

Creatividad, Turismo y Transformaciones Urbanas en Europa

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Culture, Tourism and Urban Development. The Project

- Duration: two years 2004-2006
- 10 case partner cities: The Hague (network leader), Amsterdam, Rotterdam, Eindhoven, Manchester, Klaipeda, Bolzano, Edinburgh, Tampere, Vienna
- Conducted by EURICUR
- Desk research + field trips

Main goals of this study

- “Map” culture as an urban function in partner cities
- Develop a methodology to understand how culture affects tourism and urban development
- Devise guidelines for policy and best practices
- Promote an European urban agenda for culture

Background concepts

- Increasing attention for the culture of cities
 - factor of distinction within global networks
 - source of urban renewal / competitiveness
 - “stabilising” factor of urban growth
- Increasing quantitative relevance of cultural production sectors
- Risk of “standardisation” in cultural strategies: **not every city wins with the same tools, not all cities are equal**

European *Catch Words*

- Competitiveness
- Innovation
- Creativity
- Social inclusion
- Cohesion
- Convergence

Ten sample cities

	City positioning (DATAR) / characteristics with respect to national trends	Cultware
AMSTERDAM	<i>A / economy ++, pop. +, empl. =, tourism +</i>	libertarian, active, world-class
BOLZANO	<i>Not incl. / economy +, pop. +, empl. ++, tourism -</i>	vernacular, bi-cultural
EDINBURGH	<i>B / economy ++, pop. +, empl. =, tourism +</i>	festive, strong in cultural identity
EINDHOVEN	<i>C / economy +, pop. +, empl. =, tourism -</i>	hi-tech, cosy
KLAIPEDA	<i>Not incl. / economy +, pop. -, empl. +, tourism -</i>	maritime, novel, pristine
MANCHESTER	<i>B / economy +, pop. =, empl. -, tourism +</i>	dynamic, conflicting, open
ROTTERDAM	<i>B / economy =, pop. -, empl. -, tourism =</i>	eye-catching, diverse, divided
TAMPERE	<i>C / economy +, pop. ++, empl. -, tourism =</i>	aware, experimental, welcoming
THE HAGUE	<i>C / economy +, pop. ++, empl. =, tourism =</i>	bourgeois, slow-paced
VIENNA	<i>A / economy +, pop. +, empl. +, tourism ++</i>	stately, top-quality, inclusive

Size of cultural sectors

	"Core" cultural production sectors (% on total empl.)	Creative industries (% on total empl.)	Trend
AMSTERDAM	2.4%	4% (9 % of firms)	+
BOLZANO	0.8%	4.9% (+2.6% tourism)	=
EDINBURGH	0.5%	5.9%	=
EINDHOVEN	marginal	8% in region	+
KLAIPEDA	1%	Neglig.	-/=
MANCHESTER	0.4%	5.2% + 1.5% (sports) + 5.3% (tourism)	+
ROTTERDAM	4.5%	3.3%	=
TAMPERE	5.9%	Neglig.	=
THE HAGUE	1.4%	5.8%	+
VIENNA	2.2%	13.9% (32.8% of firms)	=/+

Effects on local economy

	Quality of life effects	Knowledge transfer to other sectors	Support received by business community
AMSTERDAM	++	Knowledge-intensive sectors, media, ICT, tourism	High
BOLZANO	=	Tourism, design	Fair
EDINBURGH	+	Advertising, publishing, video-games	High (sponsoring of events)
EINDHOVEN	=	Engineering, design, games, ICT	Low
KLAIPEDA	=	Fashion, music	High (sponsoring of events)
MANCHESTER	+	Fashion and textile, architecture and design, music production, media and broadcasting	High
ROTTERDAM	=/+	Media and film, architecture, design, music	Fair
TAMPERE	+	Media & telecom, gaming, industrial design, architecture	Low
THE HAGUE	=	Tourism, ICT, media	Low
VIENNA	++	Engineering, automotive, fashion, media, publishing	Low

Common Success Factors

- Vocation
- Being *Selective*: Excellence & Innovation
- Leadership
- Presence of an Explicit Strategy
- Presence of at least one Icon (Flagship Building or Event)
- Respect for the Bottom of the Cultural Pyramid: Tolerance

What Next

Comparative international study by EURICUR regarding a driving sector of the creative industry: the (industrial and urban) design sector:

- design as an important economic activity;
- design as a fundamental dimension of the quality of life (e.g. social design) and of urban space;
- design as a crucial input for the manufacturing activities.