

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 Activities

1. Thematic Workshops on cultural and creative industries contribution to cultural and creative tourism, in four specific themes, (one per semester in Phase 1), viz:

- A. Identification of CCI and potential contribution to CCT development (Veneto Region, IT),
- B. Best practices of CCT based on CCIs (Dundee, UK),
- C. CCT product development based on CCIs (Nicosia, CY),
- D. Governance and Business Models (Cork, IE).

2. Study Visits regarding best practices on a deployment of CCIs for sustainable cultural and creative tourism (one per semester in Phase 1, in conjunction with each Workshop A, B, C, D above).

3. Peer reviews on creative tourism products development and policy instruments enhancement process, whereby partners will cooperate to improve policy instruments and action plans in specific topics according to partner needs and expertise.

4. Exploitation and application of available relevant research results for mainstreaming into Operational Programmes and ESIF.

5. Stakeholder engagement throughout.

6. Policy learning with the policy change at the local/regional level.

7. Relevant inputs to Policy Learning Platform of Interreg Europe programme.

8. Capacity building for partners' staff, policy makers and key stakeholders, regarding creative tourism product development, based on CCIs.

9. Dissemination to pan-European fora, EU institutions, international organisations (UNESCO/UNWTO) and other destination authorities and MAs.

The expected results are the inclusion of the findings in the selected policy instruments and Action Plans for CCIs contribution to CCT.

All stakeholder groups are involved in the policy learning process (exchange of experience) which will ensure better understanding on the issue of the project and need of policy change.

www.interregeurope.eu/cult-create



The main exchange of experience event during the 2nd semester was the Thematic Workshop A on 'Identification of CCIs & potential contribution to CCT', which took place on the 13th-15th of May 2019 at Padova Chamber of Commerce, Veneto Region, Italy. Workshop A was co-organised by PP2 Veneto Region and Padova Chamber of Commerce, a key stakeholder. Participants exchanged relevant experiences, presented and discussed good practices and innovations regarding their CCIs, in relation to CCT development actions. The Workshop included presentations by each partner, so all partners were actively involved.

Discussions in four smaller groups took place on:

- a) Crafts, Arts and Design, led by Dundee City Council
- b) Digitalisation, led by Pecs Baranya Chamber of Commerce & Industry
- c) Cultural Heritage, led by Nicosia Tourism Board
- d) Food and Beverage, Cork City Council.

Synergies with other relevant projects and initiatives were identified.

Study visits to relevant CCIs also took place.

In this issue:

Cult- CreaTE Project Activities	1
Exchange of Experience Update	1
Thematic Workshop A, Padova	2
3 rd UNWTO/UNESCO Conference	2
Conclusions of Workshop A	3
News from project partners	3
Regional dissemination events	4
Next project events	4

Interregional Thematic Workshop A: “Identification of CCI & potential contribution to CCT”,

Padova Chamber of Commerce and
Industry, Veneto, Italy, May 2019



From 13-16th of May Cult-CreaTE project partners and stakeholders met at the workshop "Identification of CCI & potential contribution to CCT" in Padua, Italy. Veneto Region was hosting the workshop dedicated to identification of CCI and potential contribution to tourism in partners' regions. Welcome and introduction came from Mr Roberto Ciambetti – President of Regional Council, Ms Giovanna Valenzano – Vice Rector for Artistic Heritage, Museums and Libraries, University of Padua and Mr Roberto Crosta – Secretary general of the Chamber of Commerce as well as the Lead Partner of "Cult-CreaTE" project - Vidzeme Region, Latvia.

Veneto Regional Tourism Department presented regional strategic plan for tourism and Veneto and its vision "Veneto, Land of Venice, Land of Value". Mr. Stefan Marchioro explained Region's new approach - a change from destination management to destination governance, where the government administration should become a player amongst others.

Other project partners presented their findings of possible CCI synergies with CCT into their regions (Vidzeme (Latvia), Cork (Ireland), Pecs-Baranya (Hungary), Nicosia (Cyprus), Dundee (UK), Kujawsko-Pomorskie (Poland), Naoussa (Greece)).

Lively discussions were held during group work at the second part of the day. Four thematic groups were formed, on:

- Crafts, arts and design
- Digitalization
- Cultural heritage
- Food and beverage.

On the 2nd day, study visits to the library of Abbey of Santa Giustina took place, for experiencing religious buildings which are also architectural heritage that have to move forward with the time and change their approach to include visitors in Cultural and Creative Tourism products development.

There is a high need of collaboration of CCI for sustainable tourism, taking into consideration the new generations. Partners from local and regional level of governance as well as other organisations are in close collaboration exchanging knowledge and good practices"

Roberto Ciambetti
President of the Veneto Regional Council

Cult-CreaTE at the 3rd UNWTO/UNESCO Tourism & Culture Conference



The Conference included a technical session on **"Cultural tourism for sustainable and creative cities"**.

Today, cities are not only home to more than half the world's population and three quarters of its economic activity, but also the destination for hundreds of millions of tourists per year worldwide. Many UNESCO World Heritage sites are located within or in the vicinity of cities. As cultural hubs, cities are crucial for building sustainable development through a sustainable pattern of tourism built on culture with all its dimensions included. By stimulating cultural and creative industries, supporting innovation and creators, promoting citizen and community participation, stimulating interaction between different stakeholders, cities are at the frontline to push forward sustainable urban development.

Tourism's contribution is not limited to generating economic opportunities, such as jobs and revenue creation, but has also been recognized as an integral part of many other dimensions of development. Cultural tourism can be a perfect communication tool to raise awareness for a more sustainable development pattern; it can be a medium to converge all cultural and creative sectors – design, music, gastronomy, literature, media arts, crafts and folk art, film, and many others; it can improve cities' infrastructure, cultural facilities and public services; it can strengthen community identity and local cultural pride, and thus the transmission and regeneration of both tangible and intangible cultural expressions; it can also help building new social tissues and broadening collaboration between different stakeholders and actors. Without any doubt, cultural-centered tourism can be a catalyst for sustainable development, particularly in cities, where cultural activities and actors are concentrated and vibrant. Cultural tourism is able to unleash the potential of cultural and creative sectors, making culture's contribution to sustainable development more perceivable and apprehensible.

This session examined how cities around the world are taking innovative approaches and using cultural and creative sectors to achieve sustainable, inclusive and balanced development through cultural tourism. How to harness creativity so as to strengthen and innovate cultural tourism, and create synergy between them? How can creativity help safeguard the cultural heritage in cities, both tangible and intangible, while also constantly reinventing them? How can all stakeholders, including both tourists and local host communities and regions, benefit from cultural tourism in a sustainable way? New ideas and approaches are needed to transform these challenges into socio-economic sustainable development opportunities.

Conclusions of Thematic Workshop A

The main conclusions of Workshop A were:

- That the CCI could be a driving force for the local economy of an area as it can promote its particular characteristics.
- Tourists tend to look for new tourist products and alternative forms of tourism with a creative character and more active participation, resulting in an increase in the appeal of CCIs.
- Further action is needed to strengthen the CCI sector through the integrated development of strategies and guidelines for CCT development at all levels.

Study Visits in Padova

The Workshop was combined with relevant study visits in Padova CCIs:

- A walk to discover the street art works as a space for lesser known artists, a way to identify embryonic new artists which could become new CCIs, representing the informal side of CCIs with interest by visitors for CCT activities. It provides a direction for moving across the city too, showcasing culture to those who do not often participate in the more formal approaches to cultural creative tourism (museums, workshop and labs), guiding the CCT visitor through lesser known streets and areas of the city. It is a way to shift flows from the travelled to the less travelled streets and to contribute to the promotion of lesser known sites. Finally, street art can also be a tool for promoting CCT.
- Cafe Pedrochi special gastronomy by local a CCI.
- Library of St Justina Abbey, as a potential source for CCIs.
- CCI digital production companies funded by the Veneto ROP 2024-2020 (Arte Laguna and Advista).

Workshop A Report

The Report of Workshop A, with summary of findings, conclusions, recommendations & references, has been produced & posted on the project website Library section, available for download.

www.interregeurope.eu/cult-create/library/#folder=1795



News from partners



The lead partner VTA, Latvia, had an impressive study visit to Piebalgas Porcelāna Fabrika within their first local stakeholders' meeting at Vecpiebalga. This is a successful CCI enterprise whose main business is handmade original pieces of art along with fine tableware and souvenirs from porcelain. They have created a separate room for tourist groups to do painting on porcelain mugs. CCI synergy with CCT is thus ensured. They shared different aspects of their work, which was really valuable information for other stakeholders. It was shown how a such successful enterprise gives value to identity of the place and willing to cooperate with other local players as they engage into development of new tourism products, for example, creative tourism route "Historic landscapes of Piebalga". The positive attitude, willingness to share one's knowledge and looking for cooperation are the words characterising VTA's stakeholders' group and that is largely because of Piebalgas.



In Nicosia, Cyprus, a group of young creative actors had been gathered together and developed the idea of AGORA Project. The idea was about a creative collaboration of a group of people from a variety artistic / entrepreneurship background with a main purpose to create a space within old Nicosia. This would serve, on the one hand, the jointly presentation of their personal or team work and on the other hand to contribute to the efforts of further develop and promote the old city. Nicosia Municipality support this initiative by giving the Old Municipal Market of Nicosia to be used for AGORA. There is an exceptional event programme, full of experimental art, activities and actions. Thanks to the Cult-CreaTE project, a more intensely than ever discussion has taken place about the role of CCIs and actors have been transforming and enriching the whole city, its energy, its spirit and its visitors.



Regional dissemination events held in Hungary and Poland

Pecs Baranya, Hungary

1st Dissemination Event (22.05.2019) with 26 people participated was co-organized by the University of Pécs and the Wine Research Institute. The main topic was gastronomy as a bridge between nations, based on CCI for CCT development. During the event there was possibility to taste some foreign recipes and local quality wines. One of the target group of the restaurants in Pécs are foreign students from the University (5000 students from 38 countries). Main target group was press and media.

Kujawsko Pomorski, Poland

On April 25th 2019, at the Ethnographic Park in Wielka Nieszawka a press conference was held. It was an official inauguration of the tourist season in Kujawsko-Pomorskie Region. The media was informed about planned events for the long May weekend and about activities taking place on the Piast Trail in relation to Cult-CreaTE project. The press conference was attended by, among others: Aneta Jędrzejewska - a member of the Board of the Kuyavian-Pomeranian Voivodeship, Beata Sawińska - president of the Kujawsko-Pomorska Tourist Organization and Monika Andruszkiewicz - representative of the Local Tourist Organization of PAŁUKI.

During these dissemination events the project policy approach in developing CCT based on CCIs was presented to the target audience of press and media, as well as organisations

Next Events:

- Workshop B: "Best practices of Cultural and Creative Tourism based on Cultural and Creative Industries" Nicosia, Cyprus, November 2019
- Workshop C: "Cultural and Creative Tourism product development based on Cultural and Creative Industries", Dundee, Scotland, UK, April 2020
- Workshop D: "Governance and Business Models for CCT based on CCIs", Cork, Ireland, November 2020
- Local / Regional Stakeholders Group meetings (every 6 months during Phase 1)
- Local/Regional Dissemination events in partner regions and cities
- 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
- High-level Dissemination event/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