

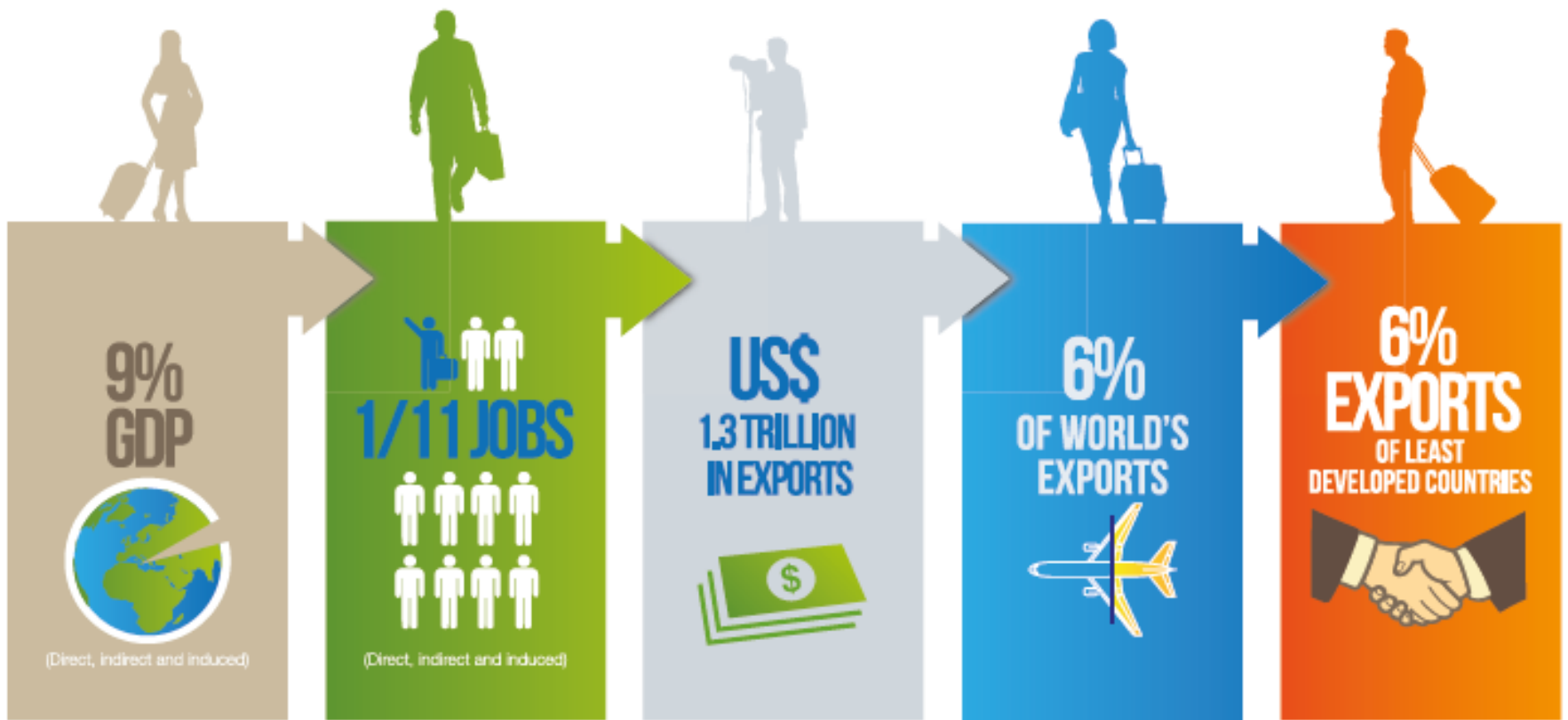
CULTURAL TOURISM SYNERGIES WITH THE EXPERIENCE ECONOMY TOWARDS EUROPE 2020



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Pafos, 25 October 2013

Overview of the presentation

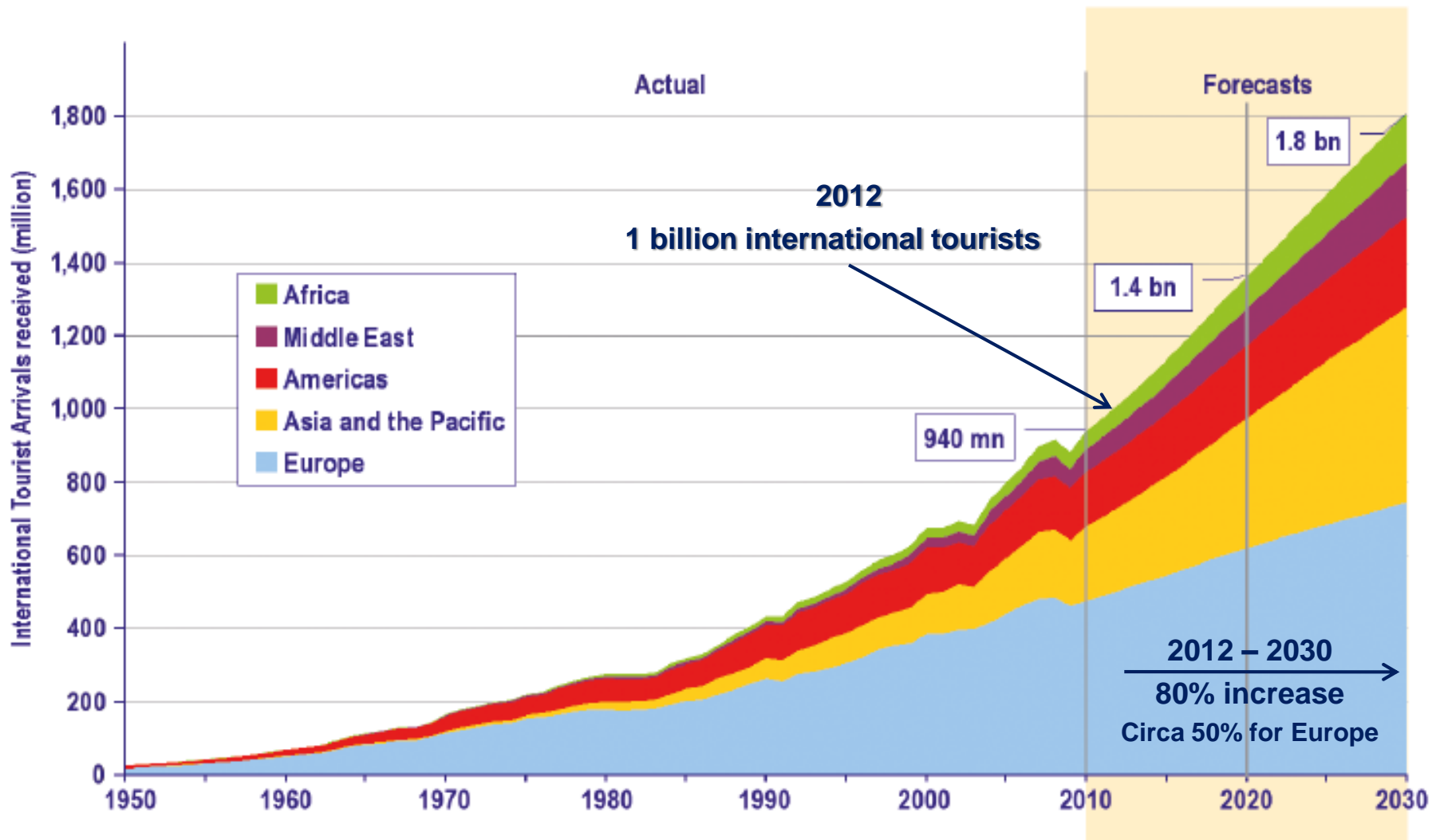
- Tourism in the world
- Tourism forecasts and the position of Europe
- Changing tourists' needs
- Experience economies and Culture
- Funding tools for the 2014-2020 period



WHY TOURISM MATTERS

Source: UNWTO Tourism Highlights 2013

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Tourism in Europe begins to show significantly slower development rates
Is there a solution ?

What tourists want

- 25% of tourists originating from Europe consider Culture as their main motive for travelling to a destination
- Their trip to rely on technology (in order to plan and enjoy the experience)
- More individual and authentic **travel experiences**

Experience Industries in detail

Accommodation and tours

Other passenger land transport
Inland passenger water transport
Inland freight water transport
Service activities incidental to water transportation
Hotels and similar accommodation
Holiday and other short-stay accommodation
Camping grounds, recreational vehicle parks and trailer parks
Other accommodation
Travel agency activities
Tour operator activities
Other reservation service and related activities

Museums and parks

Museums activities
Operation of historical sites and buildings and similar visitor attractions
Botanical and zoological gardens and nature reserves activities
Activities of amusement parks and theme parks
Other amusement and recreation activities

Arts

Performing arts
Support activities to performing arts
Artistic creation
Operation of arts facilities

Gambling

Gambling and betting activities

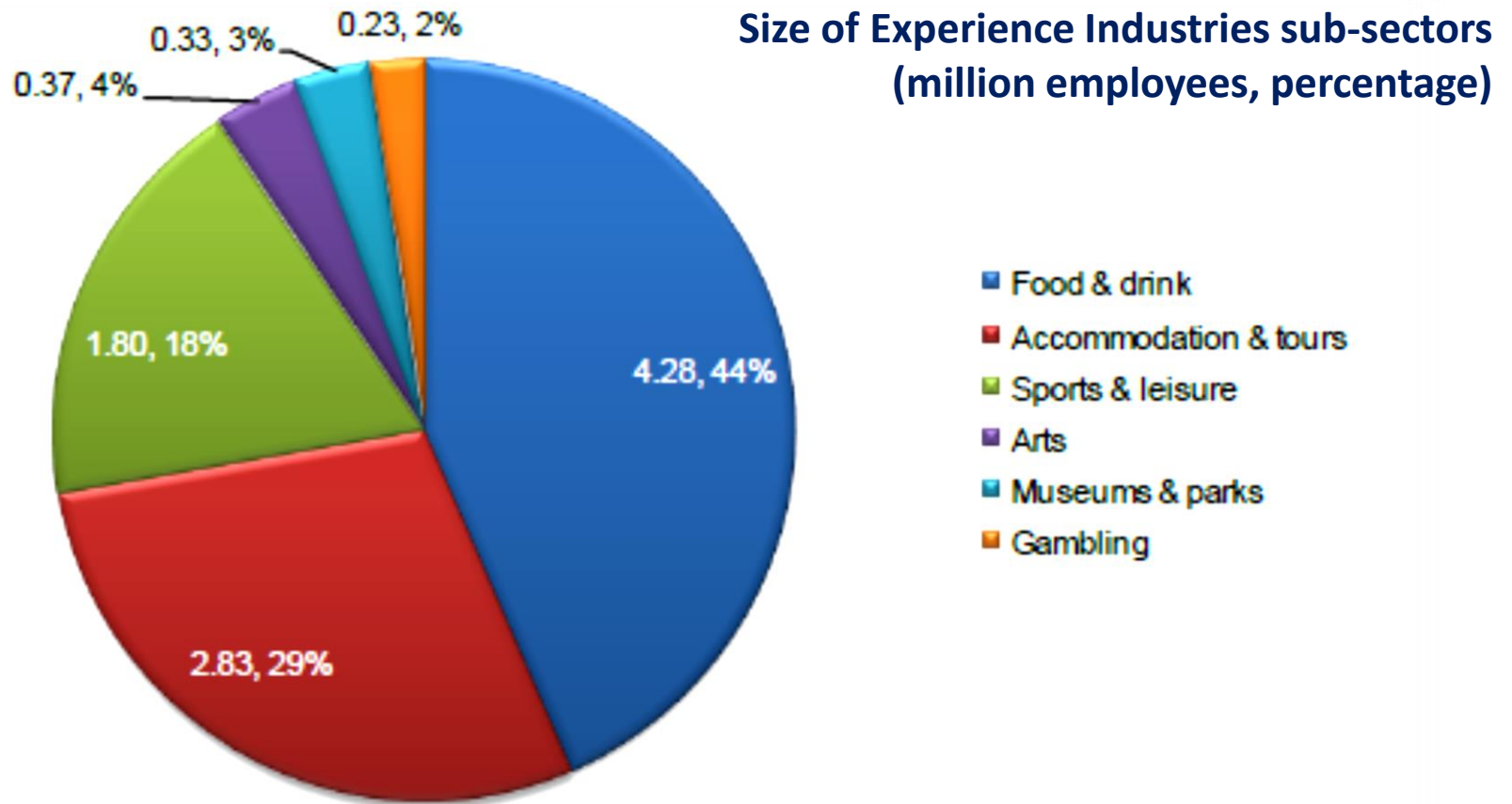
Food and drink

Restaurants and mobile food service activities
Beverage serving activities

Sports and leisure

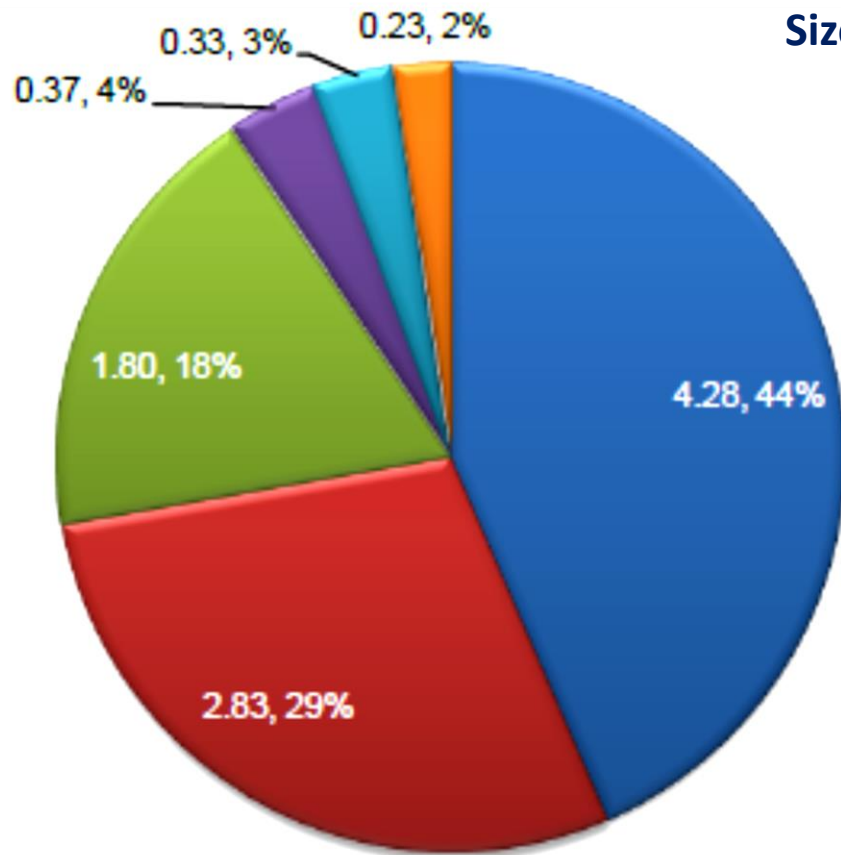
Retail sale of sporting equipment in specialised stores
Retail sale of games and toys in specialised stores
Operation of sports facilities
Activities of sport clubs
Fitness facilities
Other sports activities
Hairdressing and other beauty treatment
Physical well-being activities

Experience economies; relation to Culture and Heritage



Source: Experience Industries; Priority Sector Report, 2013

Experience economies; relation to Culture and Heritage



Size of Experience Industries sub-sectors
(million employees, percentage)

- Food & drink
- Accommodation & tours
- Sports & leisure
- Arts
- Museums & parks
- Gambling

Gastronomy

Hospitality

Culture

Heritage

Special Interest Tourism

The EU in the experience economy era

- The 2012 Commission Communication on “Promoting cultural and creative sectors for growth and jobs in the EU” highlights the importance of reinforcing cross sectoral linkages.
- The consultation document highlights the interactions between cultural industries and tourism!
- The results of the consultation aimed in promoting the emergence of new industrial value chains under Horizon 2020, the Framework Programme for Research and Innovation 2014-2020 and the Programme for the Competitiveness of enterprises and SMEs (COSME 2014-2020).

Key policy drivers

to respond to major challenges identified

- Changing skills needs
- Improved access to finance
- Enlarging the marketplace: new partnerships and business models
- Expanding international reach
- Reinforcing cross-sectoral fertilisation
- Facilitate the exchange of good practices and peer learning
 - As they can accelerate the pace of adaptation, foster dissemination of good practices and improve networking between cross sectoral cooperation

Financing tools for implementing the above actions (1/2)

- Creative Europe
 - To promote cultural and linguistic diversity in Europe; reinforce the competitiveness of the cultural and creative sectors
- Erasmus for all (Erasmus+)
 - To support investment in education and training in the form of learning mobility, partnerships for innovation and policy support
- COSME
 - To strengthen the competitiveness and sustainability of EU enterprises and SMEs
- Horizon 2020
 - To govern the EU support to research and innovation activities, promote a better exploitation of the industrial potential of policies of innovation

Financing tools for implementing the above actions (2/2)

- Cohesion Policy Funds
 - To keep on supporting investments in the cultural and creative sectors, in order to maximise the contribution of culture as a tool for local and regional development
- Connecting Europe Facility
 - To boost Europe's transport, energy and digital networks
- At international level
 - To engage opportunities and policy dialogue between EU and third countries to create opportunities and win-win partnerships including the cultural industries.

Culture and Heritage in line with Europe 2020 targets

- Support employment
- Focus on education and skills development
- Seek social inclusion
- Contribute to climate change and energy conservation
- Smart and Sustainable actions
- Inclusive Flagship partnerships
- Growth at local and regional level

Concluding remarks

- Europe #1 tourism destination even in 2030
- Tourism growth rates in Europe slow down
- Tourists needs change drastically
- Experience is the key to success
- Culture is part of the experience they want to experience
- Experience economy lies in the scope of Cultural Tourism
- Cultural Tourism in line with Europe's 2020 targets
- Funding options and tools available for a vast number of initiatives

Thank you

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