



ROMANIA- EUROPEAN CAPITAL OF CULTURE 2007

ECTN INTERNATIONAL CONFERENCE: *CULTURAL TOURISM IN THE EXPERIENCE ECONOMY*



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SIBIU/HERMANNSTADT - ROMANIA- European Capital of Culture 2007

- ▶ The EU Council of Culture Ministers has voted unanimously the decision number **2004/654/CE** according to which Luxemburg and Sibiu will be the two cultural capitals of 2007 in partnership.
- ▶ Sibiu was the first European Capital of Culture (ECOC) to be held in one of the post - 2004 EU accession countries, and it represented a major challenge in being organised just as Romania was joining the EU.
- ▶ Sibiu/Hermannstadt has been for centuries the meeting point of European civilizations - Western and Central Europe found here the turning point towards Byzantium, the Balkans and the gates to Central Asia.
- ▶ The theme chosen by Sibiu/Hermannstadt - **“City of Culture-City of Cultures”** - matches very well the ones of Luxembourg – **“Europe of the Future”** and **“Discovering Yourself – Discovering Others”**.
- ▶ The local representatives, administration, artistic groups, cultural institutions and associations founded the **Association Sibiu 2007 European Cultural Capital**, which aimed, the planning, p



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- ▶ An important **argument** towards the nomination of Sibiu as European Capital of Culture in 2007 together with Luxembourg is the fact that Sibiu has a **rich network of cultural and educational institutions** with European relevant collections and activities.
- ▶ The multicultural traditions of the city give continuity to the city's culture and makes Sibiu an important cultural centre in the region.

Other favorable arguments:

- ❖ many **partnerships** and European cooperation programs developed by Sibiu (with Landshut, Rennes, Klagenfurt, Deventer etc.);
- ❖ Sibiu experience in organizing **large events** and traditions such as Festivals of Folk, Jazz, Theatre, Film etc.
- ❖ **Western atmosphere** of the city, expressed in particular by the quality of life, style of living together and the values **system** promoted by its citizens



Sibiu – European Capital of Culture 2007

WHY SIBIU / HERMANNSTADT?

- ▶ **Sibiu County**, one of the most beautiful regions in Romania and home of numerous treasures, both natural and cultural, is situated in the centre of Romania, at the foothills of the Carpathians Mountains.
- ▶ **Sibiu, the county capital**, is one of the most beautiful medieval towns in Transylvania. The medieval fortifications, Gothic churches, Renaissance buildings and elegant Baroque palaces, give Sibiu a special charm, transforming it into a **objective of cultural patrimony** in and of itself.
- ▶ Sibiu provides every year a rich **diversity of cultural entertainment** for young and not so young. Music lovers can enjoy distinctive concerts of classical, jazz, rock or folk music.
- ▶ In addition, the city is very well-known for its **museums and art exhibitions**.
- ▶ A well-developed network of **restaurants** have presented specific local and regional gastronomic specialties of high quality, as well as international cuisine of high standard.



“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME STRATEGY – MISSION STATEMENT

- ❖ The 'Sibiu European Capital of Culture 2007' Programme was designed to **promote cultural cooperation** and to **celebrate the European destiny of Sibiu**, through a cultural programme with European dimension and significance.
- ❖ 'Sibiu European Capital of Culture 2007' provided **opportunities** for social inclusion and cohesion, business, education, tourism, heritage and urban regeneration



“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME **STRATEGY** – *OBJECTIVES*

- ❖ Raising the international profile of Sibiu;
- ❖ Long-term cultural development;
- ❖ Attracting national and international visitors;
- ❖ Enhancing feelings of pride and self-confidence;
- ❖ Growing and expanding the local audience for culture;
- ❖ Improving social cohesion and creating an economic downstream;
- ❖ Improving cultural and non-cultural infrastructure;
- ❖ Developing relationships with other European cities/regions and promoting European cultural cooperation;
- ❖ Promoting creativity and innovation.



“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME STRATEGY – COMMUNICATION AND PROMOTION

In addition there were a number of **SPECIFIC AIMS** in the field of communication and promotion:

- Raising the international profile of the city
- Changing the image of the city
- Increasing foreign and domestic tourism
- Broadening audiences for culture
- Improving the availability and dissemination of information about the programme is a major task.

Sibiu 2007 Programme had several **COMMUNICATION PRIORITIES**:

- Promoting the profile of the city
- Promoting the brand/image of the Capital of Culture
- Promoting the cultural programme of the Capital of Culture

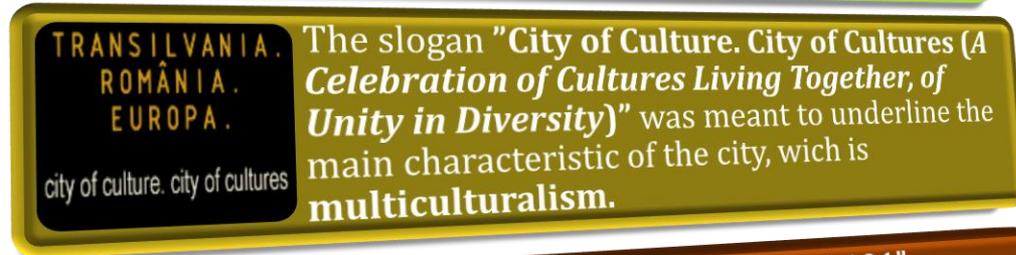


“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME

STRATEGY – VISUAL IDENTITY



The official logo



The motto: "Sibiu - Young since 1191" emphasized the long cultural heritage of the city and also the modern context of its citizen's evolution, aiming at the same time to a different target for cultural tourism: **young people**.



“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME

A CITY OF CULTURE – A CITY OF CULTURES



The programme of Sibiu 2007 consists of events with European significance and strives to fulfil the task of any European Capital of Culture - **to promote cultural co-operation and understanding across Europe.**

The cultural events had the **goal** of focusing the attention upon the multicultural, religious pluralism and multilingual richness of the city, upon encouraging the harmony between the religious communities, upon the preservation of the linguistic diversity.

- ❖ An ample event gathered in Sibiu thousands of representatives of the entire Christian Europe;
- ❖ Authors from several European countries brought their contribution with writings to be published and read within the European Poetry Marathon;
- ❖ The literature and publications sections included readings and translations from different authors;
- ❖ Shows and fairs presented the traditions of cultures living in Sibiu;
- ❖ “Faces of Transylvania”- exhibition in Cisnădiei Citadel
- ❖ “Unknown Europeans” – writers and photographers captured the unknown aspects of the city.

“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME EXAMPLES OF EVENTS



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“SIBIU EUROPEAN CAPITAL OF CULTURE 2007” PROGRAMME *Events Benefits*

A. Impact on local population and major stakeholders

- The major impact might be consider the influence that ECOC had on the local community, as reflected in the opinions of major stakeholders and residents.
- The feeling that ECOC had a positive and determinant impact is still high, even after five years. Interestingly, there was also **an increase in the quality of life and social cohesion benefits** of the ECOC among the residents in 2011 compared to 2009.

B. Tourism Development Effects

- The impact of the ECOC on the general growth in tourism supply before, but mainly after the event focused on **hotels and other accommodation facilities** in terms of number of hotels' beds, but also in terms of the standards of the accommodation establishments.
- Since 2001 the number of hotels has more than doubled and the total registered accommodation units have grown by 40% to fit the increased demand.

C. Tourism Economic Impact

- All major events are supposed to boost the **tourists' arrivals and increase the income** of the organizing area. Statistical data and field research have shown that Sibiu has enjoyed significant outcomes in spite of the effect of the global crises.
- The tourists' arrivals reached a pick in 2007 as a result of the large number of events organized. Spend levels increased particularly sharply during the ECOC in 2007, largely because of the influx of foreign visitors.
- It can be estimate that the total tourism spending was €26 million in 2010 - this indicates that the ECOC had a strong and stable positive impact on local tourism development over the longer term.

D. Visitor behaviour, quality of the visits experiences

- **The ECOC changed the cultural consumption of cultural attractions.** Since 2007, the tourists have been visiting an even wider range of attractions (ASTRA Museum, the Lower Town and the Fortifications, Orthodox and Evangelic Cathedrals).
- The number of visitors – locals and tourists – has constantly increased: the National Bruckenthal Museum had almost 3 millions visitors (one of the most frequently visited museums in the country) and ASTRA Museum had 250,000 visitors.
- The new expertise and the ability to work in the community has encouraged the local authorities to launch a new major event for 2012 - “**Sibiu Baroque Update**”.

CONCLUSIONS

- The Sibiu ECOC in 2007 and the programme of cultural development leading up to substantial impacts on the city both in the short and longer term:
 - *In the short term there was a significant economic boost from tourism and an improvement of the external image of the city.*
 - *Over the longer term there has been increased cultural and infrastructure investments and a qualitative change in tourism flows towards cultural visitors with higher spending power.*
- The Sibiu experience emphasises the importance of creating internal and external networks: good connections with other European countries, due to its cultural relations with Luxemburg and traditional heritage links with Germany.
- In Sibiu county, thousands of jobs have been created due to this blossoming development of tourism, from 2007 till present.
- Sibiu represents a favourite destination for all the tourism categories: cultural, professional and business, recreational, religious, etc.
- The local authorities have organised for the first time, a series of local events which should attract both the inhabitants and tourists.
- During recent years, the Sibiu County has gained an excellent notoriety, competing in this field with renown regions of Romania (the Black Sea coast, the Danube Delta or Bucovina with its wonderful monasteries).
- ***“Why the Sibiu 2007 programme went so well? I think the Sibiu- 2007 European Cultural Capital was successful because here, people feel a special responsibility for the places where their ancestors used to live”.***



Thank you!



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