

Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

Development and promotion of cultural and creative tourism strategies based on cultural and creative industries

Cult-CreaTE Innovative Character

The innovative character of the Cult-CreaTE project lies in the effective contribution of Cultural and Creative Industries (CCIs) to Cultural and Creative Tourism (CCT) development, promotion and delivery, by exploiting CCI / CCT synergies, as an added value to previous initiatives. The innovative character is thus at the heart of the project, explicit in the main objective:

To deploy Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies, with sustainability, innovations, capitalisation, policy learning, policy implementation, monitoring and capacity building.

The lead partner VTA, partners Veneto Region and ECTN have been also partners in the CHRISTA project on cultural tourism and relevant outputs will be exploited and capitalised for added value, in terms of intangible and industrial heritage through interpretation and innovation/digitisation, which are aspects addressed by CCIs and can be included in the development of CCT products and services. Relevant good practices of CHRISTA will enrich the Cult-CreaTE action plans as well.

There are also important EU policies and initiatives, to which the project can provide added value with innovations, viz:

- 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., inc. joint initiatives to developing a more open, innovative and entrepreneurial mind-set in the economy"
- Cultural Heritage counts for Europe, by Europa Nostra
- Tourism Manifesto for Growth & Jobs, led by ETC, with ECTN a signatory
- European Year of Cultural Heritage 2018, ECTN selected by EC DG EAC as a Stakeholder
- Research for CULT Committee - Culture and creative sectors in the European Union – Key future developments, challenges and opportunities.

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"Our vision is establishing sustainable and effective synergies between cultural and creative sectors and places for utilizing skills, technological tools and knowledge, aligned to the tourism needs and expectations to generate unique, creative and meaningful cultural content and experiences.

*The participation of the NTB in the **Cult-CreaTE** project is considered a significant opportunity to gain essential knowledge on particular policies and improvements of policy instruments, exchanging experiences with our project partners on good practices, make use of the project tools such as the peer reviews and develop our strategic plan on the Cyprus Capital's Cultural and Creative Tourism".*

Elena Tanou
President of Nicosia Tourism Board (NTB)
addressing Workshop B in Nicosia, Cyprus



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Interregional Thematic Workshop B: “Best Practices of Cultural and Creative Tourism based on CCI’s”

AG Leventis Gallery, Nicosia, Cyprus
7 November 2019

The policy learning main activity during the 3rd semester was a two-day Thematic Workshop B on "Best Practices of Cultural and Creative Tourism based on Cultural and Creative Industries", held on 6-7 November 2019 with study visits in Nicosia, Cyprus. The purpose of Workshop B was for the participants to exchange experience, present and disseminate good practices, innovations and their own plans and priorities on initiatives on best practices for Cultural and Creative Tourism (CCT) based on Cultural and Creative Industries (CCIs). Workshop B was organised and hosted by partner Nicosia Tourism Board (NTB).

The Workshop included relevant presentations by:

- Cyprus Deputy Ministry of Tourism
- Creative Business Quarter – Nicosia Municipality
- European University
- Creative Tourism: challenges & opportunities
- Collaborative Cities.

All partners made presentations about their existing situation, good practices and relevant priorities. The Project Coordinator presented the background, issues, aims, approach, potential solutions and synergies, as well as the State of the Art prepared by expert commissioned by the advisory partner ECTN. All participants took part in small focus group discussions for in-depth exchange of experience and detailed practices:

- Transfer of best practices
- Stakeholder involvement
- Policy Change,
- Potential Actions for the Action Plans.



Study Visits in Nicosia Old Town

The Workshop was enriched with relevant study visits in Nicosia old town to view and experience the current situation of CCIs and their potential for CCT development and promotion, viz:

- Julia Astreou Woven Textiles
- Chrysaliniotissa Arts & Craft Centre
- The Shoe Factory by Pharos Arts Foundation
- Centre of Visual Arts and Research (CVAR)
- NiMAC - Nicosia Municipal Arts Centre
- Souzana Petri Crafts
- Phaneromenis 70 - Cultural and Research foundation.



“Nicosia Municipality is a key stakeholder and a contributor to CCIs for Cultural and Creative Tourism development in Nicosia.”

Kyriakos Tsimillis
Nicosia City Councillor





The Piastowski Trail – Kujawsko-Pomorskie (CCI)

The Piastowski Trail is one of the most interesting and the most visited tourist routes in Poland. It runs through the Wielkopolskie and Kujawsko-Pomorskie voivodeships. Both regions are the birthplaces of Polish state from the 10th century.

In the last decade, there has been a growing interest in historical objects in Poland related to the medieval roots of statehood. The big amount of literature for young people and adults on historical topics has caused that new attractions are still appearing on the tourist market in Poland. Existing museums and monuments are constantly increasing the number of visitors, also due to the increasing number of tourists from abroad. In order to meet the needs of visitors to our region, we decided to make the The Piastowski Trail as one of the tourist facilities that we will incorporate into the Cult-CreaTE project.

People traveling along The Piast Trail have a chance to touch and experience history. It is a specific route thanks to which not only enthusiasts of past history will have the opportunity to feel like explorers. The route does not lack attractions for people of all ages. There are good communication routes around the trail and accommodation for potential visitors.

Thanks to the Cult-CreaTE project, we hope to increase the potential of this tourist route and to facilitate access to places that have not been popular enough so far due to the smaller number of transport connections and facilities for the disabled.

Piast dynasty is the first dynasty prevailing in Poland, of indigenous origin. The first ruler on the Polish throne was Mieszko I (Prince of Poland in years 960-990), and the last Piast on our throne was Casimir the Great (King of Poland in years 1333-1370).

The idea and message of the Trail is to present and make the objects available, which are connected to the beginnings of Poland and the Christian religion in our lands. Keeps, Castles and churches are a testimony to the greatness and conscious entry into new times by the X-XIV century community.

This is probably the oldest tourist product of Poland. The earliest documented proposal of a tourist expedition by The Piast Trail appeared in 1938 - in the guidebook as "the land of our earliest times". About 250,000 tourists appear annually on the Piast Trail. The main recipients of the offer are school trips, groups of older people, families or people traveling individually, moving not necessarily with organized transport.

News from partners



The Pecs-Baranya Chamber of Commerce and Industry created the first touristic product in the Cult-CreaTE project, the 'Design Pécs Package'. This connects to an already existing event "Design Pécs" which was organized 6th time in 2019. It is a complex touristic product involving the CCIs and giving them a bigger visibility not only for the citizens, but also for the tourists and visitor. Parts of the "Design Pécs Package": shop window competition, selfie competition, webpage, Facebook page and Design Map. Participating and co-operative CCIs: 29. Number of people reached by the online marketing campaign are over 35 000. The aims are: product development, to increase visibility of local products, involvement of all sectors: educational institutions, galleries, museums, SME's etc., involvement of new participants (by the shop window competition) students of vocational training school (window decorators) to enhance the visibility of these local products.



Cork City Council

Cork City Council initiated talks with Creative Ireland, an all-of-government culture and wellbeing programme that inspires and transforms people, places and communities through creativity. Creative Ireland is a 5-year programme which, through partnerships with local and national government, cultural and enterprise agencies and local enterprise, aims to create pathways and opportunities for people and communities to unlock their creative potential.



Good Practices submitted:

- Legends of Āraiši, Latvia
- The Woodcraft Museum and Vienkoču Park, Latvia
- Villa Roberti as a Cultural Hub, Italy
- 99 Things to See and Do in Dundee, Scotland, UK
- Creative Concierge - Dundee, Scotland, UK
- The Cork Art Therapy Summer School, Ireland
- Nicosia PopArt festival, Cyprus

Policy Learning Platform event in Riga

VTA participated in the PLP workshop held in Riga on 04.06.2019 on "The transforming power of culture and creative industries", with 3 staff members. This was a great opportunity to share progress and lesson learnt between projects focusing on creative sectors, challenges faced by cultural and creative industries such as working across whole ecosystem, increasing competitiveness of CCI businesses and fostering cross-sectoral fertilisation, sharing good examples of support instruments for CCI, such as funding mechanisms, advisory services and co-creation spaces. The study visit at the Creative Industries Incubator, managed by VTA's key stakeholder LIAA - Investment and Development Agency of Latvia, was very inspirational.



Next Events:

- Workshop C: "Cultural and Creative Tourism product development based on Cultural and Creative Industries", Dundee, Scotland, UK, April 2020
- Workshop D: "Governance and Business Models for CCT based on CCIs", Cork, Ireland, November 2020
- Local / Regional Stakeholders Group meetings (every 6 months during Phase 1)
- Joint Meeting on Action Plans, Naoussa, Greece, June 2020
- Event during European Week of Regions and Cities, Brussels, October 2020
- Local/Regional 2nd Dissemination events, October-November 2020
- Phase 2 Progress Meeting in Pécs-Baranya, Hungary, Autumn 2021
- Final Conference, Brussels, Spring 2022
- Phase 2 Project Closing Meeting in Kujawsko-Pomorskie, Poland, Autumn 2022

Cult-CreaTE Project Partnership:



www.interregeurope.eu/cult-create

Advisory Partner responsible for Project Communications:



www.culturaltourism-network.eu