



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Sustainable tourism for rural regeneration: experiences from EU funded projects

‘Community participation, cultural heritage, and destination
management’

7/05/2025

Claudia de Luca

Sustainable tourism for rural regeneration

But first, does sustainable tourism exist?

Not sure, but **if you include local communities** in:

- **designing activities and experiences** that are **attractive for citizens** and for **tourists**
- **preserving and caring for local heritage** and **resources**
- Understanding where and why **potential conflicts** may rise to anticipate /be able to properly face them
- Ensuring that **they would be the first beneficiary** of tourism activities...

Then, maybe....

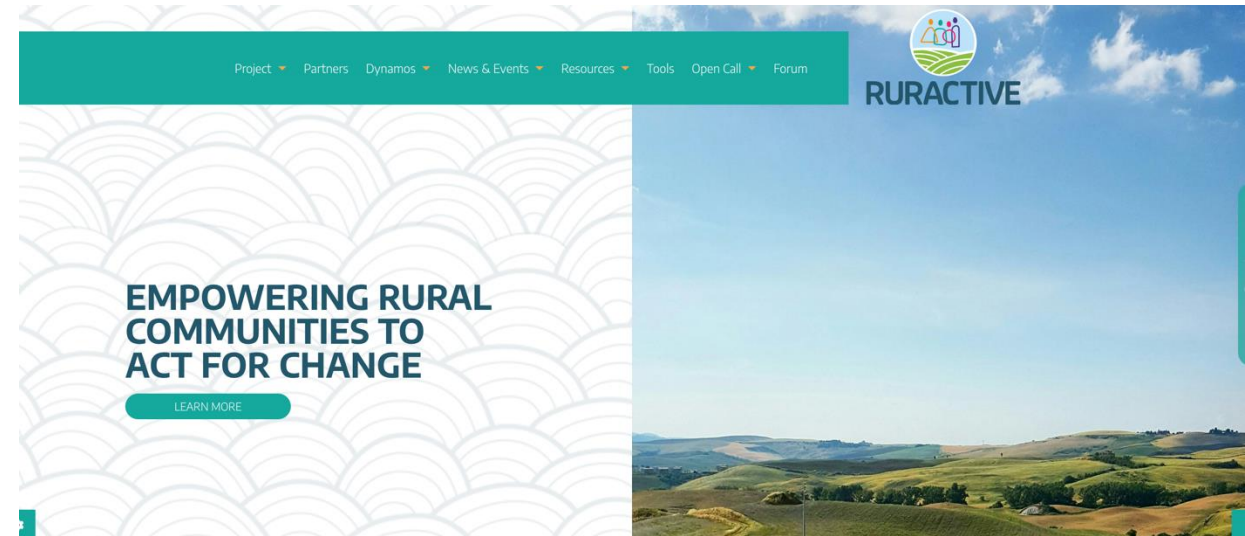


Sustainable tourism for rural regeneration

RURITAGE (H2020, ended September 2022)



RURACTIVE (HE, ongoing until August 2027)



What did we want to do in RURITAGE?

RURITAGE aimed at demonstrating **how Cultural and Natural Heritage can emerge as a driver of sustainable development and competitiveness**, by the recognition of **rural areas as 'poles of excellence' in heritage capitalization**



How did we do it?

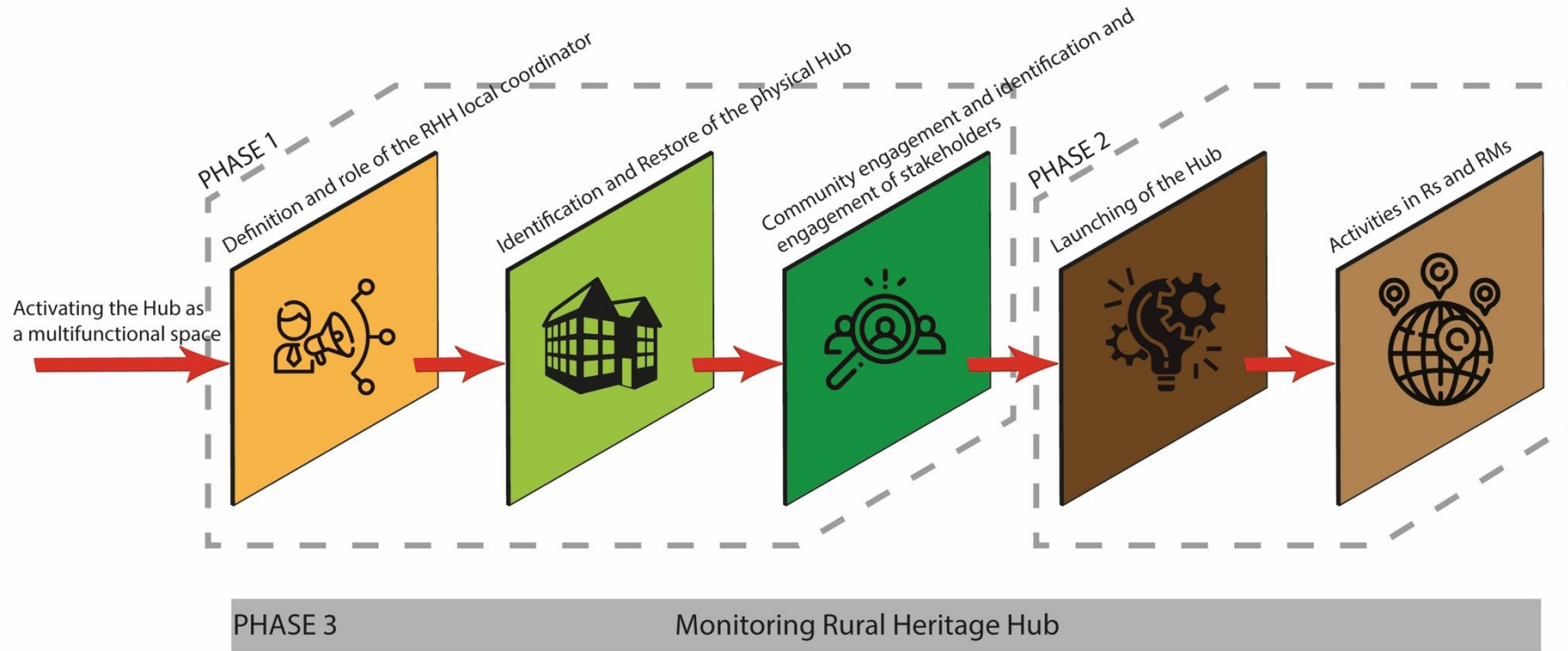




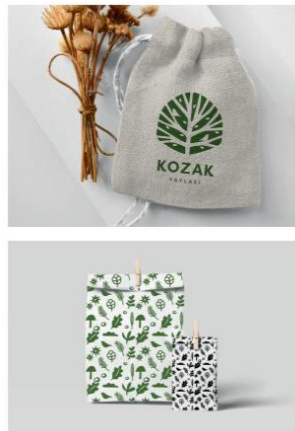
The communities



Rural Heritage Hub: the co-development process



What kind of tourism experience we developed?



20 unique tourism lighthouses in Magma UNESCO Global Geopark, identified and managed by the local community

Vi trenger turistfyrtårn i alle kommunene i Magma UNESCO Global Geopark!



Co-created design marketing for Kozak plateau with women association

What kind of tourism experience we developed?

ART exhibition for all in Negova Castle



Walking maps and hiking tours in ARGE Geopark



What kind of tourism experience we developed?

Co-created content for virtual reality hiking tour



Annual Rural Art Festival – 4th edition in 2024 after 2 years of end of the project



What do we want to do in RURACTIVE?



Interested in learning how?

ADDITIONAL DYNAMOS – EXPRESSION OF INTEREST

Express your interest until 31st of May 2025 to become an Additional RURACTIVE Dynamo and learn from the RURACTIVE project!

RURACTIVE currently engages 12 case study areas, also known as Dynamos, who are applying a community-led development methodology to design and implement rural sustainable development solutions throughout their regions around Europe. These Dynamos - local agents of change, innovative enterprises, and organisations - ensure that change is rooted in local needs and delivers lasting impact.

The project and subsequent solutions focus on **six key Rural Development Drivers** complemented by **four key cross-cutting priorities** to further intertwine with all aspects of the project to ensure a sustainable and just transitions for all.

Each rural development solution being developed strives to integrate four main **forms of innovation**.

Through pilot projects, capacity-sharing programmes and knowledge-sharing platforms, RURACTIVE showcases how rural innovation can address global challenges like climate change and inequality. The project aims to create a **replicable model for sustainable rural development** across Europe and beyond.



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