

4 Smart Culture Objectives and Priority Genres: The Shared Vision of Local Communities

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The objectives of this chapter are to:

- ☐ Introduce the concept of smart culture as a new pillar of intelligent urban development.
- ☐ Analyze residents' perspectives on smart culture projects through a user-centered approach,
- ☐ Identify the cultural elements that should be prioritized based on residents' views,
- ☐ Examine the importance of cultural accessibility in determining whether a city is in a developed or developing country.

Introduction

Culture plays a fundamental role in shaping urban fabric and its ongoing transformations. As both residents and visitors engage with cultural expressions within the city, the arts have long been a key driver of urban development and a catalyst for tourism-related strategies. (Bourgeon-Renault & Petr, 2022; Hugues, 1996, 2002; Petr, 2009; Poria et al., 2004; Prentice, 2001; Prideaux & Kinnimont, 1999; Richards, 1996, 2011; Spindler & Clergeau, 2014). Recently, the digital transformation and the generalization of the use of technology have influenced both residents' and visitors' cultural consumption habits and encounters (Bourgeon-Renault & Jarrier, 2020; Cochoy et al., 2017; Cole, 2011; Goulding & Derbaix, 2019; Jarrier, 2015). Technological innovations and digital shifts have created fresh pathways for enhancing the well-being of both residents and visitors, while also broadening access to culture and fostering greater inclusion (Fanea-Ivanovici & Pana, 2020).

In response to this evolution, the Vienna University of Technology proposed the Smart Cities Model 4.0 in 2015 — a groundbreaking framework encompassing six key pillars of urban and tourism development: (1) smart economy, (2) smart