

**Culture, tourism and local development:
New strategies for Italian heritage cities in the post-pandemic scenario**

Workshop #3

Heritage, responsible cultural tourism, and sustainable development

26 November 2021 | 12.00-14.15 CET | Virtual



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Heritage, responsible cultural tourism, and sustainable development

■ The project

In the recovery, cities and regions could consider cultural and creative sectors (CCS) as well as cultural participation as a driver of both economic and social impact in its own right and throughout the economy. COVID-19 is providing many communities, whether metropolitan areas or rural regions, an opportunity to reconsider their growth models to be more inclusive and sustainable. In many cities and regions, specialisations in the cultural and creative sectors are evolving, and being used to tackle competitive and societal challenges from new angles, favouring resilience, skills creation and prosocial behavioural changes. Recovery strategies can capitalise on the role of culture to help build local capabilities, address exclusion and contribute to well-being and health. There is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards more sustainable cultural and creative tourism fostering cross-innovation between CCS and other sectors. The contribution of culture can also be important in other areas of local development, from rebuilding public trust to contributing to post-pandemic urban design adapted to social distancing rules.

This project supports Italian Heritage Cities, selected or nominated as Italian Capital of Culture, in identifying innovative ways to maximise the economic and social value of cultural heritage, fostering the emergence of new sectors, such as creative tourism, in light of international experiences.

Participating cities: Bari, Bergamo, Bitonto, Casale Monferrato, L'Aquila, Pieve di Soligo, Reggio Emilia, Taranto, Trapani, Trento, Verbania and Volterra.

■ The webinar series

Three thematic webinars will be organised in 2021 on topic identified as priorities by participating cities and feeding into a "How to" Strategic Note. The webinars will be an opportunity to share and learn from innovative practices in Italy and other OECD countries in order to develop practical solutions to common challenges.

#1 Cultural heritage and social cohesion / 26 May 2021

#2 Heritage as a driver for new local creative entrepreneurship / 29 October 2021

#3 Heritage, responsible cultural tourism, and sustainable development / 26 November 2021

Webinar#1: Cultural heritage and social cohesion

Culture, and cultural heritage in particular, can play an important role in ensuring inclusive and cohesive societies. Culture strengthens local identities and creates a sense of belonging. The promotion of cultural participation and ensuring diversity of the cultural offer can help mitigate factors leading to social and economic marginalization. Different forms of creativity deliver social values as they help increase human resilience. Creative skills and arts education can also improve learning as well as develop freedom of expression. Moreover, there is strong evidence on the links between cultural participation and people's mental well-being and health, providing opportunities to capitalize on the role of culture in the prevention and treatment of illness across the lifespan. Building cultural capabilities and promoting cultural participation is therefore a precondition for more cohesive and inclusive societies.

Webinar#2: Heritage as a driver for new local creative entrepreneurship.

Local cultural and creative entrepreneurship can be the catalyst of new models of economic and social value creation. It can contribute to increasing levels of regional innovation and productivity, through new product design, new production techniques, new business models, innovative ways of reaching audiences and consumers, and emerging forms of co-production. Cross-sectoral linkages can spread innovation into the wider economy.

Webinar#3: Heritage, responsible cultural tourism, and sustainable development.

CCS and tourism sector are among the most affected by the COVID-19 pandemic related crisis. In the recovery, there is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards models fostering cross-innovation between CCS and other sectors including traditional manufacturing and services that can be incorporated into creative tourism programmes. There is evidence that these new models of creative tourism can deliver considerable added value, increase tourism demand and diversify tourism supply.

■ Format and Registration

Virtual meeting over Zoom.

To participate, please register [here](#). Link with login details sent to all registered participants.

■ Partners

The Organisation for Economic Co-operation and Development

The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. www.oecd.org

The OECD Local Employment and Economic Development (LEED) Programme

The mission of the LEED Programme is to build vibrant communities with more and better quality jobs for all. Since 1982, the Programme has been supporting national and local governments through tailored reviews and capacity building activities, as well as research and good practice reports on innovative approaches to local development. www.oecd.org/cfe/leed

The OECD Trento Centre for Local Development

The OECD Trento Centre for Local Development is an integral part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities and the LEED Programme. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. www.trento.oecd.org

Italian Ministry of Foreign Affairs and International Co-operation (MAECI)

The Foreign Ministry is responsible for the State's functions, tasks and duties in matters concerning Italy's political, economic, social and cultural relations with other countries. Its duty is to ensure that the international and European activities of Italy's other ministries and government offices are consistent with the country's international policy objectives. www.esteri.it

Italian Ministry of Culture (MiC)

The Ministry of Culture, is the department of the Italian government in charge of the preservation, valorisation and utilisation of the cultural heritage as well as with the safeguard of the landscape in the more general context of fine arts. www.beniculturali.it

AGENDA | 26 NOVEMBER 2021

HERITAGE, RESPONSIBLE CULTURAL TOURISM, AND SUSTAINABLE DEVELOPMENT

Cultural and creative sectors (CCS) and tourism sector are among the most affected by the COVID-19 pandemic related crisis. In the recovery, there is an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards models fostering cross-innovation between CCS and other sectors including traditional manufacturing and services that can be incorporated into creative tourism programmes. These new models of creative tourism can deliver considerable added value, increase tourism demand and diversify tourism supply.

Drawing on examples of good practice from Italy and other OECD countries, this webinar will distil the key ingredients of local action to foster cultural and creative tourism in the context of the recovery.

12.00-12.15

Welcome & introduction

MODERATOR **Karen Maguire**, Head, Local Employment and Economic Development Programme, OECD

- WELCOME
- **Antonio Bernardini**, Ambassador and Permanent Representative of Italy to the OECD
 - **Paolo Toschi**, Italian G20 Chair of the Culture Working Group, Diplomatic Advisor for Culture, Ministry of Culture, Italy
 - **Céline Kauffmann**, Head of the Entrepreneurship, SME and Tourism Division, OECD

12.15-13.10

Lessons from international experiences

This session will be dedicated to the presentation of international experiences to support cultural and creative tourism.

MODERATOR **Pierluigi Sacco**, Senior Advisor to OECD on Culture and Local Development

- CASE STUDIES
- *Trends and opportunities for heritage as motor of tourism in the recovery phase*, **Greg Richards**, Professor of Placemaking and Events, Breda University of Applied Sciences & Professor of Leisure Studies, Tilburg University, the Netherlands
 - *Integrating culture and tourism: lessons from 2018 Valletta's experience as European Capital of Culture*, **Dr Karsten Xuereb**, Visiting Lecturer, Research Support Officer, Radio Producer & Presenter, Malta
 - *Lessons from the 2016 Hieronymus Bosch Programme*, **Lian Duif**, Founder and Director, Buro Duif & Project Director, UNESCO Geopark Schelde Delta

Q&A and discussion

13.10- 13.15

Break

13.15-14.00

Highlights from Italian Heritage Cities

This session will focus on experiences of Italian Heritage Cities in promoting responsible cultural tourism and sustainable development.

MODERATOR **Pierluigi Sacco**, Senior Advisor to OECD on Culture and Local Development

- CASE STUDIES
- *The case of Trento*, **Elisabetta Bozzarelli**, Councillor for Culture, Trento Municipality
 - *"Diffused" hospitality as value creation for local communities in Pieve di Soligo*, **Viviana Carlet**, Coordinator of the curatorial committee, Fondazione Francesco Fabbri & Founder, Lago Film Fest and Rodolfo Sonogo Award, City of Pieve di Soligo, Italy
 - *"VisitBergamo", Bergamo's new development strategy for tourism*, **Cristophe Sanchez**, Tourism Delegate of the Mayor and Director of VisitBergamo Programme, **Alessandra Pitocchi**, Communication Director of VisitBergamo Programme, City of Bergamo, Italy

Feedback by panel members & discussion

14.00-14.15

What have we learnt? Key ingredients of local action to foster heritage-led tourism and sustainable development in the context of the recovery. Summary by the moderator

This project is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and is supported by the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Ministry of Culture.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.
www.oecd.org/cfe

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