

Thematic Workshop A: 'Identification of CCI & potential contribution to CCT' Padova, Veneto Region, 14 May 2019



Cultural and Creative Industries contribution to
Cultural and **C**reative **T**ourism in **E**urope

Purpose of Thematic Workshop A ECTN advisory partner



VIDZEME TOURISM
ASSOCIATION



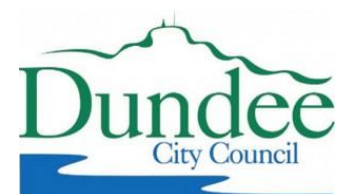
REGIONE DEL VENETO



Cork City Council



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Interreg Europe programme helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place.

Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore **improving strategies** for their citizens and communities.



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Europe**



Cultural Tourism –
a Lever for Sustainable Development



CCIs contribution and Creative Tourism in the ECTN Charter

A Statement of principles on regional policies and strategies which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond for the benefit of destinations, communities, businesses, citizens and visitors

3rd edition



October 2018

www.culturaltourism-network.eu

- The contribution of CCIs to CCT has not been given the attention it deserves to date. Cultural tourism needs CCIs to partially reinvent itself and attract the new generations
- CCIs are also an indispensable source of innovation for other types of sustainable tourism, typically ‘Creative Tourism’
- Creative Tourism is considered a new generation of cultural tourism by involving the tourists themselves and the locals in the creation of the tourist products (co-creation)
- CCIs are in a strategic position to promote smart, sustainable and inclusive growth in all EU regions and cities, and thus contribute fully to the Europe 2020 Strategy and beyond, through their deployment for CCT
- While some EU regions have been very good at tapping into this extraordinary potential as a way to promote socio-economic development, it however, appears that many others have not been making most of this potential
- Synergies between sustainable tourism and CCIs can enhance the visibility and promotion of CCT. These synergies can contribute to the promotion of sustainable tourism destinations, attraction of new investment and creation of new employment opportunities, particularly for youth and in lagging regions

‘Cultural and Creative Industries’ (CCIs) refer to:

- cultural heritage
- design
- crafts
- digital products
- performing and visual arts
- film, video, music, TV and radio (mass media)
- festivals
- advertising
- architecture
- fashion
- archives and libraries
- audio-visual, multimedia, publishing
- museums and galleries
- R&D, software, toys & games, video games, VR/AR

High-end products which rely on a strong cultural and creative input such as:

- design and manufacturing of fashion materials and goods and their distribution
- in particular high-end fashion
- jewellery and watches
- accessories
- leather goods
- perfumes and cosmetics
- furniture and household appliances
- cars
- boats
- gastronomy
- hotels and leisure

- Creative Tourism concept is defined as:

“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses, cultural and learning experiences, which are characteristic of their holiday destination”

- CCIs offer many experiences the cultural and creative tourists are eager to live when they travel
- This new way of discovering another culture by experiencing it has been growing increasingly during the last decade and has great future potential

- Definition:

“Tourism that offers visitors a creative pursuit (including arts, crafts and cookery workshops) and to connect with local people in a distinctive destination”

- People want more time, space and energy, and a greater sense of wellbeing. They are demonstrating a growing desire to connect with each other and feel more in touch with local communities. Some of this can be achieved through creative tourism as it provides visitors with the opportunity to learn a new skill, provide a sense of achievement and to create a unique souvenir, for example, a painting, crafted object or food product. This type of break is also more likely to give people a lasting emotional attachment to the destination and will encourage them to recommend and also revisit the destination.

- **Adequacy to the new demand** of the travellers eager to live unique experiences
- **Diversification of the offers** without any investment, just by **optimizing existing intangible heritage**
- Positive effects on the **profitability of the cultural infrastructures** thanks to this new demand
- **Quality tourism** endowed with a high **added value** and purchasing power
- **Unseasoned tourism** which allows a better distribution of the activity along the year
- **Geographical outsourcing:** minor interest of the creative tourists for the “tourist hotspots”
- **Self-confidence of the locals** thanks to this new interest for their culture and traditions
- **Local communities’ empowerment** and professionalization
- **Social cohesion** through the **co-creation of meaningful storytelling**
- **Sustainability** relying on authenticity and creativity as mean resource
- **Intangible heritage recovery**
- **Governance tool**

To redeploy CCIs for the development and promotion of CCT strategies, with:

- Sustainability of tourism
- Innovations throughout
- Capitalisation of good practices
- Policy learning and implementation
- Capacity building for partners' staff and key stakeholders

Sub – Objectives

1. To **exchange experience** amongst the partners in established **good practices** on cultural and creative industries contribution to sustainable cultural and creative tourism development and promotion, with policy learning, capacity building and implementation.
2. To exploit the results of exchange of experience with **capitalisation**, for integrated improvement of regional and local policies and strategies.
3. To closely **involve key stakeholders** in the exchange of experience and policy change process.
4. To **improve specific policy instruments** in the partner regions and destinations, through policy learning and capacity building for improved governance & structural change.
5. To deliver **Action Plans** in partners' regions and monitor their implementation.
6. To apply and transfer the results of the exchange of experience and make them available to a wider audience of public authorities, destinations and stakeholders across Europe & beyond.
7. To contribute relevant results and outputs to the Policy Learning Platform of the programme.
8. To support, integrate and provide added value to relevant initiatives at EU Level regarding influence on Structural Funds Programmes.
9. To **disseminate the Project's outputs and results** beyond the interregional partnership and throughout the EU, and thus influence policymakers in other regions, EU Institutions (EP, CoR, EC), Council of Europe (CoE), international bodies (UNESCO, UNWTO), destination management authorities, and relevant pan-European networks (European Heritage Alliance 3.3, European Tourism Manifesto for Growth & Jobs).
10. To support the activities of the **'European Year of Cultural Heritage 2018' & its legacy**.

Cult-CreaTE Project Partnership

-  EU Member States
-  Associated Programme Countries
-  Managing Authority
-  Joint Technical Secretariat

Guyane
(F)

Réunion
(F)

Martinique
(F)

Guadeloupe
(F)

Açores
(P)

Madeira
(P)

Canaries
(E)



Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund



- **2 Regional Authorities (IT, PL)**
- **3 City Authorities (IE, UK, EL)**
- **1 Chamber of Commerce (HU)**
- **2 Tourism Associations/Boards (LV, CY)**
ie **8 DMOs / tourism bodies**
- **+1 pan-European Network (BE)**
1 N, 3 W, 3 S, 2 E = 9 partners

Identified Priority Themes on CCIs for Cultural and Creative Tourism (CCT)

- A. Identification of CCIs and potential contribution to CCT development (Veneto, IT)**
- B. Best practices of CCT based on CCIs (Dundee, UK)**
- C. CCT new products development based on CCIs (Nicosia, CY)**
- D. Governance and Business Models related to CCIs for CCT (Cork, IE)**

A. Identification of CCIs and potential contribution to CCT development

- **A review of available studies and documents on CCIs and CCT will be undertaken to set the scene**
- **The CCIs in each partner area will be identified and documented**
- **Through structured interviews with key actors, the potential contribution of CCIs to CCT development will be investigated**
- **The ways to involve CCIs in CCT activities will be analysed and explored**

B. Best practices of CCT based on CCIs

Previous and current best practices on CCIs involvement in CCT development and delivery will be

- **identified,**
- **analysed,**
- **exchanged and**
- **transferred between partner areas,**

for capitalisation in partner regions and cities

(including from INTERREG IVC, Creative Europe and COSME programmes)

C. CCT product development based on CCIs

On the basis of the results from A and B above:

- **CCT product development based on CCIs will be undertaken in each partner area**
- **With close involvement of key stakeholders and external experts**
- **Common and interregional CCT products will also be investigated between the partner areas**

D. Governance and Business Models of CCIIs for CCT

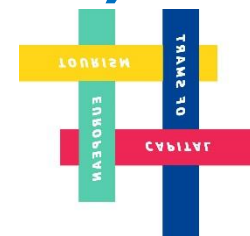
- Cultural and Creative clusters can emerge organically in specific urban frameworks through relations of production, work, research, education, entertainment and leisure
- This type of cluster generally has particular characteristics which lead to dynamic and distinctive urban areas
- Cultural and creative clusters can be promoted in
 - a top-down approach by national, regional or local authorities who recognize the importance of their development
 - or can emerge spontaneously in a bottom-up approach
- Cluster development options for CCIIs serving CCT needs will be examined, with subjects such as improvements in governance, structure & business models to facilitate CCT product development based on CCIIs

Activities

1. Thematic Workshops A (Veneto IT), B (Dundee), C (Nicosia), D (Cork)
2. Study Visits regarding best practices on a deployment of CCIs for sustainable cultural and creative tourism (in conjunction with each Workshop A, B, C, D above)
3. Peer reviews on creative tourism products development and policy instruments enhancement process
4. Exploitation and application of available relevant research results for mainstreaming into Operational Programmes and ESIF
5. Stakeholder engagement throughout
6. Policy learning with the policy change at the local/regional level
7. Relevant inputs to Policy Learning Platform of Interreg Europe programme
8. Capacity building for partners' staff, policy makers and key stakeholders, regarding creative tourism product development, based on CCIs
9. Dissemination to pan-European fora, EU institutions, international organisations (UNESCO/UNWTO) and other destination authorities and MAs

Synergies to be exploited

- Interreg Europe tourism-related projects CHRISTA (ECTN), Cult-RInG (ECTN), BRANDTOUR, Green Screen
- CCIs related projects: CRE:HUB, Green Screen
- Creative Europe Cooperation projects (also for EYCH 2018)
- COSME CCIs projects
- Smart Tourism Capital



- VTA (LP), Veneto and ECTN are also in the CHRISTA project on sustainable and responsible cultural tourism (1st Call, Phase 1 completed)
- Relevant outputs will be exploited and capitalised for added value
- In terms of intangible and industrial heritage, through interpretation and innovation/digitisation
- As aspects addressed by CCIIs that can be included in the development of CCT products and services
- Relevant good practices of CHRISTA will enrich the action plans

Added value

- The EC Communication ‘Promoting cultural and creative sectors for growth and jobs in the EU’ (COM(2012) 537 final): “Culture and creativity have also direct impacts on sectors such as tourism; Reinforce cooperation across CCS and with other sectors such as ICT, tourism etc”.
- European Agenda for Culture (2015-2018)
- Cultural Heritage counts for Europe, Europa Nostra, 2015
- European Heritage Alliance 3.3 (EHA), led by Europa Nostra with ECTN as an active member
- Tourism Manifesto for Growth & Jobs, led by ETC, ECTN a signatory
- **European Year of Cultural Heritage 2018**, (ECTN is selected by EC DG EAC as a Stakeholder), follow-up Action Plan
- **A New European Agenda for Culture** (COM 267, May 2018)



- **4 Interregional Workshops with study visits, 4 Workshops Reports & Policy Guidelines**
- **32 Regional/Local Stakeholder Groups meeting in Phase 1 (4 meetings x 8 destinations)**
- **8 Peer reviews**
- **1 Joint meeting for Action Plans development, Guidelines for the Action Plans**
- **8 Action Plans, 8 Policy instruments improved**
- **1 Communication Strategy**
- **1 Launch Event - conference (also as exchange of experience event) + Report**
- **1 Dissemination event European level: European Week of Regions and Cities (EWRC)**
- **16 Reports on regional/local dissemination events in Phase 1 (2 in each partner area)**
- **1 Final high-level event/conference with Report**
- **5 Newsletters in Phase 1**
- **5 Press Releases at the project level in Phase 1**
- **40 Press Releases at local/regional level in Phase 1 (in local language 5 x 8 destinations)**
- **Information & communication materials (leaflets, brochure, posters, video/photo recordings etc.)**
- **8 video clips by partner destinations on regional/local action plans**
- **Project website, social media**

Expected Results

- Capacity building of partners' key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges
- Better cooperation/partnerships between public and private sectors, tourism and cultural and creative sectors
- Improved policy instruments will ensure sustainable regional development and influence policy makers in other regions
- Contributions to the Policy Learning Platform
- Added value to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes
- Further the Agenda of relevant EU institutions (EC, EP, EESC, CoR), pan-European bodies (EN, ETC), international organisations (UNESCO, UNWTO) and other relevant stakeholders, by discussions and consultations

- capacity building of partner`s key staff, stakeholders and policy makers on CCI for CCT development
- exchange of knowledge/experience on existing Cultural and Creatives Industries (CCIs) potential contribution to Cultural and Creative Tourism (CCT)
- study visits regarding deployment of CCIs for sustainable cultural and creative tourism

Suggestions:

- Partner Destinations to focus on a few CCIs that have highest chance to be used for CCT in each city/region
- Regional authorities (LV, PL) to select one city/area (as Veneto has preselected Padova) to maximise impact
- Start thinking of relevant actions for the action plans !

Action Plans

- **Must be delivered by end of Phase 1**
- **Following common Guidelines**
- **Achievable and measurable results**

- **Actions to be related to new CCT
Tourism products based on CCIs**

- **Suggestion to focus on 3 actions with
related CCT products based on CCIs
to be ready in 12 months time**

2017

- Development of transnational, creative and cultural tools for travellers along the Ways of Saint James (CREATIVE LOCI IACOBI)
- EuroVelo3 – Pilgrims route an innovative transnational combined cultural and cycling tourism product (EV3-CCP)
- Film festivals And MOvie tourism across Unesco Sites (FAMOUS)
- Development and promotion of a transnational cultural tourism product linked to greenways and UNESCO cultural sites (Greenways HERITAGE)
- Support to developing innovative tourism offer in The Roman Emperors and Danube Wine Route (SDITOROMAN)
- Wine Senses - An innovative experience to enjoy wine culture and heritage across Europe (Wine Senses)

7 projects in 2018

- **VTA:** % Increase the expected number of cultural and creative visitors to involved sites of CCIs 12%
- **Veneto:** % new cultural and creative products 5%
- **Cork:** Number of new projects developed relating to the involvement of CCIs in CCT 4
- **Pecs-Buranya:** Number of new tourist products to be introduced in NUTS 3 level Baranya County HU 231 2
- **Nicosia:** % of CCIs involved in CCT product development 7%
- **Dundee:** % increase in the number if CCIs engaging with tourism projects/developing new products 10%
- **Kujawsko-Pomorskie:** Number of cultural creative tourism products developed 3
- **Naoussa:** Number of new projects related to CCT based on CCIs 3



Cult-CreaTE deploys cultural and creative industries for the development and promotion of cultural and creative tourism strategies



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Beyond 2018: the legacy continues!



**OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE**



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