



FORTE CULTURA 2025 Congress

Introduction and Keynote Speech



**Creative Tourism and
the New European Bauhaus (NEB)**
as strategies to link fortified
heritage with sustainable and
inclusive regional development.

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Forte di Bard, Italy



FORTE CULTURA 2025 Congress

Introduction and Keynote Speech

- ✓ Challenges to Address
- ✓ The European Framework for Action on Cultural Heritage
- ✓ The Tourism Market: Data and Forecasts
- ✓ Cultural Tourism: Data
- ✓ Cultural Tourism: Benefits and Risks
- ✓ New Trends: From Traditional Tourism to Experiential Tourism
- ✓ The Role of Fortified Heritage in Experiential Tourism
- ✓ Conclusions

1. Challenges to Address

- **Environmental Challenges:** Climate change, rising sea levels, and flood risks threaten European cultural heritage, particularly fortified sites.
- **Sustainability:** The need for tourism models that combine heritage conservation with economic development.
- **Cultural Identity and Social Integration:** Encouraging social inclusion and the active participation of local communities in heritage management to strengthen a sense of belonging.
- **Community Engagement:** About **48%** of Europeans are **not actively involved in cultural activities**. However, **68%** are interested in learning more about their country's history and cultural traditions. This suggests **significant potential** to improve **inclusivity and community involvement** in heritage management and promotion.

Source: Eurobarometer, Survey on cultural heritage (2017)

- **Technological Innovation:** Enhancing heritage accessibility and understanding through digital technologies.
- **Global Competition:** Cultural destinations must differentiate themselves by communicating the "sense of place" and involving local communities.

2. The European Framework for Action on Cultural Heritage

- **European Year of Cultural Heritage 2018:** Highlighted how cultural heritage can be a driver of social and economic development.
- **Sustainability:** Promoting policies that favor **sustainable cultural tourism** and the **responsible use of heritage** to achieve the sustainability goals outlined in the United Nations 2030 Agenda for Sustainable Development.



3. The Tourism Market: Data and Forecasts

- **Tourism Returns to Growth:** Tourism has started to grow again after the pandemic, with Europe recovering and in some cases surpassing pre-pandemic visitor numbers.



3. The Tourism Market: Data and Forecasts /2

- **EU Tourism Data:** The direct and indirect contribution of the tourism sector to the EU's GDP was estimated at around **10%**, employing about **12%** of the total EU workforce, equating to about **24** million jobs.
- **Online Sales:** There is increasing use of digital platforms for tourism bookings. In 2024, European tourism revenue from online sales made up **56%** of total hospitality sector revenue, with this figure expected to rise to **78% by 2027**.

Sources:

1. Statista: <https://www.statista.com/statistics/311559/inbound-visitor-growth-europe/>
2. European Tourism 2024 Report: <https://etc-corporate.org/reports/european-tourism-2024-trends-prospects-q1-2024/>
3. Eurostat Tourism Statistics: https://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics
4. European Tourism Commission: https://etc-corporate.org/uploads/2022/03/2022_Performance-of-European-tourism-before-during-and-beyond-the-Covid-19-pandemic.pdf

4. Cultural Tourism: Data

- **40% of European tourism** is represented by cultural tourism, which continues to grow.

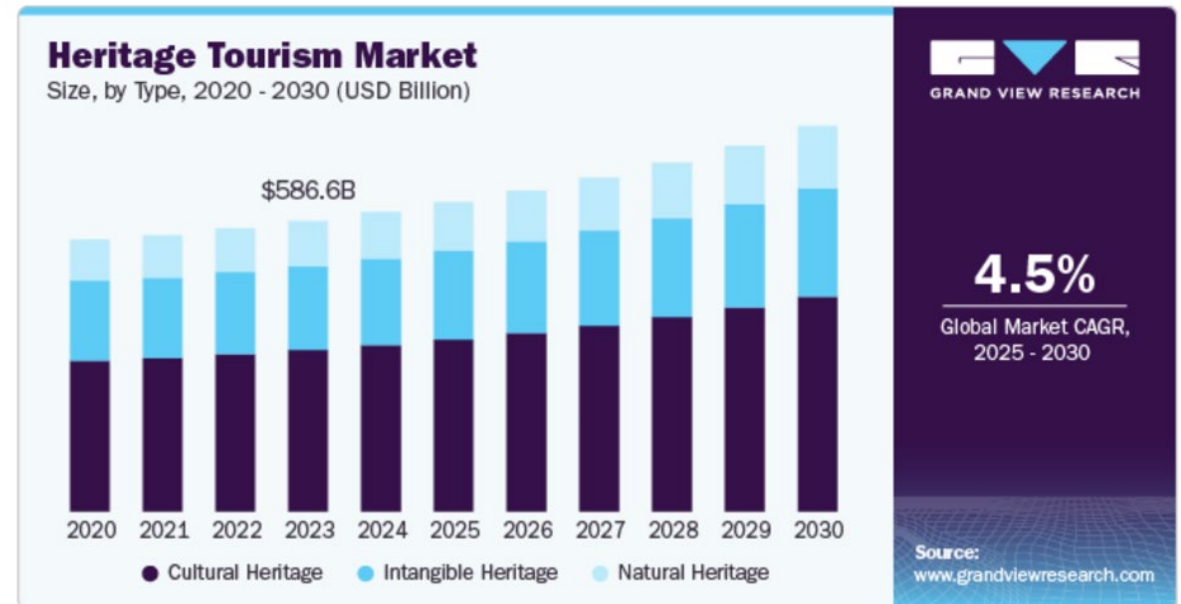
Source: European Commission (COSME Program)

- **Expenditure and Length of Stay:** The average cultural tourist spends **38%** more per day and stays **22%** longer than other types of tourists.

Source: www.mytravelresearch.com/culture-and-heritage-tourism-boosts-visitor-economy/

- **Future Growth:** The global heritage tourism market will grow at a CAGR of 4.5% from 2025 to 2030, with increasing demand for immersive experiences in local history and culture.

Source: www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report



5. Cultural Tourism: Benefits and Risks

- **Economic Benefits:** Creation of jobs and revenue for local economies.
- **Social Benefits:** Promoting social inclusion and intercultural dialogue through community participation.
- **Risks:** Cultural commercialization, over-tourism, standardization, and loss of authenticity.

To ensure that cultural tourism continues to bring benefits while reducing risks, ***responsible management policies*** must be implemented:

- **Sustainable Planning:** Low-intensity tourism and participatory management with the local community.
- **Experiential Tourism:** An increasingly popular trend to address the risks of mass tourism is experiential tourism, which focuses on offering authentic and interactive experiences directly with local communities.

6. New Trends: From Traditional Tourism to Experiential Tourism

A **study on Millennials and Generation Z** in relation to cultural heritage tourism highlighted what young travelers want. Characteristics of **Experiential Tourism** emerge, signaling a shift from traditional tourism:

- **Active Involvement:** Young people participate in workshops and local activities, learning traditional and creative practices.
- **Authenticity and Personalization:** Experiential tourism offers unique, immersive experiences away from mass tourism.
- **Learning and Multisensory Experiences:** Experiential tourism stimulates practical learning, engaging all the senses of the tourist, generating lasting memories and a deep connection to the destination.
- **Sustainability:** Promoting eco-sustainable tourism that respects the environment and local cultures.

Source: CBI Market Information on Cultural Tourism: <https://www.cbi.eu/market-information/tourism/cultural-tourism/market-potential>

- **Over 50% of Millennials** prefer experiential tourism during holidays,

Source: Tourism and Psychology (2024): <https://turismoepsicologia.padovauniversitypress.it/system/files/papers/2024-2-03.pdf>

7. The Role of Fortified Heritage in Experiential Tourism

- **Fortified Sites as Living Spaces:** Fortresses become places of dynamic interaction between communities and tourists.
- **Immersive Experiences:** Tourists not only visit but become part of the historical narrative, experiencing heritage in an authentic way.



Conclusions: Creative Tourism and NEB as Adequate Solutions

- **Creative Tourism**, as innovative interpretation of Experiential Tourism, and the **New European Bauhaus**, with its focus on **preservation** and **community engagement**, address the challenges and trends, promoting sustainability, authenticity, and cultural inclusion.
- These approaches can transform **fortified heritage** into a **driver of sustainable development** for local communities, creating economic and social opportunities.





Thank you for your attention!

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