This project is co-funded by the European Union and the Republic of Türkiye

UFUK AVRUPA

Green and Inclusive Future

International Brokerage Event

21 January 2027 İstanbul (Physical Event)



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ORGANIZATION: Istanbul Gelisim University

REPUBLIC OF TÜRKİYE MINISTRY OF INDUSTRY AND TECHNOLOGY

#NATIONAL TECHNOLOGY INITIATIVE

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK



Description of the Organisation

Istanbul Gelisim University is a multidisciplinary higher education institution in Istanbul, Türkiye.

Its research environment includes social sciences, business, tourism, aviation, sustainability and interdisciplinary studies.

For this proposal, the university can contribute social-science research, visitor/user research, stakeholder analysis and impact evaluation.



Your Teams' Expertise

- Visitor & user experience
- Service quality & service systems
- Sustainable / cultural tourism
- Governance & stakeholder analysis
- Qualitative & mixed-method research
- Content analysis & impact assessment

EU-Supported Project Experience Researcher

Comprehensive Approaches to Women Entrepreneurship in Digital Era

Technical Development External Partners Required



Your Research Fields

Visitor / User Experience
Tourism Experience

Digital Cultural Heritage
User-centred Content

Governance & Stakeholders
Service Systems

Sustainable Cultural Tourism
Social & Visitor Impact



Previous & Preparatory Work

- Cultural-asset information sharing: earlier research on user participation and information sharing around cultural assets.
- Mobile heritage route concept: routes, written/audio heritage information, site-status information and visitor feedback to public institutions.
- Digital heritage inventory & user-centred content model: preparatory work that structures verified heritage data for later digital tourism applications.



Project Idea

Call: HORIZON-CL2-2027-01-HERITAGE-06 – Future-proofing sustainable cultural tourism

Project Idea: HERI-ROUTES – User-Centred AI-Assisted Heritage Routes for Sustainable Local Development

Deadline Dates: 23 September 2027

Indicative Duration: 36 months

- **Objectives:** Develop a user-centred, AI-assisted approach for personalised and realistic cultural heritage itineraries by integrating verified heritage information, visitor characteristics and travel conditions.
- **Expected Results:** A transferable AI-assisted route-planning model; pilot cultural heritage routes; evidence on visitor behaviour and route choices; a visitor-to-institution feedback mechanism; and practical guidance for destination and heritage management.



Project Idea – The Problem & Solution

Problem

- Cultural tourism is often concentrated around a small number of well-known attractions.
- Information on lesser-known cultural assets is fragmented and current site status may be unclear.
- Conventional route suggestions mostly optimise distance, rather than considering visitor characteristics, available time and trip conditions.

Proposed solution

- A user-centred decision-support model that combines verified heritage information, visitor preferences and relevant trip conditions.
- Technology is the tool; the research focus is whether this produces a better visitor experience and more sustainable destination use.



Project Idea – Personalised Route Logic

The recommendation should not simply choose the nearest site.

- Visitor profile and preferences
- Heritage-site characteristics
- Travel and accommodation conditions
- Time and cost efficiency

The model will combine these dimensions to generate realistic and personalised heritage itineraries.



Project Idea – Research & Pilot Approach

Research questions

- Does personalised route planning increase the discovery of lesser-known heritage assets?
- How do visitor characteristics and trip conditions affect route choice and visitor experience?

Methods & pilots

- Official heritage data and content analysis
- Visitor surveys and interviews
- Stakeholder interviews and co-design
- Prototype testing with technical partners
- One potential Turkish pilot region plus 2–3 comparable European / Associated Country destinations

Expected outputs

- User-centred heritage content model
- Personalised route decision model
- Pilot heritage routes
- Visitor and route-choice evidence
- Transferable implementation guidance



Consortium – profile of known partners (if any)

No	Partner Name	Type	Country	Role in the Project
01	No confirmed consortium partners at this stage.			
02				
03				
04				
05				



Consortium – required partners

No	Expertise	Type	Country	Role in the project
1	AI-assisted route planning & software development	Technology / Research Partner	EU / Associated Country	Develop the personalised route-planning system
2	Cultural heritage & archaeological site expertise	Heritage Institution / University	EU / Associated Country	Validate heritage content and support pilot implementation
3	Destination management & local tourism	Municipality / Destination Management Organisation	EU / Associated Country	Coordinate pilot destinations and local stakeholders
4	Cultural and creative industries / local business networks	Creative Industry / Local Business Network	EU / Associated Country	Connect heritage routes with local products, services and economic activity

Thank you for your attention

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