



# TEXTOUR

Rethinking Cultural Tourism  
in Europe and beyond



# Bringing together local identities to form one inclusive and modern European identity

TEXTOUR is a European funded project which co-designs pioneering and sustainable cultural tourism strategies and policies.

The goal is to improve deprived areas in Europe and beyond. To do this, it sets up Cultural Tourism Labs at eight pilots.

A wide range of stakeholders are involved in the labs, including policy makers, local communities, the tourism private sector, civil society groups, universities, research institutions and intergovernmental organizations.



# Eight diverse and complementary areas rich in heritage

The cultural tourism strategies will be designed and tested in eight pilots with different geographical features – inland and coastal, rural and urban, remote and cross-border – and with a variety of cultural and natural heritage types on their territory.





**1 CRESPI D'ADDA**

The best-preserved company town in Southern Europe



**2 NARVA**

A post-industrial district on the border between Estonia and Russia



**3 UMGEBINDELAND**

Home to half-timbered houses



**4 VIA REGIA**

A symbol for European unification



**5 TREBINJE**

Embracing the potential of Balkan diversity



**6 TARNOWSKIE GÓRY**

Historic silver and lead post-mining facilities



**7 VALE DO CÔA – SIEGA VERDE**

The most remarkable open-air ensemble of Palaeolithic art in Europe



**8 ANFEH - FIKARDOU**

Two heritage jewels placed between sea and sky

# Main objectives

- Identify the challenges linked to the promotion of cultural heritage
- Demonstrate that cooperation between regions and countries can encourage cultural tourism and socio-economic growth
- Make the generated knowledge available on a platform to support policy makers and practitioners in assessing cultural tourism strategies and services
- Foster local capacity building in the pilots and their local communities

## Areas

## TEXTOUR will:



### **Policy impacts**

- propose new policies and strategies on cultural tourism by assessing current trends and identifying best practices
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### **Economic impacts**

- assess costs and foster new policy approaches and sustainable business models with public-private-people partnerships
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### **Cultural impacts**

- help valorise all type of cultural heritage, understand tourism diversity, site attractiveness and accessibility with Cultural Tourism Labs
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### **Social impacts**

- help preserve Europe's cultural identity, including minority cultures
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### **Research impacts**

- produce actionable data to assess synergies for implementing cultural tourism policies and operations

# Want to know more about our sustainable cultural strategies? Get in touch!

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“Sustainable tourism is economically viable but does not destroy the resources on which the future tourism will depend, notably the physical environment and the social fabric of the host community.”

SWARBROOKE, 1999



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