

Webinar "Digital Innovation for Smart Tourism and Cultural Heritage"



HORIZON
EUROPE

*Horizon Europe for
cultural tourism*

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THE EU RESEARCH & INNOVATION PROGRAMME **2021 – 2027**

HORIZON EUROPE

EURATOM

SPECIFIC PROGRAMME: EUROPEAN DEFENCE FUND

*Exclusive focus on
defence research
& development*

Research
actions

Development
actions

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*

Exclusive focus on civil applications



Pillar I EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie

Research Infrastructures



Pillar II GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

Joint Research Centre



Pillar III INNOVATIVE EUROPE

European Innovation
Council

European Innovation
Ecosystems

European Institute of
Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

Fusion

Fission

Joint
Research
Center

* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

Building on Horizon 2020 Results

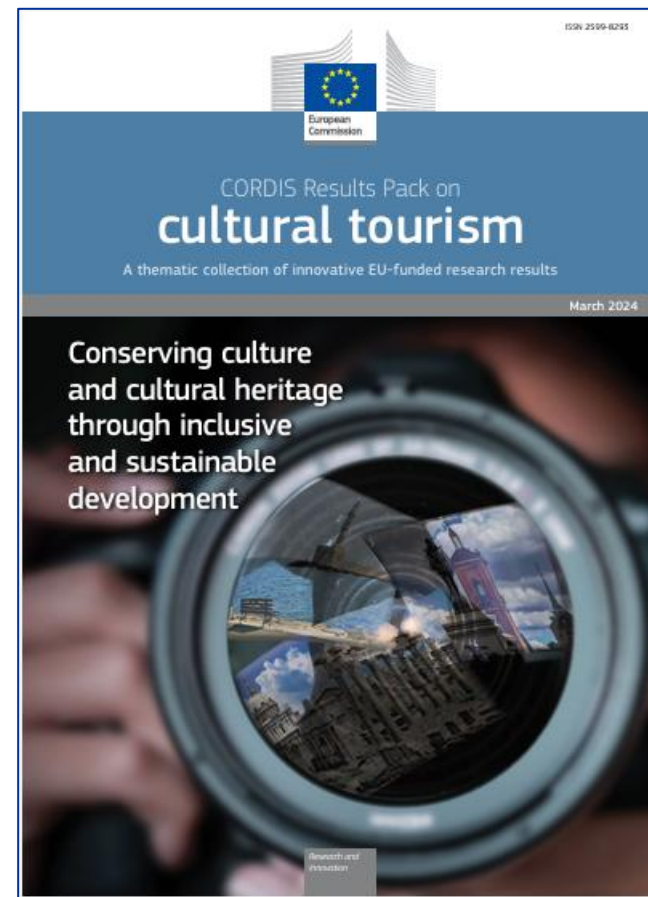
Eight projects. A shared foundation for sustainable cultural tourism.

Be.CULTOUR

Human-centred, circular cultural tourism through local innovation ecosystems. Co-creation with communities, authorities and entrepreneurs

rurALLURE

A digital platform connecting pilgrimage routes with surrounding cultural and natural heritage, helping visitors discover places beyond the main routes.



[CORDIS Results Pack](#)

Cultural Tourism · 2024



TEXTOUR



SPOT



Smart
CulTour

INCULTUM
Visiting the margins
INnovative CULTural ToUrisM in European peripheries



[Scan to read](#)

Horizon Europe: Cultural tourism for socio-economic development

Fostering socio-economic development and job creation in rural and remote areas through cultural tourism

HORIZON-CL2-2023-HERITAGE-01-05

TOURAL

Develops a model for participatory design of cultural, creative and other forms of tested in six rural regions.



CROCUS

Cross-border living labs testing sustainable tourism business models.



SECreTour

Community-centred approaches to fair, creative and sustainable tourism.



CULTURALITY

Rural crafts and intangible heritage for year-round creative tourism and support local employment.



Beyond tourism-specific topics: e.g. LoGaCulture

Location-based games and augmented reality to engage visitors with cultural heritage.



Horizon Europe: 2027 cultural tourism topic

Future-proofing sustainable cultural tourism

HORIZON-CL2-2027-01-HERITAGE-06

AI & strategic foresight

Ethical AI for authentic, accessible and inclusive visitor experience and better visitor management

AI-assisted foresight to anticipate change and strengthen tourism resilience

Sustainable local development

Community-centred business models for emerging and less-developed destinations

Networks connecting small businesses, civil society, researchers and policymakers, supporting skills, fair working conditions and equitable benefit-sharing

Scheduled opening: 13 May 2027 | Deadline: 23 September 2027



EU initiatives for company growth

EU Startup and Scaleup Strategy · adopted 28 May 2025

Regulation, finance, markets, talent, infrastructure and services

EU Inc. — proposed

Legislative proposal for a new harmonised corporate legal regime.

Optional European corporate framework, open to companies generally.

Digital formation and simpler cross-border operation.

Scaleup Europe Fund

Establishment completed in August 2026.

€5 billion fundraising target for strategic deep-tech scaleups.

Late-stage growth capital.

Funding and support for innovative startups

EIC Accelerator

Individual startups and SMEs: business acceleration services.

EIC Step

Scale-up: investments for advanced strategic technologies

EIT Culture & Creativity

Acceleration, investment readiness and partner/investor networks.
Eligibility and sector coverage depend on each call.

Cluster 2: creative startups (2026)

“Boosting creative startups for disruptive innovation”: research and pilot approaches to help creative startups innovate and grow.



Explore further:



**CORDIS brings you the results of
EU research and innovation**



**Key facts & figures on
projects and participants,
interactive tool**





Thank you!

HorizonEU

<http://ec.europa.eu/horizon-europe>



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