



network

enterprise europe

SECTOR GROUP TOURISM & CULTURAL HERITAGE

Bruxelles, 8^o October 2009
European Tourism Forum



Business Support on Your Doorstep

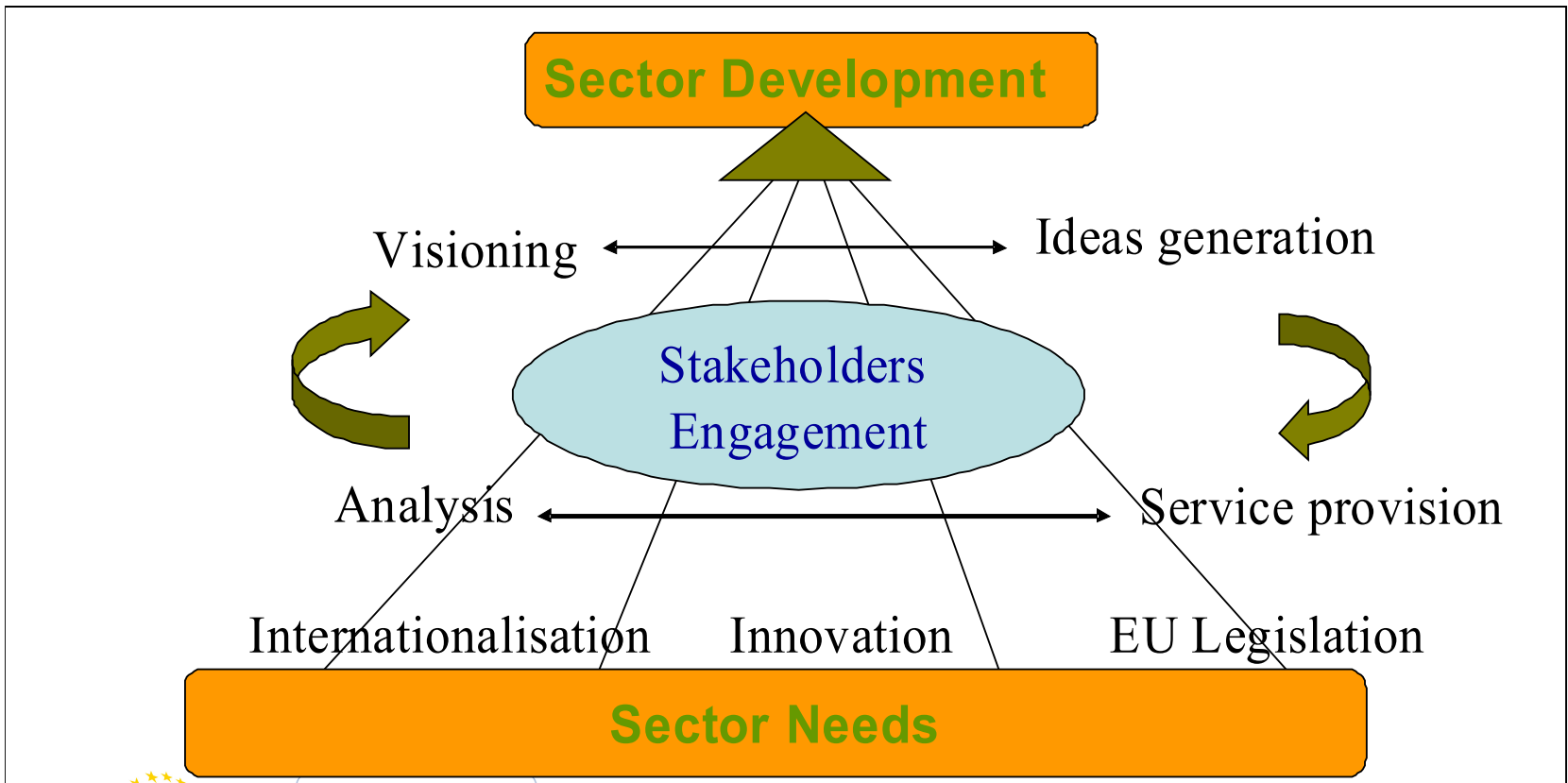


Tourism & Cultural Heritage Sector Group

A Sector Group (SG) is

- a **cluster of Network Partners** working together on a business priority sector in order to support segment clients to face their needs and challenges;
- a **coordinator of the means** available through the Enterprise Europe Network to **enhance collaboration** in a specific sector of activity in order to provide services covering business cooperation, technology transfer and research activities ;
- a **framework for action to discuss, plan and implement common activities** with the aim of providing the clients of the sector concerned with services a European added value.





Main Features of Sector Group Tourism & Cultural Heritage

- **Involvement of all Network Partners, who wish to commit.** The commitment is voluntary and it implies an active participation in the activities of the SG and a loyal and cooperative behaviour towards the other members of the SG.
- **Transparency:** the List of Members, the Rolling Plan and the Letters of Commitment are published on the Sector Group Intranet Page on the Enterprise Europe Network Webpage.
- **Interaction:** the communication among the SG's Members and between them and the EACI runs via a FirstClass conference open to all Network Partners.
- **Bottom-up approach and decentralised implementation of the chosen actions.**

MISSION OF SG TOURISM & CULTURAL HERITAGE

To promote **innovation within tourism** through support to the EU renewed policy on tourism and fostering the **sustainable** use of natural and cultural heritage resources.

To **promote business cooperation** and sustainable partnerships among EU tourist SMEs and related sectors.

ONE YEAR LATER

1

23 MEMBERS

1

35 MEMBERS

15 COUNTRIES



Assessment of first year's Sector Group Activity

Points of strength and weakness

- INCREASING OF MEMBERS NUMBER
- PERIODICAL MEETINGS
- MATCHMAKING EVENTS
- JOINTLY PARTICIPATION TO FAIRS
- INTERNATIONAL COOPERATION AND EXCHANGE OF KNOW HOW

- LACK OF ALL MEMBERS ACTIVE PARTICIPATION
- LACK OF SPECIFIC EXPERTISE IN CULTURAL HERITAGE

SG T&CH MEETINGS

- 1 NOVEMBER 1° MEETING IN FLORENCE
- 2 MARCH 1° MEETING IN BERLIN
- 2009 OCTOBER 2° MEETING IN STOCKHOLM

2010 FEBRUARY - MEETING IN MADRID + FITOUR
FAIR + **BROKERAGE EVENT + STUDY TOUR**
IN TOLEDO INDUSTRIAL TOURISM

Main OUTPUTS :

Title | Date | Location

- → Benchmarking analysis on tourism promotion strategies at national-regional-local level + EU FUNDS to compare strategies and budgets for tourism promotion : - work still in progress aimed at exchanging BEST PRACTISES + FEED BACK to EU COMMISSION:
 - 7 European Countries analysed
 - Identification of measurable indicators
 - Comparing strategies and actions
 - Comparing national laws and rules to set up a tourism company (FDI obstacles)

Promotional Strategy						Budget 2006 2008			Tourist Presence			Budget/ Tourist Presence Index			Tourist Arrivals			Budget/ Tourist Arrivals Index			Number of inhabitants			Tourist Presence / N. of inhabitants			Tourist Arrivals/ N. of Inhabitants		
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Other OUTPUTS :

- → **Rolling Plan**: step by step revision and update;
- → **Jointly organization and participation to matchmaking Events**;
- → **Dissemination of the results of the T&CH SG's activities** within the Enterprise Europe Network as well as to a broader public through the webpage of the Tourism Unit (DG Enterprise and Industry);
- → **Recruitment activity**: the goal is to have 50 members (at the moment they are 35 to cover all EU state members.). The recruitment campaign will be run via FirstClass as well as via individual contacts;
- → **Good communication among SG members**: transparency has to be ensured in order to have a loyal relation among all SG members.

GOALS TO ACCOMPLISH

- → **Strengthening of the Cultural Heritage membership within the SG:** strategy to foster participation and identification of possible joint activities;
- → **Development of synergies with other Sector Groups:** this is particularly important in order to strengthen the activities in the field of Cultural Heritage;

- **Sharing and selecting best practices** on tourist clusters (smes) and tourism promotion (government) aiming at spreading innovative strategies
- Analysing the international **business cooperation needs** of tourism companies and share them within the Network
- Conducting a survey on EU programmes for Cultural Heritage, e.g. Cultura 2007, in order to **plan joint-project applications**
- Creating a structured environment to facilitate the **exchange of know-how and expertise on cultural heritage related-topics**: knowledge analysis, diagnostic and monitoring, new materials and intervention techniques, ICT for management and fruition, sustainable technologies for historical buildings, etc.

Promofirenze is carrying out a survey in Florence area about Tourism Friendly Governance Policy :

- Main Stakeholders – who's who - SMEs and local authorities needs
- Innovative strategies for sustainable tourism e,s,b,-
> it a plus for enhancing competitiveness?
- Innovative demand typologies (niches)
- Different offer typologies (farm houses ..)
- Public and private partnership

- Impact on related sectors

Thank you for your attention!

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