

*The legacy continues  
Beyond*

**OUR HERITAGE:  
WHERE THE PAST  
MEETS THE FUTURE**

**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
#EuropeForCulture

***ERRIN Tourism Working Group Meeting  
Exploiting Regional and Local Assets: Cultural Tourism and  
Experience Economy  
14 February 2019***





## Outline

- **EYCH 2018**
- **Sustainable Cultural Tourism**
  - **OMC**
  - **Definition**
  - **Case studies**
  - **Recommendations**
- **Legacy - Framework for Action on Cultural Heritage**
  - **Why, How, Principles, Objectives, Actions**

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# Objectives of EYCH 2018

- To encourage the **sharing and appreciation** of Europe's cultural heritage as a **shared resource**;
- To raise awareness of **common history and values**;
- To reinforce a sense of belonging to **Europe**; and
- To better **protect, safeguard, reuse, enhance, valorise** and **promote** Europe's cultural heritage.



# EYCH 2018 buzzing with activity



## Events

- Over 11 500 Reaching 6.2 million people
- EYCH Closing event in Vienna 6-7 Dec

## Projects labelled

- Over 900 EU (Horizon 2020, Erasmus +, Interreg etc)
- 29 projects €5 million Creative Europe dedicated call
- Over 7,900 National



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# Ten European initiatives responding to four objectives

## Engagement

- **Shared heritage:** cultural heritage belongs to us all
- **Heritage at school:** children discovering Europe's most precious treasures and traditions
- **Youth for heritage:** young people bringing new life to heritage

## Sustainability

- **Heritage in transition:** re-imagining industrial, religious, military sites and landscapes
- **Tourism and heritage:** responsible and sustainable tourism around cultural heritage

## Protection

- **Cherishing heritage:** developing quality standards for interventions on cultural heritage
- **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

## Innovation

- **Heritage-related skills:** better education and training for traditional and new professions
- **All for heritage:** fostering social innovation and people's and communities participation
- **Science for heritage:** research, innovation, science and technology for the benefit of heritage

# Work Plan for Culture 2015-2018

Every four years, EU Member States agree the themes on which the OMC should focus in the Council [Work Plan for Culture](#)

## **Mandate for SCT OMC**

Identify ways to create a European tourism offer based on tangible and intangible cultural heritage as a competitive factor in order to attract new forms of sustainable tourism.

Explore how digitisation of cultural content and digital services can foster the expansion of trans-European tourism networks and further the development of itineraries, including small emerging destinations, also taking into account contemporary arts activities, festivals and cultural events.

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# Sustainable Cultural Tourism



[Kuvapankki Ilmakustaanmiekkä](#)  
Unesco World Heritage site Suomenlinna, Finland. Picture by Metsähallitus/Ulrika Björkman, Picture by: The photo archives of the Governing Body of Suomenlinna/ Suomen Ilmakuva Oy

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# Sustainable Cultural Tourism

- Cultural Heritage is a significant creator of jobs across Europe
- Number of persons directly employed the Cultural Heritage Sector is estimated at over 300,000
- Cultural Heritage is estimated to produce 26.7 indirect jobs for each direct job

Source: Cultural Heritage Counts for Europe 2015

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# Open Method of Coordination

- Form of 'soft' law
- Does not result in binding EU legislative measures
- Framework for cooperation between the EU countries
- Experts from ministries of culture and national cultural institutions meet 6 times over 18 months to exchange good practice and produce policy manuals or toolkits which are widely shared throughout Europe

# Sustainable Cultural Tourism

*23 Member States plus Iceland*

Austria, Belgium, Bulgaria, Czech Republic, Germany, Spain, Estonia, Finland, France, Greece, Croatia, Hungary, Ireland, Italy, Lithuania, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, and Sweden

Iceland

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# Sustainable Cultural Tourism

Debate around the concept of '**sustainable tourism**'

**Sustainable** - suggests a state that can be maintained and perhaps even unchanging

**Tourism** implies constant adaptation to consumer demands

EYCH – provided opportunities to explore the relationship between the cultural heritage and cultural tourism; encouraged discussions around the concept of the sustainability of cultural heritage along with the economic benefits of tourism

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# Sustainable Cultural Tourism

## **Collaboration**

DG GROW

DG ENV

Committee of the Regions

Europa Nostra

UNESCO

Council of Europe

ECTN European Cultural Tourism Network

European Travel Commission

NECSTouR Network of European Regions for Sustainable and Competitive Tourism

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# Define Sustainable Cultural Tourism



Unesco world heritage area Kvarken, Finland. Picture © Metsähallitus/Ulrika Björkman

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# New Definition of Sustainable Cultural Tourism

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, to achieve tangible and intangible cultural heritage conservation and sustainable tourism development.

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# Case studies - best practice

## Northern Portugal

Romanesque route –  
58 various cultural sites

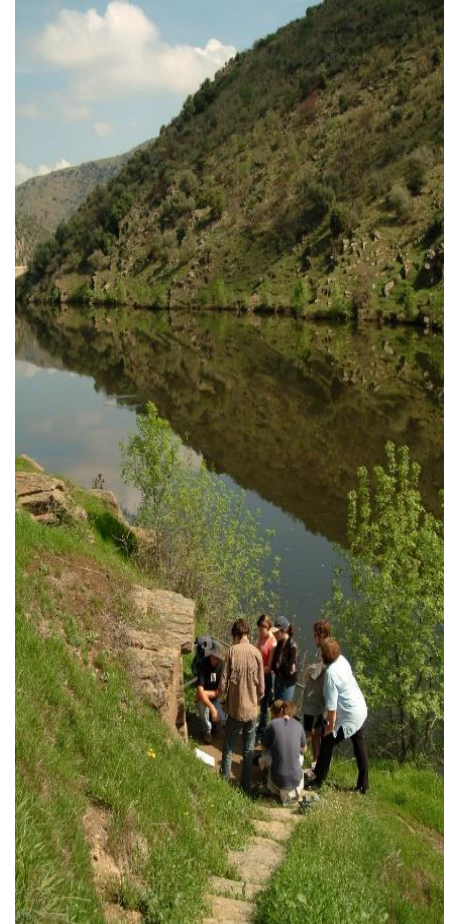
Focus on sustainable development

100,000 visitors per year

Nature, gastronomy, archaeology, religious sites

Focus on local communities

Investment of €21m over 18 year period



Picture- Coa @José Paulo Ruas/DGPC

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# Case studies - best practice



## Belgium

Shrimp fishing on horseback in Oostduinkerke

Inscribed - UNESCO Intangible Cultural Heritage

Group – locals, scientists, City Council etc – meets twice a year to review impact of tourism

- Oral history project
- Workshops on culture of shrimp fishing
- Annual festival
- Gastronomic events

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# Case studies - best practice



## Ireland

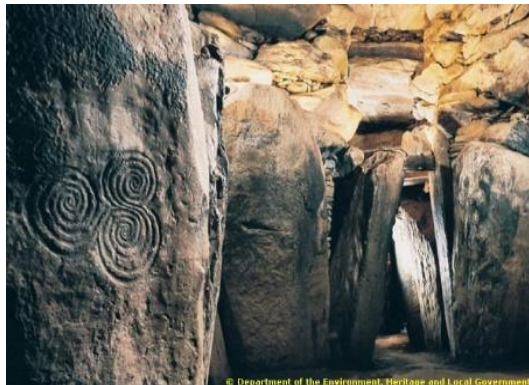
Bru na Bóinne UNESCO World Heritage site

Attracts over 200,000 visitors – visitor centre and shuttle bus to manage numbers

Rural dimension – prime agricultural land

Relevant model of governance

- Stakeholders- Govt, local council, tourism bodies, societies, ICOMOS, Heritage Council
- Working with local community – providing employment
- All-inclusive approach – the environment – flora and fauna



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# Recommendations

EU

Member States

Local and Heritage Communities

Cultural Heritage: religious heritage,  
organisations, institutions, sites,  
practices

Tourist associations, operators, developers  
and entrepreneurs

Tourists (consumers)



# EU Policymakers and stakeholders - examples

- Encourage responsible tourism - assist those operating in field of cultural heritage & cultural tourism industry in line with UN's Sustainable Development Goals at European, national, regional & local levels.
- Encourage participatory approach to governance of cultural heritage places with local/community involvement.
- Support & encourage cultural heritage sites & practices to develop **off-season activities**.

# EU Member States - examples

## Management

- Expand the use of **bottom-up approaches** and tools (when applicable) in policy design, strategic planning & management and involve all relevant stakeholders.
- Encourage digital platforms with relevant stakeholders that consolidate booking systems for transport, admission tickets and accommodation to encourage low season visitors and facilitate market intelligence purposes.

# EU Member States - examples

## **Awareness**

- Programmes & campaigns using all forms of traditional & digital marketing to encourage responsible tourism with an emphasis on the environment and an ethical approach to tourism.

## **Research**

- Support academic & innovative research to develop indicators (carrying capacity, access, energy efficiency, responsible handling of waste etc), evaluation tools & recording of both quantitative and qualitative data.

## **Economic/funding**

- Consider re-investing revenue generated from tourism taxes and fees into local cultural heritage sites and practices to be used for the protection, development and upkeep.

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# EU Member States - examples

## Policy

- Develop **long-term national spatial plans** based on the UN's Sustainable Development Goals
- **Promote integrated approach**- enhance cooperation between ministries responsible for economic, cultural & regional affairs at national &/or regional government level to break down thematic silos & to develop all-inclusive strategic plans.
- Implement recommendations of International Conventions of UNESCO & Council of Europe (Faro Convention), as well as Directives of the European Commission.

## Local and Heritage Communities - examples

- Promote community "ownership" of cultural heritage through awareness raising, site visits and capacity building.
- Revive appropriate old customs, traditions and customary practices as a means of both safeguarding intangible heritage and creating additional cultural offer(s)/experiences

# Cultural Heritage: religious heritage, organisations, institutions, sites, practices - examples

- Site management plans - ensure correct balance between safeguarding & conserving cultural heritage resources with visitor access & facilities.
- Use cross-disciplinary scientific tools to conduct research on visitor impact & **develop strategic indicators to prioritise sustainable carrying capacity - adjust visitor flow accordingly**
- Avail of digital tools to facilitate **remote access**, interpretation, communication, marketing and business intelligence such as such as Joint Research Council Cultural Gems App <https://ec.europa.eu/jrc/en/science-update/cultural-gems>



# Tourist associations, operators, developers and entrepreneurs - examples

- Invest in long-term economic & entrepreneurial development plans - include sustainability & social responsibility as part of the business strategy.
- Consult with local communities to develop & **agree** high quality tourism offers/experiences/products based on authentic cultural heritage.
- Develop pricing structures that encourage longer stays and visits in the low season.

## Tourists (consumers) - examples

- Adopt responsible behaviour - as traveller/consumer.
- Be conscious of "impact" & "ecological footprint" -use online toolkits & applications to measure impact.
- Respect the local community and engage in the area's history, tradition, culture.
- Avail of local produce, creative industries, goods and services to stimulate the local economy.

# Sustainable Cultural Tourism

- 22 March - European Destinations of Excellence (EDEN) Awards
- 19 April - NECSTouR Workshop – Barcelona Declaration
- 21 May - Natura 2000 Day International Day for Biodiversity
- 21 May - Green Week - exploring possible areas of cooperation for example heritage in transition and sustainable tourism around cultural heritage
- June - World Environment Day
- June - European Green Capital and European Green Leaf Awards Ceremony
- June - Museum week
- 21 June Interactive workshop at the “Sharing Heritage- sharing Values” Berlin Summit (ETC, ECTN, NECSTouR and Europa Nostra)
- 18-19 October, Sofia: an informal meeting of EU tourism ministers EUSDR (TBC)
- 25-26 October - European Cultural Tourism Network (ECTN) Conference
- 5-6 November - Meeting of the European Capitals of Culture mayors in Florence
- 7 December Closing Conference Vienna

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# Legacy of the European Year of Cultural Heritage

**Awareness raising of importance of sustainable cultural tourism**

**European Framework for Action on Cultural Heritage:**

- **Emphasis on sustainability**
- **Specific reference to building on the recommendations for sustainable cultural tourism**



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# Main objective

To set a **common direction** for heritage related activities at European level, primarily in **EU policies and programmes**



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# European Framework for Action on Cultural Heritage: Sustainable Cultural Tourism

Cluster of actions: balancing cultural heritage with sustainable cultural tourism & boosting synergies between natural & cultural heritage

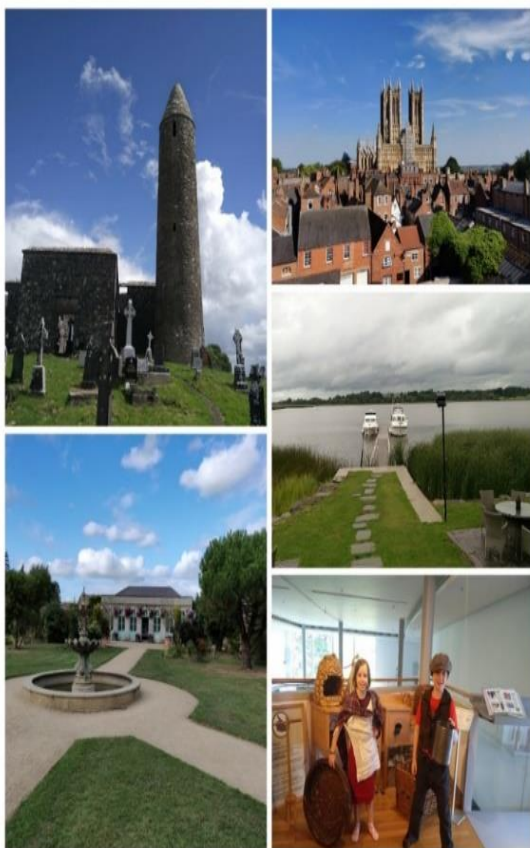
## Examples:

- Creative Europe programme - research carrying capacity at sensitive sites (including intangible cultural heritage)
- Horizon 2020 programme, a call for proposals to fund projects assessing cultural tourism has affected development of European regions & urban areas
- Support of COSME programme, encourage sustainable tourism in European Destinations of Excellence 2018-2019 (ad-hoc grants for SMEs to promote all 158 European destinations of excellence selected since 2007).
- The European Capital of Smart Tourism
- The "World Heritage Journeys in the EU"

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# Summary



- **EYCH 2018**
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  - **Recommendations**
- **Legacy - Framework for Action on Cultural Heritage**

# Thank you



<https://europa.eu/cultural-heritage>



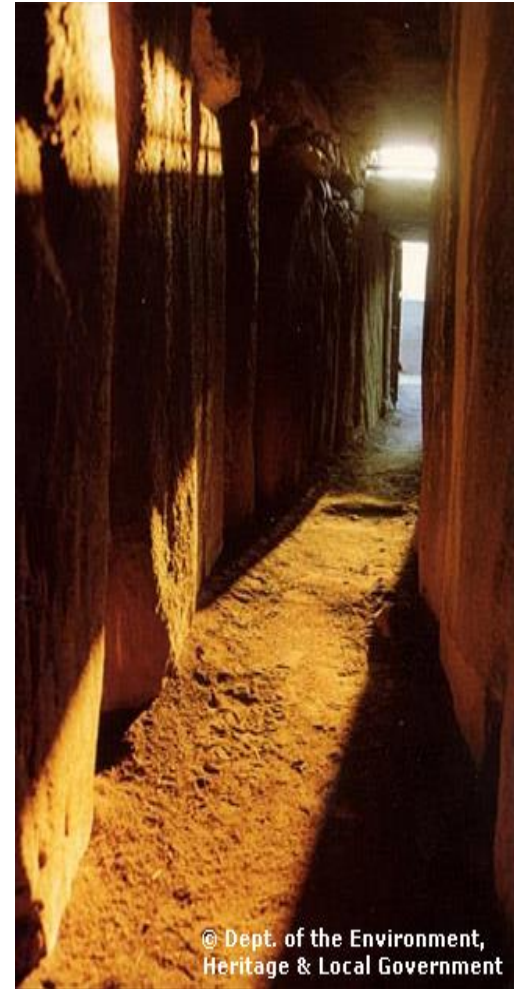
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[Legal basis](#)



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