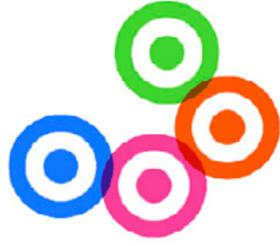


STRATEGY

ECOC



**CULTOUR
IS CAPITAL**

Transformative Tourism across European
Capital of Culture • TRACES



**TraCEs
Transformative
Tourism across
European Capital
of Culture**



funded by the
EU European Commission



Target of the strategy:

- European Capital of Culture
- Municipalities and Regional authorities responsible for tourism in ECoC

Objectives of the strategy:

- to highlight the key values of European Capital of Culture and how they can be reflected in tourism
- to explain why it is important for creative industry to cooperate with tourism operators in a ECoC
- to boost sustainable tourism across Europe inspired by models coming from European Capitals of Culture
- to create a TraCEs - Cultour Is Capital network involving European Capital of Culture

Structure

- Introduction on the project
- ECoCs as laboratories for new form of tourism: transformative tourism
- Creative Industries and their spillover effect on tourism
- ECoCs + Transformative tourism + Creative Industries = TraCEs
- From transformative tourism to temporary citizens: how to develop new approaches on tourism from ECoCs
- Call to action: building the network - engagement with the project

Please feel welcome to join us: <http://www.cultouriscapital.eu>

FOREWORD



If you are reading this document you probably belong to that group of professionals that are involved in the preparation, management, monitoring of the European Capital of Culture project either as part of the municipality or region awarded the title or trying to win it or as active member of the organization called to manage it or develop a successful bid book.

The document in your hand is a quick insight in the work that the TraCEs – Cultour Is Capital project is doing in order to develop methodologies, procedures, tools that will favour the creation of new tourist experiences, in ECoC cities, involving two key sectors, creative and cultural industries and tourist operators.

This document is useful to understand why the project, and European Commission who financed it, strongly believe in the possibility to use ECoC as laboratories for the development of innovative tourism based on the real experiences of local life done by tourist through an active engagement with locals, fostering a more sustainable and cultural tourism.

At the end of the document you will find a letter of association we are proposing to the ECoC cities from the past, the present and the future and to the cities who want to start the path towards the title in order to build the Cultour Is Capital network of cities recognizing the power of creative industries to contaminate other sectors, the innovative aspects of transformative tourism, the possibility that new products and experiences can be created by connecting tourism and creativity, particularly in cities like the ECoC ones.



CULTOUR IS CAPITAL

Transformative Tourism across European
Capital of Culture • TRACES

*Get involved
and share the
value of culture!*

THE PROJECT

TraCEs – Cultour Is Capital is funded by COSME program of European Commission with the objective to develop innovative tourist products through the cooperation of creative industries with tourism sector and its operators.

The project is a reflection on how to make EcoC a project with impact for local economies and particularly tourism sector by valorizing the involvement, in the one-year event, of cultural and creative operators.

ECoC cities have very different experiences when it comes to tourism, some like Matera are experiencing over tourism, with the city and its citizens having to cope with dramatic increase of tourism flows, other cities are looking to the EcoC event as an opportunity to attract more tourists or to explore its tourism potential. In both cases it is worth a reflection around what kind of tourism the event should attract and what kind of offer should be given to tourists.

ECoC cities are also cities where culture and creativity has the great chance to become the centre of the life of the city for at least the event year but hopefully for a longer period, before and after it.

So TraCEs wants to propose a new model of tourism born from the cooperation between traditional operators and creative professionals able to generate real experiences of the life of the community hosting the visitors.

- ECoCs as laboratories for new form of tourism: transformative tourism

There is no other initiative like European Capital of Culture to allow a city to experiment new visions and approaches on key topics for its development like urban regeneration, culture, tourism. Starting from this assumption TraCEs partnership is proposing a new approach to tourism that could valorise the special link between the city selected as Capital of Culture and Tourism: transformative tourism.

The transformative tourism is any travel experience that allows people to make significant and lasting changes in their lives, large or small.

Three key elements define transformative travel.

- The visitor must first feel connected, creating a link with his or her surrounding.
- Then, the trip must be personalized. It must correspond to the visitors' needs and interests in every way.
- Finally, the trip must be authentic. Without special effects, without superfluous elements. It is up to the traveller to adapt it in order to live it in his or her own way.

The idea of transformative travel is taking over all segments of the industry and capturing the imagination of all kinds of travellers. Whether it is a silent retreat in a monastery to find peace with even a culinary trip, a trekking experience in the Himalayas but also an eco-safari that finds the right balance between the environment's needs and the visitor's wishes. All these trips can be considered as transformative travels in which experience comes first. In transformative tourism, what the visitor is looking for is an experience –whether it is or not– that will make an indelible impression. The essence of these experiences is to expand one's perspective to encompass places, people and

circumstances that previously seemed prohibitively alien. Only in this way it is possible to say – without falling into vacuous clichés – that a journey defeats us, remakes us and, finally, reinvents us.

Do you see why TraCEs partnership thinks ECoCs can be the best place to experiment on new transformative tourism products?

- Creative Industries and their spillover effect on tourism

How will cultural tourism change in the next 10 years? How can, cities who want to invest in culture and creativity, improve their cultural tourism offer?

International studies on tourist trends foresee a tourism where services will be on a secondary level if compared with a hospitality where the relationship between people will be the most relevant element. In the future human relationships will become a real currency, a new “economy of relationship” where consumers expect mainly a travel experience to be unique and relevant.

In the next 10 years almost 2 billion people are expected to travel, many of them will prefer a relational tourism, searching for new contents and new interaction modalities, particularly through the use of new technologies.

Cultural and creative offer of cities should therefore move through a strict cooperation among Public Authorities, tourism operators and creative and cultural industries: new experiences have to be imagined to be created in cooperation with creative industries, as for example gaming company, software producers, communication, digital and editorial agencies. Imaging new contaminations is needed with companies from design and architecture and create new tourism experiences through cooperation with theatre schools and companies working in the different sectors of performing art. Not to mention cinema and videomaking sectors and photography that have already positively changed the cultural tourism sector. We just had a small taste of the potential that could be released through the use of audio-visual languages applied to the valorization of material and immaterial cultural heritage.

- From transformative tourism to temporary citizens: how to develop new approaches on tourism from ECoCs

The concept of ‘temporary citizens’ applied to tourists is a way to switch the focus from the place to visit, to the community which inhabit that place. An idea which overturns somehow the traditional approach, focusing on how ‘visitors’ become part of a new environment, also in social and economic terms. The growing development of the so-called ‘experience tourism’, where people want to encounter with the ‘living’ cities, should therefore open the concept of experience to the voice of the living community, becoming part of it and taking part in the construction of its future. Furthermore, we also have to challenge the traditional approach to cultural heritage (and therefore cultural tourism) which tends to favour the core of the cities, their historical centres, their museums, etc: rethinking tourism, given also the huge increase which we are expecting within the next few years, means that we have to re-design the spaces and broaden the borders of ‘what must be seen and experienced’.

Stories and memories, experiences, are present beyond the borders of the often gentrified core of the cities, and must be used also to revive the peripheries (including the new sites of

archaeological industries): from tour guides which encounter memories and activities (for example looking at expansion of the cities, generating dialogues with the typical activities of those areas, creating laboratories which engage in experiencing local manufactures, areas which have peculiar significance for local inhabitants, projects of regeneration, etc.), to the development of specific sectors of creative and cultural industries, which are often located in these areas...

- ECoCs + Transformative tourism + Creative Industries = TraCEs

European Capitals of Culture (ECoC) are ideal ecosystems where to experiment new forms of tourism, new contaminations among institutions, tourism companies and creative industries, able to give birth to new experiences inspirational for new travellers, particularly for those belonging to generation Y, millennials, used to international mobility, the real protagonist of the global cultural revolution of the next years.

Tourist offer has to reinvent itself: travel is not only to fill the will to discover new places and new cultures, it has to create new cultural contaminations, new thinking forms able to generate new values. ECoC should represent laboratories to experiment new forms of hospitality, new narratives to present the history and deep values of commons and cultural heritage of a city. There are no better places where to favour the contamination between creative and cultural industries and tourism companies.

Let's think at what will become possible, in the near future, using artificial intelligence or fast navigation systems like 5G in the fruition of cultural and multimedia contents inside museums, churches, parks, squares and other spaces and places of a city.

Another key point is related to the new models of urban regeneration in the peripheral neighbourhoods of a city, able to propose themselves as new places for new tourists, arriving in the city to participate in the regeneration together with local citizens, to give their contribution to create new paths and opportunities. In this process a key role is played by design and communication companies, performing arts and artists in general, that could become intermediaries in the meeting of tourism with city.



CALL TO ACTION

Now it is up to you. Do you want to make your city part of the European network CulTour is Capital? Do you want to join former, current and future European Capital of Culture like Matera 2019, Rijeka 2020, Ruhr 2010, Kosice 2013, Novi Sad 2021? If so please sign this letter of association and send it back to

What is in there for you

- Be among the first cities to get access to the labs
- Have the chance to organize with our experts the tour
- Exchange experiences with other cities
- Map you transformative tourism experiences and place them on the app and platform



**CULTOUR
IS CAPITAL**

To the TraCEs Project partnership
represented by Materahub Industrie
Culturali e Creative (as project
coordinator)

Date _____

Subject: Letter of interest on the activities and results of the project TRACES – Transformative tourism across European Capitals of Culture

With the present letter, I, the undersigned [insert name and surname of the person signing the letter] as representative of [insert name of the organisation], hereby declare the interest of the organization I represent towards the objectives, actions and results of the European project "TRACES - Transformative Tourism across European Capitals of Culture", Link.

The partnership is confident that this project contributes to enhance the cooperation of cultural and creative industries and tourism. Both play an important role for local change, economically as well as culturally, and new, innovative collaborations might unleash strong synergies and fresh impulses for concrete needs of local communities. This applies particularly for cities that are in the process to become or have been awarded as European Capital of Culture.

In this regard, we support the creation of new tourist products able to offer a different tourism in areas of relevant cultural heritage or of sustainability and continuation of important cultural highlights and events like European Capital of Culture years.

We therefore agree to be associated partners of TRACES being clear that:

- The condition of associated partnership does not imply any cost for our organizations in any of the activities that might be developed in the life of the project;
- The condition of associated partnership does not foresee any budget for our organizations to implement possible activities proposed by the partnership;
- The condition of associated partnership is a strong manifestation of our will to be informed by the project on its development, to be involved where possible in project activities according to our possibilities and to be considered in the early testing and adoption of products and outputs developed by the project.

Yours sincerely,

Name and function _____

Signature and stamp _____

Transformative Tourism across European Capital of Culture



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<http://www.cultouriscapital.eu>

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