

# ***CULTURAL PARTICIPATION AND TOURISTIC VALORISATION OF THE LOCAL CULTURAL HERITAGE***

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***Abstract:***

*Cultural participation has been examined by most studies as a consequence of a complex of socio-demographic factors and less of attitudinal ones. This paper investigates the link between participation in cultural events and attitudes towards cultural and historical heritage within the context of a process of urban regeneration and development of cultural marketing activities. Examining data from two surveys conducted on the same urban population during two consecutive years, we find a significant association between participation in cultural events and several socio-demographic factors, including education and age. We will use several logistic regression models to see the combined influence of socio-demographic factors and the attitude factors towards participation in cultural events. The survey results provide empirical support for the existence of a strong relationship between participation in cultural events and a positive attitude towards the proposals for cultural or tourism valorisation of the regenerated urban spaces.*

***Keywords:*** *touristic offer, cultural marketing, urban regeneration, cultural participation*

***JEL codes:*** *M31, L83*