

Progetto tech4you Spoke 4

PP 4.2.2 "SDI for Tourism ecosystems innovation
and development based on cultural heritage"

**"Trasformazione digitale, dinamiche di innovazione
e smart solution negli ecosistemi turistico-culturali"**



LIEG



CHI SIAMO

Il LABORATORIO DI INGEGNERIA ECONOMICO GESTIONALE (LIEG) afferente prevalentemente all'area di ricerca dell'Ingegneria Economico-Gestionale (SSD ING-IND/35) – è un catalizzatore e facilitatore delle dinamiche di sviluppo dei sistemi organizzativi (imprese ed organizzazioni pubbliche), dei sistemi economico-produttivi, dei territori e delle comunità attraverso lo sviluppo di attività di ricerca, formazione e animazione culturale sui temi dell'innovazione, creatività e sviluppo imprenditoriale.

Il LIEG mira a sviluppare attività di ricerca e progetti interdisciplinari attraverso la collaborazione di diversi Settori Scientifico Disciplinari. La sua attività si rivolge alle organizzazioni pubbliche e private ed è volta a creare un sistema di collaborazioni con le imprese, le pubbliche amministrazioni, i centri di ricerca e le comunità intellettuali che condividono una visione di sviluppo sostenibile e bilanciato che integri la dimensione socio-culturale, economica e ambientale.

Il progetto



tech4you

“TRASFORMAZIONE DIGITALE, DINAMICHE DI INNOVAZIONE E SMART SOLUTION NEGLI ECOSISTEMI TURISTICO-CULTURALI”

Tech4You promuove la produzione di risultati della ricerca attraverso attività di start-up, open innovation, trasferimento di tecnologie e risultati della ricerca, accelerazione di imprese e servizi. La scelta delle aree di specializzazione è il motore per sostenere la transizione ecologica, energetica e digitale delle due regioni, sostenendo le specificità del territorio e sperimentando innovazioni per implementare un'economia a impatto zero, in una logica di sfruttamento rinnovabile delle risorse naturali, potenziata dalla bioeconomia e dalla tutela e valorizzazione dell'ambiente.

Nell'ambito dell'ecosistema Tech4You, rientra il progetto pilota “SDI for Tourism ecosystems innovation and development based on cultural heritage”, coordinato dal LIEG, che punta a sviluppare sul territorio lucano, tra le altre attività, un'analisi volta ad approfondire lo stato della maturità digitale del settore turistico culturale, ed una serie di workshop che vedono come principali protagonisti gli operatori turistico culturali locali, esperti di innovazione e trasformazione digitale ed eventuali altri stakeholder operanti nell'ecosistema turistico culturale.



Azione 3

Innovation Lab

DESCRIPTION

Development of participatory approaches and events, inspired by the principles of the Innovation Lab, aimed at fostering a culture of digital innovation and the adoption of SMART tourism solutions among enterprises within the cultural tourism ecosystem.

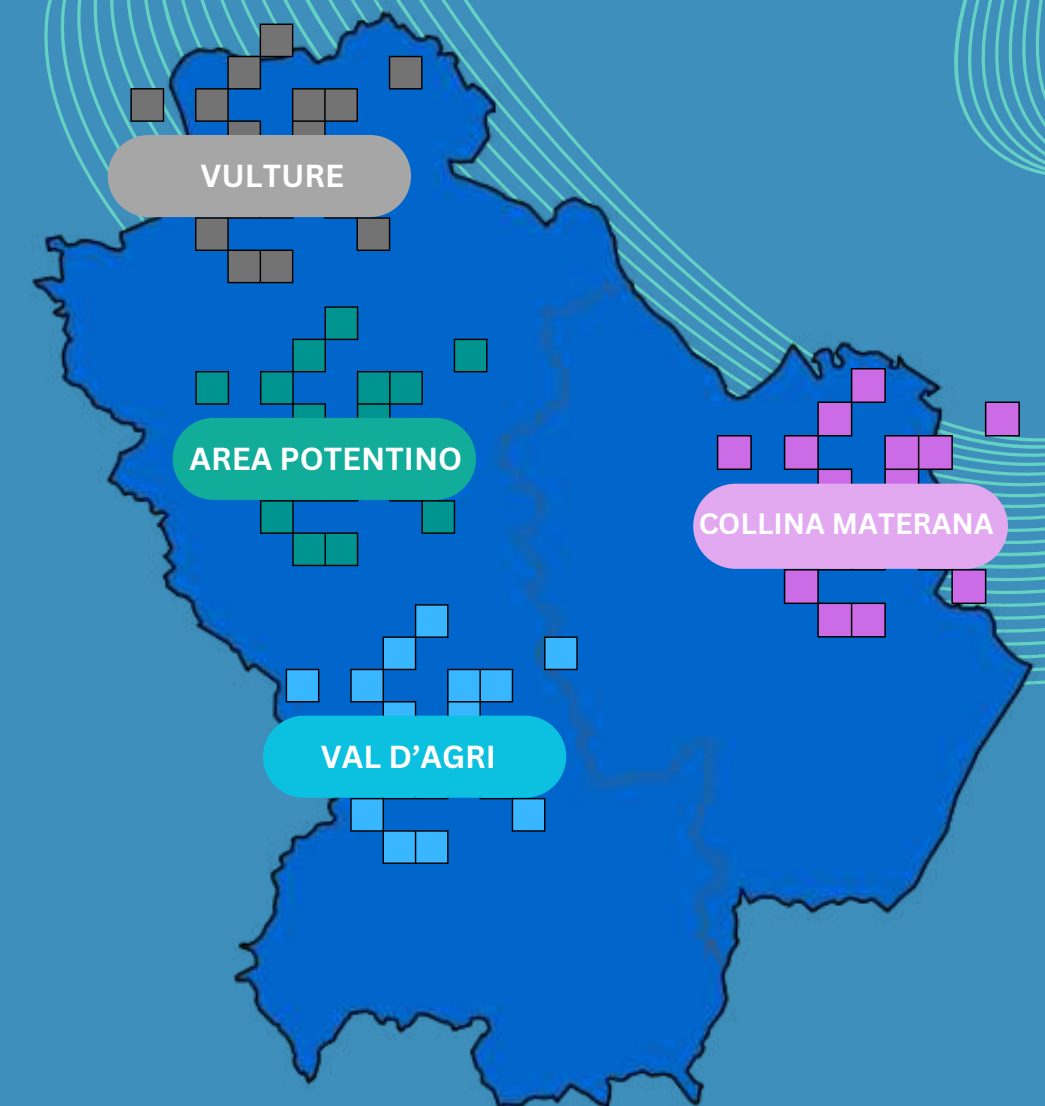
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Azione 4 | Results

PARTICIPATIVE WORKSHOPS

The workshops were conceived to promote dialogue and collaboration among operators, organizations, and professionals in the cultural tourism sector. Their aim is to explore, share, and transfer knowledge, tools, and practices related to digital transformation and innovation, providing opportunities for training and reflection to support the development of innovative strategies for creating a smart and sustainable tourism offer.

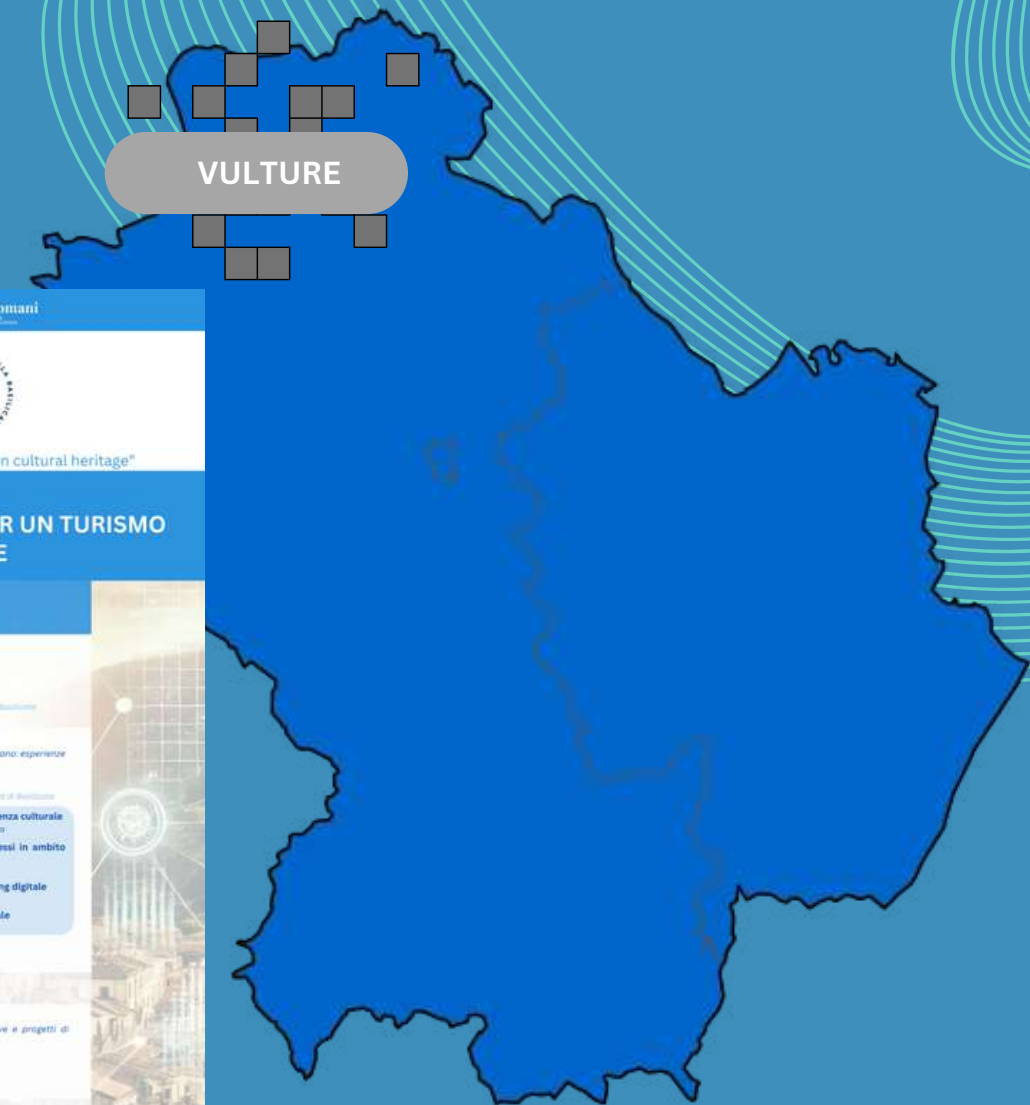
The project included the implementation of four workshops in four pilot areas.





Azione 4 | Results

RIONERO - 26/10/2024



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Azione 4 | Results

PARTICIPATIVE WORKSHOPS

MATERA - 09/11/2024



Finanziato dall'Unione europea NextGenerationEU

MUR

Italiadomani

TECH4YOU

SPOKE 4

PP 4.2.2 "SDI for Tourism ecosystems innovation and development based on cultural heritage"

Workshop Co-Partecipato

TRASFORMAZIONE DIGITALE E INNOVAZIONE PER UN TURISMO CULTURALE SMART & SOSTENIBILE

PROGRAMMA

09:00-09:30	Registrazione
09:30-09:45	Lo spazio delle possibilità Saluti istituzionali e presentazione del progetto Tech4you e del workshop Daniela CARLUCCI e Antonio LERRO Docenti: Laboratorio di Ingegneria Economico-Gestionale, Università degli Studi della Basilicata Responsabili scientifici di Azioni, Progetto Pilota 4.2.2 - Ecosistema Tech4you
09:45 - 11:15	Lo spazio dell'ispirazione Tradurre sfide ed opportunità in valore ed impatti per il turismo culturale lucano: esperienze e best practices Introduzione e moderazione Francesco SANTARSIERO Ricamatore senior, Laboratorio di Ingegneria Economico-Gestionale IUEG - Università di Basilicata
	Strumenti, applicazioni e benefici di iniziative di digital marketing per il turismo culturale: approcci operativi Alessandro MARTEMUCCI - Lean e Digital Marketing Manager, Officinas
	Informatizzazione e digitalizzazione per il miglioramento dei processi in ambito turistico-culturale Tony COLUCCI - Imprenditore, HT Srl
	Storia, comunità, territorio: l'evento culturale "Federicus" di Altamura Fabrizio QUATTROMINI - Presidente APS "Fortis Murgio"
	Lo spazio del dibattito Sollecitazioni, suggestioni, provocazioni
	Lo spazio del networking Coffee break
	Lo spazio della co-creazione Laboratorio pratico-esperienziale co-creato e co-partecipato per iniziative e progetti di innovazione nel turismo culturale lucano
	Introduzione, coordinamento e facilitazione Vito VERRASTRO e Valentina MILONE Ricamatore senior, Laboratorio di Ingegneria Economico-Gestionale IUEG - Università di Basilicata
	Lo spazio della condivisione Takeaways per la digitalizzazione e l'innovazione nel turismo culturale
	Chiusura delle attività e follow-up

SABATO 9 NOVEMBRE
Palazzo Viceconte
Matera

Il workshop è parte integrante delle attività previste all'interno del Progetto Pilota "SDI for Tourism ecosystems innovation and development based on cultural heritage" - centrato nel più ampio Progetto "Ecosistema TECH4YOU - Technologies for climate change adaptation and quality of life improvement" Missione 4 Componente 2 Azione di Intervento Investimento 1.1, Piano Nazionale di Ripresa e Resilienza - PNRR, Finanziato dall'Unione europea - NextGenerationEU. Codice identificativo C500000003

Con la collaborazione di:

LIEG

HIGHTECHNOLOGY

OFFICINAS

UNIVERSITÀ DEGLI STUDI DELLA BASILICATA

tech4you



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PARTICIPATIVE WORKSHOPS

VIGGIANO - 08/03/2025



SPOKE 4
PP 4.2.2 "SDI for Tourism ecosystems innovation and development based on cultural heritage"

Workshop Co-Partecipato

TRASFORMAZIONE DIGITALE E INNOVAZIONE PER UN TURISMO CULTURALE SMART & SOSTENIBILE

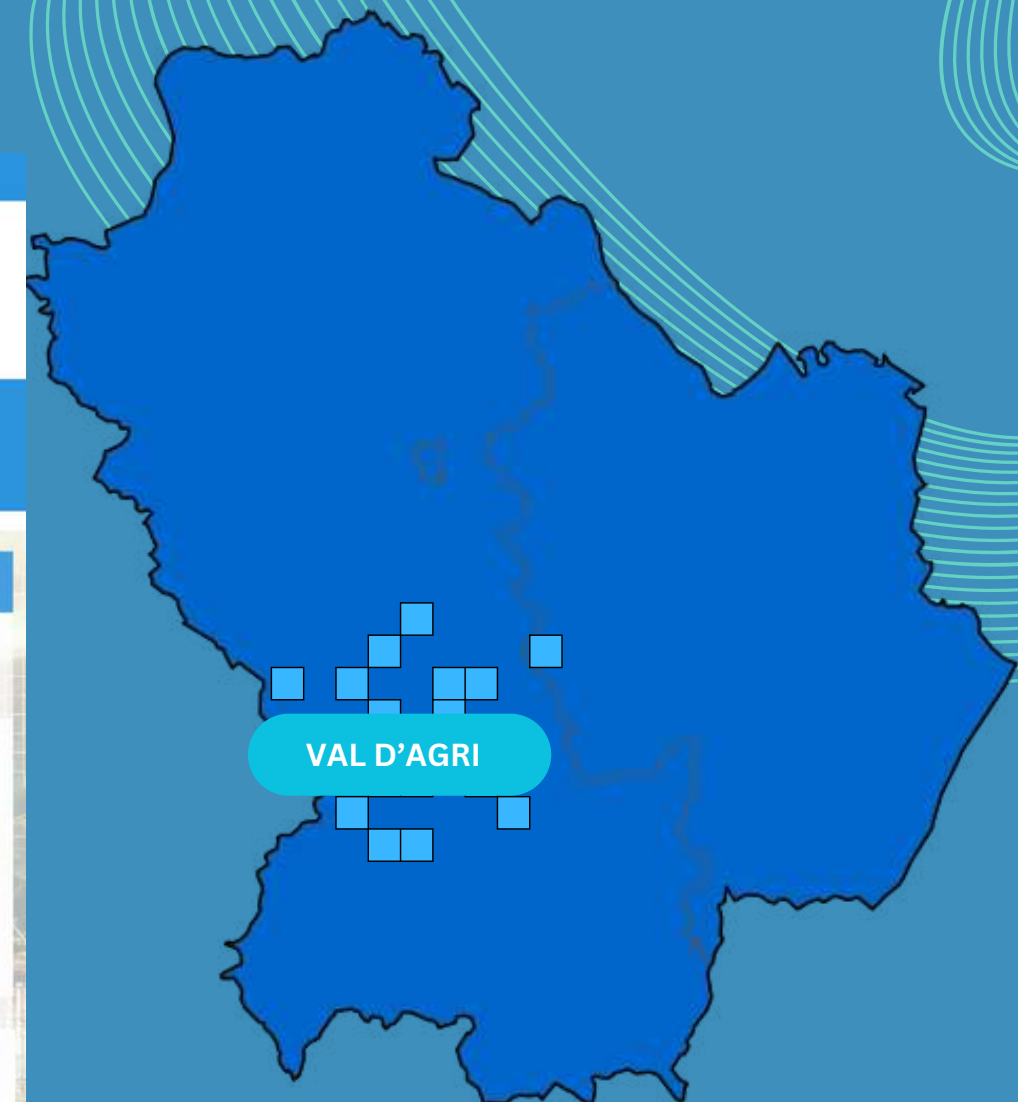
ISCRIVITI QUI

Scansiona!

PROGRAMMA	
09:00-09:30	Registrazione
09:30-09:45	Lo spazio delle possibilità Saluti istituzionali e presentazione del progetto Tech4you e del workshop Daniela CARLUCCI e Antonio LERRO Diziani, Laboratorio di Ingegneria Economica Gestionale, Università degli Studi della Basilicata Ricerche e servizi di Atene, Progetto Pilota 4.2.2, Ecosystem Tech4you
09:45 - 11:15	Lo spazio dell'ispirazione Tradurre sfide ed opportunità in valore ed impatti per il turismo culturale lucano: esperienze e best practices Introduce e modera Francesco SANTARSIERO Ricerche e servizi, Laboratorio di Ingegneria Economica Gestionale (LIEG) - Università di Basilicata
Turismo nella area interne: le piattaforme digitali al servizio della valorizzazione rurale RURALIS - Maurizio ABBISIZ	
LidoLink e il Futuro del Turismo: L'AI che Trasforma l'Esperienza di Viaggio in tempo reale LEOLINK - Sharmoua SOUWISSI e Michela DI STESSI	
Dal reale al digitale: nuove frontiere della promozione turistica attraverso la digitalizzazione NAMIAS FEDELE / FEDELISSIMI - Giuseppe FEDELE e Paolo FEDELE	
Realtà virtuale e ambienti immersivi: coinvolgere e ampliare l'esperienza culturale FONDAZIONE ENI ENRICO MATTEI - Angelo BENCIVENGA	
Lo spazio del dibattito Sollecitazioni, suggestioni, provocazioni	
11:15 - 11:30	Lo spazio del networking Coffee break
11:30 - 12:45	Lo spazio della co-creazione Laboratorio pratico-esperienziale co-creato e co-partecipato per iniziative e progetti di innovazione nel turismo culturale lucano Introduce, coordina e facilita Francesco SANTARSIERO Rosaria LAGRUTTA Vincenzo ORSI Ricerche e servizi, Laboratorio di Ingegneria Economica Gestionale (LIEG) - Università di Basilicata
12:45 - 13:15	Lo spazio della condivisione Tolleranza per la digitalizzazione e l'innovazione nel turismo culturale
13:15 - 13:25	Chiusura delle attività e follow-ups

SABATO 8 MARZO
Crai Eni Lucania
Via R. Pellicani, 42 - Viggiano

Il workshop è parte integrante delle attività previste all'interno del Progetto Pilota "SDI for Tourism ecosystems innovation and development based on cultural heritage" - repertorio nel più ampio Progetto "Ecosystem Tech4you" - "Technologies for climate change adaptation and quality of life improvement" Promosso e Co-finanziato dal Ministero della Cultura e dal Ministero dell'Università e della Ricerca - "Patto Nazionale per la Cultura" - "Patto Nazionale per la Ricerca" - "Patto Nazionale per la Innovazione" - "Patto Nazionale per la Digitalizzazione" - "Patto Nazionale per la Sostenibilità".

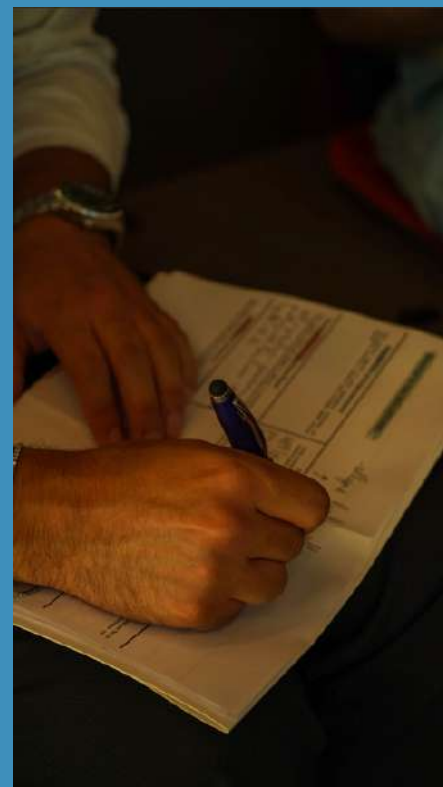


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PARTICIPATIVE WORKSHOPS

POTENZA - 26/06/2025



Finanziato dall'Unione europea NextGenerationEU

MUR

Italiani domani

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SPOKE 4

PP 4.2.2 "SDI for Tourism ecosystems innovation and development based on cultural heritage"

Workshop

TRASFORMAZIONE DIGITALE E INNOVAZIONE PER UN TURISMO CULTURALE SMART & SOSTENIBILE

GIOVEDÌ 26 giugno 2025

BROXLAB
Discesa S. Gerardo, Potenza

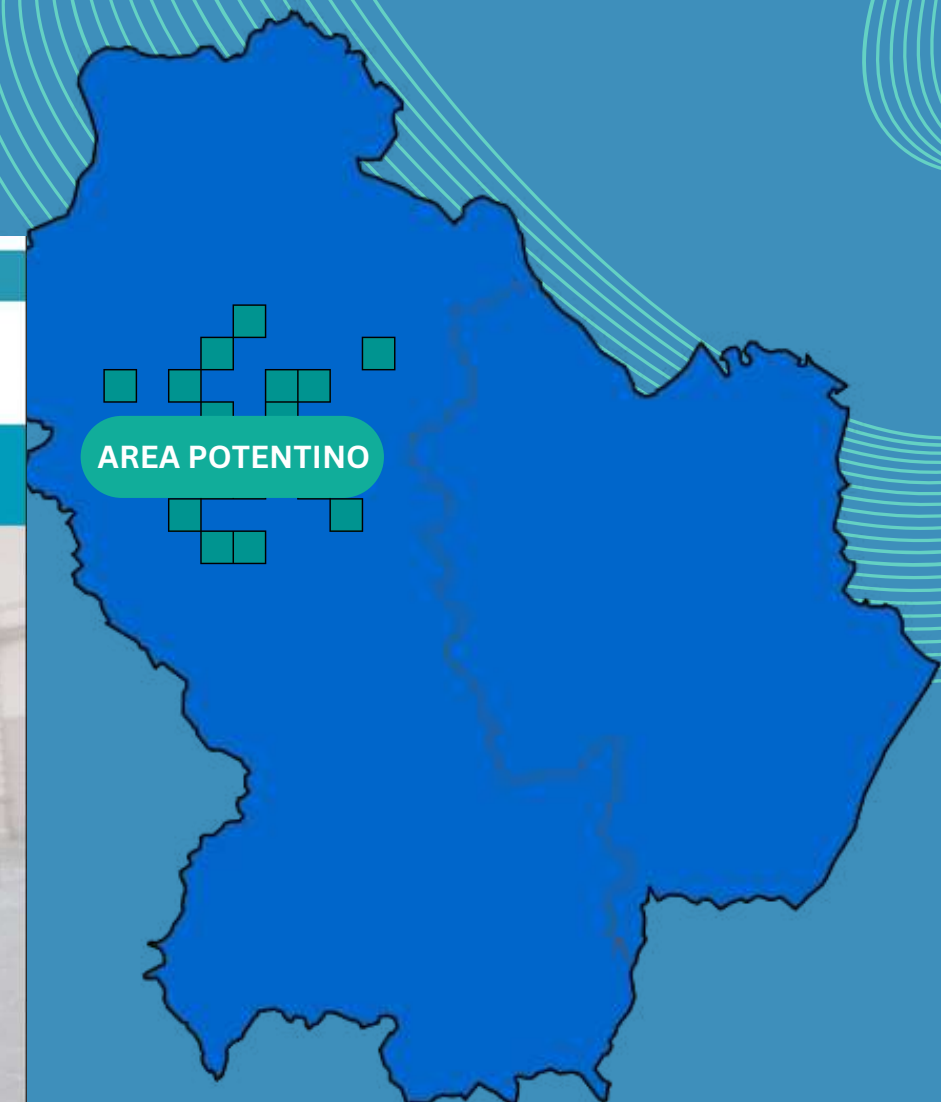
PROGRAMMA

15:00 - 15:15	Registrazione e saluti istituzionali
	Lo spazio dell'ispirazione Tradurre sfide ed opportunità in valore ed impatti per il turismo culturale lucano: esperienze e best practices
	INTERVENGONO Michele SCIOSCIA - Effenove Interattività e gaming nei luoghi della cultura: storia, immaginazione e tecnologia Monaci Digitali Esperienze immersive e digitalizzazione: verso un nuovo modello di turismo culturale Ivy Tour Valorizzare il patrimonio umano: innovazione e strategia per il turismo responsabile Broxlab Investire nella cultura: incentivi e imprese per una nuova offerta turistica
15:15 - 16:15	
16:15 - 17:00	Lo spazio della co-partecipazione Spazio dinamico di co-partecipazione, per intrecciare riflessione, dialogo e networking, generare visioni condivise e attivare nuove sinergie

ORGANIZZANO E MODERANO:
Daniela CARLUCCI e Antonio LERIO
Docenti, Laboratorio di Ingegneria Economico-Gestionale, Università degli Studi della Basilicata
Responsabili scientifici di Azioni, Progetto Piano 4.2.2 "Ecosistema Tech4you"
Francesco SANTARSIERO
Ricercatore senior, Laboratorio di Ingegneria Economico-Gestionale (I-EG) - Università di Basilicata
Rosaria LAGRUTTA e Vincenzo ORSI
Ricercatori, Laboratorio di Ingegneria Economico-Gestionale (I-EG) - Università di Basilicata

Con la collaborazione di: BROXLAB, effenove, MONACI DIGITALI, ivy tour

Il workshop è parte integrante delle attività previste all'interno del Progetto Piano "SDI for Tourism ecosystems innovation and development based on cultural heritage" - rientrante nel più ampio Progetto "Ecosistema TIC4YOU - Technology for climate change adaptation and quality of life improvement" Mission 4 Componente 2 Azioni di Intervento Investimento 1.5, Piano Nazionale di Ripresa e Resilienza - PNRR, Finanziato dall'Unione europea - NextGenerationEU. Codice identificativo C3000000008

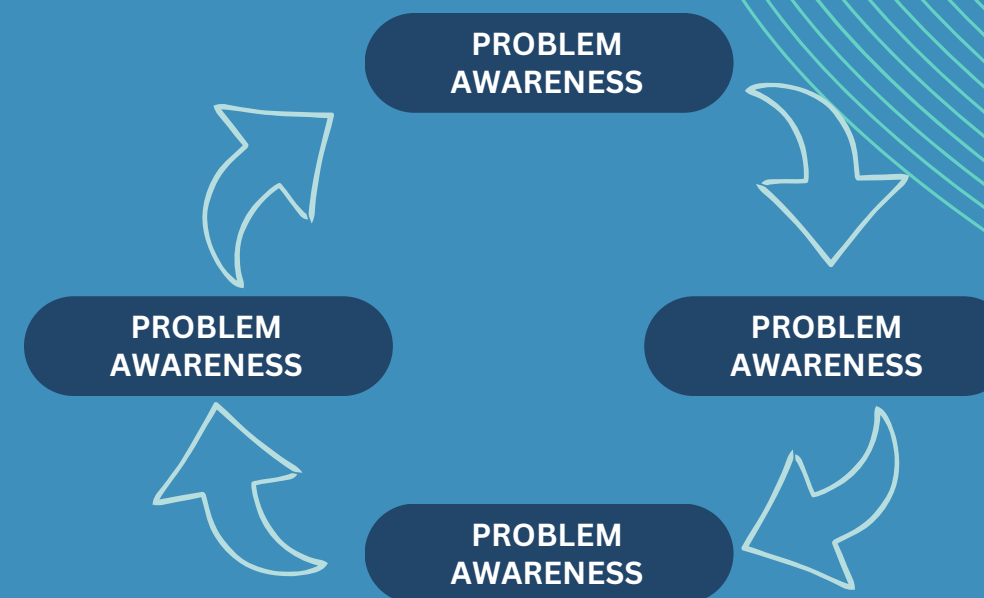


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Azione 4 | Results

PARTICIPATIVE WORKSHOPS the Format

The format of the workshop captures how the developed tools, transforms existing, cultural tourism ideas into renewed experiences, by guiding actors through a structured reflection process. It shows how they move from seeing problems and blind spots, to reframing them as opportunities, configuring the right resources and partners, and finally reimagining their offer in a more distinctive and digitally informed way.



The four phases are:

Problem awareness (SEE): Actors surface weaknesses and blind spots in their current ideas: taken-for-granted traditions and aesthetics, superficial use of digital, excluded groups, weak links with the local ecosystem.

Opportunity framing (REFRAME): These issues are turned into generative “how might we...?” questions. Problems become starting points to rethink rituals, atmospheres, participation, digital touchpoints and territorial relationships.

Resource & ecosystem configuration (CONFIGURE): Opportunities are anchored to concrete capabilities, partners and tools. Actors identify internal competences, local stakeholders, digital technologies and data sources, and clarify roles in the ecosystem.

Solution synthesis (REIMAGINE): A renewed experience concept is consolidated: a clear value proposition, a distinctive role for tradition and aesthetics, digital and data embedded in the experience (not only in promotion), and explicit benefits for the wider territory.

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PARTICIPATIVE WORKSHOPS

Tools NEGATIVE PROMPTS

Negative prompts are short, dimension-based statements that deliberately frame common problems in a negative way. By asking participants to recognise themselves in these statements, we create a shared, honest picture of where cultural tourism-based ideas are fragile, including in relation to digital transformation. This prepares the move from problems to “how might we” opportunities in the next phase.



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Azione 4 | Results

PARTICIPATIVE WORKSHOPS

Tools DIMENSION CANVAS

The Dimension Canvas is a visual reflection tool used to systematically revisit an existing cultural tourism idea. It is organised around eight key dimensions, grouped into three clusters: the Tradition & Aesthetic Core (how stories, symbols, rituals and atmospheres are made meaningful, and how visitors and communities can actively participate), the Digital & Data-enabled Experience (how digital touchpoints enrich the experience and how data and feedback are used for learning), and Ecosystem, Inclusion & Sustainability (who is included or excluded, how local actors are involved, how traditions and places are regenerated over time, and how flows, timing and access shape the experience). Each dimension is expressed as a guiding question, helping participants move from recognising problems to identifying opportunities and making their assumptions explicit in a clear, multi-dimensional map of where and how innovation can happen.

Descrivi la tua SOLUZIONE:

Engagement & Empowerment Come possiamo migliorare la nostra realtà/offerta, rendendola più coinvolgente, interattiva e attrattiva? Quali tecnologie digitali possono aiutarci?	Accessibilità Come possiamo rendere la nostra realtà/offerta accessibile a tutti con il supporto della tecnologia?	Ecosistema Come possiamo migliorare la collaborazione tra attori del turismo per fare in modo che la nostra realtà/offerta - nuovi, integrata e contestata, con l'esistente?
Prenotazione e gestione flussi Come possiamo rendere più semplice la gestione, la prenotazione e l'esperienza dei nostri servizi/prodotti? Quali tecnologie possono aiutarci?	Sostenibilità Come possiamo rendere la nostra realtà/offerta più sostenibile? Quali tecnologie digitali possono aiutarci?	Dati Come possiamo sfruttare i dati per migliorare la nostra realtà/offerta?
Informazioni turistiche Come possiamo migliorare l'accesso alle informazioni relative alla nostra offerta/esclusione e rendere più fluida l'esperienza dei visitatori?	Integrazione con economia locale Come possiamo collegare la nostra realtà/offerta/esclusione con l'economia locale? Quali tecnologie ci possono aiutare?	Mobilità Come possiamo avere più mobilità? Come migliorare la mobilità attraverso soluzioni digitali?



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PARTICIPATIVE WORKSHOPS

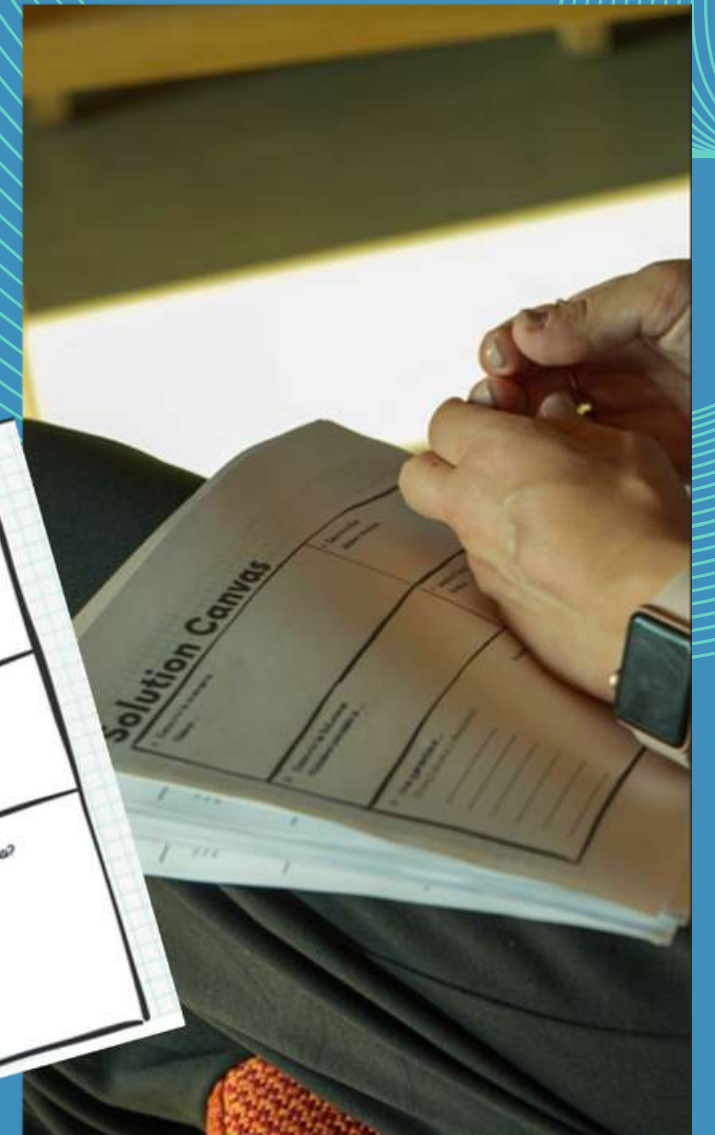
Tools

SOLUTION CANVAS

The Solution Canvas is the synthesis tool used at the end of the workshop to consolidate a renewed concept for the cultural tourism offering. It helps participants bring together what emerged in the previous phases into a clear, coherent proposal. On the canvas, they articulate the core value proposition for visitors, the distinctive experiential elements, and the specific role of digital technologies and data within the experience (before, during and after). The canvas also prompts them to highlight the benefits for the local ecosystem and community, and to make explicit the key assumptions, risks and next steps needed to move from idea to implementation. In questo modo il Solution Canvas rende visibile il passaggio da intuizioni sparse a un concept maturo, riconoscibile e orientato al futuro.

Solution Canvas

1. Descrivi lo scenario Siamo ...	2. Descrivi le sfide abbiamo riscontrato ...
3. Descrivi la Soluzione Abbiamo pensato a ...	4. Identifica il Target Rivolta a ...
5. che garantisce ... (licenziatari almeno 3 innovatori)	In che modo?
	Attraverso quale possibile tecnologia?



Progetto
TU tech4you
Azione 4

Assessment and Mapping of Digital
Transformation & Business Model
Innovation of Tourism Enterprises

DESCRIPTION

Development of a model and tools to assess
and map the digital transformation of tourism
enterprises operating within the cultural
tourism ecosystem, in relation to the
challenges and opportunities of SMART tourism.





The Digital Maturity Model for Cultural Tourism Industries provides an integrated framework for assessing how organisations operating in the cultural and tourism sectors evolve in their digital transformation journey. The model is structured around seven key dimensions, each representing a strategic domain where digital capabilities generate value for organisations, visitors, and the broader territorial ecosystem.





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Azione 4 | Results

THE DIGITAL MATURITY ASSESSMENT TOOL FOR CULTURAL TOURISM

The Digital Maturity Assessment Tool provides organizations with a practical instrument to gauge their digital maturity. The tool facilitates a detailed evaluation of specific digital dimensions within cultural tourism companies.

Developed as a Likert scale questionnaire, the tool enables participants to express their agreement levels with statements related to various dimensions. This user-friendly approach ensures a nuanced understanding of digital maturity within the cultural tourism context. It fosters an environment of continuous improvement, allowing entities within the cultural tourism ecosystem to strategically enhance their digital operations and maximize the benefits of transformative technologies.



ACCESS THE TOOL



 tech4you



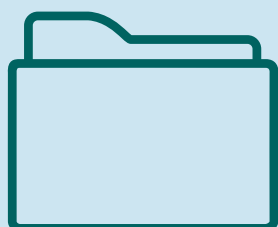


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THE DIGITAL MATURITY ASSESSMENT TOOL FOR CULTURAL TOURISM

DIGITAL MATURITY PROFILES



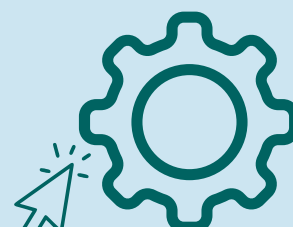
TRADITIONAL /ANALOG

The organisation has a minimal or non-existent digital presence. Processes and services are managed almost entirely through traditional, paper-based or face-to-face methods.



DIGITAL EXPLORER

The organisation is experimenting with digital tools (e.g. social media, basic online services), but usage is sporadic, uncoordinated and not yet guided by a clear digital strategy.



STRUCTURED ADOPTER

Several key processes are now digital (e.g. bookings, payments, communication channels), and these tools are used regularly, even if digital is not yet fully embedded in strategic decision-making.



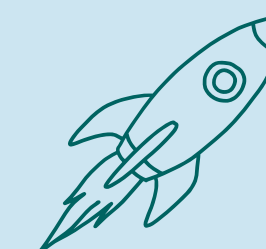
STRATEGIC INTEGRATOR

Digital is integrated into the organisation's strategy, structure and partnerships. There is coordination between teams and stakeholders, and digital tools support both internal processes and visitor-facing services.



ADVANCED & DATA DRIVEN

Decisions are increasingly driven by data and analytics. Automation is widespread, and visitors benefit from rich, personalised digital experiences across different touchpoints.



PIONEER /INNOVATOR

The organisation is a reference point in the ecosystem and actively experiments with emerging technologies (e.g. AR/VR, AI, immersive experiences). It plays an enabling role for the wider territory, with a strong focus on sustainability, accessibility and inclusive digital innovation.



Current Level	AS - IS Description	Focus to the NEXT STEP
1 – TRADITIONAL /ANALOG	Minimal or non-existent digital presence. Processes and services managed in an almost entirely analog manner.	• Activate at least 1–2 basic digital channels (website, social media page) with up-to-date information. • Appoint an internal contact person for digital activities. • Introduce a first simple digital service (online bookings or requests, digital payments, basic newsletter).
2 – DIGITAL EXPLORER	Initial experiments: some social channels or digital tools, used sporadically and in an uncoordinated way.	• Select 2–3 key tools to invest in (e.g. social media + online booking + payments). • Define clear goals (e.g. increase online bookings, visibility, engagement). • Launch targeted training for the team on how to use the chosen tools.
3 – STRUCTURAL ADOPTER	Several processes are digitized (bookings, communication, payments), but digital is not yet fully strategic.	• Integrate digital into strategic documents (plans, budgets, organizational goals). • Build a stable editorial plan for online channels. • Introduce a simple CRM or database to manage contacts, tourists, and partners. • Digitize more stages of the experience (pre-visit, visit, post-visit).
4 – STRATEGIC INTEGRATOR	Digital is integrated into strategy, organization, and relationships; there is internal coordination and coordination with partners.	• Use data systematically (periodic reports, KPIs for channels and services). • Personalize communication and offers based on audience segments. • Increase automation (automatic emails, post-visit follow-ups, reminders). • Develop digital projects with local partners (integrated packages, joint campaigns).
5 – ADVANCED & DATA-DRIVEN	Data-driven decisions; widespread automation; rich and personalized digital experiences.	• Experiment with emerging technologies (AR/VR, immersive experiences, AI for recommendations and assistance). • Act as a local innovation hub (living lab, testbed, pilot projects with universities and startups). • Integrate sustainability, accessibility, and inclusion criteria into all digital solutions. • Share models and best practices with other operators.
6 – PIONEER / INNOVATOR	Leading organization in the ecosystem, highly experimental, sustainable, and collaborative.	• Maintain leadership through continuous but responsible experimentation (ethics, privacy, inclusion). • Strengthen the role as an open platform for the territory (co-creation with communities, young people, businesses). • Measure and communicate the social, cultural, and economic impact of digital initiatives.

Progetto

Azione 4 | Results

THE DIGITAL MATURITY ASSESSMENT TOOL FOR CULTURAL TOURISM



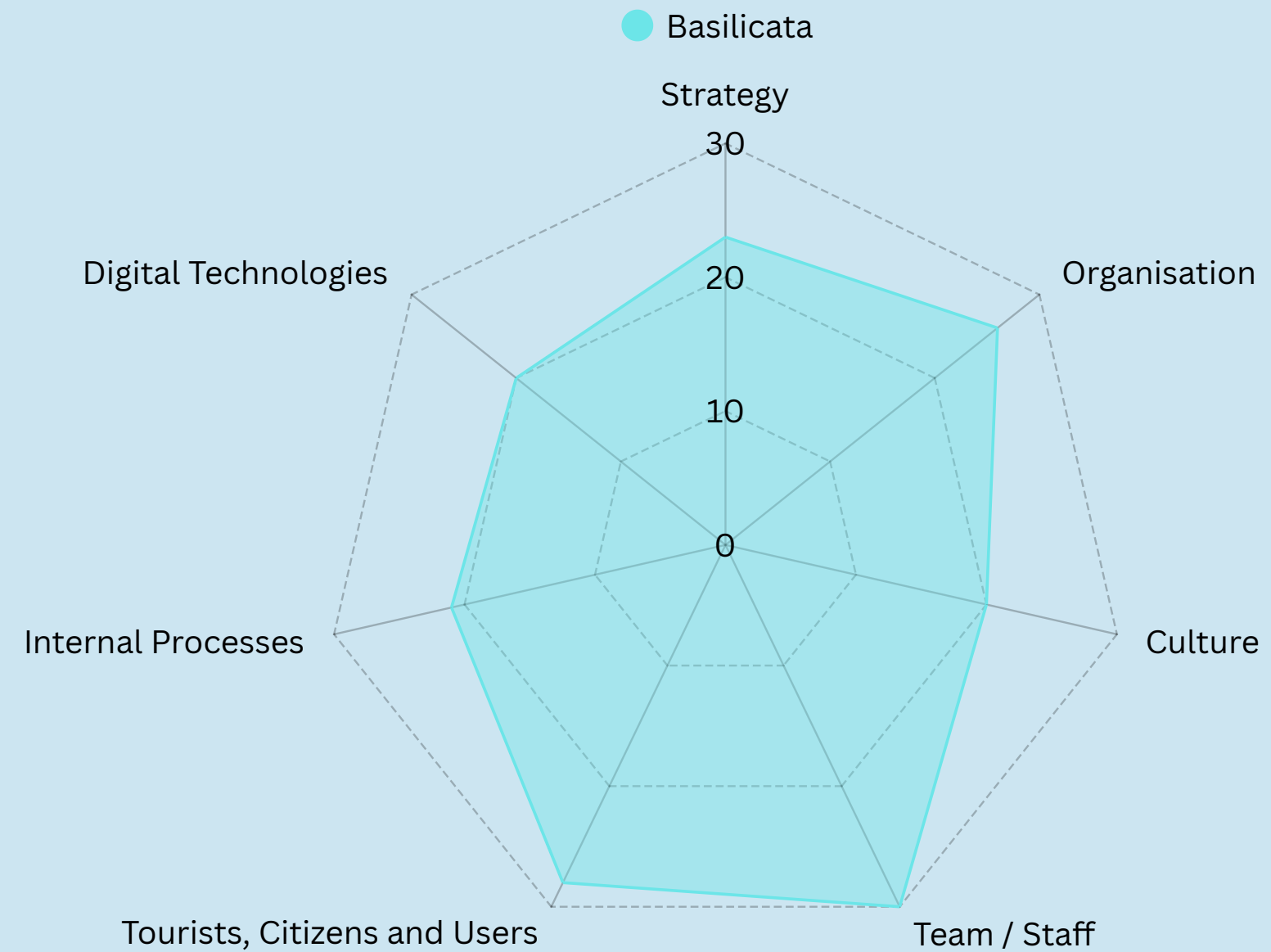
HOW TO READ THE CHART

The radar chart shows the organisation's digital maturity across all dimensions of the model. Scores range from 0 (low maturity) to 6 (high maturity) on each axis.

- Areas closer to the outer edge indicate strengths.
- Areas closer to the centre highlight priorities for improvement.

This visual profile helps the organisation quickly see where it is strong, where it is weaker, and where to focus future actions.

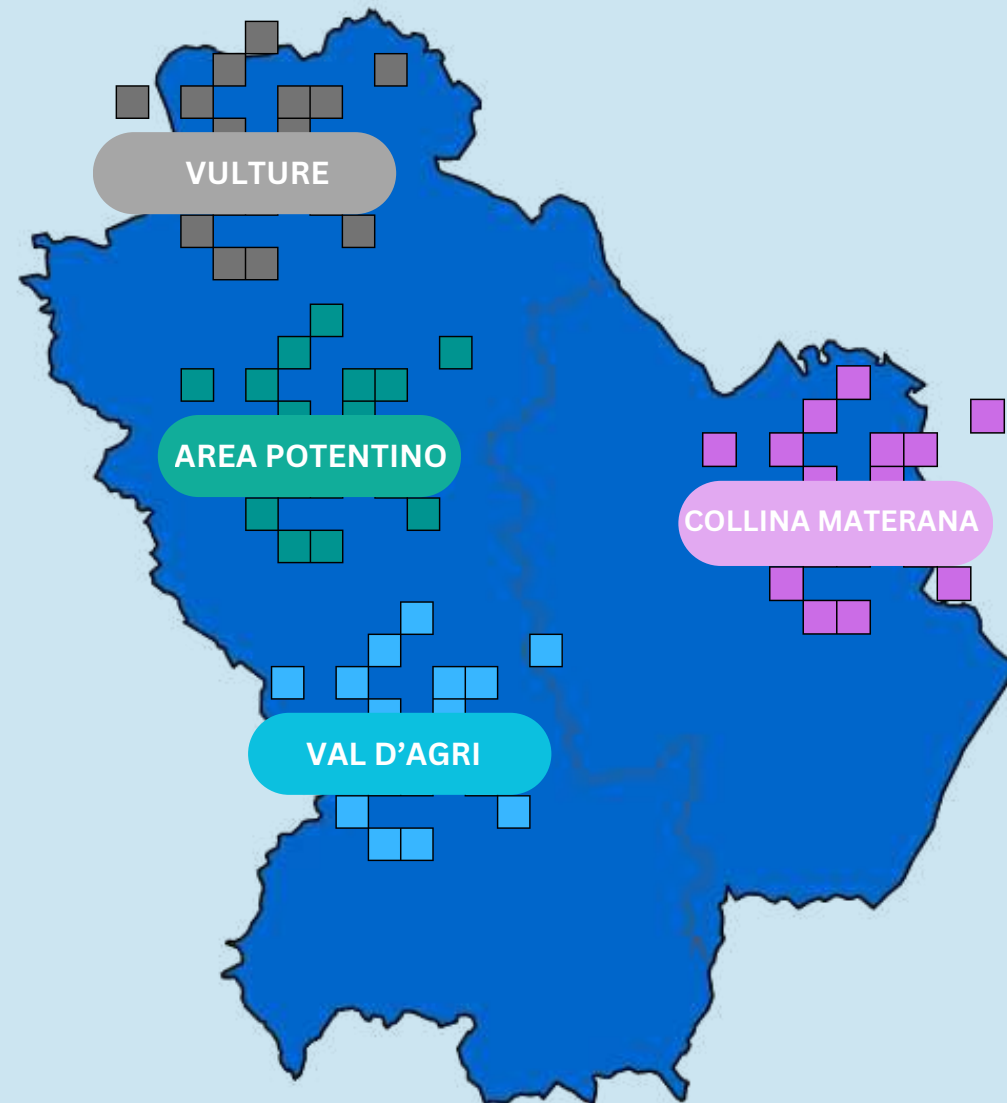
DATA FROM THE PILOT AREAS



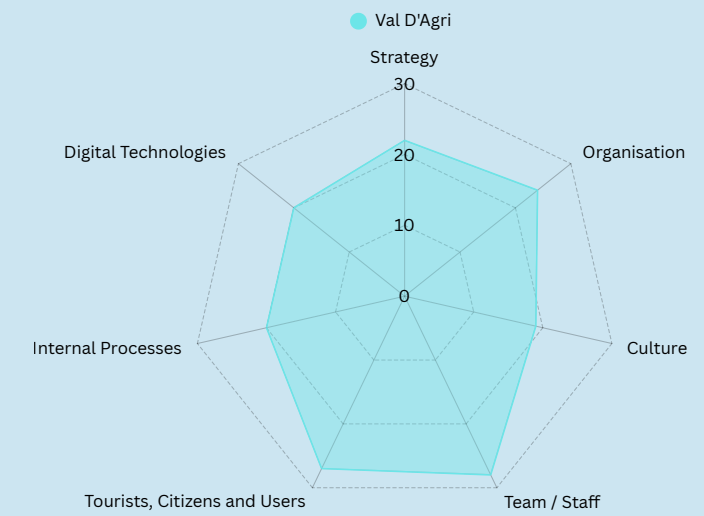
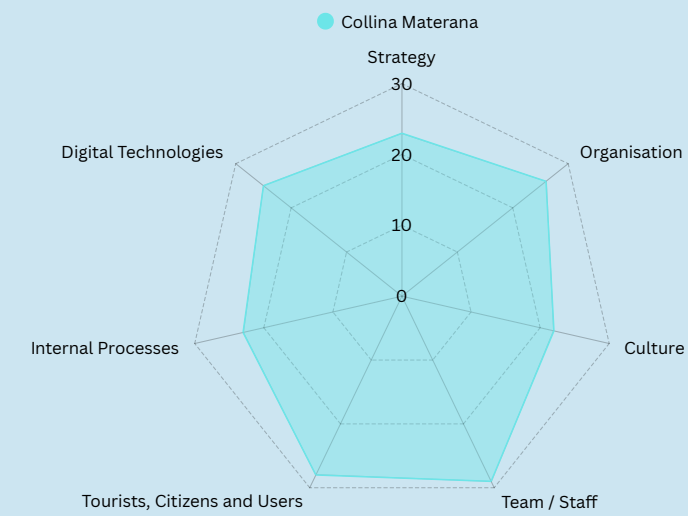
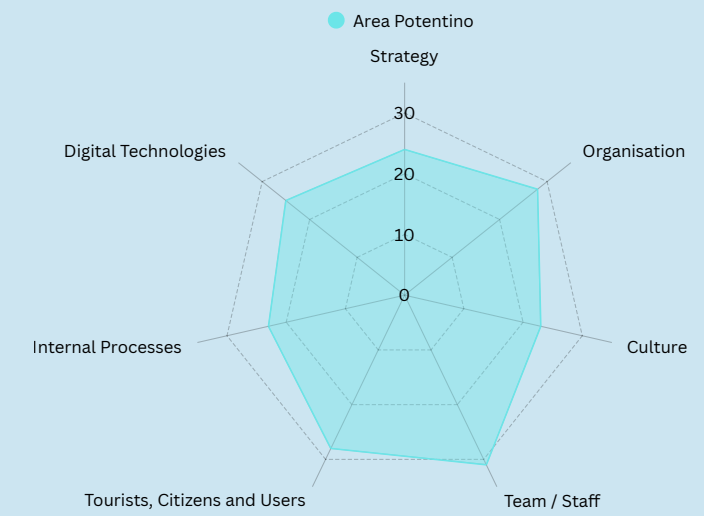
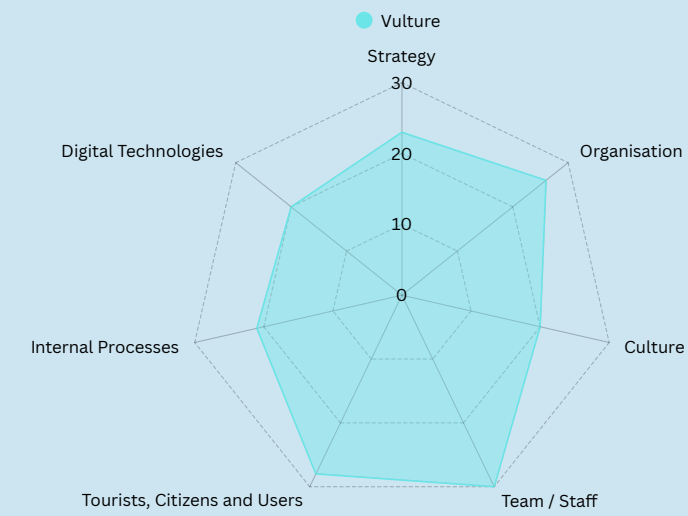
Progetto

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THE DIGITAL MATURITY ASSESSMENT TOOL FOR CULTURAL TOURISM



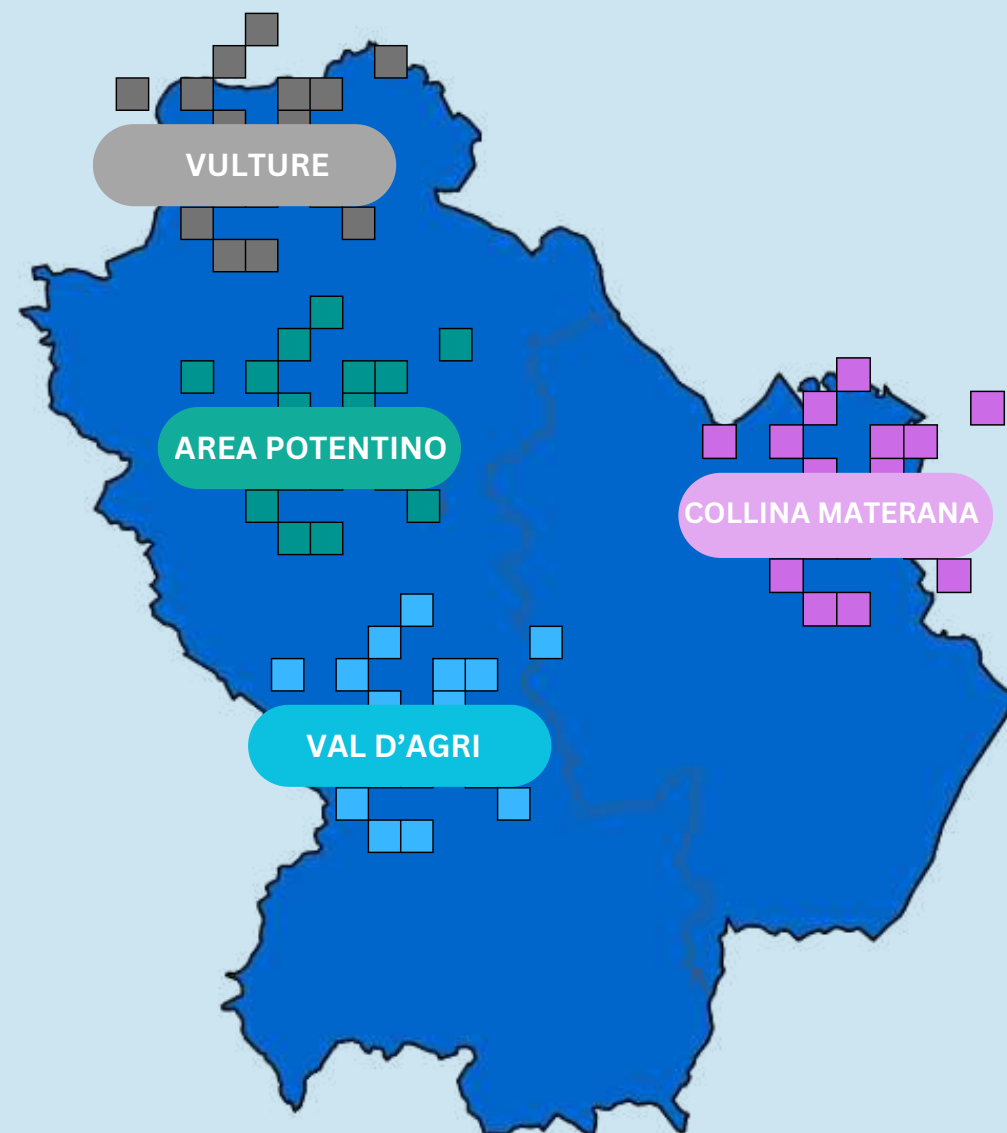
DATA FROM THE PILOT AREAS



Progetto

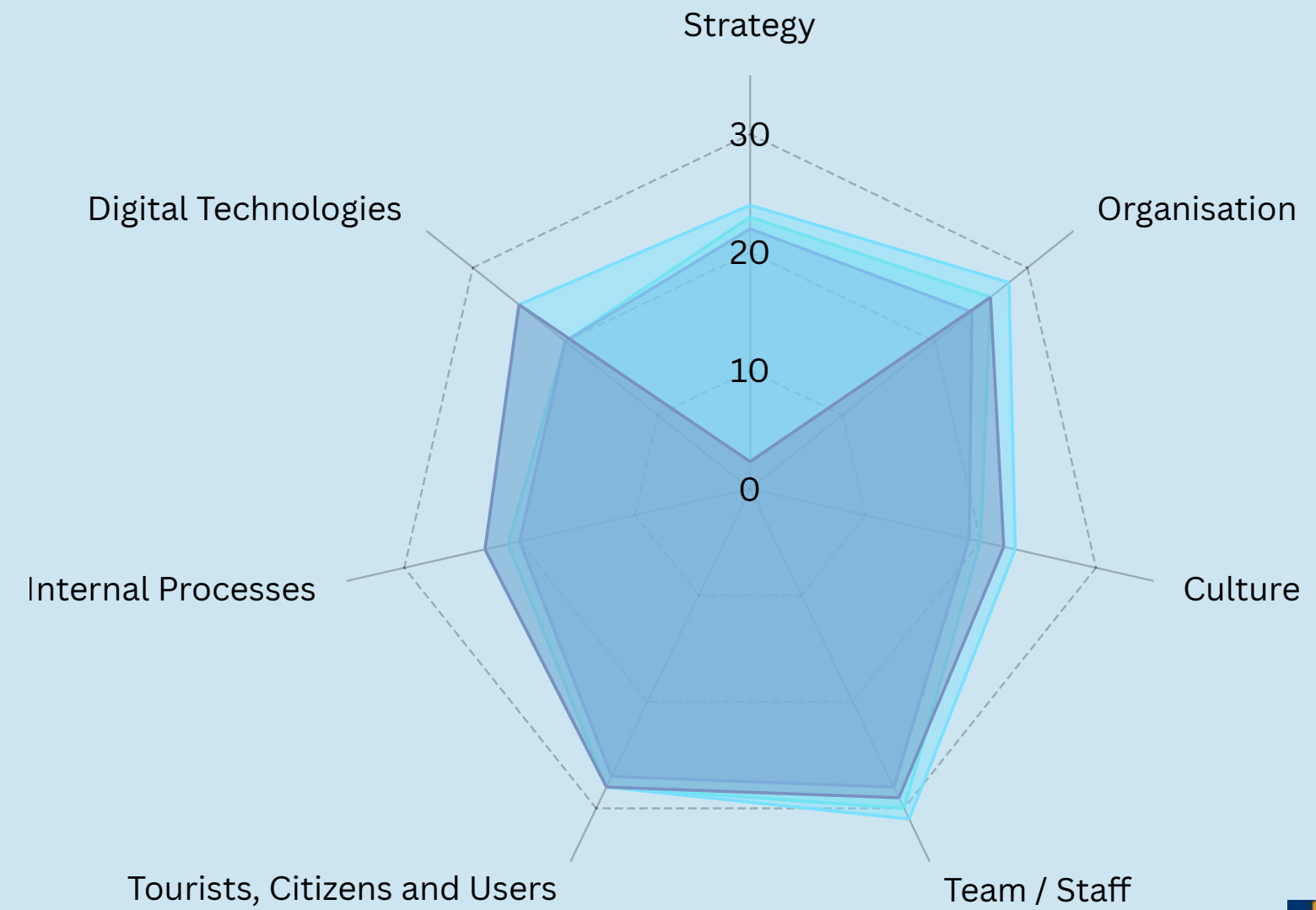
Azione 4 | Results

THE DIGITAL MATURITY ASSESSMENT TOOL FOR CULTURAL TOURISM



DATA FROM THE PILOT AREAS

- Vulture
- Area Potentino
- Val D'Agri
- Collina Materana





Progetto tech4you

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THE DIGITAL LEADERSHIP ASSESSMENT TOOL

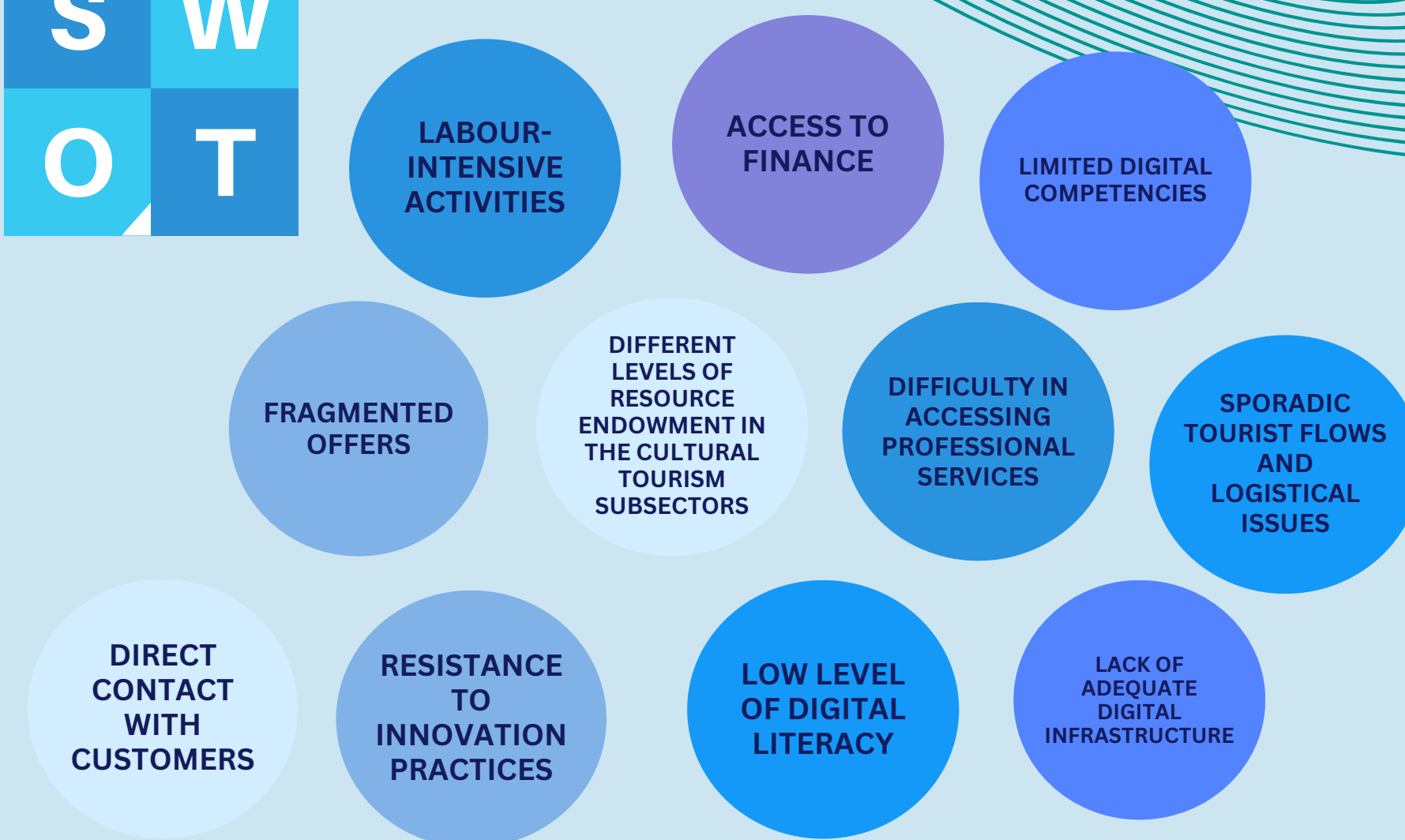
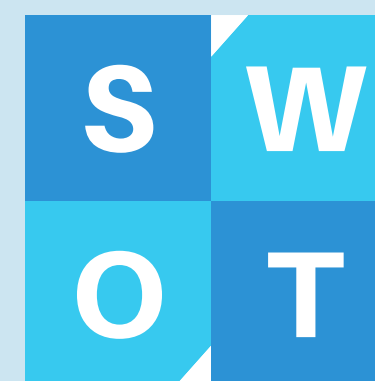
This tool spotlights vital competencies crucial for steering DT. It identifies key individual skills essential for leaders navigating the digital landscape. With dimensions like Pragmatic, Sustainable, Facilitator, Communicator, Catalyst, and Informed, it draws from both literature and interviews with cultural tourism leaders. A valuable asset, it offers a structured approach to assess and nurture competencies vital for leading sustainable digital initiatives. Beyond digital success, these competencies foster a collaborative and responsible organizational culture, especially in the distinctive world of cultural tourism.





This strategic framework looks at the strengths, weaknesses, opportunities, and threats specific to the cultural tourism sector in the digital age. Strengths include leveraging cultural heritage and storytelling, while weaknesses address internal challenges. Opportunities guide growth through embracing technology and virtual experiences, while threats highlight external factors like cybersecurity risks and changing consumer preferences.

CHALLENGES FACED BY LOCAL TOURISM ORGANISATIONS





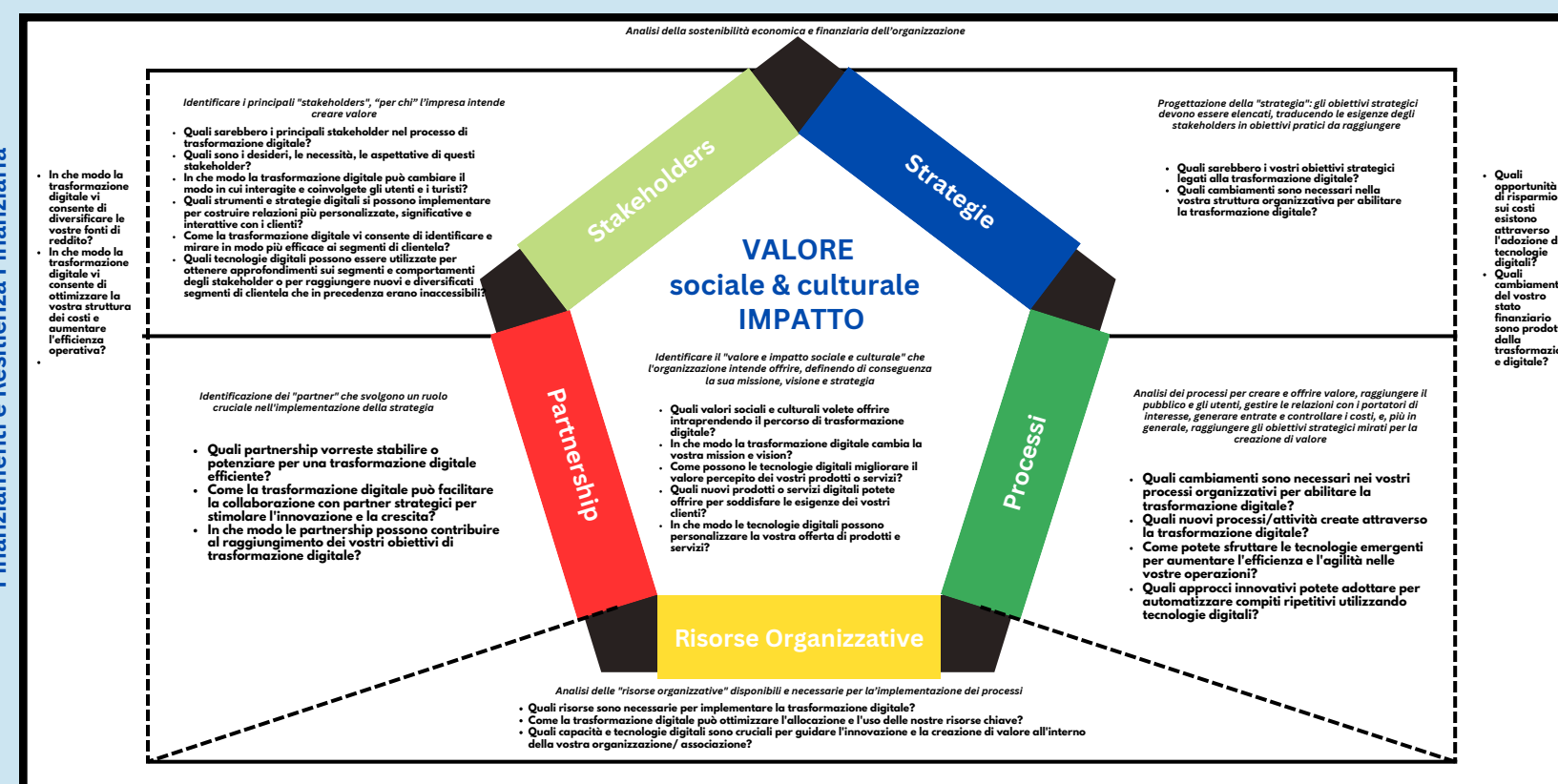
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Azione 4 | Results

THE BUSINESS MODEL INNOVATION PRISM FOR CULTURAL TOURISM ORGANIZATIONS

The adapted Business Model Innovation Prism (BMP) specifically designed for cultural tourism organizations stems from our continuous exploration of BMI. Initially crafted for arts and cultural entities, we modified this framework to cater to the vibrant domain of cultural tourism. This tailored BMP offers a comprehensive view, mapping existing business structures, understanding their core logics, and guiding the formulation of innovative initiatives for the envisioned "as-should-be" business model.

Finanziamenti e Resilienza Finanziaria



Finanziamenti e Resilienza Finanziaria

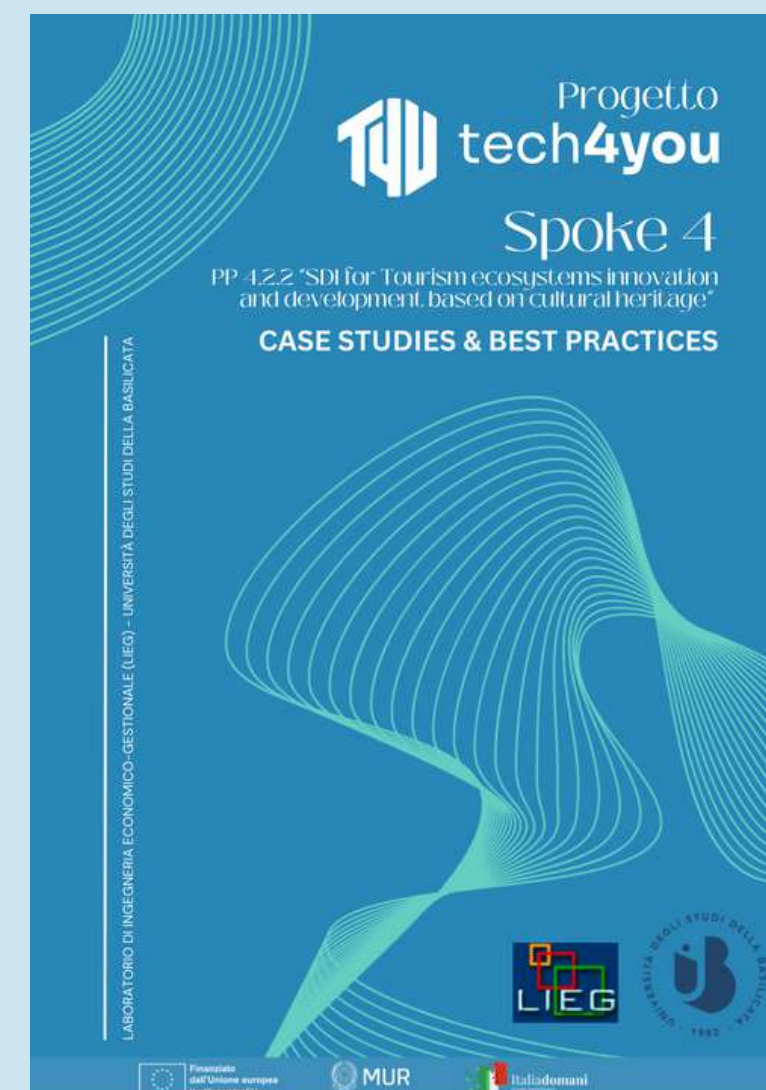


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Azione 4 | Results

CASE STUDIES

A set of key stakeholders and territorial actors have been interviewed in order to better understand the specific challenges, needs and opportunities of cultural tourism development in the region. In parallel, the project has been inspired by a selection of good practices and case studies at national level, which provide concrete examples of how digital innovation, heritage enhancement and experiential tourism can be combined to generate value for territories, organisations and communities.



ACCESS THE REPOSITORY



Il progetto

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