



PARTICIPATIVE APPROACHES FOR DIGITAL POLICY MAKING

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SOME FACT & FIGURES ON *CULTURAL TOURISM*

Europe is the leading cultural tourist destination with €477 billion in added value of the C&C industries

Cultural tourism represents 40% of tourism in Europe

Cultural heritage is an important strategic area within the European research and innovation and tourism agenda for 2030

Increase resilience of small and medium-sized players across the tourism industry (e.g., skills gap analysis, entrepreneurial mindset, new businesses, community involvement)

High-level initiatives have been launched recently to further the collaboration between tourism and culture

Digital transformation within cultural tourism plays a central role in relying on comprehensive tourism strategies

(European Commission, 2021)

CHALLENGES OF CULTURAL TOURISM

- Future of cultural tourism is confronted with uncertainty, the speed and complexity of changes e.g., climate change, overtourism, digital transformation
- Need for a system change and new methods to understand the complexity of tourism system beyond economic growth with the use of immersive technologies, playful interactions and participative methods
- Engage stakeholders and communities from within and outside tourism and cultural heritage to create a dialogue and stimulate transformative (digital) processes



VISION

*'To explore the use of digital realities in cultural tourism with the aim of enabling **inclusive, social, sustainable, historical, educational, and economic growth of local communities, tourism businesses and individuals** to reinvigorate the idea of an enhanced public space, heritage site, and tourism destination. Additionally, to outline the notion of 'beyond tourism' as the further development of the so-called 'never-ending tourism'*

OBJECTIVES & ACTIVITIES


Individual Level	Business Level	Societal Level
<ul style="list-style-type: none">- Enhancing the customer journey and its touchpoints before, during and after the travel by horizontally and vertically- Linking tourism and cultural stakeholders by means of immersive and participative technologies and local narratives	Policy recommendations to support stakeholder collaboration, funding, R&D for local community businesses, ethical questions, data management and participatory governance	Understanding the implications of the use of technology at individual, societal and organisational level
To advance educational courses to teach technological skills to cultural heritage experts and the new generation of CH professionals (digital skills gap)	Digital Transformation as economic driver of new business models together while ensuring inclusivity, diversity, empowerment of minority groups	Digital inclusive society with accessible tools and nurture digital literacy to close the digital skills gap for (cultural) tourism professionals

THE SMARTCULTOUR GAME

Smart
CulTour

Project time: 2020-2024

Aim: To support regional development in all European regions with important tangible and intangible cultural assets, including those located in rural peripheries and the urban fringe, through sustainable cultural tourism

 European Union's Horizon 2020 research and innovation programme under grant agreement No 870708



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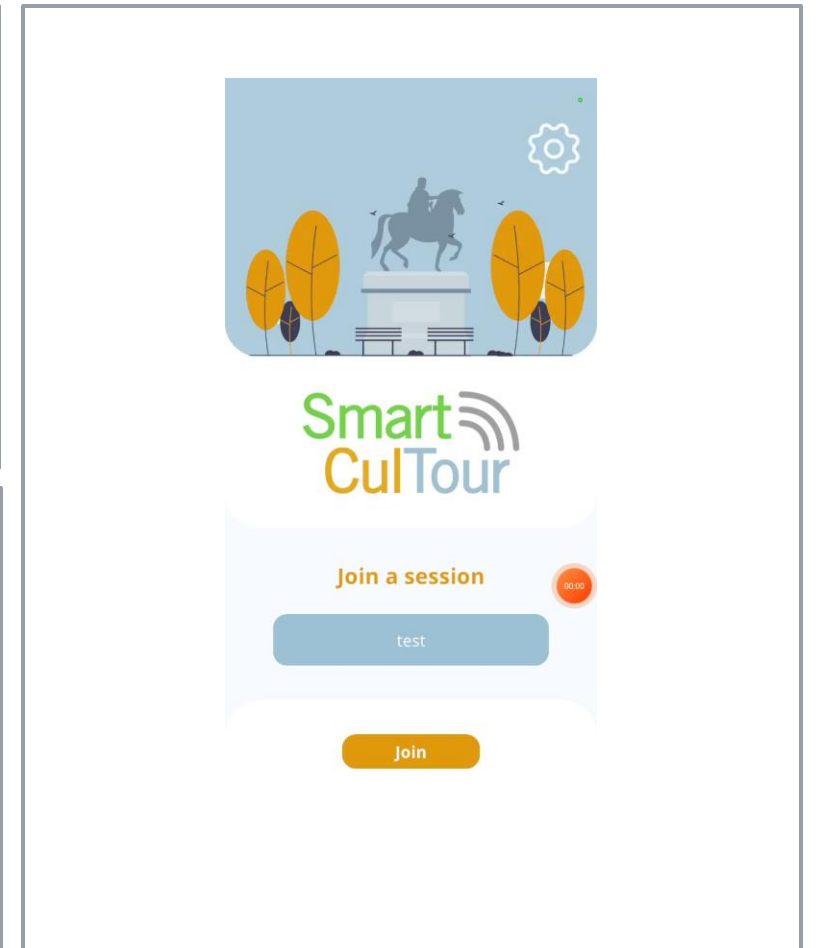
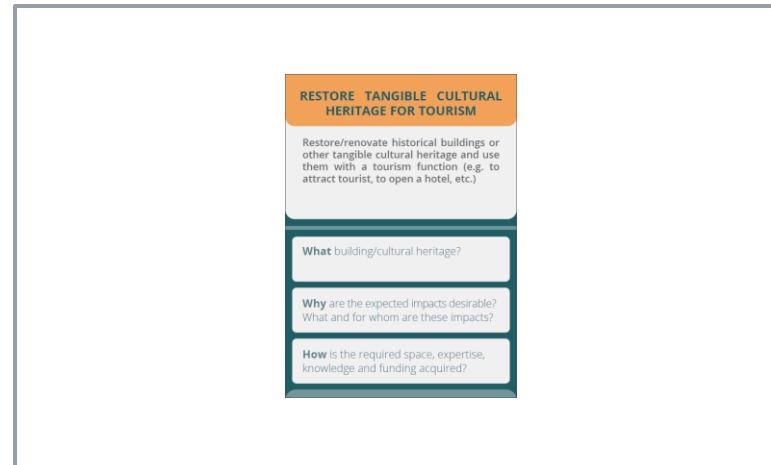
Vlaanderen
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THE SMARTCULTOUR GAME

Aim: stimulate a dialogue and collaboration on regional development through sustainable cultural tourism between tourism and cultural/creative stakeholders

- With the physical policy cards, players pitch possible interventions
- Players download the SmartCulTour app on their mobile phone (Android/Apple) and select a session and player role
- Players evaluate the assigned KPIs for their role
- Interventions are being evaluated and reflected upon their success based on the KPIs assigned to the players



PARTICIPATIVE TOOLS & WORKSHOP FORMATS

- To initiate collaboration between cultural heritage managers and tourism professionals to develop a sustainable cultural tourism destination.
- To gain an understanding of different heritage policies and their sustainable impact on the cultural heritage destination.
- To see the game as an intervention within a safe space and derive learnings from gameplay for real life interventions.



ARE POLICY IMPROVEMENTS IN DIGITAL TOURISM NEEDED?

DIGITOURISM: The intention of the project is to improve policies of the partner regions (structural funds and regional policies) to foster tourist channeled innovations in the digital realities sector

- Focus on R&D of Digitalisation in tourism needed in policy making
- Prioritization of funding opportunities through financial instruments
- Increase the use of available ERDF funds to overcome the digital divide
- Invest in human capital (up- & reskilling of digital expertise)
- Develop market-ready products and services
- Increase the number of strategic networks between R&D companies, SMEs and universities (clusters)

*Thank
You*



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