

# Analyzing Cultural Routes and Their Role in Advancing Cultural Heritage Management within Tourism: A Systematic Review with a Focus on the Integration of Digital Technologies

Subjects: Hospitality, Leisure, Sport & Tourism

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This review constitutes a comprehensive systematic review analyzing cultural routes, with a particular focus on the concept of the cultural route as a tourist-cultural product. Within this framework, the paper offers an overview of contemporary technological challenges, concerns, and limitations. It thoroughly explores cutting-edge technologies pertaining to the promotion of cultural heritage, both in general and in the specific context of realizing the concept of the cultural route, a tourist-cultural service enriched by the utilization of new media. Additionally, it extensively references the latest techniques and models for enhancing the user experience of digital cultural tourism products. Moreover, the paper showcases existing digital platforms and tools that encapsulate and emphasize the notion of cultural tourism. It assesses the respective methodologies, technologies, and techniques employed in each case, accompanied by illustrative instances of their applications. Finally, an empirical evaluation was conducted focusing on user needs and expectations during a cultural route.

Keywords: cultural routes ; cultural heritage ; cultural management ; analysis ; digital culture ; tourism

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Contemporary trends within the realms of culture and tourism underscore the growing desire among travelers to venture beyond conventional experiences. Simultaneously, advancements in information and communication technologies have facilitated easier access to cultural wealth, shaping the demand for fresh cultural offerings. The role of cultural routes in this context is undeniably crucial, necessitating their utilization by cultural institutions and their integration with the tourism sector.

This review constitutes a comprehensive systematic review within the field of cultural tourism, with a particular focus on the concept of the cultural route as a tourist-cultural product. It scrutinizes the cultural route through the lens of cultural tourism, underscoring the cultural heritage of a location as a pivotal element in crafting a tourist-cultural itinerary. Furthermore, the paper delves into the emergent trends within cultural tourism and the dynamic interplay between the culture and tourism sectors, adopting a comprehensive and pervasive perspective. Concurrently, it identifies and categorizes the pertinent practical efforts within both the academic literature and the cultural and tourism industries.

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- What is cultural tourism, and how does it relate to cultural heritage?
- What are cultural routes, how are they designed, and what information technology tools are used?
- What kind of experiences does the traveler gain when using a cultural route? How is the user's cultural experience defined?
- How do cultural routes advance cultural heritage management?

- What applications and research studies are associated with cultural routes?

Regarding the rest of this review, Section 2 provides an overview of the current landscape in cultural heritage fields. Section 3 discusses the systematic review of cultural routes by addressing PRISMA methodology along with a critical analysis of the applications, while Section 4 presents the results of the research regarding user needs and expectations during a cultural route. In Section 5 and Section 6, conclusions and suggestions for future research are presented.

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