

Invitation

5 June 2024

10:00 to 12:00

Thuringia Office

Rue Guimard 9

Freistaat
Thüringen



Representation of the
Free State of Thuringia
to the European Union



Interregional Partnership
Virtual and Smart
Cultural Tourism

Interregional Partnership on Virtual and Smart Cultural Tourism

Please register until 2nd June by sending an email to annelie.zapfe@tsk.thueringen.de



About VSCT

Context

The partnership aims to research and develop innovations in the field of digital technologies for cultural heritage and cultural tourism, which could bring multiple benefits to a wide range of stakeholders. Digitisation became a core focus of EU and member states including cultural heritage and cultural tourism. This resulted in increasingly innovation-driven funding policies and in the raise of virtual and smart cultural tourism. Digital tools are growingly used to manage destinations and promote them, but also to create additional and more intense travel experiences through virtual worlds. Thus includes the long sought-after experience of immersion in ancient cities brought to life and times long gone, while enabling digital transition, business development and diffusion of innovations on the market, sustainable heritage development and social well-being.

Objectives

The VSCT partnership aims to implement effective solutions for bringing innovations to the market and better cope with bottlenecks encountered by regions on digital and sustainable cultural tourism and digital heritage. It has three main objectives: The cross-regional knowledge exchange, case studies on technologies and application, and the establishment of support structures. These support, for example, the access of companies, cultural institutions and universities to funding and investors or the interregional marketing of services and software products for cultural tourism.

Partners (so far)

- Thuringia (Germany) - lead
- Galicia (Spain) - co-lead
- Saxony (Germany)
- Lower Austria,
- Cyprus
- Paris (France)
- Greater Amsterdam (Netherlands)
- Basilicata (Italy)