



**Local
Flavours**
Interreg Europe



European Union
European Regional
Development Fund

Summer open-air cultural programmes in the
context of COVID-19 pandemic: stories and
insights from Local Cultural Flavour partner
region

Online discussion on Tourism and
Cultural and Creative Industries

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2 p.m. CET

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Space matters **even better** in face of **COVID-19**... how?

Regions as units of social-economic space

- characterized by production structure of all ownership forms,
- population,
- employment concentration,
- as well as governmental institutions,
- fundamentally, a **social, cultural, political and economic interaction system** (Agnew, 2000, 2001 and Haukkala et al., 1999 in Palekiene et al., 2015)

face several challenges regarding the well-being of their inhabitants.





Müpa Drive-in Cinema
(Budapest)
**The concert experience in
a new dimension!**

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**New challenges
in sufficient
service portfolio
and threshold
issues in towns,
cities!**

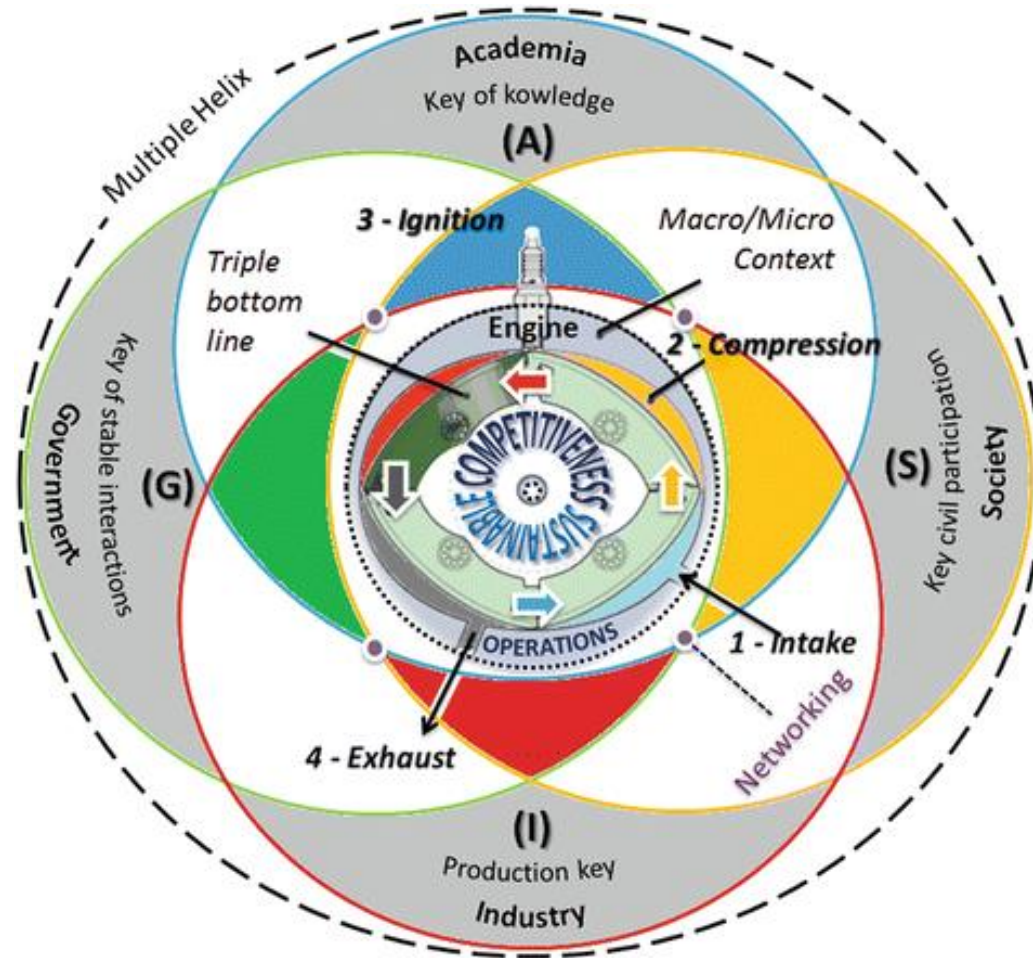


New rules due to COVID-19 – rigid systems?!

Reflections on the Statistical Assessment
of the Cultural and Creative Cities Index 2019

Indicators in red
are at high risk!

Cultural and Creative Cities Monitor indicators		
Cultural Vibrancy	1. Cultural Venues & Facilities	Sights & landmarks, Museums & art galleries, Cinemas, Concert & music halls, Theatres
	2. Cultural Participation & Attractiveness	Tourist overnight stays, Museum visitors, Cinema attendance, Satisfaction with cultural facilities
Creative Economy	3. Creative & Knowledge-based Jobs	Jobs in arts, culture & entertainment, Jobs in media & communication, Jobs in other creative sectors (professional, scientific and technical, administrative and support service activities such as architecture, advertising, design and photographic activities)
	4. Intellectual Property & Innovation	ICT patent applications, Community design applications filed to the European Union Intellectual Property Office
	5. New Jobs in Creative Sectors	Jobs in new arts, culture & entertainment enterprises, Jobs in new media & communication enterprises, Jobs in new enterprises in other creative sectors (see 3. for more)
Enabling Environment	6. Human Capital & Education	Graduates in arts & humanities, Graduates in ICT, Average appearances in university rankings
	7. Openness, Tolerance & Trust	Foreign graduates, Foreign-born population, Tolerance of foreigners (Percentage of the population that very strongly agrees with the statement: 'The presence of foreigners is good for this city' based on Survey on 'Quality of life in cities'), Integration of foreigners ('Foreigners who live in this city are well integrated'), People trust ('Generally speaking, most people in this city can be trusted')
	8. Local & International Connections	Accessibility to flights, Accessibility by road, Accessibility by train
	9. Quality of Governance	Quality of governance (quality of government in three areas of public services: education, healthcare and law enforcement)



New policies, and governance practices are needed!

Multiple Helix model

(Peris-Ortiz, M. et al. 2016)

Examples from LF



Music (chiming) well in Kőszeg

Focus on heritage
Sense of belonging
Collaborative project
Raising attractiveness
and proudness
First step forward „slow
tourism”
Scheduling, programs

Examples from LF



The Den Bosch Summer

Joint activities with entrepreneurs, cultural partners, the business community, (interest) organisations and foundations

Small-scale activities

Entire municipality of 's-Hertogenbosch

Keywords: safety, benefits for all residents and entrepreneurs, sparkling, small-scale, short events that feel unique

Examples from LF



Accessing Rural Waterford's Identity – Creating New Journeys

Majority of tourists visit Waterford City & larger urban areas, lack of cohesive 'journeys, poor marketing of areas

Waterford Rural Tourism Network & Implementation Group in conjunction with LSG

Rollout of training and support materials for operators to provide consistent experience

Plans like: Visitor Experience Development Plan, Food touring route map to showcase local artisan produce, Coastal Cliff Walk Route, Irish Culture Workshops, Comeragh Uplands – connecting villages and walks



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Thank you!

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Questions welcome

www.interregeurope.eu/localflavours