

Sviluppumbria Spa – Economic Development Agency of Umbria Region (Italy)

CALL FOR PROPOSALS - Second call (5 April - 13 May 2016)

Theme: SUSTAINABLE APPROACH TO CULTURAL HERITAGE IN EUROPEAN RURAL AREAS

Overview

Cultural heritage, both material and immaterial, is one of the main attractions both for tourists and for residents and a strategic asset for the European project. The diversity of the cultural heritage assets, that range from museums, to buildings to archives, to cultural itineraries and events, is a cornerstone in European identity and a catalyst for social inclusion and dialogue. It also plays a specific role in achieving the Europe 2020 strategy goals for a smart, sustainable and inclusive growth, given its relevance not only in culture per se, but also in social and economic development, cohesion, education, tourism, innovation, SME support. However, pressure applied by visitors and residents means that heritage professionals, institutions and stakeholders face growing challenges to keep cultural heritage and the territory around it protected, enhanced and, at the same time, accessible to all.

With the increase in global travelling, many cultural sites receive huge influx of visitors, especially in peak periods, that might cause severe management difficulties, deterioration of the visitor experience, as well as the conditions of the site and general environment around it. This is particularly true in rural areas in Europe, where the balance between cultural attractions and the surrounding environment is particularly fragile and where accessibility provides an additional challenge due to the lack of clean, collective and environmental friendly forms of transports. Successful management of congested tourism attractions in rural areas goes much beyond the sites themselves; it is dependent on the effective coordination between a range of actors involved, such as site managers, local authorities, tour operators, transportation companies, information managers at different levels, etc

Specific Objectives

The main objective of the project is to exchange experiences between different regions in Europe with the aim of improving policies dealing with sustainable approach to cultural heritage in rural areas, where the main challenge is to provide accessibility and experience, protecting and safeguarding at the same time, the specific site and the environment. The partners represent the different cultural heritage that constitutes the European identity. They share common challenges in the promoting valorization models based on sustainable development. Activities will focus on identifying different types of cultural assets and researching sustainable models of management, promotion and use that can be shared in different context, with a specific angle on sustainable access and transport in rural and remote areas, where the environment and landscape play an important a role as the cultural site itself.

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