



# The EU at a glance

## Culture, Tourism and SME development





# Tourism

## Why worth investing in tourism?

- Tourism is an economic activity capable of generating growth and employment in the EU
- Tourism represents the third largest socioeconomic activity in the EU after the trade and distribution and construction sectors (European tourism industry generates over 10 % of EU GDP and provides approximately 12 % of all jobs)
- The EU remains the world's No 1 tourist destination, with around 40 % of tourist arrivals around the world due to its:
  - ✓ cultural and historical heritage
  - ✓ natural assets
  - ✓ diversity of sceneries
  - ✓ quality services
  - ✓ good connectivity





# Tourism

## Why cultural tourism?

- Cultural tourism is a desirable market as it is high-spending tourism, undertaken by highly educated individuals who stimulate cultural activity in the destination.
- Local residents appreciate the benefits of cultural tourism, such as increased local incomes and support for local cultural institutions.
- The growth of cultural tourism demand has stimulated the development of many new cultural attractions and cultural tourism marketing strategies, as different countries and regions compete for a share of this market. For example, it is estimated that the number of museums in Spain has increased by 100% over the past 20 years.





## Municipality of Sandanski

Sandanski has rich tangible and intangible resources, as well as developed tourist infrastructure. Its abundant and diverse natural resources, rich architectural, historical and cultural heritage, as well as its well-preserved folk arts and tradition, are all prerequisites for the creation of a variety of cultural and tourist attractions.

### Challenges

- Difficulty to promote and distinguish its territory as tourism destination in the context of globalization
- Insufficient visibility of its cultural tourism offer
- Weak involvement of its rural areas in tourism related activities
- Insufficient variety and flexibility of the tourism offer and tourism services providers
- Seasonal distribution of tourist movements
- Insufficient communication and cooperation among the different stakeholders
- Insufficient know-how on effective use of new technologies for promotion and networking
- Difficult access of SMEs to resources for development of innovative products and services
- Insufficient infrastructure for people with special needs





## Municipality of Sandanski

Currently, the tourist services in Sandanski are mainly focused in the area of balneological, wellness and spa tourism. While the sector being well developed, this approach has led to the concentration of tourism related services mainly in the town of Sandanski and to the limitation of the type of tourists, visiting the municipality.

### **Addressing the Challenges**

- Active restoration of cultural monuments
- Valorization of the intangible heritage
- Involvement in international cultural tourist routes
- Organization of international events
- Participation in international tourism fairs
- Strengthening the communication and cooperation among the different stakeholders





## Challenges and policies in the field of cultural tourism and SME development in Malta

Malta has warm climate, sunny weather, and numerous cultural and historical sites. It is a popular tourist destination with more than 1.2 million tourists annually. Malta has rich historical background - over 7,000 years of history and hosts some of the oldest free standing structures in the world. It is also home of 9 UNESCO heritage sites

- **National Tourism Policy 2012 – 2016**
- The Ministry for Tourism, Culture and the Environment launched the Tourism Policy for the Maltese Islands (2012-2016) and follows the National Tourism Policy of 2007 – 2011 which advocated measures and actions aimed at boosting Malta accessibility, improving the tourism products offered and ensuring that the markets efforts are more effective.
- The challenges Malta's tourism sector is facing now are different from those in 2007. The framework proposed in the policy document is not only intended to ensure growth but also to strengthen the inter-linkages with those sectors which provides services in the sphere of tourism and culture. The Government will work close with the European Commission in order to maximize use of EU funds and make Malta one of the top EU destinations.





## Challenges and policies in the field of cultural tourism and SME development in Malta

- The Maltese Government has launched a grant scheme for sustainable tourism projects by SMEs and enterprises (ERDF 135 in 2008).
- it directs public financing to licensed enterprises implementing sustainable tourism projects to strengthen their competitiveness.
- It aims at fostering investment in areas which will make Malta more competitive through investment in marketing and entrepreneurship, whilst addressing Malta's weaknesses on service quality, product offer and destination awareness through investment in marketing.
- It supports direct and indirect tourism service providers and SMEs. The financial aid will assist the growth and development of tourism and cultural operators
- The scheme is expected to achieve a number of benefits including: increase innovation in the sector and the development of tourism and cultural practices that are economically, environmentally and socially sustainable.
- **Challenges:**
- SMEs experience bureaucracy while applying for ERDF or EU funds





# Challenges and Prospects of Cultural Tourism in Molise

Molise , a charming small region in the center of Italy, is a trove of environmental , archaeological and architectural treasures. Its heritage defines the true identity of a simple but enchanting land. A holiday in Molise is Primarily a journey through history, archeology, art and culture.

- **Molise Region has to face social, infrastructures and cultural issues, to avoid that sustainable growth .**
- Local inhabitants lack awareness of the cultural and naturalistic heritage so the Cultural tourism is not clearly seen as an important resource for the economic development;
- Need to develop the territorial and hospitality marketing, starting strategies that, respecting the territorial vocation and its specific characteristics, will be able to take out a modern and living culture;
- The expansion of educational activities and programs of the host specific to people with disabilities;
- The calls for reactivation of tender procedures for the granting of hospitality services in museums;
- Consolidation and strengthening the presence of the private sector in supporting cultural heritage, within the scientific and the action of the protection of the public part;
- In relation to the previous point, facilitative actions, such as the simplification of procedures for sponsorship and the creation of an adequate system of tax benefits;







# Challenges and Prospects of Cultural Tourism in Molise

- An active dialogue with the cultural tourism sector, especially in the cities;
- Introduce the study of art history at primary school;
- Give space to private (non-profit) with the necessary managerial skills in the management of cultural and artistic heritage;
- Enhancement of agricultural policies in favor of small producers, who respect traditional knowledge and typifying of our territories;
- Restructuring of state and train roads without the new construction of highways;
- Valuing small villages and architectural features that set us apart and naturalistic;
- Develop a network of farms virtuous, that feed from the bottom a nature tourism and sustainable;
- Reassess the network of "tratturi" (cattle-track);
- Develop activities that involve local populations in agricultural and economic processes of the individual municipalities;
- To develop micro-economies from recycled agricultural output, which trigger virtuous cycles geared to sustainable tourism;
- Retain the population in rural areas



# Towards Excellence in Cultural Tourism



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## Santa Cruz de Tenerife

- In June 2013 the EUROPE 2020 ACTION PLAN IN THE CANARY ISLANDS was published where Tourism sector and the culture has a special and important chapter.
- One of the priorities for the Canary Islands is the smart growth, for example, using our Smart leadership in Tourism. This priority has a double objective; to improve the competitiveness and productivity of the Canary Islands tourist product and to act as a vehicle for product diversification.
- Research and innovation to improve the competitiveness and productivity of the tourist product Canary Islands
- Improving the competitiveness and productivity of the Canary Islands tourist product.
- Product diversification based on tourism.
- Construction, technical services and tourism, through worker retraining policies and locating opportunities in the field of restoration and construction, as well as promoting the development of innovative, sustainable and high added value solutions for refurbishing accommodation and developing new infrastructures.
- Health and tourism, to encourage the development of private sector business in this area, designing attractive products and unique offers taking into account complementarity with the climate and holidays, promoting strategic alliances between the various operators in the health tourism segment, designing tourism packages according to demographic segments and developing products related to nature and sustainability.



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## Santa Cruz de Tenerife

**In the field of cultural Tourism, The Canary Islands as cultural and environmental point of reference for the mid-Atlantic.**

- The history of the Canary Islands as bridge between three continents makes it an exponent of multiculturalism. Canary Islands have very different terrestrial and marine ecosystems of valuable ecological richness. Smart and sustainable exploitation of the cultural and natural heritage of the Canary Islands provides a clear opportunity for business and represents an asset for the development of a knowledge-based economy.

**To achieve this, the aim is to:**

- promote socio-cultural and environmentally sustainable economic development; and
- preserve and make the most of the environment.

**Canary Islands has a culture strategy.**

- Aspects to be promoted to boost the projection of Canary Islands culture abroad and strengthen cultural industry:
- the Canary Islands as a cultural bridge between Africa, America and Europe;
- opening up markets for Canary Islands cultural production in the main European centres;
- promoting the Islands as a natural setting;
- establishing joint strategies between the areas of culture, economy and tourism to achieve synergies;
- supporting cultural and creative agents and industries to stimulate entrepreneurship
- reinforcing the education-culture pairing, based on a greater presence of cultural content in the area of education and increased educational vision for cultural services.





## Municipality of Harryda

# Opportunities: Harryda municipality

- Beautiful nature
- Outdoor activities
- Arts and crafts
- Many enterprises
- Close to Gothenburg city





## Municipality of Harryda

# Challenges Harryda municipality

- Cooperation between SMEs, NGOs and local authority
- Passing on knowledge between generations
- Marketing





## Municipality of Agia

Greece has signed since 1981 the UNESCO treaty on the protection of monuments and heritage sites of the world, through which numerous monuments have been identified as UNESCO protected.

- Cultural tourism is associated with the tourist movement for purely cultural reasons, ie the visitor wants to understand the history and archeology, the people, the lifestyle, the arts, architecture, food, wine, local products, festivals and events
- This is done through micro-business actions of cultural tourism organizations; through spontaneous visits of tourists not only in exhibitions, museums and festivals but also by contact with the daily life of the locals.
- The tourist organizations mentioned above are usually small-scale production organizations that emphasize in monitoring and continuation of traditional ways of food preparation and items construction. They are organizations associated with the organization of holidays in places where the tourist has the opportunity to live like the native inhabitants using the same infrastructure and living under the same conditions.
- Agritourism, a structure of economic and social exclusion in areas of mild forms of recreation and tourism. In Greece, there are many unexploited highlands. These areas are characterized as 'disadvantaged', since the aging of the population, as the youth leave to seek their fortune in the big cities.





## Municipality of Agia

- Agritourism is an opportunity for the country to face the problems of the Greek countryside, substantial and long term, and since they will engage the local farmers, income will return to the local public → quantity.
- Cultural tourism can be enriched with specific forms of tourism, such as athletic.
- Gastronomic tourism is one of the biggest trends in the tourism industry worldwide. The gastronomic tourism is the “channel” through which local products are distributed and food culture and gastronomy is projected.
- The gastronomic tourism is booming in Mediterranean tourism market with huge economic benefits to neighboring Mediterranean countries, nevertheless it has low implementation in Greek tourism business
- The reduced growth of cultural tourism in Greece has been influenced by a number of factors:
- Archaeological and other cultural areas still lag behind in infrastructure (access, roads and other networks ) and the organized services that they offer. Even in prominent places, such as the Acropolis and Knossos, the visitor is uncertain that he will find a place open to visitors, is unable to make a reservation in advance online, there is no management of the number of visitors, creating an image of confusion and lack of organization.
- Museums which are increasingly sensitized to offer enhanced services have turned their attention to the more attractive methods utilizing cultural marketing / management. Sufficient information for the common foreign languages is not present in all cases and no additional exhibitions are organized during the summer months to cater to foreign visitors with special interests.





# Tourism Challenges in Europe

- preserving natural and cultural resources
- limiting negative impacts at tourist destinations, including use of natural resources and waste production
- promoting the wellbeing of the local community
- reducing the seasonality of demand
- limiting the environmental impact of tourism related transport
- making tourism accessible to all
- improving the quality of tourism jobs.







# Tourism

## Action Framework To Meet The Challenges

### **Stimulate competitiveness in the European tourism sector**

- Promoting diversification of the supply of tourist services – thematic products; transnational synergies
- Developing innovation in the tourism industry - access of SMEs to the relevant financial instruments
- Improving professional skills – training, mobility of workers
- Encouraging an extension of the tourist season – through voluntary tourism exchange mechanism (low income travelers) and voluntary online information exchange mechanism (schools)
- Consolidating the socioeconomic knowledge base for tourism – research and monitoring of consumer satisfaction and needs





# Tourism

## Action Framework To Meet The Challenges

### **Promote the development of sustainable, responsible and high quality tourism**

- Develop a system of indicators for sustainable management of destinations
- Develop a label for promoting tourist destinations.
- Organise awareness-raising campaigns for European tourists
- Develop a European '*Qualité Tourisme*' brand to increase consumer security and confidence in tourism products
- Facilitate identification of risks linked to climate change to avoid loss-making investments, and explore opportunities for developing alternative tourism services.
- Propose a charter for sustainable and responsible tourism and establish a European prize for tourism.
- Propose a strategy for sustainable coastal and marine tourism.
- Establish or strengthen cooperation between the EU and the main emerging countries





# Tourism

## Action Framework To Meet The Challenges

### **Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations**

- Create a true 'Europe brand' in cooperation with the Member States to complement
- promotional efforts at national and regional level and enable European destinations to
- distinguish themselves from other international destinations.
- Promote the [visiteurope.com](http://visiteurope.com) website in order to increase the attractiveness of Europe
- as a collection of sustainable and high-quality tourist destinations
- Encourage joint promotional actions at major international events or large-scale tourism fairs and exhibitions.
- Strengthen European Union participation in international bodies, particularly within the context of the WTO, the OECD, T20 and Euro-Med.





# Tourism

## Action Framework To Meet The Challenges

### **Maximize the potential of EU financial policies and instruments for developing tourism**

- European SME instrument
- Education and mobility of workers through Erasmus+
- Horizon 2020 – research and innovation programme
- Creative Europe – new opportunities for the European creative sector
- European structural funds (ERDF, ESF), the European Agricultural Fund for Rural Development (EAFRD), the European Fisheries Fund (EFF), etc.

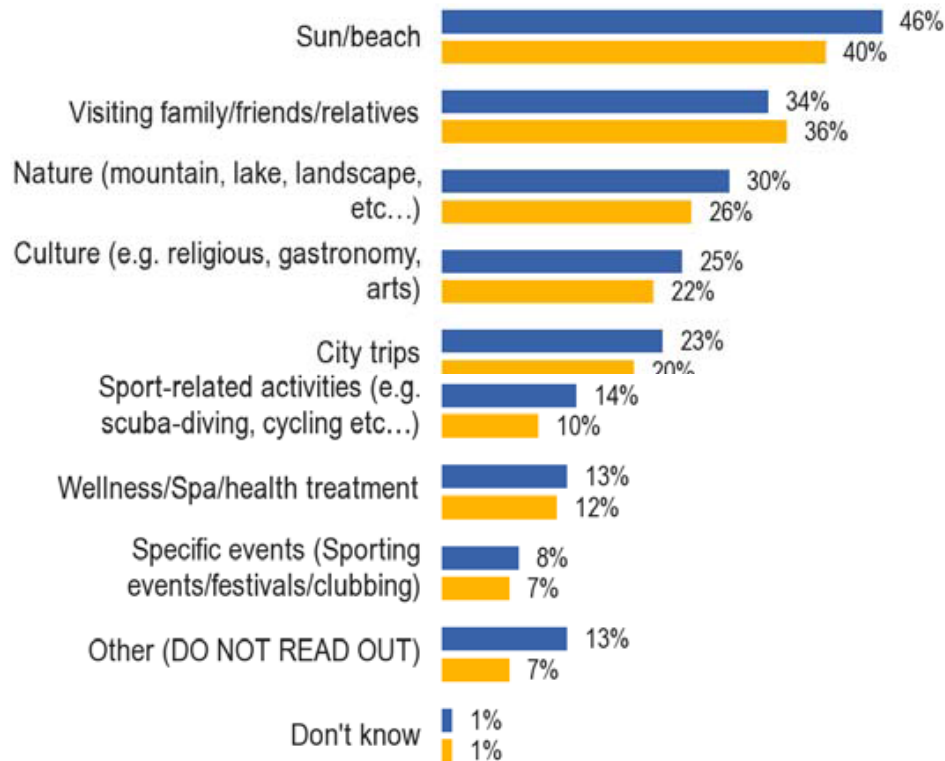




# Tourism

## Preferences of Europeans towards Tourism

Q5T. What were your main reasons for going on holiday in 2013?



■ FL392 Jan. 2014  
■ FL370 Jan. 2013

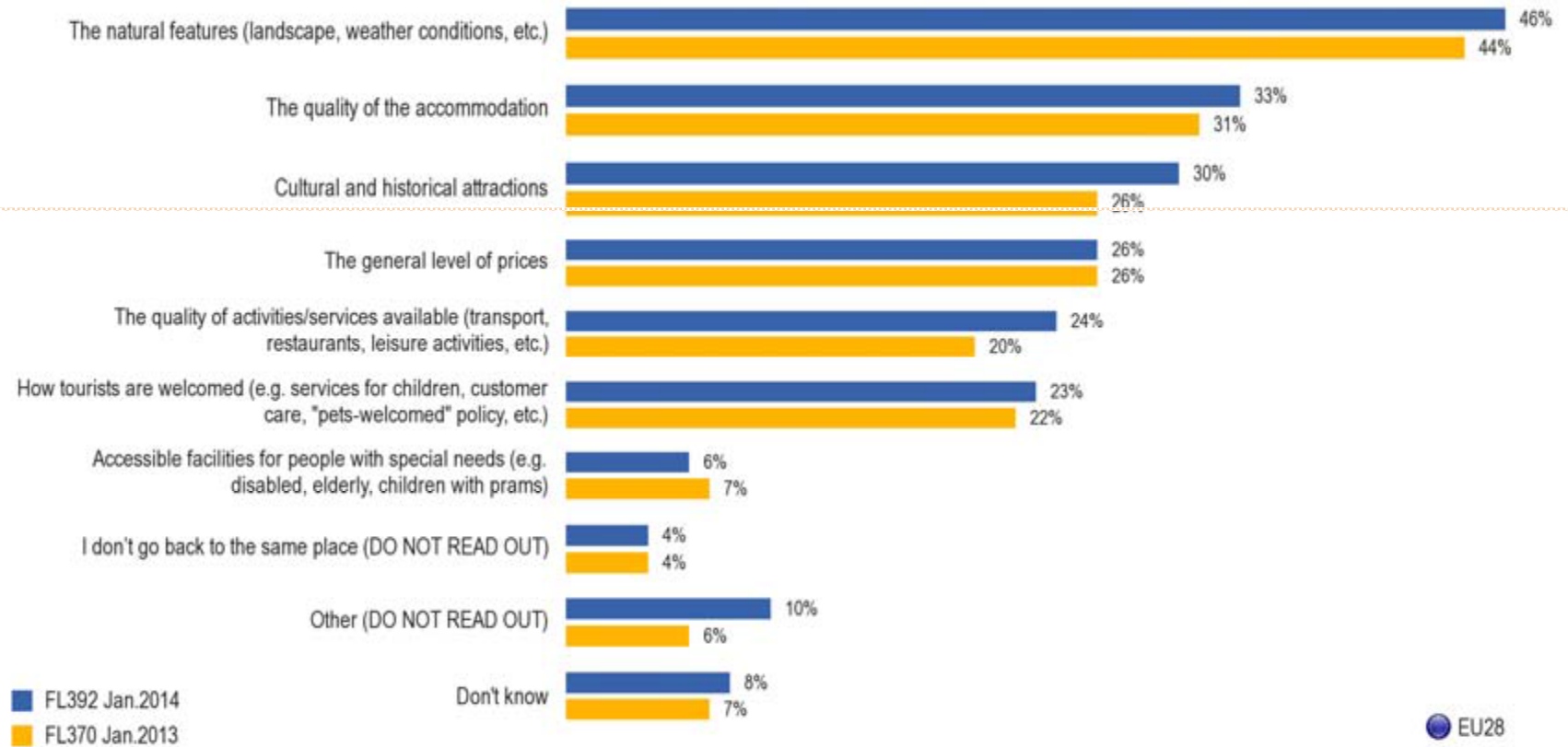
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# Tourism

## Preferences of Europeans towards Tourism

Q8T. Which of the following would make you go back to the same place for a holiday?

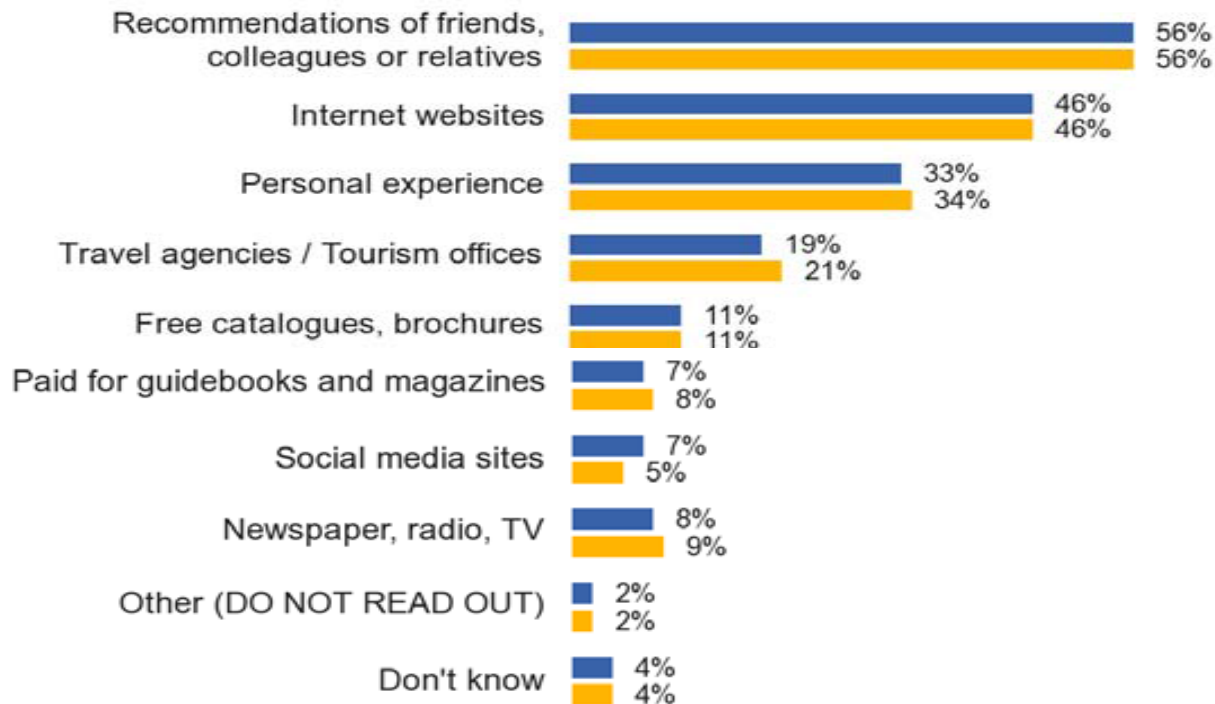




# Tourism

## Most-used sources of information for planning a holiday

Q10. Of the following information sources, which do you consider to be the most important when you make a decision about your travel plans?



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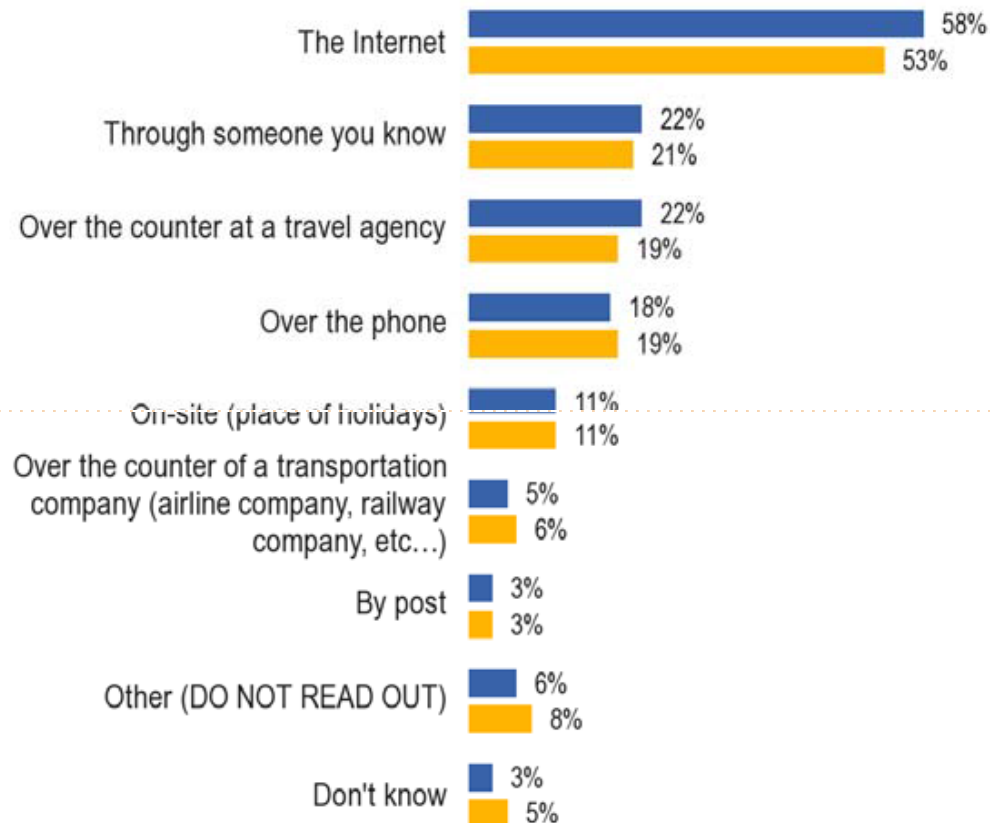
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Q7. Did you arrange your holiday in 2013 using any of the following methods?



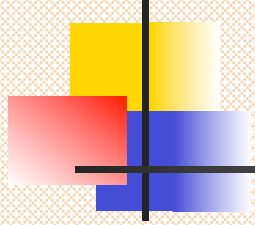
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Cultural Tourism***



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