

**Interreg
Europe**



European Union | European Regional Development Fund



Policy Learning Platform

**Online discussion
on**

Tourism and Cultural and Creative Industries in the post COVID-19 period

Introduction

23 July 2020

Thematic focus and objectives



- Explore synergies between tourism and cultural and creative industries (CCI)
- Discuss successful practices from Interreg Europe partner regions
- COVID-19 impact on tourism and CCIs. Policy responses in the post-pandemic period



What is meant by Cultural and Creative Industries?



CULTURAL DOMAINS

Cultural and natural heritage

Museums, Archaeological and historical places, cultural landscapes, natural heritage

Performance and celebration

Performing arts, music, festivals, fairs

Visual arts and crafts

Fine arts, Photography, crafts

Books and press

Books, newspapers, other printed matter, library, book fairs

Audio-visual and interactive media

Film and video, TV and radio, Internet, podcasting

Design and creative services

Fashion design, graphic design, interior design, architectural services etc.

INTANGIBLE CULTURAL HERITAGE

EDUCATION AND TRAINING

ARCHIVING and PRESERVING

EQUIPMENT AND SUPPORTING MATERIALS

RELATED DOMAINS

Tourism

Charter travel and tourist services, hospitality and accommodation

Sports and recreation

Sports, physical fitness and well-being, amusement parks

INTANGIBLE CULTURAL HERITAGE

EDUCATION AND TRAINING

ARCHIVING and PRESERVING

EQUIPMENT and SUPPORTING MATERIALS

The effect of COVID-19 and the post-crisis period



- The COVID-19 crisis has:
 - hit CCI and tourism dramatically
 - demonstrated the fragility of these sectors
- Different approaches depending on the theme of the event
- Short-term and long-term solutions



EXAMPLE: #PROVINS MEDIEVAL FESTIVAL: CANCELLATION

Provins festival 2018, photo credit: R. Zhechkov

*“Taking in account the very strong uncertainties related to the health crisis in our country, we considered **that the optimal conditions for organizing such an event, which requires several months of preparation by the municipal services and hundreds of volunteers, were not met.** It is obviously with sadness that we take this decision, which **will have serious consequences for the economic, touristic and associative sector of Provins.**”*

Olivier LAVENKA, Mayor of PROVINS

Source: <https://provins-medieval.com/en/>

TO6 projects on cultural heritage and sustainable tourism



- **CD-ETA:** Collaborative Digitalisation of Natural and Cultural Heritage
- **CHRISTA:** Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions
- **HERICOAST:** Management of heritage in coastal landscapes
- **CRinMA:** Cultural resources in the mountain areas
- **Cult-RInG:** Cultural Routes as Investment for Growth and Jobs
- **EPICAH:** Effectiveness of policy instruments for cross-border advancement in heritage
- **Green Pilgrimage:** Green Pilgrimage Supporting Natural and Cultural Heritage
- **SHARE:** Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe
- **INNOCASTLE:** Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens
- **CHERISH:** Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe
- **OUR WAY:** Preservation and promotion of cultural and natural heritage through Greenways
- **KEEP ON:** Effective policies for durable and self-sustainable projects in the cultural heritage sector
- **FINCH:** Financing Impact on Regional Development of Cultural Heritage Valorisation
- **Local Flavours:** Authentic tourism based on local cultural flavours
- **MOMAr:** Models of Management for Singular Rural Heritage
- **RAMSAT:** Revitalizing Remote And Mountainous areas through Sustainable Alternative Tourism
- **RFC:** Recapture the Fortress Cities

TO3 projects on cultural and creative industries and tourism

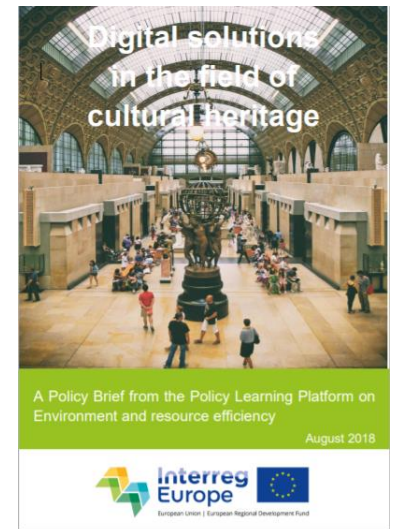
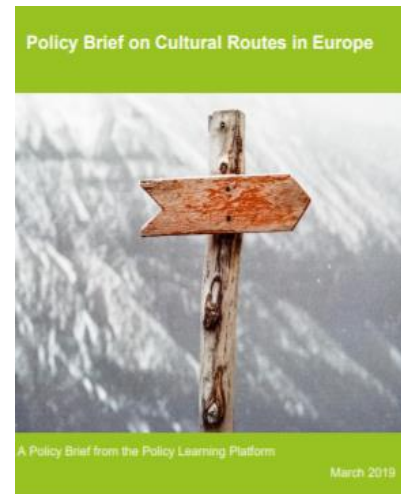
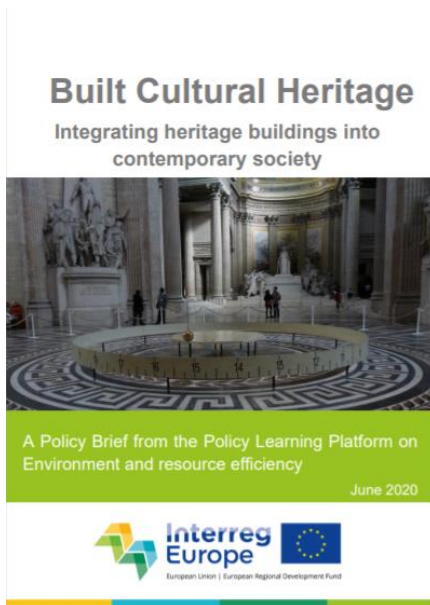


- **Cult-CreaTE:** Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe
- **ECoC-SME:** Actions for inducing SME growth and innovation via the ECoC event and legacy
- **CRAFTS CODE:** CReative Actions For Tailoring Smes' COmpetitive DEvelopment
- **CRE:HUB:** policies for cultural CREative industries: the HUB for innovative regional development
- **RCIA:** Regional Creative Industries Alliance – From European recommendations to better regional CCI policies for a more competitive economy
- **BRANDTour:** Building Regional Actions for New Developments in Tourism
- **Destination SMEs:** Destination strategies for the competitiveness of the local SMEs

Materials from the Policy Learning Platform



The Interreg Europe Policy Learning Platform publishes news and policy briefs on key trends and challenges



AGENDA

- Introduction to the topic from DG Education, Youth, Sport and Culture
- Summer open-air cultural programmes in the context of COVID-19 pandemic, insights from Local Flavour project
- Good practice pitch: Pafos Aphrodite Festival: intangible heritage attracting cultural tourism (Cyprus), CHRISTA project
- Good practice pitch: Festival del Viaggiatore di Asolo - traveller festival in Asolo (Italy)
- Discussion



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