



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

galicia



European Heritage Days  
Journées européennes  
du patrimoine

**9<sup>th</sup> international conference for Cultural Tourism in Europe**  
**“Intangible Heritage: Incomparable Asset for Sustainable and Responsible Tourism Development”**  
**23-24 September 2016 / Guimarães, Portugal**

# **Intangible heritage in Necstour regions, strategy, good practices and results**

**NECSTouR Cultural Tourism and Cultural Sustainability Working Group**  
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*Turismo de Galicia, Xunta de Galicia*

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### 30 Regional authorities

**Portugal:** Alentejo, Algarve

**France:** Provence-Alpes-Côte d'Azur, Midi- Pyrénées, Ile-de-France

**Italy:** Emilia Romagna, Puglia, Tuscany, Veneto, Piemont, Trento, Sardegna

**Spain:** Catalunya, Islas Baleares, País Vasco, Andalucía, Galicia, Valencia, Canarias

**United Kingdom:** Cornwall, Scotland

**Belgium:** German-speaking Community of Belgium Region, Flanders, Limburg, Wallonia

**Bulgaria:** Gaborovo

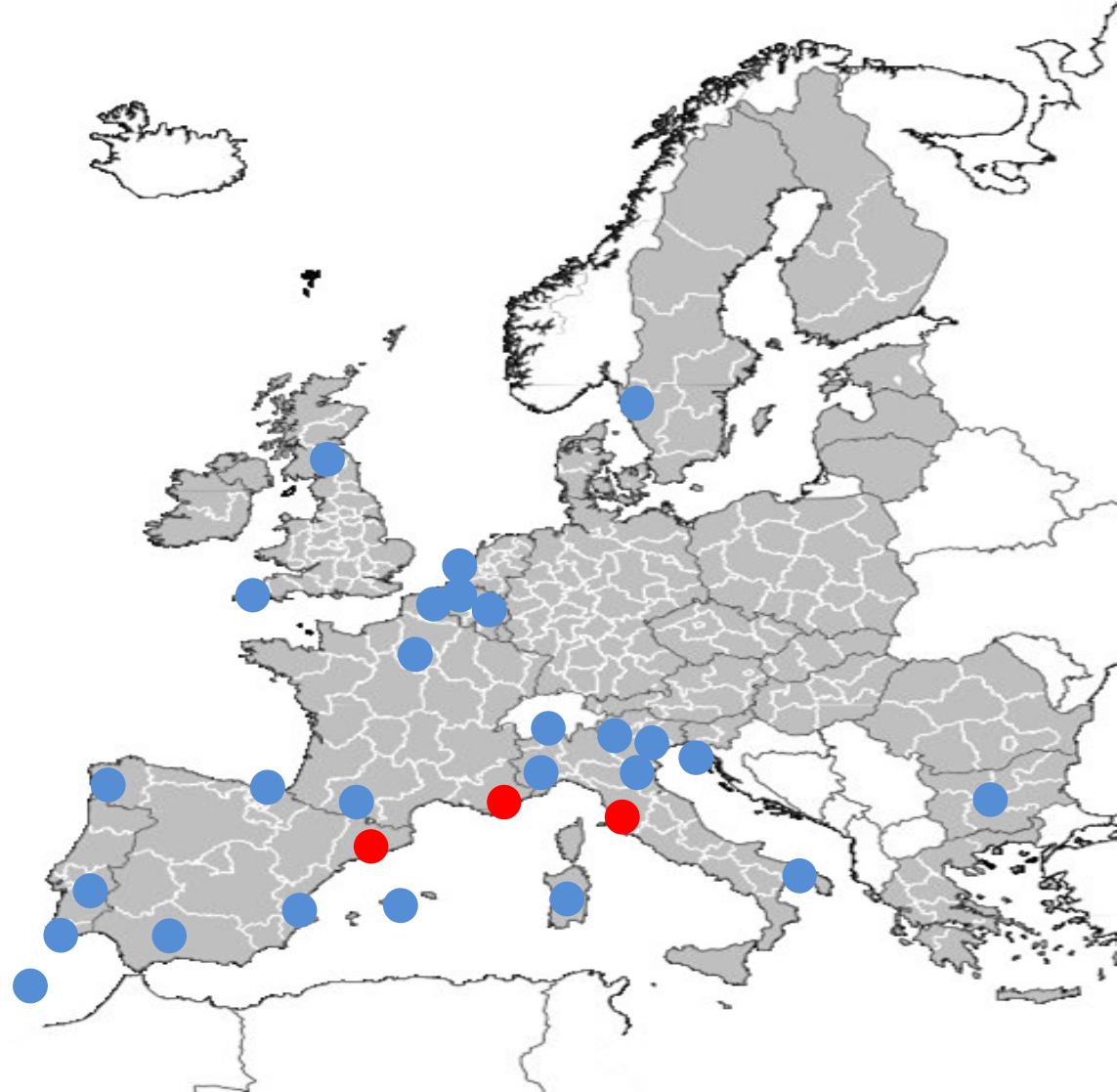
**Switzerland:** Valais Region

**Sweden:** Region Västra Götaland

**Croatia:** Istria

**The Netherlands:** Limburg

36 National, European, International public/Private Organisation working in the Sustainable Tourism Sector



**Vision: Build up a Touristic Europe based on Sustainable & Competitive Tourism**

**GO FAR GO TOGETHER....**

## **4 Goals:**

- 1. Positioning NECSTouR model**
- 2. Raise the profile of Tourism in EU**
- 3. Reinforce the role of Regions**
- 4. Mainstream EU Funds for Tourism**

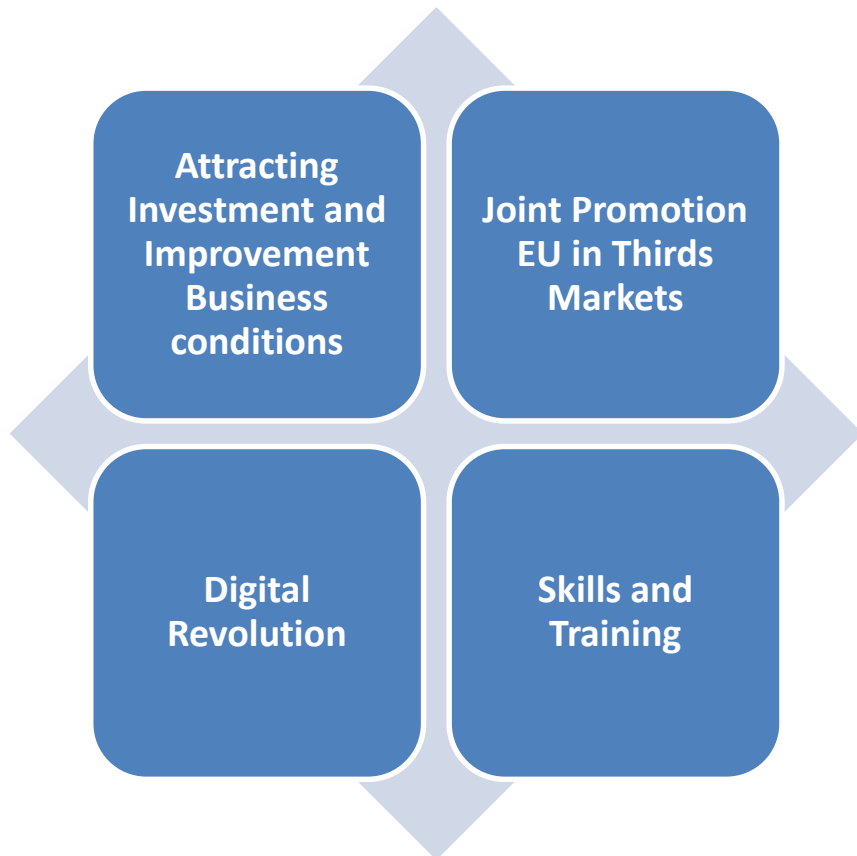
## **The Next Tourism !**

**Launch 2007 – Creation: 2009**

**“Creating the right balance between the welfare of tourists and local population, the needs and uses of the natural and cultural environment and the development and competitiveness of a destinations and its businesses”**



EUROPEAN COMMISSION  
DG GROWTH  
TOURISM, CULTURAL  
& CREATIVE INDUSTRIES  
PRIORITIES



Network of European Regions for a Sustainable and Competitive Tourism

## NECSTouR PRIORITIES



- Defend the place of cultural tourism in the European Year of Cultural Heritage 2018 declared by the European Commission
- Reinforce NECSTouR's expertise in the field of European Cultural Itineraries
- “Your roots on Europe”: Gather data on the economic impact for regions of the synergy “tourism, culture and creative industries” in terms of new products/experiences, new clusters, overcoming seasonality, market positioning, transnational cooperation.



## Synergies between Tourism and Cultural Heritage for Growth and Jobs

*In the framework of the European Year of Cultural Heritage 2018*



Tuesday 14 June 2016

Scotland House, Rond-Point Schuman 6

13:30 – 16:30

### **NECSTouR position:**

*Investing in cultural heritage as a stand-alone policy does not guarantee a ROI unless it is associated to the visitor economy. A common EU cultural and tourism policy should be designed and implemented with appropriate resources to support it. Not all the European Cultural Itineraries are commercial for tourism purposes. The successful ones should inspire the other. Regions can support in addressing the gap between itineraries and tourism provided the Itinerary managers and the EICR support them.*



- Network with culture and creative industries stakeholder leading to cooperation (projects): film, gaming, music and fashion.
- Analyse how Cultural Tourism is financed and how the EU financial instruments appropriated (Creative Europe, COSME, ESIF)
- Seek for common EU tourism and culture policy and action plan.



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## Spirit Youth



**Programme:** *COSME*

**Duration:** 2016 – 2017

**Objective:** To investigate the spiritual tourism market with Europe.

A large orange arrow graphic pointing to the right, containing the text "NECSTouR Regions, Academics and Associated Members".

NECSTouR Regions, Academics and Associated Members



✓ **Subsidiarity principle: Together we are stronger**

- ✓ **PARTICIPATE and influence EU Tourism Policy** - Consultations, Access to European Funds, developing project ideas and finding quality partners
- ✓ **BE PART of an Open and Dynamic network of experts** at regional, national, European and international level
- ✓ **HAVE DIRECT ACCESS to targeted knowledge**, information and contacts of sustainable tourism
- ✓ **PROMOTE your Region/Organisation** within the experts and towards the European/International Audience





## **Regional Good Practices**

**Intangible Heritage: Incomparable Asset for  
Sustainable and Responsible Tourism Development**



Flamenco is an artistic expression fusing song "(cante)," dance "(baile)" and musicianship "(toque)." Andalusia in southern Spain is the heartland of Flamenco. "Cante" is the vocal expression of flamenco, sung by men and women, preferably seated, with no backing singers. The gamut of feelings and states of mind – grief, joy, tragedy, rejoicing and fear – can be expressed through sincere, expressive lyrics characterized by brevity and simplicity. Flamenco "baile" is a dance of passion, courtship, expressing a wide range of situations ranging from sadness to joy. The technique is complex, differing depending on whether the performer is male (heavier use of the feet) or female (gentler, more sensual movements).





TUS RAÍCES...

**"Tus raíces en Andalucía" is a touristic project focus on valuing our heritage to revitalize our present".**

- Grounded on feelings and family ties, which unite different religions, countries and cultures.

### **Target markets**

**Andalusian migrants and its descendants**

**International markets with cultural ties with Andalusia**

**Countries with historical relations with Andalusia**

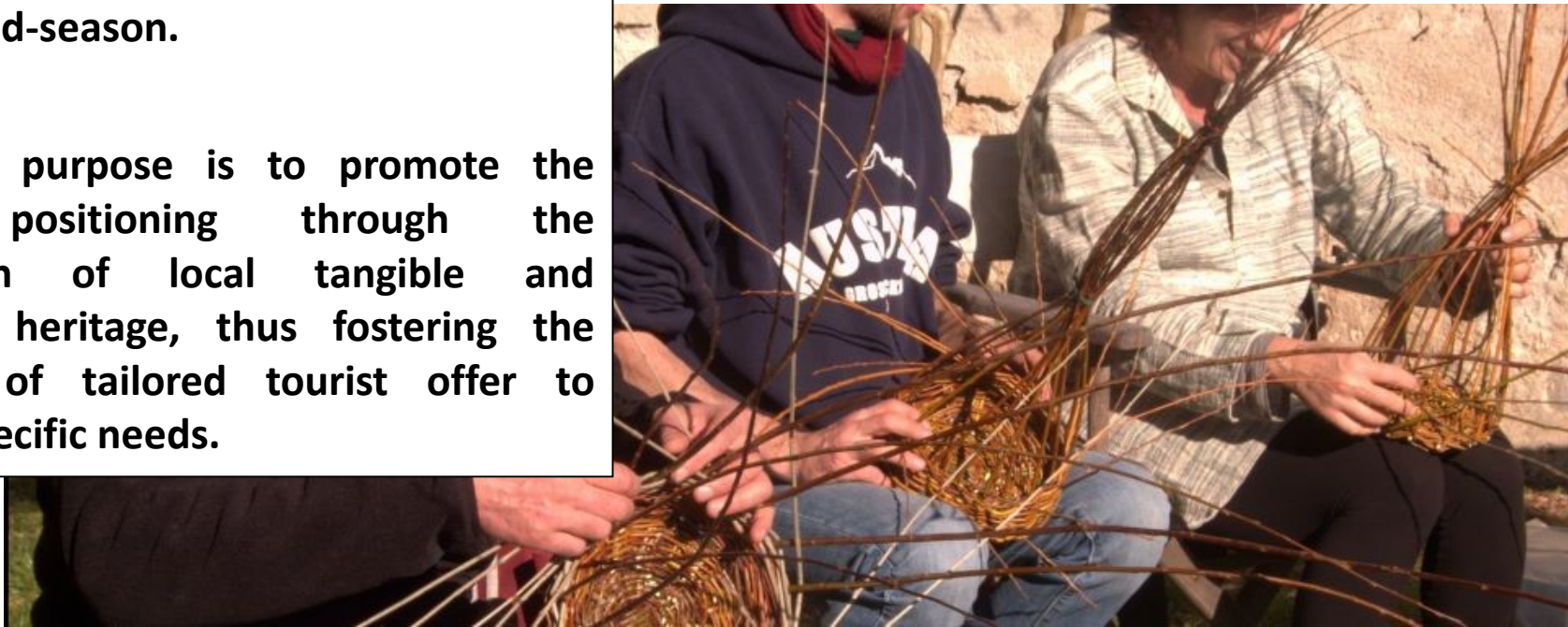
"Castells" are human towers built by members of amateur groups, usually as part of annual festivities in Catalonian towns and cities. The traditional setting is the square in front of the town hall balcony. The human towers are formed by "castellers" standing on the shoulders of one another in a succession of stages (between six and ten). Each level of the "tronc," the name given to the second level upwards, generally comprises two to five heavier built men supporting younger, lighter-weight boys or girls. The "pom de dalt" – the three uppermost levels of the tower – comprises young children. Anyone is welcome to form the "pinya," the throng that supports the base of the tower.



The project involves four areas: Montepisano (Italy), Lake Saimaa (Finland), Vulkanland (Austria), Izola (Slovenia) potentially capable of attracting international senior tourists flows also in low and mid-season.

The main purpose is to promote the market positioning through the valorization of local tangible and intangible heritage, thus fostering the provision of tailored tourist offer to seniors' specific needs.

<http://www.discover55.eu/>





The project underlines the importance of the intangible heritage (oral traditions, local knowledge and traditional skills) for senior tourists has strongly emerged. The offer of intangible cultural heritage related activities including creative story telling with seniors plus the availability of local workshops on traditional knowledge could provide them a way to connect with other people, stimulating the body and the mind to remember memories and learn new competences as well.

Examples are: knitting and textile-making (Izola), craftsmanship and weaving traditional willow basket (Montepisano), fishery (Izola) and culinary traditions (Vulkanland, Izola, Montepisano), olive cultivation and picking (Izola and Montepisano) energetic walking in nature for health and wellbeing (Vulkanland) traditional Finnish wooden buildings (Savonlinna).



The Way of Saint James is a joint elements of tangible and intangible heritage which it has meant a revolution in cultural tourism.

The travelers undergoes a transformation before, during and after travel a hundreds of kilometers.

It has become a global phenomenon with 262,000 pilgrims from 178 countries in 2015.

The Way includes food, music, crafts, rituals... and all pilgrims want to experience.





## Characteristics

**Common features, attractive, conduct of the cultural tourist, figures.**



## Knowledge

- ❖ Gastronomy
- ❖ Music
- ❖ Crafts
- ❖ Costumes
- ❖ Literature
- ❖ Language
- ❖ History

**The intangible heritage is located in certain places**

**Response to globalisation**

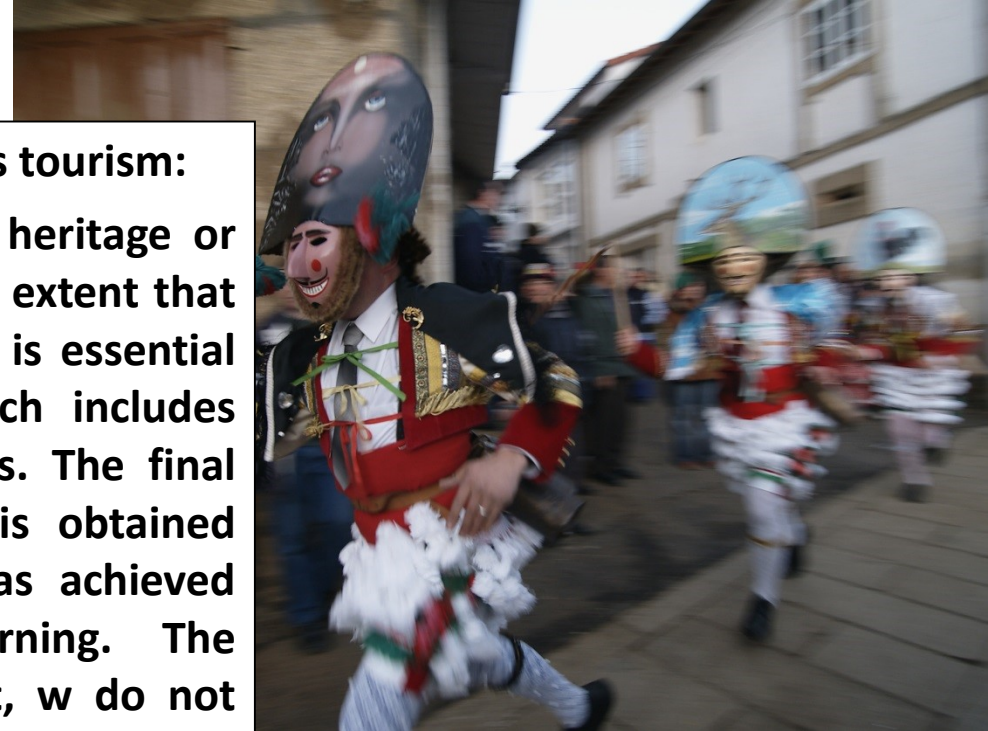
**The expressions of immaterial heritage reveal attitudes and values of the persons and communities as regards the environment and society**

**The importance of accessibility from a broad point of view**



## Tourism

**The role of immaterial heritage as regards tourism:  
Learning through fun or games. World heritage or culture are of interest for tourism to the extent that learning may derive from these, but it is essential that this learning involve playing which includes entertainment especially through games. The final satisfaction of the touristic objective is obtained when the person perceives that he has achieved personal growth through new learning. The difference is that, when we are tourist, we do not want to make an effort, here lies the need to present culture as a form of enjoyment. Using games is the most effective formula. The challenge consists of presenting culture in a fun way.**



## Cultural Tourism

### **Galicia**

**19% of the tourist are cultural**

**Average daily expenditure is 136%**

### **Andalucía**

**30% are cultural**

**Average daily expenditure is 115%**

### **Survey about Flamenco Impact in Andalucía 2004**

**Main reason for 626.000 tourists  
2,84% of total visitors**

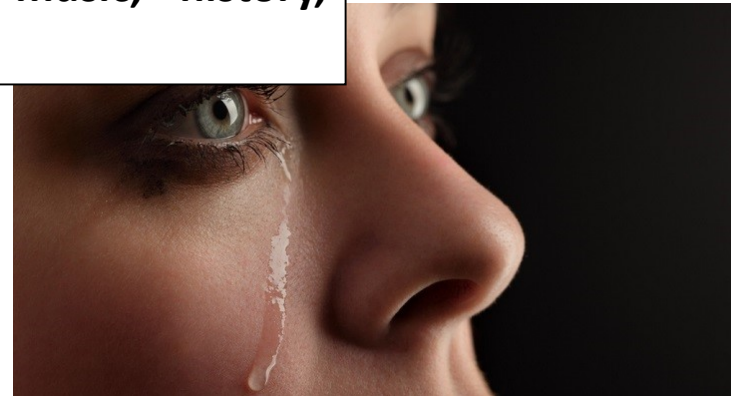
**Revenue 543,96 M.€  
3,80% of total revenue**



# The construction of the destination through the imagination

We all identify a determined place with preconceived ideas, which may be from gastronomic history or music. The idea is to construct the touristic destination working on the imagination through hall mark features. In Galicia this work was carried out by identifying features such as magic, character, language, music, history, heritage, landscape and climate.

# Emotion



**Thank you!**

**More info:**

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**[www.necstour.eu](http://www.necstour.eu)**

