

# European Cultural Tourism Network

## Past, Present & Future

John Winton  
ECTN Coordinator

## INTRODUCTION

- Cultural Tourism – Its importance and role in helping deliver the Lisbon agenda and building European Unity
- Why a Network
- what ECTN has achieved to date
- ECTN's future role in promoting and developing cultural tourism in Europe

## Role of Cultural Tourism – Importance of Tourism in the EU

- EU is the leading world destination in terms of international tourism flows.
- At least 8m people are directly employed and tourism is recognised by the EU as a major opportunity for future job creation.

# Role of Cultural Tourism

- One of the fastest growing sectors of European Tourism is cultural tourism including intangible cultural assets
- World Travel Organisation has estimated that 37% of all trips have a cultural element and that the growth rate in trips of this kind was estimated at 15% in the 1990's
- Socio economic trends are all favourable to its future growth
  - Ageing population
  - Increasing affluence
  - Increasing proportion of the population benefiting from Higher Education
  - A greater desire to engage in Life Long learning.

# Unique Role of Cultural Tourism

- visitors seek an authentic experience which is of the indigenous people and their culture
- 300 out of 812 World Heritage sites are placed in Europe
- The future growth markets for European Tourism is likely to be from China, India and other Pacific Nations . It is Culture and Heritage that they seek.

# Cultural Tourism's contribution to the Lisbon agenda

Cultural Tourism contributes to 3 key areas of the Lisbon agenda

- More and better jobs – increasing number of women and people above 55 in work
- Adaptable Workforce – Cultural Tourism requires staff to be adaptable
- Better education and skills – contributes to life long learning and enabling a better understanding of other European cultures

# Challenges for cultural tourism

- Destination and site management to protect the cultural resource from the negative impacts of tourism
- Enhancing the authentic and indigenous local culture by working with and through local people
- Ensuring that some of the wealth generated by cultural tourism goes to help conserve the cultural heritage

# European Cultural Tourism Network

ECTN is the only network which brings together the tourism and cultural industry professionals working in different regions of Europe to exchange experience and information on best practice.



# ECTN - Beginnings

Arose from a conference held in Brussels February 2003

Aims - to:

- exchange experience and best practice through conferences, seminars and case studies
- share research
- Facilitate transnational working
- Improve co-operation and integration between the tourism and cultural sectors,
- Develop common positions to EU consultations:
- Link with other networks -

# ECTN progress to date

- Conferences
  - Barcelona August 2004
  - Cardiff June 2005 followed by *Cardiff Declaration*
  - Goteborg November 2006 followed by *Goteborg Declaration*

# Cardiff Declaration

Cultural Tourism should:

- be founded on quality and authenticity;
- encompass contemporary as well as the historical;
- involve research into visitors needs;
- be developed with the support and involvement of the host communities including the private sector tourism operators.

# Goteborg Declaration

- Active involvement of the community in the development & management of cultural tourism.
- Need to raise the profile of cultural tourism.
- Need for academics & practitioners to work more closely together.
- Need to educate those working in the tourism industry about local culture.
- Calls for close cooperation between policy makers, practitioners and academics to achieve effective development of cultural tourism.
- Stresses the vital role of Cultural Tourism in promoting peace and understanding between different cultures.

## ECTN progress to date

- Contribution to DG Enterprise Tourism unit networking study
- ECTN INTERREG IIIC project January 2005 – January 2007
- Luxembourg Presidency Cultural Tourism Conference 21-22 April 2005, to establish links with ECTN conference and UK Presidency of EU

## ECTN progress to date cont..

Four workshops held in Italy, Spain, Hungary & Finland. Each addressing different aspects of Cultural Tourism

- creative culture
- industrial heritage
- gastronomy
- minority languages

## ECTN Links with other networks

- European Routes of Industrial Heritage (ERIH)
- North Sea Commission Cultural Tourism Group
- European Youth Hostel Association attend steering groups
- ATLAS
- Europa Nostra

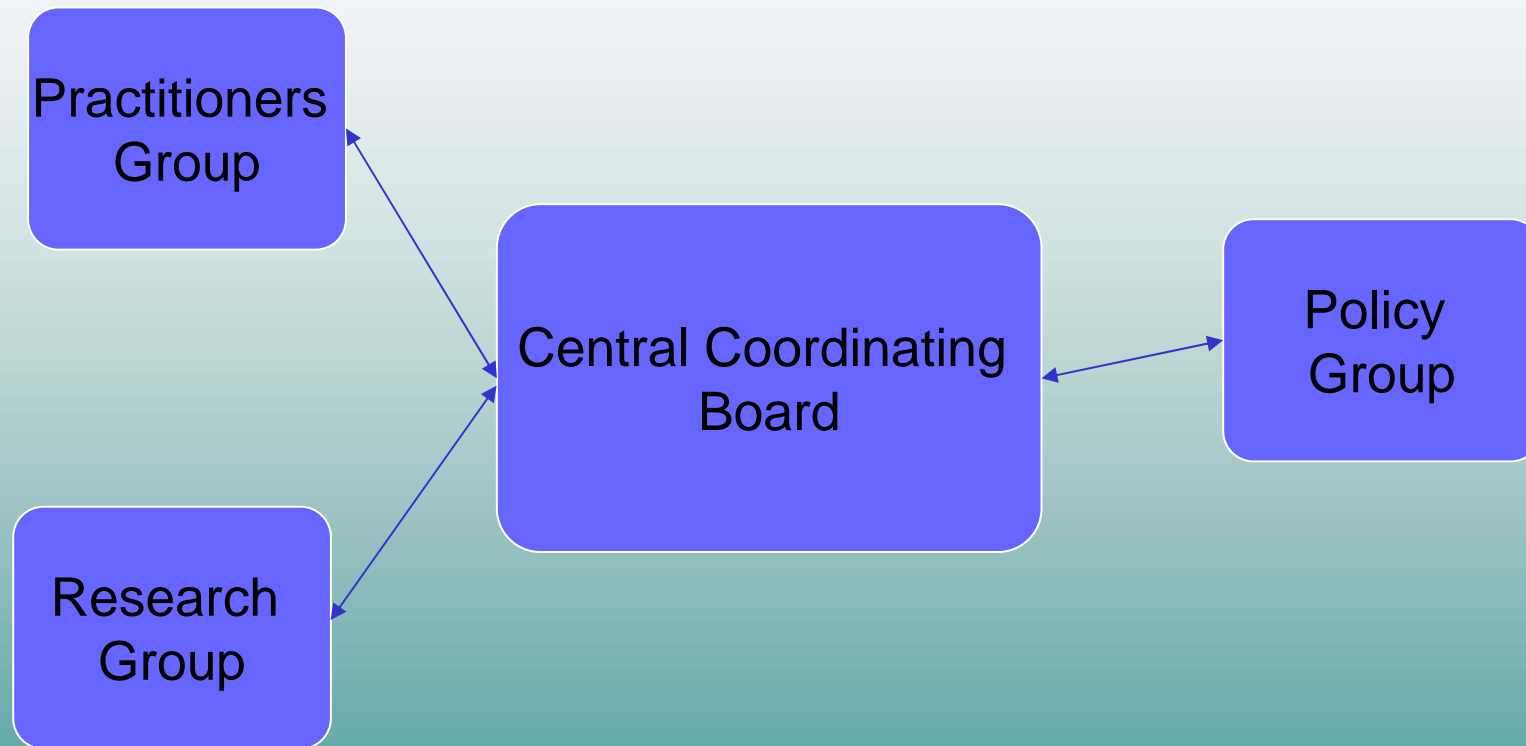
## Future of ECTN cont.

ECTN will continue to:

- Raise the profile of cultural tourism and the issues facing the sector with European Institutions and policy makers.
- Improve the evidence base through trans national research projects.
- Develop practical tools to improve the management, development and promotion of cultural tourism destinations using best practice from across Europe.
- explore the potential of a destination management system, building on the Integrated Quality Management approach, and using bench marking techniques



## Future Structure of ECTN cont.



## E.C.T.N. Future cont.

- It will be a membership organisation
- Details from [www.ectn.eu.com](http://www.ectn.eu.com)

# You are invited to the 4<sup>th</sup> Annual ECTN Conference

*developing excellence in cultural destinations*

Thursday and Friday 22,23 November 2007

Barcelona

More details from

[www.ectn.eu.com](http://www.ectn.eu.com)

Gracie

Thank You

Dioch yn Fawr