

NEW METROPOLITAN PERSPECTIVES 2020

THEMATIC SESSIONS - TS

TS-20

CULTURAL HERITAGE MANAGEMENT STRATEGIES AND MODELS FOR INNER AREAS

Keywords: Participatory Management Strategies; ICT; Cultural Tourism; Accessibility; Feasibility Study.

In time of global challenges, the management of local tangible and intangible resources is facing growing intrinsic conflict, especially in terms of combining territorial endogenous economic convenience with a dynamic and harmonious environmental and socio-cultural development. Some examples of these efforts can be traced within by the growing interest towards old and new flourishing cultural itineraries, national and international cycle paths, recovery of traditions and local identity. In this context, a key asset comes to help, that is the cultural heritage. Once integrated and enhanced with other main assets of an area, it could act as driver of local development strategies. In this session, the main interest is focused on marginal and inner areas. Within the same, cultural tourism can become the driving force of the economic development thanks to innovative forms of heritage communication, improved accessibility and renewed management. All these strategies can provide local communities and stakeholders with new solutions to their needs, as well as creating new opportunities to entrepreneurship development. As a result, this approach shall contribute to improving regional competitiveness in an increasingly challenging economic environment dealing with the sustainable use of resources, the provision of eco-system services and territorial capital. The session purpose is to advance international knowledge transfer and scientific debate on cultural-heritage-led development strategies with the focus on marginal inner areas, as well as to share methodological, theoretical and empirical experiences and achievements.

CHAIRS

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