



# Virtual and Smart Cultural Tourism

## *Regional Partner Contributions*

SouthWest Euroregion

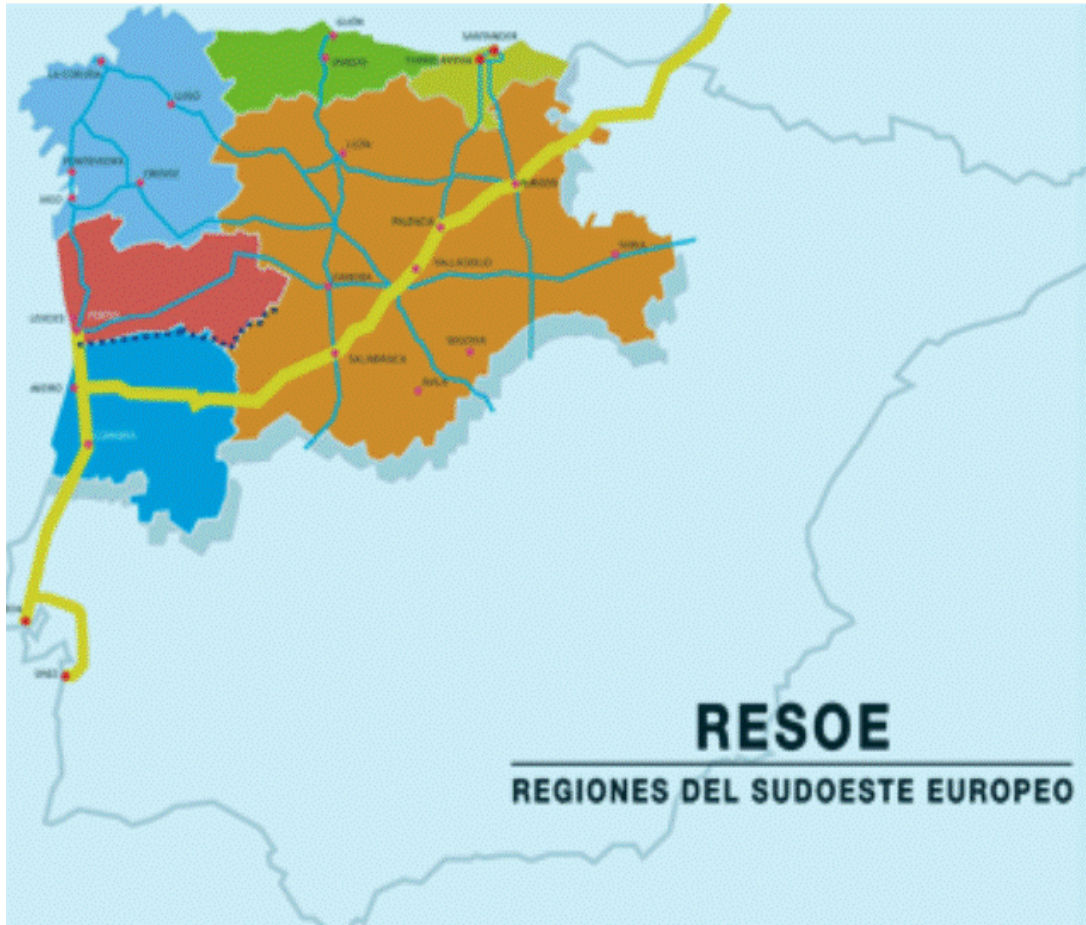
Juan Castro



Interregional Partnership  
Virtual and Smart  
Cultural Tourism



## Who we are? CRUSOE Network of The VSCT Partnership



*The Conference of Rectors of Universities and Polytechnic Institutes of Southwestern Europe (**CRUSOE** by its initials in Spanish) is a non-profit and international association, constituted by the Universities of Galicia, Castile and Leon, Asturias, Cantabria, and the North Region and Central Region of Portugal.*

*A total of **23 higher education entities**, more than 150 national reference research groups in Spain and Portugal, and almost **240,000 students spread over 40 campuses** (4 of them rated as international excellence) makes the strengths of the CRUSOE Network, that is defined as an alternative to traditional institutional knowledge networks and, at the same time, promotes new projects in the macro-regional space of Southwestern Europe, RESOE.*

*Since 2011, CRUSOE works to redefine a multidisciplinary space for academic collaboration and research and innovation, which contributes to territorial development and intelligent specialization of South-west of Europe.*



# Partners: Public Private

Portugal: Região Norte + Região Centro  
Spain: Galicia + Asturias + Cantabria + Castilla y León





## Bottlenecks to commercialisation and scale-up

- ***Human Capital.*** *New professional Skills. Postgraduate approach & reskilling needs & occupational training in the European digital economic transformation.*
- ***Entrepreneurship.*** *New services and products for tourism as an experience beyond the physical visit. An extended experience in time complementary to the physical visit.*
- ***Investor niche.*** *Access to funding, customers, skills and capacity for scalable business*
- ***ICT Infrastructures (a 5.0 vision).*** *The ICT infrastructures as the European linked-roads for the III Millenium.*



## Possible Business Cases/Ideas if available

### *STELLAE 5.0 proposal*

- ⇒ Post-COVID'19 scenario. New consumer habits based on the digital experience.
- ⇒ Aligned with the **RIS3 agendas** for the Euroregion regions.
- ⇒ **Holistic** vision including cutting edge **R&D through** participation in **Horizon Europe**.
- ⇒ Promote the internationalization of **SMEs 5.0** in the cultural tourism sector.
- ⇒ Focused on **Digital Transition and Territorial Cohesion**; priority areas in REACT EU.
- ⇒ Accelerate the digital transition of tourism and cultural resources within Euro region.
- ⇒ Contribute to SW Euro region reaching a leadership position in the European and global Tourism 5.0 sector by 2027.
- ⇒ Implement specialized financial instruments in the cultural tourism sector to establish an entrepreneurial population and increase territorial cohesion.





## Servicing needs to overcome bottlenecks (and support business cases)

- *including interregional cooperation perspective tackle regional challenges*

- ***Human Capital***

- New Interinstitutional Master Degree offer (Erasmus Superplus?).
- New reskilling contents and actions for graduate and non graduate profiles (occupational training).

- ***Entrepreneurship***

- Design and creation of entrepreneurial support programs on the ICT - Heritage - Social Sciences border.

- ***Investor niche***

- Establishment of specific public-private investment instruments (seed capital, equity...).

- ***ICT Infrastructures***

- From the Jacobean roads to the information highways of the III Millennium. Democratic access, control and governance of 5.0 ICT infrastructures.