

**Cultural and Creative
Industries (CCIs)
contribution to
Cultural and Creative
Tourism (CCT)
in Europe**

Cult-CreaTE 
Interreg Europe



European Union
European Regional
Development Fund

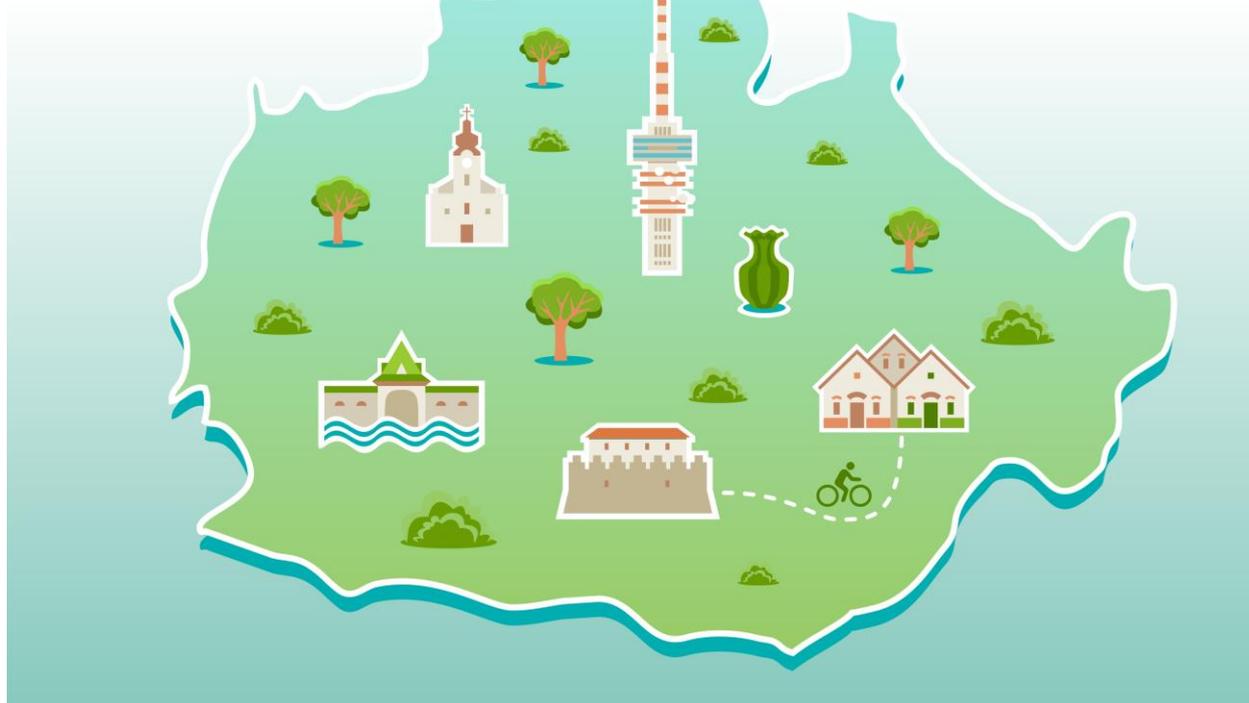
Action Plan for South Transdanubia, Hungary



***Chamber of Commerce
and Industry of Pécs-
Baranya***



May 2021



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November 2020

Interreg Europe Programme

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Cult-CreaTE Project

The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 regions.

Common challenges are:

- 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, an attraction of new investment and creation of new employment opportunities, particularly for youth and in lagging regions.

The overall objective is to redeploy CCIs for the development and promotion of CCT strategies, with sustainability, innovations, capitalisation, policy learning, policy implementation and capacity building.

Main outputs are action plans, with implementation and monitoring of improved policy instruments in 8 destination regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.

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Cult-CreaTE Project Partnership



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



Lead Partner



REGIONE DEL VENETO



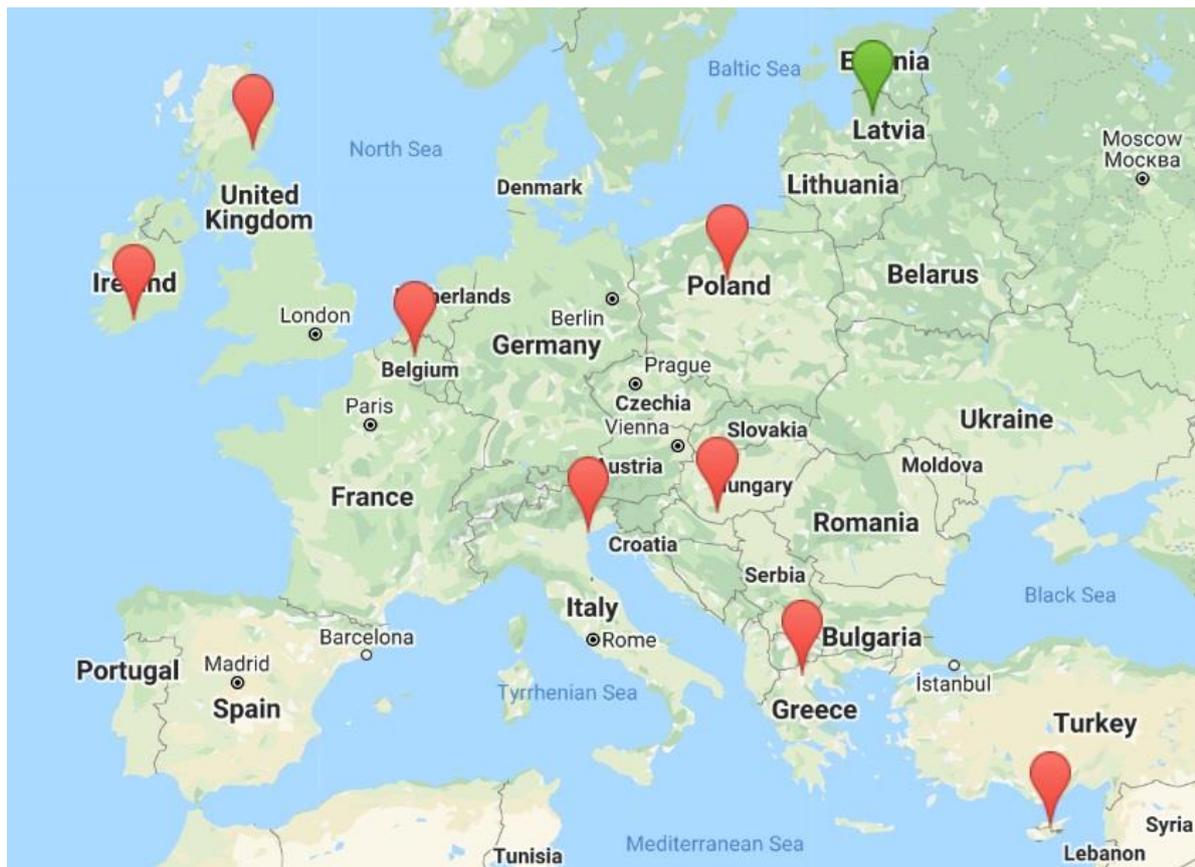
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Advisory Partner



Vidzeme | Veneto | Cork | Pecs-Baranya | Nicosia | Dundee | Kujawsko-Pomorskie | Naoussa | ECTN

Cult-CreaTE deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies



Foreword

Many EU initiatives have paid close attention to the cultural and creative industries (CCIs) as they have a high added value for cultural and creative tourism. Cultural tourism needs CCIs to partially revitalize themselves and also attract new, younger generations. At the same time, CCIs are an essential source of innovation for other types of sustainable tourism, typically "creative tourism".

Therefore, tourism is a significant element of the region's economy. Thus the small and medium-sized enterprises that represent the majority in the sector need better positioning and support. The aim is to develop creative industry and tourism initiatives that have an impact on the competitiveness of SMEs. Cultural and creative tourism is receiving more and more attention in the international fields, therefore the aim of the project is to find new ways and new opportunities to support regional creative and cultural tourism in order to promote regional economic development.

Creative industries are activities that are rooted in individual creativity, skills and abilities and have the potential to create wealth and jobs through the creation and use of intellectual property. (UNCTAD).

Pécs has rich cultural and natural heritage, tourist attractions. From the economic point of view, the emerging new industries are important, the support of which is implemented within the framework of several regional, domestic and European Union schemes.

With the support of the Pécs-Baranya Chamber of Commerce and Industry, the local government will also strengthen cultural and creative industrial enterprises and their clusters. The number and recognition of higher education institutions in the region is also outstanding, which contributes to the flourishing of R&D activities and scientific life. The service sector, such as tourism, is increasingly represented and creating employment in the region.

The development and expansion of the cultural and creative industries is facilitated by the significant arts education and the wide range of cultural, natural and historical heritage in the region. At the regional level, however, demand conditions are unsatisfied and the effect of seasonality is strongly felt. During the summer, smaller and larger festivals can be visited as part of cultural and creative tourism, but they target audience most of the time only the local population.

The range of supporting and related industries is wide, and the cultural creative industry is also sprawling into many other industries.

As most of the Hungarian creative industry is concentrated in Budapest, rural cultural and creative industrial bases contribute less to GDP and employment. That is why it is important to highlight the Southern Transdanubia region. It was here that the clustering of the cultural and creative industry appeared for the first time in the country, which also represents a step forward for the entire domestic industry on the international stage.

In this way, the basic goal of the action plan is to exploit the results of the Cult-CreaTE project, especially with regard to developing the competitiveness of SMEs (cultural and creative industries) in terms of Cultural and Creative Tourism in the Southern Transdanubia Region. This primarily requires the coordination of local cultural and creative industries with service providers and attractions in cultural tourism along the County Tourism Strategy 2020-2024.

Szabolcs Rabb

Secretary General

Chamber of Commerce and Industry of Pécs-Baranya



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Authored by:

Chamber of Commerce and Industry of Pécs-Baranya, South Transdanubia, Hungary

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1. National Level

*Hungarian Tourism Agency
Creative and Creative Industry Cluster
National Association of Young Entrepreneurs (FIVOSZ)*

2. Regional Level

*Tourism Development Committee
Cultural Innovation Competence Center Association
Baranya County Council – Tourinform Office, Pécs Tourism Association
Tourist Destination Management Agency (TDM) local and regional organizations
Pécs-Mecsek Wine Route
Information Management Innovation Cluster
Baranya Gastronomy Cluster*

3. Local Level

*Municipality of Pécs
Diocesan Tourism Office of the Diocese of Pécs
Pécs Regional Committee of the Hungarian Academy of Sciences Tourism Geography Committee
University of Pécs – Tourism Dual Training
Municipality of Szigetvár
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Innoteq Ltd.
MSB Inc.
Mecsek Travel Ltd.
Vonalszervíz Ltd.
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Contents

FOREWORD.....	6
ACKNOWLEDGEMENTS.....	8
CONTENTS	9
EXECUTIVE SUMMARY	10
ACTION 1	21
ACTION 2	24
ACTION 3	27
MONITORING PROCEDURES IN PHASE 2	30

Executive Summary

Introduction

Baranya is the most southerly county in Hungary, with Pécs as its county seat and the fifth largest city of Hungary. Located on the slopes of the Mecsek mountains in the south-west of the country often referred as "The Gate of the South". Pécs is a creative and livable city that proudly representing a life different from a metropolis or a small city. As a significant center of cultural, creative and related industries the city's impact goes beyond the borders of the region and has international visibility.

Baranya county is famous for the wide range of gastro-cultural tradition, which is an integral part of everyday life. These customs and tradition bring several types of programs and initiatives to the region which are the base for further development of the cultural tourism and through that the economy in the region.

Without a doubt tourism is one of the most important economic sectors in the region. Still, the potential development areas of tourism are not utilized to their fullest capacity in the current system while at the same time the sector should keep up with the continuously changing focus of tourism that adapts to the expectations of demand and become the current trends of tourism.



Cult-CreaTE project itself support the facilitation of SMEs competitiveness and their contribution to the development of Cultural and Creative Tourism. The project activities and the co-operation, knowledge-transfer of the project partners helped to define the advantages and the obstacles of the sector itself and the practical issues that the SMEs facing in connection of cultural tourism and heritage.

The definition of the barriers that this sector is facing allowed us to evaluate the situation in Baranya County and Pécs, as well as the exchange of experiences with the partners in the cooperation process and in phase 1 of the Cult-CreaTE project, contributed to the development of the Action Plan. The corpus of this was provided by the knowledge and study of good practices (22 pieces) published by the project partnership on the Interreg site, thematic workshops (Padua and Nicosia), as well as conferences with expert opinions (Dundee and Cork).

CCIPB also used the experience gained during the SORT (Seniors On Reciprocal Tourism) project and created synergies between its current tourism-themed projects and those supporting the competitiveness of SMEs: REFREsh (Rural rEvitalisation For cultuRal hERitage), SACHE (Smart Accelerators of Cultural Heritage Entrepreneurship). The Action Plan is also in line with the County Tourism Strategy 2020-2024 and the National Tourism Development Strategy 2030 issued by the Hungarian Tourism Agency.

There is no doubt that we have managed to integrate at regional, but mainly local level, the main goal set by the Cult-CreaTE project: the potential of the cultural and creative industries (CCIs) in developing new cultural and creative tourism (CCI) products and services for growth and jobs.

CCIs current status, general description and requirements

The creative economy is an ever-changing concept that rests on the creative tools that generate economic growth and development. It has income-generating, job-creating, and export-increasing effects while contributing to the elimination of social exclusion, cultural diversity, and human development. A series of knowledge-based economic activities that have a comprehensive macro- and micro-level relationship with the economy as a whole (UN Conference on Trade and Development, 2008).

In addition to the cultural economy, the creative economy includes all activities that share a common root in individual creativity and creativity, which presupposes knowledge-intensive, knowledge-intensive work, so that the end product is an intellectual or material product with unique features.

The term creative industry and cultural industry, the interpretation of their relationship, is not an easy task, as it is difficult to distinguish between the two. Cultural industries are characterized by the production of cultural products or services; their aim is to make products or services of cultural value available to as many sections of society as possible; they convey cultural value while producing mass products; in addition, the institutions providing the services are mainly state-owned.

The characteristic of the creative industries is that they are a set of industries that are broader than the cultural industry; has creative (artistic) content, but also has economic value; creates and distributes creative products and services produced and consumed by society; and its primary inputs are creativity and intellectual capital.

The creative economy is basically made up of labour-intensive industries, where the success of creative processes depends heavily on those who carry them out. Value creation does not happen through machines but through people.

Hungarian tourism is characterised by geographical concentration. For years, the first three places in terms of guest traffic have been occupied by Budapest, Hévíz and Hajdúszoboszló. Of the twenty most popular settlements, the number of guest nights significantly increased in Harkány (+20.9%), Pécs (+10.9%) and Sárvár (+9.4%).



Cultural economy plays an important role in shaping the competitiveness

of towns; Cultural and heritage tourism is a product of the tourism market that emphasises cultural and heritage attractions and can satisfy the intellectual interest of travellers in the broadest sense.

It includes (world) heritage tourism, castle and castle tourism, tourism based on intellectual heritage, folk traditions, film tourism, religious, pilgrimage and retreat tourism, city visits and contemporary art tourism. Cultural attractions typically attract a wider audience, there is a growing demand for complex use of cultural and other tourism products, authentic, unique experiences, in the production of which the traveller also participates (development of cultural and creative tourism products).

Creative tourism supply seems to be evidently characterised in terms of and shaped according to local features (Budapest, Paris). Categories hence are determined according to the special supply of the place. The share of the creative and cultural sectors in Hungary is relatively low, only 5.6% in 2018. The expansion of the search for experience and the spread of digital technologies are also excellent opportunities for the development of cultural and creative tourism. The participants of cultural trips in Hungary are typically domestic tourists. On the one hand, our World Heritage Sites are a travel motivation for guests with special travel motivations ("World Heritage Tourists"), both internationally and domestically, and on the other hand, all World Heritage sites / attractions are also linked to a tourism product or by-product.

The region is one of the economically less developed regions of the country. It's necessary to provide financing to projects of the SME sector and support them to grow and internationalize especially in creative and cultural industry. The related tourism recovery can create new jobs, which will increase the local economy. This objective is not enough highlighted in the policy instrument, so it should be improved to receive more focus. Weak methods and solutions won't encourage new cultural and innovation activities. New initiatives often remain isolated and the actors of the creative industry are often left alone with their ideas. They usually have professional knowledge, less understanding of finance, marketing, sales, etc.

One of the most expanding sectors of the service sector in the world is the creative industry, one of the breakthroughs in the development of Baranya County and Pécs. One aims of the selected policy instrument is to revitalize the county economies. The most important goal of the creative industry is to increase the revenue-generating capacity of cultural and creative activities, and to generate processes that can lead to the development of revenue-generating capabilities and the quality of services. Creative industry, art and tourism are significant in Pécs.

The most important goal of the creative industry is to increase the revenue-generating capacity of cultural and creative activities, and to generate processes that can lead to the development of revenue-generating capabilities and the quality of services.

There is a large number of creative industries operating in the performing arts, but there are also a large number of architects. Recently, the number of companies in the fields of film production and software development has also increased.

Areas such as mechatronics, mechanical engineering, electrical engineering, and information technology can be included under the concept of design. Design includes art, economy, dress design, marketing. Design is an umbrella that many people can line up under it and Pécs is the strongest city in this area.

Vision and Goals

Baranya and Pécs itself aims to create an inspiring atmosphere that can provide the necessary support for the key stakeholders, CCIs, SMEs in the region that will strengthen cultural tourism in line with the vision of the following outcomes:

- Increasing the competitiveness of the national tourism
- Developing the tourism products as national priorities
- Innovative methods and tools, digitalization
- Regional destination development
- High quality of services and product, which are competitive with the market preferences
- Strengthening the educational system with the tourism
- Changing the Regional Institution System

One of the cultural capitals of 2010 was Pécs and the city prepared for the event with four key development projects:

- Kodály Center (formerly known as the Pécs Conference and Concert Center),
- Zsolnay Cultural Quarter,
- South Transdanubia Regional Library and Knowledge Center (Hive), and
- Revitalization of public spaces and parks.

The South Transdanubia Region is one of the least industrialized regions of the country, but this is somewhat offset by the high proportion of services. Within this, the proportion of tourism is outstanding (through the hotel industry, spas, wellness, viticulture and gastronomy). In addition, agriculture and construction also play an important role in the sectoral structure in the region.

Based on our findings the main issues should be addressed by actions in the frame of the topics listed below:

- creation of incubator houses
- support for creative events
- establishing cross-sectoral co-operations, events, knowledge-transfer
- and support for creative industrial clusters, etc.

Together with the lessons learned from interregional learning, supported and guided the implementation of the following strategic vision: "...The focus of the development of tourist attractions is therefore on the complex visitor experience. This means, on the one hand, interpretive solutions based on appropriate impulses that provide a real experience, reorganizing the flow of visitors, and incorporating new experience elements. On the other hand, in the name of sustainability, the introduction of services that can significantly increase revenue (or reduce operating costs) while maintaining a high value-cost balance. " (MTÜ National Tourism Development Strategy 2030)

Action Titles / Headings

- Action 1 Development of creative tourism through facilitating cooperation between businesses and non-governmental organizations in the cultural and creative industries
- Action 2 Op-Art Festival - creating creative spaces for creative tourism

- Action 3 Creative program guide online and offline for sustainable tourism development

Monitoring process

CCIPB is responsible for the implementation and monitoring of the Action Plan. It is key to identify the successes and difficulties encountered in implementation, to inform decision-makers in time and quality about deviations from the actions originally identified, to account for the resources used and the objectives they have achieved, and to monitor stakeholders and their activities. The Cult-CreatE Steering Group will later on meet quarterly during the project and will receive updates on the progress of the activities planned in each action.

- Increasing the number of CCIs active in R&D product development
- Increasing the number of visitors to CCIs
- Collaborations (stakeholders) - increasing synergies between the cultural and creative as well as the tourism sector
- Creation of new CCI product

Conclusions and Recommendations

The Hungarian tourism sector, as in other countries of the world, is currently facing difficulties, full of contradictions and challenges due to the pandemic, but it offers many opportunities. The search for experience, and with it the importance of travel, is constantly growing worldwide, but the strengthening of tourism on a global scale also means increasing competition. Innovation, excellence and quality will play a distinctive role in determining which regions can succeed in this competition. In this process, the place needs to be found for the Southern Transdanubia Region, Baranya County and within it the city of Pécs.

The main recommendations that also outlined in the plan below are related to the support of the development of CCIs and CCT, with the goal of attracting more visitors in the region, raising the length of stay and increasing expenditure while facilitating the growth of CCI sector:

- Cultural tourism development proposals that can be implemented with the involvement of the local entrepreneurial layer;
- Sports-themed development opportunities for entrepreneurs;
- Boosting shopping tourism by activating local SMEs;
- Cooperation with the University of Pécs in order to exploit the potential of entrepreneurs in tourism tourism.

There is an ongoing exchange of experiences between the Chamber and the city municipality to create synergies to help local entrepreneurs (CCIs) during the pandemic and to develop the opportunities, attractions, products and services provided by the city's cultural and creative tourism. This will increase the competitiveness of CCIs, create new jobs and generate revenue in the tourism sector. Above all, this process involves a wide range of local stakeholders in order to build a network of effective co-thinking, exchange of experience and cooperation for the development of local CCI which is reflected in the planned actions.

Action Title	Type	Source/ Good Practice transfer	Partner	CCIs involved	CCT Product	Comments
1. Development of creative tourism through facilitating cooperation between businesses and non-governmental organizations in the cultural and creative industries	Improved Governance / Structural Change	<p><i>"Business model of the Nicosia Tourism Board for CCT development based on CCIs and SME competitiveness</i></p> <p>https://www.intereurope.eu/policylearning/good-practices/item/4831/business-model-of-the-nicosia-tourism-board-for-cct-development-based-on-ccis-and-sme-competitiveness/</p> <p>Strategic alliances with CCIs SMEs for the development of cultural tourism</p> <p>https://www.intereurope.eu/poli</p>	Nicosia Tourism Board, European Cultural Tourism Network (ECTN)	Municipality of Szigetvár, Szigetvár "Zrínyi 1566" Toruism Association, Hungarian Tourism Agency +All interested CCIs and SMEs	No	Improved CCI sector, involvement of policy makers in the development of a transferable method for the improvement of creative cultural tourism scene with the active involvement of local craftsmen and CCI SMEs.

		cylearning/good-practices/item/4866/				
2. Op-Art Festival - creating creative spaces for creative tourism	New Project	<i>Festival del Viaggiatore di Asolo - traveller festival in Asolo</i> https://www.intereg.eu/policylearning/good-practices/item/3740/festival-del-viaggiatore-di-asolo-traveller-festival-in-asolo/ <i>Archeological Festival in Biskupin</i> https://www.intereg.eu/policylearning/good-practices/item/3699/archeological-festival-in-biskupin/		Janus Pannonius Museum, Zsolnay Heritage Nonprofit Ltd., Pécs Tourism Association, Culural Creative Industry Cluster, Deko-Rozmár Ltd., Vonalszervíz Ltd. +All interested CCI's and SMEs	Annual event with 'Pécs-related' artist theme	Raising the attractiveness of the region, visibility through cross-sectoral co-operation utilizing the unique cultural and creative scene embedded in the region.
3. Creative programs online and offline for	Imporved Governance	"Creative Tourism development by CCI's SMEs -	Dundee City Council	Municipality of Pécs, Culural	No	CCI development with the integration of already existing

<p>sustainable tourism development</p>		<p><i>LouléCriativo</i> https://www.intereg.europa.eu/policylearning/good-practices/item/4876/creative-tourism-development-by-ccis-smes-loulecriativo/ <i>99 Things to See and Do in Dundee</i> https://www.intereg.europa.eu/policylearning/good-practices/item/3167/99-things-to-see-and-do-in-dundee/</p>		<p>Creative Industry Cluster, Baranya Gastronomy Cluster, Made in Pécs, Janus Pannonius Museum, Orfű Tourism Association, +All interested CCIs and SMEs</p>	<p>product and service portfolio.</p>
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Action Plan (main part)

Interreg Europe action plan template

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be implemented in order to improve the policy instrument tackled within that region. The minimum information to be provided per action includes the way the action is linked to the project, the nature of the activities to be implemented, their timeframe, the stakeholders involved, the costs and funding sources. If the same policy instrument is addressed by several partners, only one action plan is required. The action plan should also include actions that may have already been initiated in phase 1.

Part I – General information

Project: “Cultural and Creative Industries Contribution to Cultural and Creative Tourism in Europe”
Cult-CreaTE

Partner organisation: Chamber of Commerce and Industry of Pécs-Baranya

Other partner organisations involved (if relevant): _____

Country: Hungary

NUTS2 region: South Transdanubia

Contact person: Szabina Pazaurek

email address: pazaurek.szabina@pbkik.hu

phone number: +36 72 507 125

Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: 'Territorial and Settlement Development Operational Programme

Further details on the policy context and the way the action plan should contribute to improving the policy instrument (also check what is written in the approved application form under policy instrument improvements):

As described in the previous report the 'Territorial and Settlement Development Operational Programme' (TOP) 2014-2020 was finished in 2020 and as a continuation CCIPB entered a consultation with the local policy makers. During these coordination the County Tourism Strategy 2020-2024 was developed. This strategy was focused on the following sectors: gastro-, cultural-, active and shopping tourism.

CCIPB also took part in the development and integration of this strategy to the new Territorial and Settlement Development Operational Programme (TOP). As of 23rd March 2021 Baranya County's TOP Plan 2022-2030 is available for public consultation until May 2021.

Subsequently the description of the regional environment in the strategic chapters of the program document, the strategic objectives set out as the following:

Overall goals:

- creating a high value-added, employment-friendly economy
- sustainable, healthy and renewable society
- environmentally and energy conscious county

Strategic objectives:

- development of local sectors, establishment of circular economy
- creating an economy capable of sustainable growth
- human resource development to meet current and future market needs
- promoting social inclusion
- sustainable use of strategic resources
- improving accessibility and mobility
- becoming an international growth center.

The strategic chapters present the 6 priorities for the county's goals and its system where based on the developed County Tourism Strategy the following activities were integrated in connection to the priorities:

Priority 1.:Facilitation of on-site processing and marketing development support for Agricultural and handicraft products

Priority 2: To strengthen the tourism potential; support for the development of existing natural, intellectual, cultural and built heritage values by improving and widening the quality of popular services

Priority 6: Improving public transport's infrastructural conditions and quality of service

These measures were planned based on the collaboration with the municipality and CCIPB included in the TOP as cooperating and implementing body in connection to these actions in the next programme period.

For the continuation of the activities related to the previous policy instruments CCIPB has an ongoing campaign with the municipality described in the previous progress report #pécsnyitva. (#pécsisopen) <https://pecsnyitva.hu/> and planning further joint activities in the frame of the new TOP.

The policy instrument developed for the next period include the following objectives and activities based on CCIPB's recommendations in the County Tourism Strategy:

- design and development of thematic and complex tourism product packages within and out of the Pécs-Villány Area
- schemes for the local creative and cultural industries to enhance their integration and cooperation within the regional economy
- implementation of an attraction and accommodation development program in the Pécs-Villány Area that is based on domestic tourism, but is also internationally visible and attractive
- development of built cultural heritage in Baranya County (cultural heritage tourism development; preservation, restoration and making castles accessible)
- health tourism developments in Baranya County (highlight the thermal resources)
- connected to Szigetvár a tourism and development cooperation program on an international level
- implementation of the “Mohács 500” program, the Battle of Mohács in 1526 was a national and commemoration at the international level, repositioning the policy of remembrance

These activities that can be linked to the priorities mentioned before were added based on the recommendations of CCIPB.

CCIPB conducted research and mapping in connection of Cult-CreaTE which provided the base - among other outputs - for the Action Plan. In the frame of the project great emphasis was placed within the cooperation with the municipality on the role of creative and cultural industries to cultural tourism. Thanks to that Pécs as a city of culture repositioning itself, seeking to obtain a status in which it exists in addition to its pull sectors, make cultural and creative industries and tourism as its breakout points. During phase 1 the good practices were all proved useful and formed the views of the local stakeholders regarding CCI and tourism, especially the ones named in the Action Plans from Dundee and Naoussa that highlighted the importance of smaller initiatives that can be transposed more widely.

In TOP 2014-20 the focus was on creating an environment to boost the local economy, increase employment and develop urban areas while due to the improvement of the policy it has great emphasis on the development of creative and cultural tourism, the related sectors and recognize the necessity of support for the CCI sector in order to facilitate their integration and internationalization in the region.

To achieve this policy change CCIPB continuously organized meetings with the municipality and in addition to the project events informed them about the development of the action plans and the good practices provided by the partners that could be implemented in our region too.

Part III – Details of the actions envisaged

ACTION 1

Title: Development of creative tourism through facilitating cooperation between businesses and non-governmental organizations in the cultural and creative industries

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The tourism strategies in rural areas are often building on seasonal outbound tourism without taking a deeper analysis of the possibilities of sustainability and cross-sectoral cooperation opportunities. As a success of the influence by project Cult-CreaTe the relevant Policy Instrument 'Territorial and Settlement Development Operational Programme' (TOP) made one of its priority the facilitation of co-operation between different actors related to tourism sector and providing support for handicraft products and CCI services in the region by utilizing the untapped networking capacities.

Based on the experiences, interactions with local stakeholders in Phase 1 and the good practices presented by Nicosia Tourism Board (NTB) and ECTN; namely the [Business model of the Nicosia Tourism Board for CCT development based on CCIs and SME competitiveness](#), [Strategic alliances with CCIs SMEs for the development of cultural tourism](#) this action reflects on the need of the co-operation between key stakeholders and the integration of CCI development in the regional development plans taking into consideration the economic impact and the possible difficulties resulting from the lack of entrepreneurial background in the CCI sector.

NTB's business model place the emphasis on the structural build of co-operation between the different stakeholders in addition to an educational aspect that include the training of the involved partners in all relevant topics that will enhance their competitiveness and further the establishment of longterm relationships, value chains. Acknowledging the year-round potential of CCT to enhance in- and outbound tourism the practice supports networking, training, promotion and mentoring of CCIs in a sustainable way that supports competitiveness and growth.

The sustainable solution through the involvement of the hotels in ECTN good practice gives the aspect for the circular economy method where the actors taking part in the implementation are willing to reinvest the profits to their own further development and create a self-sustaining network that contributes to the development of the cultural and creative industries as a whole supporting the regional strategic goals.

2. Action (please list and describe the actions to be implemented)

One of the attractions of the 21th century tourism sector – placed in a new light – is the growing share of handicraft products integrated in the local cultural and creative scenes' retail segment. In the frame of the action joint programs will be developed with the aim to promote and enhance the visibility of local products, the use of the local memorial site as a community space in Szigetvár, the expansion and coloring of the city's program offer, creating a unified image for CCI service providers and products while providing mentoring and training for the CCIs and local SMEs in the fields of business planning, product development and project management.

The changing work patterns and reduced vacation time mean that visitors are seeking to maximize the quality and value of all visits. Their more conscious, value-money correlation matters more and more. They require local sources and they want to know from where and how the products are being created. The highlight of this action is on the establishment and continuous widening of a local value chain, local products and craftsmanship with the crucial role that the local stakeholders play in its creation. By involving the wide range of CCIs and providing them the support to (re)make products, services, joint activities that will attract visitors seeking to engage with them – essentially enhancing cultural and creative tourism.

Related policies no longer narrowly focus on the conservation of cultural heritage as an end in itself, but highlight and recognize its instrumental values, economy development role. The potential of cultural tourism for attracting visitors, generating income, bolstering political claims, and instilling self-esteem in present-day collectivities is increasingly recognized and exploited.

CCT can be defined as the acquisition of knowledge and new experiences relating to the destination but the fact that not just the visitors but CCIs and SMEs are not aware of the local actors and the offers of creative tourism in their region therefore they don't see the connection points.

The multi-stage support for CCI SMEs to raise awareness about CCT, provide opportunity for networking, acquire knowledge that can be applicable for a sustainable business model and develop products, services for CCT is the base of this action.

In order for this action to work long-term and be transferable for other regions the local municipalities have to make CCT development a priority, especially in those regions where tourism plays a significant role in the economy. An economically underdeveloped area breakout points are the small and medium enterprise development or economic development generator role also gets space. That's why besides CCIs the local craftsmen and creative SMEs are the target groups of this action.

Planned activities in the frame of the action:

- Programme design
 - use of the local memorial site as a community space – organizing events, developing tourist attractions, programs with focus on local products and services inspired by the cultural and historical background of the place
 - development of a product/service portfolio introducing the typical, local handcrafts, creative and cultural products, food and beverage producers building around Szigetvár's cultural sites and vast tradition linked to the Turkish times
- Coordination between partners, involvement of local CCI SMEs, craftsmen
- Communication and dissemination – press release, showcasing, conference, workshops, publication
- Raising awareness about creative and cultural tourism
- Training – content development by experts from the field of business coaching and CCIs
 - educational material by modules that reflects on the needs of the local CCIs and SMEs
 - organizing training for the local CCIs and SMEs (3 training that includes various topics linked to CCI development and business planning)
- Providing mentoring services for CCI SMEs – to ensure the long-term effects and the craftsmen, SMEs integration to the local cultural creative tourism advisory services, mentoring will be provided to create tailor-made plans for the involved actors with the help of experts

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The action implementation involves the cooperation of the Szigetvár „Zrínyi 1566” Tourism Association, the local office of the Hungarian Tourism Agency, local CCIs and the CCIPB.

- Szigetvár „Zrínyi 1566” Tourism Association – project management, coordination of co-operation between CCIs and SMEs, providing support in the portfolio development
- Hungarian Tourism Agency – as a policy maker providing consulting services and making recommendations for the regions tourism development based on the collected information
- CCIPB – coordination of the training, content development in the topics of finance, taxation, marketing and business model
- CCIs, SMEs – dual role, one hand being participants of the training and mapping of the needs of CCI sector, on the other hand showcasing their products, activities and becoming the part of the local value chain

4. Timeframe

The implementation of the work program of the action is between June 2021 – June 2022.

5. Costs (if relevant)

Overall budget €20,000 that includes:

- Programme design
- Project Management, coordination, reporting
- Communication and dissemination – press release, showcasing, conference, workshops, publication
- Training – content development by experts from the field of business coaching and CCIs
- Providing mentoring services for CCI SMEs

6. Funding sources (if relevant):

The action is funded by the 'Territorial and Settlement Development Operational Programme' and planned to be maintained longterm in the future programming periods too.

ACTION 2

Title: Op-Art Festival - creating creative spaces for creative tourism

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

In the increasingly competitive tourism market, with demand resulting from growing specialization, the integration of museum spaces as creative and cultural elements in the supply of tourist destinations is an important factor in development. The creation of new events and related services that can be suitable for co-operation and sustain without additional funding or at very least became self-sufficient catalysts for the development of the cultural tourism industry where are synergies between the different sectors and shake up the way we see art and culture.

The inspiration for this new project came from the workshops implemented in Phase 1 of Cult-CreaTe and the good practices [Festival del Viaggiatore di Asolo - traveller festival in Asolo](#) and [Archeological Festival in Biskupin](#) where their build on the unique characteristics of the region and create an atmosphere, that affects every sense of the visitors providing them with a lasting experience.

There is a long history of cultural heritage based approach to generate tourism and economic growth, especially with Pécs significant experience in supporting tourism through the development of destination tourism, traditional attractions with combination of contemporary arts. The CCI sector has the potential to actively support the development of Cultural and Creative Tourism – the factor of visitor economy that still hasn't been fully utilized. The activities taken place within Cult-CreaTe allowed us and the local stakeholders to gain knowledge and change perspective based on best practices in other regions and to enhance our existing approach of cultural tourism.

One of the key actor of this sector in the region Janus Pannonius Museum (JPM) is the largest museum in the rural area in Hungary, and functions as a research site of the Hungarian Academy of Sciences. It cannot be found as an exhibition space, as it has a multitude of museums (at 19 locations) - that is, local museums, exhibitions, galleries, etc. was created through the centralization of the region, therefore its also responsible for the other government institutions in the region. The institution has seven subdivisions: Department of Fine and Applied Arts, Department of Archeology, Department of Natural History, Department of Public Culture and Museum Pedagogy, Department of Ethnography, Department of Restoration, Department of Modern and Contemporary Collections. The collection and work of the Art History Department is of national and international significance, which could be one of the most important symbolic capitals of the city of Pécs, and this could fundamentally determine the image and possible network of the city yet not fully capitalized the opportunities of these facts.

The development and implementation of this festival provide opportunities to CCIs and SMEs to take part in co-creation activities and generate self-sufficien initiatives that inspire the actors of additional joint program development. This is in line with the reffered policy instrument and the tourism development strategy that aims to establish opportunities for the local creative and cultural industries to enhance their integration and cooperation within the regional economy.

2. Action (please list and describe the actions to be implemented)

Utilizing the advantage of Pécs being the birth place of the 'founder' of op-art Victor Vasarely and the Vaserly Museum is located in Pécs with the largest collection of his work a week long festival is planned for the first time with various programs, locations that aims to promote

creative tourism, destinations and the local CCI products, services all in op-art theme.

Developing new opportunities for local CCIs allows them to engage their target audiences and through their hand on experiences, feedbacks, test and adapt their products and services to fit the expectations of the visitors, as well as to broaden their professional network, create synergies and create further actions between CCIs. The aim to encourage these activities in all kind of places, sometimes being attention-grabbing with an unusual place, like abandoned spaces, greenspaces, service or hospitality venues in order raise the profile of the city showcasing what it has to offer and to encourage yet more collaboration and co-creation.

Planned activities and programs:

- workshops, museum pedagogy – different target groups,
- make your own memories with local CCIs, prints, copies, miniatures, photo(booth)-creating an experience based on the art seen in the exhibitions the tourists could participate in workshops with CCIs and make their memories working with them (manhole cover t-shirt, PécsArt, Vasarely shawl)
- artwork placement in shops – raise awareness (many local people don't know how wide the cultural program in their own city), some of the exhibition items could be viewed in local shops, increasing attendance.

Op Art Contemporary Period Exhibition

- fashionshow with local designers
- photographers - photo competition, photo in op art dresses
- design products in op art style – shirt, shawl, mug, keyholder etc.
- silk painting – workshop, silk products with op art style

Street Art Festival – Victor Vasarely Memorial Year

- spectacular illusionistic, kinetic objects placed in open spaces, in local shops
- social media campaigns – post a photo with an art object, prize is from local CCIs
- art fair, workshops

The action can be multiplied and based on the coordination with JPM and the Tourism Development Department of the Municipality of Pécs the co-organizers of this action planning to maintain the initiative and JPM's program planning and budget will include an annual festival that each year will showcase a 'Pécs-bound' artist or era with programs organized in cooperation with local CCIs, SMEs.

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The event will be implemented with the cooperation of the municipality of Pécs, the Janus Pannonius Museum, the Zsolnay Heritage Management Ltd., Pécs Tourinform, CCIPB and the initiative will be included in the region's next period strategic plan.

- Municipality of Pécs – as a policy maker providing financial support and integrating this initiative to the regional development strategy as part of their main priority within supporting the development of existing cultural and built heritage values by improving and widening the quality programs and services
- Janus Pannonius Museum – as one of the key cultural, creative stakeholders in county act as a main organizer of the event, preparing the programs and coordinating the communication of the event
- Zsolnay Heritage Management Ltd. – as the maintaining actor of Zsolnay Quarter which is a significant cultural destination in the area provides financial support and venues for the event

- Pécs Tourinform – as an information centre will provide communication and dissemination channels reaching the tourists and local people as well
- CCIPB – as an intermediary institution with wide network for the local businesses and CCI SMEs provide opportunities to connect the different actors and find the suitable suppliers and creative SMEs for the event

4. Timeframe

- Preliminary preparations Op-Art Festival April 2021 – July 2021
- Organization and implementation of Op-Art Festival July 2021
- Evaluation of the outputs, visitor impact of Op-Art Festival September 2021
- Plans for next year event: preliminary budget, collection of possible thematics, program ideas September 2021 – October 2021
- Recommendation for next year, budget approval from JPM and the municipality October 2021 – January 2022
- Preliminary preparations February 2022 – July 2022

5. Costs (if relevant)

The budget of this action is €20 000 annually that includes:

- Costs of implementation – staff, infrastructure, rent, catering
- Communication and dissemination for visibility
- Program planning
- Involvement and coordination of the participant organizations, associations and SMEs

6. Funding sources (if relevant):

The Action will be funded by the Janus Pannonius Museum, Municipality of Pécs, Zsolnay Heritage Management Ltd. and CCIPB's sources.

ACTION 3

Title: Creative program guide online and offline for sustainable tourism development

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

This action is directly connected the best practice of Dundee's city guide (99 Things to See and Do in Dundee) and Loule Criativo (Creative Tourism development by CCI SMEs – LouléCriativo) where creative tourism offers and experiences showcased in a digital platform.

Through the guide Dundee is able to introduce and highlight the hidden treasures of the place alongside the known and very visible attractions that all give a full picture of the city. With the digital aspect of the Loulé Criativo initiative resulted in the recovery of old trades while the traditional craft sector has been converting into a creative hub that benefits CCIs, handicrafts and the SMEs, whom enjoy the measurable impacts in terms of knowledge-transfer, training, job creation etc.

The planned action is directly connected to the 'Territorial and Settlement Development Operational Programme' (TOP) Policy Instrument which formulated the design and development of thematic and complex tourism product packages as one its objectives. This goal cannot be achieved without a strong online presence and the facilitation of the digital development of the economic actors, especially in the CCI and connecting sectors. According to Digital Economy and Society Index (DESI) Hungary was ranked 21st in 2020. The development of a digital strategy for the tourism, creative, food and beverage etc. industries is ongoing in the frame of the National Info-communication Strategy. A survey in 2018 showed that only 54% of the company in Baranya County has any kind of online presence. The visibility in the virtual world became a necessity for any enterprise but it's crucial for the CCI sector that can utilize the best of the visual presence for their products and services. The implementation of this action is a real step towards realizing the end goal of the policy instrument and consequently of its multiplicatory nature can be integrated in other regions, settlements with relatively little resources.

2. Action (please list and describe the actions to be implemented)

The stimulation of innovation especially in the area of small and medium enterprises related to cultural tourism seems to form the key factor for advancing the creation of new products and the preservation and development of unique techniques in traditional areas. The involvement of and support to SMEs to participate in such an innovation process demands for an initiative to shape the parameters of collaboration between policy makers, CCIs and SMEs. It is of great importance to strengthen regional or national networks to efficiently facilitate collaborative innovation and present a united front with the use of the appropriate marketing development tools that facilitate the branding efforts of a region, a city or an attraction.

The creative industries sector gain more significance in our region more and more. In order to make it easier to navigate and get a full picture about the cultural and creative offers of Pécs a cultural, gastro and creative themed city guide will be developed focusing on the main attractions and the local design, creative and gastro businesses that are connected to them. The online version will be available in the frame of an interactive city guide app.

One of the great way to reach this goal is to involve the relevant CCIs and SMEs to participate in the

creation of a platform that showcase their products, services, programs both in online and offline channels. In the frame of this action an interactive city guide platform will be created and printed listing Pécs's most significant and audience favorite cultural, design and gastro sites, landmarks, programs, local craftsmen and creative SMEs.

This program puts a new approach to the relationship between those working in urban tourism and visitors. It aims to draw the attention of the tourist / cultural offer to those who come into direct contact with visitors and to encourage the promotion of all that the city has to offer - this is an effective management of the visitor experience.

This action is linked to the policy instrument's goal to strengthen the cultural tourism; supporting the development of existing intellectual, cultural and built heritage values by marketing development and improving and widening the quality of CCI offers.

With this action we also aim to create a Pécs brand as a destination for Creative and Cultural Tourism and to support the SMES in the CCI sector and the CCT sector in the region to develop new products, services and activities that can be promoted widely to visitors seeking that unique experience – showcasing the creativity, culture and heritage of Pécs – related to local producers, consumers and spaces.

- Mapping tourism target groups: data collected by the local government, TDM and the National Statistics Office shows that the visitors of Baranya county are mainly domestic tourists. In terms of foreign guests, German, Polish and Czech visitors predominate. While domestic tourists are mainly young or families, guests from across the border belong to the older age group.
- Design and development of cultural guide: with the involvement of the mapped CCIs and SMEs creating the platform with a brand that make it recognizable and can be identified with Pécs cultural tourism. The presented product and service portfolio will cover the characteristic places, the must see attractions and at the same time the hidden beauties, best kept secrets allowing a visitors to see the city through the locals eyes.
- Cross promotion: The multimedia guide mobile application guides you to the famous places of Pécs through a story (e.g. the city wall of Pécs, Modern Hungarian Gallery, the National Theater of Pécs, etc.). To increase the synergies between other initiatives the guide will connect to the #PécsNyitva2.0 campaign where visitors can collect seals to their 'Pécs passport' by attending to local programs, purchasing in local creative shops with the help of various games. The sights and places will be identified, in connection with which typical Pécs CCI businesses and their products, services will be offered through the platform – functioning as an ad place for the businesses, cultural sites, annual events. All this makes it possible to reach new segments, target groups with a higher willingness to spend, increase the average length of stay and unit spending, significantly improving the profitability of businesses operating in the area, thus ensuring the long-term sustainability of the quality experience.
- Multiplication: the guide introduces the center of Pécs with the opportunity to use the PécSétApp for sightseeing too but the online version will include the variety of cultural offers of the entry city. The guide will be available online and offline printed version – with QR code reference for the full experience –, so there is a possibility for other cities to join and customize it, thus increasing the

number of tourists, active participation in the SGI and the awareness of local CCIs.

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The guide will be created with the support of the Municipality of Pécs, the Baranya Gastronomy Cluster, Cultural Creative Industry Cluster, the Janus Pannonius Museum and the CCIPB.

- Municipality of Pécs – financial support and access to national communication platforms
- Baranya Gastronomy Cluster – increasing the involvement of the gastro sector is the tourism development, connecting other SMEs to CCI and raising awareness of cultural tourism and the potential for gastro businesses in it, financial support for the implementation
- Cultural Creative Industry Cluster – communication and dissemination, the involvement of all relevant creative business in the implementation
- Janus Pannonius Museum – communication and dissemination, the involvement of all relevant CCIs in the implementation

4. Timeframe

- Mapping local service portfolio April – May 2021
- Development and design of the online platform and the map visual elements April – June 2021
- Introduction of the platform – June 2021
- Promotion, dissemination activities – from May 2021 ongoing
- Maintenance of the guide online version from May 2021 ongoing

5. Costs (if relevant)

For the establishment of the digital platform, development of the guide and collection of the content in the first year €10 000, then €3 000 annually for the maintenance of the platform and update of the content.

6. Funding sources (if relevant):

The Action will be funded by the Municipality of Pécs and the Baranya Gastronomy Cluster's own sources.

Monitoring Procedures in Phase 2

The Chamber of Commerce and Industry of Pécs-Baranya is responsible for the implementation and monitoring of the Action Plan. It is key to identify the successes and difficulties encountered in implementation, to inform decision-makers in time and quality about deviations from the actions originally identified, to account for the resources used and the objectives they have achieved, and to monitor stakeholders and their activities.

Setting up project monitoring helps to achieve the results by constantly monitoring, measuring and quantifying changes. During the implementation of the project, the achievement of indicators becomes mandatory. Based on the monitoring and analysis of the indicators and indicators, it is possible to make any adjustments necessary to achieve the set goals, and, if necessary, to define new subtasks. During implementation, continuous monitoring activities will be required for this purpose. This allows to get a realistic feedback on the project activities progress and the results to reach the set goals.

Stakeholder meetings and dissemination events provide a good opportunity for community evaluation of the project, of which six took place in the first phase (2018-2020) and Zoom and Webex meetings twice during the pandemic.

The monitoring process and framework are determined by the relevant indicators of each action, taking into account the indicators undertaken by the CCIPB in the Application Form.

- Increasing the number of CCIs active in R&D product development
- Increasing the number of visitors in CCT sector
- Collaborations (stakeholders) - increasing synergies between the cultural and creative as well as the tourism sector
- Hold Local Stakeholder Meetings and Dissemination Events
- Creation of new CCT product
- Preparation of progress reports

Signature

Date: Pécs, 28 May 2021

Name of the organisation(s) :

Chamber of Commerce and Industry of Pécs-Baranya



Signatures of the relevant organisation: _____

Szabolcs Rabb, Secretary General

Key Stakeholders:



ZSOLNAY
ÖRÖKSÉGKEZELŐ
NONPROFIT KFT.



JANUS
PANNONIUS
MÚZEUM



KREATÍV IPARI
KLASZTER
CULTURAL CREATIVE
INDUSTRY CLUSTER



MAGYAR
TURISZTIKAI ÜGYNÖKSÉG

**Pécs • Culture and creativity •
Baranya • Stakeholders • Cooperation •
Synergy • Businesses • Sustainability •
Competitiveness • Active participation •
Tourism**



Cult-CreaTE
project
deploys Cultural
and Creative
Industries (CCIs)
for the
development
and promotion of
Cultural and
Creative Tourism
(CCT) strategies