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2022-1-EN02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

QUALITATIVE ANALYSIS OF INTERACTIONS IN THE FORUM OF THE PROJECT “CULTURAL E-COMPETENCIES IN OPEN AIR”

Open Air Center – FORUM

 Open Air Center - Forum ☒

This space is the **Open Air Center**, the forum dedicated to the exchange of best practices, tools and ideas.

Here you can share experiences, propose solutions, upload useful materials and actively participate in discussions on key project issues.

An open space for collaboration, to grow together through dialogue.

Join us to enhance your professional skills, contribute to personal growth and promote the adoption of sustainable practices across various fields.

Let's collaborate to build a greener, more culturally rich future together.

The “Open Air Center” Forum, activated on the platform of the project Cultural e-Competencies in Open Air, represents a space for discussion and participation aimed at sharing experiences, practices and reflections on the central themes of the project: the enhancement of local cultural heritage, sustainability, active citizenship and the use of digital technologies to support culture and responsible tourism.

Conceived as a collaborative learning environment and community of practice, the forum involved partners, cultural professionals, trainers and citizens, stimulating an open and multidisciplinary dialogue. The discussions analysed (updated to 28 October 2025) show a rich and consistent interaction with the objectives of the project and with the lines of work, in which the importance of actively animating the platform and promoting the figure of the Culture Builder as a mediator between digital, community and territory was emphasized.

THEMATIC ANALYSIS OF INTERACTIONS

The conversations gathered in the forum reflect a wide spectrum of interests, all attributable to the pillars of the project: sustainability, participatory culture, digital innovation and local development. The main thematic areas that emerged are the following:

1) Sustainable tourism and traveller responsibility

Numerous speeches explored the theme of responsible tourism, with an emphasis on the value of authentic experiences and respect for local communities. Users highlighted simple but meaningful practices (such as contact with local people, choosing low environmental impact facilities, using public



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transport and buying local products) showing a growing awareness of the link between sustainability and cultural participation.

The role of digital technologies as tools for “smart” travel also emerged, thanks to apps and maps that guide visitors to less crowded or more sustainable routes.

2) Museums, culture and new professional skills

A second strand of discussion concerned the evolution of skills in the museum and tourism sector, in light of the digital transition. Participants identified key skills such as storytelling, inclusive communication, experience design, and data literacy. It was emphasized that digital technologies should not replace human contact, but amplify its value, creating more accessible and meaningful cultural experiences.

The reflections confirmed the need for hybrid professionals, capable of combining creativity, digital skills and intercultural sensitivity: central elements in defining the profile of the Culture Builder.

3) Living culture, creativity and youth participation

Another recurring theme concerns “living culture” and the involvement of young people in the enhancement of heritage. The contributions showed how music, video, photography and social media can transform the way we perceive heritage, making it more personal and contemporary. The experiences recounted (such as narrative walks, story walks or sound maps created by citizens) fully embody the vision of the project: a widespread, experiential and participatory culture, where the community becomes the author of content.

4) Digital innovation and sustainable creativity

Many interactions explored the role of digital creativity as a driver of inclusion and sustainability. Examples of digital storytelling, social media projects, online photo exhibitions and collectively created interactive maps were cited.

Users underlined how simple tools (smartphones, editing apps, social networks) can activate processes of collaboration, environmental awareness and strengthening of local identity. Digital creativity is interpreted not only as a means of communication, but as a vehicle for social cohesion and active participation, in full harmony with the educational and community objectives of the project.

5) Sustainable agriculture and local supply chains

The section dedicated to the agri-food sector broadened the horizon of the forum, linking culture, sustainability and innovation. Contributions from different contexts highlighted virtuous practices: circular economy, cooperation between schools and farms, local events such as “farm open days”. The impact of technologies (AI, IoT, biotechnology) on the future of the sector was also discussed, with balanced reflections on the importance of maintaining the link between innovation and traditional knowledge.



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QUALITATIVE OBSERVATIONS ON PARTICIPATION AND COMPETENCES

The overall analysis shows a high level of qualitative participation, with thoughtful and relevant interventions, coming from users from different partner countries. The discussions remained inclusive, dialogic and constructive, showing a clear capacity for mutual learning and translation of theoretical themes into local practices.

The skills that emerged from the interactions largely coincide with the key areas identified in the project:

- Digital skills applied to culture, through the conscious use of tools for sustainable communication and promotion;
- Social skills and active citizenship, evident in the ability to collaborate, listen and enhance diversity;
- Storytelling and cultural design skills, useful for translating complex content into participatory experiences;
- Environmental awareness and sustainability, understood as a transversal principle in the use of heritage.

The quality of the dialogue also reflects what emerged in the national focus groups, in particular the Italian one, where the participants had recognized the effectiveness of participatory methodologies and the positive impact of the project on collaboration, awareness and a sense of belonging to the community.

CONSIDERATIONS AND RECOMMENDATIONS

The experience of the “Open Air Center” Forum can be considered a good practice of collaborative learning and digital community building. It has contributed in a concrete way to the achievement of the objectives of the Cultural e-Competencies in Open Air project, transforming the online platform into a laboratory of intercultural dialogue and co-creation of content.

The analyses reveal some indications for the continuation and enhancement of the results:

1. Consolidate the figure of the Culture Builder as a facilitator of digital participatory processes, enhancing the skills that emerged in the forum (storytelling, cultural mediation, green and digital skills).
2. To foster the continuity of the forum after the closure of the project, keeping it active as a European community of practices on sustainable culture and territorial innovation.
3. Enhancing the constructive interaction between tradition and innovation, which emerged in several discussions, as a guiding principle for cultural sustainability and for the planning of future activities.

The forum was a concrete example of how digital technologies can strengthen cultural dialogue, support local creativity and promote forms of active and sustainable citizenship. The interactions collected testify to a growing community, capable of translating the ideas of the project into real experiences and shared values.



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To complete this document, the full interactions extracted from the “Open Air Center” Forum are attached, which represent the qualitative basis of the analysis presented here.

INTERACTIONS WITHIN THE FORUM AS OF 28/10/2025

Open Air Center - Forum

TOPIC 1

Sustainable tourism - how can I become a sustainable tourist? (tips and tricks)

by [Veronika Bartosova](#)

In Module 2, you have received some tips and tricks on how to make your traveling and tourism activities more sustainable. Can you think of any other ways how to become a sustainable tourist? Share them, please.

by [Katarina Feketeova](#)

I think all was mentioned, I especially agree with connecting with the locals more, it makes the whole experience better

by [David Pacut](#)

One thing I always try to do when I travel is to connect with local people — ask for their favourite places, eat where they eat, buy local products. It makes the trip more real and helps the community too. Also, I started using apps that show eco-friendly accommodations and public transport options. It is not about being perfect, just more aware every time I plan a trip.

TOPIC 2

Sustainable museums - share your experience.

by [Veronika Bartosova](#)

Have you ever visited a sustainable museum or noticed some sustainable activities done by a museum you have visited? Share your experience, please.



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by [Antonin Bartos](#)

Moravske Zemske Museum in Brno follows some of the sustainability strategies such as saving energy, educating about recycling and using solar power. They have also been digitalizing their operations.

by [Lubomir Kriz](#)

there is a whole exhibition in the National Museum on sustainability and environmental protection (Prague). The exhibition is designed in such a way that it has no beginning or end and can therefore be explored as one pleases. It is built largely from recycled material from the previous exhibition.

TOPIC 3

Building a Culture of Active Citizenship

by [Utente Amministratore](#)

Active citizenship is the key to real change. How can we promote civic engagement through local projects, art, and education?

by [Antonin Bartos](#)

I think active citizenship starts with small things...helping in your neighbourhood, joining a local event, or supporting a school project. Art can be a strong way to bring people together, especially when it tells local stories or shows social problems in a simple way. Education is also important, because young people need to learn that their voices matter. When people feel part of something, they start to care and take action.

TOPIC 4

Local Projects and Useful Skills

by [Utente Amministratore](#)

Have you ever taken part in cultural or community projects in your region? Which skills, tools and methods did you find most useful? Digital tools, teamwork, storytelling or sustainability awareness? For example, in many initiatives I have seen that digital storytelling and the ability to engage audiences online can make even small local events more visible and impactful. At the same time, soft skills like collaboration and adaptability are often what keep projects running smoothly. Sharing these experiences can help us identify which competencies really make a difference when promoting culture locally. What do you think?

by [Antonin Bartos](#)

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Yes, I have taken part in a few community projects in my town. What helped most was teamwork. People from different backgrounds working together and listening to each other. Digital tools were useful, especially social media for sharing updates and inviting participants, but the real success came from communication and trust. When everyone feels involved and respected, even a small project can have a big impact on the community.

by [Utente Amministratore](#)

Thank you! It is great to hear how collaboration and mutual trust made your project successful. Your example shows perfectly how digital tools and human connections can work together. When people share responsibility and communicate openly, local initiatives truly grow stronger. That is exactly the spirit we hope to encourage here in the forum.

by [Crispino Crescenzo](#)

Yes! I joined a small project last year where we collected local stories from women entrepreneurs in our area. We used simple digital storytelling as listening. When people feel heard, they open up, and that makes the stories real. Teamwork and empathy made everything flow naturally.

By [GnessiI](#)

We are a food company from the Latina area. In the last years we joined local fairs, did open days at our place, guided visits, and small workshops in schools. What helped most was telling simple stories about who we are, how we work, and where the product comes from, using photos and short videos from the phone. We use Facebook and Instagram for invites and updates, and WhatsApp for info and bookings. For quick materials we use Canva for posters, Cap Cut to edit videos, and Google Forms for sign-ups. We add QR codes on flyers or labels that open one page with time, map, and menu. We work as a team with clear roles: someone calls, someone posts, someone welcomes people. We try to involve the community with customers' recipes, tasting moments with producers, and small projects with Pro Loco and schools. We also care about the environment with reusable or compostable tableware, clear waste sorting, and no food waste. At the end we check simple numbers like how many people came, how many bookings and views we had, and we ask two short feedback questions. In short, clear stories, simple organization, smart use of social media, and small green choices make events bigger and help our local area.

By [Ela](#)

Thanks for your real-world examples: simple stories, smart use of social, and care for the environment really make a difference. It is great to see how these things bring events to life and bring the community together.

TOPIC 5

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Skills in Tourism and Museum Professions: new challenges, new competencies

by [Utente Amministratore](#)

The tourism and museum sectors are evolving rapidly, driven by digital innovation, changing visitor expectations, and a growing focus on sustainability and accessibility.

Do you know of any best practices or training initiatives in your region worth sharing?

Today, professionals in these fields are expected to combine technical knowledge with soft skills and digital competencies. This includes:

- Storytelling and audience engagement: knowing how to communicate content in an inclusive, captivating, and personalized way.
- Digital tools and technologies: from virtual tours to interactive exhibits, digital skills are now essential for creating engaging visitor experiences.
- Sustainability awareness: designing cultural and tourist experiences with low environmental impact is becoming a key priority.
- Intercultural communication: the ability to interact with diverse audiences and promote inclusive access to cultural heritage.
- Project management and innovation: skills to design, implement, and evaluate projects that connect culture, education, and tourism.

These new skill sets are not only reshaping traditional roles but are also creating new professional profiles — such as digital curators, cultural mediators, and experience designers.

What skills do you think are most needed today in tourism and museum work?

Let's use this space to exchange ideas, tools, and experiences!

by [Martini Vanessa](#)

In my region, many museums and cultural associations are starting to offer training on digital communication and visitor engagement. I think the most important skills today are empathy and creativity (understanding what visitors feel and finding new ways to reach them). During one local project, we created short videos and social media stories where museum staff spoke directly to the public. It made people feel more connected and curious to visit. Digital tools are important, but what really makes the difference is the human touch — the ability to tell stories with passion and make everyone feel included.

by [Antonin Bartos](#)



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I understand your point and I agree that the human touch is very important. But sometimes I think museums and tourist sites focus too much on emotions and stories, and not enough on clear information and education. Visitors also want to learn real facts, history, and context...not only to be entertained. Maybe the best approach is to balance emotion and knowledge, so that technology and storytelling help people understand culture more deeply, not just enjoy it.

by [Elena Franzon](#)

In my experience, visitors appreciate when museums combine information with personal stories. When knowledge is presented through emotions, people remember it better. At the same time, facts and accuracy give meaning to what they feel. I think that's the kind of balance we should aim for.

by [Utente Amministratore](#)

Thank you all. It is exactly this kind of diversity in viewpoints that enriches our forum. The exchange shows that while storytelling, human connection, emotion are vital, they work best when paired with accuracy, knowledge, and clarity. And digital tools can help bridge between heart and mind. I'm very happy to see how participants from different places bring their experiences to the same table. Let's continue with this spirit.

By [Ela](#)

In my region (Central Italy), museums and DMOs are piloting co-designed storytelling (with local communities), multilingual accessible tours (easy-to-read, LIS/IS captions), and low-impact events (reusable exhibit materials, soft mobility partnerships). Staff training often blends micro-learning on digital tools (virtual tours, CMS, basic data analytics) with workshops on inclusion and audience engagement.

Most needed skills today, in my view:

- Content storytelling + UX writing for diverse audiences
- Practical digital production (photo/video, AR/VR basics, CMS)
- Data literacy for measuring visitor experience and impact
- Accessibility-by-design & intercultural mediation
- Project management & partnership building (schools, startups, territories)

These are shaping roles like digital curator, cultural mediator, and experience designer.

TOPIC 6

Cultural Heritage and Youth Engagement

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by [Utente Amministratore](#)

How can we involve young people in preserving and promoting cultural heritage? Share ideas, educational projects, or community initiatives that inspire youth participation.

by [Elena Franzon](#)

I think young people get involved when culture becomes a space for creativity, not just for study. If they can use their own languages (music, video, photography, social media) heritage suddenly feels closer. Once, a group of us organized a night walk through the old town with music and short performances inspired by local legends. It wasn't a traditional “lesson,” but everyone learned something and had fun. Experiences like that make heritage feel alive, not distant or old-fashioned.

by [Utente Amministratore](#)

You're absolutely right, well said! Bringing creativity into cultural heritage is such a powerful idea. When young people can express themselves through art, music, or digital media, they don't just learn about culture; they create it.

by [Renato Morellato](#)

I think young people get more involved when they can connect heritage with creativity. In our town, a group of students created short videos mixing old photos with music and personal comments about what those places mean to them today. It wasn't a formal project, just a creative experiment but it made everyone look at local history in a new way. When heritage becomes personal, it becomes alive again.

TOPIC 7

Using Digital Tools to Promote Local Cultural Heritage

by [Utente Amministratore](#)

How can we use digital tools such as social media, apps or augmented reality to enhance and share our local cultural heritage? Which examples or practices have you found most effective? Let's exchange ideas and inspire each other to become true culture builders!

Personally, I believe augmented reality guided walks could be a powerful way to connect people with hidden stories of monuments and traditions, making culture more interactive and accessible. Digital storytelling can turn even small local places into meaningful experiences.

And about you, what do you think?

by [Riccardo Morellato](#)

I think digital tools are useful not only to show culture, but to create relationships around it. For example, when people comment, share memories, or add their own photos to a local history page, technology



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becomes a meeting place. In my view, it is not just about virtual tours or fancy apps, but about participation. A simple online map where citizens can upload stories, songs, or family photos can turn a digital tool into a living archive. That is what makes cultural heritage grow. When everyone can add a piece of their own story.

by [Petra Vaclavikova](#)

I think digital tools are great when they help people share their own view of local culture. Even something simple like social media or online maps can make a big difference if people use them to tell stories or show hidden places. It's not about technology itself, but about how it connects people to their heritage.

TOPIC 8

Agricultural and food processing sector

by [Utente Amministratore](#)

This space is dedicated to the exchange of best practices, experiences and tools related to agriculture and food processing.

We invite all participants to share projects, initiatives or innovative models already tested in their local contexts and to initiate discussions or ask questions on specific topics related to sustainable agricultural production, short supply chains, circular economy, technological innovation in the agrifood sector, etc.

Thank you all for your contribution!

by [Petra Vaclavikova](#)

In my region, some small farms are experimenting with circular practices, like using food waste to produce compost and energy. It is interesting because it connects environmental care with local economy. I also like the idea of cooperation between farmers and schools (children visit the farms, learn how food is produced, and sometimes even help with small tasks). It teaches respect for nature and shows that agriculture can be modern, sustainable, and creative at the same time.

by [Martini Vanessa](#)

That sounds really inspiring. I love how those projects bring people closer to the reality of farming. Too often we forget where our food actually comes from. In my town, a small cooperative started a “farm open day” once a month. Families can visit, try local products, and learn how the farm reuses resources. It is simple, but it changes how people see agriculture...something as part of everyday community life.

TOPIC 9

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Technological evolution in food and agriculture: challenges and opportunities for the future of Europe

by [Utente Amministratore](#)

Europe today is facing a number of challenges in the food and agricultural system, ensuring food security and tackling climate change. In this context, technological innovation can play a key role in responding to these challenges. New technologies such as artificial intelligence, robotics, the Internet of Things (IoT), and biotechnology have the potential to increase productivity, reduce waste, improve sustainability, and create new opportunities for farmers and agribusiness businesses. For example, using robotics can automate tasks such as milking, harvesting, and material handling, reducing labour and improving safety. At the same time, the development of new crop varieties that are more resistant to diseases, pests and environmental stresses, can increase production and reduce the use of chemicals. However, the adoption of these technologies requires a number of challenges to be addressed, and a clear and adequate regulatory framework is needed to ensure their safety and sustainability.

How can we work together to shape the future of food and agriculture in Europe?

Share your ideas and opinions in the comments below!

by [Katarina Feketeova](#)

I'm not an expert, but I find this topic really interesting. I think technology can help a lot, but we should never forget the human side of agriculture. Machines can make work easier, but people still need to understand the land, the seasons, and the animals.

Maybe the best future is one where innovation and tradition work together.

by [Gerini Fabrizio](#)

I completely agree with Katarina that technology must go hand in hand with human experience. From a professional perspective, I would add that innovation should serve as a support system, not a replacement. Artificial intelligence, sensors and automation can provide valuable data for improving productivity and sustainability, but decisions should remain in human hands. The real challenge, in my view, is training and helping farmers and technicians develop the skills to interpret technological tools correctly. Only with proper knowledge and ethical awareness can innovation truly lead to a more sustainable and resilient agricultural system in Europe.

by [David Pacut](#)

I think technology can really help, but only if it stays connected to real life.

For example, digital tools could show consumers exactly where their food comes from — like a QR code that tells the story of the farm, how it treats animals, or how it saves water. That would make people feel part of the system, not just buyers.

Innovation is great, but it should make food more human, not just more efficient.



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TOPIC 10

Living Culture: Connecting Local Heritage, Creativity and Sustainable Tourism

by [Utente Amministratore](#)

Culture lives in the everyday life of communities — in traditions, architecture, landscapes, festivals, and yes, sometimes even in local food. But above all, it thrives where people share stories, ideas, and experiences.

Sustainable tourism offers a unique opportunity to rediscover our regions through culture and creativity. From local art exhibitions to open-air performances, from guided tours in historical villages to digital storytelling projects, every initiative can help communities preserve their identity while opening up to visitors in responsible and inclusive ways.

How can we make cultural and tourism activities truly meaningful for local people and visitors alike?

- Have you seen successful examples of **community-based tourism** or **creative cultural initiatives** in your area?
- How can **local heritage**, **digital tools**, and **participation** work together to attract interest and strengthen a sense of belonging?
- What skills are needed today to turn cultural heritage into a living, shared experience?

Share your experiences, local projects, or creative ideas that link **culture, territory, and sustainable tourism**.

Let's explore how collaboration between people, institutions, and local actors can turn culture into a real driver of social innovation and community well-being.

by [Giuseppe Cicco](#)

I really like this topic because it makes me think about my town and how much culture is part of everyday life. Here in Sabaudia we have many things that tell our story — the landscape, the architecture, the local traditions. Sometimes we don't even notice how much culture there is around us until we see it through the eyes of visitors.

I think culture and tourism can help each other. When people come here and take part in small local events, they learn something real about the place and also about the people who live here. Even simple things, like a walk in the town center or a visit to a local fair, can become meaningful if there is someone who explains the story behind them.

I believe that what makes the difference is sharing. When local people and visitors talk to each other, exchange experiences, and show respect for the environment, that's when culture really becomes alive.

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For me, “living culture” means keeping our traditions open to others — not as something from the past, but as something we live every day and can share in small, simple ways.

by [Jan Schejok](#)

I agree with Giuseppe. In my area, small local events also make the biggest difference. People enjoy visiting villages, tasting local food, listening to music, or just walking around with someone who tells real stories. It’s simple, but it connects people and creates respect for local culture. I think this is what sustainable tourism should really be about.

by [Eva Konieczna](#)

I feel the same. In Košice we also try to keep our traditions alive through small community events — crafts, music, local art. When people come and join, they don’t just watch, they take part. That makes them understand our culture better, and it also gives pride to the people who live here.

by [Giuseppe Cicco](#)

Thank you, Jan and Eva. I really like what you said. It’s true — when people take part, even in simple things, they start to feel part of the place. I think that’s the best way to keep our traditions alive. Culture grows when it’s shared, not just shown.

by [Gerini Fabrizio](#)

I really appreciate all the reflections shared here. True cultural sustainability comes from awareness; heritage lives through the people who experience it. I believe digital tools can help preserve and share these stories, as long as they remain a bridge between tradition and innovation, not the focus themselves.

by [Utente Amministratore](#)

Thank you for your thoughtful contributions. It is wonderful to see how similar ideas come from different places each with its own traditions but the same sense of connection.

Your reflections show exactly what Living Culture means: everyday experiences, shared stories, and simple actions that bring people together. This exchange is what the Open Air Center was created for.

Let us keep the conversation going and continue sharing examples of how culture, community, and sustainability can grow side by side.

by [Riccardo Morellato](#)

Reading all your messages made me want to join the conversation too. I think “living culture” is also about curiosity. It is the willingness to look at familiar places with new eyes. Sometimes we do not need

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big events or projects; we just need to connect what already exists. In my town, a local group started collecting short voice messages from older residents telling small stories about streets, trees, or houses. These recordings are now part of a simple online map, and both locals and visitors can listen to them. It's nothing huge, but it changes the way you walk through the city. Every corner suddenly feels alive.

For me, this is the real beauty of culture: it grows quietly, through shared memories and small gestures that keep a community connected.

by [Utente Amministratore](#)

Your idea of connecting places with personal voices is a wonderful way to make culture tangible and alive. It reminds us that heritage is not only in monuments or museums; it is also in the memories and emotions of the people who live there. A simple, human approach like this truly captures the spirit of Living Culture.

by [Riccardo Morellato](#)

Thank you! Yes, that is exactly what I meant. Culture becomes real when it is connected to people's everyday lives and emotions. I am glad you saw it that way; it means we are all thinking in the same direction.

by [Martini Vanessa](#)

I really enjoyed reading this whole thread. What strikes me is how everyone talks about connection between people, memories, and places. That's what makes culture truly "living." In my town, we tried something similar to Riccardo's idea: a "memory wall" where residents could post photos and short messages about moments from the past. Tourists loved reading them, but even more, locals rediscovered their own stories.

by [Petra Vaclavikova](#)

I think sustainability in culture starts from this attitude: respect for the past, but also courage to create something new from it.

by [Antonin Bartos](#)

I agree. Culture should never stop evolving. For me, living culture means finding balance. When people from different backgrounds share ideas and work together, culture becomes stronger and more real. It is something that grows, not something to preserve behind glass.

by [Lubomir Kriz](#)

I am not an expert in culture or tourism, but I really enjoy travelling to discover small places and simple traditions. I spend most of my time studying, so these trips are my way to disconnect and feel something real. For me, living culture is exactly that: moments of lightness where you can meet people, learn

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something new and forget about pressure for a while. It is not only about history or art, but about the atmosphere that makes you feel part of a place, even just for a day.

by [David Pacut](#)

In my city, a small cultural association started organizing “story walks” where local residents guide visitors through old neighborhoods, telling personal memories instead of just historical facts. They also use a simple app with short audio clips and photos from the community. It feels like walking through a living memory book.

What I like most is that locals and tourists learn together. It’s not just about showing a place, but about sharing how it feels to live there.

TOPIC 11

Responsible Tourism: Beyond the “Eco” Label

by [Utente Amministratore](#)

What does it really mean to travel responsibly? Share tips, destinations, or examples of tourism that truly respects local communities and the environment.

by [Stefania Grella](#)

For me, travelling responsibly means moving with awareness — not only of nature but also of the people who live in the places we visit. I try to choose small local accommodations, eat in family-run restaurants, and buy handmade products instead of souvenirs made elsewhere. I also think it’s important to slow down. Visiting fewer places but spending more time in each one helps you understand the culture better and reduces your impact. Sometimes the most meaningful experiences come from a simple conversation with a local person or from taking part in a small community event. Responsible tourism, in my opinion, is about respect — for the environment, for traditions, and for the rhythm of local life.

by [Utente Amministratore](#)

Thank you, Stefania. I completely agree — slowing down and connecting with local people makes travel more meaningful. Responsible tourism really starts with respect and small everyday choices like the ones you described.

by [Ondrej Novacek](#)

I see it a bit differently. I think responsible tourism is not only about small local choices but also about using new technologies and better planning. For example, digital maps that show less crowded routes



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or apps that help reduce waste can make a big difference. It's not just about travelling slowly...it's about travelling smart.

by [Utente Amministratore](#)

Thank you. That's a very good point. Technology can really help make tourism more sustainable and organized, especially when it guides visitors toward responsible choices. Combining digital tools with local awareness might be the best balance for the future of travel.

by [Lubomir Kriz](#)

I like all your points of view. When I travel, I try not to overthink everything. Sometimes it is about being spontaneous, walking instead of driving, or talking with local people instead of checking my phone. For me, travelling responsibly also means enjoying the moment without harming what is around you. Respect and curiosity can go a long way.

by [Renato Morellato](#)

For me, responsible tourism starts with curiosity and respect. When I travel, I try to learn a few words in the local language, talk to people, and understand their way of life. It changes the whole experience (you stop being just a visitor). I also avoid checking too many things off a list. Slower travel means deeper memories and less impact on the places we love to explore.

TOPIC 12

Digital Creativity for Sustainable Communities

by [Utente Amministratore](#)

How can digital creativity help local communities become more sustainable and inclusive?

Today, many artists, educators, and citizens are using digital tools — videos, podcasts, augmented reality, social media — to share local stories, raise environmental awareness, and promote responsible tourism.

But how can we make sure that digital creativity does not remain only “online,” and instead becomes a real driver of positive change within communities?

Let's discuss together:

- Do you know of any projects or initiatives that combine art, technology, and sustainability?
- How can we engage young people in creating digital content connected to local culture and nature?
- Which digital and social skills are needed to turn creative ideas into real actions for sustainable development?

Share your experiences, examples, and reflections — let's explore how creativity and technology can work hand in hand to build more connected and sustainable communities.

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by [David Pacut](#)

I love this topic! In my town we started a small project where young people make short TikTok videos about local traditions and eco-friendly habits. It's fun, quick and really works — people actually stop and think about sustainability when it's presented creatively.

by [Crispino Crescenzo](#)

Sometimes even a smartphone is enough! I record short interviews with older residents about how life used to be here — less waste, more community. Then I share them on Instagram. Digital storytelling keeps those memories alive.

by [Renato Morellato](#)

I completely agree with all of you. What I find most interesting is how digital creativity helps people see their community in a new way. When technology becomes a tool for dialogue it encourages empathy, participation and shared responsibility. Sustainability then becomes not only an environmental goal, but also a cultural and social one.

by [Petra Vaclavikova](#)

For me, digital creativity means teamwork. Last summer we made a photo exhibition entirely online — everyone uploaded pictures of our city's hidden green corners. It connected people who had never met before. Simple idea, big impact.

TOPIC 13

Cultural Exchange in the Digital Age

by [GnessiT](#)

How can online spaces help people from different countries share their local traditions, arts and ideas? Have you ever joined a digital project, workshop or community that made you feel connected to another culture? Let's share examples of how technology can bring people closer; not only virtually, but emotionally too.

By [Ela](#)

I believe digital platforms can be a great way to connect cultures, especially when people use them to share real stories or everyday experiences. Sometimes it's not about big projects, but about simple exchanges. These small moments of sharing can build understanding and curiosity and remind us how much we actually have in common.