

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 Project Summary

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.

www.interregeurope.eu/cult-create



"In the Cult-CreaTE project we are deploying CCIs in 8 partner regions and cities for sustainable cultural and creative tourism development and promotion, for the first time in the Interreg Europe programme"

**Raitis Sijats, VTA Chairman, LV
Cult-CreaTE lead partner**

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Issue Addressed

The EC Communication 'Promoting cultural and creative sectors for growth and jobs in the EU' (COM(2012) 537 final) acknowledged that "Culture and creativity have also direct impacts on sectors such as tourism" and invited Member States, involving all relevant public and private stakeholders, to: "Reinforce cooperation across CCS and with other sectors such as ICT, tourism etc".

Although a lot of attention has been given to CClIs in various EU initiatives (eg INTERREG IVC and Creative Europe programmes), the contribution of CClIs to cultural and creative tourism has not been given the attention it deserves to date. Cultural tourism needs CClIs to partially reinvent itself and attract the new generations. CClIs 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). The Creative Tourism concept is defined as: "Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses, cultural and learning experiences, which are characteristic of their holiday destination." CClIs offer many experiences the cultural and creative tourists are eager to live when they travel. This new way of discovering another culture by experiencing it has been growing increasingly during the last decade.

CClIs 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 Cultural and Creative Tourism (CCT).

While some EU regions have been very good at tapping into this extraordinary potential as a way to promote socio-economic development - including through the use of EU Structural Funds -, it, however, appears that many others have not been making most of this potential.

Synergies between sustainable tourism and CClIs 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 **Cult-CreaTE** project aims to redeploy CClIs in developing new CCT products & services for Growth & Jobs, with innovations, policy change & capacity building. Interregional cooperation is highly required to achieve this aim, given that various regions and destinations are at different level of development regarding CCT based on CClIs.

"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)"

Cultural and Creative Industries



CClIs are mainly SMEs and NGOs working on:

- cultural heritage
- design
- crafts
- digital products
- performing and visual arts
- film
- video
- music
- TV and radio
- festivals
- advertising
- architecture
- fashion
- archives and libraries
- audio-visual
- multimedia
- publishing
- museums and galleries
- R&D
- software
- toys and games
- video games
- high-end products which rely on a strong cultural and creative input such as:
 - design and manufacturing of fashion materials and goods and their distribution, in particular high-end fashion
 - jewellery and watches
 - accessories
 - leather goods
 - perfumes and cosmetics
 - furniture and household appliances
 - cars
 - boats
 - gastronomy
 - hotels and leisure

Launch Conference held in Riga

“Cooperation and Integration of Cultural Creative Industries (CCI) and Cultural Creative Tourism (CCT) in Europe”

13-14 November 2018
Latvian National Museum of Art, Riga, Latvia



The main exchange of experience event of the Cult-CreaTE project during the 1st semester (June – November 2018) was a one-day Launch Conference, held in Riga, Latvia organised by the lead partner Vidzeme Tourism Association (VTA) with technical assistance by the advisory partner (European Cultural Tourism Network (ECTN) and contributions by all partners and their key stakeholders.

The main aim of the Launch Conference was to review existing good practices in both CCIs and CCT and explore ways for cooperation and integration, as far as possible.

The Launch Conference included initial presentations by each partner regarding a first view on the current situation of Cultural and Creative Industries' (CCIs) nature and activities in the partner regions and their possible potential for Cultural and Creative Tourism (CCT) development. The overall State of the Art and identification of requirements was presented by the advisory partner and external experts in the specialised field of creative tourism. Other projects related to both CCIs and to CCT presented their approach and interim results for eventual exploitation and capitalisation. Synergies with other relevant projects and initiatives was also explored and exploited.

The Launch Conference also served to set the scene for the exchange of experience/policy learning processes between the partners and stakeholders, through smaller group discussions on particular priority topics related to CCIs activities and CCT development.

The Cult-CreaTE Launch Conference was included in the frame of European Year of Cultural Heritage 2018 (through the advisory partner ECTN that has been selected by EC DG EAC as a member of the EYCH2018 Stakeholders Committee).

All presentations are available on the project website, Library part.

Policy Instruments addressed

The Cult-CreaTE project addresses the following 8 policy instruments of the partner regions and cities:

1. Tourism Development Strategy for Vidzeme region, VTA, LV
2. Regional Operational Programme (ROP) of Veneto Region ERDF 2014 -2020, Veneto Region, IT
3. People, Place and Policy - Growing Tourism to 2025, Cork City Council, IE
4. Territorial and Settlement Development Operational Programme, Chamber of Commerce and Industry of Pécs-Baranya, HU
5. Competitiveness and Sustainable Development Operational Programme, Nicosia Tourism Board, CY
6. Dundee City-Wide Tourism Strategy and Action Plan 2016 – 2020, Dundee City Council, Scotland, UK
7. Regional Operational Programme for Kujawsko-Pomorskie Voivodeship 2014-2020, Kujawsko-Pomorskie Region, PL
8. Master Plan of Municipality of Naoussa, Municipality of Naoussa, EL

The above policy instruments of the project partners will be improved by the project action plans, based on the exchange of experience, good practices and related policy implications during Phase 1 (June 2018 – November 2020), with implementation and monitoring during Phase 2 (December 2020 – November 2022).





Launch Conference
13-14 November 2018
Riga, Vidzeme, Latvia



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“Cooperation and Integration of Cultural Creative Industries (CCI) and Cultural Creative Tourism (CCT) in Europe”



Next Events:

- Workshop A: “Identification of CCIs & potential contribution to CCT”, Veneto, Italy, May 2019
- Workshop B: “Best practices of Cultural and Creative Tourism based on Cultural and Creative Industries” Dundee, Scotland, November 2019
- Workshop C: “Cultural and Creative Tourism product development based on Cultural and Creative Industries”, Nicosia, Cyprus, May 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
- 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:



Advisory Partner responsible for Project Communications:



www.culturaltourism-network.eu