

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

## Workshop D on 'Governance and Business Models for CCT based on CCI SMEs'

9 February 2021 | 10:30 – 16:00 CET



## Purpose of the Workshop & Action Plans requirements

Project Coordinator



Cult-CreaTE project addresses thematic priority of:

## SME Competitiveness

(not Cultural Heritage, as  
in the original proposal)



Therefore:

**Cult-CreaTE project action plans must involve SMEs,  
CCIs that should become more competitive in developing CCT**

**‘Cultural and Creative Industries’ (CCIs) refer to:**

- cultural heritage
- design
- crafts
- digital products
- performing and visual arts
- film, video, music, TV and radio (mass media)
- festivals
- advertising
- architecture
- fashion
- archives and libraries
- audio-visual, multimedia, publishing
- museums and galleries
- R&D, software, toys & games, video games, VR/AR



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



To redeploy CCIs for the development and promotion of CCT strategies, with:

- Sustainability of tourism
- **Innovations** throughout
- **Capitalisation of good practices**
- Policy learning and implementation
- **Capacity building** for partners' staff and key stakeholders



# Expected Results

- Capacity building of partners' key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges
- Better cooperation/partnerships between public and private sectors, tourism and cultural and creative sectors
- Improved policy instruments will ensure sustainable regional development and influence policy makers in other regions
- Contributions to the Policy Learning Platform
- Added value to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes
- Further the Agenda of relevant EU institutions (EC, EP, EESC, CoR), pan-European bodies (EN, ETC), international organisations (UNESCO, UNWTO) and other relevant stakeholders, by discussions and consultations





# Cult-CreaTE Project Partnership

- EU Member States
- Associated Programme Countries
- Managing Authority  
Région Nord – Pas de Calais
- Joint Technical Secretariat



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



VIDZEME TOURISM  
ASSOCIATION

Lead  
Partner



REGIONE DEL VENETO



Cork City Council

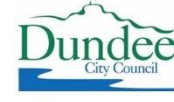


PÉCS-BARANYAI  
KERESKEDELMI  
ESIPARKAMARA

alapitva 1881



KUJAWY  
POMORZE



Dundee  
City Council



ICOSIA



ECTN  
EUROPEAN  
CULTURAL  
TOURISM  
NETWORK  
Advisory  
Partner

# Clusters of Partners

- 1. Regional Authorities:** Veneto IT, Kujawsko-Pomorskie PL
- 2. City Authorities:** Cork IE, Dundee UK, Naoussa EL
- 3. DMOs: Chamber of Commerce:** Pecs-Baranya HU & **Tourism Associations/Boards** Vidzeme LV, Nicosia, CY





## **Cult-CreaaTE Project Launch Conference, (Riga, LV) November 2018**

- A. Identification of CCIs and potential contribution to CCT development (Veneto, IT) May 2019**
- B. Best practices of CCT based on CCIs (Nicosia, CY), November 2019**
- C. CCT products development based on CCIs, including Creative Tourism (Dundee, UK), November 2020**
- D. Governance and Business Models related to CCIs SMEs for CCT (Cork, IE)**

- 1. Action Plans, May 2020**  
**(external expertise: University of Thessaly, Greece)**
- 2. Creative Tourism, October 2020**  
**(external expertise: Creative Tourism Network, Spain)**
- 3. Governance and Business Models, January 2021**  
**(external expertise: University of Barcelona LabPATC/Ibertur network)**

# Purpose of Workshop D

- Guidelines on Governance and Business Models for CCT development based on CCIs SMEs by ECTN external expertise (University of Barcelona, LabPATC/Ibertur)

- **Focus on Cork**



Comhairle Cathrach Chorcaí  
Cork City Council

- Capacity building of partner`s key staff, stakeholders and policy makers and exchange of knowledge/ experience and relevant **Good Practices**
- **Outputs:**
  - Relevant Actions in partners' Action Plans
  - Report on the Workshop

# Definitions

## Governance

the strategic role of public authorities (national, regional, local, as well as relevant government agencies) in **policies** for facilitating CCT development based on CCI, in terms of capitalisation of synergies, providing incentives, legal framework (if needed, by national government and legislature), inclusion in ESIF OPs and ROPs as appropriate, concessions and awards (including subsidies for suitable CCI SME start-ups to move into CCT sector).

## Business Models

the operational role of collective bodies (established in either private or public law) representing SMEs CCI and tourism services providers (such as Chambers of Commerce and Industry, SME Associations, Clusters, etc), that could actively facilitate the relevant SMEs to become more competitive through CCT development based on CCI, by providing business support services such as joint marketing, internationalisation of SMEs, increased synergetic effects between creative and tourism sectors, etc.

**The ultimate aim is to provide effective platforms for combining improved Governance policies with new Business Models operations, towards enhancing the competitiveness of CCI SMEs through CCT development.**

- ❑ An initiative (e.g. project, project, process, technique) undertaken in one of the programme's priority axes which has proved to be successful in a region and which is of potential interest to other regions.
- ❑ Proved successful is where has already provided tangible and measurable results in achieving a specific objective.
- ❑ 27 Good Practices documented (12 expected)

**Building blocks of specific Actions**  
**definition in the Action Plans**

- ❑ Strategic alliances with CCIs SMEs for the development of cultural tourism
- ❑ Óbidos, UNESCO City of Literature: stimulating local economy and the SMEs
- ❑ Business model of the Nicosia Tourism Board for CCT development based on CCIs and SME competitiveness
- ❑ Paving the way towards tourism SME support
- ❑ 'Creative Cities Network' of UNESCO
- ❑ 'European Capital of Smart Tourism' initiative, including category on Cultural Heritage and Creativity



# Action Plans

**Delivered by end of Phase 1 (Nov. 2020, extended to 1 Feb.2021 as drafts, to be validated by end May 2021)  
Following common Guidelines**

## 3 types of Action:

- ☐ **New Projects** (need funding – external)
- ☐ **Improved Governance** (eg stakeholders coordination)
- ☐ **Structural Change** (in the policy instrument itself, i.e. an extended version or an annex incorporating change)



**NB: Check with what is written in the approved application form under each Policy Instrument**

May not need any new funding, but better or targeted use of existing and available budgets and future resources

**Actions based on transfers of established Good Practices**

- Review of project partners' good practices.
- Identification and documentation of appropriate, other relevant good practices on Governance and Business Model for CCT based on CCI.
- Suggestions for relevant transfers of good practices between partners.
- Presentation of proposed **Governance and Business Models guidelines for CCT based on CCIs** (draft) to the project partners, at a Webinar in early January 2021.
- Presentation of final guidelines at a partners' **Workshop D on 9 February 2020** (online, organised by partner Cork City Council).
- Drafting of a report about the proceedings and results of the above (by end February 2021).
- Evaluation of the partners' draft Action Plans,
- with suggestions for improvements and harmonisation, peer reviews as required by partners (by March 2021).

# Expected Results

- ❑ To include a suitable action in partners' action plans based on relevant Good Practices on Governance and Business Models and advice by the ECTN experts

**(Action type: Improved Governance)**

**Or:**

- ❑ To facilitate the actual implementation of any other, appropriate action (such as a New Project, or a Structural Change) through supporting relevant Good Practices on Governance and Business Models

**And:**

- ❑ To enhance the draft Action Plans (ultimate target date for final approval following appropriate revisions: end May 2021)

**But:**

- ❑ The sooner partners obtain JS validation of action plan, the more time will have available for implementation!

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 changed to Cork City Council Tourism Statement of Strategy & Work Programme 2017-2022, 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**

- **VTA:** % Increase the expected number of cultural and creative visitors to involved sites of CCIs 12%
- **Veneto:** % new cultural and creative products 5%
- **Cork:** Number of new projects developed relating to the involvement of CCIs in CCT 4
- **Pecs-Buranya:** Number of new tourist products to be introduced in NUTS3 level Baranya County HU 231 2
- **Nicosia:** % of CCIs involved in CCT product development 7%
- **Dundee:** % increase in the number if CCIs engaging with tourism projects/developing new products 10%
- **Kujawsko-Pomorskie:** Number of cultural creative tourism products developed 3
- **Naoussa:** Number of new projects related to CCT based on CCIs 3



International Year  
of Creative Economy for  
Sustainable Development  
2021

...through the promotion of  
**cultural and creative industries,**  
**sustainable tourism,**  
performing arts and heritage conservation activities,  
among others,



**Resolution adopted by the UN General Assembly on 19 December 2019**

[on the report of the Second Committee (A/74/379)] United Nations A/RES/74/198



Exploit links with the UN SDGs

As specified by UNWTO

<http://tourism4sdgs.org/>





## Cultural and Creative Tourism based on Cultural and Creative Industries for SME Competitiveness

### CULTURAL AND CREATIVE TOURISM BASED ON CULTURAL AND CREATIVE INDUSTRIES FOR SME COMPETITIVENESS

Content submitted by: European Cultural Tourism Network AISBL - Marjol

Submitted Date : 07/01/2021



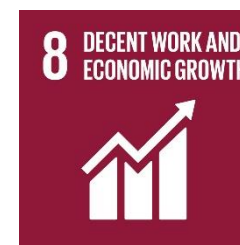
The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 EU regions.

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.



SUSTAINABLE DEVELOPMENT GOALS



TOURISM  
FOR SDGs a platform developed by

**New definition by the European Commission DG Education & Culture (DG EAC), outcome of Open Method of Coordination (OMC) Working Group, legacy of European Year of Cultural Heritage 2018**



***Sustainable cultural tourism*** is the integrated management of cultural heritage and tourism activities in conjunction with the local community, creating social, environmental and economic benefits for all stakeholders in order to achieve tangible and intangible cultural heritage conservation and **sustainable tourism development**.



**"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" UNWTO**

## UNWTO Definition of Cultural Tourism

*"A type of tourism activity in which the visitor's essential motivation is to learn, discover, **experience** and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses **arts and architecture**, historical and **cultural heritage**, **culinary heritage**, **literature**, **music**, **creative industries** and the living cultures with their lifestyles, value systems, beliefs and traditions".*



**Cult-CreaTE deploys cultural and creative industries for the development and promotion of cultural and creative tourism strategies**



European Union  
European Regional  
Development Fund



Email: [cult-create@culturaltourism-net.eu](mailto:cult-create@culturaltourism-net.eu)



**TOURISM  
FOR SDGS**

a platform developed by



International Year  
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2021

[www.interregeurope.eu/cult-create](http://www.interregeurope.eu/cult-create)