Padua, 14 May 2019

KUJAWY POMORZE
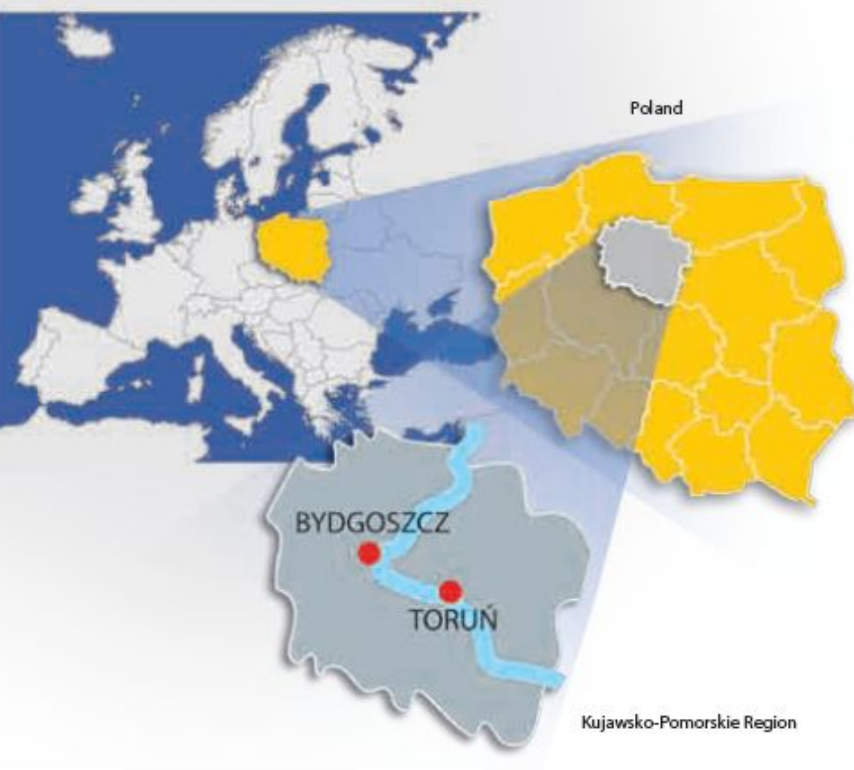
Kujawsko-Pomorskie Region

Cult-CreaTE current **work** results

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KUJAWSKO-POMORSKIE REGION

Poland

BYDGOSZCZ

TORUŃ

Kujawsko-Pomorskie Region

Central Poland

Airport BYDGOSZCZ

2.0 million residents

area 17 972 km2

2 main cities > 200 000 citizens

23 districts / 144 communes

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PROJECT PARTNERS
2004-2018

Kujawsko-Pomorskie Region

- 3 INTERREG PROGRAMMES
- 4 CE PROGRAMMES
- 22 PROJECTS
- 27 COUNTRIES
- 173 PARTNERS

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Cult-CreaTE project – Kujawsko-Pomorskie Region

Policy instrument:

Regional Operational Program for Kujawsko-Pomorskie Voivodeship 2014-2020 consists of 11 priority axes directly related to **the regional Strategy of Development 2020 +**, <u>which is the fundamental regional policy instrument</u>.

Most adequate to the Cult-CreaTE project's:

Priority Axis 4: "Environmentally friendly region",
Action 4.4: "Protection and development of cultural resources",
Specific objective 4: "Increased potential of the cultural capital in the region"

Reasons for improvement are because the so far submitted projects neglect the possibility of commercial use of the cultural resources, also in the context of CCT based on CCIs.

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Policy instrument – continuation - :

- Kujawsko-Pomorskie Voivodeship is the <u>Managing Authority</u> for the Regional Operational Programme 2014-2020.

- Responsible for the programming process as well as programme implementation and monitoring. It hence has the capacity and full responsibility for the ROP.

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Policy instrument – continuation - :

Kujawsko-Pomorskie Voivodeship (K-PV) has provided the directions of the intervention aimed at including creative industries as a way of <u>developing different aspect of the regional economy</u>.

Four priorities of the Strategy of Development 2020 + assume that encouragement of creative approach also in tourism sector is highly beneficial for the economic development of different areas of the region.

- MODERN SOCIETY
- COMPETITIVE ECONOMY
- MODERNIZATION
- STRONG METROPOLIS

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The potential of the region in the field of CCIs (artistic, academic, cultural) and the rapidly growing importance of this sector in the modern world forces the policy-holding bodies to ensure the effective tools for implementation of such actions.

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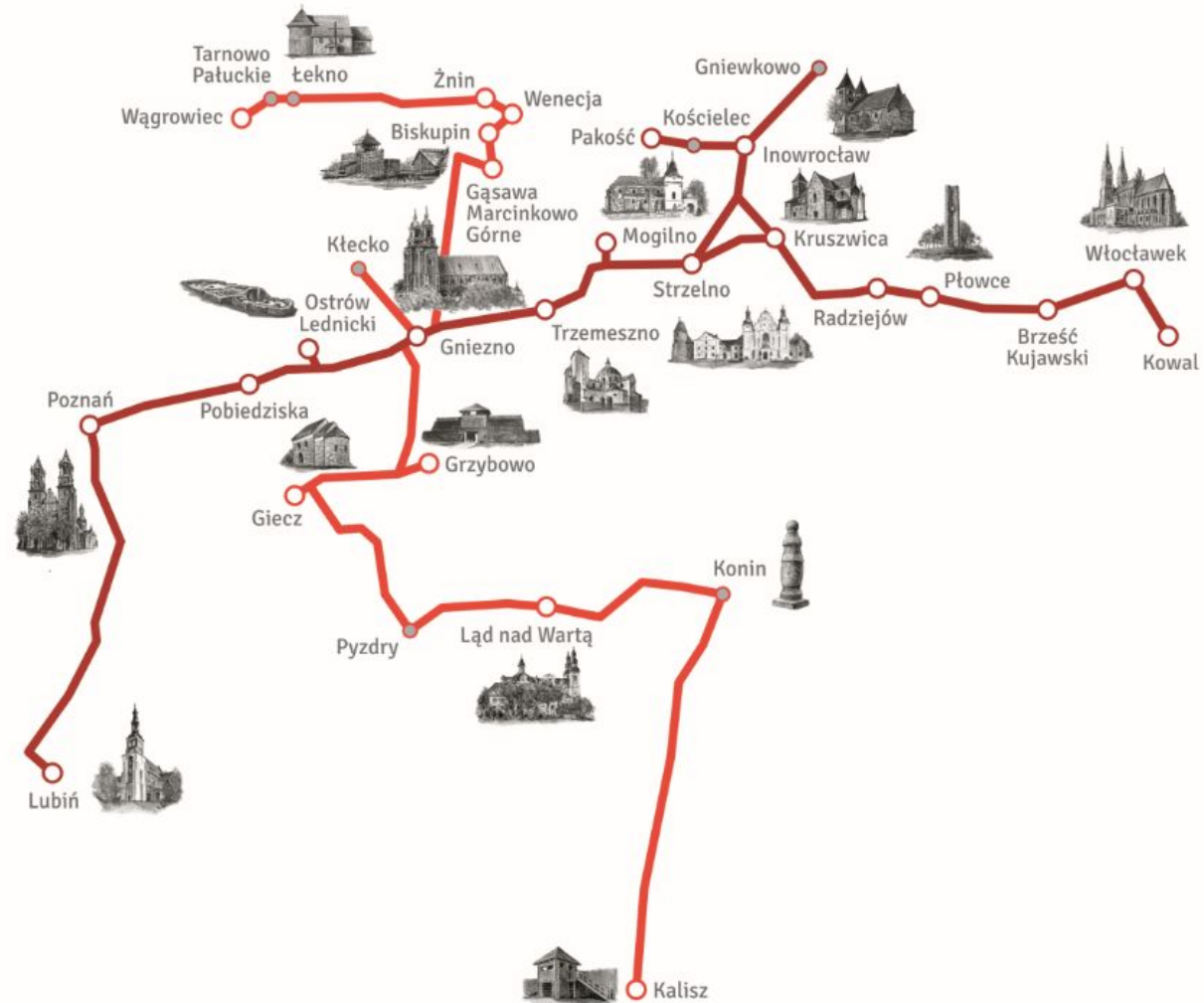# Cult-CreaTE project – Kujawsko-Pomorskie Region

PIASTOWSKI ROUTE

- The first Polish Kings of the Piast dynasty;

- The Route connects historical places associated with the beginning of the history of the Polish State;

- **32** towns, **48** historic buildings and **8** museums,   **4** archaeological museums

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The Piastowski Route

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Why PIASTOWSKI ROUTE ?!

- Increasing number of visitors (about 250,000 tourists appear annually on the Piast Route);
- Increasing number of tourists from abroad;
- Meet the needs of visitors to our region;

- The subject matter of the routes is symbolic for European history and culture;
- Cultural routes are a process of interpretation of common traditions and historical events.

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ACTION PLAN

Identification of the most important stakeholders for The Route	• 3 local tourist organisations, • 10 local municipalities, • 49 other – administrators of the route's objects (churches, museums, statues etc.)
↓	
Organization of a consultation meetings	discussion and workshops
↓	
Action plan	

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Cult-Create project - WORKSHOPS

April 2, 2019, Biskupin

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Action plan

Diagnosed problems:
- No tourist products as a part of the route offer;
- Most of the trail's attractions are similar, they have a similar offer;
- Objects compete with each other;
- No guidelines for joint promotion;
- The offer of some of the routes important objects is non-screening for children (one of the most important target groups)
- The degree of tourist use of some services (e.g. localguides), interest in visiting particular types of objects (e.g. sacral), participation in some types of events (including religious) is very diverse. The analysis shows that unless specifically activities that extend or diversify the offer (e.g. guides) or popularize it using proven patterns (e.g. creative workshops, CCT) won't be taken, specific proposals or the entities offering them can soon struggle with the disappearance of demand or develop to a much lesser extent than is the case in other tourism segments.

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Action plan

SOLUTION:

marketing communication plan based on storytelling

TO BE CONTINUED. . . 😊

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THANK YOU FOR YOUR ATTENTION

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