

AI-Influenced mitigation of overtourism and social exclusion through intangible cultural heritage



Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)

AIM-ICH

What challenge(s) is your project addressing in the NWE territories?

Overtourism is a challenge impacting multiple cities across North-West Europe (NWE), including Amsterdam, Bruges, Paris, Cologne, Dublin, and Luxembourg. Overcrowding impacts residents' quality of life, drives social exclusion from tourism and social activities (especially for vulnerable groups) and strains local infrastructure and ecological resources.

What is the objective of your project?

The objective of the project is to **tackle overtourism and social exclusion** by utilising Artificial Intelligence and Intangible Cultural Heritage (ICH) to influence visitor flows and support sustainable tourism across NWE. It introduces joint adaptive, innovative strategies and develops (data- and AI-driven) tools and replicable solutions to mitigate visitor congestion impacts while promoting social inclusion.

What impact/results is your project aiming for?

- More equitable distribution of tourism benefits, enhancing social inclusion for vulnerable groups.
- Increased protection of overburdened landmarks
- Enriched visitor experiences
- A more sustainable tourism model that respects local culture, promotes social inclusion and lowers negative ecological impacts
- Sustainable promotion and safeguarding of ICH

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

We seek partners from NWE, including:

- Academic/research institutions (expertise in AI, touristic experiences, data-driven businesses)
- Tourism organisations (DMOs, etc.)
- (Intangible) Cultural heritage organisations
- (Organisations representing) vulnerable groups
- (Organisations representing) SMEs and local businesses
- NGOs, sectoral associations and citizen groups



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