CULTURAL HERITAGE IN ACTION

Sharing solutions in European cities and regions

SHARING STORIES WEBINAR SERIES

INTRODUCTION

The Cultural Heritage in Action sharing stories webinar series will showcase leading cultural heritage initiatives which are driving sustainable urban and regional development in European cities and regions. The webinar series has been designed to share good practices and insights on a range of topics relevant to cities, regions and cultural heritage stakeholders, including: cultural heritage policy, resilience and recovery, governance and participation, adaptive reuse, climate resilience, and social inclusion. Each episode will clearly demonstrate the opportunities for cities and regions in contributing to innovative, impactful, and sustainable cultural, environmental, social and economic territorial processes. Participants will hear from a range of inspirational examples and experienced speakers and have the opportunity to ask the experts questions and share ideas with their fellow listeners.

The webinar series will be recorded and made available to all on the Cultural Heritage Action [website](#).

Episode 3: Cultural tourism in post-Covid cities

#tourism #urbantourism #MoreThanRecovery #sustainability

Links to topics:

- ☒ Recovery and resilience through cultural heritage in a post pandemic world
- ☒ Cultural heritage for local sustainable development
- ☐ Governance and financing: new roles for local and regional authorities

OVERVIEW

This webinar will explore new trends in cultural tourism in cities after the pandemic.

A vibrant local cultural life and the presence of cultural heritage sites encourage people to travel: four in ten tourists already choose their destination on the basis of its cultural offering.

Tourism is one of cities' major economic assets. It contributes to the local economy, and generates jobs and social added value, but can also generate downsides: over-tourism, tensions with locals, pressure on the use of public services and on housing prices.

There is a clear need to strike a balance between economic, social, cultural and environmental needs, including the protection of cultural heritage, to ensure the mid and long-term sustainability of tourism.

While Europeans are starting to travel again, planning recreational and cultural activities, now is a good moment to reflect on urban tourism and developing practices, to address changing consumer needs and develop local policies and projects for more resilient, digital, and greener practices.

How to develop a more sustainable cultural tourism in cities and regions, taking into account sustainability and environmental issues? Are there new practices developing in European cities and regions? These questions will be at the heart of our discussions.

CASE STUDIES

- **In Florence (IT, 366 000 inhabitants), the Feel Florence experience app brings tourists off the beaten track.**
  Thanks to a real-time detection of the presences in certain areas, the app warns tourists to avoid overcrowded destinations and suggests unusual itineraries in the city centre, in neighbourhoods and in the metropolitan area. The app is a tool to avoid over-tourism in central areas of the city, where the management of crowds is a key challenge. 15.9 million people visited Florence in 2019, most of them focus on the historic centre, which is a 5km2 area in a city of 105km. Read more about the Feel Florence app [here](#).

- **In Savonlinna (FI, 36 000 inhabitants), a recovery programme rescued the tourism dependent city and fosters innovation in tourism offers.**
  Local policy makers quickly reacted to counter the effects of the pandemic on tourism in the city and to the need to compensate for the cancellation of large-scale events such as the Savonlinna Opera Festival (60 000 annual visitors). This included micro-grants to support innovative tourism products, more flexible weekly tourist programmes and support for pop-up events. This resulted in an increase overnight stays and national media visibility. You will find more information [here](#).

THEMES AND CHALLENGES TO BE DISCUSSED DURING THE WEBINAR

- Which trends are influencing urban tourism in the post-pandemic era?
- What are innovative offers when it comes to urban tourism?
- How can digital solutions foster sustainable urban tourism?

SPEAKERS

- **Jan van der Borg**, visiting professor in tourism management at KU Leuven and professor in applied economics at the University Ca'Foscari of Venice

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- **Carlotta Viviani,** Economic and Tourism Promotion Department Municipality of Florence
- **Pellervo Kokkonen,** Senior advisor – tourism and international cooperation, City of Savonlinna and **Jaana Komi**, CEO at Savonlinna Travel Ltd

AGENDA

From 10.30 to 12.00 CET

Webinar moderated by Julie Hervé, Eurocities

- General introduction to the webinar (5'), Julie Hervé, Eurocities
- Trends in post-covid urban tourism – followed by Q&A (20'), Jan van der Borg
- Presentation from the city of Florence – followed by Q&A (20'), Carlotta Viviani
- Presentation from the city of Savonlinna – followed by Q&A (20'), Pellervo Kokkonen and Jaana Komi
- Main learning points, transferability tips and things to remember (5')
- Q&A with the audience (15')
- Conclusion (5')

Link to connect: Teams / Link to register: https://bit.ly/37FQrTA