



## CREATING DESTINATIONS AFTER A GLOBAL PANDEMIC: THE NEW COMPETITIVE ADVANTAGE OF REMOTE AREAS

Presentation of the Open Call for local and regional innovation ecosystems to join the “Beyond Cultural Tourism” Community

INFORMATIVE SESSION

Tuesday, 13<sup>th</sup> April, 14.00-16.15  
Webinar

In the frame of the [recently launched](#) Horizon 2020 funded project “[Beyond Cultural Tourism \(Be.CulTour\)](#)”, the European Regions Research and Innovation Network ([ERRIN](#)), is opening a call for policymakers responsible for cultural tourism to join the Be.CulTour Community.

12 selected applicants representing their local and regional innovation ecosystems will have the opportunity to benefit from a fully funded peer-learning scheme which will follow a pilot / mirror approach. Via quarterly community conversations, dedicated interviews, tailored webinars, and offline learning labs (organised in Brussels in September 2022 and in Naples in December 2023), the community members will interact closely with 6 pilot ecosystems (Aragon, Larnaca, Basilicata, Vastara Gotaland, Vojvodina and the cross-border area between North-East Romania and Moldova) committed to fostering regional development through circular cultural tourism.

The open call will be presented on Tuesday, 13<sup>th</sup> April, between 14.00-16.15 CET, in the frame of a webinar on “Creating destinations after a global pandemic: The new competitive advantage of remote areas”.

The webinar will be opened with an **inspirational speech by Emma Taveri, [Destination Makers CEO](#)**. Emma is an enthusiastic business woman passionate about destination strategy, marketing and social impact of local development with extensive international experience with important travel brands such as TripAdvisor, World Travel Market, TUI Travel and TTG. After leaving her career in London, she founded her own company, Destination Makers, and since then works to improve the potential of territories, motivate local communities and build new ways of living, offering and promoting destinations.

Participants will have the opportunity to **receive first-hand information on the open call, ask live questions to the partners of the consortium and discuss with panellists from additional networks and partnerships.** **Check the agenda below.**

The event is open to both **ERRIN members and non-members.**

**Target groups:** *local and regional government representatives responsible for regional development or cultural tourism policies and programmes, civil servants managing European structural and investment funds, operators from the cultural and tourism sectors, regional development agencies, regional tourism agencies, cultural and creative industries and entrepreneurs.*

The link to the Teams webinar will be sent out to registered participants shortly before the event.

Registration: [here](#)

### **Background information**

**Cultural tourism entails opportunities but also risks.** It can easily turn into a value extractive industry, generating negative environmental, social, and cultural impacts on local communities and ecosystems. Moreover, the **level of development of cultural tourism** between certain regions and sites, including those between the neighbouring countries in Europe, is still **unbalanced**. Deprived remote, peripheral or deindustrialised areas lag behind, whereas high demand areas are over-exploited in an unsustainable manner.

However, the **outbreak of the COVID-19 pandemic has brought global cultural tourism to a standstill, hitting all territories without distinctions** and seriously jeopardising thousands of European cultural and tourism professionals' livelihoods. Despite the challenges, the tourism and

culture sectors face today a unique opportunity to **create new partnerships and collaboration**. They are bound to **jointly reinvent and diversify their offer**, attract new audiences in different ways, and develop new skills to support this radical transition. **Capitalising on digitalisation, supporting circular tourism, and promoting less exploited areas is now key to build a stronger, more sustainable and resilient tourism economy.**

The goal of the **“Beyond Cultural Tourism - Be.CULTOUR” project**, funded by Horizon 2020, has precisely this ambition: get out of the serious crisis that has hit the tourism sector by activating a **circular and human-centred model of cultural tourism** which allows to trigger a process of economic, cultural and social regeneration starting from **six European and non-European territories** that have accepted the challenge: the regions of **Basilicata** in Italy, **Aragon** in Spain, **Västra Götaland** in Sweden, **Larnaca** in Cyprus, **Vojvodina** in Serbia and finally the cross-border area of North-East Romania and Moldova.

Starting from the challenges faced by these **six under-exploited areas**, Be.CULTOUR will **pilot innovative solutions** in different thematic areas (rural co-living, augmented cultural tourism, natural or religious heritage, etc.), and test them in wide and diversified partnerships of stakeholders. **Twelve additional regions will be selected via a call for proposals** and work closely with the six pilot territories: the Be.CULTOUR community of regions will be actively involved and invited to share their best practices by participating in the project’s co-creation, peer-learning and capacity-building activities.

[ERRIN](#), the European Regions Research and Innovation Network, is responsible for establishing and managing the Be.CULTOUR community: this starts with the **publication of the call for proposals dedicated to local and regional innovatio ecosystems from the European Union and its neighbouring countries**. This webinar aims at presenting the call, as well as the opportunities for regions offered by the Be.CULTOUR project. Representatives of local and regional governments, cultural tourism operators, entrepreneurs, and interested stakeholders will learn about the **benefits of being part of the Be.CULTOUR Community** and be able to ask questions on the application and selection process. This will also be an opportunity to **discuss with experts how remote and peripheral areas have a new competitive advantage offered by tourists’ behavioural changes linked to the pandemic**.

## AGENDA

14:00

### Opening & Welcome

*Director of the European Regions Research and Innovation Network, Pirita Lindholm*

14:05	<b>Inspirational speech: The new competitive advantage of under-exploited regions as a consequence of the COVID-19 pandemic</b> <i>Emma Taveri, Destination Makers CEO</i>
14:20	<b>Beyond Cultural Tourism: innovative approaches to regional development via cultural tourism</b> <i>Antonia Gravagnuolo, Horizon 2020 Be.CULTOUR coordinator, CNR-IRISS</i>
14:30	<b>Coffee break</b>
<b>Beyond Cultural Tourism: what's in for regions?</b>	
14:45	<b>How to join the Be.CULTOUR Community? Apply to the call for local and regional innovation ecosystems</b> <i>by Ilaria d'Auria, Project &amp; Outreach Manager and by Gaia Marotta, Project and Policy Officer, ERRIN</i> <i>with the presence of the other consortium partners</i>
15:05	<b>Q&amp;A session</b>
15:30	<b>Panel discussion: the role of the regional networks and innovation ecosystems in boosting a more resilient and sustainable tourism economy</b> <ul style="list-style-type: none"> <li>• <i>Cristina Nunez, Coordinator of NECSTOUR – European Regions for Competitive and Sustainable Tourism</i></li> <li>• <i>Sander Munster, Coordinator of the EU Interregional Partnership on Virtual and Sustainable Tourism</i></li> <li>• <i>Tim Fairhurst, Director of Policy of ETOA – European Travel Organisation Association</i></li> <li>• <i>Xavier Lechien, President of the European Destinations of Excellence Network</i></li> <li>• <i>Smart Specialisation Partnership on Cultural and Creative Regional Ecosystems (invited)</i></li> </ul> <p><i>Moderated by by Ilaria d'Auria, Project &amp; Outreach Manager, ERRIN</i></p>
16:10	<b>Conclusions by Antonia Gravagnuolo, Horizon 2020 Be.CULTOUR Coordinator, CNR-IRISS</b>
16:15	<b>End of meeting</b>