



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

Smrt cult Padova - SMART CULTURAL PADOVA

In the context of competitiveness and innovation of Smart destinations, it seems that cultural heritage is the great forgotten, despite the fact that it attracts an increasing number of tourists/ travelers with changing needs related to the pursuit of fun and the desire to live new and lasting intellectual, personal, and emotional experiences (Martínez and Vizcaino ,2016). Many organizations in the world have shown great interest in the tourism development of cultural heritage. The new initiative of the European Commission “European Capital of Smart Tourism - ECoST” fits into the context just described. Through the holding of a competition, it aims to identify the European Capitals of Intelligent Tourism. Based on these observations, various studies have been carried out to ascertain the success of smart destinations in Italy (Magnelli et al., 2021; Russo et al., 2021; Dell’Ovo et al., 2021) and their contribution to the cultural and historical development of their territory. Despite the proliferation of these studies, there have been only a few studies conducted on the cultural and historical aspect of the Padua destination and its potential which will allow it to be classified among the smart destinations, especially in the category "Sustainable cultural heritage and creativity". The aim of this research is to fill this gap in terms of literature and equipping the Padua tourist system with a destination management organization (DMO), capable of linking in a more structured way the main activities - while focusing on sustainability, heritage and culture, accessibility, and digitization. To do this, we will carry out two studies: qualitative (with the stakeholders of the Padua destination) and quantitative (with residents and tourists in the destination) to understand the perception of stakeholders, policymakers, residents, and tourists regarding the development of a new smart cultural Padua based on sustainability, culture, and digitalization.