Some considerations on the state of the art of research, and future priorities, in the field of Cultural Tourism.

Outcomes of a workshop held on June 8th - 2020 organised by DG RTD and REA

Information provided by the projects:

IMPACTOUR - SmartCulTour - SPOT

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1. **Problems and challenges**
   - Conceptual questions and impact measurement

- - There is no clear definition of cultural tourism or who is a cultural tourist.
  → Clear concepts would help measuring impact of cultural tourism.
- - In many places tourism is not as intelligent or smart as it should be.
  → Innovation is needed leading to smartness and sustainability.
- - Sustainability needs to take into account the concept of resilience; but there are many different approaches between countries ad organizations.
  → Common definitions are needed.

- Economy and business aspects

- - Need to understand how European tourism operators integrate into global value chains.
- -Covid: Member States and EU are taking measures to support the sector
  → there is potential to learn from each other across Europe.
- - Corona crisis can increase interest on local tourism. Potential to attract tourists to less visited and/or disadvantaged areas.
  → Need to do research on how to reduce the over-crowding of some sites, to achieve a better balance and sustainability.

- Digital technology and data

- - Data and systems interoperability are challenges in terms of collecting statistics and using them for policy development.

- - Digital technologies can help to boost the sector e. g. for e-tourism, virtual tourism.
  - → Investment in research and innovation, storage of data, training etc.

- - Corona situation changes the way people interact with touristic sites
  - →Foster investigation on how people will interact with touristic sites.
    - Proposal: technologies for personalised tours: Discussion with both travel agencies and site mangers.

- - Link the needs of cultural tourism to the needs of digitalised heritage. How existing sites like Europeana or Time Machine are used in cultural tourism?

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2. Gaps in knowledge and research needs

- - Common standards for data, to facilitate collection of comparable statistics.

- - There are important gaps related with the Global Value Chain.

- - An overview of what are the real benefits of cultural tourism is needed
  - → all funding bodies ask for cost-benefit analysis

- - Lack of interoperability of standards of different actors involved in the process: engineers, architects, tourism managers, cultural heritage specialists.
    - → We need interoperability of standards.

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- - Need to investigate more on resilience

  → the touristic sector was not ready to cope with the pandemic.

  - The equilibrium between sustainability and economy

  → (for example, the corona crisis places the economy I the 1st place, but what about the sustainability?)

- - We need more study on the economic value of virtual tourism.
    - → we need to know more about its benefits

- - We need to know more about the needed legal aspects to protect heritage. Heritage is fragile: tourism can be disruptive and destructive (also real state speculation for developing tourism). These implications need to be studied in the frame of sustainable development taking on board specialists of preservation of heritage.

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