**Cultural heritage and cultural tourism for rural regeneration**

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 RURITAGE

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.

RURITAGE is a project funded by the H2020 program which aims to demonstrate the potential of local cultural and natural heritage as a catalyst for economic competitiveness and sustainable and inclusive growth of rural areas.

In particular, with referenced to TExTOUR, the researcher will cooperate to the following specific activities:

1. Setting up of a collaborative design process will be launch with the TExTOUR 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. Structured literature review 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.
3. Definition of tailored sustainable cultural tourism strategies and action plans for the pilots.
4. Development 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, with reference to RURITAGE the researcher will be actively involved in

1. Checking the implementation of the regeneration plans in the Replicators and of the Enhancement plans in the Role Models (WP3)
2. Defining policy recommendations for the promotion of CNH as a driver for sustainable development (WP6)
3. Communication and dissemination activities (WP7)

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

**Research phases**

PHASE 1 – points 1-2-4-6 (M1-6)

PHASE 2 – points 3-5-6 (M6-12)