



Dear readers,

In our journey across Europe and beyond to valorise cultural heritage, we experimented with different paths, learned many lessons, and met new fellow travellers.

Now that our project is approaching its end, we would like to share with you all our precious baggage of knowledge, hoping that it will help you in your own travel.

You are reading a special issue of our newsletter, dedicated to the TEXTOUR approach to co-develop cultural tourism strategy development. It features all the resources that TEXTOUR created so far, which are all freely available on our website.

Our methods propose operational tools, such as an adapted version of the Business Model Canvas, to integrate social and technological innovation into cultural tourism actions in an inclusive way.

You will find PowerPoint, papers, articles, business model format, and much more. If you are interested in developing cultural tourism strategies in your area do not hesitate to get in touch and spread the word by sharing this newsletter with your fellow travellers.

Let's keep rethinking cultural tourism in Europe and beyond!

Dr. Claudia De Luca
Junior Assistant Professor of the Department of Architecture,
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TEXTOUR 7-STEPS METHODOLOGY

TEXTOUR's 7-step methodology is an innovative co-creation method in which local communities are involved since the beginning in a participative process to identify the strengths and weaknesses of their territories and the best way to valorise their heritage without damaging it.



7-steps towards co-developed cultural tourism

Discover TEXTOUR innovative methodology for sustainable cultural tourism development in our PageFlow

[PageFlow](#)

TEXTOUR FREE RESOURCES

TEXTOUR produced a rich set of multimedial resources to support the uptake and replication of the project's methodology.

Guidelines and resources



[Cultural tourism development strategy \(ppt\)](#)



[TEXTOUR business model canvas](#)



[Sustainable Cultural Tourism is just 7 steps away](#)



[TeXTOUR's Key Performance Indicators](#)



[The four pillars of sustainability as foundation for cultural tourism and remote areas development](#)



[Policymaking recommendation from six Horizon 2020 sustainable tourism projects](#)

INTRODUCING THE SCALABLE TERRITORIES

"Scalable Territories" are cultural sites that the TeXTOUR project has selected for replicating the bottom-up approach to setting out actions in line with the project's spirit.



Caretos na região de Trás-os-Montes - Eco Museum Zagori - Itinerarium Rosaliae - Menjez Village - Sabbioneta

[Go to Scalable Territories](#)

TE~~X~~TOUR

Social Innovation and **TE**chnologies for sustainable growth through participative cultural **TOUR**ism

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