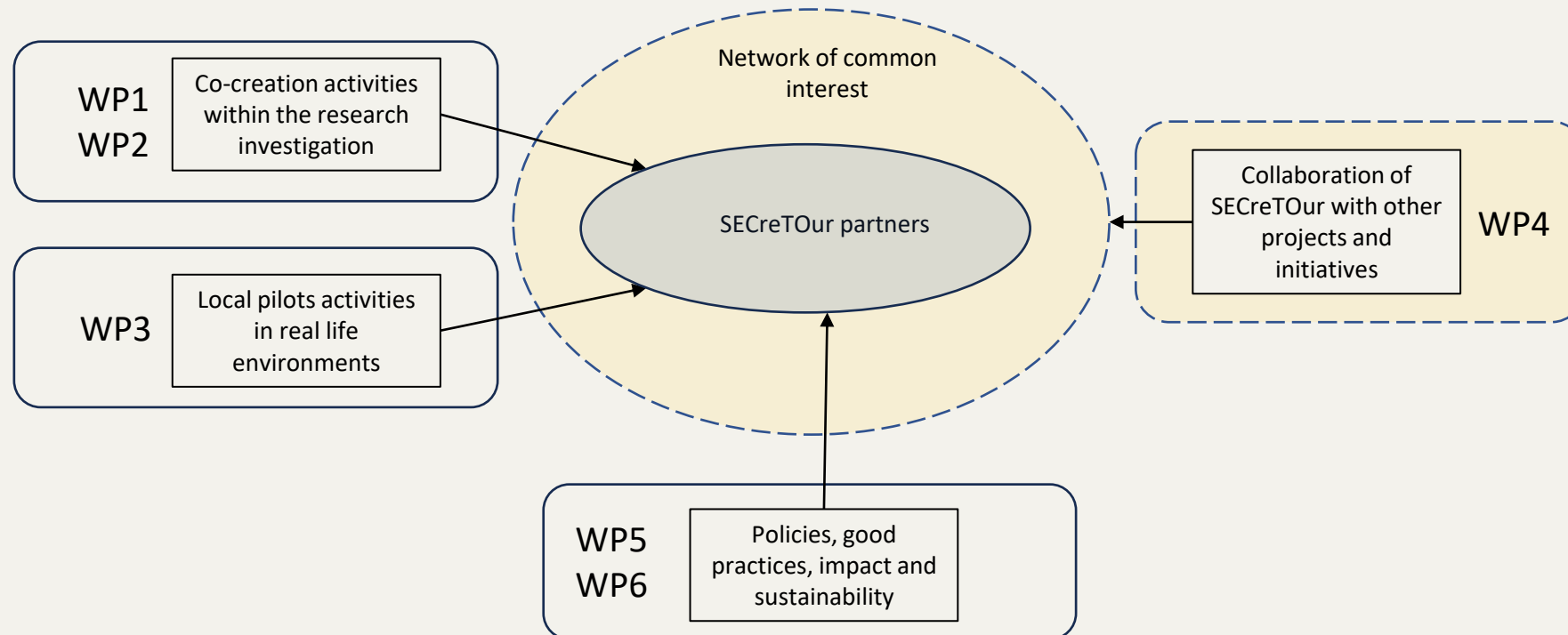


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Network of common interest

A bottom-up process that starts from the acknowledgment of commonalities of problems, the sharing of values and the genuine interest to cooperate

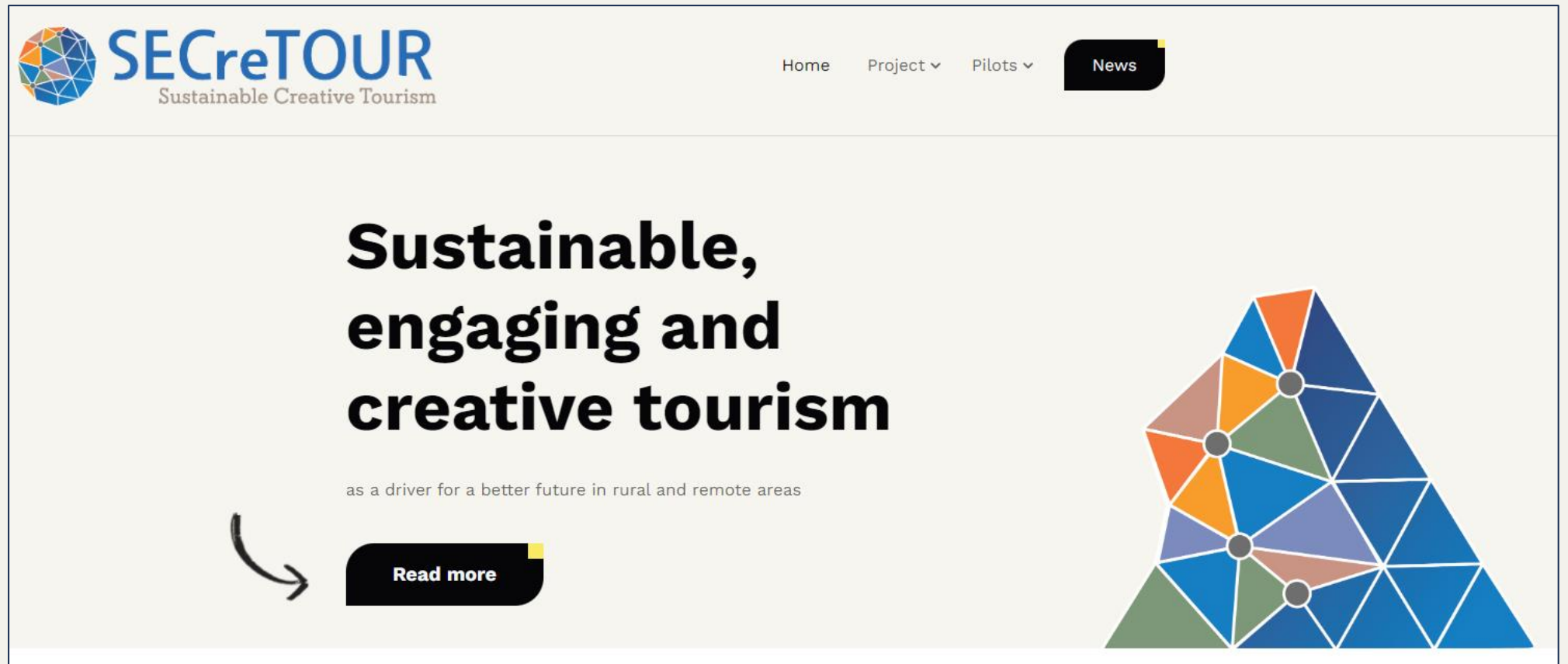


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Communication, dissemination and networking

Project's website: <https://secretourproject.eu/>



The screenshot shows the homepage of the SECReTOUR website. At the top left is the logo, which consists of a colorful geometric pattern of triangles forming a circle, followed by the text "SECReTOUR" in a large blue font and "Sustainable Creative Tourism" in a smaller grey font below it. To the right of the logo is a navigation menu with links for "Home", "Project" (with a dropdown arrow), "Pilots" (with a dropdown arrow), and "News" (with a dropdown arrow). The main content area features a large heading: "Sustainable, engaging and creative tourism" in bold black text. Below this heading is a sub-heading: "as a driver for a better future in rural and remote areas" in a smaller grey font. A black button with the text "Read more" is positioned below the sub-heading, with a curved arrow pointing towards it from the left. On the right side of the main content area is a large, colorful geometric pattern of triangles forming a large triangle, similar to the logo but larger and more detailed.

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Sustainable Creative Tourism

Home Project ▾ Pilots ▾ News ▾

Sustainable, engaging and creative tourism

as a driver for a better future in rural and remote areas

Read more



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Project's blog on digitalmeetsculture

<https://www.digitalmeetsculture.net/projects/secretour-blog/>

Hosted by the digitalmeetsculture magazine





Thanks for your attention



www.secretourproject.eu



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