

## IMPACTOUR Project Starts!!!

- The **IMPACTOUR** project started on 1<sup>st</sup> January 2020.
- The project has received € 2.971.250 funding from the European Commission to “create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism”.
- 12 project partners, from nine EU Member States work on the project, funded by the EU Horizon 2020 Research and Innovation Programme (from January 2020 to December 2022).
- The Kick-off-Meeting took place in Lisbon last January 28-29<sup>th</sup>.



The main ambition of **IMPACTOUR** project is to create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism (CT) on European economic and social development and to improve Europe’s policies and practices on CT, strengthening its role as a sustainable driving force in the growth and economic development of European regions. CT has been recognized as one of the drivers of growth, jobs and economic development, as well intercultural understanding and social development in Europe regions and urban areas.

The project will address the knowledge gaps concerning methods to measure different types of CT impacts and to assess multilevel and cross-border strategies, policies and practices contribution to sustainable development. **IMPACTOUR** will bring together CT-related stakeholders and researchers to take advantage of the large amounts of information that confront policy-makers.

By identifying and comparing quantitative and qualitative pan-European information on types of cultural tourism and promotion, and by providing quantifiable evidence of CT strategies and their effect on European regions’ development and Europeanisation, **IMPACTOUR** will deliver an innovative methodology and tool for destination managers. We will develop data analytics algorithms with artificial intelligence and machine learning strategies, providing CT stakeholders with strategic guidance so that policies and practices on CT can be improved.

**IMPACTOUR** will develop a sustainable ecosystem by engaging Cultural Tourism stakeholders and following a participatory approach. **IMPACTOUR** tools and methods will lead to reinforcing the commitment to enhance Europe as a cultural tourism destination, increasing local citizens’ sense of belonging, promoting minority cultures, strengthening identities and sense of belonging. **IMPACTOUR** Methodology will be completed and tested with data coming from 15 Data Information Pilots and the **IMPACTOUR** tool will be validated in 5 Validation Pilots, with distinct characteristics spread around Europe.

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*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 870747*