

Regenerating and Managing Rural Heritage

Handbook for Administrators and Stakeholders

A Nation's culture resides in the hearts and in the soul of its people
Mahatma Gandhi

From the Project *Re-Cultural Heritage – Reviving of cultural heritage: Social and Economic Empowerment of Rural Areas*

KA220-ADU - Cooperation partnerships in adult education

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INDEX

Introduction.....	p.5
Aim of the Handbook	
Targets	
Meaning of "Rural Heritage"	
Guide to the Handbook	
Strategies aimed at reviving Rural Heritage	p.9
a. Institutional powers and local stakeholders.....	p.10
Záhrada Garden – Centre of Independent Culture	
Participatory conversion on historical irrigation systems into cultural routes	
b. Financial resources.....	p.16
Pactum of Römerland Carnuntum	
Your vine, your wine	
c. Sustainable tourism.....	p.22
Lake Bohinj Management	
Sustainable attractions and wine industries	
d. Digital and communication.....	p.28
Reconstrucción Virtual	
Virtual Museum of the Mediterranean Diet	
The experience of competence Centre NEMECH	
Measures to reinvigorate the economic-cultural attractiveness of rural destinations.....	p.35
e. Tangible heritage.....	p.36
Restoration Courses by Santa María de Albarracín Foundation	
Cultural Heritage Management by the Santa María de Albarracín Foundation	
f. Intangible heritage.....	p.41
Mastiha Cultivation Project	
Panigiri	
Conclusions.....	p.46
Successful drivers	
Outcomes and future perspectives	
Map	
Sources.....	p.49
Sitography	
Bibliography	
Further good practices	

Chapter I

Introduction

Aim of the Handbook

With the continuation of the Covid-19 pandemic, urban and, above all, suburban green areas have ended up gaining renewed visibility as an escape valve and an escape route for a large part of the population. The time has come to rethink these areas in terms of social, cultural and economic potential – hence employment – on which it is worth investing with new strategies of competitiveness, enhancement of culture and community involvement.

Tourism is one of the main sectors of the European economic system. It has a great impact on the development of territories and on the innovation models of entrepreneurial activity. The pandemic emergency that alarmed the entire world population from the first months of 2020, has had serious repercussions on the entire European tourism system. It has hit the major European capitals, has further underlined the social, economic and cultural imbalances of the internal rural areas. These villages are symbols of a minor but widespread historical, cultural and environmental heritage. The **Re-Cultural Heritage Project** seeks to improve the cohesion of the local communities through educational paths that support the personal development of teachers, citizens and minorities towards employment and labour market integration. The intent is to build a strategy of economic and employment development linked to quality tourism and to underline the role that a proper appreciation of cultural heritage can play in the regional economic development.

In the frame of the Re-Cultural Heritage Project, “Regenerating and Managing Rural Heritage Handbook for Administrators and Stakeholders” (from now “the Handbook”) presents innovative strategies and measures for the regeneration of “rural areas”, at the same time contents and containers of cultural values. Through a careful search for European best practices, **the Handbook manages to address the following needs:**

- 1- The increasing abandonment of rural areas, caused by urbanization and the **lack of job opportunities**, especially for younger generations
- 2- The necessity to include minorities in the economic system by developing training paths, in order to access **employment and interaction at the social level**
- 3- Promoting awareness on the importance of cultural heritage in innovative and modern terms for the creation of a **sustainable local economy**

4- **Training adults** in the field of restoration of the historical, cultural and environmental heritage in order to **create new jobs**.

Target

The aim of the Handbook is to offer **local administrators** a multisectoral training course on ways to facilitate the process of rural areas regeneration based on utilization of cultural and creative potential of territory. The Handbook is also addressed to **youngsters, local stakeholders and communities** that live in these rural areas or want to work in the cultural education field, in order to activate training programs that alternate training and qualification with productive work. In this way, this target group participates in the recovery and valorisation of the urban system and its heritage.

*Taking in specific consideration the necessity to include **minorities** in the economic system, the Handbook focuses on the analysis of inclusive best practices, where less advantaged groups are taken into account through supports to access the heritage regeneration process and the world of cultural economies.*

Meaning of “Rural heritage”

Rural areas can be distinguished by their **tangible aspect**: the old and historic buildings contained, ruins, archaeological sites, natural areas and cultural landscapes. Some national legislations refer to “natural beauties”. The European Landscape Convention (Council of Europe 2000) defines “landscapes” as a certain part of the territory, as perceived by the people, the character of which derives from the action of natural and/or human factors and their interrelationships. This element has gained more importance with the adoption, in 2003, of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage. Therefore, cultural and rural areas, are also relevant as a heritage of **intangible values**. These are traditions such as arts, music, traditional dances, but also uses related to the world of work, such as agricultural techniques, which have often had positive impacts on the landscape aspect and features.

These traditions, some of which also related to restoration of old buildings, have been transmitted from generation to generation for centuries but today some of these risks of being lost. Many people have left these areas to move to the city, and many young people are not very motivated to stay. It is important to recreate appeal of these areas. Bearing this in mind, the involvement of local communities – through policies that are new and in favour of them - in the processes of revalorization and intangible heritage represent an important opportunity.

Guide to the Manual

The Handbook, through Chapters 2 and 3, provides an overview of the best practices of regeneration of rural heritage and its economic potential in Europe. A list of dominant factors have been identified as necessary to regenerate rural areas: institutional powers and local stakeholders, financial resources, sustainable tourism, digital and communication, and measures to revitalize tangible and intangible heritage. Therefore, the case studies selected have these features.

On the example of the case studies brought in, proper strategies do emerge to develop the cultural, natural, and creative potential for local development. As shown in **Chapter 2**, strategies are policies, tactics and modus operandi that public administrations and research centres, first of all, should adopt. Likewise, concrete measures already implemented at European level can be transferred to rural patterns, their tangible and intangible heritage and used as a core for rural development and attractiveness. In particular, measures contained in **Chapter 3** consist of those more specific actions aimed at revitalizing tangible or intangible rural heritage. In this area, private entities, such as foundations, as well as local communities and other territorial stakeholders play an important role.

The selected strategies and measures follow a **specific structure** in order to be understood, reader-friendly and educational.

Slovakia, Banská Bystrica, 2010-2022

LINK TO OTHER CHAPTERS

Financial resources
Intangible heritage



Each case contains **geographic and time references, links to other case studies**

and **QR codes**.

Direct and indirect targets will be identified so as to address the reader to those cases of their own interest.

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT		x	x	x	x
INDIRECT	x				

Strategies and measures are then described and analysed from different points of view: reason for the initiative, objectives, type of action with a specific attention to the **actions for inclusion**, involved targets, factors of influence and outcomes of the initiative. A brief **bullet-points summary** follows so as to identify the basic structure of the initiative, whose final goal is to be transferable and playable in other rural contexts.

BEST PRACTICE IN BULLETS POINTS

MULTISOURCE FINANCING BASED ON THE PROJECT ACTIVITIES WITH EFFICIENCY GAINS:

- Volunteering is a key force to move forward;
- Well-established cooperation of different stakeholders;

INCREASED EQUITY AND FAIRNESS:

- The target group of the initiative involved minorities

Chapter II

Strategies aimed at reviving Rural Heritage

Strategies are policies, tactics and modus operandi that public administrations and research centres, first of all, should adopt and/or support

a. Institutional powers and local stakeholders

Záhrada Garden – Centre of Independent Culture

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT		x	x	x	x
INDIRECT	x				

Slovakia, Banská Bystrica, 2010-2022



Záhrada (the Garden) – the Independent Culture Centre was officially established by active citizens and artists in Banská Bystrica as a

unique cultural and community point in 2010. It is a non-profit organization that first existed as an informal community of artists, cultural managers, and volunteers. The dominant feature of the Centre is a fruit garden serving as a public park as well as a place for meeting, exhibitions or concerts. The premises, where the Garden is located, went through several phases of reconstruction, mostly managed by volunteers and financially supported through donations, crowdfunding, but also through financial support from the Norwegian funds. The Centre premises located in the historic centre serve as a multifunctional theatre studio with an open dramaturgy, as well as a relaxation zone. The Záhrada Cultural Centre is currently a fully established organization in Slovakia and abroad as well as a co-founding member of the Association Antena – Network for Independent Culture in Slovakia. It is managed by a professional working team (6-10 persons).

The main purpose of the Garden is to **implement the educational, creative and artistic activities aimed at supporting**

democracy, human rights, marginalized group’s rights, fight against extremism or other negative features in society. It is one of a key partner Human Forum initiative. It provides the space for contemporary art in the form of theatre and dance performances, concerts, festivals, and exhibitions, as well as its own artistic production and education. Part of the Centre is a café, a partial source of the Garden’s revenues.

In addition to creative and artistic activities, the Garden is an island of positive deviance and a platform for many human rights events and civic activism. It is also a home stage of the Municipal Theatre - Divadlo z Pasáže (Theatre from the Passage), which was established in 1995 as the only professional community theatre in Slovakia working with people with special needs. There is also a strong **focus on cooperation** with the other marginalized groups as refugees, persons with weak social background, or persons from the LGBTI+ community, person with different religion or nationality. The specific attention is paid also to the events focused on children and families to support the community solidarity and self-realization.

During 12 years of existence, Záhrada organized more than 1800 events, hosted more than 40 artists’ residence stays and co-productions. The offer of the Garden is

wide. It includes the alternative, dance, theatre, electronic, music events, events for children, stand-up comedy, workshops, lectures, etc. Among popular activities belongs also the organization of local hand-made trade market supporting the local creative producers or SWAP events aimed at the exchange of fashion clothes or plants, pub quizzes etc. The activities of the Garden are mainly financed by the projects (Erasmus +, Slovak Arts Council; Norwegian funds, Visegrad Funds, etc.), so it means that the sustainability of Záhřada is based on multisource financing and volunteering.

To the main factors that influence the development of Záhřada belong a strong **initiative from down**, the need to defend the interests of democratic society, especially artists and marginal groups. In this process,

BEST PRACTICE IN BULLETS POINTS

MULTISOURCE FINANCING BASED ON THE PROJECT ACTIVITIES WITH EFFICIENCY GAINS:

- Volunteering is a key force to move forward;
- Well-established cooperation of different stakeholders;

INCREASED EQUITY AND FAIRNESS:

The success of Záhřada is based on the well-established cooperation with the Municipal Theatre - Divadlo z Pasáže (Theatre from the Passage) engaging the disabled people. The theatre does not have own space for performances, so the Garden

the dominant role plays social capital as a driver for this initiative, which is now fully accepted by the local government, NGOs, state administration. Because of the limited financial sources of Záhřada there is a high interest in financial efficiency. The Garden is an excellent example how to become a prosperous cultural (but not only) institution based on the volunteering activities and community initiatives supported by cultural managers and artists. It has a strong position as a partner in local development activities as well as the representative of community itself.

LINK TO OTHER CHAPTERS

Financial resources
Intangible heritage

- The target group of the initiative involved minorities

ACTIONS FOR INCLUSION

provides them with their own premises and other necessary support for organizing performances. The main offer of Záhřada is an organization of special oriented events aimed at marginal groups (PRIDE BB, beneficial concert for the supporting the partner city in Ukraine, and other).



Záhřada (<https://www.zahradacnk.sk/zahřada>) Foto: Hamza Makhchoune



Performance Much More than nothing (Mesa) foto Ján Chmelík

Participatory conversion on historical irrigation systems into cultural routes

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x	x	x	x
INDIRECT					

Spain, Altiplano de Granada, 2017 - 2024



The Altiplano is located in the north of Granada's province, in the South-East of Spain. It is a flat semi-arid area with poor soils and an extreme climate due to its altitude, continental influence, and the presence of surrounding mountains. These characteristics have contributed to the creation of a unique landscape where the historical relationship between humans and the environment has built balances based on sustainable use of resources, particularly water and soils. This has allowed the creation of traditional and historical irrigation systems that form real oases of great beauty with numerous cultural and environmental values. Their construction dates mainly from the Middle Ages, during the Islamic period. Over the past fifty years, in Spain, the modernization of agriculture, the rural population exodus, and public policies have changed the ways in which farmers use water for irrigation. The abandonment of traditional irrigation and terraces has exposed the land, soil, and biodiversity to degradation. This has been further aggravated by increasingly frequent extreme meteorological events and the misconception of modernizing those systems according to the canons of conventional industrialized systems. In addition to their extremely valuable environmental value, irrigation systems also have historical and cultural value.

Therefore, reasons for initiative of two European projects (already implemented H2020 project REACH and running H2020 project INCULTUM) and many local initiatives, is to **convert some of the existing pathways contiguous to the irrigation channels and oasis into cultural route of great attractiveness**, in terms of landscape, cultural and environmental values. The overarching objective behind these routes is **to link them to agrarian local production, rural heritage, traditional practices, and ecosystem services**.

The crucial factor that influenced the conversion of historical irrigation systems into cultural routes is the participation of local communities. In the context of tourism development, the **participatory-collaborative approach** is an essential prerequisite for achieving sustainability and the **Sustainable Development Goals**. The specific concept of tourism development based on participation, community-based tourism generates benefits for residents in the developing world by allowing tourists to visit these communities and learn about their local environment, their culture, habits, and natural or cultural heritage. Stakeholders, both on the side of demand and supply, must understand and follow sustainable tourism principles, because it helps to save authentic tourism destinations for future generations. These principles are implemented in Altiplano de Granada, as local irrigator communities manage irrigation systems.

These farmers are the owners and experts of the canals, agrarian spaces, traditional practices and their values. The participatory approach and role of feeling the ownership will offer them a leading role in proposing, building, and managing the routes, so that they will keep the control and autonomy and the benefits will return directly to the local communities, generating positive impacts. The implementation of **co-governance initiatives** has had a direct impact on reinforcing the resilience of this heritage, increasing its capacity to face current challenges, which are directly connected to global and climate change (for more information, see: Civantos et al., 2020). Involved stakeholders include municipalities in which are located irrigation systems, local farmers, public institutions (mainly municipal

offices), local citizens, voluntary associations, professionals (archaeologists, water management specialists, tour guides, etc.). The implementation of participatory conversion on historical irrigation systems leads to production of new cultural routes. The **participatory approach** used in this case study led to production of unique knowledge and know-how in building cultural routes with high environmental value in rural areas and increased the effectiveness of the proposed solution and satisfaction of the target groups and involved stakeholders. Responsiveness of public organizations and private stakeholders towards citizen's need through enabling their active participation and direct decision-making on irrigation channels empower welfare created inside the communities of Altiplano de Granada.

BEST PRACTICE IN BULLETS POINTS

- The central point is a focus on local communities
- Cultural heritage is perceived as a tool for social intervention with real impact, given various current socio-political, economic and ecological high stakes
- Cultural heritage attempts to help improve the population's daily reality through empowerment and attempting to convince the local, regional and national administration to take these rural realities into account, giving rural communities a stronger voice in

the local, regional and national discourse, governance and policy-making

ACTIONS FOR INCLUSION

Inclusion of communities where traditional practices and knowledge are being abandoned. Inclusion of municipality

stakeholders and policy makers lead to preserve and improve rural heritage. Respecting the need to organise policy making for economic and social benefits,

maintaining productive activity preserves landscapes, as well as cultural, social, and environmental values. Intervention and mediation become the focus on overcoming

social conflicts and lead to social empowerment, sustainable economic development, and cultural and social recognition.

LINK TO OTHER CHAPTERS

Financial resources
Sustainable tourism
Tangible heritage
Intangible heritage



The example of landscape in Altiplano de Granada, municipality Benamaurel



The example of landscape in Altiplano de Granada, municipality of Castril

b. Financial resources

Pactum of Römerland Carnuntum

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x			x	
INDIRECT		x	x		

Austria, Römerland Carnuntum region, 2019



Located between Vienna and Bratislava, the Römerland Carnuntum region boasts rich cultural heritage dating back to Roman times.

One of the fastest growing regions in Europe, its 30 municipalities are increasingly confronted with competing interests regarding fast-paced growth and cultural preservation. Architecturally speaking, the region is confronted on one hand with the great land-use pressure resulting from the development of settlements, industries and services; on the other, the development of a planning and building culture that considers and preserves its cultural landscapes.

The **Pactum of Römerland Carnuntum**, signed by the region's 30 mayors, calls for an intermunicipal commitment to common and

mindful planning as well as the implementation of architectural activities. The main partners involved in the management of this project are the Technical University of Vienna and the Regional Development Association Römerland Carnuntum. Built around nine principles, the Pactum is tested in follow-up projects, including innovative participatory formats, to implement criteria to preserve built cultural heritage through a regional planning Advisory board. The principles mentioned above are:

- 1) Strengthening existing local and settlement areas instead of outward growth.
- 2) Preservation of green spaces and open spaces through mindful and coordinated development of habitats

- 3) Development of high-quality sites, planning new settlement areas sparsely and concisely
- 4) Sustainable planning and building
- 5) Tying planning and building advice to quality criteria
- 6) Careful preservation of the architectural heritage
- 7) Planning and building for the generations to come
- 8) Briefing citizens on region-specific and sustainable planning and construction
- 9) Implementing competitions for planning and design

Participatory workshops shape an exchange with mayors, politicians, civil servants, master builders, architects and spatial planners, etc. The debates include other regions, as well as lectures from international experts and address topics such as possible scenarios related to climate change or the future of landscaping in the area.

The type of **financial resources** involved are private funding and University funding. Furthermore, the initiative received funds from the EU LEADER programme and has been developed by the Regional Development Association Römerland Carnuntum, the Club of Rome Carnuntum and the Vienna University of Technology.

BEST PRACTICE IN BULLETS POINTS

- This practice provides public authorities v co-define shared principles for sustainable
- A toolbox with practical tips facilitates im secure long-term impacts. From this exp

The total budget for this project amounts to 90,858 EUR and accounts for costs related to professional, event management as well as staff fees. Specifically, 40% of the overall sum has been spent for personnel costs, while 40% went to the Vienna University of Technology for their professional management activities. Concretely, the University is responsible for the moderation of a participatory adaptation of overarching federal guidelines on building culture to a regional level. Moreover, 15% of the funds is dedicated to the organization and implementation of those training events (workshops, plenary sessions, etc.) aiming at fostering discussions among the stakeholders involved. This is a vital part of the project that helps the relevant parties achieve meaningful and effective solutions and therefore reach the project goal. Lastly, 5% of the overall budget is channeled to public relations, printing, events such as local activities that prompt awareness and knowledge of land use and building culture.

LINK TO OTHER CHAPTERS

Institutional powers and local stakeholders

consensus amongst the locals while securing bro commitment

- It also provides an example of how to transfer na the local level via a broad participatory process



LENA

Unseren Lebensraum
gemeinsam Nachhaltig
gestalten



Your vine, your wine

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT		x		x	
INDIRECT	x		x		

Italy, Valle dei Laghi, 2018



“Your vine, your wine” was a collective project among the vignerons of Valle dei Laghi. The type of financial resources involved were coming from crowdfunding activities. The campaign was successful. €9,100 were collected which was 113% of the necessary amount (€8,000). Finished on 13 December 2018, the campaign was prepared by Marco and Stefano Pisoni, vignerons from Trentino. Their family has been cultivating the vineyard and producing wine since 1852.

Cousins Marco and Stefano Pisoni saw **crowdfunding as a way to achieve several goals** at once: to raise resources for the ambitious project of a new vineyard in the middle of the hills, to build the loyalty of a network of qualified contacts, and to promote and raise awareness of Reboro.

The whole amount of the funds raised was entirely dedicated to the production of Rebo grapes, a local variety that took the best from Merlot and Teroldego. The production took place on the San Siro hill, one of the most suitable places in the Valle dei Laghi (Trentino), at the crossroads between Lake Garda and the Brenta Dolomites, a World Heritage site.

The project started on Saturday 3 November on the Eppela platform, and it has been active for the next 40 days. It has **involved hundreds of Italian and foreign “donors”**. The results were possible by the combination of professionalism in the fields of communication and new technologies, alongside the great and contagious enthusiasm of Marco and Stefano Pisoni.

LINK TO OTHER CHAPTERS

Financial resources
Intangible heritage

BEST PRACTICE IN BULLETS POINTS

- Crowdfunding is a bottom-up microfinance initiated by individuals or companies. In many examples of companies that have ‘your wine’ project is perhaps the first struc

- Crowdfunding turned out to be a way to achieve resources for the ambitious project of a new vineyard, to build the loyalty of a network of qualified contacts, and to promote and raise awareness of Reboro, a wine that stems from the age-old tradition.
- An ancient tradition passed down from generations to new digital means of communication



c. Sustainable tourism

Bohinj Lake management

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x	x	x	
INDIRECT					x

Slovenia, Bohinj, 2020-2022



Lake Bohinj is situated in the Julian Alps, a part of Triglav National Park. Lake Bohinj is located in a glacially formed lake basin and holds almost 100 million cubic meters of water and it warms up to 24°C at the surface in summer and often freezes in winter.

Lake Bohinj, as a tourism destination, was the first one to receive platinum status within the Green Scheme of Slovenian Tourism and its exceptionally diverse animal and plant life is protected by rigorous programs and organizations.

The Bohinj Destination Management Centre implemented a specific model of management of the Lake and surrounding area, turning it into a new sustainable tourism destination in Slovenia. In this regard, it was aimed at the local and regional level to promote tourism and to support the development of tourism, arts and crafts, and the hospitality industry.

The destination is today characterized by eco-friendly accommodations in the form of smaller hotels, villas, houses and campsites on the lake shores available for renting. The region also promotes **green transportation**

methods, including free public transport with green mobility cards in summer and winter. The cycling routes connecting the whole area with the neighboring villages are suitable for all kinds of tourists including families with children. Bohinj is of course also accessible by train and other forms of public transport (most notably regional bus lines), and the railway played an important role in the development of tourism in Bohinj.

Other popular activities are swimming, kayaking, renting a boat, fishing, hiking, climbing, paragliding and during winter cross-country skiing as well as downhill skiing. For some mountain trails an entrance fee is paid to get enough money for their reconstruction and maintenance.

The main **contact tourist point** is the **information and education centre** of Triglav National Park in Stara Fuzina. The premises of the centre are used for various education activities, workshops, and local community activities. It also includes a souvenir and gift shop with local products.

During the summer, the tourists can use Bohinj Card that include free transport by bus (regular services throughout Bohinj throughout the card validity and organized services in high season in a hop-on and hop-off buses, free taxi to various parts of Triglav National Park and by train; free

parking; free panoramic boat ride on Lake Bohinj, free tickets for attractions Savica Waterfall, Mostnica Gorge, all three museums, St. John the Baptist Church, free pass for use of entry/exit points and other discounts). All discounts are provided with the aim of eliminating the carbon footprint and support the public transport modes; to promote local producers and local cultural heritage. Moreover, the local producers from the Triglav National Park can be awarded the Triglav National Park Quality Mark as a proof of quality, tradition and sustainable practices. The TNP Quality Mark is awarded to providers who make and sell food and arts and crafts products, as well as those who work in the hospitality sector or provide other personal or public services in the municipalities of Triglav National Park as well as the Julian Alps Biosphere Reserve, the latter joining the **UNESCO MaB network**.

BEST PRACTICE IN BULLETS POINTS

- Eco-friendly products with special attention paid to local quality and traditional products

The events calendar features events taking place in the municipality of Bohinj that are of interest to the target audience and are not only aimed at local audiences but also all

Providers who have obtained the Triglav National Park Quality Mark are easily recognisable from the logo used for products and services that have been certified as compliant with the standards of quality concerning the protection and conservation of the environment, nature, biodiversity and cultural heritage.

LINK TO OTHER CHAPTERS

Institutional powers and local stakeholders
Tangible heritage

- The activities which aimed at responsible and sustainable tourism
- The eco-friendly accommodations; hotels, villas that are available for renting
- Eco-friendly modes of transport within the destination

ACTIONS FOR INCLUSION

kinds of groups of people including disabled. This good practice claims that any local people including unemployed, elder people can attend to the whole process regarding of the Bohinj Lake.



Lake Bohinj, Church of ST John on Bohinj, Slovenia

Sustainable attractions and wine industries

TARGETS	Local administrators	Rural, cultural, tourist, educational fields	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x		x	
INDIRECT					

France, Bordeaux, 2022



Bordeaux is a port city on the river Garonne in the Gironde department, Southwestern France. It is the capital of the Nouvelle-Aquitaine region, as well as the prefecture of the Gironde department. Bordeaux is a cosmopolitan city with over 257,000 inhabitants and listed as a UNESCO World Heritage site.

Wine is a key sector in Bordeaux's economy. As the largest wine growing region in the world with 7000 chateaux, Bordeaux is taking wine tourism to the next level. According to the CIVB (Bordeaux Wine Council) announces that 75% of the Bordeaux vineyard is now under sustainable certification. Bordeaux's sustainable vineyards are not only focusing on the health of soil (organic plant treatment), but also the energy consumption (solar panel, new cellar design) and carbon neutral system (new cellar system) during production. For sustainable wine tourism, there are countless touring options, including via eco-friendly means of access. People visit the local wineries and vineyards on foot or with electric vehicles (small trains, bicycles, segway). Some châteaux also offer you eco-responsible activities such as, enjoy picnic visits, nature trails, or even participate in the winegrower's activities.

In addition to a **sustainable wine industry**, the city offers multiple possibilities for the discerning and responsible tourist. Indeed,

pioneering sustainable wine tourism, Bordeaux was awarded the recognition of European Smart City in 2022. Bordeaux and its metropolitan area are also packed with local and ethical shops, as well as second-hand boutiques. Also, the **Bordeaux Tourist Office's** shop offers a range of regional products which support the local economy. About the transportation, the city boasts a tram network, great network of bike paths for riding bikes in the city, taking a river taxi, an electric scooter or even a segway to explore the city in a different way. Apart from the green approach to transportation, Bordeaux focuses on the integration of their facilities and applications. The integration helps tourists and locals on looking for somewhere to fill up a water bottle (freetaps), how to sort a waste or buy unsold meals, find eco-friendly accommodation, and also eco-responsible restaurants.

About other activities, Bordeaux has The Médoc lakes offers a wide range of water sports and other activities such as sailing, catamaran, paddle boat, hiking and walking and boat tours. Also, people can explore the city's surroundings by hiking from Darwin to La Maison Éco-citoyenne, where there are several different workshops based on environmental awareness, and the treasure trail Échappée Bière which leads players to heritage sites and local breweries. Those

LINK TO OTHER CHAPTERS

Financial resources
Intangible heritage

activities support local economic development, environmental and cultural protection, and at the same time create awareness of eco-responsible tourists in the city.

BEST PRACTICE IN BULLETS POINTS

- Sustainable tourism system which ensures positive local economic development, environmental and cultural protection, and also improves eco-responsible tourists
- Green approaches transportation with different types of options, availability and networks
- Local and ethical products and services in the area
- Leisure activities with eco-responsible approaches which connect local communities, cultures and tourists



Roger Lapébie cycle path, Bordeaux tour by bike taken from <https://www.bordeaux-tourisme.com/loisirs-incontournables/bordeaux-velo-coups-coeur-bordeaux-bike-experience>



Bordeaux vineyard in France taken from
<https://www.decanter.com/wine-news/opinion/news-blogs-anson/bordeaux-vineyard-prices-released-safer-397744/>

d. Digital and communication

Reconstrucción Virtual

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x			x
INDIRECT			x	x	

Spain, Belchite, 7th-15th December 2019



The small village of Belchite, situated in the province of Zaragoza, Aragón, is an important cultural centre, especially from an historical point of view. This site was indeed the

scenery of a bloody battle during the Civil War in Spain. Due to the battle, the village was destroyed, but Franco's regime decided not to rebuild the village and to leave it as a symbol of "the National victory". He ordered the building of a new village that was called "the new Belchite" as opposed to Belchite, which until then was called "the old village". The last inhabitants left the old village in 1964. Therefore, since that year, the old village was left completely abandoned, at the mercy of time, weathering, and burglars. Luckily, associations and local public bodies have taken the initiative to make the cultural heritage of the village its power, through cultural activities but also through new innovative digital tools.

In 2013, the local city council decided that things had to change: therefore it was decided to regulate entrances and to offer a brief guided tour in exchange for a small fee. Safety reasons were the driving force of this decision; but preservation and educational

reasons also played a role. This action also helped to raise money to be invested in the restoration of the old buildings to avoid degradation.

Particularly relevant was the initiative carried out by the cultural association "El Allondero". Since its creation in 2017, the association has worked on several projects focused on the recovery of heritage and the collective memory of the town. The **discovery of a set of drawings** made by Josep Rocarol, a prisoner who was held for three years in the local convict camp, made it possible to digitally recreate, with the help of locals, buildings and details of eaves, forges etc...that no longer exist today. With this graphic support, the guided walk through the old town took on new meanings. The **reconstruction of the Plaza del Pueblo Viejo de Belchite** was made possible thanks to the collaboration of the members of the association and many citizens who shared their memories, experiences, emotions, photographs, and so on. Institutions such as the Belchite City Council, the Zaragoza Provincial Council, the Library of the University of Zaragoza have also collaborated in the project. The practice is

LINK TO OTHER CHAPTERS

Institutional powers and local stakeholders
Tangible Heritage

really inspiring: the different entities and the inclusion of citizens (especially elderly people) in the realization of such a project make it an example of good practice; the most relevant point is how they have taken advantage of **new digital tools to answer to the need of preservation of the local cultural heritage.**

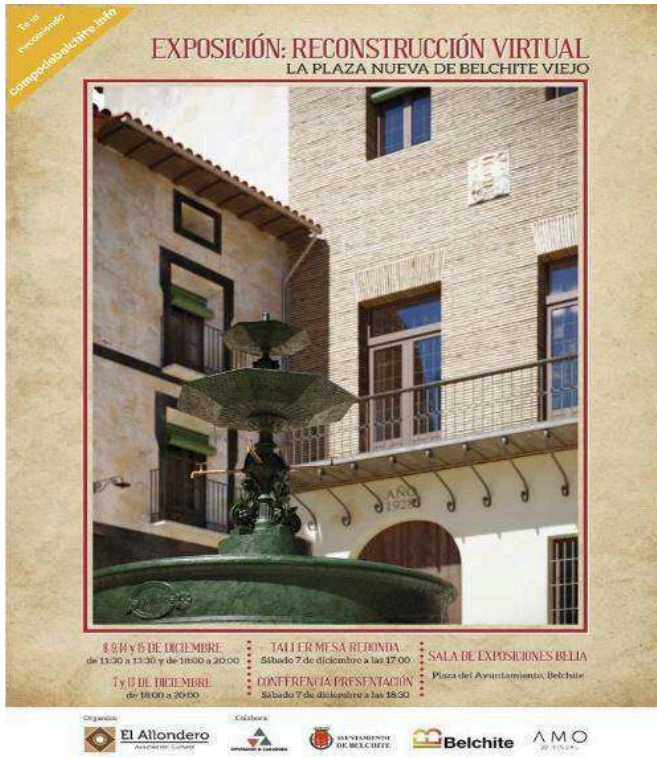
BEST PRACTICE IN BULLETS POINTS

- Use of digital tools to achieve the digital reconstruction of the old village of Belchite
- Inclusion of locals, especially old people
- Collaboration among institutions, associations and exchange of personal memory heritage
- Local benefit thanks to the virtual reconstruction

ACTIONS FOR INCLUSION

The practice saw the active participation of local people, especially old ones, in that they were the only people able to remember how the old town looked, and how people would get on with their lives in the years

immediately before and after the war. The practice also involved local institutions, such as the Zaragoza University Library and the Zaragoza Province Council, to support the process of data collection.



Poster of the Virtual reconstruction of the Plaza Nueva of Belchite Viejo from campodebelchite.info
<https://campodebelchite.info/exposicion-reconstruccion-virtual/>



Belchite village, photo from Heraldo.es
<https://www.heraldo.es/noticias/aragon/2018/06/13/que-ver-belchite-1248930-300.html>

Virtual Museum of the Mediterranean Diet

TARGETS	Local administrators	Rural, cultural, tourist, educational fields	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x	x		x
INDIRECT				x	

Italy, Naples, created in 2019 and still available



The UNESCO Convention on the Promotion and Protection of the Intangible Cultural Heritage, aims to protect the so-called "intangible heritage" in its most diverse expressions, enclosing within this definition, among other things, also the relationship and forms of interaction between the community and its surroundings, including traditions and oral expressions, knowledge and practices specifically related to agricultural and forest areas and food heritage. UNESCO has also included the so-called Mediterranean Diet within this category.

"Mediterranean Diet" refers to a set of skills, knowledge and traditions ranging from the landscape to the table and covering, in the Mediterranean basin, cultures, crops, harvesting, fishing, preservation, processing, preparation, cooking and, above all, the way meals are eaten. The Mediterranean Diet is founded in respect for the land and biodiversity and ensures the preservation and development of traditional activities and crafts related to fishing and agriculture in Mediterranean communities.

MedEatResearch, at the University of Naples Suor Orsola Benincasa, Italy first University research centre specifically dedicated to the Mediterranean Diet with the aim of

enhancing and promoting the food heritage of southern Italy, founded the **Virtual Museum of the Mediterranean Diet** in 2019. The museum is a project to **collect and digitize memories** related to Mediterranean food and specifically the Mediterranean Diet. It has been financed by the Campania region in Italy. MedEatResearch has conducted more than 150 video interviews, collecting valuable testimonies about this universal heritage, and in the Museum, it is possible to meet the testimonies of the "pioneers," that is, those who discovered and studied the Mediterranean Diet; the narratives of Campania's grandparents, defined as "living libraries," who experienced this lifestyle every day in their youth as a long life elixir; the stories of food and wine "experts" in the field of catering and production who spread it every day with their activities as well as exceptional testimonies of scientists and artists who preserve and restore its social value with their works. The museum, in addition to being a collection of customs and traditions that contributes to the preservation of such intangible heritage, has a profound educational potential, as it introduces to the typical values of a healthy and sustainable lifestyle, which respects seasonal cycles, and makes rational use and supports the preservation and enhancement of local natural resources. The Museum Websites contains several different sections, including one with numerous interviews to locals (many of them centenarians or almost so) who tell their life stories, with a particular focus on food-related themes, such as the

diet they would follow in their youth. The MedEatResearch Centre has also involved the world of education. A local high school was indeed involved in the development of several projects whose main focus was not only food; such projects were also aimed to

raise awareness on the history behind certain local traditions and to broaden their horizon from the dish to the environmental context in which they are immersed.

LINK TO OTHER CHAPTERS

Sustainable tourism
Intangible heritage

BEST PRACTICE IN BULLETS POINTS

- Creation of a virtual museum
- Digital tour of the Mediterranean Diet traditions
- Inclusion of locals, especially old people and students



MEDITERRANEAN DIET
VIRTUAL MUSEUM

Logo of Mediterranean Diet Virtual Museum from <https://www.mediterraneandietvmen.com>

The experience of competence centre NEMECH

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x		x		
INDIRECT		x		x	

Italy, Florence, 2012-2015



NEMECH (New Media for Cultural Heritage) is a Centre of Expertise on Cultural Heritage established by the Region of Tuscany and activated by MICC (Media Integration and Communication Centre) - University of Florence. NEMECH develops research projects and innovative solutions on **digital technologies applied to cultural heritage** with national and international companies, organizations and institutions. By connecting research centres and institutions, the Centre promotes the transfer of research know-how from the university to the places where cultural assets are exposed and accessed by the public. NEMECH responds to the demand for innovation and provides tools and applications of digital technologies for cultural heritage. Through the direct contact with the research developed at MICC, NEMECH develops projects and builds innovative experiments on the use of information and communication technology in the field of cultural heritage. Among others, 3D Modelling, Computer Vision, Computer Graphics, Multimedia Presentation, Natural Interactivity, Mobile applications, Sensor Networking and Smart

Computing are areas of experimentation and implementation.

An example of a project carried out by the NEMECH Centre is MNEMOSYNE: the system offers **personalized in-depth information based on the visitor's interests**. It was installed at the Bargello Museum in Florence and it used video cameras and an artificial vision software to detect the visitors' paths in the room, understand the artworks to which they were most interested, and support the definition of their individual profiles of interests. Then, the visitor approached an interactive table at the exit of the room, where he was reidentified and could access in more detailed information the artworks in which he was interested during the visit and explore links to other similar works in the same museum or in Florence. The system was non-intrusive and privacy respectful and the visitor was not required to carry any mobile device. Overall, the system provided good evidence of the opportunities that computer vision technology offers to understand people's interests and support real-time profiling with instantaneous feedback.

[LINK TO OTHER CHAPTERS](#)

Sustainable tourism

BEST PRACTICE

- Research projects development on digital
- Use of digital tools to provide a personal e

- transfer of knowledge among different society lev



MNEMOSYNE

smart museums



Screenshot from MNEMOSYNE smart museum presentation from <https://www.micc.unifi.it/projects/mnemosyne/#>



The tabletop device in the Donatello Hall shows the visitor's information - photo from <https://www.micc.unifi.it/projects/mnemosyne/#>

Chapter III

Measures to reinvigorate the economic-cultural attractiveness of rural destinations

Measures consist of those more specific actions aimed at revitalizing tangible or intangible rural heritage. In this area, private entities, such as foundations, as well as local communities and other territorial stakeholders play an important role

e. Tangible heritage

Restoration Courses by Santa María de Albarracín Foundation

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT		x	x	x	x
INDIRECT	x				

Spain, Albarracín, 1997- present time



Once the formal rehabilitation of Albarracín historic centre was completed, and the necessary cultural infrastructures were created, the gradual

restoration of cultural assets begins by developing an applied **cycle of advanced courses for restorers**, a program of restoration practices and, finally, a permanent Restoration Centre.

The professional restoration courses bring together a professional (theoretical and practical) education and local administration cooperation and support thanks to which various activities are possible.

The Santa María de Albarracín Foundation annually organizes a cycle of advanced courses in the conservation and restoration of cultural assets for specialists. Restoration areas are the conservation and restoration of metals, bookbinding restoration, altarpieces restoration, restoration of painting, graphic documents restoration, and textile and fabric restoration course.

These courses are developed in collaboration with the Institute of Cultural Heritage of Spain and with the sponsorship of the Government of Aragon through the INAEM (Employment Institute of Aragón), which hosts these courses in its Training and Professional Insertion Plan. The teaching staff that directs these training actions is technical staff provided by the I.P.C.E.

The program includes the complete conservation and restoration process of the cultural assets for the realization of the practices. These courses are distinguished by their **predominantly practical nature, reinforced with classes and theoretical content**. And after 26 years, these courses have achieved excellent recognition in the restoration field.

The objectives are to increase the value of cultural heritage assets, promote specialization in different areas of conservation and restoration of cultural heritage, promote the training of postgraduates and facilitate the realization of applied practices on real cultural assets.

The results of these courses are multiple. Students increase their capacity-building tools and skills by attending these specialisation courses. **The majority of**

participants are unemployed. This education will potentially help them to find a new job, considering the excellent reputation of these courses nowadays.

On the other hand, Albarracín's tangible heritage (some of the pieces restored) is preserved and exhibited at local museums. For this reason, this practice is linked to the field of sustainable initiatives and sustainable tourism.

Finally, thanks to the collaboration with public institutions these courses are possible. Without this collaboration, it would not be feasible and possible to preserve all that tangible heritage, to provide this specialized education that dynamize employment among participants and the resulting dissemination of Albarracín Cultural Heritage

through restored and exhibited pieces addressed to sustainable tourism.

The outcomes of 25 years of restoration courses are more than 1,500 cultural assets restored by more than 1,500 restorers.

ACTIONS FOR INCLUSION

LINK TO OTHER CHAPTERS

Institutional powers and local stakeholders

Financial resources

Sustainable tourism

These courses are mostly addressed to unemployed professionals.

BEST PRACTICE IN BULLETS POINTS

- Professional education to preserve tangible heritage
- +1500 professionals, + 1500 pieces restored

- Institutional collaboration to get the resources to preserve heritage
- Education as a tool to disseminate cultural heritage (restored and exhibited at Albarracín museums) for sustainable tourism



Restoration courses



Management by the Santa María de Albarracín Foundation

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x	x	x	
INDIRECT					

Spain, Albarracín, from 1997 - present time



After a long process of restoration, thanks to FSMA strategies and actions, the Foundation is nowadays responsible of the **cultural management of 13 different cultural infrastructures**: meetings and Congresses Palace, located in the former Episcopal Palace of the 18th century; three residences (the houses of Santa María, Pintores and Julianeta); the Santa María Auditorium Church from the 16th century; the Restoration Centre, located in the old slaughterhouse of the town; the museums and spaces that can be visited that complete the five remaining spaces that make up the so-called Albarracín, “Espacios y Tesoros” (Diocesan and Albarracín Museums, the main Castle, with important remains from the first Islamic occupation of Albarracín, the White Tower, used as an exhibition hall, and the hermitage of San Juan, used as an educational classroom). All these venues are today coordinated from the **information centre**, which offers guided tours of the city (including the visit of the Cathedral).

The Cultural Management pillars are the conservation of these facilities (by permanent employees), creating cultural added value (Cultural Agenda) and finding

new ways of usage of these facilities (renting venues).

Since 1997 the Foundation develops a yearly **Cultural Agenda** consisting of symposiums, seminars, workshops, concerts, exhibitions, etc. addressed to locals, tourists and general audience interested in cultural events, as a way to preserve, enhance and create added value to these venues, and to promote and disseminate Albarracín cultural heritage and Albarracín visibility and awareness. Most of the activities are fully developed by FSMA, and other are just hosted by the Fundación.

Thanks to cultural activities, the Foundation is able to reach the general audience, local and tourists interested on cultural activities, to promote **sustainable tourism**.

Thanks to the management of the infrastructures, especially those related to accommodation, meeting rooms, Auditoriums, etc, the Foundation is also able to reach the **professional market** by renting these facilities for meetings, incentives, congresses and events.

Both sustainable tourism and professional market audience translate into a great strategy to get **financial resources** to cover part of the infrastructure expenses.

Local businesses and professionals in Albarracín, also take benefit of all these activities developed by the Fundación (both

touristic and professional) by substantial **benefits** related to the **touristic services** needed for this audience, this new demand (accommodation, restaurants, transportation, technicians, etc.). Through the development of cultural activities on a permanent basis, and through the celebration of professional events, the

FSMA promotes the **awareness and visibility** of the city of Albarracín, and its **positioning as a sustainable and cultural destination**.

LINK TO OTHER CHAPTERS

Financial resources
Sustainable tourism

BEST PRACTICE IN BULLETS POINTS

Direct:

- Increasing the cultural agenda of Albarracín
- Increasing the number of venues to receive cultural events
- Increase local touristic services developed through cultural events offer

Indirect:

- Increase the visibility and awareness of Albarracín
- Increase the positioning and branding of the city
- Increase internal financial resources through cultural events



Music concert (Albarracín Cathedral)



FSMA - Albarracín museum



FSMA - meeting room

f. Intangible heritage

Mastiha Cultivation Project

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x	x	x	x
INDIRECT					

Greece, Chios Island, 2014



Mastiha is cultivated on the island of Chios from the aromatic resin mastiha which is extracted from the shrub of pistacia lentiscus. It has long been renowned for

its numerous properties and its culture is a family occupation that requires care throughout the whole year, both by men and women of all ages.

Mastiha cultivation, with its deep roots in the island's history, is at the same part of contemporary culture and a huge proof of the living tradition. Thus, the local council always was moving in parallel with everything which was related to mastiha.

Another advantage is that the **majority of the inhabitants of the villages there are involved** in the different stages of traditional mastic harvesting, regardless of gender and age, as written above. More and more young people are returning to the mastic villages and combine mastic production with mild agritourism development, as well as the promotion of history and tradition of Chios in general.

This phenomenon offers an example of the operation of community institutions, such as cooperatives, which are beneficial for the

social and economic sustainability through the long-term stable presence of the "Chios Mastic Producers Association". Their uninterrupted operation has functioned as a factor of cohesion for mastic producers which entails (in)direct representation, the right to express any opinion and collective participation in decision-making through regular meetings.

Last but not least, through the prism of UNESCO's inclusion of traditional mastic cultivation on its Representative List of the Intangible Cultural Heritage in 2014, emphasis is given to the diachronicity and sustainability of this product of Chios. The creation of a modern thematic museum, named "Chios Mastic Museum", aims to showcase the production history of the mastic tree's cultivation and the processing of its resin, which it integrates into the cultural landscape of Chios. The tools which enable a better understanding of the permanent exhibition are multimedia applications, documentaries, models and original machinery in functional order. There is also "The Skínos hall" (multipurpose hall) which can host temporary exhibitions, organize events and hold cultural activities while educational programmes are held in the smaller "Kentitíri" hall.

BEST PRACTICE IN BULLETS POINTS

- Oral transmission (intangible heritage conservation, communication and dissemination thanks to collaborative work through cooperative businesses, cultural centres (museum), education and cultural events (festivals))
- Observation & experience
- Gradual participation in the process & physical contact with the mastic shrub
- Inclusion of any local who has a willingness to participate

ACTIONS FOR INCLUSION

The practice proved that any local inhabitant, regardless of gender and age, could participate in this whole process and ultimately, this is what is happening in the present. Local councils, local communities and local universities are joining forces in order to succeed in what is in their best interest.

Through “Chios Mastic Museum”, organization of local festivals (“Agrotourism Festival” & “Mastic Festival”), participation in cultural and environmental institutions, tours, educational programs and recording traditional cultivation methods, the successful result is more than obvious.

LINK TO OTHER CHAPTERS

Sustainable Tourism
Digital and Communication



Source: <https://ayla.culture.gr/>



Source: www.anoixtoparathyro.gr

Panigiri

TARGETS	Local administrators	Rural, cultural, tourist, educational sectors	Scholars and professionals	Stakeholders & Communities	Less included subjects
DIRECT	x	x		x	x
INDIRECT			x		x

Greece, Ikaria Island, from 1999



A Panigiri is a centuries old traditional festival organized during the summer months mainly in the villages of Greek islands where the main saint is celebrated. The festival is not only chanting and praying, but also good music, plenty food and local wine, the three key elements that make a Panigiri successful. After the ceremony people sit together, taste soup, olives, meat with sauce, cod, Greek salad, drink lots of wine toasting the panigiras. Locals and their guests dance and sing traditional island music till early in the morning.

The music feasts (in Greek, is translated Panigiria) on the island of Ikaria are important **fundraisers for the local community**. Most of these Ikarian festivals take place from early May and stretch out to November. This makes a lot of sense since during these months the temperatures are milder and there are more people visiting the island. There is no better way to get familiar

with the local culture and generally the culture of the Greek islands.

In order to achieve this goal, the support of the **local community** is needed first and foremost and the financial contribution of the state is non-existent. With the support of the Municipality of Ikaria and with the participation of Greek and foreign artists who love Ikaria, things seem to change. Apart from music festivals, the local communities organize sessions which have to do with the close link between young musicians and technology, dancing, theatre, cinema, exhibitions and different kinds of seminars.

The **diversity of topics** as well as free entrance has positive effects regarding tourist arrivals, in this alternative context, since they have been increased. The desire for hiking activities of those who visit the island and the exclusive promotion of Ikarian biological products by Ikarian producers, during the whole period of the festivals, recommend the total approach of Ikaria's empowerment, even in winter. Furthermore, through all the above, the way of life on this island is strengthened since many people all

over the world wish to have a long and qualitative life simultaneously.

LINK TO OTHER CHAPTERS

Financial Resources
Sustainable Tourism

BEST PRACTICE IN BULLETS POINTS

- Music workshops & laboratories
- Involvement of young people regarding music
- Involvement of elder people regarding biological products
- Creating & forming a holistic framework of living



Source: <http://www.island-ikaria.com>





Co-funded by
the European Union

Source: www.ikariaki.gr

Chapter IV

Conclusion

Successful drivers

Dependence on creativity and culture in spatial development is strongly manifested during the 21st century. In many settlements the targeted exploitation of culture and creativity is a key factor of new businesses' establishment, the formation of creative clusters, attracting tourists, locating foreign investment etc.

The common feature of all examples presented in the Handbook is an inevitable role of local community participation in implementation of development strategies based on the revitalisation of cultural heritage. The participatory methodology used should cover all relevant groups of stakeholders, including the minorities and create the same possibilities to be engaged in the participative processes. Moreover, in rural areas the cultural organisations contribute creating a holistic framework of living reflecting the needs and expectations of locals as well as tourists arriving to the locality. To fulfil this mission of cultural institutions the public authorities should support them and create legislative, organisational and financial framework for their operating.

Innovations as a result of technological, societal, economic and environmental changes in the world can be identified as next drivers of local development. The presented case studies highlight the innovation in financing in a form of crowdfunding, multisource financing of realised cultural activities; environmental innovation in a form of various eco-friendly activities in localities, societal innovation in a form of unique co-production as art events, local products or volunteering and technological innovation in a form of new digital tools used in presentation and communication of cultural heritage.


Outcomes and future perspectives

European funds allocated for this project have fostered strong collaboration among this partnership. The consortium has engaged in the collection of best practices aimed primarily at local administrators in order to lay common bases in the management of cultural heritage. The Handbook could foster, in the future, **international collaboration** among local administration, stakeholders, scholars and adult workers.

It is important to specify that the Handbook is only the first of the three outputs in developing strategies and methods to reemploy young people, adults and vulnerable groups. It finds its practical continuum hooking into PR2: an **online learning platform created and patterned on the best practices contained herein**. The interactive platform hosts a wide range of training contents and courses, tailor-made for different users and different targets.

Consisting in **National Reports and an in-depth-research on the potential impact of historical heritage and restoration in rural areas**, the last result of the Project will be a point of reference for politicians as well as for local communities especially in those places – such as rural areas – that are at risk of depopulation.

Map

Spain	
	FSMA, Albarracín, Teruel
	FSMA, Albarracín, Teruel
	Belchite
	Altiplano, Granada
Italy	
	MedEatResearch, Naples
	NEMECH, Firenze
	Valle dei Laghi
Slovakia	
	Záhrada Garden
Austria	
	Pactum Roemerland Carnuntum
Slovenia	
	Bohinj Lake, Triglav National Park
France	
	Bordeaux

Greece	
	Chios island
	Panigiri. Ikaria Island

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From the Project *Re-Cultural Heritage – Reviving of cultural heritage: Social and Economic Empowerment of Rural Areas*

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