

**F R E E**

From Research to Enterprise



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

**Verificare le potenzialità di un approccio esperienziale nell'ambito della valorizzazione dei beni culturali e in ambiti contigui.**

***Verify the potential of an experiential approach within the framework of the promotion of cultural heritage and in contiguous areas.***

**Free Project 1CE028P1**

**Action 6.3**

## **EXECUTIVE**

The study analyzes the potential related to the adoption of methods of access and use of public and private spaces through multi-sensory and interactive approaches, with particular reference to the museum area.

Starting with an analysis of the context of reference, the study analyses characteristics, type and geographical distribution of exhibition facilities.

The analysis of the number of visitors and the access mode highlights as the majority of visitors of exhibition structures is not paying.

The study also notes how the offer seems to focus on circuits that include several expositive poles organized as a network, and include also integrated paths that can be visited through cumulative tickets. The goal of this trend is to avoid that the tourism demand focuses exclusively on poles that have greater notoriety or tourist attraction.

The analysis denotes a substantial reduction of the resources allocated to culture, both public and private.

In addition, the study highlights how a part of the historical and artistic heritage is not accessible to the public, or is not available or could not be accessed for certain categories of users.

Cultural tourism and art is the type of tourism with higher growth that could be the spring to develop a sustainable competitive advantage, considering the widespread diffusion of Italian cultural heritage.

In conclusion, the study outlines a framework that highlights the lack of ability to develop the Italian potential, connected mainly to the limited attention to target younger and non-adoption of new organizational approaches and enhancement of the Heritage Museum. The adoption of multi-sensorial and interactive methods could actually bring a positive contribution to the promotion of cultural heritage.