



Smart Cultural Tourism as a Driver of  
Sustainable Development of European Regions

# Getuigenis SmartCulTour project

Projectopzet, partnerschap, budget/inzet

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Brussel, België  
15 februari 2023

# 01 Europese call

## **Innovative approaches to urban and regional development through cultural tourism**

Proposals should comparatively assess how the presence, development, decline or absence of cultural tourism has affected the development of European regions and urban areas. They should investigate motives for cultural tourism and assess the effectiveness and sustainability of multilevel strategies, policies, trends and practices in attracting, managing and diversifying cultural tourism in Europe in view of identifying best practices that should be communicated to policymakers and practitioners.

This should include considerations of specific strategies to promote cultural tourism at a regional, national and European level, including use of structural investment funds where appropriate. Minority cultures and regions as well as urban areas currently less attractive to cultural tourism should receive special attention. Historical perspectives, as well as comparison with lessons learned at international level on the emergence of particular forms of cultural tourism or reasons for cultural tourism in particular areas should also be investigated.

Innovative methods and techniques, including statistical tools and indicators, for measuring and assessing various practices and impacts of cultural tourism should be developed and tested. Proposals should also deploy place-based and participatory approaches to investigate the relation between intra-European cultural tourism and Europeanisation and whether it impacts identities and belonging.

# 01 Europe call

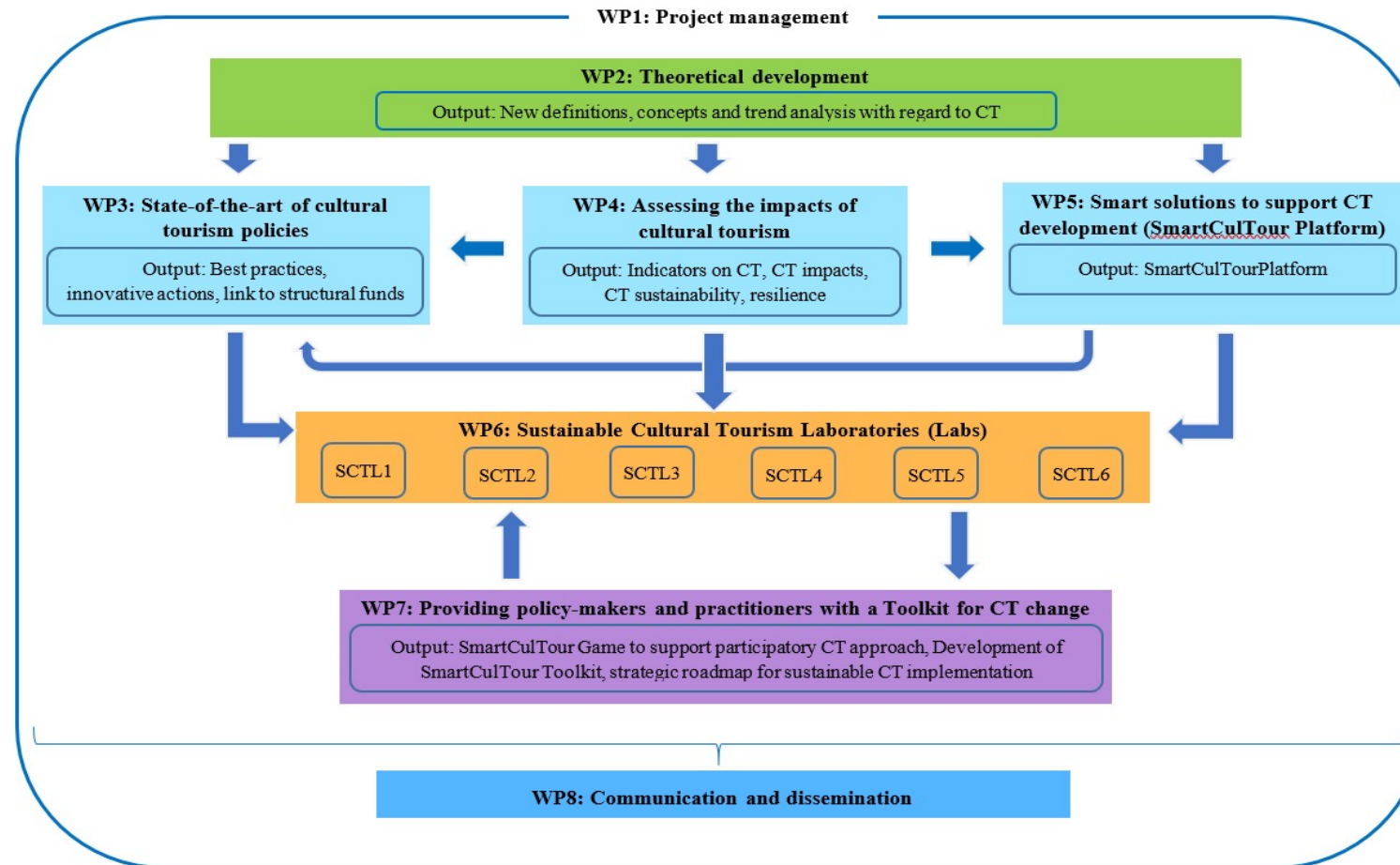
## Innovative approaches to urban and regional development through cultural tourism

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# 02 Projectstructuur



# 03 Partnerschaft



Università  
Ca' Foscari  
Venezia

**KU LEUVEN**

**MODUL** VIENNA  
**UNIVERSITY**  
WKO WIEN PRIVATE UNIVERSITY



United Nations  
Educational, Scientific and  
Cultural Organization



**Vlaanderen**  
is toerisme

 **Breda**  
**University**  
OF APPLIED SCIENCES



LAPIN YLIOPISTO  
UNIVERSITY OF LAPLAND

 **Split** | UNIVERSITY OF SPLIT  
FACULTY OF ECONOMICS,  
BUSINESS AND TOURISM



**CIHEAM**  
**ZARAGOZA**

  
**QUANTITAS**  
Actioning Data. Making Decisions

# 04 Budget/inzet

Beneficiary N°	Beneficiary short name	Direct personnel costs	Direct costs of subcontracting	Other direct costs	Indirect costs	Total costs	Person months
1	KU Leuven	€ 239 400.00	€ 46 613.00	€ 27 310.00	€ 66 677.50	€ 380 000.50	60
2	BUAS	€ 288 015.00	€ 41 794.00	€ 38 550.00	€ 81 641.25	€ 450 000.25	58
3	LAY	€ 241 825.00	€ 13 056.00	€ 35 730.00	€ 69 388.75	€ 359 999.75	52
4	FEBT Split	€ 222 810.00	€ 25 588.00	€ 28 720.00	€ 62 882.50	€ 340 000.50	73
5	UNIVE	€ 168 700.00	€ 23 134.00	€ 44 793.00	€ 53 373.25	€ 290 000.25	49
6	MU	€ 199 100.00	€ 29 500.00	€ 9 300.00	€ 52 100.00	€ 290 000.00	40
7	UNESCO	€ 227 776.00	€ 0.00	€ 28 224.00	€ 64 000.00	€ 320 000.00	58
8	IAMZ-CIHEAM	€ 180 400.00	€ 35 000.00	€ 79 600.00	€ 65 000.00	€ 360 000.00	43
9	TVL	€ 55 419.00	€ 16 976.00	€ 7 000.00	€ 15 604.75	€ 94 999.75	14
10	QUANTITAS SRL	€ 50 190.00	€ 23 512.00	€ 7 000.00	€ 14 297.50	€ 94 999.50	13
<b>TOTAL</b>		<b>€ 1 873 635.00</b>	<b>€ 255 173.00</b>	<b>€ 306 227.00</b>	<b>€ 544 965.50</b>	<b>€ 2 980 000.50</b>	<b>460</b>



# 05 Aandachtspunten

- Resultaten vaak vooral academische waarde, directe voordelen voor niet-gefinancierde partners eerder gering
- Deelname vooral interessant indien het personeelsmiddelen vrijmaakt
- Belangrijk om budget en personeelsinzet te linken aan effectieve kosten, i.p.v. gelijkmatige spreiding budget
- Voorafgaand duidelijke afspraken nodig over verantwoordelijkheden (zowel qua taken als financiële bijdrage)