

# Thematic Workshop B

## 'Best practices of CCT based on CCI's'



Cult-CreaTE  
Interreg Europe

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



Lead  
Partner



REGIONE DEL VENETO



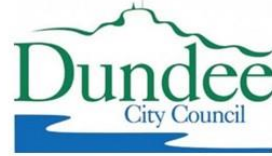
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Comhairle Cathrach Chorcaí  
Cork City Council



## 1. Executive summary

The 2<sup>nd</sup> Thematic Workshop of the CultCreaTE project, on “Best practices of CCT based on CCIs”, organised by PP5 Nicosia Tourism Board, took place on the 6<sup>th</sup>-8<sup>th</sup> of November 2019 in the Board’s premises, Nicosia, Cyprus.

The purpose of the Workshop was for participants to exchange experience, present best practices and innovations regarding the present and potential of Cultural and Creative Industries on Cultural and Creative Tourism. The themes addressed and discussed involved a) **Transfer of best practices**, b) **Stakeholder involvement**, c) **Policy Change, Potential Actions for the Action Plans**:

The main conclusion of the workshop was that the Cultural and Creative Sector could be a driving force for local economies as it can be applied to CCT and, through it, promote their particular characteristics. In addition, consumer preference studies show that tourists are looking for new products and alternative forms of tourism with a creative character and more active participation, resulting in an increase in the appeal of Creative and Cultural Industries. However, it was stressed that further action is needed to strengthen the sector through the integrated development of strategies and guidelines at both national and local level. Regarding the Best Practices presented in the workshops, an important outcome was the decision for every partner to focus only on some good practices from their regions which are more relevant and applicable.



## 2. Foreword



- "It is my pleasure and privilege to welcome you today, on behalf of the Nicosia Tourism Board to this 2nd Thematic Workshop "Best practices of Cultural and Creative Tourism based on Cultural and Creative Industries".
- We are indeed honoured to have here with us today distinguished representatives and partners' stakeholders of Latvian, Polish, Scottish, English, Hungarian, Italian and Greek Municipalities.
- Our vision is that, no less nor more, of establishing sustainable and effective synergies between creative actors and places for utilizing skills, technological tools and knowledge and, aligned to the tourism needs and expectations, to generate unique, creative and meaningful cultural content and experiences".

Mrs. Eleni Tanou  
*President of Nicosia Tourism Board*

## 1. Proceedings of the presentations

### Session 1: Opening – Setting the Scene Moderator: Nicosia Tourism Board (CY)

- *Opening address- NTB President*

This first session started with the welcome notes of Mrs. Elena Tanou-NTB President who expressed her pleasure at organising Workshop B of the Cult-Create project.

Recently, she continued, Nicosia Tourism Board completed the first phase of the city's full and comprehensive rebranding. During the process, studies, focus groups and research revealed and confirmed that the local Cultural and Creative Sector represents one of the city's key competitive advantages.

She mentioned that in Nicosia there is a large pool of qualified young people with specialized knowledge, skills and talent involved in the arts, cultural production and creative entrepreneurship.

In addition, various accelerators provide essential and fruitful services to the creative industries. In particular, the Ministry of Education and Culture and the National Youth Organisation are providing grants and funding opportunities. What should be crucially mentioned is the rapidly growing sectors of innovation, the sciences and emerging technologies, which in Cyprus are rated higher than the European index average, have consistently developed strong partnerships with the Creative Industries.



- Welcome Note- Nicosia Municipality

Dr. Kyriacos C. Tsimillis, representing the the Mayor and the Municipal Council of Nicosia, welcomed participants to the workshop. He



highlighted the high cultural significance of the Leventis Gallery where the Workshop was taking place and said a few words about the history of Nicosia. "I fully endorse the message for tourists having the living experience of culture and creativity,

becoming aware of some important features of different destinations".

- Welcome Note- Deputy Ministry of Tourism

The representative of the Deputy Minister of Tourism pointed out that the Ministry invests in cultural tourism which constitutes not only a stand-alone product, but also an intrinsic part of the destination that enriches the tourist experience throughout the year.

She mentioned the extent to which an cultural event attracts tourists from abroad, its contribution to sustainable tourism growth, and the content and character of the event as key elements in assessing their efficacy to developing the local tourist experience. And therefore praised any effort that aims at improving the quality of this product and reinforcing its role in the development of sustainable tourism.



- Address by lead partner VTA



In his opening address, Mr. Sijāts, as representative of lead partner, thanked NTB for their hospitality and expressed his pleasure at being the lead partner of a project which deals

with culture and creative tourism. He cited VTA's role in different projects and referred to his organization's progression and accomplishments over the years. He mentioned the need for the development of creative tourism activities wherein modern tourists can participate as co-creators of products and experiences, and not just viewers of new places and exhibits. Concluding, he hoped the Cult-CreaTE project would accomplish an excellent output for every participating region.

- Project Coordinator-Manos Vougioukas

Mr. Vougioukas, the General Secretary of ECTN, started his speech by describing the progress of the project so far, the achievements of its partners' meetings in Riga and Veneto, presenting its rationale and mapping out its future activities and partners' meetings in Dundee, Cork and Naoussa. He pointed out that the CultCreaTE project was conceived at meeting of potential partners at the offices of the Representation of the Veneto Region in Brussels back in 2017, and was premised on the European Commission's 2012 definition of Cultural and Creative Tourism.

"Cultural and Creative Tourism co-exist rather than compete with each other" he





stressed. He also explained that CCIs are not just arts and crafts but they cover a wide range of tourist products, including high end products. "CCIs is a good way of tackling seasonality as tourists are interested in cultural tourism, not just in the typical sea and sun aspect"

He mentioned the overall objectives of the project while a main aim of the project is the capacity building of each partner's staff. "I recommend to each of you to focus only on some of your CCIs because every region can potentially have a lot of them. For this Workshop B we are looking for best practices, not just for good practices, that means it's even in a higher level".

Concluding, he referred to the capitalization of the project - how the outputs can affect each region and commented on the project's general structure.

## Session 2: Good Practices and Results from Other Projects and Initiatives on CCT Based on CCIs

### Moderator: Nicosia Tourism Board

- *Creative Tourism: Challenges and Opportunities*

Independent Cultural Producer, Mrs. Argyro Tomazou, presented the trends of local cultural tourism, showing statistical evidence of the



tourists' activities. She said there was a strong dynamics of young local Artists & Contemporary Creatives offering some the corresponding examples. She also mentioned a variety of festivals taking place throughout Nicosia. Last, but not least, she referred to the challenges facing CCT and

proposed a set of culture walks in Nicosia and different creative workshops which it would be easy to develop in the short run and would boost local CCT.

- *The prospects of collaborative cities: from locality to scalability*

Ms. Natasa Christou, an Architect, Academic and Entrepreneur, spoke on 'The Prospects of Collaborative Cities: From Locality to Scalability'



and presented her work as facilitator of CCI projects, bringing people together, establishing appropriate networks and generating collaborative projects in the field. Her mantra: Accelerating Innovation.

○ *Cultural and Creative Tourism in Cyprus*

Associate Professor in Tourism Management at the European University Cyprus, Dr. Nikolaos Boukas insisted that “creative tourism is the natural evolution of cultural tourism – a shift from service to experience economy. Nonetheless, he added, in order to embrace creative tourism we need to concentrate on the re-orientation of the policy framework”.

He argued that policy makers are not so interested in the concept of CCIs which is not appreciated in its true value nowadays. Another problem in Cyprus is that tourist agents direct tourists to places without high cultural content just because it is more convenient to the agents themselves

He concluded that “people want meaningful experiences not only good services so we have to create more memorable experiences”, while “the more senses people use to appreciate a cultural asset, the better the experience they gain”.



○ *Creative Industry Quarter: A strategic priority for Nicosia*



The coordinator of Nicosia Municipality’s Integrated Sustainable Urban Development Strategy, Mrs. Maria Mavrou, presented Nicosia Municipality’s projects regarding CCIs and their link to tourism. Among others, she described the plan to develop a CCI quarter in Nicosia contributing to research and enhancing the entrepreneurial capacities in the sector and referred to the Nicosia Restarted project based on a Vision materializing in an Integrated Sustainable Urban Development Strategy and aiming at Research, Technology and Innovation-driven Rejuvenation.

○ Makerspace Project

Mr. Marios Constantinides, elaborated on the concept and operation of 'Makerspaces', "multifunction creative spaces open to the public" offering "co-working areas" where "people with common interests can socialize and collaborate. ... They "focus on the community; host educational events and casual sessions; promote innovation; encourage the entrepreneurial spirit by providing access to a networking space, knowledgeable tutors and mentors; encourage experimentation in the development and creation of products and design concepts". They tend to be generally stocked with similar types of equipment like 3D printers, laser cutters, CNC machines, hand tools etc. "Although these spaces have a lot in common, he continued, they are also different in a few ways. To start with, two of them, FabLab (M.I.T) and Techshop (Techshop) are trademarked names for particular makerspaces. One is governed by a corporation (Techshop) and the other a foundation (Fab Foundation) and each have their own specific rules and charters to follow".



He concluded on a description of the Makerspace he founded, its main objectives and scope, as well as the facilities it is offering.

○ Rise Project

Ms. Styliani Petroudi, senior project manager of Rise (Research Centre on Interactive Media) presented the RISE initiative which aimed at reaching out "to all the museums and heritage sites in Cyprus interested in a collaboration aiming to incorporate emerging technologies that would help them meet the needs of the current digital era and become more visible and attractive".



She referred to the 'alternative' Ledra Palace Museum now being built, which will allow current and future generations to explore this unique and historic Nicosia landmark, as it aims, through RISE



practices and technology “to bring out stories of people from various backgrounds who experienced the Ledra Palace Hotel with one way or another: as guests, as audience in a concert or a show, as participants in conferences, business or work meetings or as employees”.

**Session 3: Established Best Practices and plans/Priorities on CCI's Contribution to CCT Development and Promotion in Partner Regions**  
**Moderator: Manos Vougioukas, Project Coordinator, ECTN (BE)**

CultCreaTE's eight (8) destinations presented Best Practices from their respective regions illustrating the advantageous effects of the CCI's – CCT connection:

○ **Vidzeme Tourism Association, Latvia**



Ms. Eva Staltmane presented projects on 'Craftsmanship and Tourism' (woodcrafting, park, creative workshops, events) where tourists have the opportunity to create their own crafts; Piebalga Porcelain Factory (production of porcelain items and design objects, visits of the production

plant, creative workshops); a story telling project on 'The Legends of Araisi (including the production of a marketing tool used in the city's website, an animation film, a map with sites, hidden information, awards and events, tourism products and craft items).

○ **Veneto Region**

Ms. Chiara Rosseto presented briefly the background of Veneto Regions' cultural heritage and as Best Practice identified La Pedivella bicycle cultural tours; Studio D Archeologia guided tours with archeologists in the national museums of northeastern Italy; the Burchiello water-based tours on the Brenta river from Padova to Venice.

She also mentioned the Cooperative 'Villa Roberti' team of four young professionals, a cultural hub, giving life to a mid-15th century Villa and to the rural community of Saccisica, 20 min south of Padova.



○ **Pecs-Baranya Chamber of Commerce**



Ms. Vamhidy highlighted Silk painting camps with local exhibitions by Andrea Melegh.

This particular initiative includes the involvement of new participants through a shop window competition: students of the vocational training school (window decorators) to

enhance the visibility of these local products.

○ **Dundee City Council**

Ms. Caswell presented the Creative Concierge, a partnership project with V&A Dundee (the Victoria & Albert Museum – the first design museum in Scotland) and Dundee Tourism Action, creating a database of ‘frontliners’ – knowledgeable locals - and using social media to promote events and cultural activities in the city.



She continued with the list of 99 things to see and do in Dundee created by the residents and referred to a variety of initiatives such as ‘Dundee eats’, ‘Dundee photo tours’, ‘Walking Tours’ etc. ‘Open/Close Dundee’ is a series of street art trails of painted doors around Dundee created by local artists and brightening up the streets of Dundee. Closing her presentation, she mentioned the city’s Culture and Creative Business Opportunities Guide coming underpinning Dundee’s ‘One City, Many Discoveries’ logo.

○ **Kujawsko-Pomorskie Region**

Ms. Maglosia Stoklosa began her presentation by showing the Interactive map of the UNESCO heritage in the Way of St. James Trail and referred to the 360° videos and virtual tours with original music and storytelling as to the Travel advisor & electronic credential App on the trail available to visitors (with tourist information,

accommodations, chat, monitoring of the trail, immersive tools such as audio guides for different parts of the trail, etc.).



o **Municipality of Naoussa**



Partners from Municipality of Naoussa brought with them stakeholders from a local initiative called 'A walk at Nymphaeum of Mieza', an educational volunteering programme on the region's cultural heritage. The second best practice regarding CCI's in Naoussa is the "Artistic autumn", a project of handcrafts and paintings made by visitors which end up in an annual autumn exhibition.



## Session 4: Discussion, Proposals for the Action Plans and Conclusions

**Moderator: VTA LV**

Partners divided into three (3) discussion Groups with the following themes:

1. *Transfer of Best Practices: How can we deploy CCI's for CCT's?*
2. *Stakeholders Involvement: How to engage key stakeholders?*
3. *Policy Change, Potential Actions for the Action Plans*

The main points of each Group were:

1. *Transfer of Best Practices Practices: How can we deploy CCI's for CCT's?*

Partners discussed the new perspectives that the Policy Learning Platform of the Programme has to offer. They can learn from the objectives included in PLP, like the Good Practices section. Another action partners should focus on is that of dissemination activities that can support the deployment of CCIs for CCT.

2. *Stakeholders Involvement: How to engage key stakeholders?*

Stakeholders and their engagement to the project can prove to be the most important factor considering the success of local CCI's. Partners insisted that they should identify all the possible relevant stakeholders and arrange meetings with them. The establishment of a Local Stakeholders Group is a good example of stakeholders' engagement, and, if remaining in operation beyond the completion of CultCreaTE, would be part of the project's lasting legacy.



### 3. Policy change, Potential Actions for the Action Plans

Moderator of the 3<sup>rd</sup> discussion group was Mr. Sotiris Christoforou (NTB- PP5).



Considering the fact that through the Cult-CreaTE Project Policy Instruments should be modified to address and incorporate the impact of CCIs on CCT, this should occur in three steps: Structural changes in Policy Instrument, Improved governance and New Projects.

That there is a fundamental need to incorporate Creative Tourism strategies and policies to the regions' master strategies for Sustainable Development, so as to achieve convergences. Instead of vertically, the horizontal approach in designing creative tourism strategies is preferred for more efficient performances and significant results.

Particular programmes should focus on strengthening CCIs sustainable business development, enhancing skills particularly in digital tools and boosting knowledge. Economic incentives to CCIs need also be considered.

Lastly, participants agreed on prioritizing Creative experiences when considering the development of Creative tourism products. Creative hubs, expertise in digital tools and emerging technologies could have a significant impact in the development of innovative products for creative tourism. A linkage between educational tourism and creative tourism experiences should certainly be encouraged. Creative products have the potential to further develop and position particular cultural routes.

## 4. Study Visit in Nicosia, Cyprus

### Visits to discover local Creative Industries of the city.

On the first day the starting point was the gallery of Julia Astreou's gallery – a textile designer where she explained how she creates her designs, what kind of materials she is using and also the meaning of every design she chooses to create. Julia creates contemporary woven textiles on her four traditional Cypriot looms. All partners tried to make their own textiles as the workshops Julia organizes for pupils and tourists.



Partners left by bus and arrived at Cristaliniotissa Arts & Crafts Centre, talked to the artists and got were told of their efforts to attract more people to their studios, get them involved in the creative process and the promotion of their work. Followed a visit to the Arts Foundation in a former shoe factory, where the founder explained its operation.



Next stop was the Centre of Visual Arts and Research where participants were shown a large collection of costumes, paintings, photographs and books, all of historical value as they reflected Cypriot artistic creation and design over past centuries. At Souzana Petri Crafts the creator showed examples of her art and explained her work, encouraging tourists and school students to participate in her workshop making their own crafts which they can then have sent wherever they wish. Next was a visit to NiMAC (Nicosia's Municipal Arts Centre), Cyprus's largest contemporary arts centre. Participants were told of its Pop up Festivals, taking place in near-by streets, thus reviving less popular neighbourhoods Final stop of the study was the Phaneromenis 70 Art Centre with its large selection of handmade products and works of art created by local artists / workshops / craftsmen.





## 5. Conclusions of Workshop B

The CultCreaTE project's Thematic Workshop B on '**Best Practices of Cultural & Creative Tourism based on CCIs**' enabled partners to probe the issue from three perspectives, that of:

- (i) learning, transfer and knowledge exchange;
- (ii) value transfer in the enhancement of the tourist product; and
- (iii) policy learning and transfer between different authorities.

Best practices were presented both by partners from their regions and by Nicosia, Cyprus, creative actors and stakeholders, called upon by the host partner NTB, and whose workshops and arts centres participants visited in their study tour. Showing ingenuity in countering the limited scale of the local market, CCIs in Nicosia concentrated on engaging visitors in the experience of creativity and the transfer of specialist and/or traditional skills.

The best practices presented by the partners, their stakeholders and experts, form a good basis for policy learning and transfer to other partner cities and regions, in terms of CCT product development based on CCIs, in their forthcoming Action Plans. Some of the best practices in terms of content, however, tend to be rather vague and need further explanations on which CCIs are involved and to which kind of CCT products they may lead. In some, moreover, the prerequisite of visitors' active participation in 'co-creation' needs to be emphasized and promoted further.

The following good practices have been submitted and are available on the project website:

- Legends of Āraiši, LV
- The Woodcraft Museum and Vienkoču Park, LV
- Villa Roberti as a Cultural Hub, IT
- 99 Things to See and Do in Dundee, UK
- Creative Concierge - Dundee, UK
- The Cork Art Therapy Summer School, IE
- Nicosia PopArt festival, CY.

These are further good practices from the Workshop will be the building blocks for proposed actions in the forthcoming action plans for the eight partner destinations.

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**Cult-CreaTE**  
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European Union  
European Regional Development Fund

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MUNICIPALITY OF NAUSSA