**Piano di formazione**

The activities related to the grant are related to the International projects developed by the research group Planning and Regeneration, and in particular to the projects H2020 TExTOUR Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism and H2020 SeeRRI Building Self-Sustaining Research and Innovation Ecosystems in Europe through Responsible Research and Innovation.

TExTOUR deals with Cultural Tourism (CT), that plays a crucial role in today’s economies, representing about 37% of the total tourism sector, with an annual growth of around 15%. This role and impact on the economy can be capitalized by certain regions and sites of EU and beyond having a high cultural, social and environmental potential. TExTOUR uses ICTs and social innovation tools to work with 8 Cultural Tourism Pilots in less known areas to conceive and design collaborative work methodologies for the development of CT strategies for their sites. The project develops procedures services and tools and carries out activities, proposed in the methodology. Their results are used to prepare a modular and scalable EU Action Plan for Cultural Tourism Development. In parallel, a technological platform is designed and tested to assess CT policies and strategies envisaged by public and private stakeholders. It provides data analytics as a service, together with a catalogue of relevant services representing the assessed CT strategies, and proper content curation and validation processes, apart from assessing the implemented practices and its related impacts.

SeeRRI establishes a foundation for building self-sustaining R&I ecosystems in Europe by developing a framework for integrating RRI approach into regional development policies. With 12 quadruple-helix partners from government authorities, clusters and SMEs, academics, and civil organization, SeeRRI will build an integrated framework based on literature review and co-creation with the relevant stakeholders. By mapping the territorial R&I ecosystem, SeeRRI will understand the supporting conditions for R&I and identify the stakeholders that will be involved to formulate a variety of scenarios for building a self-sustaining ecosystem in their territories. The engaged stakeholders will gain awareness and insights while engaging in creative collaboration using workshops and open-labs, thus will function as multipliers and promote RRI principles in their territories and beyond. The input from stakeholders will contribute to defining and validating a framework for self-sustaining R&I ecosystems developed by the project team, which will generate concrete activities to be implemented.

In particular, the researcher will be involved in the UNIBO project team management activities in TExTOUR (participation to projects meetings, definition of the activities timeline, organization of events, preparation of dissemination material, etc.) and in the following specific activities:

1. Setting up of a collaborative design process will be launch with the Labs Community, in order to prepare ad-hoc strategies and a platform with tools and services that enhance the growth and diversification of local economy based on the EU and beyond cultural tourism.
2. Global Framework from existing procedures, tools and strategies. Based on a structured literature review covering both the academic literature as well as policy reports, a comprehensive understanding is reached on how cultural tourism can contribute to increasing economic competitiveness and social welfare of regions and countries. Within this task ‘non- traditional sources of social and economic data’ (such as big data, data from social and mobile networks) are mapped. Those future competitiveness, governance and impact indicators are analysed from a multidisciplinary perspective, covering the accessibility of such data, the technical competencies required to handle them, and the integration of data with the theoretical frameworks previously developed. Also, privacy preservation and ethical consideration are addressed. The results will be discussed in detail with the practitioners and stakeholders in the to add policy relevance.
3. Smart strategies for valorisation, investment & Europeanisation. The main objectives of this activity are:
4. Define, together with the pilots, tailored sustainable cultural tourism strategies and action plans.
5. Develop the TExTOUR for a definition of an action plan for boosting of sustainable cultural tourism in Europe and beyond and detailed recommendation for developing sustainable cultural tourism to all potentially interested communities after receiving feedback on the implementation of the TExTOUR pilots.

Moreover, the researcher will be actively involved in the SeeRRI mission, acting for integrating of Responsible research and Innovation principles within all the activities carried on by the Research group.

Moreover, the researcher will take part to all the active International projects developed by the research group Planning and Regeneration.

**Output**s:

1. Report on procedures, tools and strategies used to promote cultural tourism development, providing a comprehensive overview of the ways how cultural tourism can increase the economic competitiveness and social welfare of regions and countries (D1.1).
2. Step-by- co-design guidelines: how to implement participative cultural tourism development in your local Lab (D3.1)
3. Participatory cultural tourism development strategies and action plans in the 8 pilot (D3.2)
4. TexTOUR recommendation and guidelines for CT Development (D3.4)