

# SY\_CULTour: synergy of culture and tourism

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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, ...





**CULTour**

Synergy of culture and tourism



Source: Peio Ecomuseum

Source: Tesino Ecomuseum



Authors: Giovanni Pizzocchia and Lamberto Anfossi Schiavitti



Author: Efi Psilaki



## 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](http://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“