SY_CULTour: synergy of culture and tourism

Dr. David Bole
Scientific research centre of the Slovenian Academy of sciences and arts

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Problems & issues identified

• Top-down principle does not work!

• Many projects just on paper and lack of communication among public officials and local communities

• Real questions for local communities:
  What kind of development is good for us/we want? How do we wish to present our culture to tourists?
Main idea of the project (1/2)

cultural values can contribute to new growth and new employment opportunities as well as social re-vitalisation of rural communities

1. Cultural values as a tool for development

values = traditional arts, cultural heritage, events, popular culture, natural heritage with cultural significance..., which are VALUED and RECOGNISED by the local community as having developmental potential
Main idea of the project (2/2)

2. Bottom-up approach as the key concept

• Involvement of local stakeholders from the very start
  • Activation of local communities
• Taking responsibility of your own development
• Ensuring that actions have a longlasting effect
Main project output:

Guidelines of managing cultural values with developmental potential in rural communities

• A model (set of rules/recommendations) on how to activate locals and involve them in the process of new development

• The end user: local communities, municipalities, NGO’s, developmental agencies, individuals, tourism workers, ...
Experience from the "field":

- 10 pilot areas – testing of the methodology and seeing if it works.
Main concept

• Negotiating a common vision and goals in local communities

• Strategic planning:
  – **Which values** in the community should be strengthened/developed?
  – **How** to develop them? What is the end „product“?
  – **Who** will develop them? Who to involve? Sustainability!
  – Where to get **financing**? Who will apply to the **projects**?

• Role of experts only as „mediators“

• Key principles: **sustainability** and **responsibility**
Main results

• **Social effects** most evident, short-term
  – Revitalization, empowerment, social cohesion

• **Economic effects** more long-term
  – Diversification of tourist supply, community resilience

• (responsible) tourism can help **preserve** cultural heritage
Discussion today – aims of this conference?

- Solutions for revitalising and empowering European rural countryside
- New ideas, NEW DEVELOPMENT
- Culture and heritage: only protection, only use in development or both?
  • 3 topics today:
    – responsible tourism;
    – local initiatives – local communities;
    – cultural tourism – marketing, branding
For more info please visit:

www.sycultour.eu

- Institutional framework
- Evaluation of your cultural value
- Search for cultural values on the map
  - Good practice database
  - „virtual chamber for rural tourism“