






IMPACTOUR in a nutshell

-  The IMPACTOUR project started on 1st January 2020. With a grant of M€2.9 from the European Commission, it will create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism.
-  IMPACTOUR brings together multi-disciplinary teams from the fields of data science and engineering, cultural heritage, tourism management and accessibility to devise a new, data-driven approach to managing cultural destinations.
-  Cultural tourism sites across Europe are participating in IMPACTOUR to develop and test the IMPACTOUR Tool. The IMPACTOUR Tool will provide data and new insights on Cultural Tourism that will help to guide European policies and practices in this area.
-  The project aims to strengthen the role of Cultural Tourism as a driving force in the growth and economic development of sustainable European regions.
-  Cultural Tourism has been recognized as one of the drivers of growth, jobs and economic development, as well intercultural understanding and social development in Europe regions and urban areas.

Contact details: UNINOVA-CTS

Attention: IMPACTOUR, Prof. João Martins, Project Director
Campus Da Caparica Quinta Da Torre 2829-516 Caparica, Portugal
Email: impactour_geral@uninova.pt

 <https://www.impactour.eu>  H2020_Impactour  @H2020_impactour

Coordinator



Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870747.

Photo credit: Crypt of the Monastery of Memleben © IMG | Frank Boxler, Walkers on Way of St. James, Italy, Primavera85



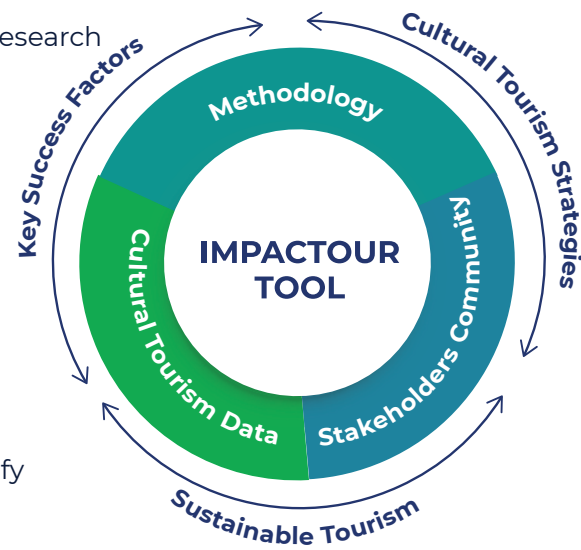
Managing tourism impact on cultural destinations



www.impactour.eu

➤ IMPACTOUR – a consortium of 12 European partner organisations, is funded by the EU Horizon 2020 Programme.

It addresses the challenges of tourism impacts by applying new research methodologies in Artificial Intelligence and machine learning to develop innovative tools that can guide and support planners and managers in European cultural tourism destinations.



➤ IMPACTOUR aims to identify appropriate data sets and deliver new data-driven management tools to enhance the capacity of cultural tourism managers to develop their sites and destinations in a sustainable way, working towards the UN Sustainable Development Goals, avoiding negative social and environmental impact.



Managing impact of the COVID-19 pandemic

The COVID-19 pandemic has turned many of our expectations about tourism development upside-down. We are experiencing a radical downturn in travel behaviour, which has removed the phenomenon of “over-tourism” (perhaps only temporarily) but presents a new threat of economic ruin for tourism businesses, workers and communities. For managers facing the COVID-19 crisis, preserving businesses and jobs is the first priority, ensuring liquidity and maintaining skills and knowledge in cultural tourism venues. Under these conditions, it is more important than ever to gather appropriate data from multiple destinations in order to help achieve tourism sustainability.

Data is the key!

Working with the IMPACTOUR Pilot Destinations, the project team draws data from many sources to develop a rich database from which the smart management system is developed.



1 Locations of the IMPACTOUR Data Pilot Sites



2 Trajectories of domestic visitors of Saaremaa, Estonia, in August 2018 based on Mobile Positioning Data from mobile phones.



3 Overnight stays by French tourists, 2019 compared to 2018, Tourisme Aveyron, France.

IMPACTOUR aims and impact

The overall outcomes of IMPACTOUR will be two-fold:

- 1 To optimise the travel experience for visitors - to experience something uniquely for themselves
- 2 To support Cultural Tourism actors and destinations over the long-term, by the continuous application of data-driven planning and development tools.

IMPACTOUR – supporting the SDG’s by:



Turning **data** into **key knowledge** that can be used by all actors and stakeholders to monitor and manage their performance.



At the **business** level – sharing the benefits of sustainable development, by supporting long-term economic benefits.



At the **community** level – promoting slower aspects of tourism; dispersing visitors and helping a wider and sustainable development.



Increasing the **value** and **uniqueness** of each cultural destination, by showing what they offer to the visitor.



Encouraging **visitors** to experience the diversity of cultures and places in the European landscape, with more “inland” and “rural” tourism and taking the pressure off cities and other mass tourism venues and attractions.



Promoting **safe, comfortable, accessible and inclusive tourism experiences** for people of all ages, access needs and abilities.

