

IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas



IMPACTOUR Pilot Site, Fajã dos Cubres, Calheta, Island of São Jorge, Azores

Newsletter No. 5

About IMPACTOUR

The IMPACTOUR project started on 1st January 2020. With a grant of M€2.9 from the Europe an 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.


The project aims to strengthen the role of Cultural Tourism as a driving force in the growth and economic development of sustainable European regions.

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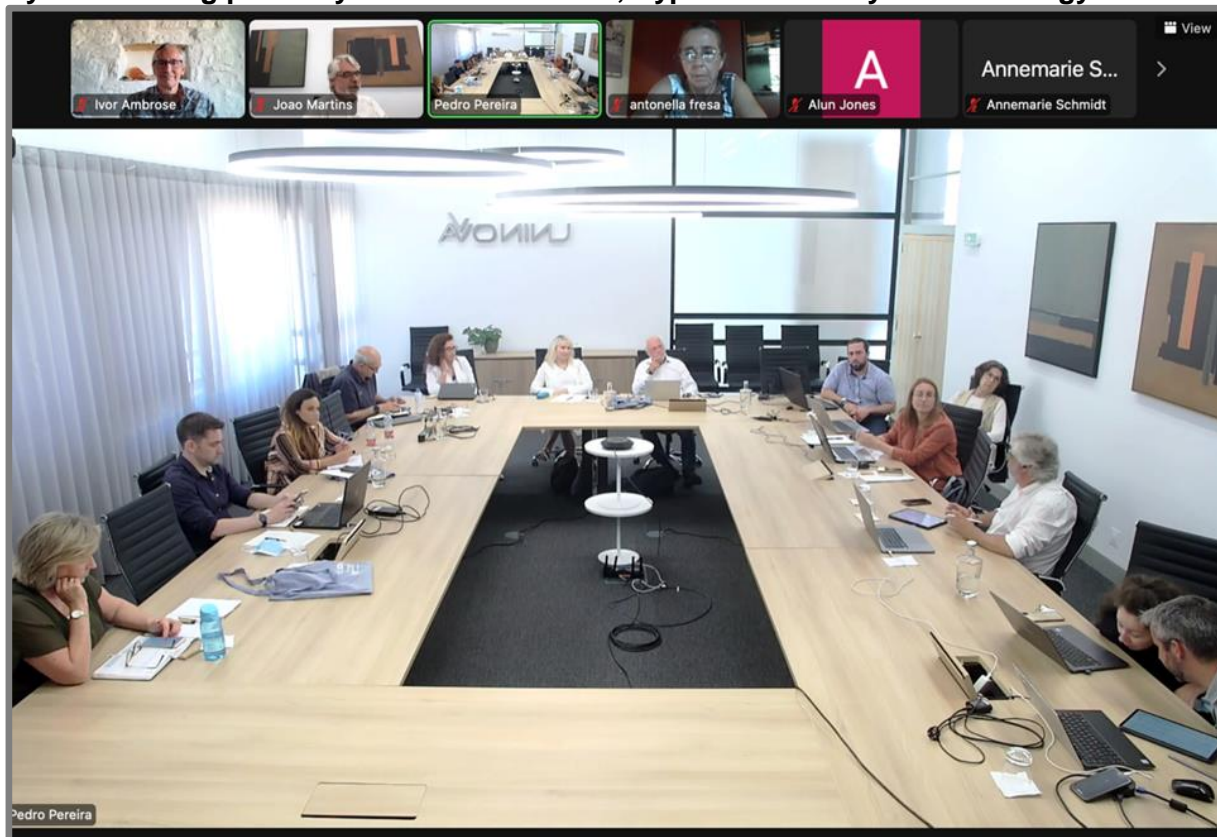
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IMPACTOUR hosts workshop on policy-making with EC and H2020 “sister” projects

UNINOVA, Caparica, Portugal, 5 July 2022.

Hybrid meeting photo by Marinos Ioannides, Cyprus University of Technology



Project team members from the H2020 Cultural Tourism projects, IMPACTOUR, SPOT and SmartCultur met with the EC project officer in a hybrid meeting in July to discuss policy-related issues arising from the three research and innovation projects. Particular attention was paid to planning the continuation of the projects through coordinated actions. IMPACTOUR partner, ENAT, has committed to maintain the IMPACTOUR website for 5 years beyond the end of the funding period in June 2023. This will allow all three projects to distribute their online content and maintain contact with stakeholders through the IMPACTOUR website and online Community.

Smart
CulTourIMPACTOURSPOT

IMPACTOUR Partner profile: AMRAA, Azores

In this Newsletter we profile one of our project partners, AMRAA, providing an insight into their activities across the multiple destinations of the Azores archipelago and autonomous region of Portugal, and their connection to IMPACTOUR.

Association of Municipalities of the Autonomous Region of the Azores (AMRAA)



The Association of Municipalities of the Autonomous Region of the Azores (AMRAA) is a local administration public body that works with all 19 municipalities in the Azores. Its main tasks are linked to the implementation of coordinated public local policies with local authorities and the participation in intermunicipal projects, having in mind the main

challenges of the Azorean municipalities in the regional, national and European contexts. Some of AMRAA's activities are:

- 1) Propose, elaborate and intervene in projects, programs and plans for integrated development in the Region, providing the Regional Government or other entities with information and collaboration;
- 2) Respond to queries made by the Regional and National Government on legislative initiatives relating to municipalities;
- 3) Participate in the various structures of a consultative nature in the Region in which dialogue with local authorities is foreseen;
- 4) Create, maintain and improve their own information and support services for municipalities;
- 5) Provide training and professional development actions to municipal employees;
- 6) Establish relationships that reinforce municipal principles or contribute to the health, culture and well-being of citizens, being able to collaborate with other national or foreign municipal associations.

The association is a privileged partner for policy making initiatives, linked with the regional and national legislative process and with the follow up of local public policies. By participating in several organisms/commissions, the Association of Municipalities of the Autonomous Region of the Azores ensures that the legal and constitutional principles of local autonomy are defended and that local authorities are represented at regional, national and European level. Most of our activity is linked to this participation in several commissions, committees and councils in order to build new views on governance and promote the cooperation between the several national and European governance public authorities.

As a member and founder of the Confederation of the Outermost Municipalities, AMRAA has participated and organised several conferences and debates, meetings and projects having in mind the importance of the true implementation of positive discrimination measures, aiming to ensure the rights of European citizens that live and work in these outermost territories of Europe. Also, AMRAA, holding the presidency of the Confederation, conducted the application as observer member of the Congress of Local and Regional Authorities of the Council of Europe and led several international projects.

Most of AMRAA's projects were linked to fields such as innovation and e-governance, sustainability, civil and emergency protection, good practices in local governance and policy making in the European context.



AMRAA's role in the IMPACTOUR project is to identify strategies that lead to cultural transformation, as well as competitiveness and impact indicators for sustainable tourism, having a significant role in the project pilots, being responsible for two Validation Pilots - São Miguel Island and Lagoa das Furnas – and five Data Information Pilots - Fajã dos Cubres, Pico Island, São Jorge Island, Terceira Island and Corvo Island.

AMRAA has organised and held the second face-to-face meeting of the IMPACTOUR project – “IMPACTOUR Atlantic Session” –, which took place on São Miguel Island, Azores, in April 2022, having introduced some of its Pilots to the other partners. The workshop allowed the project partners to meet again, bringing them together in the activities proposed by the project, while providing greater contact and connection between all.



Azores crater lake

IMPACTOUR Workshop at the 15th Conference for Cultural Tourism in Europe

Krk, Croatia, 19-22 October 2022.

The overall theme of the conference was "Relaunching European Tourism through Cultural Heritage and Digitalisation" and the IMPACTOUR workshop addressed "Advanced innovative Cultural Tourism tools for Europe's economic Recovery".



Joao Martins (UNINOVA) and Graham Bell (EUROPANOSTRA) participated in the workshop as IMPACTOUR members.

Other participating Horizon 2020 projects included ReInHerit and SmartCulTour.

The other two main speakers were Milena Popova (EUROPEANA - Program and Business Development Manager) and Cecilie Smith-Christensen (Founder & catalyst at World Heritage Catalysis, Expert advisor to the UNESCO World Heritage Sustainable Tourism Programme and Board member of ICOMOS Norway).

Further information: <https://www.culturaltourism-network.eu/conference-2022.html>

Madeira Digital Transformation Summit

Funchal, Madeira, 24 – 27 October 2022



The European Commission sets out the vision for Europe's Digital Decade by 2030 proposing the Digital Compass that revolves around four cardinal points: Government, Infrastructures, Skills and Businessess.

The Madeira Digital Transformation Summit rose to this challenge in a forum where the EU's Digital strategy was debated to achieve the visionary objectives at European and regional levels.

Bringing together notable speakers from the European Commission, Government, Academia and Industry, the Summit set the scene for a human-centric vision in a digital society. Needs, expectations, developments and innovative solutions were discussed aiming at digitally empowering citizens and businesses to improve, grow, innovate and compete on fair terms, while achieving climate neutrality.

Topics

Covering a wide range of digital transformation areas including Health, Manufacturing, Maritime, Smart Cities and Energy as well as the full set of digital services being created and offered via the network of European Digital Innovation Hubs.

Challenges

Discussing Horizontal Challenges for unlocking Digital Transformation potencial. At technical side ranging from Artificial Intelligence, Big data and Cybersecurity and at societal level including Digital Literacy, Skills and Social Inclusion.

Opportunities

Joining policy makers, authorities, industry, researchers and the community of users in a unique high level discussion and networking forum, supported by research and innovation cooperation mechanisms that will pave the way for the next digital generation.

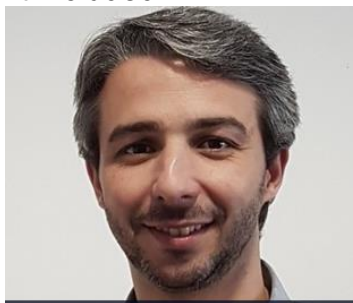
<https://summit.digit-madeira.pt/>

IMPACTOUR speakers at the Summit included:



João Martins

UNINOVA



Pedro Pereira

UNINOVA



Graham Bell

EUROPA NOSTRA



IMPACTOUR at 3rd World Smart Destinations Conference, Valencia, Spain

Valencia, 21-23 November 2022. By Ivor Ambrose, ENAT

The Government of Spain, together with the Generalitat Valenciana, Valencia City Council, Visit València Foundation and with the collaboration of the UN World Tourism Organization, held the 3rd World Conference on Smart Destinations at the Palacio de Congreso in Valencia.

The event put an added spotlight on Valencia, together with the city of Bordeaux, France, which both received the European Commission's award for, "Smart Tourism Capitals of Europe, 2022". Moreover, Valencia has received the accolade: "World Design Capital, 2022".

The conference showcased a number of innovative projects and many international contributions presented success stories of the Digital Transformation of Destinations.

The president of SEGITTUR, Enrique Martínez, made a notable speech about the Spanish national certification system for "Intelligent Tourist Destinations" (DTI) that was initiated by his organisation as early as 2013. This unique approach has engaged hundreds of towns and cities in a process of monitoring indicators and gaining the DTI certificate by those that fulfill certain requirements, out of a long list of desirable actions on Sustainability, Accessibility, Innovation, Governance and Technology. (There are 262 indicators and 97 requirements, in the 2022 edition).

“Accessible Tourism for All” in Smart Destinations

I had the privilege, as invited speaker, to present ENAT and IMPACTOUR in the session, “The Value of Accessibility in Smart Destinations”. After briefly presenting the purpose of ENAT and the work of our members and partners, I underlined the fact that *“hard data” on the value and volume of the accessible tourism market and even on the supply side, is badly lacking*, both at national level and in Europe as a whole. We simply do not have regular statistics on this subject, for example in the OECD Tourism Satellite Accounts. So globally, there are few available, relevant data. Only occasional "one-off" studies, such as those commissioned by the EU Commission in 2014-15, and VisitEngland (2020), have provided in-depth insights into the market conditions.

Meanwhile, it is important that destinations gather relevant data and plan to make their tourism assets accessible to all visitors, for both economic and social reasons. I pointed out that the European Tourism Indicators System (ETIS) and the Global Sustainable Tourism Council (GSTC) schemes for destination management both include criteria and indicators on Accessibility but we have very little knowledge about who is gathering such data on a regular basis, and what difference this is making to tourist destinations, businesses or, indeed, to visitors with disabilities or specific access requirements.

The IMPACTOUR project involves almost 30 Cultural Tourism (CT) destinations across Europe, gathering data on multiple criteria and indicators. The IMPACTOUR Tool, which is currently under development, will support destination managers in the selection of the most suitable development Strategy for CT in their site, in particular with the goal of managing visitor flows appropriately.

I referred to IMPACTOUR Tool, as described by the project coordinator, Joao Martins:



“Taking into consideration the type of site (rural, urban, natural or itinerary/route), and the objectives identified for each site, the IMPACTOUR tool will present to the user a set of strategies and actions that can be followed in order to reach the desired objectives. The tool will monitor the Key Performance Indicators in order to assess the effective impacts of the actions.



This assessment will be used in order to learn the effectiveness of the various actions, so that the list of actions related with the several strategies will be always updated. Using an algorithm based on Artificial Intelligence techniques, the IMPACTOUR Tool will use past information in order to have the best possible list of fruitful actions to be taken (obviously taking into consideration the different types of cultural tourism destinations/sites).

“Furthermore, when a new site joins the IMPACTOUR system, a clustering analysis will be made in order to check who are the “closest” sites to the manager's own, and inform the manager about the successful strategies and actions followed on those sites. In this way the IMPACTOUR Tool provides an innovative, “learning” management tool that reflects and responds to changes in the indicator measurements, in something close to “real-time”.

Conference website (shortened link): <https://tinyurl.com/smart-destinations>

Join the IMPACTOUR Community



IMPACTOUR

The IMPACTOUR Community is a growing online forum of 200 cultural tourism professionals, data scientists, tourism managers and policy makers, educators and NGOs who share and learn from each other on themes related to **managing cultural tourism destinations**.

Register with the IMPACTOUR “Open Social” Community to join the conversation with team members from the project Partners and Pilot Sites.

You can join thematic discussion groups, send and receive posts and even create new Groups on subjects that interest you. **Join here:** <https://www.impactour.eu/user/register>

“Smart Cultural Tourism Destinations” Group on LinkedIn



IMPACTOUR has started the **LinkedIn Group: Smart Cultural Tourism Destinations**, where CT professionals, scientists and interested individuals and organisations can meet online and share information and ideas in the field of cultural tourism.

Our particular focus, in keeping with the IMPACTOUR objectives, is to explore how we might improve cultural tourism destination management through the collection and use of data and analytical techniques, with the aim of achieving sustainable sites that support local communities and enhance the visitors’ experience and understanding.

LinkedIn members - Join over 150 members and get involved in the group!

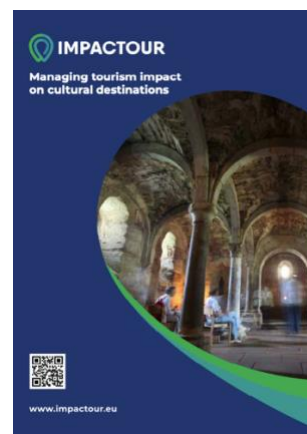
Visit: <https://www.linkedin.com/groups/9053513/>

IMPACTOUR Brochures

Download the brochures in PDF format from these links:



[IMPACTOUR Brochure no.1 \(A4 size, 2 pages\)](#)



[IMPACTOUR Brochure no. 2 \(A5 size, 6 pages\)](#)

IMPACTOUR – Partners



<https://www.impactour.eu/>

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