



“Smart Tourism - Smart Destinations:
Cultural Heritage, Digitalisation and
Sustainability aspects”

27 January 2023 | 11:00-12:00 am (CET)





Smart Tourism - Smart Destinations

Cultural Heritage | Digitalisation | Sustainability

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www.culturaltourism-network.eu

European Cultural Tourism Network (ECTN)

the only pan-European network
of destinations, regional and local authorities,
tourism boards and associations,
Universities and research institutes that brings
together the cultural and tourism sectors to
cooperate for
Sustainable Cultural Tourism
development and promotion



**Formed in Brussels in May 2009, as a merger of 2 previous networks
39 members in 21 countries, including 6 Non-EU countries**

**Founding member of the European Heritage Alliance 3.3
Signatory of the European Tourism Manifesto
EC DG EAC Stakeholder in EYCH2028**



Relevance to ReInHerit Horizon2020 CSA

- Cooperation, Communication and Innovation Exchange between Museums and Heritage Sites
- Cultural Heritage (tangible and intangible) presentation to Citizens and Tourists
- Sustainable Cultural Heritage Management
- Networking of Cultural Heritage Professionals, Innovation and Tech Experts, Museums, European Heritage Label sites
- Digital Cultural Heritage Ecosystem – Digital Hub for all Stakeholders (Museums, Heritage Sites, Policy makers, Professionals and Communities, including Tourist DMOs)
- Tools and Resources including Tourism, as well as Training, Conservation, Preservation, Visitor Experiences
- Smart Tourism Apps – Policy Guidelines



Smart Tourism - Smart Destinations

- **European Capital of Smart Tourism – EU initiative**
- **Smart Destinations - UNWTO initiative**
- **Transition Pathway for Tourism: with co-creation and co-implementation procedures, several references and topics on Cultural Heritage, Digitalization, Smart and Sustainable Tourism – EC DG GROW (2022-2030)**
- **Sustainable Development Goals (SDGs) - UN**
- **Synergies with other initiatives by EU, UNWTO, ETC, EHA**
- **2023 ECTN Conference & Awards theme, related to ECTN Presidency Pafos as ‘European Capital of Smart Tourism 2023’ (together with Seville)**



EUROPEAN CAPITAL OF **SMART TOURISM**

https://smart-tourism-capital.ec.europa.eu/index_en

Smart Tourism

“Smart tourism responds to new challenges and demands in a fast-changing sector, including the evolution of digital tools, products and services; equal opportunity and access for all visitors; sustainable development of the local area; and support to creative industries, local talent and heritage” (European Commission DG GROW)

Smart Tourism is thus closely related to the preservation and promotion of cultural heritage with digitalisation, in **sustainable cultural tourism** development and promotion.

The new ‘**European Capital of Smart Tourism**’ Award since 2019, has related components of ‘**Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity**’.





Sustainability does not only mean to manage and protect natural resources, but to reduce seasonality impacts on the environment and to involve the local host community.

Accessibility includes services that are multilingual and digitally available to all travellers and visitors, regardless of their age, cultural background or their physical disability.

Digitalisation uses digital technologies to enhance all aspects of the tourism experience, enabling simpler access to services for all travellers, as well as to help local businesses to grow.

Cultural Heritage & Creativity: Protect and capitalise on the cultural heritage as well as local potential and its creative assets for the benefit of the tourism destination, the industry and the visiting tourists in general.

Aim of the European Smart Tourism Capital awards:

to promote innovation to strengthen smart destinations in Europe, to enhance tourism offers for visitors and to facilitate new partnerships, networking and the exchange of best practice. It also aims to foster the EU's forward-thinking tourism offer to global audiences and sustainably increase attraction to pioneering destinations that offer unique visitor experiences

The COVID-19 pandemic has had a significant impact on the tourism industry. With many cities, regions and tourist destinations now looking to recover and grow back, it is relevant to develop and implement **smart tourism** policies and practices in line with **green** and **digital** transition, for tourism regeneration and relaunching.

All of the above lead towards '**Smart Destinations**'.



INITIATIVE OF
THE EUROPEAN UNION



SUSTAINABILITY

DIGITALISATION

ACCESSIBILITY

CULTURAL HERITAGE & CREATIVITY

NOW AVAILABLE ONLINE!
**LEADING EXAMPLES OF SMART
TOURISM PRACTICES IN EUROPE**

From the 2022 European Capital
of Smart Tourism competition

https://smart-tourism-capital.ec.europa.eu/leading-examples-smart-tourism-practices-europe_en

Smart Tourism Capitals

- ▶ 2019: Helsinki and Lyon
- ▶ 2020: Gothenberg and Malaga
- ▶ 2021: cancelled due to COVID-19
- ▶ 2022: Bordeaux and Valencia
- ▶ 2023: Pafos and Seville



PAFOS

2023

*EU Tourism Capital*



SEVILLE

2023

*EU Tourism Capital*

Announcement of Pafos and Seville as European Capitals of Smart Tourism 2023

Brussels, 9 November 2022

- ▶ https://vimeo.com/773772522?embedded=true&source=vimeo_logo&owner=98038722
- ▶ https://smart-tourism-capital.ec.europa.eu/seville-winner-2023-competition_en





Pafos at the 3rd Smart Destinations Conference



<https://www.youtube.com/watch?v=SEziGbaZ06A>



EUROPEAN CAPITAL
OF **SMART TOURISM**

SmartTourismCapital.eu

PAFOS 2023

What the title means?

The European Capital of Smart Tourism initiative recognizes **outstanding achievements by European cities as tourism destinations** in four categories: sustainability, accessibility, digitalisation as well as cultural heritage and creativity.

This EU initiative aims to promote smart tourism in the EU, network and strengthen destinations, and facilitate the exchange of best practices.



EUROPEAN CAPITAL
OF **SMART TOURISM**

SmartTourismCapital.eu

PAFOS 2023

Aims of the initiative

The initiative aims to:

Promote: Promote the rich tourism offer of European countries and increase citizens' sentiment of sharing local tourism-related values.

Strengthen: Strengthen tourism-generated and innovative tourism development in the cities, their surroundings and their neighbour regions.

Increase: Increase the attractiveness of European cities that are awarded the title and strengthen economic growth and job creation.

Establish: Establish framework for the exchange of best practices between the cities and create opportunities for cooperation and new partnerships.

Inform: Inform the travellers of the sustainable and outstanding tourism practices in destinations they are visiting.

Encourage: Encourage sustainable socio-economic development in tourism destinations across Europe.



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PAFOS 2023

Why Pafos?

1. Has completed a series of innovative actions in all four categories:
 - sustainability,
 - accessibility,
 - digitalization
 - cultural heritage and creativity.
2. Responded successfully to new challenges and demands in a fast-changing sector, including the evolution of digital tools, products and services; equal opportunity and access for all visitors; sustainable development of the local area; and support to creative industries, local talent and heritage.
3. Has a plan, resources and willingness to change things for a better and SMARTER EU



PAFOS REGION



EUROPEAN CAPITAL
OF **SMART TOURISM**

SmartTourismCapital.eu

PAFOS 2023

Benefits for the destination

1. It will implement a series of projects and actions in 2023 and following years
2. Will gain international recognition and its image will be enhanced further
3. It will receive promotion both internationally and locally
4. It will be benefited through a strong networking with other previous capitals
5. Will have the opportunity to source funding for several projects
6. Citizens and businesses will benefit of a better and smarter life

Smart Destinations UNWTO initiative

<https://www.smartdestinationsworldconference.org/>

Smart Destinations UNWTO initiative

The ‘**Smart Destinations**’ initiative of UNWTO is closely related to the next generation of sustainable **cultural tourism** development, management and promotion.

A **smart destination** is one with a strategy for technology, innovation, sustainability, accessibility and inclusivity along the entire tourism cycle: **before, during and after the trip**.

A smart destination is also one with residents as well as tourists in mind, factoring multilingualism, **cultural** idiosyncrasies and seasonality into tourism planning.



'5 pillars' of smart destinations /smart cities:

- **innovation**
- **technology**
- **accessibility**
- **sustainability**
- **governance**



UNWTO
World Tourism Organization

Smart Destinations are key to the transformation of the tourism sector; by continuously and accurately measuring, integrating and analyzing data for efficient decision-making, prioritization and anticipation of challenges, they create a seamless and exciting experience for tourists while managing local resources efficiently, including **cultural assets**.



‘Smart destinations deploy digital applications that make it possible to offer increasingly customized services and to differentiate **cultural tourist destinations** that provide added value while preserving the natural, social and **cultural** environment.

Smart destinations can make tourism governance more inclusive through inclusive entities, such as boards, trusts or foundations, which represent all public/private stakeholders in the destination. They can help ensure maximum accessibility in sites, products and services, eliminating barriers to mobility.

Transition Pathway for Tourism

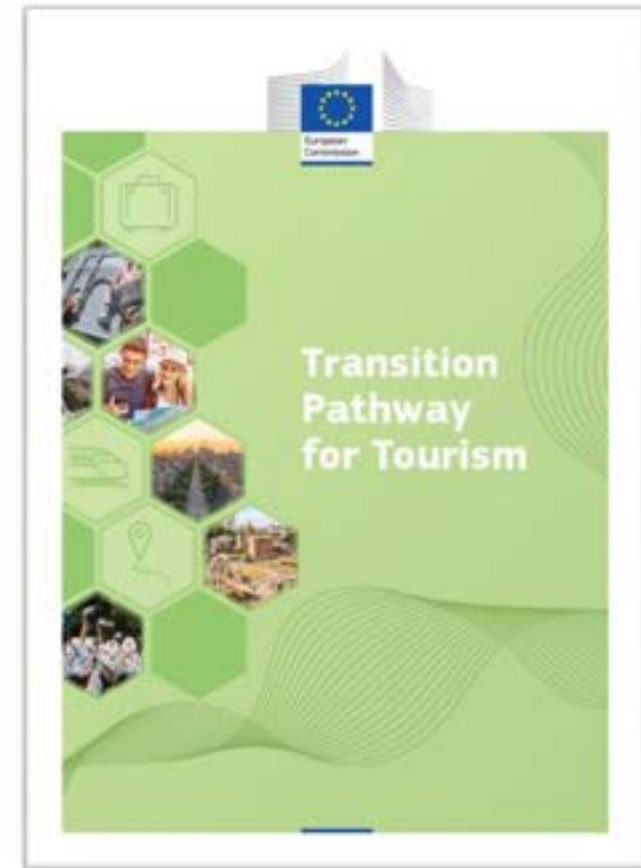


European
Commission

Transition pathway for tourism published 4/2/2022

- Policy and governance
- Green transition
- Digital transition
- Resilience
- Funding
- Monitoring and co-implementation

Transition Pathway report at EU Publications Office portal:
<https://op.europa.eu/s/vNbN> available in 22 languages



SWD - 21 June 2021



Online targeted stakeholder consultation
Until 15 Sept 2021

16 workshops with stakeholders
5 Oct – 15 Dec 2021



9 meetings with MS experts, Council
Meetings with EP, EESC

5 consultations with EC policy services - 2 consultations with Industrial forum

Co-creation

**Publication
Feb 2022**

3 x year, started
June 2022

**Publication of
commitments**

**Call for
Commitments**

Opened
8 Feb 2021

**Online
platform**

Expert groups

**Sharing of
best practice**

First event
13 Sep 2022

**Evaluation of
progress**

Yearly from
2023 onwards

Co-implementation



European
Commission

Digital transition

Data-driven tourism services
Clear online information offer
R&I for digital tools and services
Interoperable data space for tourism
Digitalisation of SMEs and destinations

Collaborative and smart destination governance
Comprehensive tourism strategies
Expanding tourism indicators
Multimodal travelling
Short-term rentals

Policy & governance

Green transition

Circular tourism services
Sustainable mobility
Companies reducing environmental impacts
R&I projects and pilots on sustainable tourism
Experimenting environmental footprint methods for tourism

Facilitating travelling (cross-border, coordinated rules sharing)
Skills and education development
Fair and good quality jobs
Accessible tourism services
Diversification of tourism services, including resident perspective

Skills & resilience

Networking,
Best practice sharing

Awareness raising
(skills needs, transition benefits)

One-stop-shop to
resources (skills, funding)

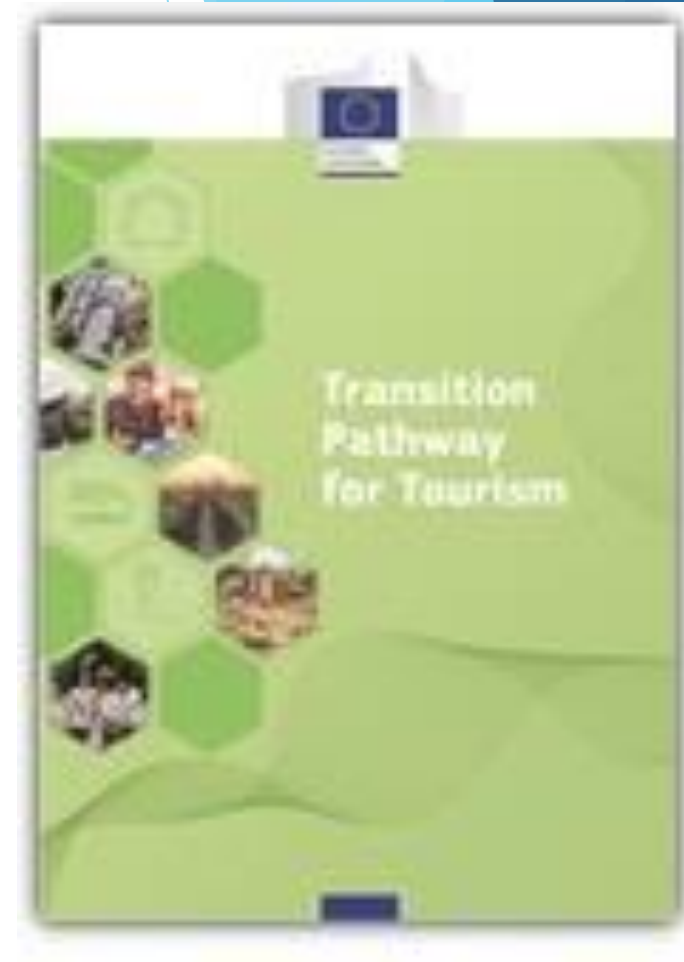
Stakeholder support

Transition Pathway for Tourism

- measures and outputs needed to accelerate the green and digital transitions and improve the resilience tourism ecosystem
- to encourage and invite all groups and stakeholders to engage through a collaborative approach involving all stakeholder groups
- tourism stakeholders to present their commitments to the transition pathway establish collaboration processes for the co-implementation and monitoring
- follow-up to be facilitated by an online stakeholder collaboration platform

Smart and sustainable tourism strategies

- tackling the specific challenges of tourism destinations (climate mitigation and adaptation needs⁶³, infrastructure needed to improve sustainability, pressures on biodiversity, water resources or pollution);
- specific strengths of tourist destinations in terms of natural resources, cultural heritage and the potential to give customers unique and authentic experiences;
- Inclusiveness and accessibility



Transition Pathway for Tourism

Several and highly relevant references on:

virtual and augmented reality services provide new ways to help preserve natural and cultural resources at risk, while enabling real-like visitor experiences

linking with the objectives of European data space for cultural heritage to **digitise cultural heritage assets**, R&I in this area could provide new innovative, sustainable and accessible forms of tourism services

innovative tourism services using advanced technologies (virtual reality, augmented reality, AI) and digitized cultural heritage

develop and implement **smart** and sustainable tourism strategies at the right level in order to emphasise local identity specialities by encouraging the promotion and quality craftsmanship, especially for regions that highlight their gastronomy, local knowledge and traditions.



Transition pathway is an invitation to act

- **Transition pathway for tourism is a collaborative effort for all of us**
 - Share information about it with your stakeholders and collaborators
 - Launch discussions on national/regional/local level on existing and potential synergies between TTP objectives and strategies for long-term development
- **Get concretely engaged**
 - Recognise relevant areas of action and embed them in your respective strategies and practices with clear communication to all relevant actors (partners, workers, customers)
 - Present concrete pledges through the online form
- **Stakeholders will be kept informed of the upcoming co-implementation developments**
 - Stakeholder events
 - Call for stakeholder experts to Commission-coordinated working groups – to be published
 - Online stakeholder support platform (in 2023)
- **DG GROW tourism team is available to participate in discussions and webinars to discuss the Transition pathway for tourism**



Virtual and Augmented Reality

- Virtual reality (VR) and Augmented Reality (AR) provides individuals with a brief, but realistic, preview of cultural and heritage travel destinations.
- Research shows that behavioural intention is affected from VR / AR tourism in order to travel to a physical destination depicted in the virtual world.
- Results revealed that VR / AR tourism led to greater spatial presence, enjoyment, destination image, intentions to travel, and willingness to pay compared to printed materials or reading an e-brochure.
- “The sense of being in a virtual environment increased the enjoyment of the VR / AR tourism experience and had a positive effect on tourists’ attitudes and behaviours”

SUSTAINABLE DEVELOPMENT GOALS





The EU has adopted the UN SDGs through COM(2016) 739

▶ **SDG 11 – SUSTAINABLE CITIES AND COMMUNITIES**

- ▶ Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve **cultural and natural heritage, assets on which tourism depends.**

▶ **SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION**

- ▶ The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards **sustainability**. Tools to monitor sustainable development impacts for tourism will result in enhanced economic, social and environmental outcomes.

SDG 13 – CLIMATE ACTION

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.

development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.

Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.

SDG 17 – PARTNERSHIPS FOR THE GOALS

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.

Partnership of Tourism with Cultural Heritage

Synergies for post-pandemic recovery of Sustainable Cultural Tourism

Smart Tourism Destinations



European
Commission

Smart Tourism Destinations is a European Commission initiative to support EU cities to facilitate access to tourism and hospitality products and services through technological innovation.

EU cities learn how to implement innovative digital solutions to make tourism sustainable and accessible, fully leveraging on their cultural heritage and creativity to improve the tourism experience.



SMART
TOURISM
DESTINATIONS

In particular, the project focuses on how EU cities can adopt data-driven approaches to become or improve as a **smart tourism destination**, and it will be characterised by the involvement of a large number of stakeholders, including as policy-makers, private sectors practitioners and academic researchers.

<https://smarttourismdestinations.eu/>

Priorities

Tourism is an important driver of economic and social development. The sector stimulates economic growth by generating income, employment and investment in Europe, and through its exports to origin markets worldwide. It helps to sustain our cultural and natural heritage, provides revenue to fund facilities and infrastructure enjoyed by visitors and residents, and promotes an awareness of a common European identity and citizenship distinguished by its diversity.

Sustainability

Identify and support good practice in capacity and destination management so that supply adapts successfully to demand, and ensure that the quality of the visitors' experience goes hand in hand with the quality of life of local communities.

Social and cultural sustainability: manage impact on local culture and communities in destinations; maintain long-term employment in the tourism sector with fair working conditions for all, especially in key sub-sectors where recruitment and retention remain a challenge (e.g social protection, remuneration, equal opportunities, equal treatment

EUROPEAN
TRAVEL
COMMISSION

ETC Tourism4Recovery

- Invest in fast rollout of rapid broadband services to rural, coastal and mountainous areas, especially in the surroundings of non-motorised, cultural and natural thematic routes (such as greenways)
- Invest into **transformation of cultural and natural heritage sites** into a customer-centred digital infrastructure to leverage the full potential of their role in boosting the industrial transition to digital and sustainable
- Support self-organised and self-guided tours and itineraries all over the territory, based on IT applications (GPS points, geopositioned information, real-time availability and booking facilities, etc.)
- Invest in the digitalisation of tourism public administration and their services by supporting the digital transformation of Destination Management and Marketing Organisations inc. cultural and heritage facilities and providers, thematic routes related to natural and cultural heritage



UNWTO Cultural Tourism Recovery Guide

Good Practices

- Convention on Tourism Ethics
- Tourism & Rural Development (World Tourism Day 2020)
- Indigenous Tourism Sustainable Development
- Gastronomy Tourism Development Guidelines
- Urban Tourism Recommendations
- Google Arts & Culture
- UNESCO Creative Cities response to COVID-19
- World Heritage Convention (ICOMOS, IUCN, ICCROM)
- UNESCO Sustainable Tourism Pledge (with Expedia)
- World Heritage Journeys of Europe platform by UNESCO and National Geographic



EHA Manifesto

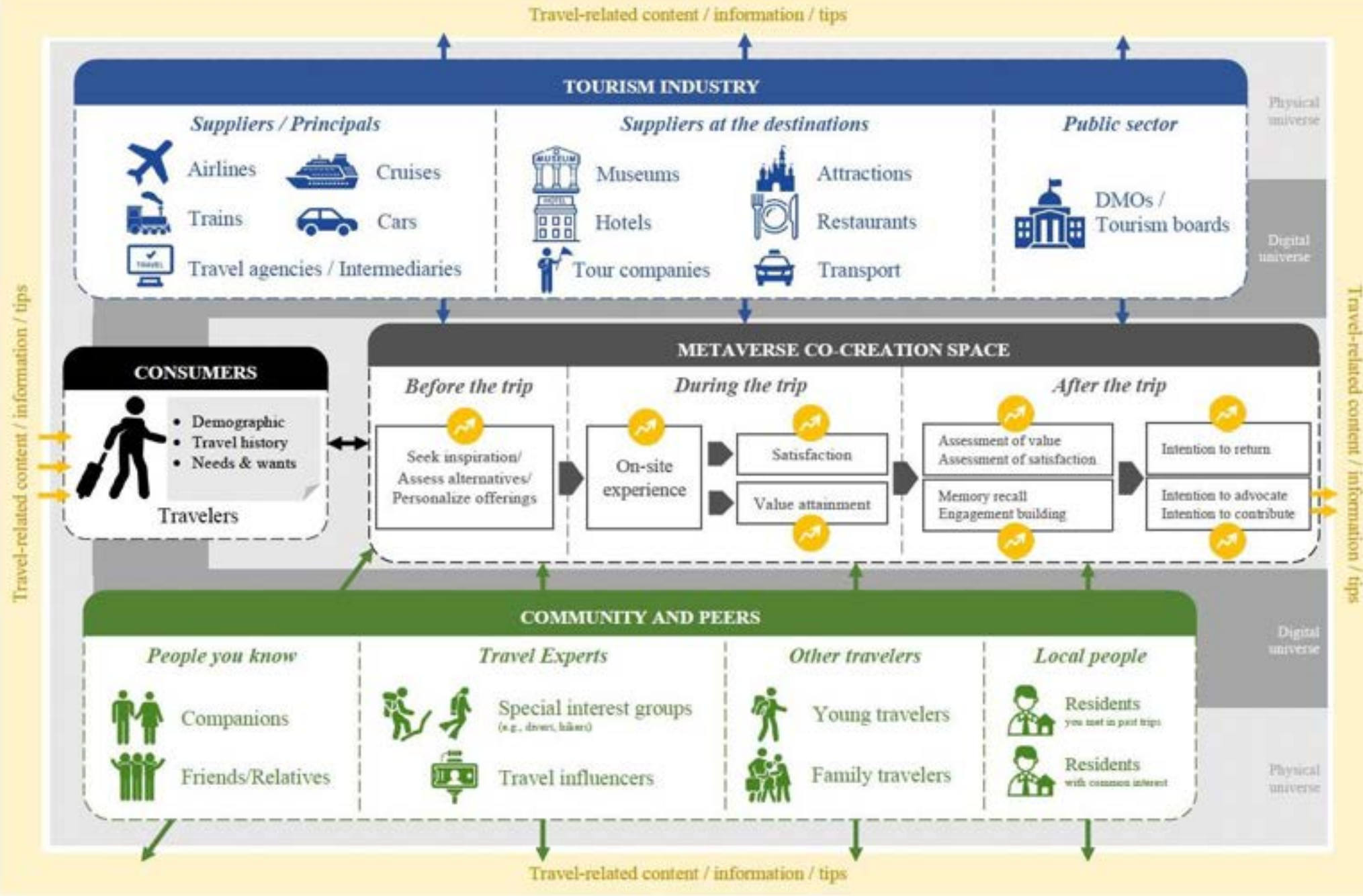
Cultural Heritage: a powerful Catalyst for the Future of Europe

EXPERIENCING EUROPE Faced with the catastrophic impact of the pandemic on the tourism industry due to travel and mobility limitations, which puts 13 million European jobs at risk, we fully support the appeal for a major “EU tourism rescue plan”. This plan should include special measures for the revival of cultural tourism, one of the largest and fastest growing tourism segments worldwide which accounts for 40% of all European tourism. **Tourism needs cultural heritage and cultural heritage needs tourism.** But we recover from this crisis by using it as an opportunity to promote more innovative and sustainable forms of tourism. In doing so, we will deliver lasting benefits for public and private owners of heritage sites and the communities that surround them, generating higher quality experiences and greater enjoyment for visitors.



Metaverse

- ▶ The concept of the metaverse refers to the creation of virtual worlds, which are centred around social connections. This can take many forms, from virtual reality experiences, where users are placed in a digitally transformed environment, to augmented reality overlays of the real world, or even through video games.
- ▶ Often, the concept of the metaverse is also associated with users having control over a digital avatar, which is then used to communicate with others who are active in the metaverse. Aside from its social component, businesses are also exploring the various opportunities the metaverse provides for them to reach customers wherever they are.
- ▶ This has then led to the metaverse being seen as one of the emerging [tourism trends](#). As metaverse tourism opportunities continue to emerge, and as user adoption increases, it is likely that the metaverse will play a larger role in the tourism industry, enhancing communication and the customer or guest experience.



ReInHerit Horizon 2020 CSA outputs

Digital Hub

Tools and resources (on training, tourism, conservation, preservation, knowledge creation, content use/ reuse, illicit trafficking of goods) necessary for sustainable management will be shared through the digital platform that will host the ecosystem. This ecosystem will also be the experiential open-ended space that will support and generate entrepreneurial initiatives, knowledge produced through co-creation, curation of digital content and visitor experiences

ECTN offers its substantial EU network for further project scientific results dissemination & exploitation & communication, particularly in relation to cultural heritage tourism

Smart Tourism Apps - Policy Guidelines by ECTN



ReInHerit Smart Tourism Apps

- Interactive maps
- Interaction between users
- Integration into social media

- General description of the tourist destination and available smart solutions
- Cultural Heritage assets of the destination (both tangible and intangible)
- Accessibility for all (inc. for persons with disabilities and mobility handicaps)
- Sustainability of Tourism (Economic, Social, Environmental)
- Digital presentation of cultural assets, to enhance the visitor experience
- Creativity possibilities – Creative Tourism offers, also involving CCI (optional)

- Links to European Cultural Routes (including of the Council of Europe)
- Links to European Heritage Label sites and UNESCO WHS

ECTN Conference and Awards 2023

Pafos, Cyprus, 18-21 October 2023

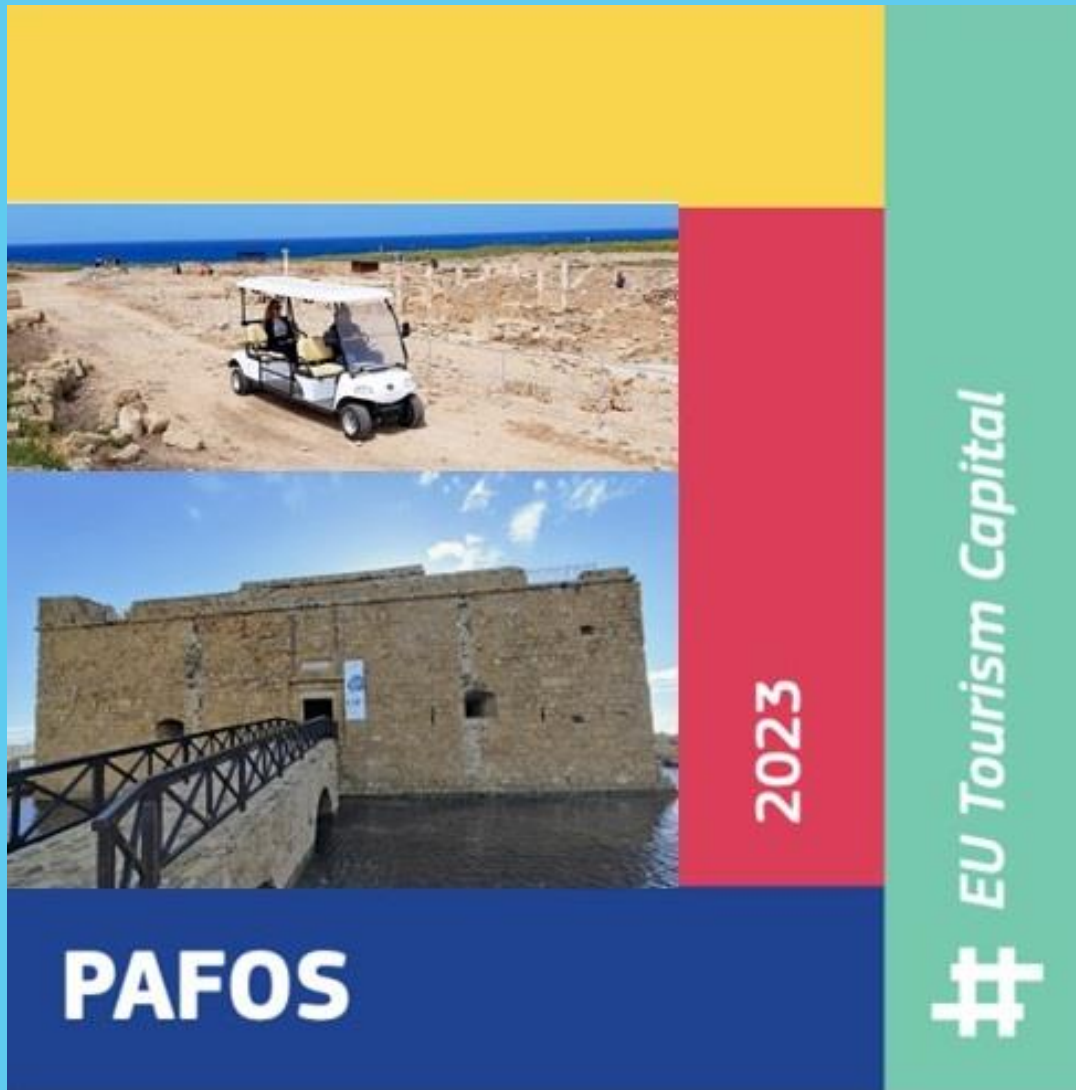
Smart Tourism - Smart Destinations

Cultural Heritage | Digitalisation | Sustainability

including previous Smart Tourism Capitals and ReInHerit CSA



Thank You !



www.reinherit.eu