

SPOT - Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation

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www.SPOTprojectH2020.eu



Horizon 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644



Call: H2020-SC6-TRANSFORMATIONS-2019

Type of action:	RIA (Research and Innovation action)
Proposal number:	870644
Proposal acronym:	SPOT
Duration (months):	36
Grant amount:	3 000 000.00 EUR
Proposal title:	Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation
Activity:	TRANSFORMATIONS-04-2019-2020

Aim of the project

The project's aim is **to develop a new approach** to understanding and addressing cultural tourism and to promote development of **disadvantaged areas**.

The project uses case studies across **14 European regions + Israel**

The project engages academics and stakeholders in developing **policy proposals** in practice via an **Innovation Tool** to assist policy-makers at all levels as well as practitioners.

Project preparation

What are differences between SSH projects and projects focusing on natural science?

SSH communities have a more qualitative approach to impact. Society is a priority. It is mainly about applied research and less about the basic research.

How many times did you try to submit your project proposal until you have succeeded?

I tried to submit a proposal twice, but each time to a slightly different call.

Project preparation

How long in advance did you know that you want to submit a project proposal to H2020 and when have you started looking for partners?

I started thinking seriously about submitting a proposal about 9 months before the deadline, and more or less at that time, I started contacting potential partners.

How many times did you try to submit your project proposal until you have succeeded?

I tried to submit a proposal twice, but each time to a slightly different call.

What was the key decision to become a coordinator?

*No one from partners was willing to do so; I got support from key partners;
Motivation to move on in my career.*

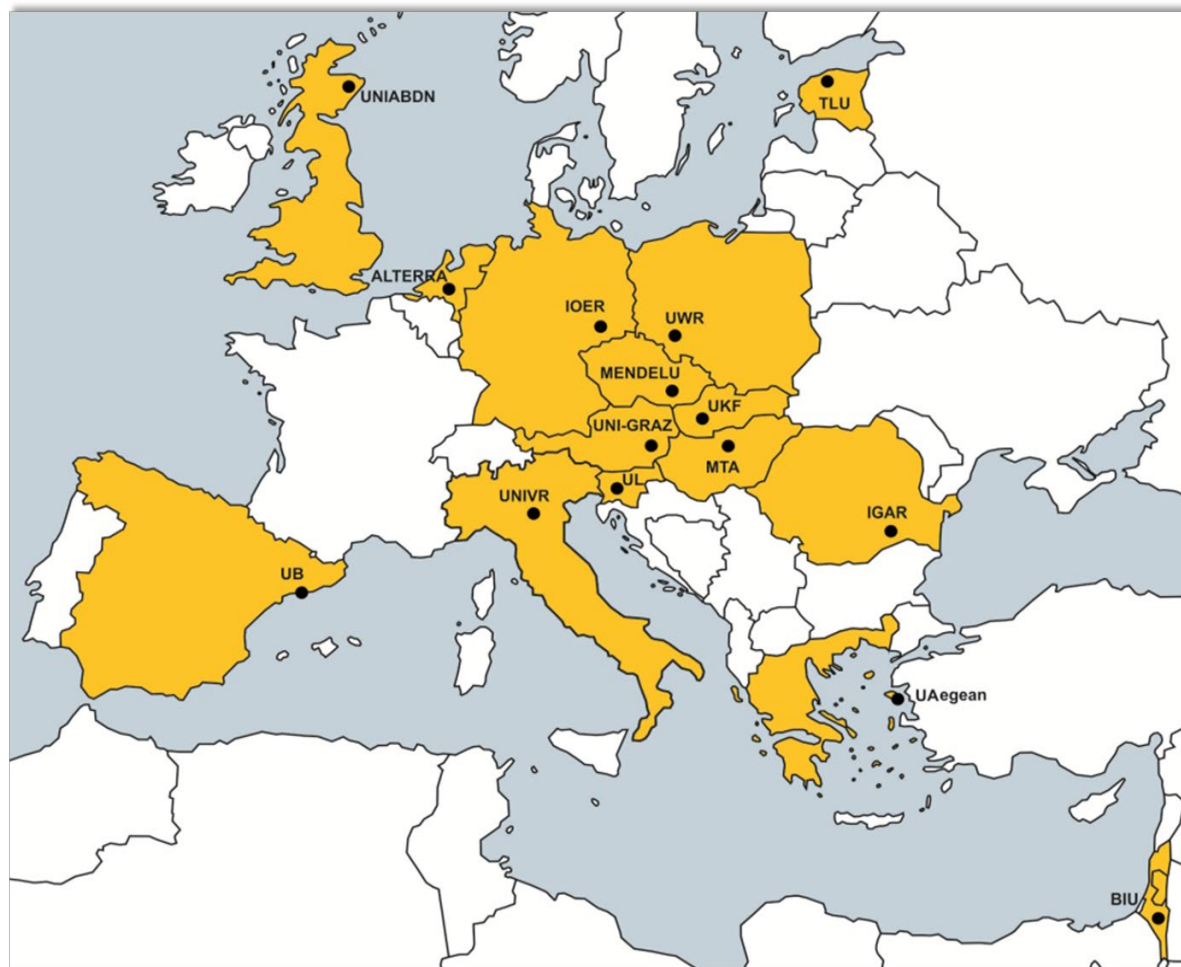
How long have you been looking for partners? Did you take part in any mediation events? Did you know your partners from previous cooperation?

I knew most of my partners from previous international projects I participated in; two were recommended to me by a colleague and I searched for one specialist on the Internet to fit the profile I needed.

What is the key to success in creating a balanced consortium?

I learn that the consortium should be rather smaller - 10 partners max. and most of them should have a scientific profile related to the topic and at least some of them should have experiences with European projects.

Partners



Project team

Part. #.	Participant organisation name	Short name	Country
1	MENDELOVA UNIVERZITA V BRNĚ (Coordinator)	MENDELU	CZ
2	BAR ILAN UNIVERSITY	BIU	IL
3	INSTITUTE OF GEOGRAPHY OF THE ROMANIAN ACADEMY	IGAR	RO
4	LEIBNIZ-INSTITUT FÜR ÖKOLOGISCHE RAUMENTWICKLUNG EV	IOER	DE
5	MAGYAR TUDOMÁNYOS AKADÉMIA	MTA KRTK	HU
6	STICHTING WAGENINGEN RESEARCH	WR	NL
7	TALLINN UNIVERSITY	TLU	EE
8	UNIVERSITÄT GRAZ	UNI GRAZ	AT
9	UNIVERSITY OF ABERDEEN	UNIABDN	UK
10	UNIVERSITY OF THE AEGEAN	UAegean	GR
11	UNIVERSITAT DE BARCELONA	UB	ES
12	UNIVERSITÀ DEGLI STUDI DI VERONA	UNIVR	IT
13	UNIWERSYTET WROCŁAWSKI	UWR	PL
14	UNIVERZA V LJUBLJANI	UL	SI
15	UNIVERZITA KONŠTANTÍNA FILOZOFA V NITRE	UKF	SK

How much were individual institutions involved in the preparation of the project proposal and how the cooperation with the partners took place?

Only 3 core persons were closely and intensively working with me on the draft proposal, which was twice circulated among partners and the finalization was done 1 week before the deadline on site (3 persons full-time work).

Recommendations, observations: *only a core group preparing the draft; reserve enough time; involve English native speaker*

What would I do differently?

- *involve fewer partners;*
- *plan fewer deliverables and milestones;*
- *communicate more intensively with supporting agencies*

What were the main challenges during the project realization?

Given that the SPOT project was only launched on 1 January 2020, the main challenge was the limitations related to COVID-19 measures, which slowed / postponed the practical part, namely interviews and questionnaire surveys in individual case studies.

Was there any part of the project you really struggled with and how would you recommend dealing with such situations? Who or what helped you?

When you are the coordinator of such a large project consortium for the first time, you need advice, especially for financial procedures, but also for common activities such as reporting. I received help both from my project officer (PO), but also from friends / colleagues who are already involved in EU projects and other friends / colleagues working in the EU REA and TC ČR.

Project impact (economic, social...)

What are expected or realised key research and innovation achievements of the project?

The **SPOT-IT** tool is designed to provide **decision-supporting information for various stakeholders** who are interesting in promoting cultural tourism within a given area. The tool is based on GIS layers, a decision supporting mechanism, two additional algorithms, and a public participation platform.

Web-based Resource Center is an **online inventory** providing functionalities for the collection, organization and retrieval of knowledge related to cultural tourism development. It provides information for scientists, policy-makers, stakeholders, NGOs, practitioners; data and maps related to the impact of cultural tourism in the case study areas; presentation of research results; policy recommendations / strategies; examples of good practices and the interpretative model for stakeholders' use.

What is the economic/ social impact/EU policy relevance of your project?

The major contribution of the project is **to synthesise and link the research from across Europe and across different local and globalisation processes influencing cultural tourism**, and to facilitate the dissemination of examples of good practices at the European scale.

What kind of impact were you planning and how do you think it might have helped to win the financing?

Impacts on policy and practice - the formulation and delivery of development strategies helping to transmit and benefit from cultural tourism in Europe

Economic impact- contributing to the better utilization of cultural tourism potential in Europe

Societal impact - how to involve local stakeholders in the management of cultural tourism in order to avoid conflicts and criticisms from over-touristed sites

Scientific impact - involves an innovative conceptual approach to cultural tourism as it opens up the definition of cultural tourism to a wide range of possibilities

Few words for those who are still hesitating to submit a project proposal to Horizon Europe (HE)

What is the added value of being part of the H2020 / HE project?

It is definitely worth trying to apply for a European call in many ways.

- *You will **gain new experience, knowledge and new contacts***
- *You will receive **more funding** for your research than from national grants if you are successful*
- *You will gain a **higher prestige** at the university and in your field*



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Thank you for your attention!

