



Europeana for Tourism

Policy Recommendations



Europeana Foundation
December 2014

*Image: Gondola Didžiajame kanale (Gondola Grand Canal)
Lithuanian Art Museum, CC BY*



Purpose of this document

This document proposes a set of policy recommendations and identifies key actions for the use of European digital cultural heritage, collated under Europeana, in tourism.

Authors

These tourism policy recommendations are the work of policy-makers from Ministries of Culture and Tourism in the European Union¹ under the Greek and Italian Presidencies, and have been coordinated by [Culture24](#), [Plurio.net](#), [Europeana Foundation](#), [National Documentation Centre of Greece](#) (EKT), and [Union Catalogue of Italian Libraries](#) (ICCU).

Our vision

Increase the use of Europeana-enabled cultural heritage content through its systematic implementation in niche and participative tourism.

To achieve this, we need to recognise the following:

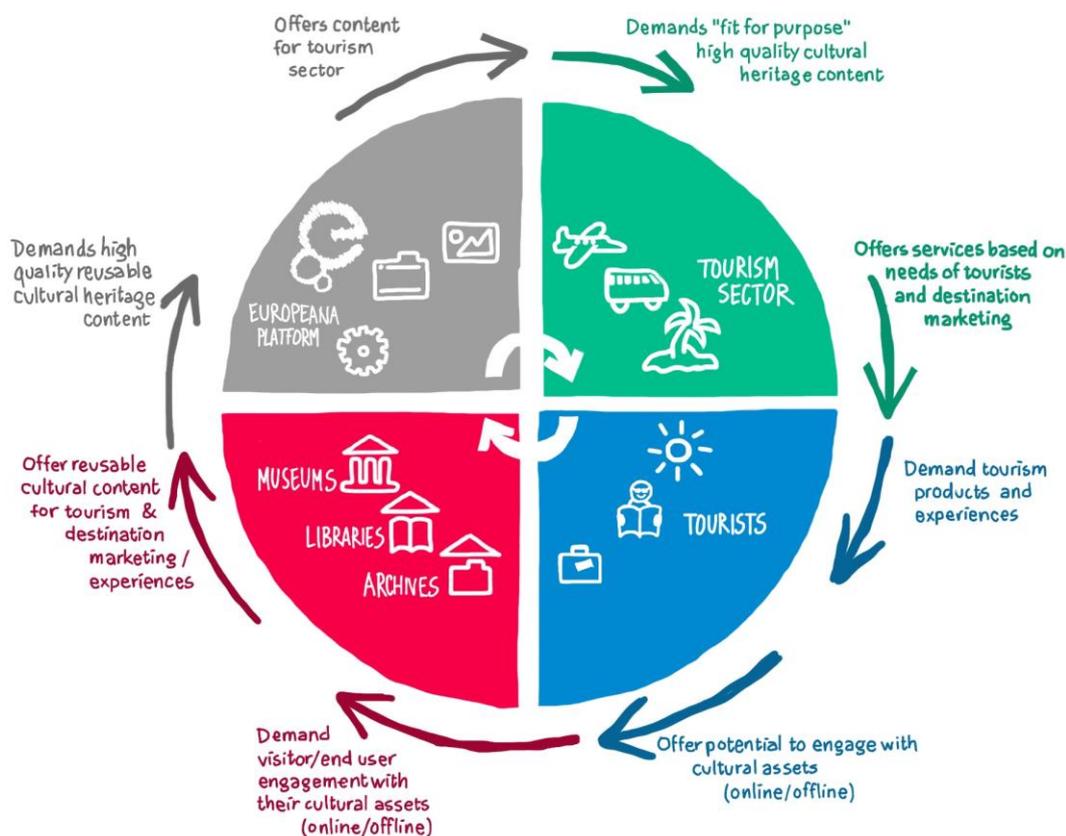
- The nature of tourism and online behaviours change constantly
- Destinations are in direct competition with each other and are always jostling for pole position
- Tourism operators aim to create, build and market the destination as a brand by:
 - increasing the number of overnight visitors to a destination,
 - increasing tourists' consumption and spending (on shopping, visits, gastronomy etc.),
 - enhancing visitors' experiences
- Culture is at the centre of tourism marketing strategies for some destinations where mass tourism activities are absent or simply not possible (e.g. no interesting landscapes, architecture or other specific pulls)
- The tourism industry has its own rules to deal with this, so Europeana and the cultural heritage institutions it represents need to incorporate their offer into this ecosystem to be successful.

Key actions

- To create demand within the tourism sector for the Europeana-enabled content of the cultural heritage organisations
- To promote a high quality supply of Europeana-enabled content from the cultural heritage organisations for re-use
- To better articulate the value of linking supply with demand through case studies and best practice examples
- To establish and build on the relationship between cultural institutions and tourism bodies.

¹ Member States Experts Group (MSEG) and European Tourism & Travel Advisory Group (ETAG).

Diagram of key parties and dynamics



Recommendations for tourism policy-makers and cultural policy-makers

1. Using case studies and usage statistics, tourism policy-makers should advocate and promote the value of using digitised cultural heritage content in cultural tourism marketing strategies
2. Using case studies and visibility statistics, cultural policy-makers should demonstrate to cultural institutions that their digitised cultural heritage content is a valuable asset in the advocacy and promotion of cultural tourism marketing strategies
3. Tourism and cultural policy-makers should actively cross-promote the funding programmes and activities for the development of cultural heritage tourism that are available both nationally and from Europe
4. Tourism and cultural policy-makers should encourage the development of mobile applications at local, regional, national and European levels
5. Policy-makers should highlight the value of cultural heritage content as an asset in the promotion of niche destination marketing, addressing tourism sector challenges of seasonality and locality
6. Policy-makers should promote closer collaboration between local tourism bodies, service providers and cultural institutions

7. Tourism policy-makers should view Europeana as a resource they can build on and shape according to the needs of the tourism sector locally, nationally and across Europe and state their needs of that resource
8. Cultural policy-makers are encouraged to take active and coordinated measures to promote the digitisation of Europe's cultural heritage, including 20th and 21st century material. They should articulate how the widest possible access to, re-use of and preservation of digital cultural heritage benefits society and the European economy, and the ways in which it can address the needs of the tourism sector.

Recommendations for cultural institutions

1. Take responsibility to better understand user needs, motivations and behaviours, and carry out basic user needs analysis online
2. Create access to authentic, authoritative digital cultural heritage content that is fit for re-use by the tourism sector
3. Define, with Europeana, the standards that make cultural heritage material fit for purpose in tourism
4. Make smart use of existing online channels and platforms (e.g. Trip Advisor, Wikimedia, Flickr, Pinterest etc.)
5. Work with the tourism sector to apply standards, developed by Europeana, to create 'fit for re-use' digitised cultural heritage content (e.g. high resolution images of meaningful content with rights statements that allow open re-use of the content - public domain, CC-BY, CC-BY-SA - with geotags to enable mobile application)
6. Consider more digitisation-on-demand, in accordance with the agreed standards, to meet the needs of niche tourism markets
7. Work with Europeana to record the impact of making cultural heritage content available for tourism, using case-studies and recording useful statistics on use and re-use.

Change Management

Change management outlines the approach we take to transition individuals, teams and organisations to a desired future state. This needs effective communication and education regarding benefits, challenges, processes and impact, and needs to be supported by tools and practical advice that:

- Locally: support communication and collaboration at a hyper-local level between destinations and key public stakeholders in order to share understanding, link-up and create an offer together
- Nationally: bring key players and stakeholders together at a European level
- Europe-wide: harmonise copyright re-use across Europe; promote Europe to the rest of the world; and consider multilingualism.