



Co-financed by the European Regional Development Fund

Inspire Policy Making with Territorial Evidence

## PRE-EVENT BRIEF

# ESPON Conference : Tourism and Cultural Heritage for regional development

Synergetic relations between Cultural Heritage (CH) and Tourism as driver for territorial development

**Virtual**

**26 November 2020, 10:00 - 17:30 (CET)**



## Introduction



The relationship between Cultural Heritage (CH) and tourism in spatial development can be observed from several points of view. The first, linked to a vision of tourism as an industry, starts from the consideration of CH as an asset, and concerns the attractiveness of the territories as having interesting assets for tourism development. The second is linked to a more integrated vision and uses the category of cultural tourism, which assumes CH as a relational asset par excellence.

The great uncertainty of future impacts of COVID-19 affects the entire societal sphere - both private and public, including CH and tourism. It is clear, however, that the unexpected, protracted and still unpredictable experience of COVID-19 will strongly contribute to bringing the attention of citizens and policy makers to the challenges of sustainability, economy, environment and culture and (re)designing the future.

CH will be an essential part of these challenges, since on one hand it constitutes the collective identity represented in public space (*genius loci*), and on the other hand it is a powerful vehicle of communication and socio-cultural development for civil society as a whole. Last but not least, through the selection operated by current societal values, CH is considered

- to be **preserved**,
- to be **openly used for educational purposes and opportunities to learn**,
- to be **promoted as driver for sustainable development**.

Therefore, CH can play a central role in public policies aimed at relaunching a new sustainable economy, particularly through tourism sectoral policy and the regeneration of urban and suburban territories.

Faced with the challenges triggered by the current pandemic phase, European countries and regions are called upon to respond with innovative solutions, redefining the concepts of “regeneration”, “recovery” and “resilience” through culture, but also “governance” and decision-making chains that will have to provide adequate responses to current critical issues.

Since its early activities, ESPON has conducted research focusing on the role of CH and tourism in territorial development (ESPON Thematic project 1.3.3 The Role and Spatial Effects of Cultural Heritage and Identity; ESPON 2013 Project: ATTREG. Attractiveness of European Regions and Cities for Residents and Visitors) providing useful methodological approaches and policy insights for regional policymakers.

More recently two Targeted Analyses resulted in tools and policy recommendations to successfully integrate tourism in territorial development strategies. The ESPON HERITAGE project, focusing on Material Cultural Heritage, provides evidence about the economic value of CH on specific economic sectors including tourism, adopting a market valuation approach that uses employment, value added and other economic indicators to estimate this value. ESPON TOURISM - Carrying capacity methodology for tourism, aims to help regional and local practitioners, as well as those at the European level, in identifying and considering their specific territorial context and specificities for measurement of the carrying capacities of tourist destinations across Europe, for better management and planning.

## Objective

*A New European Agenda for Culture 2018* (replacing the previous version from 2007) provides a strategic framework for EU action in the cultural sector, while the European Framework for Action on Cultural Heritage (2018) establishes a set of 4 principles of action for European Cultural Heritage:

- Holistic approach, which considers CH as a resource for the future and puts people at its centre;
- Mainstreaming and an integrated approach between different EU policies;
- Development of evidence-based policies, including through cultural statistics;
- Multi-stakeholder cooperation, encouraging dialogue and exchange between a wide range of actors in the design and implementation of cultural heritage policies and programmes.

The European Union Urban Agenda (Cluster Culture and Cultural Heritage, Orientation paper 2020) aims at indicating guidelines for the implementation of actions at the urban scale and dialogues with the local level for the formulation of urban regeneration and sustainable tourism development plans.

The strategic plans for tourism at a national level (Italy, Spain, Greece, etc.), aim to provide a framework for the tourism sector and may be linked to the post COVID-19 recovery perspective for the sector.

It is likely that all strategic plans for tourism development will need to reformulate their short-term orientation in the light of current levels of reduction in tourism flows: shifting the focus from over-tourism (before the pandemic) to well-being, health and safety.

However, with current expectations that consider the recovery of the economy in a ten-year perspective (Kozłowski et al. 2020), it seems necessary to consider an overall rethinking of the traditional reference model that sees (beyond the segmentation of the targets) the increase in visitor flows as the main objective/indicator of any tourism development plan.

Nevertheless, any development strategy that focuses on the relationship between CH and Tourism cannot ignore an integrated concept that considers the recognition of the territorial value of CH as a driving element of Cultural Tourism.

This ESPON conference will focus on *Synergetic relations between Cultural Heritage and Tourism as a driving force for the development of territories* (urban, rural, coastal zone...). The conference will present different points of view (policymakers, academics, economic operators...) on building integrated development strategies for territories.

The main objective of this Conference is to share expert views on four selected themes on the topic with researchers and stakeholders.

Five main questions are proposed as a discussion basis:

- How can European cities and regions relaunch and implement sustainable tourism based on CH attractiveness? How to make full use of the geographical diversity economies, green innovation, and actions taken towards green new deal?
- How to elaborate and implement urban spatial planning (by Urban Agenda) to prevent new COVID-19 impacts on tourism and to increase territorial mobility? What adaptation measures could be put in place as part of a place-based anti-pandemic strategy?
- How should regions and cities cooperate to ensure the cross-border policy coordination in the matter of tourism-oriented measures and territorial governance models at wider geographic scales?
- How to reinforce sustainable tourism in multiple urban dimensions, with contradictory goals and planning complexities at urban and regional scales?
- How to match the concept of sustainable tourism with Smart Specialisation Strategy (S3)? In addition, how to align this with technology advancement in CH?

The ESPON territorial evidence gathered in previous studies, as well as cooperation with other project experiences, will serve as background and will nurture the discussion around these questions.

## Structure and Input

The starting point of the Conference is to present the territorial evidence developed in ESPON research and based on the working paper: *Measuring economic impact of cultural heritage at territorial level* (published the 29th of May 2020). After a short introduction, the conference topic: *Synergetic relations between Cultural Heritage and Tourism as driving force for territorial development* is articulated around four thematic moments, organised in two plenary sessions and four themes.

### First plenary session

Theme 1: Tourism as driver of economic development, present challenges

Theme 2: Resilience of Cultural and Natural heritage for sustainable tourism

### Second plenary session

Theme 3: Role of Creative and Cultural sectors in sustainable development

Theme 4: Urban regeneration and Cultural Heritage: financial and governance issues

Each phase is designed as a dialogue between academic reflection and policy perspective, articulated by framing the theme and then presenting a related project, providing evidence, observations and resulting policy recommendations. Two breaks for questions and panel discussions are provided for each plenary session and will be handled and animated by a professional journalist.

Mrs Lorenza Bonaccorsi, Under-Secretary of the Italian Ministry of Culture Heritage and Tourism with responsibility for Tourism, will close the Conference.

The seminar is addressed at policymakers, stakeholders, practitioners, scientists, and experts who are interested in understanding the development challenges and potential of their territory in the context of post-2020 policy framework and programming, Territorial, and Urban Agenda. Specific focus will be placed on horizontal themes such as governance and digital transformation and how ESPON evidence can support these processes.

## Goal and Expected Outcomes

The EU promotes a balanced approach between the need to boost growth and the conservation of artefacts, historical sites, and local traditions. Cultural Tourism could be a driver of EU policy to a contemporary economy and society. Its interdependence with other policy sectors (Blue Growth, Climate, Cultural Heritage, Digital, Mobility, Education, etc.) makes it an important factor of growth, jobs and economic development of European regions and urban areas (Urban Agenda, 2016).

Since the nature and (geographical) diversity of CH in its close relation with Tourism are becoming real symbols of sustainable economic reaction to the impact of COVID-19, the Conference's general scope is to identify some issues and possible pan-European methodological approaches (such as contributions from ESPON) useful to realise new tourism planning strategies, starting from policy needs and defining the associated investments in society and urban communities in the framework of European territorial evidence.

It means to find a convergence between CH and Tourism in the future performance of some European countries, also focusing on the employment and economic development generated by these sectors through the new and flexible European finance.

## Agenda

- 10:00 - 10:20**                      **Welcome and Opening**
- The reason for the Conference in the framework of ESPON TNO*
- Maria Prezioso, University of Rome Tor Vergata and Italy ECP
- ESPON contribution to the theme Conference 'Tourism and CH for regional development'*
- Presentation by EGTC representative
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- 10:20 - 12:30**                      **Plenary Session Part 1**
- Setting the scene: the main themes
- Mr Simone Filippetti, Journalist, Corresponding journalist from London for *Il Sole 24Ore* newspaper
- Theme 1: Tourism as driver of economic development, present challenges**
- 10:20**                                      Theme presentation
- Peter Schön**, Scientific Director (ret.) at Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR), Bonn, Germany
- 10:35**                                      Project presentation
- ESPON project **BRIDGES**
- Euarda Marques da Costa**, Professor, Institute of Geography and Spatial Planning, University of Lisbon, Portugal
- Territories with Geographical Specificities (TGS): Bridges: Module 1.2: Sustainable tourism – perspectives and strategies in TGS*
- Theme 2: Resilience of Cultural and Natural heritage for sustainable tourism**
- 10:50**                                      Theme presentation
- Stella Kyvelou**, Professor of Spatial planning and Sustainable Development, Panteion University of Social and Political Sciences
- 11:05**                                      Project presentation
- ESPON project **TOURISM**
- Bernd Schuh**, Director of ÖIR GmbH, the Austrian Institute for Regional Studies
- Carrying capacity methodology for tourism*
- 11:20**                                      Q&A and panel discussions; Synthesis part 1
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- 12:30 - 15:00**                      **Break**

<b>15:00 - 17:10</b>	<b>Plenary Session Part 2</b>  <b>Theme 3: Role of Creative and Cultural sectors in sustainable development</b>
<b>15:00</b>	Theme presentation  <b>Alessandro Hinna</b> , Department of Management and Law, University of Rome Tor Vergata
<b>15:15</b>	Project presentation  URBACT project <b>TOURISM FRIENDLY CITIES</b>  <b>Gianluca Saba</b> , Project Manager, Municipality of Genoa  <b>Theme 4: Urban regeneration and Cultural heritage: financial and governance issues</b>
<b>15:30</b>	Theme presentation  <b>Pasquale L. Scandizzo</b> , past University of Tor Vergata and OpenEconomics, Rome
<b>15:15</b>	Project presentation  Role and projects for Urban Agenda (Partnership Culture Cultural Heritage and Tourism) of Italian Territorial Cohesion  <b>Massimo Sabatini</b> , General Director, Italian Territorial Cohesion Agency
<b>16:00</b>	Q&A and panel discussions; Synthesis part 2
<b>17:10 - 17:30</b>	<b>Conclusions</b>  <b>Mrs Lorenza Bonaccorsi</b> , Under-Secretary of the Italian Ministry of Culture Heritage and Tourism with responsibility for Tourism, closes the Conference



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#### **Disclaimer**

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