



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

galicia

9th international conference for Cultural Tourism in Europe
“Intangible Heritage: Incomparable Asset for Sustainable and
Responsible Tourism Development”
23-24 September 2016 / Guimarães, Portugal



European Heritage Days
Journées européennes
du patrimoine

Intangible heritage in Necstour regions, strategy, good practices and results

NECSTouR Cultural Tourism and Cultural Sustainability Working Group
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Turismo de Galicia, Xunta de Galicia

Network of European Regions for
a Sustainable and Competitive Tourism



30 Regional authorities

Portugal: Alentejo, Algarve

France: Provence-Alpes-Côte d'Azur, Midi- Pyrénées, Ile-de-France

Italy: Emilia Romagna, Puglia, **Tuscany**, Veneto, Piemont, Trento, Sardegna

Spain: Catalunya, Islas Baleares, País Vasco, Andalucía, Galicia, Valencia, Canarias

United Kingdom: Cornwall, Scotland

Belgium: German-speaking Community of Belgium Region, Flanders, Limburg, Wallonia

Bulgaria: Goborovo

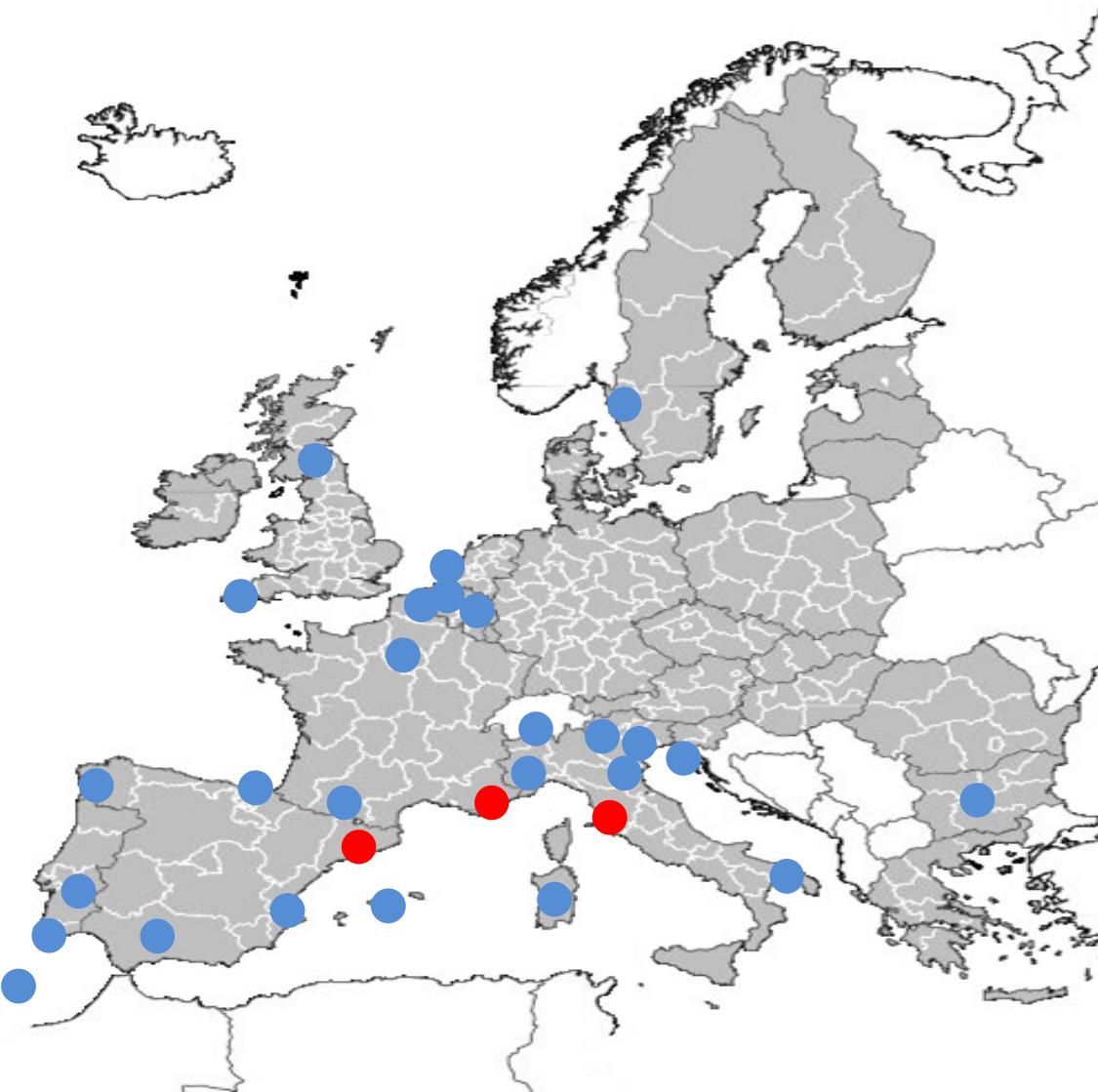
Switzerland: Valais Region

Sweden: Region Västra Götaland

Croatia: Istria

The Netherlands: Limburg

36 National, European, International public/Private Organisation working in the Sustainable Tourism Sector



Vision: Build up a Touristic Europe based on Sustainable & Competitive Tourism

GO FAR GO TOGETHER....

4 Goals:

- 1. Positioning NECSTouR model**
- 2. Raise the profile of Tourism in EU**
- 3. Reinforce the role of Regions**
- 4. Mainstream EU Funds for Tourism**

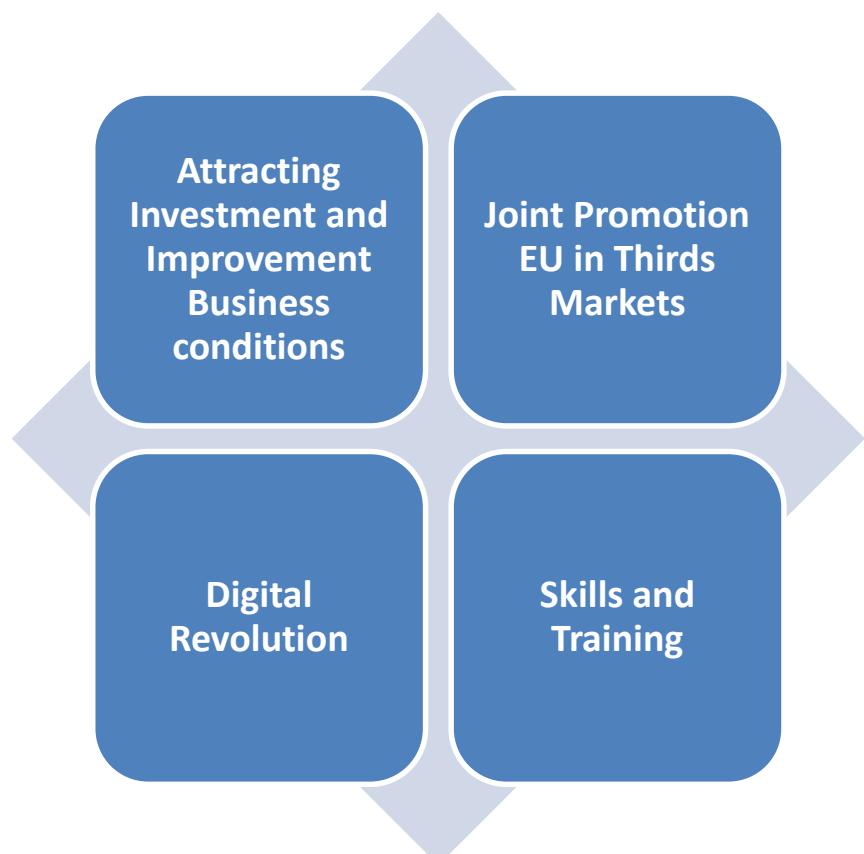
The Next Tourism !

Launch 2007 – Creation: 2009

**“Creating the right balance
between the welfare of
tourists and local population,
the needs and uses of the
natural and cultural
environment and the
development and
competitiveness of a
destinations and its
businesses”**



**EUROPEAN COMMISSION
DG GROWTH
TOURISM, CULTURAL
& CREATIVE INDUSTRIES
PRIORITIES**



**NECSTouR
PRIORITIES**



Network of European Regions for
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- Defend the place of cultural tourism in the European Year of Cultural Heritage 2018 declared by the European Commission
- Reinforce NECSTouR's expertise in the field of European Cultural Itineraries
- “Your roots on Europe”: Gather data on the economic impact for regions of the synergy “tourism, culture and creative industries” in terms of new products/experiences, new clusters, overcoming seasonality, market positioning, transnational cooperation.



Synergies between Tourism and Cultural Heritage for Growth and Jobs

In the framework of the European Year of Cultural Heritage 2018



Tuesday 14 June 2016

Scotland House, Rond-Point Schuman 6

13:30 – 16:30

NECSTouR position:

Investing in cultural heritage as a stand-alone policy does not guarantee a ROI unless it is associated to the visitor economy. A common EU cultural and tourism policy should be designed and implemented with appropriate resources to support it. Not all the European Cultural Itineraries are commercial for tourism purposes. The successful ones should inspire the other. Regions can support in addressing the gap between itineraries and tourism provided the Itinerary managers and the EICR support them.



- Network with culture and creative industries stakeholder leading to cooperation (projects): film, gaming, music and fashion.
- Analyse how Cultural Tourism is financed and how the EU financial instruments appropriated (Creative Europe, COSME, ESIF)
- Seek for common EU tourism and culture policy and action plan.



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Spirit Youth



Programme: COSME

Duration: 2016 – 2017

Objective: To investigate the spiritual tourism market with Europe.

NECSTouR Regions, Academics and Associated Members



Subsidiarity principle: Together we are stronger

- ✓ **PARTICIPATE and influence EU Tourism Policy - Consultations, Access to European Funds, developing project ideas and finding quality partners**
- ✓ **BE PART of an Open and Dynamic network of experts at regional, national, European and international level**
- ✓ **HAVE DIRECT ACCESS to targeted knowledge, information and contacts of sustainable tourism**
- ✓ **PROMOTE your Region/Organisation within the experts and towards the European/International Audience**



Regional Good Practices

**Intangible Heritage: Incomparable Asset for
Sustainable and Responsible Tourism Development**



Flamenco is an artistic expression fusing song "(cante)," dance "(baile)" and musicianship "(toque)." Andalusia in southern Spain is the heartland of Flamenco. "Cante" is the vocal expression of flamenco, sung by men and women, preferably seated, with no backing singers. The gamut of feelings and states of mind – grief, joy, tragedy, rejoicing and fear – can be expressed through sincere, expressive lyrics characterized by brevity and simplicity. Flamenco "baile" is a dance of passion, courtship, expressing a wide range of situations ranging from sadness to joy. The technique is complex, differing depending on whether the performer is male (heavier use of the feet) or female (gentler, more sensual movements).





"Tus raíces en Andalucía" is a touristic project focus on valuing our heritage to revitalize our present".

- Grounded on feelings and family ties, which unite different religions, countries and cultures.

Target markets

Andalusian migrants and its descendants

International markets with cultural ties with Andalusia

Countries with historical relations with Andalusia

"Castells" are human towers built by members of amateur groups, usually as part of annual festivities in Catalonian towns and cities. The traditional setting is the square in front of the town hall balcony. The human towers are formed by "castellers" standing on the shoulders of one another in a succession of stages (between six and ten). Each level of the "tronc," the name given to the second level upwards, generally comprises two to five heavier built men supporting younger, lighter-weight boys or girls. The "pom de dalt" – the three uppermost levels of the tower – comprises young children. Anyone is welcome to form the "pinya," the throng that supports the base of the tower.

Catalunya – Els Castells



The project involves four areas: Montepisano (Italy), Lake Saimaa (Finland), Vulkanland (Austria), Izola (Slovenia) potentially capable of attracting international senior tourists flows also in low and mid-season.

The main purpose is to promote the market positioning through the valorization of local tangible and intangible heritage, thus fostering the provision of tailored tourist offer to seniors' specific needs.

<http://www.discover55.eu/>



The project underlines the importance of the intangible heritage (oral traditions, local knowledge and traditional skills) for senior tourists has strongly emerged. The offer of intangible cultural heritage related activities including creative story telling with seniors plus the availability of local workshops on traditional knowledge could provide them a way to connect with other people, stimulating the body and the mind to remember memories and learn new competences as well.

Examples are: knitting and textile-making (Izola), craftsmanship and weaving traditional willow basket (Montepisano), fishery (Izola)and culinary traditions(Vulkanland, Izola, Montepisano), olive cultivation and picking (Izola and Montepisano) energetic walking in nature for health and wellbeing (Vulkanland) traditional Finnish wooden buildings (Savonlinna).



The Way of Saint James is a joint elements of tangible and intangible heritage which it has meant a revolution in cultural tourism.

The travelers undergoes a transformation before, during and after travel a hundreds of kilometers.

It has become a global phenomenon with 262,000 pilgrims from 178 countries in 2015.

The Way includes food, music, crafts, rituals... and all pilgrims want to experience.



Characteristics

Common features, attractive, conduct of the cultural tourist, figures.



Knowledge

- ❖ Gastronomy
- ❖ Music
- ❖ Crafts
- ❖ Costumes
- ❖ Literature
- ❖ Language
- ❖ History

The intangible heritage is located in certain places

Response to globalisation

The expressions of immaterial heritage reveal attitudes and values of the persons and communities as regards the environment and society

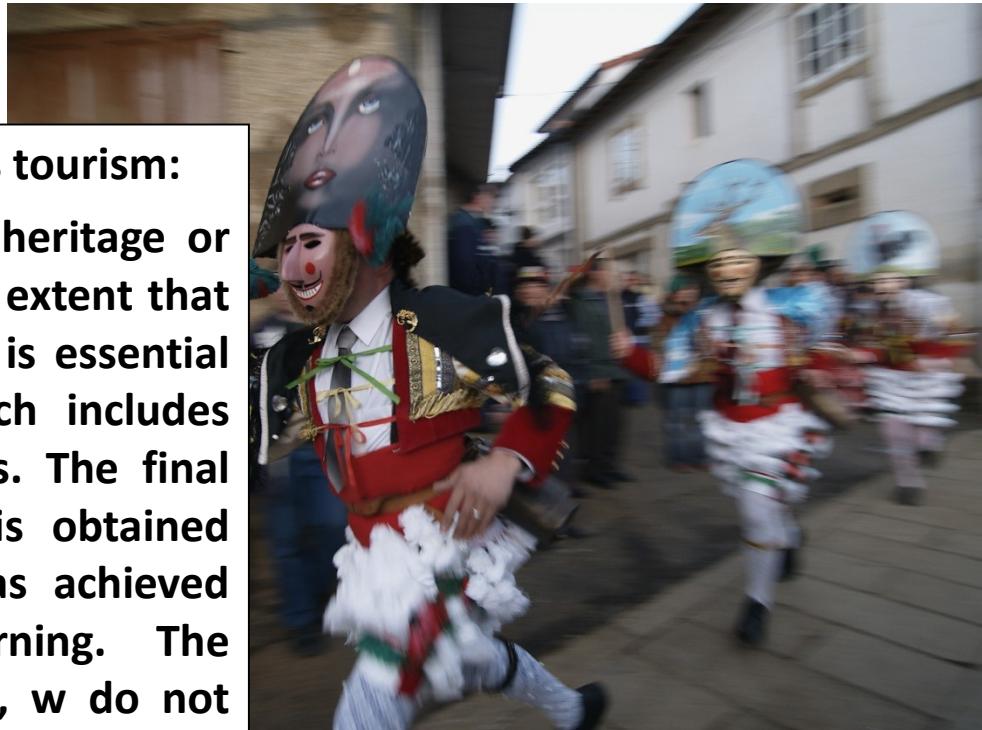
The importance of accessibility from a broad point of view



Tourism

The role of immaterial heritage as regards tourism:

Learning through fun or games. World heritage or culture are of interest for tourism to the extent that learning may derive from these, but it is essential that this learning involve playing which includes entertainment especially through games. The final satisfaction of the touristic objective is obtained when the person perceives that he has achieved personal growth through new learning. The difference is that, when we are tourist, we do not want to make an effort, here lies the need to present culture as a form of enjoyment. Using games is the most effective formula. The challenge consists of presenting culture in a fun way.



Cultural Tourism

Galicia

19% of the tourist are cultural

Average daily expenditure is 136%

Andalucía

30% are cultural

Average daily expenditure is 115%

Survey about Flamenco Impact in Andalucía 2004

Main reason for 626.000 tourists
2,84% of total visitors

Revenue 543,96 M.€
3,80% of total revenue



The construction of the destination through the imagination

We all identify a determined place with preconceived ideas, which may be from gastronomic history or music. The idea is to construct the touristic destination working on the imagination through hallmark features. In Galicia this work was carried out by identifying features such as magic, character, language, music, history, heritage, landscape and climate.

Emotion



Thank you!

More info:

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www.necstour.eu

