CULTURAL TOURISM SYNERGIES WITH THE EXPERIENCE ECONOMY TOWARDS EUROPE 2020

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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
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

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

Source: Experience Industries; Priority Sector Report, 2013
Experience economies; relation to Culture and Heritage

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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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