

D4.3: Summary report listing partners, contacts, themes and campaign opportunities



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D4.3: “Summary report listing partners, contacts, themes and campaign opportunities”

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Chapter One

Executive Summary

1.1 About this research

- This report, entitled, *Summary Report listing partners, contacts, themes and campaign opportunities*, is one of the Europeana Awareness Project, Work Package 4 (EA Wp4) deliverables
- It has been commissioned by the Europeana Foundation, the governing body of the Europeana service, a single access point to millions of books, paintings, films, museum objects and archival records that have been digitised throughout Europe
- It is proposed that certain digital cultural content, namely:
 - Metadata and images relating to digitised collections via Europeana ('Europeana Data')

AND

- Aggregated cultural venue and events information across Europe ('Listings Data')
- may be made accessible to the cultural tourist market by developing a service to supply this content to cultural tourists ('Proposed Service')
- This report seeks to identify how cultural content can be promoted into tourism offerings on a strategic level by researching and mapping the connections with EU wide, cross border and national cultural and tourism bodies.
 - The mapping exercise seeks to compile contact information, details on cultural strategies, key strategic planning initiatives between 2012-2015, common themes of interest and to what extent strategic cooperation has been established between these bodies. This will

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help to identify future strategic partners as well as theme and campaign opportunities for the Proposed Service

- This research has the following overall aims:
 - To provide a directory of contacts in cultural and tourism ministries and tourism organisations, both national and regional for use by the Proposed Service in identifying potential future partners
 - Identify a range of national tourism campaigns and assets that could be leveraged by the Proposed Service to support its aims
 - Raise awareness of Europeana and the Proposed Service amongst national governmental tourism and cultural bodies.
- The Irish Ministry of Arts, Heritage & the Gaeltacht, as a Europeana partner, has responsibility for delivering this element of WP4, under the guidance of Culture24. Responsibility for Irish Cultural policy and the close links with the Tourism Ministry meant the Ministry for Arts, Heritage and the Gaeltacht had the relevant experience and contacts to conduct this research.

1.2 Research approach

- The process started with desk-based research which mapped the connections between cultural and tourism bodies within the European Union. This was achieved by compiling contact information, details of cultural assets and key strategic planning initiatives for the period 2012-2015
- Online research sought to identify common themes of interest between countries, regions and pan-European organisations. This information was used to assess the extent to which cooperation and strategic alliances have been formed between these bodies
- A qualitative research questionnaire was emailed to all national organisations responsible for tourism and culture in their respective countries. Information gathered by this

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questionnaire included organisational set-up, strategies, background information and details of tourism themes and campaign planning

- Further research was conducted by direct email, telephone contact and, in some cases, personal interviews with representatives of national bodies.

Assistance was sought in identifying the appropriate contacts in each organisation via the Member State Expert Working Group on Tourism and Europeana Network partners.

1.3 Main outcomes and findings

The main outcomes and findings of this research are:

- The research process helped to raise awareness of Europeana on a European-wide level. It found that the level of awareness of Europeana was relatively low among member states tourism bodies and tourism ministries
- Potential future partners and campaign opportunities for the Proposed Service were identified
- A directory of contacts in national, regional and pan-European tourism bodies and Tourism & Culture Ministries across Europe was produced
- The level of detail provided by countries depended predominantly on the countries' general interest in, and awareness of, Europeana
- Tourism planning differs greatly across member states in terms of the length of time campaigns are planned in advanced
- There is a lack of common annual themes across countries
- Tourism campaigns are mainly based on national cultural assets, such as anniversaries of writers, musicians, painters and other historical figures specific to that country

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- All countries have English language destination websites available, but only half of countries feature smartphone applications on tourism and cultural offerings in their country.

1.4 Main recommendations

The main recommendations made in this report are:

- There is clearly a demonstrable need for Europeana to raise awareness of its service among tourism providers and tourism ministries
- Europeana Network members are ideally placed to devise strategies to more effectively communicate with their national tourism boards and ministries in order to raise awareness of Europeana and the Proposed Service
- A small number of countries, such as Austria, Estonia, Bulgaria, Romania and Finland indicated that they would be interested in partnering with Europeana for tourism related projects. The Proposed Service should examine the possibility of establishing partnerships with one or more of these countries
- Tourism campaigns are mainly based on national cultural assets, such as anniversaries of writers, musicians, painters and other historical figures specific to that country. The Proposed Service should seek to aggregate content around these particular figures
- Cooperation with national tourist boards would have substantial benefits for the Proposed Service as in most cases tourist boards already have established and effective marketing mechanisms and procedures in place, which can reach a greater audience than the Proposed Service would be able to achieve on its own. This is also true for regional and pan-European organisations

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- Consideration should be given to the fact that countries with the biggest tourism market shares in Europe may not be the ones who have well-functioning organisational operations in place necessary in order to establish effective partnerships with the Proposed Service.

Chapter 2

Outcomes and Conclusions

2.1 Main outcomes

The research into the tourism bodies and their campaigns resulted in some interesting outcomes around general awareness of Europeana, communication strategies with tourism boards, campaign planning strategies across the member states, levels of communication between member states and cooperation on a pan-European level. The main outcomes were:

2.2.1 Europeana awareness

- There was a relatively low level of awareness of Europeana among national tourism bodies and government ministries. The majority of organisations were not aware of Europeana as a cultural content provider or of its activities
- The levels of awareness of Europeana are generally higher within national ministries of culture than among tourist boards. This seemed to be as a result of the ministries participation in the Europeana network
- The detail of information provided by countries depended predominantly on the particular country's general interest in, and awareness of, Europeana
- Many countries were reluctant to provide information, as they were uncertain of Europeana's impact on them or in what context the data would be used
- A few organisations, such as the Danish Tourist Board, stated explicitly that they were not interested in the Europeana project and could not see the potential relevance for their organisations
- A small number of countries, such as Austria, Estonia, Bulgaria, Romania and Finland indicated that they would be interested in partnering with Europeana for tourism related projects.

2.2.2 Communication

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- E-mail contact produced extremely low first-time response rates. The majority of organisations had to be sent several follow-up emails before a response was received
- The Europeana Network Partners proved very useful in eliciting responses from countries with which email communication had failed. Approximately 25% of all countries' responses were gathered through Network partners establishing a relevant contact within their country
- No response was received from any of the organisations dealing with tourism or cultural issues for three countries, Greece, Cyprus and France, despite the effort to establish contact through Europeana Network members and the MSEG (Member State Expert Group) Tourism members
- The accessibility of organisational websites in English language or the willingness of representatives of the respective organisation to deal with the request for information, impacted on the level of information gathered
- There appears to be limited cooperation between member state tourist boards, indeed some countries keep planning campaigns under wraps, perhaps to prevent competition on similar campaigns.

2.2.3 Campaign planning

The research highlighted significant differences between countries in how they planned their future tourism campaigns and the themes they concentrated on. The main outcomes in relation to the planning of campaigns and campaign themes were;

- Tourism planning differs greatly across member states. Most commonly, annual tourism themes are planned 2-4 years in advance, as is the case with organisations based in the following countries: Austria, Belgium, Czech Republic, Denmark, Ireland, Latvia, Luxembourg, Netherlands, Poland and Sweden.
- Germany and Estonia plan their tourism campaigns as far as 8 years in advance.
- It was not possible to gather any information on campaign planning from Bulgaria, Cyprus, Italy, France, Greece and Hungary

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- Few campaign themes were common to more than one country
- Most countries relying on annual campaign-based tourism planning focus on anniversaries connected to national cultural assets, such as anniversaries of writers, musicians, painters and other historical figures specific to that country
- The European Capital of Culture initiative was a key focus in tourism planning for 9 out of 27 member states
- Some countries such as Finland, Italy, Lithuania, Latvia, Malta, Spain and Portugal do not focus on specific campaigns, but rather promote their cultural or tourism offerings such as museums or heritage sites on a general basis
- No information could be gathered on the campaigns of pan-European organisations.

2.2.4 Digital publishing outlets

- All countries have destination websites available in English language
- Most tourist boards use social media, such as Facebook, Twitter and YouTube to promote their tourism offerings
- About half of all member states features smartphone/ iPad applications and a quarter promotes other websites featuring tourism and cultural offerings in their country.
- Only some cross-border organisations had English language websites available. Organisations relating to the Greater Region only provided online content in French and German
- No information could be gathered on the use of other digital/ online applications by pan-European organisations.

2.2.5 Numerical overview of outcomes

- Countries which focus on annual campaigns (not including European Capital of Culture): 41%
- Countries where the European Capital of Culture was a main focus in tourism planning: 30%
- Countries where no information on tourism planning could be retrieved: 22%

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- Availability of multilingual destination websites of national tourist boards: 100%
- Availability of multilingual websites of governmental ministries: 59%
- Countries where national organisations provide smartphone applications: 33%
- Number of all organisations where contact could be established: 49%
- Number of countries where contact through EuropeanaNetwork members in order to advance research needed to be established: 37%
- Number of countries with awareness of Europeana: 7%
- Number of countries which are interested in future cooperation: 19%.

2.2.6 Region specific outcomes

- Tourism is still at an early stage of development in Eastern European and Baltic countries and is becoming increasingly important for their national economies. Hence communication was often faster with national representatives and interest greater in Europeana
- Contact details were often inaccessible on websites for countries such as Italy, Spain, France, Greece, Cyprus and Malta. This was due to the absence of organisational information in English language. Additionally, for southern European countries more follow up emails, reminders and help from Europeana Basecamp members was needed
- Southern European countries tend to focus on promoting their cultural tourism offerings on a more general basis rather than on specific themes in line with national cultural assets.
- The Baltic, Scandinavian, Western and Eastern European countries have English language websites available containing a wealth of general information, which was very helpful for the background research and locating contact details.
- Communication was usually faster with national organisations from Baltic, Scandinavian, Western and Eastern European countries than from Southern European countries
- Specific cultural tourism strategies could not be found in most countries and did not prove to be region specific.

Chapter 3

Recommendations

Based on the research and analysis in this report, the following recommendations have been made:

- There is a demonstrable need to raise awareness of Europeana among tourism providers and tourism ministries
- Europeana Network partners should be encouraged to make personal contacts in their national tourist boards and, their tourism and culture ministries, in order to advance Europeana awareness and promote the Proposed Service
- Cooperation with national tourist boards would have substantial marketing benefits for the Proposed Service, as in most cases tourist boards already have established and effective marketing mechanisms and procedures in place.
- The Proposed Service should seek to aggregate content around national cultural figures e.g. writers, musicians etc. which are the focus of a large number of country tourism campaigns
- Once the Proposed Service is agreed, national aggregators should be encouraged to target content from content providers which would be of most relevance for the Proposed Service
- The Proposed Service should pursue contact with cross-border and pan-European tourist organisations as this enables it to deal with one organisation while still covering several tourist boards and countries in one campaign

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- The Proposed Service should source content for projects with cross-border co-operations. For example, in the Greater Region a special focus could be given to the already established World War One project by Europeana, as it historically affects all regions and is most likely to be promoted for tourism purposes by all tourist boards involved. Similar campaigns could be created in Eastern Europe for example with a focus on the fall of the Iron Curtain or national history under the Soviet regime.
- With the absence of common tourism themes among different countries and due to the fact that it would not be viable to create 27 campaigns specific to each country, consideration should be given to those countries that have organisations who are interested in working with the Proposed Service, as well as those that were responsive to this research.
- The Proposed Service should closely examine whether creating projects with countries with the biggest tourism market shares e.g. France, Germany and Spain where other obstacles must be overcome such as language barriers, is more valuable than focusing on developing tourism markets in countries such as Estonia, Bulgaria, Romania, Austria and Finland, who have all expressed an interest in working with the Proposed Service.

Chapter 4

Introduction

4.1 About this research

This research was commissioned by the Europeana Foundation, the governing body of the Europeana service, a single access point to millions of books, paintings, films, museum objects and archival records that have been digitised throughout Europe.

The research forms part of a wider programme of work, the Europeana Awareness programme. One element of the programme (WP4) aims to research and develop services that explore how the wealth of digital cultural content in Europeana, in combination with cultural venue and events data, might enrich the current information offer for cultural tourists. This programme is co-funded by the European Commission.

It is proposed that certain digital cultural content, namely:

- Metadata and images relating to digitised collections via Europeana ('Europeana Data')

AND

- Aggregated cultural venue and events information across Europe ('Listings Data')

may be made accessible to the cultural tourist market by developing a service to supply this content to cultural tourists ('Proposed Service').

This report is one of the WP4 deliverables and, seeks to identify how cultural content can be promoted into tourism offerings on a strategic level by researching and mapping the connections with EU wide, cross border and national cultural and tourism bodies. The mapping exercise seeks to compile contact information, details on cultural strategies, key strategic planning initiatives between 2012-2015, common themes of interest and to what extent

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cooperation and strategic alliances have been formed between these bodies. This will help to identify future strategic partners as well as theme and campaign opportunities for the Proposed Service.

4.2 Research aims

This research has the following overall aims:

- a) To provide a directory of contacts in cultural and tourism ministries and tourism organisations, both national and regional for use by the Proposed Service in identifying potential future partners.
- b) To identify a range of national tourism campaigns and assets that could be leveraged by the Proposed Service to support its aims.
- c) To raise awareness of Europeana and the Proposed Service amongst national governmental tourism and cultural bodies.

4.3. Research questions

- 1) Who are the relevant organisations working in the tourism and cultural sector in each Member State?
- 2) Do these organisations work in cooperation with other tourism or cultural bodies on a strategic level and, do any other promotional alliances between national organisations exist? If not, what are the perceived obstacles for creating closer cooperation between different organisations and what benefits and disadvantages could be observed?
- 3) Do these organisations work along any established cultural tourism strategy?
- 4) Do these organisations promote any other digital tools/platforms/databases?
- 5) What are the main annual **campaigns** and **themes** that national tourist boards and Cultural Ministries are currently focusing on in their tourism planning between 2012-2015? These include those with a special promotional and organisational focus, including special exhibitions and events on certain areas of national history,

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personalities etc, which are not part of the general tourism offerings. In the context of this research, themes can be defined as subjects or topics used by tourist boards to base their tourism campaigns and marketing strategies on, such as national cultural assets. These themes can be developed into tourism campaigns subsequently, including exhibitions and activities.

- 6) What are the main **cultural assets** of every member state and how are they used in their tourism planning based on annual themes and campaigns? These can include cultural attributes such as famous landmarks, monuments or buildings, national composers, writers, politicians or significant personalities, which have played an important role in the country's history, traditional dishes, customs or other traditions.

4.4 About the authors

The Irish Department (Ministry) of Arts, Heritage & the Gaeltacht, as a Europeana Awareness partner, had responsibility for delivering this element of WP4, under the guidance of Culture24. To achieve this, the Ministry hired a researcher to complete the data collection and mapping exercise and to draft the report in conjunction with the Ministry and Culture24.

At the outset of the Europeana Awareness project, the Irish Ministry was the Ministry for Tourism, Culture and Sport. Following a General Election and a subsequent cabinet reshuffle, the Ministry became the Ministry for Arts, Heritage and the Gaeltacht. However, all the cultural staff, who have responsibility for cultural policy, remained in the Ministry and continue to work in the same building as their previous tourism colleagues. Responsibility for Irish cultural policy and the close links with the Tourism Ministry meant the Ministry for Arts, Heritage and the Gaeltacht had the relevant experience and contacts to conduct this research.

Chapter 5

Methodology

5.1. Research approach

The research was conducted in a number of phases:

- 1) The first phase of data collection started with web-based research, where specific information from national tourism bodies' websites was gathered. Information such as contacts, campaigns, themes etc was compiled into a database.
- 2) The second phase involved expanding the database through phone, email and face-to-face interviews, resulting in the compilation of a directory of contacts for national, regional and pan-European tourism and cultural organisations and governmental tourism bodies (see appendices 1 to 27 for country directories). The directory will assist the Proposed Service in contacting potential partners.
- 3) This third phase involved desk-based research to produce more detailed information on forthcoming campaigns and cultural assets, which helped to identify future themes and campaign opportunities for the Proposed Service.

5.2. Data collection methodology

Research was conducted primarily through desk-based research, web-based research, surveys, emails and interviews. The scope of the research was to collect data at a pan-European, cross-border and national level, from every national tourist board and ministry of culture and tourism of all 27 member states of the European Union. Regional or city level data was outside the scope of the research.

In two cases, Germany and Ireland, face-to-face interviews were conducted with national tourist bodies. In addition, information on national cultural assets of European countries was obtained by contacting citizens of various nationalities through social media sites such as Facebook, through email contact and by consulting Wikipedia on more detailed information.

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Data collection was conducted involving the completion of a survey questionnaire by a wide range of governmental tourism and cultural organisations. Whilst this questionnaire produced some quantitative data, the majority of data collected was qualitative in nature, such as information on the organisational background, strategic focus, strategies and tourism themes and campaigns.

Research steps

- Online research about existing national tourist boards and ministries of tourism/ culture
- Examination of organisational websites, if accessible in English
- Search for organisational background/ strategic focus and information which is covered in the questionnaire
- Integration into the report
- Search for tourism planning themes and campaigns, if any available
- Search for contact details on organisational website
- If contact details were provided, an email was sent
- Where no reply was received after 3-4 weeks, another email was sent, often extending on a wider range of contact details from the website
- If a reply was received information was exchanged. This often required several emails, including reminder and follow up emails
- Inquiry about national cultural assets through emails with organisational bodies, as well as through the Facebook and online research. More detailed information on assets was cited from Wikipedia
- In three cases interviews were held after initial email contact
- If no reply was received Europeana Network members were contacted in countries where the standard data collection approach had failed to elicit a response
- Email to contact details provided by Europeana Network members were sent
- In some cases help was sought from permanent tourism representatives in Brussels in order to establish contact with national organisations

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- All information provided by organisations was integrated into the questionnaire and subsequently into the report

5.3. Organisations contacted

The following organisations were contacted in order to gather information in line with the research requirements:

Greater Region
Quattro-Pole
European Quartet
Plurio.net
The Great Baltic Travel
Danube Tourist Commission
Austria National Tourist Board
Austrian Federal Ministry of Education, Arts and Culture
Wallonia Tourist Board
Visit Flanders
Bulgarian Tourist Board
Bulgarian Ministry of Culture
Visit Cyprus
Czech Tourism Authority
Czech Ministry of Culture
Visit Denmark
Danish Ministry of Culture
Danish Agency for Culture
Estonian Tourist Board
Estonian Ministry of Culture
Finish Tourist Board
Finish Ministry of Education and Culture
France Tourism development Agency
Institute Francais
Tourism Lorraine
Lorraine Regional Council/ Cultural Department
German National Tourist Board
Goethe Institute
Bavarian Tourist Board
Tourismus Baden-Wuerttemberg
VisitBerlin
Greek National Tourist Organisation
Hellenic Ministry of Education, Religious Affairs, Culture and Sports
Hungarian National Tourist Office

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Ministry of Human Resources
Ministry of Transport Tourism and Sport
Ministry of Arts, Heritage and the Gaeltacht
Failte Ireland
Tourism Ireland
Northern Ireland Tourist Board
Italian National Tourist Board ENIT
Italian Ministry of Culture/ Beniculturali/ MiBAC
Latvian Tourism development Agency
Latvian Ministry of Culture
Lithuania State Department of Tourism
Lithuanian Ministry of Culture
Luxembourg National Tourist Office
Luxembourg National Ministry of Tourism
Luxembourg City Tourist Office
Malta Tourism Authority
Malta Council for Culture and Arts
Netherlands Board of Tourism and Conventions
Dutch Ministry of Education, Culture and Science
Polish Ministry of Sport and Tourism / Polish Tourism Organisation
Polish Ministry of Culture and National Heritage
Adam Mickiewicz Institute
Turismo de Portugal
Portuguese Ministry of Culture
Romanian National Tourist Office/ Ministry of Tourism
Romanian Ministry of Culture and National Heritage
Slovak Tourist Board
Ministry of Culture of the Slovak Republic
Slovenian Tourist Board
Slovenian Ministry of Culture
Spanish National Tourist Board/ Ministry of Industry and Tourism
Spanish Ministry of Education, Culture and Sport
Visit Sweden
Tourist Board of WestSweden
Swedish Ministry of Culture
Swedish Institute
VisitBritain
British Department for Culture Media and Sport
British Council

5.4. Research limitations

There were certain limitations to accessing information at national level, which have made it unavoidable to be left with some gaps in the research. These included:

- The absence of available information online
- Situations where information was only accessible in the respective national language and could not be translated
- The absence of contact details online, which substantially extended the process of establishing the right contact within an organisation
- The inconsistency of response rates of national organisations
- Success of the research depended on the cooperation and willingness of national organisations to provide the required information
- Many countries needed several follow up emails as a reminder to provide information, which resulted in longer waiting periods where no information could be fed into the report

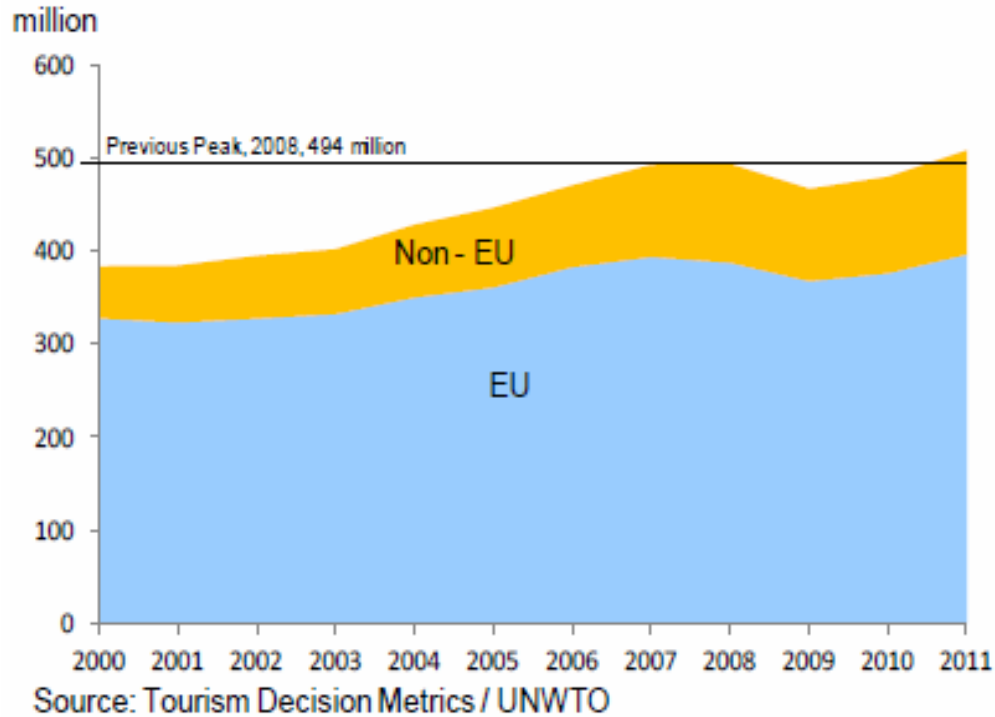
Chapter 6

The European tourism market

In order to help the Proposed Service identify which national tourist bodies it may wish to collaborate with, it is useful to briefly examine the current European tourism market, its size and members states role within it. These figures, showing potential end-user numbers, will be of use when assessing the possible reach of any potential partnership with particular national tourist bodies.

Despite the global recession and the Euro crisis affecting several countries and impacting business and consumer behaviour, the European tourism market has remained relatively strong. In 2011 almost all of the European destinations experienced growth in international visitor numbers, which came to an average of 6%. This is also indicated by general growth in the hotel sector, with occupancy rates being 3.2% higher than in 2010 (European Travel Commission- European Tourism 2012). The following chart illustrates European and international overnight visitor arrivals in all European destinations, showcasing general growth in the European tourism market over the last decade.

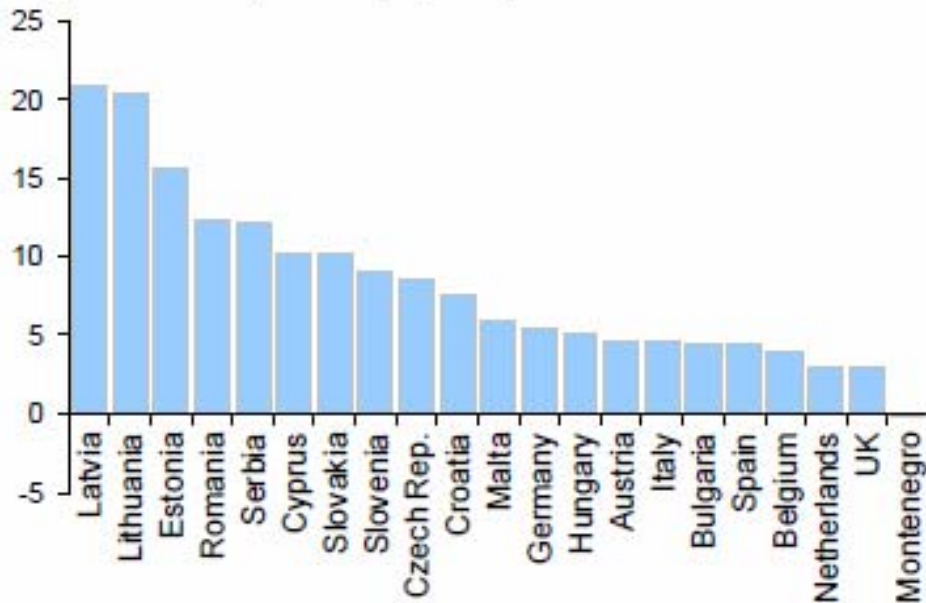
Europe: Overnight Visitor Arrivals



Most member states experienced growth in their tourism markets in 2011, ranging from, for example, 3% in the UK market to almost 20% in Latvia and Lithuania. The range of growth rates is outlined in the following chart, which illustrates that the biggest growth rates were in the Baltic states as well as some Eastern European countries. Tourism is still at an early stage of development in Eastern European countries and is becoming increasingly important for their national economies.

Foreign Visits to Select Destinations

2011, year-to-date*, % change year ago



Source : TourMIS, ETC, *date varies (Aug-Dec) by destination

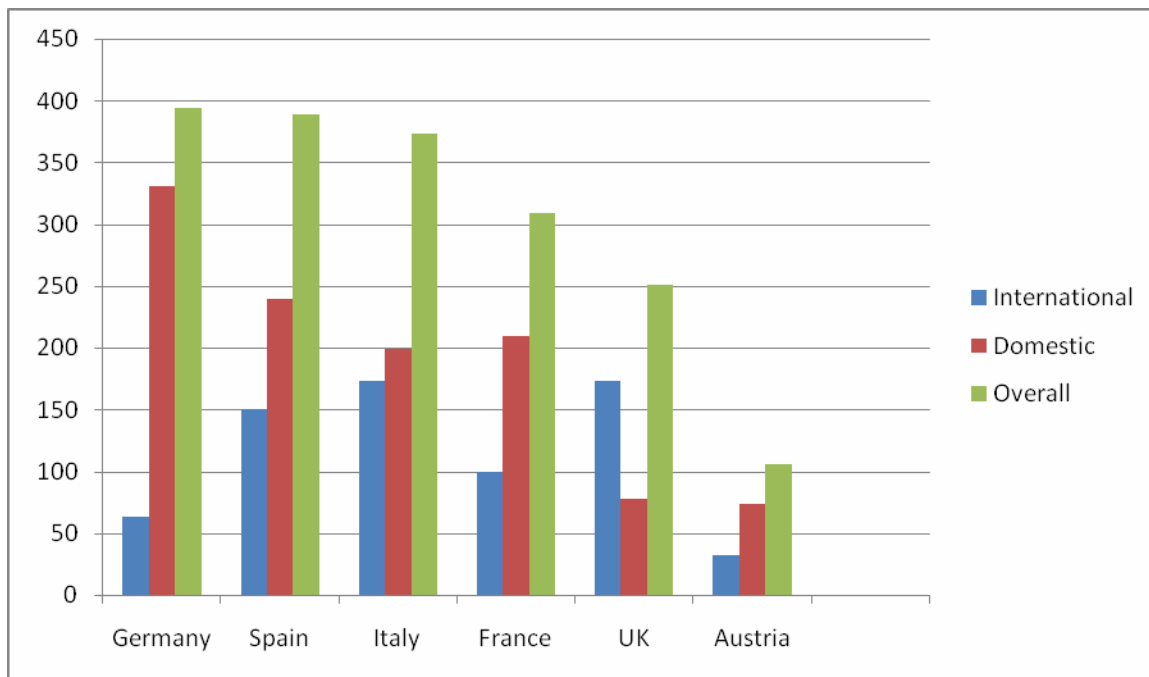
Nevertheless, despite the Baltic and the Eastern European countries experiencing substantial growth rates in terms of their international arrivals over the last few years, tourism revenue still remains a small proportion of their economies compared to the biggest European markets. The biggest tourism markets in Europe measured by domestic and inbound bed-nights are:

- Germany
- Spain
- Italy
- France
- United Kingdom
- Austria

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The domestic market is of paramount importance, given that these countries are also those with the largest populations. Therefore the domestic tourist accounts for a large proportion of market share. When analysing a tourism market of any size, it is always important to examine domestic as well as international visitor figures, hence the population of a country becomes significant as it can contribute a substantial amount to the national tourism market. The world's population reached 7,000 million inhabitants in 2011, with the population of the 27 member states of the European Union amounting to 7.3 % of this (European Commission Euro-Stat).

The table below outlines the overnight figures by the biggest European tourism markets in millions:



- Germany: Overall: 394.0 (Domestic: 330.3/International: 63.7)
- Spain: Overall: 389.0 (Domestic: 239/International: 150.1)
- Italy: Overall: 373.3 (Domestic: 199/International: 173.5)
- France: Overall: 309.0 (Domestic: 209.4/International: 99.6)
- UK: Overall: 251.4 (Domestic: 172.7/International: 77.7)
- Austria Overall: 105.3 (Domestic 73.7/ International: 31.7)

(European Travel Commission 2012).

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However it also needs to be acknowledged that despite their significant size in population and tourism market share, relevant organisations based in Spain, Italy and France were difficult to establish communications with for the purpose of this research. This was due to a general lack of English language information available, language barriers during communications as well as confusion over responsibilities of national organisations.

Chapter 7

Pan- European and Cross-border Levels

7.1. Pan-European bodies

Organisations operating at a pan-European level worth noting are the European Travel Commission (ETC) and the European Institute of Cultural Routes.

The European Travel Commission is a European non-profit organisation, whose role is the marketing and promoting of European tourism as a whole. The national tourist organisations of 33 European countries are all represented in the ETC and contribute actively through their involvement in activities as well as funding. The organisation runs two different websites, featuring tourism information, data and statistics for industry professionals and governmental institutions as well as a destination website, covering Europe's tourism offerings. Its main purpose is to increase Europe's tourism share through cooperation, best practice initiatives, research and promotional activities(<http://www.etc-corporate.org/>).

The European Institute of Cultural Routes is the non-profit organisational body responsible for developing and implementing the Cultural Routes Programme, established by the Council of Europe. The programme was established in order to showcase how different European countries share a common cultural heritage, history and culture. Additionally one of its main aims is to develop cultural tourism structures around important cultural or historical themes all around Europe, which can be followed on scenic routes by foot or car. Especially in Central and Eastern Europe the European Cultural Routes Programme is an integral part of European cultural cooperation. The first cultural route was the Way of St. James to Santiago de Compostela in Spain and many more have followed, such as the European Mozart Route, St. Martin de Tours, routes based on Vikings and Normans, Hanseatic places, gardens or Jewish heritage routes (<http://www.culture-routes.lu>).

7.2. Cross-borderbodies

At a cross-border regional level strategic marketing alliances between tourist boards of neighbouring countries have become increasingly popular in recent years. In particular, where regions were located off the main national tourism hotspots and, where tourists have to frequently cross borders in order to avail of all the tourism offerings. The research indicates that cross-border alliances can be very beneficial for tourists as well as tourism organisations, as it bundles tourism offerings for visitors, makes a region more attractive for tourism in general and increases effective marketing and promotion from an organisational perspective. A range of these cross-border co-operations were identified:

- The Greater Region (German federal states Saarland and Rheinland-Pfalz, French Lorraine, Luxembourg and Belgian East Cantons and Wallonia)
- Quattro-Pole (Luxembourg, Metz, Saarbrücken, Trier)
- The European-Quartet (Czech Republic, Hungary, Poland and Slovakia)
- The Danube Tourism Commission
- The Great Baltic Travel (Estonia, Latvia, Lithuania)

While each of these organisations shares a common awareness that promoting the region as a whole might boost the overall tourism performance, there are vast differences in their organisational set-up, status and activities.

7.2.1 Quattro-Pole, the Danube Tourism Commission or the Greater Region;

- City, county or federal state tourism offices have joined forces with the aim of developing a joint marketing strategy to promote the region as a whole.
- A dedicated tourist board solely responsible for developing these common concepts.
- All website and other marketing tools, such as brochures, leaflets etc. have been created in order to attract regional tourists.

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- There is still much room for improvement as cooperation is still at an early stage from a tourism marketing perspective. For instance the website of the Greater Region is only available in French and German with no English information on offer.
- Even though tourism information can be retrieved, the trip planning options and offerings pages on the websites can still be greatly improved in time when cooperation matures.

7.2.2 The European Quartet

- Consists of the national tourist boards of the Czech Republic, Hungary, Poland and Slovakia.
- The organisational background is quite different from the countries described in section 6.2.1. The initiative seeks to market all countries as a whole on one dedicated website, while at the same time maintaining their national individualities.
- There is no central office or organisation solely responsible for the initiative; rather it is comprised of representatives from all four tourist boards who meet on a regular basis.
- However, the lack of a dedicated office, including contact details, meant communication with the initiative for the purpose of this research was ineffective.
- In general the establishment of contact or general communication with any of these cross-regional bodies or marketing alliances for the purpose of this report has been unsatisfactory. Several emails have been sent to all organisations mentioned above in order to get a deeper insight into their organisational background and activities however no responses have been received.

7.3. Opportunities for the Proposed Service

One of the main opportunities identified was establishing links with one or more of the regional cross-border co-operations mentioned above. This approach offers several opportunities and advantages for future involvement and cooperation with the Proposed Service.

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First of all, from an organisational perspective it would be dealing with one organisation while still covering several tourist boards and countries in one campaign. This should facilitate the development and organisation of future projects as networking between project partners has already been established or new project partners could be reached more easily.

Secondly, as these cross-border co-operations are located within the same area, common interests in topics and campaigns should arise. For instance in the Greater Region a special focus could be given to the already established World War One project by Europeana, as it historically affected all regions and is most likely to be promoted for tourism purposes by all tourist boards involved. Similar campaigns could be created in Eastern Europe for example with a focus on the fall of the Iron Curtain or national history under the Soviet regime.

Chapter 8

National Level

8.1. General Findings

For the purpose of this report it was intended to establish contact with all national tourist boards and ministries of culture or tourism, depending on their range of responsibilities and activities. The establishment of contact and the enquiry into tourism planning in the form of themes and campaigns depended significantly on three factors:

- 1) The accessibility and user-friendliness of the countries' respective websites;
- 2) General interest in and awareness of Europeana among the organisations;
- 3) The helpfulness and attitude of the person being contacted dictated the way the request to provide further information was dealt with.

The starting point for all countries was firstly determined by the information provided on organisations' websites. The quality and standard of websites varied substantially. In the case of certain southern European countries such as Spain, Italy, Portugal, Malta, Cyprus and Greece, organisational websites were often only available in their own national language for any information which went beyond general travel destination information. This is surprising given their dependence on international tourism. This made it extremely difficult to examine their strategic remit and organisational background for secondary research.

Additionally contact details were often inaccessible, with no or only one general enquiry email address available. Despite several emails, no response was received from several countries, such as Italy, Spain, Greece, Cyprus, Malta or Sweden, which led to contacting Europeana Network members in the respective countries for further assistance. The Europeana Network partners were especially helpful in facilitating contact.

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The Baltic, Scandinavian, Western (with the exception of France) and Eastern European countries have English language websites available, containing a wealth of general information, which was very helpful for the background research and locating contact details.

With regard to the already existing awareness of Europeana and interest in cooperation and participation in future projects great differences could be found. Generally the so called 'new accession states' such as those from Eastern European and Baltic regions, were often very interested in Europeana's activities and cooperation. This led to extremely fast replies to research requests by email. Additionally, the first-time response rate to emails was substantially higher from new member states than among 'old' member states, which often required the sending of several emails to a wide range of contact details before any response was received. Additionally, follow up questions to new member states were mostly answered promptly and in a very effective manner. This was a surprising finding as tourism markets in old member states such as France, Germany, Spain or Italy are substantially bigger and constitute a far greater share in their national income than in newer member states, where tourism is still at a very early stage of development.

Very little information could be gathered on cultural tourism strategies by national tourist boards as well as national ministries. Many countries stated that they do not have any formal strategies in place which are aimed specifically at cultural tourism, but tourism in general.

Some countries are very reluctant to provide any information on new themes and campaigns dominating tourism planning over the next few years and cooperating with Europeana in general in the field of tourism. This could be for the following reasons:

First of all, a general lack of awareness of Europeana and its activities and the purpose of this research, therefore providing information did not seem relevant to them. This became very obvious in the case of Denmark, where it was stated explicitly by the national tourist board that

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they did not see any benefit nationally in the field of tourism to provide information about their campaigns and upcoming tourism planning.

Additionally some tourist boards were extremely protective of information on upcoming campaigns and themes for tourism planning. This could be based on reasons of competitiveness, as a common question by national tourist boards was whether this report would be published publicly or on an internal basis. It seemed that some countries were concerned that their campaigns might be duplicated by other countries and they would lose their individual appeal and attractiveness of cultural offerings.

Furthermore, whereas some countries were able to provide information on themes and campaigns for several years in advance, others could not go far beyond tourism planning of 2012/2013. This could be due to the fact that some countries simply did not want to provide information on any more future projects or, actually do not have any plans made for the upcoming years.

8.2. Analysis of Themes and Campaigns

It became apparent that tourism planning is organised quite differently in every country. This research sought to determine the different themes and campaigns developed and exploited for tourism marketing purposes over the next years for each member state. Substantial differences could be found.

Whereas some countries organise their tourism planning in so-called 'theme years', others just develop general concepts of what national cultural assets are promotable for tourism purposes. For example Finland developed their tourism planning in terms of marketing campaigns, such as 'Silence please' or 'Cultural Beat'. A total of 8 out of 27 countries simply promotes and markets its general tourism offerings and cultural assets, which might include museums, historic or heritage sites or tourist cities.

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In 12 out of 27 member states tourism planning was developed in terms of annual themes and campaigns. However, timelines developed for themes and campaigns by countries differed quite substantially. Whereas Germany and Estonia have marketing campaigns in tourism planning completed for up to 8 years ahead, and so provided information up to 2020, usually most countries focused on the next 3 years. In two cases specific annual themes and campaigns reached as far as 4 and 5 years. Regrettably in a quarter of all countries it has not been possible to establish or receive any information on the level or type of tourism planning by national organisations.

There are hardly any common campaigns that are being promoted across several countries. National tourist boards and cultural ministries rather focus on their own national cultural assets, such as anniversaries of famous national writers, musicians, artists etc. This is a key finding relevant for future Europeana projects as common interest in certain topics across several countries is required in order to establish new projects.

There is also a common reliance by many member states on future European Capital of Culture projects as key to tourism planning. 9 out of 27 countries named the European Capital of Culture title as a key feature of upcoming tourism planning, placing a special promotional focus on the European wide attention a city is able to receive. This is quite interesting as some countries, which normally do not conduct their tourism planning on an annual level, seem to make an exemption for this initiative. This was especially true for smaller countries or new accession states, such as Slovakia, Poland or Estonia, where the level of tourism to the country in general might be at an earlier stage of development as in many bigger states.

8.3. Overview of tourism themes and campaigns

The following themes and campaigns were provided by national organisations in relation to their future tourism planning:

Austria: Passion for Tradition 2012
 Gustav Klimt Year 2012
 Architecture- Shaping Identity 2013
 Austria – Bridge between East and West 2014

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<u>Belgium:</u>	Brusselicious 2012 2012 Made in Brussels – 150 th anniversary of Les Miserables 2014 WW1
<u>Bulgaria:</u>	No information available
<u>Cyprus:</u>	No information available
<u>Czech Republic:</u>	2012 Commemoration of the 150 th anniversary of the arrival of Saints Cyril and Methodius to Great Moravia - 2013 Music Year 2014 Plzen European Capital of Culture 2015 Czech Film Festival – annual, based on different themes
<u>Denmark:</u>	Soren Kierkegaard 2013 Carl Nielsen 2015 European Capital of Culture 2015
<u>Estonia:</u>	Nature Year 2012 100 years of Estonian Film/ Wellness Year 2013 Cultural Heritage Year 2014 The Culture of the Baltic Sea 2015 Year of Estonian Music, 2016-2017 100 years Estonian Republic 2018 150 years Estonian song festival 2019
<u>Finland:</u>	Silence please Wild and Free Cultural Beat
<u>France:</u>	No information available
<u>Germany:</u>	2012: 800 th anniversary St.Thomas' choir Leipzig DOCUMENTA(13) 300 th anniversary of Frederick the Great's birth 2013: 200 th anniversary of Richard Wagner's birth 150 th anniversary of the death of the Brother's Grimm 150 th anniversary of the birth of Henry van de Velde (Bauhaus) 2014: 600 years Council of Constance 25 years peaceful revolution 300 years House of Hanover 2015: 25years German Unification 500 th anniversary of Lucas Cranach the Younger's birth 2016: Nature Holidays

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	500 years German purity Law
	2017: Religious Travel
	500 th anniversary of Luther's Reformation
	2019: 100 years Bauhaus
	2020: 42th Oberammergau Passion Plays
<u>Greece:</u>	No information available
<u>Hungary:</u>	No information available
<u>Ireland:</u>	The Gathering 2013 Dubline The Wild Atlantic Way WW1 Commemoration of the Irish Civil War
<u>Italy:</u>	No annual campaigns
<u>Latvia:</u>	Riga European Capital of Culture 2014
<u>Lithuania:</u>	Cultural and Tourism Routes
<u>Luxembourg:</u>	Edward Steichen 2012 200 years Grand Duchy 2015
<u>Malta:</u>	Valetta prospective European Capital of Culture 2018
<u>Netherlands:</u>	400 years Amsterdam channels Reopening of Mauritshuis Museum 70 years since the liberation 2015 SAIL Amsterdam 2015 Van Gogh 160 years 2015
<u>Poland:</u>	Wratlavia Catans festival Tour de Pologne Wroclaw European Capital of Culture 2016
<u>Portugal:</u>	No annual campaigns
<u>Romania:</u>	European Cultural Routes
<u>Slovakia:</u>	Kosice European Capital of Culture 2013
<u>Slovenia:</u>	Maribor European Capital of Culture 2012

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Spain: No annual campaigns

Sweden: August Strindberg 2012
Raoul Wallenberg 2012 – 100th Birthday
ABBA + Eurovision Songcontest 2013
Umea European Capital of Culture 2014

UK: 50 years since the Beatles were formed 2012
2012 is the 200th anniversary of Charles Dickens
Jane Austen Pride and Prejudice 100th anniversary 2013

8.4 Overview of national cultural assets

The following national cultural assets were identified through web research (including via Facebook) for every member state:

Austria: Wolfgang Amadeus Mozart
Joseph Haydn
Salzburg Festival
Viennese Opera Ball

Belgium: Viktor Horta/ Art Nouveau
Atomium
La Grande place
Antwerp Centraal Station
Jan van Eyck
Sir Peter Paul Rubens

Bulgaria: No information available

Cyprus: No information available

Czech Republic: Jan Hus
The Prague Spring
Vaclav Havel
Pilsner Beer

Denmark: Vikings
The Tragedy of Hamlet, Prince of Denmark
Hans Christian Andersen
The Little Mermaid

Estonia: Jaanipaev
Oskar Luts
Estonian Song Festival

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<u>Finland:</u>	Jean Sibelius Scandinavian Design
<u>France:</u>	Eiffel Tower Cubism Paul Cezanne French Revolution
<u>Germany:</u>	Berlin Wall Brandenburg Gate Ostalgie Christmas Markets Bayreuth Brother's Grimm Johann Wolfgang von Goethe Beer festivals
<u>Greece:</u>	Aristotele Democracy Olympic Games
<u>Hungary:</u>	Bela Viktor Bartok Franz Liszt
<u>Ireland:</u>	Irish Music and Dance St. Patrick's Day Festival Book of Kells Rock of Cashel Civil War
<u>Italy:</u>	Coliseum Leonardo Da Vinci Tower of Pisa
<u>Latvia:</u>	Monument of Freedom (Riga) Latvian Song and Dance festival The Folk Song Cabinet of Krisjanis Barons Midsummer's Eve
<u>Lithuania:</u>	Gediminias Tower Eimuntas Nekrosius Maironis Mikalojus Konstantinas Ciurlionis

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Malta: pre-historic sites, temples, fortifications etc.

Netherlands: Windmills
Cheese
Tulips
Rembrandt van Rijn
Johannes Vermeer

Poland: Solidarnosc/ Lech Walesa
John Paul II
Palace of Culture and Science
Frederic Chopin
Pierogi

Portugal: Vasco da Gama
Carnation Revolution
Fado

Romania: Hunyad Castle
Mihail Eminescu
Maria Tanase

Slovakia: Eugen Suchon
Ludovit Stur
Janosik
Bryndzove Halusky (national dish)

Slovenia: No information available

Spain: Bullfights
Flamenco
Spanish Painters

Sweden: Vikings
ABBA
Astrid Lindgren
Lapland

UK: William Shakespeare
Big Ben
The Beatles
British Royal Family

8.5 Digital publishing outlets

Tourist Boards of all of the 27 member states have a website available. In most cases this covers a promotional website for tourism purposes, where all relevant details on destinations, such as places to visit, cultural calendars, accommodation, travel and product information can be found. About two thirds of these sites contained details about organisational set-up, focus, strategies and mission. In about half of all cases direct contact details could be found in forms of organisational charts or listings of responsibilities.

Additionally most national tourist boards use social media, such as Facebook, Twitter and YouTube for destination marketing purposes. Furthermore in about half of all member states the respective tourist board promotes other digital tools, such as Smartphone or iPad applications.

Only around 25% of all countries additionally run websites outside their organisational ones, which are focusing on promoting tourism or culture. In Germany for example the national tourist board promotes websites called Magic Cities or Historic Highlights, outlining different tourism locations.

Chapter 9

EU Member States Detailed Information

9.1. Austria

9.1.1. Strategic focus/set-up

The Austrian National Tourist Office (ANTO) is Austria's national tourism organisation, which is solely responsible for tourism matters in Austria. Its main objective is the promotion of Austria as a tourist destination by constantly developing its tourism offerings and products, marketing effectively to increase Austria's market share in international tourism and working in conjunction with the tourist industry.

In the area of culture and arts the Austrian Federal Ministry for Education, the Arts and Culture is responsible for all fields of national artistic production as well as care for and preservation of Austrian cultural heritage. This work is further supported by **KulturKontakt Austria**, an Austrian cultural institution funded by the Ministry, which is responsible for organising and initiating increased cultural activities, liaising between cultural providers and developing areas of arts sponsorship and cultural education.

9.1.2. Digital Publishing Outlets

The Austrian tourist office provides a free Smartphone application called '**iAustria**', which features the most popular tourist destinations and activities. In addition, social media, such as Facebook, Twitter and Youtube are important factors used for tourism marketing.

9.1.3. Awareness of Europeana

There was no previous awareness of Europeana as a cultural content provider or any of its activities, but further interest in the project was explicitly stated by Austria's National Tourist office and Ministry of Culture.

9.1.4. Campaigns and Assets

Austrian tourism planning works on the basis of theme years. Information on future campaigns for the next three years was provided by the Austrian tourism office. These include campaigns called **'Passion for Tradition 2012'**, **'Gustav Klimt Year 2012'**, **'Architecture- Shaping Identity 2013'** and **'Austria-Bridge between East and West 2014'**.

A wide range of Austrian cultural assets were identified, such as Austria's greatest composers **Wolfgang Amadeus Mozart** and **Josef Haydn** and its annual music festival **'Salzburger Festspiele'** and the **'Viennese Opera Ball'**, which constitutes the biggest social and cultural event of Austrian society.

9.1.5. Info-gathering Process

On a general level, the Austrian Tourist Board, Ministry of Culture and KulturKontakt Austria have English language websites available which outline their organisational background and activities in great detail. This was not only useful in contacting their national organisations, but when conducting general background research.

Establishing contact with the Austrian National Tourist Board and the Ministry of Culture for the purpose of this report was very fast and efficient. All communication was conducted through emails. Both were very willing and open to provide information and answer all relevant questions. No contact could be established with KulturKontakt Austria, despite several attempts.

9.2. Belgium

9.2.1. *Strategic focus/set-up*

Despite its small size, Belgium is a deeply divided country. The division between its southern part of Wallonia (including Brussels) and the Flemish north is prevalent in Belgium's organisation and planning of tourism. Two different regional tourist boards are responsible for tourism marketing, which includes separate websites and contact details. There is no national tourist board representing both regions as a whole, despite the presence of a **www.visitbelgium.com** website, which is unclear as to which exact area it purports to cover. To further confuse matters the **www.opt.be** website seeks to promote Brussels from a Wallonian perspective, whilst the Flemish region also includes Brussels in their tourism planning and offerings, but with a different focus. It became apparent during the course of the research that little or no cooperation or communication between both regions takes place.

9.2.2. *Digital Publishing Outlets*

Both regional tourist boards have comprehensive websites available for tourism destination purposes. A vast amount of information can be found in terms of their tourism offerings and upcoming events. The Flanders region in particular provides a very comprehensive cultural calendar on their website. In addition, two smartphone applications, which deal with World War One, were identified: '**Diary 14-18**', which introduces visitors WWI sites in France and Belgium and '**Flanders Fields Memorials**'. It could not be established whether any of the regional tourist boards have any promotional or developmental input in these applications.

9.2.3. *Awareness of Europeana*

The Wallonia tourist board did not express discernible interest in Europeana and only responded to email requests reluctantly. The Flemish tourist board was generally more

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cooperative in providing the requested information and are currently evaluating the benefits of future project cooperation with Europeana.

9.2.4. Campaigns and Assets

A common theme that both tourist boards are working on is the commemoration of **World War One**, however only the Flanders region was able to provide information on their tourism planning, including a website for the campaign. Further information about a new project called **the Great War Centenary**, which coincides with the **Europeana 14-18** initiative, can be found on **www.greatwarcentenary.be**.

Through online research of the tourist board websites two interesting themes also became apparent within the Wallonian region: **'Brusselicious 2012'**, the celebration of Belgian food and **the 150th anniversary of Hugo Victor's 'Les Miserables'**.

A wide range of cultural assets in Belgium were identified, such as **Viktor Horta**, Belgian architect of the Art Nouveau movement, **the Atomium monument** and **the Grand Place** (also called **'Grote Markt'**) in Brussels. The Flanders tourist board identified some of its most important Flemish cultural assets as the Baroque painter of Flemish origin **Peter Paul Rubens** and painter **Jan van Eyck**, who's painting style and methods led way to great fame throughout Europe.

9.2.5. Info-gathering Process

From a tourism destination perspective, information on both websites was easily accessible and informative. However, research on organisational background was exceptionally difficult to conduct as there was little or no information available. Furthermore, both organisations were extremely difficult to get in contact with due to the absence of contact details and outlines of activities. Several emails were sent to the general press and information email addresses given on the websites, without any success. As a last attempt, help was sought from **Europeana Network members** to provide direct contact details of people working within the organisations. This facilitated the establishment of email contact. However, even then it became apparent

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that the political and historical division between the two regions was such a major factor that no contact details could be provided of anyone working within the counterpart organisation.

9.3. Bulgaria

Establishing initial contact with the Bulgarian Tourist Board and Ministry of Culture was fast and efficient. Great interest was stated in Europeana projects in general and further cooperation by Angel Angelov from the Bulgarian Ministry of Culture. As there was no information available in English on any of the websites, the research was completely reliant on cooperation of Bulgarian authorities and the provision of information, which was promised at the early stage of the research. An outline of Bulgarian cultural strategy was sent immediately. However, no further responses were received despite several follow-up and reminder emails. This resulted in having to leave a blank page within this research for Bulgaria as neither general organisational information nor details on campaigns or cultural assets could be obtained. However, contact details of staff from the Bulgarian Ministry of Culture can be provided, which showed initial interest in future cooperation with Europeana. It might be useful to try to initiate contact at a later stage.

9.4. Cyprus

9.4.1. Strategic focus set-up

In Cyprus the national tourist board is responsible for tourism marketing and development. It could not be determined, which national government ministries are in charge of cultural and tourism matters.

9.4.2. Digital publishing outlets

No information.

9.4.3. Awareness of Europeana

No information.

9.4.4. Campaigns and assets

No information.

9.4.5. Info-gathering process

Information about relevant organisations could not be gathered as details were inaccessible online in English language. Seeking help by establishing contact through Europeana Network members unfortunately did not lead to any results.

9.5. Czech Republic

9.5.1. Strategic focus/set-up

In the Czech Republic, the Czech Tourist Authority (in charge of tourism marketing and development) and the Ministry of Culture are responsible for tourism and cultural planning. The Czech Tourist Authority is funded by the Ministry of Regional Development.

The Ministry of Culture aims to organise and coordinate all matters in relation to arts, cultural and educational activities and cultural monuments. In addition, cooperation between the Ministry of Culture and the Czech Centres was mentioned as of paramount importance for cultural matters and promoting Czech culture and heritage abroad.

9.5.2. Digital publishing outlets

The Czech Tourism Authority provides a very comprehensive and informative website in relation to national tourism offerings and destination marketing. However little organisational background information is accessible online. No information was provided by the Tourist Authority in relation to any online or digital applications promoted by the organisation, which go beyond the general website and a Facebook account.

The Ministry of Culture is currently working on a national digitisation strategy of Czech cultural content. This campaign is run in cooperation with the National Museum, which already runs an online application called **www.esbirky.cz**. The National Museum coordinates the digitisation and presentation of a comprehensive online collection featuring a wide range of content from all Czech cultural institutions in one place. Currently, the portal features a total of 21,000 items from 23 institutions. In relation to the **eSbírký online collections** a special focus is given to social networks, such as Facebook and Twitter, where virtual users can comment upon, rate and discuss artefacts and cultural content.

9.5.3. Awareness of Europeana

There appeared to be no previous awareness of Europeana as a cultural content provider within the National Tourist Authority and the Ministry of Culture. In line with the national digitisation campaign of cultural content by the Ministry of Culture and the National Museum, Europeana must be considered a very beneficial and relevant project for future cooperation and research. It was explicitly stated that there is ongoing monitoring in the field of cultural digitalisation and general interest in future Europeana projects.

9.5.4. Campaigns and Assets

A range of cultural campaigns were detailed over the next three years, which are organised in so called theme years. In 2013 the whole of the Czech Republic will be celebrating the **1150th anniversary of the arrival of national Saints Cyril and Methodius to Great Moravia**, which will be commemorated with a wide range of festivals, pilgrimages, exhibitions, conferences etc. In 2014 cultural planning will be based on the main theme of **Czech music**, celebrating its greatest composer and musicians. Furthermore with Plzen being the **European Capital of Culture** in 2015, major tourism and cultural planning has been focusing on this event since 2011. In addition, the National Tourist Board stated that all focus on cultural campaigns will be based on promoting **Czech UNESCO sites** in the upcoming years.

A wide range of cultural assets can be identified for the Czech Republic, which still play an important role in the national identity, such as Protestant Church reformer **Jan Hus**, political liberalisation '**The Prague Spring**', writer and former **President Vaclav Havel** and **Pilsner Beer**.

9.5.5. Info-gathering process

The **Czech Tourism Organisation** were initially contacted, and they subsequently suggested contacting the Ministry of Culture as it was felt they would be the more appropriate contact to answer the questions related to Europeana.

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The Ministry of Culture has a very wide-ranging and informative website available in English and contact could be established quickly, however no response was received for months. Eventually, an exceptionally detailed and comprehensive email providing all the relevant information was sent at the last minute, which had been composed by the Ministry of Culture in conjunction with the National Museum of the Czech Republic. It was stated that the Ministry had several times tried to contact the Czech Tourism Authority to In addition, add to the information and provide a joint statement, however without any success. This leads to the conclusion that both state agencies are not working very closely with each other in general and communication between both must be poor. In addition, it could be assumed that the Czech Tourism Authority does not see any benefits for closer cooperation with Europeana.

9.6. Denmark

9.6.1. Strategic focus/set-up

In Denmark the National Tourist Board and the Danish Agency for Culture are responsible for tourism and cultural planning and offerings. The website of the National Tourist Board was very informative for tourism purposes, however no background information could be found on organisational set-up, cooperation with any other agencies, cultural policy etc.

The Danish Agency for Culture, which operates under the Danish Ministry of Culture, is the national body responsible for promoting and coordinating between a wide range of cultural areas, such as Danish libraries, media and digitalization, cultural heritage, architecture, cultural institutions, education and tourism. In addition, the Danish Cultural Institute and the Nordic Council of Ministers were mentioned as important partners in the field of cultural cooperation.

9.6.2. Digital publishing outlets

Beside its organisational website, the Danish Agency for Culture currently promotes and sponsors a cultural website called ‘**1001 Stories**’, which features a wide range of cultural heritage offerings. The website is also available as a smartphone application.

9.6.3. Awareness of Europeana

There was no prior awareness of Europeana as a cultural content provider by the Danish National Tourist Board or the Danish Agency for Culture. However, it was possible to establish very good contacts within the Danish Agency for Culture, who were very interested in Europeana in general and future cooperation.

9.6.4. Campaigns and Assets

As no information could be retrieved from the National Tourist Board with regards to its tourism planning processes, or any information on any upcoming themes and campaigns, only

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information provided by the Danish Agency for Culture could be taken into account. Three main annual campaigns for the upcoming years were provided, which include themes centred on Danish poet and philosopher **Soren Kierkegaard in 2013**, Danish composer **Carl Nielsen in 2015** and prospective hosting of the **European Capital of Culture** in Aarhus and Sonderborg in 2017. In addition, cultural assets, which still play an important role in Danish cultural identity such as **the Vikings, The Tragedy of Hamlet/Prince of Denmark, the fairy tales of Hans Christian Andersen and the Little Mermaid** statue in Copenhagen, must be mentioned.

9.6.5. Info-gathering process

For the purpose of this research on Denmark, the Danish National Tourist Board and the Danish Agency for culture, which is a sub-organisation of the Ministry of Culture, were contacted. The marketing department of the Danish tourist board provided a very fast initial response to a request for information on themes. However, despite several efforts to maintain contact providing further information about Europeana and its activities, as well as explaining all the benefits of this project, there was no willingness to release information on campaigns and themes related to Danish tourism planning and suspicion persisted. No further contact could be established with the National Tourist Board. However, the Danish Agency for Culture was willing to provide all the necessary information for the purpose of this research.

9.7. Estonia

9.7.1. Strategic focus/set-up

The Estonian Tourist Board (ETB) is responsible for implementing Estonian national tourism policy and working as a support organisation for the tourism industry, responsible for coordinating and developing new tourism policies and tourism campaigns and offerings. Furthermore destination marketing, coordination and research analysis also lie within the responsibilities of the Estonian Tourist Board. In the field of cultural heritage a new development plan called '**Cultural holiday**' (2014-2020) is currently being developed by the Estonian Tourist Board.

The Ministry of Culture is responsible for the field of literature and publishing, theatre, music, fine arts, cinema, folk art, museums, libraries, cultural heritage, creative industries, broadcasting and audiovisual policy, copyright and cultural diversity.

9.7.2. Digital publishing outlets

The Estonian tourist board has developed a range of websites available for tourists for destination and cultural offerings, such as a smartphone app called **Travel Planner**, which allows visitors to create their holiday in Estonia by choosing offerings around individual interests. Besides using social media sites such as YouTube and Facebook, there is also a wide range of EIP's (electronic information portals/points) available throughout the country.

9.7.3. Awareness of Europeana

The Estonian National Tourist Board was very interested in Europeana in general and its cultural activities, as there were no prior awareness. It was explicitly stated that further cooperation with Europeana and information on future projects would be very much welcomed.

9.7.4. Campaigns and Assets

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The Estonian tourist board was able to provide information on tourism planning up to 2019, which is substantially longer than in most other European countries. This was organised in annual theme years, which include **Year of Nature** in 2012, **100 Years of Estonian Film** in 2013, **Cultural Heritage** in 2014, **The Culture of the Baltic Sea** in 2015, **Year of Estonian Music** in 2016/17, **100 years of Republic of Estonia** in 2018 and **150 years Estonian Song Festivals** in 2019.

The Estonian Song Festival is one of Estonia's cultural assets, as it is a major event for domestic as well as international tourism with a long history and constitutes an important part of Estonian cultural heritage. In addition, **Jannipaev**, the Estonian midsummer's eve, which is celebrated as a national holiday by all Estonians and **Oskar Luts**, the famous Estonian writer, are of other important cultural assets.

9.7.5. Info-gathering process

For the purpose of this report the Estonian National Tourist Board and the Estonian Ministry of Culture were contacted. The Tourist Board were especially helpful and informative in their responses. Email contact responses were received in an extremely fast and efficient manner, which proved very beneficial for gathering information. Both organisational websites are available in English and serve as a great base to conduct all background research.

9.8. Finland

9.8.1. Strategic focus

In Finland the Finnish Tourist Board, which is state funded and operates under the authority of the Ministry of Employment and Economics and the Ministry of Education and Culture are responsible for national tourism and cultural planning. The Finnish Tourist Board's main objective is the promotion of tourism offerings and destination marketing, as well as serving as an active partner for the Finish tourism industry. Furthermore, the Finnish Tourist Board is solely responsible for developing and coordinating tourism projects and campaigns in line with the Finnish tourist strategy. In addition, the Ministry of Education and Culture is an important organisation, responsible for national cultural institutions, museums, theatres and similar cultural offerings. Currently the ministry is developing a **Cultural Strategy 2020**, which seeks to stimulate cultural tourism.

9.8.2. Digital publishing outlets

No information.

9.8.3. Awareness of Europeana

Both the Finnish Tourist Board and the Ministry of Education and Culture expressed an interest and a desire to participate in future Europeana campaigns and projects.

9.8.4. Campaigns and themes

The Culture Finland umbrella program was mentioned by both organisations with regards to their tourism planning. This includes a strategy to develop theme based tourism by the Finish tourist board, which is aimed at increasing cultural tourism by facilitating better networking, marketing, innovating new products and promoting sustainable tourism. Themes are developed based on the core values and assets of Finish tourism offerings rather than annually. These include '**Silence-please**', '**Wild and Free**' and '**Cultural Beat**'.

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Finnish cultural assets include national composer **Jean Sibelius** or **1950's Finnish design**, represented by design labels **Marimekko** or **Arabia**.

9.8.5. Info-gathering process

Both the Finish Tourist board and the Ministry of Education and Culture were contacted in order to complete the research on Finland. Organisational websites were very informative, comprehensive and available in English. Email contact with both organisations was very quick and efficient, identifying good collaboration between both organisations. The Finnish Ministry of Education and Culture especially expressed an interest in Europeana and its activities and is generally keen on future cooperation.

9.9. France

9.9.1. Strategic focus/set-up

In France a wide range of governmental organisations are responsible for tourism and cultural matters. In terms of tourism planning and marketing, every region has its own tourist board and national organisation is extremely difficult to determine.

9.9.2. Digital publishing outlets

No information provided.

9.9.3. Awareness of Europeana

No awareness of Europeana could be identified or explored among French tourist boards and government ministries.

9.9.4. Campaigns and Assets

No information provided.

9.9.5. Info-gathering process

Very little information about French organisations could be gathered in the process of this research. Organisational websites, which provide information beyond destination information, were not available in English and it was difficult to determine whether a national tourist board and ministries are operating on a national level. Many regional organisations were identified in the process of this research, but no reply to enquiry emails were received at any stage.

9.10. Germany

9.10.1. Strategic focus/set-up

As Germany is a federal country, tourism policy implementation lies within the responsibilities of the regional tourist boards. Every county has its own tourist board, responsible for marketing and promoting their region, however there is also the German National Tourist Board (GNTB), which represents Germany as a whole and is funded by the Ministry of Economics and Labour. Its activities include marketing Germany as a tourist destination, developing new marketing strategies, campaigns and themes, increasing market share in new source markets and overseeing cooperation and communication between the travel industry and all partners involved in tourism, with the general aim to increase tourist traffic in Germany and boost tourism revenue. It operates internationally, with offices based around the world specifying their services to their respective target markets.

Furthermore the German Ministry of Education, Science and Culture is responsible for all policy and legislation in relation to arts, culture, heritage and education. However, Ministries operate at regional level; with each of the 16 states having their own Ministry responsible for art and culture.

9.10.2. Digital publishing outlets

Besides a very informative general tourism website and the use of social media sites such as Facebook and Twitter, the German National Tourist Board sponsors two more websites seeking to promote Germany's tourist offerings. **The Magic City** initiative features a wide range of German cities, including its cultural and heritage offerings on their website under the Magic City Association. This initiative was founded 50 years ago and is promoted by the National German Tourist Board. Furthermore, the tourist board promotes the **Historic Highlights** initiative, which is an association of smaller alternative cities, who are all deeply rooted in history and where the visitor is able to experience cultural heritage and history. In addition, the

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tourist board sponsors the **Germany Top 100** smartphone application, which features the most popular tourist sites, according to international visitors. The app is developed by collecting tourist votes and providing information on the sites.

9.10.3. Awareness of Europeana

There was no prior awareness of Europeana or any of its activities, however the German National Tourist Board did see potential in future cooperation on certain projects.

9.10.4. Campaigns and Assets

German tourism planning is organised in a multi-layer of theme years, which are divided between general annual themes, marketing themes and themes related to different source markets. This could be considered to be the most comprehensive and detailed tourism planning process of all European countries. As in many other countries, theme years were mainly centred on historical anniversaries of national composers, writers and events, such as **the Brothers Grimm, Wagner, Luther** or the **German reunification. Christmas markets, the Oktoberfest** or **city breaks**. These are ongoing themes, which are especially relevant for destination marketing in source markets like the UK and Ireland. In addition, World War One is predominantly featured in tourism marketing in France, Belgium or Luxembourg.

Some of the themes could be especially relevant for future Europeana projects such as **Brothers Grimm, Luther** etc. which could potentially make great initiatives of digitalisation for Europeana.

Some cultural assets most commonly associated with Germany include the **Berlin Wall, Brandenburg Gate, Ostalgie**(a German word describing nostalgia for aspects of life in East Germany),**Brothers Grimm, Goethe, Schiller, Gutenberg, Christmas Markets** and **beer festivals**.

9.10.5. Info-gathering process

Due to time constraints, information was only sought from the German National Tourist Board as well as the Federal Government Commissioner for Culture. The German National Tourist

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Board has a very informative website available in English, which provides all the necessary information to conduct general background research. It provides a wide range of reports, statistics as well as upcoming themes and campaigns which appear to be regularly updated.

Contact details were easy accessible and emails were promptly answered. The German Tourist Board responsible for the UK and Irish market suggested a personal meeting, as there was no previous awareness or knowledge of Europeana and they were interest in finding out more. Generally there appeared to be no communication between the Tourist Boards and national Europeana partners on activities and mutual interests. All the relevant research questions were addressed in the interview and full details about upcoming themes and campaigns until 2018 were provided.

The Federal Commissioner's office did not provide any information, despite several reminder emails being sent.

9.11. Greece

9.11.1. Strategic focus/set-up

In Greece the Greek National Tourism Organisation under the Ministry of Culture and Tourism is responsible for tourism planning and marketing. In addition, there is the Hellenic Ministry of Education and Religious Affairs, Culture and Sports. Little information was available in English on organisational set-up or background information, so it could not be determined in detail which areas of responsibilities are covered by both organisations.

9.11.2. Digital publishing outlets

No information provided.

9.11.3. Awareness of Europeana

No awareness of Europeana could be identified within the responsible organisations.

9.11.4. Campaigns and Assets

Generally, cultural assets of Greece include the great philosophers, such as **Plato, Socrates** and **Aristotle, democracy, the Olympic Games** and **Greek food and wine**.

9.11.5. Info-gathering process

The Greek National Tourism Organisation and the Ministry of Culture were both contacted for the purpose of this research. The Tourist Organisation has an English language website available for general destination travel information. There were no organisational charts or contact details available online, besides a very general email inquiry address. As no replies were received from any of the organisations, contact was sought through Europeana Network members based in Greece. Eventually contact was established with a former employee of the Ministry of Culture and Tourism as well as a consultant previously involved in tourism planning with the National Tourism Organisation. In addition, two more contact details were provided from the National Tourism Organisation and the Ministry of Tourism; however there were no

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responses elicited from these. As a result no information could be gathered on future tourism planning, themes, campaigns or digital publishing outlets. In addition, awareness of Europeana or any of its activities could not be ascertained.

9.12. Hungary

9.12.1. Strategic focus/set-up

In Hungary the Hungarian National Tourist Office is responsible for tourism matters. The tourist office serves as the national marketing body, promoting Hungary as a tourist destination abroad, by highlighting its tourism offerings and attractions, improving its image and assisting and liaising with the tourism industry. However, cultural matters fall under the responsibilities of the Ministry of Human Resources. The organisational structure and responsibilities in Hungary was found to be very confusing and misleading.

9.12.2. Digital publishing outlets

No information provided.

9.12.3. Awareness of Europeana

It is very difficult to judge if there had been any prior awareness of Europeana. Emails providing information about the Europeana awareness campaign and its general activities have been sent to all agencies responsible.

9.12.4. Campaigns and Assets

No campaigns or themes on upcoming tourism planning were provided by the responsible organisations. Hungarian cultural assets include world famous composers **Franz Liszt** and **Bela Bartok**.

9.12.5. Info-gathering process

The National Tourist Office has an English language website available for tourism purposes. However, with the absence of specific contact details for the Tourist Office, a general enquiry email was sent which did not produce any responses. Consequently, Europeana Network members in Hungary were asked to assist. A very comprehensive list of relevant contact details was provided by Network members, however, only the State Secretariat of Culture responded,

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but ultimately were unable to provide more information. Other promising contacts, which included staff from tourism and cultural planning offices, did not respond. In general there are many English language websites available for all government ministries and departments, however, responsibility for tourism is spread across a wide range of ministries and it was admitted that this often causes confusion at national level.

9.13. Ireland

9.13.1. Strategic focus/set-up

In Ireland several organisations are responsible for tourism and cultural matters; these include the Ministry of Transport, Tourism and Sport, which is mainly responsible for the formulation, development and evaluation of policy for the tourism sector as regards training, HR policy, tourism marketing, tourism product development and North/South co-operation on tourism matters. Implementation of these policies on the other hand is undertaken by the two Irish tourism agencies – **Fáilte Ireland** and **Tourism Ireland**.

Fáilte Ireland is the National Tourism Development Authority of Ireland, which implements government policy and provides the circumstances for sustaining Ireland as a high quality tourist destination. Tourism Ireland is the marketing agency of Irish tourism, which develops marketing and promotion strategies for Irish tourism, operating from offices around the world. Marketing strategies are tailored around different source markets.

Furthermore, the Ministry of Arts, Heritage and the Gaeltacht is responsible for the conservation, preservation, protection and presentation of Ireland's heritage and cultural assets. The Ministry is a project partner for Europeana.

9.13.2. Digital publishing outlets

Fáilte Ireland promotes a wide range of websites and smartphone applications, such as the **Discover Ireland** app, **Visit Dublin** app, **Dublin Bus** app and a **Festivals** app. Websites include www.discoverireland.ie, www.promotionsireland.ie, www.irishfarmholidays.com and www.visitdublin.com.

9.13.3. Awareness of Europeana

As personal contact with all relevant organisations could be established, awareness of Europeana and its activities could be created. There was an existing awareness of Europeana among the Ministries and both Fáilte Ireland and Tourism Ireland.

9.13.4. Campaigns and Assets

Tourism planning in Ireland is very budget dependant. Due to recessionary budget cuts long term planning in terms of campaigns and theme years is impossible for the Irish Tourist Board. However, it is hoped that this will change by the beginning of 2013, with three year strategies being developed in the future.

Generally the Tourist Board aims to develop the Midlands, West and East coast as three major destinations, which focus on lakes, including activities such as sailing, boating, walking and cycling, the West and its scenery and nature and the East as a cultural heritage destination. In addition, plans were mentioned to further develop Kilkenny and Waterford as heritage cities and Dublin as a centre of fine literature and art, based primarily on the works and life of **James Joyce**.

The main tourism initiative for 2013 is **'The Gathering'**, a public-led countrywide initiative, which seeks to invite everyone with Irish connections back to Ireland. In addition, the Gathering aims to invite people abroad discover their Irish roots and ancestors and visiting their hometowns. Generally, there has been a great interest in **Irish heritage** and **genealogy** in particular over the last few years. One of the most important places to start tracing ancestors is the **census of 1901 and 1911**. The entire census documents can be found on the Europeana web archive. Irish genealogy could prove to be a very interesting and achievable project for European in the future.

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In addition, two long-term projects have been initiated for Irish tourism planning, which are the **Dubline**, a walking heritage trail, and the **Wild Atlantic Way**, a scenic drive along the West of Ireland. Due to insecurity of funding it is impossible to make any forecast on the timeframe of the projects; however, the initial planning is due to be completed within the next two years.

The **Dubline** initiative could also constitute a great opportunity for Europeana. As the walking trail guides the visitor along a wide range of interest points, which will be signposted and available in a smartphone app, additional Europeana website content could be made available as an extra feature. This could for instance link to different objects on the Europeana website, which have a direct link or common theme to a certain point of interest along the route. For example the **Chester Beatty Library** will be part of the Heritage Trail and there are already many objects uploaded onto the Europeana website.

The commemoration themes of **World War One** and **the Easter Rising** in 2016 were also mentioned by representatives of Fáilte Ireland as future tourism campaigns, however without any detailed plans being made yet. Cultural assets for Ireland include **Irish traditional folk music and dance**, **St. Patrick's Day** festivals, the **Book of Kells**, the **Rock of Cashel** and the Irish **Civil War** of Independence.

9.13.5. Info-gathering process

With the Ministry of Arts, Heritage and the Gaeltacht being a project partner for Ireland with Europeana, information on all organisations in Ireland could be gathered quickly and effectively. The Ministry of Transport, Tourism and Sport was briefed on Europeana and its activities in personal meetings.

Marketing representatives of Fáilte Ireland were to identify the major themes and campaigns for the upcoming years as well as general tourism planning. For Tourism Ireland only research in connection to organisational background could be conducted as no direct contact could be established. Nevertheless, with Fáilte Ireland being solely responsible for tourism planning this was seen as sufficient.

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9.14. Italy

9.14.1. Strategic focus/set-up

In Italy ENIT, the national tourist board, which operates under the Ministry of Tourism, is responsible for tourism policy implementation, marketing Italy as a tourist destination, developing tourism strategies and serving as a partner for the tourism industry. **Beniculturali/MiBAC** is the Ministry of Culture, which seeks to promote Italy's cultural heritage. The organisational set-up in Italy still remains unclear after conducting the research.

9.14.2. Digital publishing outlets

In terms of digitisation of cultural content, www.culturaitalia.it is the main website where digitised objects of Italian museums, monuments, sites and parks is made available for the public. Regrettably it could not be determined whether the Italian tourist board promotes any particular websites or smartphone applications, which go beyond its general website and its social media activities.

9.14.3. Awareness of Europeana

There was no awareness of Europeana in the national tourism board; there was limited awareness in the Ministry for Culture.

9.14.4. Campaigns and Assets

No information on themes and campaigns in relation to tourism planning could be collected. However in terms of culture, several strategies were mentioned by the Ministry of Culture such as **European Heritage Days** in September, a European wide strategy raising awareness of Europe's wealth in cultural heritage terms, **The Night of Museums** in May, **Culture Week** in April, featuring free entrance to many cultural venues, **Women's Day** in March and **Valentine's day** on February. Some of Italy's cultural assets include monuments such as the **Coliseum** or the **Tower of Pisa** and **Leonardo Da Vinci**.

9.14.5. Info-gathering process

Gathering information required for this research on Italy has been tremendously difficult. It was not possible to establish contact with the Italian Tourist Board ENIT through the normal channels. Websites were not useful for background information research, with the absence of organisational charts, overview of responsibilities etc. Contact was established with MiBAC via Europeana Network contacts and information was provided to some of the questions. However, the answers focused mainly on Italy's progress and strategies in respect of digitisation of cultural heritage.

9.15. Latvia

9.15.1. Strategic focus/set-up

The Latvian Tourism Development Agency (LTDA) and the Ministry of Culture are responsible for tourism and cultural matters. The tourism agency, which operates under the Ministry of Economics, is the main body in charge of implementing tourism policies, tourism development, marketing and promoting Latvia as a tourist destination abroad and guaranteeing favourable conditions for the tourism industry. The Ministry of Culture is responsible for coordinating cultural policy and promoting and overseeing cultural heritage, arts, museums, monuments, archives, literature, film and education.

9.15.2. Digital publishing outlets

Besides a general website featuring destination information on Latvia, the Latvian Tourist Development Agency is also participating in the Great Baltic Project, an initiative organised in conjunction with the Estonian and Lithuanian Tourist Boards. It includes a website, detailing information about a wide range of tourist sites, which the traveller is encouraged to visit, take pictures of and upload their stories online. This will facilitate the collection of points and potentially the winning of prizes. This initiative could be considered an interactive or participatory marketing campaign. No information could be gathered on tourist or cultural smartphone applications. The Ministry of Culture also provides a website with information on Latvian culture.

9.15.3. Awareness of Europeana

There was an awareness of Europeana and its activities within the tourist agency and the Ministry of Culture.

9.15.4. Campaigns and Assets

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Latvian tourism planning is not as well advanced compared to many bigger European countries; however marketing is based mainly on promoting its cultural heritage and natural scenery. Tourism planning was not centred on any major themes and campaigns on the basis of theme years, with the exception in 2014, when Riga will be the **European Capital of Culture**. A wide range of events and exhibitions have been organised, which include themes based on the world of book publishing, Latvian music as well as music by **Richard Wagner** and the commemoration of **World War One**. This included an exhibition by the Latvian National Museum of Art with the title *1914*, which showcases a view of World War One as seen by famous European artists. This could constitute a very interesting project for Europeana as an add-on to its 1914-1918 collection.

Cultural assets of Latvia include the **Monument of Freedom**, the **Latvian Song and Dance festival**, The Folk Song Cabinet of **Krišjānis Barons** and **Midsummer's Eve**. The FolkSong Cabinet could be an interesting campaign opportunity for Europeana, as it consists of over 200,000 leaflets with folk song and philosophy and dates back to 1880.

9.15.5. Info-gathering process

Establishing and maintaining contact within the LTDA and the Ministry of Culture was very quick and straightforward. Both organisations have websites available in English, providing all the necessary contact details and information required for background research. In addition, each organisation was willing to respond to the questions raised.

9.16. Lithuania

9.16.1. Strategic focus/set-up

In Lithuania the State Department of Tourism and the Ministry of Culture are responsible for cultural and tourism matters. The Ministry of Culture is in charge of state cultural policies, art, music, theatre and museums. The State Department of Tourism is in charge of tourism planning and development.

9.16.2. Digital publishing outlets

Beside their main websites and a promotional website for tourism destination purposes, the Ministry of Culture of the State Department of Tourism do not sponsor or promote any digital tools, websites or smartphone applications. In addition, there is a **www.visitlithuania.com** website available; however this does not belong to any official agency or government department, but to a private Lithuanian tour company.

9.16.3. Awareness of Europeana

It has not been possible to establish contact with the State Department of Tourism in Lithuania in order to raise awareness of Europeana as a cultural content provider. Nevertheless the Ministry of Culture in Lithuania seemed very interested in future Europeana projects and was very willing to provide information, especially in relation to digitisation.

9.16.4. Campaigns and Assets

Tourism planning in Lithuania is not yet as advanced as in other countries. From the background research it seems that tourism planning is focussed on the promotion of existing cultural heritage and nature rather than specific theme years and campaigns. The State Department of Tourism focuses on a wide range of **Cultural Tourism Routes**, which include the **Amber Route**, **ViaHansa Route**, **Narrow Gauge Railway Route**, **The Great Baltic Travel** (see also Latvia/pan-European section) and the **Pilgrimage Route of John Paul II**.

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Some of Lithuania's cultural assets include the **Gedimas Tower** in Vilnius, which must be considered an important symbol of Lithuania, **Eimuntas Nekrošius**– world famous theatre director, **Maironis**, a Lithuanian poet and priest of the 19-20th century and **Mikalojus Ciurlionis**, a Lithuanian artist and painter.

9.16.5. Info-gathering process

The Department of Tourism provides two websites in relation to tourism; one organisational website, which is unfortunately not available in English language and one promotional website, for tourism marketing purposes. Little information could be gathered about the strategic focus of the state department of tourism. The Ministry of Culture on the other hand has a very comprehensive website available and it was possible to establish contact with representatives. The response was quite slow, but as soon as contact was established, there was great interest of Europeana. However, the Ministry incorrectly assumed that questions related to the digitisation of cultural assets in Lithuania. As soon as this misunderstanding was cleared up the Ministry referred us to the Department of Tourism, as it was felt they would be the more appropriate contact to answer questions in relation to cultural tourism planning. Unfortunately, no response was received from the Department of Tourism. It is hard to establish whether the lack of response is due to lack of interest of Europeana or whether the email was sent to a contact not responsible for dealing with the request. Nevertheless, there seems to be little communication between the Ministry of Culture and the State Department of Tourism.

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9.17. Luxembourg

9.17.1. Strategic focus/set-up

In Luxembourg the National Tourist Office, the Ministry of Tourism and the City tourist board of Luxembourg are responsible for tourism matters.

9.17.2. Digital publishing outlets

No information provided.

9.17.3. Awareness of Europeana

Awareness of Europeana within the National Tourist Board, the City Tourist Board and the Ministry of Tourism appears to be low.

9.17.4. Campaigns and Assets

Two campaigns the National Tourist Board of Luxembourg is currently focusing on is the promotion of national artist **Edward Steichen** and the **200 year anniversary of the Grand Duche** in 2015.

9.17.5. Info-gathering process

General information about both tourist offices could be gathered from online resources. With the absence of direct contact details, contact was established through Europeana Network members. This led to the provision of information on the two current themes dominating tourism planning in Luxembourg. The city tourist board was extremely fast and helpful in their response to the questionnaire, which aided greatly to the success of this research on Luxembourg. Information about the Ministry of Tourism was only available online in French and no response was received to several emails seeking information.

9.18. Malta

9.18.1. Strategic focus/set-up

Tourism policy and planning in Malta is developed by the Maltese Tourism Authority and the Council for Culture and Arts. The Maltese Tourism Authority is responsible for the regulation and formulation of tourism policy and undertaking the general marketing and promotion of Malta as a tourist destination. In addition, the authority serves as a regulator and communication link between all the businesses involved in the tourism industry as well as the government.

9.18.2. Digital publishing outlets

The Maltese Tourism authority promotes a cultural tourism smartphone application called **Visit Malta**, which features all the relevant historical and cultural attractions of Maltese cultural heritage as well as its general promotional tourist website. In addition, a smartphone application on Maltese culture and art, called culture guide could be found, which is promoted by the Council of Culture and Arts.

9.18.3. Awareness of Europeana

In the course of this research contact with Maltese Tourism Authority was established and awareness of Europeana and its activities was promoted. It was acknowledged by the national Europeana partners in Malta, which were contacted through Network, that communication between the two national bodies has improved since the Europeana awareness campaign.

9.18.4. Campaigns and Assets

Maltese tourism planning is rather based on promoting its general cultural assets and attracting more tourists to its offerings than any specific themes and campaigns. Maltese cultural assets mentioned by the Tourism Authority are a wide range of Malta's **prehistoric temples**,

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Fortifications of the Knights of St. John, UNESCO World Heritage Sites, Religious Festivals and Music Festivals.

Besides promoting its national scenery, **history and culture**, currently the main focus in tourism planning lies on securing the title of the **European Capital of Culture** for 2018, where the city of Valletta is a candidate.

9.18.5. Info-gathering process

Background organisational research proved extremely difficult with little information accessible online in English. In addition, contact could only be established through Europeana Network members with the Maltese Tourism Authority, as there was no response to several emails sent to a general info@ email address. However, after establishing contact through Europeana Network members in Malta, a very fast response was received providing all the necessary information within a few days to a very high standard. In the course of this research it has not been possible to establish contact with the Maltese Council of Culture and Arts, nevertheless some information could be accessed from their website.

9.19. The Netherlands

9.19.1. Strategic focus/set-up

In the Netherlands the Ministry of Education, Culture and Science is in charge of creating a creative economy, ensuring the best opportunities and conditions for a creative industry, arts, heritage, culture and educational providers. Its main mission is to ensure that all its citizens have equal access to arts and culture, by providing and maintaining excellent cultural offerings as well as top class education. The Netherlands Board of Tourism, which operates under the Ministry of Economics, Agriculture and Innovation, is responsible for marketing and promoting Holland as a tourism destination on a national as well as international level. One strategic focus is to ensure a growing domestic holiday market. The tourist board works in close cooperation with local and regional government bodies as well as the Netherland's Uitburo and Waag Society, which have formed a consortium called '**Arts Holland**'. Arts Holland is a marketing programme especially aimed at cultural visitors, which is organised in cooperation with the Ministry of Education, Culture and Science. The initiative focuses on increasing cultural visitor traffic in the cities of **Amsterdam, Rotterdam, den Haag** and **Utrecht**.

9.19.2. Digital publishing outlets

In addition to a very comprehensive and informative destination website, the tourist board also provides a website for the **Arts Holland initiative**. The website features a vast amount of cultural offerings, including a comprehensive cultural calendar, which appears to be updated very frequently. Furthermore a '**Visit Holland**' smartphone application is available from the tourist board.

9.19.3. Awareness of Europeana

There was very little awareness of Europeana, through contact with the tourist board awareness of Europeana and its activities was raised.

9.19.4. Campaigns and Assets

Tourism planning in the Netherlands is based on the general promotion of its scenery, culture and heritage. Different initiatives focus on certain target markets as well as marketing annual themes and events. In 2013 tourism planning is centred on the city of Amsterdam, when its famous **canals celebrate their 400 year anniversary** since construction as well as the reopening of the **Rijksmuseum**. In 2014 a wide range of major museum exhibitions and the reopening of the **Mauritshuis** will take place. In 2015 tourism planning will focus on the **70 year anniversary since the liberation** of 1945 at the end of **World War Two**. In addition, the **SAIL Amsterdam** event will take place, which is the biggest and most significant nautical and maritime festival held in the world. 2015 will also mark the 160 year anniversary of **Van Gogh**, which will be celebrated with a wide range of exhibitions and activities around his life and work.

Cultural assets of the Netherlands include its world-famous **windmills**, which are national monuments and a true landmark of national pride, as well as its cheese, vast **tulip fields**, world famous painters **Rembrandt van Rijn, Van Gogh** and **Johannes Vermeer**.

9.19.5. Info-gathering process

In the Netherlands all organisational websites were in English, providing a vast amount of background information on organisational set-ups and activities. The website of the Tourist Board is very comprehensive in terms of its content on cultural tourism offerings. Due to the lack of direct contact details on the website of the Tourist Board, an email was sent to a general info@ email address asking for information for this Europeana research. A response to this general inquiry was received within two days with a wide range of information provided. Further information was provided quickly and efficiently upon request, which demonstrates a very effective communication system within the Tourist Board. This is quite remarkable as in other countries, general inquiry email addresses led to little or no responses.

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The Ministry of Education, Culture and Science on the other hand was not as easy to contact. Its response to a general enquiry email was that there was no knowledge of Europeana and it was unable to deal with the request. A Europeana Network member was able to produce direct contact details, but this did not lead to any further responses.

9.20. Poland

9.20.1. Strategic focus/set-up

In Poland the Ministry of Sport and Tourism is responsible for national tourism policy formulation, market regulation and the Polish National Tourist Board. The Tourist Board is the key organisation promoting Poland as a tourist destination abroad, as well as guaranteeing effective tourism planning and adequate tourism infrastructure.

The Polish Ministry of Culture and National Heritage is the organisation responsible for Polish art, culture and heritage. Also the **Adam Mickiewicz Institute**, a state cultural institution under the Ministry of Culture and National Heritage, seeks to promote Polish culture and heritage internationally and actively participates in international cultural exchange. Its aim is to create a cultural economy in Poland and boost Poland's international reputation in terms of its cultural offerings and assets.

9.20.2. Digital publishing outlets

The National Tourist Board promotes two websites for Polish tourism, whilst the Polish Ministry of Culture and National Heritage supports three websites featuring Polish arts and culture.

9.20.3. Awareness of Europeana

No prior awareness of Europeana was found within Polish organisations.

9.20.4. Campaigns and Assets

Polish tourism planning is centred predominantly on promoting its national heritage, scenery and tourism offerings. The **Wratislavia Cantants**, one of the most prestigious international music festivals and the **Tour de Pologne**, a traditional road bicycle race, were identified as important annual events attracting tourists by the Polish Tourist Board. Through the website of the Ministry of Culture and National Heritage it could be established that in 2010, cultural

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

tourism planning was based on the 200year anniversary of national composer **Frederic Chopin**, one of Poland's most important cultural assets. Future tourism planning initiatives are based on Wroclaw becoming **European Capital of Culture** in 2016. The Ministry of Culture and National Heritage has a range of initiatives based on regaining cultural and wartime losses from **World War Two**.

Some of Poland's cultural assets include the **Solidarnosc movement** under Lech Walesa, **Pope John Paul II**, the **Palace of Culture and Science in Warsaw**, famous composer **Frederic Chopin** and Poland's national dish **Pierogi**.

9.20.5. Info-gathering process

Information from the Ministry of Culture and National Heritage, the Tourist Board and the Adam Mickiewicz Institute could be gathered very easily due to comprehensive and informative English language websites being available. A vast amount of information could be gathered through online research. Emails providing details about the Europeana Awareness campaign and asking for assistance in supplying information were sent to all three organisations. The National Tourist Board was very fast in sending a response, making information available about some campaigns and further details of relevant contact details. Regrettably no further information was received to any of the reminder emails sent to the National Tourist Board, the Ministry of Culture or the **Adam Mickiewicz Institute**.

9.21. Portugal

9.21.1. Strategic focus/set-up

Turismo de Portugal is the official national tourist board of Portugal, which operates under the Ministry of Economy and Innovation. Its main responsibilities include the development of tourism infrastructure, support of the tourism industry and the promotion and marketing of Portugal as a tourist destination. The Ministry of Culture on the other hand is responsible for all aspects of Portuguese culture and heritage.

9.21.2. Digital publishing outlets

Turismo de Portugal provides a very comprehensive destination website, which is accessible in ten languages. In addition, the content will be made available as a smartphone application in 2013. Furthermore the tourist board provides a tourism information email service in six languages.

9.21.3. Awareness of Europeana

No prior knowledge of Europeana within Turismo de Portugal was identified but an interest to find out more was expressed after providing all the necessary information about the Europeana awareness campaign. The Ministry of Culture similarly had no prior knowledge of Europeana.

9.21.4. Campaigns and Assets

In terms of Portuguese tourism planning, a general promotion of cultural heritage, history and art is predominant. This includes the promotion and marketing of **Moorish art, religious heritage, Portuguese tiles and baroque style, contemporary art and architecture, industrial heritage** and **Fado**, as well as Portuguese **UNESCOWorld Heritage Sites and UNESCO sites** of Portuguese origins in Asia, Africa and South America. There is no tourism planning based on annual themes and campaigns.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Cultural assets of Portugal include the age of discovery under **Vasco da Gama**, **Fado music**, which is world-famous and unique to Portugal as well as the **Carnation Revolution**.

9.21.5. Info-gathering process

The Turismo de Portugal has an informative website available in English language providing all information in relation to tourism in Portugal. It was initially difficult to establish contact with the organisation, but as soon as the right contact person was established, responses were received very quickly. The tourism planning questionnaire was completed promptly. The Ministry of Culture was very difficult to contact as information on the organisational website was only available in Portuguese and no response to a general email enquiry was received.

9.22. Romania

9.22.1. Strategic focus/set-up

The Romanian National Tourist Office is the official representative of the Romanian Ministry of Regional Development and Tourism, responsible for promoting and marketing Romania as a tourist destination. Its main task is the representation of all businesses involved in the tourism industry and promoting its tourism offerings internationally. Furthermore the Romanian Ministry of Culture and National Heritage is responsible for all issues relating to arts, culture and heritage. The **Romanian Cultural Institute** operates as a public funded organisation seeking to increase awareness of Romanian culture internationally. Its activities are mainly focused on promoting Romanian art and culture in a wide range of countries and preserve the cultural identity of Romanian minorities living abroad.

9.22.2. Digital publishing outlets

No information provided.

9.22.3. Awareness of Europeana

No prior awareness of Europeana within the Romanian National Tourist Board could be identified. However interest in future projects was explicitly stated.

9.22.4. Campaigns and Assets

Romanian tourism planning is organised on the basis of general marketing of existing tourism offerings rather than based on specific annual themes or marketing specific campaigns. Currently the greatest effort is put in the extension of **European Cultural Routes** in Romania, organised as an initiative by the Council of Europe in cooperation with partners from other countries. These include the **Route of Fortified Churches**, the **Route of Orthodox Churches**, the **Pilgrimage Route of St Mary**, the **Iron Curtain Trail Route** (EuroVelo13), the **Route of Roman Emperors** and the **Wine Route** in the Middle and Lower Danube.

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Some of Romania's cultural assets include the Gothic-Renaissance castle in **Transylvania Hunyad**, national poet and writer **Mihai Eminescu** and Romanian folklore singer **Maria Tănase**.

9.22.5. Info-gathering process

Research about all of the organisations mentioned above was conducted through their website. The national tourist board in Romania has a very useful and informative website available in English, which was valuable for gathering background information. Contact could be established extremely quickly. The tourist board was very interested in Europeana and its activities and provided the necessary information within a few days. In addition, representatives of the tourist board also suggested establishing contact with the **Romanian Cultural Institute** as well as a direct contact within the Ministry of Culture and National Heritage as this organisation proved to be more difficult to research, due to the lack of an English language website. The Ministry of Culture and National Heritage also provided the required information, but this was centred on Romania's progress in the digitisation of cultural content.

9.23. Slovakia

9.23.1. Strategic focus/set-up

In Slovakia the National Tourist Board, under the Ministry of Economics and the Ministry of Culture are responsible for tourism and cultural matters. The Tourist Board works as an active partner of the national tourism industry promoting Slovakia as a travel destination nationally and at an international level. In addition, it cooperates with a wide range of international partners, most importantly with the “**European Quartet**” countries, working as a marketing alliance for Eastern Europe. The Slovakian Ministry of Culture is the official body responsible for art, national monuments and national heritage. Its main task is the promotion of Slovak art and culture and to preserve its national cultural heritage and identity.

9.23.2. Digital publishing outlets

No information provided.

9.23.3. Awareness of Europeana

No awareness could be identified.

9.23.4. Campaigns and Assets

From web based research it was established that some tourism planning is focused on Kosice becoming the **European Capital of Culture** in 2013. Some of Slovakia’s cultural assets are **Eugen Suchon**, one of its national composers, writer and politician **Ludovit Stur**, national legend **Janosik** and its traditional dish **BryndzovéHalušky**.

9.23.5. Info-gathering process

Despite the availability of English language websites for all organisations, which greatly aided the research of background information, no response was received to any emails seeking information on tourism themes and campaigns.

9.24. Slovenia

9.24.1. Strategic focus/set-up

The Slovenian Tourist Board (STB) is a major national tourist organisation responsible for promoting Slovenia as a travel destination internationally, developing tourism offerings and tourism infrastructure, coordinating and liaising between the national tourism industry and state organisations. Representatives from the Tourist Board stated that cultural tourism in Slovenia is at a very early stage of development and linking cultural offerings represented by national museums and cultural providers and tourism has only recently begun. Since 2009 the tourism board is working on a development strategy for cultural tourism, which seeks to link tourism and culture in the near future, however this is still proving difficult due to the absence of appropriate organisations at regional level. The Ministry of Culture is responsible for all matters relating to art, culture and national heritage in Slovenia aiming at increasing cultural and heritage development nationally.

9.24.2. Digital publishing outlets

No digital publishing outlets, such as smartphone applications or similar, are yet to be developed in Slovenia.

9.24.3. Awareness of Europeana

The Slovenian Tourist Board expressed an interest in future projects.

9.24.4. Campaigns and Assets

Currently all efforts in tourism planning are aimed at Maribor being the present **European Capital of Culture** in 2012, with no future themes and campaigns planned for the future.

9.24.5. Info-gathering process

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Information about the Tourist Board and the Ministry of Culture was gathered from researching their organisational websites. The Tourist Board has a very comprehensive website available and contact was established quickly. Representatives from the Tourist Board were very helpful and open to providing all necessary responses. No contact could be established with the Ministry of Culture in Slovenia.

9.25. Spain

9.25.1. Strategic focus/set-up

The Instituto de Turismo de España (TURESPAÑA) is the government organisation in charge of promoting Spain as a travel destination internationally. Its activities include the planning and development of marketing strategies, marketing and development of new and already established tourism products in cooperation with the national tourism industry and local authorities, as well as serving as a support organisation for the tourism industry. Furthermore TURESPAÑA works within a joint marketing alliance in cooperation with France and Italy, branding themselves as '**European Passion**', which is aimed at the new tourism markets in China, Brazil and India. TURESPAÑA is also working in conjunction with the Ministry of Education, Culture and Sport seeking to advance its already existing cultural offerings, such as museums and art galleries in line with its national heritage promotion strategy. The Ministry of Education, Culture and Sport is the official government body responsible for all matters relating to culture, education, art, heritage and sport.

9.25.2. Digital publishing outlets

TURESPAÑA uses a wide range of online publishing and promotional activities. In addition to its general tourism website and use of social media channels such as Facebook, Twitter and Youtube, an iSpain Smartphone application that is available in Spanish, English, French, Italian and German can be accessed by tourists. In addition, the **IneedSpain** Ipad application and **ExperienceSpain** Ipad/Iphone applications are available.

9.25.3. Awareness of Europeana

Awareness of Europeana is currently still very low. Due to time constraints at the end of this research and with information on direct contact details within all organisations being only provided at the last minute, it is advised that contact should be established again at a later stage to raise awareness of Europeana and its activities.

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9.25.4. Campaigns and Assets

Currently government organisations involved in tourism planning in Spain work in line with the National Plan and Integral for Tourism 2012-2015. This three year strategy does not include any detailed themes and campaigns with reference to particular national assets or cultural goods, but is more broadly focused on promoting **Spain as a tourist destination**. However, it must be acknowledge that for cultural promotion the Ministry of Education, Culture and Sport is also responsible and works in close cooperation with other autonomous cultural agencies, promoting Spanish film, performing arts or music.

Some of Spain's cultural assets include the music and dance of **Flamenco**, enormously popular but also controversial **bullfights** and its famous national painters such as **Goya, Picasso, Miro, Dali** and **Gris**.

9.25.5. Info-gathering process

From a tourism destination perspective TURESPAÑA has a very informative and comprehensive website available for research. However the organisational websites of both ministries, the Ministry of Education, Culture and Sport as well as the Ministry of Industry, Energy and Tourism are quite limited in English. It has been tremendously difficult to establish contact with any of the Spanish organisations. General emails to a wide range of enquiry contacts did not bring any success. Europeana Network members were contacted but this did not lead to any responses. Finally contact was made with the Spanish permanent representative in tourism matters based in Brussels through the Irish permanent representative in Brussels. This led to receiving information from the Ministry of Industry, Energy and Tourism and TURESPAÑA. Both organisations provided responses, however at a very late stage in the research process and unfortunately in Spanish. Nevertheless, detailed information was provided which was very valuable for this report.

9.26. Sweden

9.26.1. Strategic focus/set-up

VisitSweden is the official organisation responsible for destination marketing and promotion of the general Sweden brand and is equally owned by the Ministry of Enterprise, Energy and Communications and the Swedish tourism industry. VisitSweden works in close cooperation with the national tourist boards of Denmark and Norway operating as the **Scandinavian Tourist Board** in form of a joint marketing initiative. The Swedish Ministry of Culture and Sport is the official organisation responsible for Swedish, culture, art, heritage and sport. The Swedish Institute is a public agency responsible for promoting Sweden on an international level. It is seeking to enhance and develop Sweden's visibility abroad and establishing closer cooperation with other countries in the area of culture, art, education and science.

9.26.2. Digital publishing outlets

The Swedish Institute promotes a general website featuring Swedish culture, heritage and art, www.sweden.se. In addition, there is a **YourSweden** iPad application available.

9.26.3. Awareness of Europeana

Both the Ministry of Culture and Sport and the Swedish Institute expressed an interest in future cooperation with Europeana.

9.26.4. Campaigns and Assets

Campaigns provided by the Swedish Institute and Ministry of Culture and Sport include for 2012 the 100 year anniversary of Swedish painter and writer **August Strindberg** and commemoration of **Raoul Wallenberg**, who was a prestigious Swedish business man and diplomat who rescued thousands of Jews during WW2 Nazi occupation. In 2013 cultural planning will focus on hosting the **Eurovision Song Contest** as well as the long anticipated opening of the **ABBA museum**.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

2014 efforts will be based on Umea being the **European Capital of Culture**.

Some of Sweden's cultural assets include **Vikings**, world-famous Swedish band **ABBA**, children's writer **Astrid Lindgren** and its natural asset **Lapland**.

9.26.5. *Info-gathering process*

Information on all organisation websites was widely available in English, which was very helpful when conducting the background research on Sweden. Direct contact details were listed in organisational charts according to different responsibilities. Unfortunately, VisitSweden did not reply to any emails. By establishing contact via Europeana Network members the contact details of representatives of the Swedish Institute and the Ministry of Culture and Sport were obtained, which led to gathering information on all the questions listed in the questionnaire necessary for this research.

9.27. United Kingdom

9.27.1. Strategic focus/set-up

Visit Britain is the national tourism agency in the United Kingdom. It is responsible for marketing Britain worldwide and developing Britain's visitor economy. It is a public body funded by the Department for Culture, Media & Sport and works with partners in the UK and overseas to ensure that Britain is marketed in an inspirational and relevant way around the world.

The Department for Culture, Media, Sport (DCMS) is responsible for Government policy on arts, broadcasting, creative industries, such as fashion, film, publishing etc., historic environment, internet and ICT policy, licensing, museums, freedom of press, sport and the National Lottery.

9.27.2. Digital publishing outlets

The main website is www.visitbritain.com.

9.27.3. Awareness of Europeana

Unable to determine the level of awareness.

9.27.4. Campaigns and Assets

In the UK there is a big focus generally on **boosting domestic demand** and “growing tourism locally”, so **Visit England** and other regional tourism bodies are very focused on this. Literature campaigns are prominent in the UK e.g. in 2012 the 100th anniversary of Jane Austen's *Pride and Prejudice* was celebrated, 2012 is also the 200th birthday of Charles Dickens, the 50th anniversary of James Bond and saw the **World Shakespeare Festival** taking place from April to November.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Major Cultural assets in the UK include the Royal Family, Buckingham Palace, Big Ben and other London landmarks. Outside of London William Shakespeare in Stratford-Upon-Avon and the Beatles are examples of iconic British cultural assets.

9.27.5. *Info-gathering process*

The information on the UK was provided by **Culture24** who have direct contacts with Visit Britain and DCMS.

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1) Regional Cross-border Organisations

Name of organisation	Greater Region
Strategic remit	<p>Tourism marketing of the Greater Region is the main task of the tourism board, which includes:</p> <ul style="list-style-type: none"> • The development and implementation of a strategic marketing concept for the Greater Region. • The development of innovative marketing, communication and information tools and technologies. • To increase the awareness of the Greater Region as a tourism destination • Encourage product development and diversification
Geographical remit?	German Saarland and Rheinland-Pfalz, French Lorraine, Luxembourg, Belgian East Cantons and Wallonia
Details of useful contacts?	Kerstin Peters, Tourism Marketing Officer peters@tourismus-grossregion.eu
Website URL	http://www.tourismus-grossregion.eu/grossregion/index/page_id:2/language:1 (no English website)

Name of organisation	Quattro-Pole
Strategic remit	<p>Quattro Pole is a cross-border city network of the border regions of Germany, France and Luxembourg. The Luxembourg City Tourist Board is responsible for its tourism division.</p> <p>The Motto of the international city alliance is called "<i>So close, so different</i>" as the cities are all one hour apart from each other, but lay in different states. A joint marketing initiative, including a common website, where all matters relating to tourism offerings and bookings can be found</p>
Geographical remit?	Luxembourg, Metz, Saarbrücken, Trier
Details of useful contacts?	Elena Lindenberg elena.lindenberg@saarbruecken.de
Website URL	http://www.quattropole.org/en/tourism

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Name of organisation	European Quartet
Strategic remit	<p>The Czech Republic, Hungary, Poland and Slovakia have joined together to promote tourism to the four Central European sovereign states, to overseas visitors. The promotional name for this joint marketing initiative by the national tourism head offices is 'European Quartet'.</p> <p>The European Quartet, also commonly known as the Visegrad Four (V4), is seeking to ensure long-term success in tourism matters through close cooperation between respective national tourist boards.</p> <p>The European Quartet initiative, which was established in 1991, aims at developing the Central European region within the wider framework of Europe-wide integration, which is plausible due to common historical roots and cultural traditions. At the same time however, each of the member countries is seeking to preserve and promote its own unique identity and traditions.</p>
Geographical remit?	Czech Republic, Hungary, Poland and Slovakia
Details of useful contacts?	<p>No dedicated office, contact through National Tourist Boards involved in the alliance:</p> <p>vyslouzilova@czechtourism.cz fekete@itthon.hu lukacova.livia@sacr.sk monika.pasiorowska@pot.gov.pl</p>
Website URL	www.european-quartet.com

Name of organisation	Plurio.net/ Agence luxembourgeoise d'action culturelle asbl.
Strategic remit	
Geographical remit?	Lorraine (FR), Luxembourg, Rheinland-Pfalz (GER), Saarland (GER), Wallonie, Bruxelles, Belgium
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	Frank Thinnes Frank.thinnes@culture.lu Tel: +352 46 49 46 24
Website URL	www.plurio.net
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	Yes

Name of organisation	The Great Baltic Travel
Strategic remit	“The great Baltic travel” 2012 is a travel marketing project organized by the Lithuanian state tourism department, the Latvian tourism development and Enterprise Estonia, Estonian Tourist Board. Participants of Lithuania, Latvia and Estonia, as well as tourists from other countries, can participate in the travel project by visiting cultural, heritage and historic sites in Lithuania, Latvia and Estonia that have been chosen by the organizers. The participants will earn points by visiting the sites and uploading pictures on to the general websites, which must be identical to the ones in the campaign brochure as well as creating public photo albums from their trip to the Baltic. By collecting points, participants are able to win prices.
Geographical remit?	Lithuania, Latvia, Estonia
Details of useful contacts?	balti.ringreis@eas.ee info@latvia.travel vtd@tourism.lt
Website URL	http://www.greatbaltic.eu/en/
Current awareness of Europeana	No

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Name of organisation	Danube Tourist Commission
Strategic remit	<p>The Danube Strategy of the European Union provides a sustainable framework for policy integration and coherent development of the Danube Region. The strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Region.</p> <p>The key priority is the development of a Danube tourism brand as a framework for promoting existing products and services and developing new ones in order to market the region as a whole in the field of cycling, walking, cultural and cruise holidays.</p>
Geographical remit?	EU countries: Germany, Austria, Hungary, Czech Republic, Slovak Republic, Slovenia, Bulgaria and Romania; and 6 non-EU countries: Croatia, Serbia, Bosnia-Herzegovina, Montenegro, Ukraine and Moldova
Connection with corresponding Governmental Tourist/Culture body	<p>The Danube Tourist Commission has endeavoured to work together with important EU bodies, regional and national Danube organizations. As part of these activities mutual membership relations were established in 2004 with the Working Community of Danube Regions (ARGE Donauländer), the Institute for the Danube and Central Europe (IDM), International Commission for the Protection of the Danube River (ICPDR) and the Danube Co-operation Process. Close collaboration is also maintained with EU Corridor VII (Danube)/Tina Vienna Transport Strategies and the association “The Route of Emperors and Kings – Regensburg to Budapest”. The Danube Tourist Commission is a member of the UNESCO working group in Vienna.</p> <p>The Danube Tourist Commission is organized officially as an association. Member states are represented by their national tourism organizations.</p>
Details of useful contacts?	g.skoff@danube-river.org
Website URL	www.danube-river.org

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

2) Austria

2.1. Austrian Organisations

Name of organisation	Austria National Tourist Board
Strategic remit	<p>The Austrian National Tourist Office (ANTO) is Austria’s national tourism organization. Since 1955 the main objective of this association has been the promotion of vacation country Austria. ANTO’s central goal is to secure and expand tourism country Austria’s competitiveness in cooperation with all Austrian tourism partners. By doing so, ANTO contributes essentially to increasing Austria’s market share in international tourism.</p> <p>Core competencies of the Austrian National Tourist Office are:</p> <ul style="list-style-type: none"> • Development of the brand “Holidays in Austria”. This brand differentiates Austria from other vacation countries and conveys the emotional added value of a stay in Austria. • Opening up the internationally most promising markets with innovative modern marketing • Partner of Austrian tourism businesses and essential platform of tourism networking. The tourist industry profits from ANTO’s always up-to-date expert knowledge.” <p>(Source: http://newsroom-en.austriatourism.com/the-austrian-national-tourist-office/)</p>
Geographical remit?	All of Austria
Connection with corresponding Governmental Tourist/Culture body	Ministry of Arts, Education and Culture Ministry of Economy, Family and Youth
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural	

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

<p>Tourism strategy? If so what?</p>	<p>“Visitors to Austria wish to take part in the social and cultural life of the country. Experiences that enrich are desired by the target group. Guests are attracted by cultural offers that both provide lasting interest and imbue their holiday with a personal and enhanced value.</p> <p>Culture is an important distinguishing feature, or USP, of the “Holiday in Austria” brand and central to our communications strategy. Austria is a cultural hub in the heart of Europe. Its historic heritage and vibrant contemporary artistic and cultural life in cities and regions make for a diverse range of cultural experiences. The intriguing interrelationship of culture and nature to be found in Austria is unique worldwide.</p> <p>In addition to high culture and contemporary art, folk traditions that have been handed down over generations significantly influence guests’ image of the country. A high value is attributed in Austria to both a respectful treatment of tradition and its further development.</p> <p>The integration of Austrian culture in all its facets is a strategic element in every marketing campaign”</p> <p>Ursula Schiller on Austrian Cultural Strategy</p>
<p>Details of useful contacts?</p>	<p>Ulrike Rauch-Keschmann, ulrike.rauch-keschmann@austria.info</p>
<p>Details of nominated key contact</p>	<p>Ursula Schiller Brand Management T + 43 1 588 66-222, F +43 1 586 79-20 ursula.schiller@austria.info</p>
<p>Website URL</p>	<p>www.austria.info</p>
<p>Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?</p>	<p>www.austriatourism.com www.facebook.com/austria.travel www.youtube.com/austria ‘iAustria’ Smartphone application</p>
<p>Current awareness of Europeana</p>	<p>Yes, Ursula Schiller</p>

<p>Name of organisation</p>	<p>Austrian Federal Ministry for Education, Arts and Culture</p>
<p>Strategic remit</p>	<p>“The Federal Ministry for Education, the Arts and Culture has</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>existed in its present structure since 1st March 2007.</p> <p>In the area of arts and culture the Austrian Federal Ministry for Education, the Arts and Culture is responsible for all fields of national artistic production as well as care for and preservation of the cultural heritage (libraries, federal museums, monument protection, culture subsidies) and the federal theatres. The Federal Ministry for Education, the Arts and Culture responsibilities also include European and international affairs in the fields of education, art and culture with a focus on the joint activities within the European Union. As supreme authority for religious cult-related matters it also preserves the basic rights of different religious groups.”</p> <p>(Source: http://www.bmukk.gv.at/enfr/index.xml)</p>
Geographical remit?	All of Austria
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	<p>KulturKontakt Austria:</p> <p>“KulturKontakt Austria is a European competence and resource centre for education, culture and the arts. KKA operates as an Austrian institution on behalf of and supported by the Federal Ministry for Education, Arts and Culture. The core areas of activity of this non-profit organisation are cultural cooperation, arts sponsorship, cultural education in schools, and educational cooperation.</p> <p>The principal funding body of KulturKontakt Austria is the Austrian Federal Ministry for Education, Arts and Culture (BMUKK).</p> <p>KulturKontakt Austria is also supported by the Austrian Development Agency (ADA) in the context of Austrian Development Cooperation and by the Austrian Federal Ministry for Science and Research (BMWf).”</p> <p>(Source: http://www.kulturkontakt.or.at/)</p>
Any existing Cultural Tourism strategy? If so what?	See National Tourist Board section
Details of useful contacts?	No details provided.
Details of nominated key	Irene Hyna

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contact	Irene.Hyna@bmukk.gv.at Federal Ministry for Education, The Arts and Culture Division Culture Phone: +43 1 53120 7074
Website URL	http://www.bmukk.gv.at/enfr/index.xml
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	Yes

2.2. Theme Years and Campaigns

Name	“Passion for Tradition” 2012
Brief explanation	The theme “Passion for Tradition” focuses on Austria’s traditions, nearly forgotten crafts, and authentic folk customs. Tourism offers allow guests to experience these traditions.
Dates	2012
Geographical spread	All of Austria

Name	Gustav Klimt Year 2012
Brief explanation	Gustav Klimt, famous Austrian painter and speaker and organizer of the Jugendstil art movement and promoter of young, up-and-coming talent, will be celebrated in 2012. He created some of the most famous Art Nouveau paintings worldwide There are a wide range of exhibitions organised in many museums.
Dates	All of 2012
Geographical spread	In a wide range of museums, mostly Vienna

Name	“Architecture – Shaping Identity” 2013
Brief explanation	“The main cultural theme for 2013 will be architecture in Austria. Austria’s Tourist Organization’s last survey in summer 2011 showed that guests were most pleased by the Austrian landscape and architecture. Austrian architecture is dominated by its heritage but modern architecture finds more and more its place in cities and in the countryside. There are several

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	renowned international projects which attract many visitors and major campaigns around architecture will be promoted all of 2013. Architecture – Shaping Identity” alludes both to Austria’s cultural patrimony – historic buildings and landmarks, World Cultural Heritage sites, museums, traditional rural domestic architecture, etc. – and to the diversity of contemporary culture: modern architecture (tourism enterprises, museums, wineries, wooden architecture)”. Ursula Schiller on current themes and campaigns
Dates	All of 2013
Geographical spread	All of Austria

Name	“Austria - Bridge between East and West” 2014
Brief explanation	“Austria’s location and history make the country a cultural bridge between East and West. The dialogue of cultures and close relations with the countries of eastern and southeastern Europe will be highlighted”. Ursula Schiller on current themes and campaigns
Dates	2014
Geographical spread	All of Austria

2.3. Cultural Assets

Name	Wolfgang Amadeus Mozart
Brief explanation	Wolfgang Amadeus Mozart was a prolific and influential composer of the Classical era. He composed over 600 works, many acknowledged as pinnacles of symphonic, concert ante, chamber, operatic, and choral music. He is among the most enduringly popular of classical composers. While visiting Vienna in 1781, he was dismissed from his Salzburg position. He chose to stay in the capital, where he achieved fame but little financial security.

Name	Joseph Haydn
Brief explanation	Franz Joseph Haydn was an Austrian composer, one of the most prolific and prominent composers of the Classical period. He is often called the "Father of the Symphony" and "Father of the String Quartet" because of his important contributions to these forms. He was also instrumental in the development of the piano trio and in the evolution of sonata form.

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	<p>A lifelong resident of Austria, Haydn spent much of his career as a court musician for the wealthy Esterházy family on their remote estate. At the time of his death, he was one of the most celebrated composers in Europe.</p>
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Name	Salzburg Festival
Brief explanation	<p>The Salzburg Festival is the most celebrated festival in the world, and the setting for this event is provided by the Baroque city centre. The performance schedule consists of opera, theatre, and concerts, and offers a broad spectrum ranging from Mozart - to the modern, from classic productions to avant-garde experiments, and from Hofmannsthal's "Everyman" to world premieres by contemporary playwrights.</p>

Name	Viennese Opera Ball
Brief explanation	<p>The Vienna Opera Ball is an annual Austriansociety event which takes place in the building of the Vienna State Opera on the Thursday preceding Ash Wednesday. The Opera Ball is one of the highlights of the Viennese carnival season.</p> <p>Each year, almost overnight, the auditorium of the Vienna State The ball is broadcast live on television for several hours each year.</p> <p>The Opera Ball was first held in 1935, but was suspended during World War II. It was revived after the war; it has been held annually ever since.</p>

3) Belgium

3.1. Belgian Organisations

Name of organisation	Wallonia Tourism Board
Strategic remit	Tourism promotion and marketing of the Wallonian region in Belgium.
Geographical remit?	Wallonian (southern) section of Belgium includes Brussels.
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Wallonie Bruxelles Tourisme (www.opt.be)
Any existing Cultural Tourism strategy? If so what?	“Culture – Tourism – Heritage” created in 2011, no English version Since summer 2012 an emphasis is given to developing UNESCO world heritage sites in Wallonia
Details of useful contacts?	Viviane JACOBS Directrice Générale Wallonie-Bruxelles Tourisme (WBT/OPT asbl) Tél : +32 (0)2/504.02.01. viviane.jacobs@opt.be
Details of nominated key contact	Claire Duhaut Attaché CGT - Direction de la Stratégie touristique 081/32 56 52 - 0473/ 367 867 claire.duhaut@tourismewallonie.be
Website URL	www.tourismewallonie.be
Sponsor or promote any other digital tools/platforms/databases?	www.tourismewallonie.be and all the sites of the “Maisons du tourisme” Syndicat d’Initiative” et “Office du Tourisme”

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E.g. Phone apps?	QRCode on classified monuments
Current awareness of Europeana	Yes, but no greater interest in Europeana became apparent

Name of organisation	Visit Flanders
Strategic remit	Promotion of the Flanders region- no details as no English website available
Geographical remit?	Flanders, Northern part of Belgium
Connection with corresponding Governmental Tourist/Culture body	All relevant local (cities), regional (provinces) and Belgian (Walloon and Brussels) tourist bodies and umbrella organisations, touristic entrepreneurs and cultural organisations (museums etc.). At a Flemish level the organisation works closely together with the Flemish Department of Foreign Affairs (http://www.vlaanderen.be/int/en), and it is aimed to increase closer cooperation with the Flemish and Brussels government agencies (and partners) responsible for arts and cultural heritage, and immovable heritage, e.g. the Flemish Agency for Arts and Heritage, the Flanders Heritage Agency and their Brussels counterparts.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	On a general level, “culture”, or “cultural heritage” has a central place in the International Marketing Strategy for Flanders-Brussels (2012-2015), see: http://www.toerismevlaanderen.be/sites/toerismevlaanderen.be/files/assets/beelden_website/2012_marketingstrategie/def-marketingstrategie_EN_lores.pdf The Great War Centenary is a major theme on the agenda for 2014, and as it touches so many areas of competence the Flemish government has opted for a global strategy with a very strong touristic focus. For more details to the project see: http://www.vlaanderen.be/int/sites/iv.devlh.vlaanderen.be.int/files/documenten/The%20Great%20War%20Centenary.pdf .
Details of useful contacts?	info@visitflanders.co.uk

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	<p>Lea Winkeler lea.winkeler@toerismevlaanderen.be</p> <p>Serge Defresne serge.defresne@toerismevlaanderen.be</p>
Details of nominated key contact	<p>Flemish Government key contact for Europeana dealings:</p> <p>Hans Vanderlinden Agency for Arts and Heritage (hans.vanderlinden@cjsm.vlaanderen.be).</p> <p>Tourism Flanders is not yet involved, but is currently evaluating the benefits of a closer cooperation.</p>
Website URL	www.visitflanders.com
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	yes

3.2. Themes and Campaigns Wallonia

Name	Brusselicious 2012
Brief explanation	<p>Brusselicious is a year round celebration of traditional cuisine and gastronomy. It is marked by a wide range of exhibitions, activities and markets taking place in street restaurants, pubs, venues as well as art and exhibitions centres. The visitor is able to experience thematic dinners, chocolate making courses, city walks to breweries and "friteries" and a wide range of cultural offerings, such as films featuring the history of fine dining, cuisine and gastronomy all throughout the city.</p> <p>http://visitbrussels.be/bitc/BE_fr/brusselicious.do</p> <p>www.lawalloniedessaveurs.be</p>
Dates	2012
Geographical spread	Brussels

Name	Made in Brussels: 150th anniversary of "Les Misérables"
Brief explanation	Brussels celebrates the 150th anniversary of "Les Misérables", Victor Hugo's masterpiece. Literature, gastronomy and

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	<p>activities for everyone around the Capital throughout 2012 were centred around the theme. "Les Misérables" was published in Brussels 150 years ago, and not in Paris, as many may think. It is still considered a masterpiece of contemporary literature, having inspired around 30 films.</p> <p>The agenda includes:</p> <ul style="list-style-type: none"> • Les Misérables 1862-2012 at the Librarium of the Bibliothèque Royale de Belgique • Guided city tours/ establishment of a new bike route, following in Victor Hugo's steps • Banquet of the Misérables within the framework of Brusselicious. Recipes from the time of Victor Hugo cooked slowly and lovingly. • Films on Victor Hugo at the CINEMATEK • Conference at the Brussels City Hall • New theatre performance of the Misérables at the Théâtre Royal du Parc <p>http://www.lesmiserables150.be</p>
Dates	2012
Geographical spread	Brussels

Name	2014: World War 1
Brief explanation	No details given
Dates	2014
Geographical spread	

3.3. Themes and Campaigns Flanders

Name	The Great War 2014
Brief explanation	<p>http://www.vlaanderen.be/int/sites/iv.devlh.vlaanderen.be/int/files/documenten/The%20Great%20War%20Centenary.pdf.</p> <p>http://www.greatwarcentenary.be/</p>
Dates	2014
Geographical spread	Flanders

3.4. Cultural Assets

Name	Viktor Horta, Henry Van de Velde , Art Nouveau
Brief explanation	Victor, Baron Horta (1861 - 1947) was a Belgian architect and

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	designer of the Art Nouveau style. Four of the buildings he designed have been designated a UNESCO World Heritage Site.
Geographical spread	Brussels

Name	Atomium
Brief explanation	<p>The Atomium is a monument in Brussels, originally built for the Expo '58, the 1958 Brussels World's Fair. Designed by André Waterkeyn, it stands 102 meters (335 ft) tall. It has nine steelspheres connected so that the whole forms the shape of a unit cell of an ironcrystal magnified 165 billion times.</p> <p>Tubes connect the spheres along the 12 edges of the cube and all eight vertices to the centre. They enclose escalators connecting the spheres containing exhibit halls and other public spaces. The top sphere provides a panoramic view of Brussels. Each sphere is 18 metres in diameter. Four spheres are currently (as of 2012) closed to visitors; others can be reached easily by escalators. The vertical vertex contains a lift which was very fast and advanced at the time of building (the speed is 5 m/s).</p>
Geographical spread	Brussels

Name	La Grande place
Brief explanation	<p>The Grand Place or Grote Markt is the central square of Brussels. It is surrounded by guildhalls, the city's Town Hall, and the Breadhouse. The square is the most important tourist destination and most memorable landmark in Brussels.</p>
Geographical spread	Brussels

Name	Antwerp Centraal Station
Brief explanation	<p>Construction took place between 1895 and 1905 as a replacement for the original terminus of the Brussels-Mechelen-Antwerp Railway. The stone buildings, with a vast dome above the waiting room hall were designed by Louis Delacenserie and the vast iron and glass. The viaduct into the station is also a notable structure designed by local architect Jan Van Asperen.</p>
Geographical spread	Flanders

Name	Jan van Eyck
Brief explanation	<p>Jan van Eyck (c. 1395 –1441) was a Flemish painter active in the 15th century in BrugesVan Eyck was considered a revolutionary master across northern Europe within his lifetime; his designs and methods were heavily copied and reproduced</p>
Geographical spread	Flanders

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Name	Sir Peter Paul Rubens
Brief explanation	Rubens (1577 – 1640), was a Baroque painter, born and working in Flanders. He is well known for his Counter-Reformationaltarpieces, portraits, landscapes, and history paintings of mythological and allegorical subjects.
Geographical spread	Flanders

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4) Bulgaria

4.1. Bulgarian Organisations

Name of organisation	Bulgarian Tourist Board
Strategic remit	No details
Geographical remit?	No details
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	No details
Details of nominated key contact	No details
Website URL	www.bulgariantouristboard.com
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	No details

Name of organisation	Bulgarian Ministry of Culture
Strategic remit	No details

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Geographical remit?	All of Bulgaria
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	Yes
Details of useful contacts?	Angel Angelov a.angelov@mc.government.bg d.danailova@mc.government.bg
Details of nominated key contact	<u>t.mileva@mc.government.bg</u>
Website URL	http://mc.government.bg/index.php?l=2
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	Yes, very keen on further project participation. Waiting for more details as there is no English information online.

4.2. Themes and Campaigns

No information

4.3. Cultural Assets

No information

5) Cyprus

5.1. Cyprian Organisations

Name of organisation	Visit Cyprus
Strategic remit	No details provided.
Geographical remit?	No details provided.
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	No details provided.
Website URL	http://www.visitcyprus.com
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	No details provided.

5.2. Campaigns

No information

5.3. Cultural Assets

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

No details provided.

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6) Czech Republic

6.1. Czech Organisations

Name of organisation	Czech Tourist Authority - CzechTourism
Strategic remit	Promotion and marketing of the Czech Republic as tourist destination
Geographical remit?	All of Czech Republic
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	http://www.mkcr.cz/en/kulturni-politika/cultural-policy-of-the-czech-republic-6881/
Details of useful contacts?	Jitka Šnobrová Snobrova@czechtourism.cz
Details of nominated key contact	
Website URL	http://www.czechtourism.com/Homepage.aspx
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	low

Name of organisation	Czech Ministry of Culture
Strategic remit	The Ministry of Culture is the central State administrative body for the arts, cultural and educational activities, cultural

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	monuments, matters relating to churches and religious societies, matters relating to the press, including publication of the non-periodical press and other information means, the preparation of draft laws and other legal regulations in the area of radio and television broadcasting, implementation of the Copyright Act, production and trade in the area of culture.
Geographical remit?	All of the Czech Republic
Connection with corresponding Governmental Tourist/Culture body	Ministry of Regional Development, responsible for the tourism on the level of state administration, the Ministry of Foreign Affairs, the Ministry of the Interior, regional and local governing authorities responsible for culture tourism.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	For the mapping of existing tourism and cultural connections in Europe and the world, cooperation with the Czech Centres is of paramount importance. This organization was established and is funded by the Czech Republic's Ministry of Foreign Affairs to advocate on behalf of the Czech Republic abroad. Their network is comprised of 21 Czech Centres in 19 countries and on 3 continents. The Czech centres promote Czech cultural life on the international stage.
Any existing Cultural Tourism strategy? If so what?	National Cultural Policy Czech Republic 2009-2014 agreed in 2008, See http://www.mkcr.cz/en/kulturni-politika/cultural-policy-of-the-czech-republic-6881/
Details of useful contacts?	Petr Hnízdo, tel.: 00420/257 085 306 petr.hnizdo@mkcr.cz National Museum: Kateřina Musílková, katerina_musilkova@nm.cz , Manager of eSbirky project Pavel Douša, PhD., email: pavel_dousa@nm.cz , Director of Historical Museum of National Museum
Details of nominated key contact	Yvona Brázdová EU Section Ministry of Culture of the Czech Republic yvona.brazdova@mkcr.cz 00420257085390
Website URL	http://www.mkcr.cz/en/
Sponsor or promote any	"The Ministry of Culture is currently preparing the strategy on

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<p>other digital tools/platforms/databases? E.g. Phone apps?</p>	<p>the digitization of the culture content. At the same time, the monitoring of the activities in the field of digitisation, preservation and accessibility as well as further promotion of the relevant cultural content in digital way is in the process.”</p> <p>“The National Museum, the largest museum institution in the Czech Republic runs an online application www.esbirky.cz (meaning ‘electronic collections’), which aims to present collections of various Czech cultural heritage institutions on-line. It is the first portal in the Czech Republic that allows viewing of digitized collections of several institutions in one virtual place. The portal currently presents total of 21,000 items from 23 institutions. The digital items which include photography, audio items, and also audio-visual records. eSbírký offers searching based on the following categories: institutions, type of collection, material, date, and place of origin. An integral part of eSbírký is also connection with the social networks such as Facebook or Twitter. Users of these networks may comment upon, rate and discuss artefacts.”</p>
<p>Current awareness of Europeana</p>	<p>yes</p>

6.2. Themes and Campaigns

<p>Name</p>	<p>Commemoration of the 1150th anniversary of the arrival of Saints Cyril and Methodius to Great Moravia</p>
<p>Brief explanation</p>	<p>In 2013, the commemoration of the 1150th anniversary of the arrival of Saints Cyril and Methodius to Great Moravia will take place. This is an important international event, which includes various projects, international conferences, exhibitions, and contests for children and youths in the fields of literature, history and fine arts, seminars, conferences, cultural meetings and pilgrimages. Based on the agreement between the Orthodox Church and the Roman Catholic Church, the nationwide celebrations are also ecumenical. A unique project is also the preparation of the full-length film, "Cyril and Methodius – The Apostles of the Slavs“, which describes the lives and work of the Slavic missionaries. Its premiere will be in fall 2013.</p> <p>The aim of the project is to establish general awareness of Cyril and Methodius, the contributions of their mission in the sphere of culture, religion, letters and education. See detailed information http://www.velehrad.eu/en/</p>
<p>Dates</p>	<p>2013</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Geographical spread	Czech Republic
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Name	Music Year 2014
Brief explanation	2014 cultural tourism planning will be based on Czech music and its greatest composers such as Antonín Dvořák and Bedřich Smetana
Dates	2014
Geographical spread	Czech Republic

Name	Plzen European Capital of Culture 2015
Brief explanation	The city of Plzen will be the European Capital of Culture 2015 and this event has been prepared since 2011. (http://www.plzen2015.net/?lang=en)
Dates	2015
Geographical spread	Plzen

Name	Czech Film
Brief explanation	International Film Festival in Karlovy Vary, July /annual/, International Film Festival for Childrens in Zlín, June /annual/, International Film festival of Human Rights „One World International Film Festival „ March /annual/,/several cities including Europe/, organizer „People in Need“, International Film Festival of documentary films in Jihlava, October
Dates	Annual, but based around different themes every year
Geographical spread	No details provided.

6.3. Cultural Assets

Name	Jan Hus
Brief explanation	Jan Hus (1369 – 1415), was a Czech priest, philosopher and reformer. Hus is considered the first Church reformer, prior to Luther, Calvin, and Zwingli. He is famed for having been burned at the stake for heresy against the doctrines of the Catholic Church, including those on ecclesiology, the Eucharist, and other theological topics. Hus was a key predecessor to the Protestant movement of the sixteenth century, and his teachings had a strong influence on the states of Europe.
Geographical spread	No details provided.

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Name	The Prague Spring
Brief explanation	<p>The Prague Spring was a period of political liberalization in Czechoslovakia during the era of its domination by the Soviet Union after World War II. It began on 5 January 1968, when reformist Alexander Dubček was elected the First Secretary of Communist Party of Czechoslovakia, and continued until 21 August when the Soviet Union and all members of the Warsaw Pact, with the notable exception of Romania, invaded the country to halt the reforms.</p> <p>The Prague Spring inspired music and literature such as the work of Václav Havel, Karel Husa, Karel Kryl, and Milan Kundera's novel <i>The Unbearable Lightness of Being</i>.</p>
Geographical spread	Countrywide

Name	Vaclav Havel
Brief explanation	<p>Václav Havel (1936 – 2011) was a Czech playwright, essayist, poet, dissident and politician.</p> <p>Havel was the ninth and last president of Czechoslovakia (1989–1992) and the first president of the Czech Republic (1993–2003). He wrote more than 20 plays and numerous non-fiction works, translated internationally.</p>
Geographical spread	No details provided.

Name	Pilsner Beer
Brief explanation	<p>Pilsner is a type of pale lager. It took its name from the city of Pilsen (Bohemia, now Czech Republic), where it was first produced in 1842. The original Pilsner Urquell beer is still produced there today.</p>
Geographical spread	Countrywide

7) Denmark

7.1. Danish Organisations

Name of organisation	Visit Denmark
Strategic remit	No details
Geographical remit?	All of Denmark
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	Thomas Kynde Møller tkm@visitdenmark.com Marketing Director
Details of nominated key contact	No details
Website URL	http://www.visitdenmark.com/denmark/tourist-frontpage
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	Contact established, but no greater interest in Europeana + very reluctant to provide any information

Name of organisation	Danish Agency for Culture
Strategic remit	The Danish Agency for Culture is an agency under the aegis of the Danish Ministry of Culture, established on January 1, 2012.

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	<p>The agency is a merger of three former agencies: The Danish Arts Agency, the Heritage Agency of Denmark, and the Danish Agency for Libraries and Media. The merger was created to improve professional synergies, create a greater impact in other policy areas and make it possible for the Danish Ministry of Culture to grapple with future economic challenges. The main focus is given to the following areas: Libraries, Media and Digitalization, Cultural Heritage and Architecture, Cultural Institutions and Operational Support and Arts Funding, by increasing and promoting the development of culture, strengthen international cultural collaboration and increase cooperation between different sections such as education, teaching, research, the environment and nature, and business development, including architecture and tourism.</p>
<p>Geographical remit?</p>	<p>All of Denmark</p>
<p>Connection with corresponding Governmental Tourist/Culture body</p>	<p>Danish Cultural Institute, the Centre for Culture and Development as well as the Ministry of Culture, Ministry of Foreign Affairs and the Ministry of Business and Growth which is responsible for tourism).</p>
<p>Strategic and or promotional connection with any other Governmental Tourist or Cultural Body</p>	<p>The cooperation of the Nordic Ministers for Culture in the Nordic Council of Ministers In the Nordic Council of Ministers for Culture, the Danish Minister for Culture cooperates with his colleagues from the Nordic countries of Sweden, Norway, Finland and Iceland and the three autonomous areas of Greenland, Åland and the Faroe Islands on joint initiatives and activities in the cultural field.</p> <p><i>No Nordic cooperation in tourism matters, where denmark participates</i></p>
<p>Any existing Cultural Tourism strategy? If so what?</p>	<p>“Currently there is no general cultural strategy as such. However, the new Agency for Culture (established in January this year; merging three agencies within the areas of arts, heritage and libraries and media respectively) is expected to present a general strategy later this year likely to include priority areas such as "growth", "internationalisation", "digitisation" and "civil society". As concerns the area of international cultural exchange, an international cultural panel bringing together all main governmental institutions/organisations works on the basis of strategic approach and a number of strategic priorities</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>(in 2011-2013 the focus is on the "BRICS" countries, the Middle East, sustainability, as well as children and young people).</p> <p>Concrete Europeana projects are included in this strategic work. Furthermore, all parties work along the same cultural exchange principles highlighting the importance of e.g. quality, reciprocity, networking etc. " Answer provided by Mikkel Christoffersen</p>
Details of useful contacts?	Ane Alslov 'als@kulturstyrelsen.dk' International coordination
Details of nominated key contact	Mikkel Christoffersen T. +45 3373 3373 / M: +45 3373 3396 mch@kulturstyrelsen.dk
Website URL	http://www.kulturstyrelsen.dk/english/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	'1001 Stories' Cultural Website and app. See http://www.kulturarv.dk/1001fortaellinger/en_GB
Current awareness of Europeana	Yes

7.2. Themes and Campaigns

Name	Soren Kierkegaard 2013
Brief explanation	<p>Søren Kierkegaard (1813 – 1855) was a Danish philosopher, theologian, poet, social critic, and religious author. He wrote critical texts on organized religion, Christendom, morality, ethics, psychology and philosophy of religion, displaying a fondness for metaphor, irony and parables. He is widely considered to be the first existentialist philosopher.</p> <p>2013 will be marked as commemoration year with various cultural and tourism offerings based on his work and life.</p>
Dates	2013
Geographical spread	No details provided.

Name	Carl Nielsen 2015
Brief explanation	<p>Carl August Nielsen (1865 – 1931), widely recognized as Denmark's greatest composer, conductor and a violinist. A 150 year commemoration will take place in 2015, which will be part of the cultural and tourism offerings in Denmark. It will be marked by a series of concerts and exhibitions. However there is no fixed schedule or plans available so far.</p>

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Dates	2015
Geographical spread	No details provided.
Name	European Capital of Culture 2017
Brief explanation	The two Danish cities of Aarhus and Sønderborg are in the running to become host city.
Dates	2017
Geographical spread	Aarhus and Sønderborg

7.3. Cultural Assets

Name	Vikings
Brief explanation	Denmark can be considered one of the heartlands of the Viking societies settling all over the Nordic countries in the period between the 8 th and the 11 th century. Vikings were explorers, pirates, merchants and warriors who attacked and plundered towns, churches and monasteries throughout Western Europe sailing their famous Viking fleets. The Vikings still play an important role in Danish cultural history and its artefacts can be viewed and visited all over Denmark.
Geographical spread	Nordic countries

Name	The Tragedy of Hamlet, Prince of Denmark
Brief explanation	The Tragedy of Hamlet, Prince of Denmark is a tragedy by William Shakespeare. Set in the Kingdom of Denmark, the play dramatizes the revenge Prince Hamlet exacts on his uncle Claudius for murdering King Hamlet, Claudius's brother and Prince Hamlet's father, and then succeeding to the throne and taking as his wife Gertrude, the old king's widow and Prince Hamlet's mother.
Geographical spread	Countrywide

Name	Hans Christian Andersen
Brief explanation	Hans Christian Andersen (1805 –1875) was a Danish author, fairy tale writer, and poet noted for his children's stories. These include "The Steadfast Tin Soldier," "The Snow Queen," "The Little Mermaid," "Thumbelina," "The Little Match Girl," and "The Ugly Duckling." His poetry and stories have been translated into more than 150 languages. They have inspired motion pictures, plays, ballets, and animated films.
Geographical spread	Countrywide

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Name	The Little Mermaid
Brief explanation	<p>The Little Mermaid is a statue of a mermaid in Langelinie, Copenhagen, Denmark. Based on the fairy tale of the same by Hans Christian Andersen, the small and unimposing statue is a Copenhagen icon and a major tourist attraction.</p> <p>The statue was commissioned in 1909 by Carl Jacobsen, son of the founder of Carlsberg, who had been fascinated by a ballet about the fairytale in Copenhagen's Royal Theatre and asked the prima ballerina, Ellen Price, to model for the statue. The sculptor Edvard Eriksen created the bronze statue, which was unveiled on 23 August 1913.</p>
Geographical spread	Copenhagen

8) Estonia

8.1. Estonian Organisations

Name of organisation	Estonian Tourist Board
Strategic remit	The Estonian Tourist Board (ETB) is responsible for implementing Estonian national tourism policy. As travel industry support body, the ETB is part of the Enterprise Estonia network and contributes to achieving its goals by implementing business and regional development policies and, in close cooperation with its partners and clients increase the competitiveness of Estonian business environment. Its main activities include the destination marketing of Estonia, coordination of tourism development programmes, research and analysis, business consulting, product development, training and development of international cooperation.
Geographical remit?	All of Estonia
Connection with corresponding Governmental Tourist/Culture body	Estonian Ministry of Culture Estonian Ministry of the Interior Estonian Ministry of Economic Affairs and Communications
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	A new development plan called 'Cultural holiday' (2014-2020), which is currently developed
Details of useful contacts?	'tarmo.mutso@eas.ee' 'Urve.Valdoja@eas.ee'
Details of nominated key contact	Tuuli Elstrok Product development coordinator, culture holiday Estonian Tourist Board Tel: +372 6279 768 tuuli.elstrok@eas.ee

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Website URL	http://www.visitestonia.com/en/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	<p>www.puhkaeestis.ee (domestic website), mobile version of website available by the end of 2012</p> <p>Smartphone application called Travel Planner (http://www.visitestonia.com/en/travel-planner) that allows tourist to create individual trip in Estonia.</p> <p>EIPs (electronical information portals/points) in different places all over Estonia that display the same information as on www.visitestonia.com website</p> <p>Facebook/ YouTube</p>
Current awareness of Europeana	Yes, very keen on future projects and copy of report!

Name of organisation	Estonian Ministry of Culture
Strategic remit	<p>Within the Estonian Government, the Ministry of Culture is responsible for organising and coordinating state cultural policy. The task of the Ministry of Culture is to make sure that necessary and favourable conditions, both legislative and financial, are created for the functioning of culture, heritage and sports from the culture professionals' as well as the general public's point of view.</p> <p>The mission of the Ministry of Culture is to support the maintaining of the Estonian national identity by valuing, preserving, developing, acknowledging and promoting Estonian fine arts, cultural heritage and sports in Estonia and abroad, supporting both professional and amateur activities in creativity and sport. The Ministry of Culture is responsible for Literature and Publishing, Theatre, Music, Fine Arts, Cinema, Folk Art, Museums, Libraries, Cultural Heritage, Creative Industries, Broadcasting and Audiovisual Policy, Copyright and Neighbouring Rights, Cultural Diversity and Integration and Sports.</p>
Geographical remit?	All of Estonia
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other	No details

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Governmental Tourist or Cultural Body	
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	jorma.sarv@kul.ee
Details of nominated key contact	No details
Website URL	http://www.kul.ee/index.php?lang=en
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://www.culture.ee/en/ (Cultural Events Calendar)
Current awareness of Europeana	low

8.2. Campaigns and Themes

Name	Theme years for the following years in Estonian tourism:
Brief explanation	<p>2011: Cultural Capital of Europe: Tallinn</p> <p>2012: Nature year</p> <p>2013: 100 years of Estonian Film/ Wellness year</p> <p>2014: Cultural heritage</p> <p>2015: The Culture of The Baltic Sea</p> <p>2016-2017: Year of Music, still under discussion</p> <p>2018: 100 years – Republic of Estonia</p> <p>2019: 150 years of Estonian song festivals</p>

8.3. Cultural Assets

Name	Jaanipäev
Brief explanation	<p>Jaanipäev is the most important day in the Estonian calendar, apart from Christmas. Jaanipäev is celebrated in the night between June 23 and 24, a few days after the summer solstice. Estonians all around the country will gather with their families, or at larger events to celebrate this important day with singing and dancing. The rituals of Jaanipäev have very strong folkloric roots. The most common ritual is the lighting of the bonfire and then jumping over it. This is seen as a way of guaranteeing prosperity and avoiding bad luck.</p>

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	It once again became an official national holiday in 1992 after the independence of the Soviet Union.
Geographical spread	All of Estonia
Name	Oskar Luts
Brief explanation	OskarLuts (1887 – 1953) was an Estonian writer and playwright. Oskar Luts was the first Estonian writer to receive the title of National Writer of the Estonian SSR. This was awarded to him in 1945. His first novel was called "Kevade" (Spring). This highly popular novel portrayed the daily school life of young people in rural Estonia. "Kevade" proved to be Oskar Luts's most successful and well-known work. Oskar Luts' works have been translated into many languages.
Geographical spread	

Name	Estonian Song Festival
Brief explanation	The EstonianSongFestival is one of the largest amateur choral events in the world. It is held every five years in July on the Tallinn Song Festival Grounds. The joint choir usually comprises of between 25,000 and 30,000 participantsperforming to an audience of 80,000 people. The tradition of the song festival was born along with Estonian national awakening. The first national song festival was held in Tartu in the summer of 1869.
Geographical spread	Tallin

9) Finland

9.1. Finish Organisations

Name of organisation	Finnish Tourist Board
Strategic remit	<p>Finnish Tourist Board falls within the authority of the Ministry of Employment and the Economy as the national organization for tourism expertise with the task of actively promoting international tourism to Finland.</p> <p>Finnish Tourist Board supports the Finnish tourism industry in developing and marketing tourism services for the international market. The board is funded from the state budget.</p> <p>Finnish Tourist Board's Core Functions include the marketing of Finnish tourism in general by promoting the image of Finland as a tourist destination, actively marketing Finnish tourism products, stimulating the creation of partnerships and networks in order to create a successful tourism product.</p> <p>The Finnish Tourist Board works actively to plan and coordinate tourism projects and campaigns based the National Tourism strategy. In addition, the Finnish Tourist Board is responsible for acquiring, analysing and transmitting tourism data from and to its partners.</p>
Geographical remit?	All of Finland
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	<p>Culture Finland – umbrella program for cultural tourism</p> <p>“The Finnish Tourist Board has been assigned the task in the national tourism strategy to prepare and coordinate the development of theme-based tourism.</p> <p>Culture Finland is an umbrella program for cultural tourism that is funded by the Ministry of Education and Culture, directed by</p>

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	<p>the Finnish Tourist Board and administrated by the association Finland Festivals ry. The umbrella program began in January 2011 and is being implemented under the guidance of the Finnish Tourism Board. Preparation work lasted 3 years, including numerous studies and research work: Finnish Tourism Board's tourism strategy to 2020, Development strategy for cultural tourism for international markets (2009), Action plan for productisation of cultural tourism 2009-2013.</p> <p>Targets: Increase cooperation between regional and national networks and actors, Exchange information, Promote product development, Promote quality and sustainable cultural tourism, Increase utilization of research data, Promote marketing communications and sales, Increase appreciation of cultural tourism."</p>
Details of useful contacts?	<p>anne.lind@visitfinland.com Tapani Sainio (Network member) tapani.sainio@helsinki.fi</p>
Details of nominated key contact	<p>Soila Palviainen Project Manager Culture Finland Tel. +358-(0)45-129 0199 soila.palviainen@visitfinland.com</p>
Website URL	<p>http://www.mek.fi/w5/meken/index.nsf/(Pages)/Index www.visitfinland.com</p>
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	/
Current awareness of Europeana	yes

Name of organisation	Ministry of Education and Culture
Strategic remit	The strategic remit of the Ministry of Education and Culture comprises national cultural institutions; publicly funded and subsidised museums, theatres and orchestras; local cultural provision; and subsidised organisational and civic activities.
Geographical remit?	All of Finland
Connection with	No details

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corresponding Governmental Tourist/Culture body	
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	A Strategy for Cultural Policy up to 2020 is intended to be completed by 2013. A broad-based working group on development for cultural tourism was set-up for the period 2007 – 2013. Based on the Finnish Tourism Strategy up to 2020 and a Finnish cultural exports development program for 2007-2011 an action program in 2009-2013 for cultural tourism was prepared by the group.
Details of useful contacts?	No details provided.
Details of nominated key contact	Anne Mattero Special Government Adviser Ministry of Education and Culture Division for Art Policy Tel. 0295 3 30206 Anne.Mattero@minedu.fi
Website URL	http://www.minedu.fi/OPM/?lang=en
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	Yes, keen on further information and participation

9.2. Themes and Campaigns

Marketing themes

“Based on the core values of Visit Finland, tourism themes have been developed for Finland. They are based on motives and are thus closer to the consumers' world of ideas”. The following examples have been copied from the website of the Finish Tourist Board:

Name	<i>Silence, please</i>
Brief explanation	Counterbalancing the hurried everyday life and accelerating rhythm of life, Finland offers silence and room to breathe, even in the cities. The traveller can take it easy, lead a cottage life,

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	have a sauna, and enjoy the clean nature. The products include, e.g. cottage life, sauna, nature and wellness services.
Name	Wild & Free
Brief explanation	Every traveller would like to experience at least one memorable adventure during their holiday. The Finnish nature provides opportunities for awesome nature activities, like motor and dog safaris, "island hopping" experience by boating or canoeing in the archipelago, or, for example, a snowball fight in the city. The products include, for example, motor and dog safaris, snow and ice related experiences, and boating and canoeing products.

Name	Cultural Beat
Brief explanation	The special nature of the Finnish culture is introduced by strengthening the global phenomena springing from our culture, like design, Santa Claus, heavy metal music, and delicious offerings of the nature. The products include, for example, Santa Claus, heavy metal music, berries, mushrooms, offerings of the nature.

9.3. Cultural Assets

Name	Jean Sibelius
Brief explanation	Jean Sibelius (1865-1957) was a Finnish composer of the later Romantic period. His music played an important role in the formation of the Finnish national identity. His works continue to be performed frequently in the concert hall and are often recorded. In addition to the symphonies, Sibelius's best-known compositions include Finlandia, the Karelia Suite, Valse triste, the Violin Concerto in D minor. The Finnish 100 mark bill featured his image until it was taken out of circulation in 2002. Since 2011, Finland celebrates a Flag Day on 8 December, the composer's birthday, also known as the 'Day of Finnish Music'.
Geographical spread	Know all of Finland

Name	Scandinavian Design
Brief explanation	Scandinavian design emerged in the 1950s in all Scandinavian countries. It is a design movement characterized by simple designs, minimalism, functionality, and low-cost mass production. The Lunning Prize, awarded to outstanding Scandinavian designers between 1951 and 1970, was instrumental in both making Scandinavian design a recognized commodity, and in

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	<p>defining the profile of Scandinavian design. Since 2006, the tradition of a pan-Nordic design award has been resumed with the Forum AID Award.</p> <p>The idea that beautiful and functional everyday objects should not only be affordable to the wealthy, but to all, is a core theme in the development of modernism and functionalism, but is probably most completely realized in post-WWII Scandinavian design. The ideological background was the emergence of a particular Scandinavian form of social democracy in the 1950s, as well as the increased availability of new low-cost materials and methods for mass production. Scandinavian design often makes use of form-pressed wood, plastics, anodized or enamelled aluminium or pressed steel.</p> <p>The two most popular Finnish design labels are Marimekko and Arabia.</p>
Geographical spread	World-wide

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10) France

French Organisations

Name of organisation	France Tourism Development Agency
Strategic remit	French website, no information available online
Geographical remit?	No details provided.
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	No details provided.
Website URL	http://www.atout-france.fr/prehome/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://uk.rendezvousenfrance.com/en
Current awareness of Europeana	No details provided.

Name of organisation	Institute Francais
Strategic remit	Founded in 1910 by a private benefactor eager to introduce Londoners to French artists and writers, the Institut français du Royaume-Uni (French Cultural Institute in the UK) is the official French government centre of language and culture in the UK. It

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	<p>is one of 150 French Institutes worldwide, and one of the oldest.</p> <p>Over the years the Institut has had many locations; the current premises in South Kensington, a stylish art deco building comprising theatre, library and reception rooms, was opened in 1939. Since then, many great names have passed through its doors, among them Jean Renoir, Eugène Ionesco, Catherine Deneuve and Michel Tournier.</p> <p>The Institut français exists to promote French language and culture, but also to encourage cross-cultural exchange. The programming of talks and films reflects this dual aim, with speakers from both sides of the Channel meeting regularly in discussion, and screenings of films from all corners of the world.</p> <p>and</p> <p>The Institut welcomes thousands of people each year, attracted by the quality of its services and its imaginative programme of films and events.</p>
Geographical remit?	150 Institutes world-wide, head office in Paris.
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	No details provided.
Website URL	No details provided.
Sponsor or promote any other digital tools/platforms/databases?	No details provided.

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E.g. Phone apps?	
Current awareness of Europeana	No details provided.

10.1. Themes and Campaigns

No information

10.2. Cultural Assets

Name	Eiffel Tower
Brief explanation	The Eiffel Tower is a ironlattice tower located on the Champ de Mars in Paris, named after the engineer Gustave Eiffel, whose company designed and built the tower. Erected in 1889 as the entrance arch to the 1889 World's Fair, it has become both a global cultural icon of France and one of the most recognizable structures in the world. The tower is the tallest structure in Parisand the most-visited paid monument in the world. The third level observatory's upper platform is at 279.11 m the highest accessible to public in the European Union and the highest in Europe. The tower has become the most prominent symbol of both Paris and France, often in the establishing shot of films set in the city.
Geographical spread	Paris

Name	Cubism
Brief explanation	Cubism is an early-20th-century avant-gardeart movement pioneered by Pablo Picasso and Georges Braquethat revolutionized European painting and sculpture, and inspired related movements in music, literature and architecture. Cubism has been considered the most influential art movement of the 20th century. The term is broadly used in association with a wide variety of art produced in Paris (Montmartre, Montparnasse) and Puteaux during the 1910s and extending through the 1920s. A primary influence that led to Cubism was the representation of three-dimensional form in the late works of Paul Cézanne
Geographical spread	Countrywide

Name	Paul Cézanne
Brief explanation	Paul Cézanne (1839–1906) was a French artist and Post-Impressionist painter whose work laid the foundations of the transition from the 19th century conception of artistic endeavour to a new and radically different world of art in the

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	20th century. Cézanne can be said to form the bridge between late 19th century Impressionism and the early 20th century's new line of artistic enquiry, Cubism. The line attributed to both Matisse and Picasso that Cézanne "is the father of us all" cannot be easily dismissed.
Geographical spread	Countrywide

Name	French Revolution
Brief explanation	The French Revolution (1789–1799), was a period of radical social and political upheaval in France that had a major impact on France and throughout the rest of Europe. The absolute monarchy that had ruled France for centuries collapsed in three years. French society underwent an epic transformation, as feudal, aristocratic and religious privileges evaporated under a sustained assault from radical left-wing political groups, masses on the streets, and peasants in the countryside. ^[3] Old ideas about tradition and hierarchy – of monarchy, aristocracy, and religious authority – were abruptly overthrown by new Enlightenment principles of equality, citizenship and inalienable rights.
Geographical spread	Countrywide

11) Germany

11.1. German Organisations

Name of organisation	German National Tourist Board
Strategic remit	<p>On behalf of the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for more than 60 years. It communicates the diverse appeal of the country to a worldwide market, thereby promoting a strong and attractive brand – 'Destination Germany'.</p> <p>The GNTB plays an important role in the promotion of Germany as a travel destination on the international market. Its activities include the development of new marketing strategies and concepts based on specific themes, events and attractions and also bringing together and optimising the diverse marketing activities of partners in the German travel industry. It also takes an active role in the form of far-ranging sales activities in new growth markets. In this respect, the GNTB relies on its close collaboration with the German travel industry, partners from commerce and trade associations.</p> <p>The GNTB's business goals are to:</p> <ul style="list-style-type: none"> • increase the volume of tourist traffic; • boost foreign currency receipts; • strengthen Germany's profile as a business location; • position Germany as a diverse and attractive travel destination.
Geographical remit?	Promotion of Germany as a whole, 30 country offices all over the world
Connection with corresponding Governmental Tourist/Culture body	All regional and city tourist boards Deutsches Küstenland e.V. GCB - German Convention Bureau
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	All big tourism companies, German International Hotel Federation Tourism Association Travel Association German Spa Association

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	<p>Marketing Cooperation: Deutsches Küstenland e.V. GCB - German Convention Bureau Historic Highlights of Germany Magic Cities Germany German UNESCO World Heritage Sites Association</p>
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	No details provided.
Details of nominated key contact	<p>Klaus Lohman, Director UK & Ireland German National Tourist Office Klaus.Lohmann@germany.travel</p>
Website URL	http://www.germany.travel/en/index.html
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	<p>Magic Cities Germany http://www.magic-cities.com/ Historic Highlights of Germany http://www.historicgermany.travel/ App: Germany Top 100 (developed by collecting tourist votes) https://itunes.apple.com/us/app/top-100-germanys-100-most/id540681472?mt=8</p>
Current awareness of Europeana	Yes, through meeting

Name of organisation	German Ministry of Education, Science and Culture
Strategic remit	<p>German cultural policy is administered at regional level as it is a federal state. The 16 ministries are responsible for the state's educational institutions – from all its kindergartens and schools to further training programmes for its teachers. University and research policy is the second focus of the ministry's activities. The third focal point is promoting the state's culture in all of its diversity.</p>
Geographical remit?	16 regional ministries
Connection with corresponding	No details

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Governmental Tourist/Culture body	
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	Werner Weber Federal Government Commissioner for Culture and the Media - Germany Division K 34: International Culture Affairs / Coordinator European affairs Phone: +49-228- 99 681 35 28 Email: werner.weber@bkm.bund.de
Details of nominated key contact	No details provided.
Website URL	No details provided.
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	No details provided.

11.2. Themes and Campaigns

Themes & Campaigns	2012	2013	2014
Annual Themes	Germany- open for business Wine Heritage & Nature German 'Gemuetlichkeit'	Germany for Young People 'Hotspots, brand- new, Lifestyle'	UNESCO World Heritage
PR Themes	800 th anniversary St.Thomas' choir (Leipzig,	200 th anniversary of Richard Wagner's	600 years Council of Constance

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	Saxony) DOCUMENTA(13) 300 th anniversary of Frederick the Great's birth (Potsdam/ Berlin area)	birth 150 th anniversary of the death of Brothers Grimm 150 th anniversary of Henry van de Velde's birth (Bauhaus movement)	25 years Peaceful Revolution 300 years House of Hanover
On-going Themes	Christmas Markets, Parks & Gardens, City Breaks, Historic Highlights, Green Travel, Walking & Cycling, UNESCO		

Themes & Campaigns	2015	2016	2017
Annual Themes	25 years German Unification	Nature Holidays	Religious Travel
PR Themes	500 th anniversary of Lucas Cranach the Younger's birth	500 years German Purity Law	500 th anniversary of Luther's Reformation DOCUMENTA(14)
On-going Themes	Christmas Markets, Parks & Gardens, City Breaks, Historic Highlights, Green Travel, Walking & Cycling, UNESCO		

Future Planning

2019	100 years Bauhaus
2020	42 nd Oberammergau Passion Plays

11.3. Cultural Assets

Name	Berlin Wall
Brief explanation	The Berlin Wall, which was given the propagandistic name "Anti-Fascist Protective Wall", was built in 1961 and was an almost impermeable border until it fell on November 9th, 1989. Nowadays, many locations and museums pay homage to the stories of the divided city. In some areas, pieces of the Berlin Wall are still standing. Today the remaining pieces of the wall as well as museums and artefacts connected with its cultural and historical heritage serve as a major tourist mechanism in Berlin, drawing millions of visitors from across the globe.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Geographical spread	Berlin
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Name	Brandenburg Gate
Brief explanation	The Brandenburg Gate is a former city gate, rebuilt in the late 18th century as a neoclassical triumphal arch, and now one of the most well-known landmarks of Berlin and Germany. It was commissioned by King Frederick William II of Prussia as a sign of peace and built by Carl Gotthard Langhans from 1788 to 1791. Having suffered considerable damage in World War II, the Brandenburg Gate was fully restored from 2000 to 2002.
Geographical spread	Berlin City Centre

Name	Ostalgie
Brief explanation	Ostalgie is a German term referring to nostalgia for aspects of life in East Germany. It is derived from the German words Ost (east) and Nostalgie (nostalgia). After the fall of the Berlin wall in 1989 and the German reunification that followed a year later, many of the symbols of the German Democratic Republic were swept away. Almost all GDR brands of products disappeared from the stores and were replaced by Western products. However, with the passing of time some East Germans began to feel nostalgia for certain aspects of their lives in East Germany. Ostalgie products play an important part in tourism marketing and merchandising, as former GDR products and associated T-Shirts, Cars, hats, etc. are widely available as tourism souvenirs all throughout Berlin.
Geographical spread	Berlin

Name	Christmas Markets
Brief explanation	A Christmas market is a street market associated with the celebration of Christmas during the four weeks of Advent. These markets originated in Germany, Austria, South Tyrol and Alsace but are now being held in many other countries. The history of Christmas markets goes back to the Late Middle Ages. The Dresden Christmas market, first held in 1434, is one of the oldest Christmas markets. It attracts between 1.5 and 2 million visitors a year and has over 250 stalls. Historic Christmas Markets, held in cities, towns and villages throughout the country, are becoming increasingly more popular, due, no doubt, to the enchanting Festive Season atmosphere they evoke. Christmas Markets are one of the most popular tourist attractions in Germany and draw millions of visitors every year as well as being replicated in other countries.

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Geographical spread	All over Germany, even in the smallest villages, however has spread internationally
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Name	Bayreuth
Brief explanation	The Bayreuth Festival is an annual music festival in Bayreuth, Germany, at which performances of operas by the 19th century German composer Richard Wagner are presented. Wagner himself conceived of and promoted the idea of a special festival to showcase his own works, in particular his monumental cycle <i>Der Ring des Nibelungen</i> and <i>Parsifal</i> . Visitors must often wait between 5-10 years to obtain tickets.
Geographical spread	Bayreuth, Bavaria

Name	Brothers Grimm
Brief explanation	The Brothers Grimm were German academics, linguists, cultural researchers, and authors. They are among the most well-known storytellers of European folk tales, and their work popularized such stories as "Cinderella", "The Frog Prince", "Hansel and Gretel", "Rapunzel", "Rumpelstiltskin" and "Snow White". Their first collection of folk tales, <i>Children's and Household Tales</i> was published in 1812. The stories were further developed and translated into most languages and today persist as the most widely known children's stories throughout the world. Many have been adapted into film versions, most famously by the Disney empire.
Geographical spread	Throughout the world

Name	Johann Wolfgang von Goethe
Brief explanation	Johann Wolfgang von Goethe (1749 – 1832) was a German writer, artist, and politician. His body of work includes epic and lyric poetry written in a variety of metres and styles; prose and verse dramas; memoirs; an autobiography; literary and aesthetic criticism; treatises on botany, anatomy; and four novels. In addition, numerous literary and scientific fragments, and over 10,000 letters written by him are extant, as are nearly 3,000 drawings. Goethe's poems were translated into music throughout the nineteenth century by a wide range of composers, including Ludwig van Beethoven, Franz Schubert, Robert Schumann, Johannes Brahms, Hugo Wolf, and Gustav Mahler.
Geographical spread	Worldwide

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Name	Beer (Beer festivals)
Brief explanation	<p>Beer is a major part of German culture. According to a 2010 report by the Kirin Institute of Food and Lifestyle, Germany ranked second in terms of per-capita beer consumption, behind the Czech Republic and ahead of Austria (third) and Ireland (fourth). Beer consumption is celebrated in several beer festivals, which take place mainly in September. The largest beer festival in the world is Oktoberfest in Munich. Several other smaller beer festivals are held all over Germany throughout the year. Its popularity has grown and increasingly more people from around the world visit the festival every year, which has developed into a major tourist attraction.</p> <p>Beer festivals have been organized other countries around the world, copying the traditions of the original 'Oktoberfest' in Munich.</p>
Geographical spread	Munich, reproduced all over the world

12) Greece

12.1. Greek Organisations

Name of organisation	Greek National Tourism Organisation (GNTO)
Strategic remit	The Greek National Tourism Organisation (GNTO) is a Public Entity (PE) supervised by the Ministry of Culture and Tourism. The GNTO was first established in 1927 and re-established in 1950 by Emergency Act 1565/50, ratified by law 1624/51); in the meantime, tourism fell under the competence of various ministries. Since 1950, the GNTO constitutes the ruling state agency for the tourism sector.
Geographical remit?	Countrywide
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	No details provided.
Website URL	http://www.visitgreece.gr/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	No details provided.

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Name of organisation	Hellenic Ministry of Education and Religious Affairs, Culture and Sports
Strategic remit	Countrywide
Geographical remit?	Countrywide
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	No details provided.
Details of nominated key contact	No details provided.
Website URL	No details provided.
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details provided.
Current awareness of Europeana	No details provided.

12.2. Campaigns

No information

12.3. Cultural Assets

Name	Aristotele
Brief explanation	Aristotle (384 BC – 322 BC) was a Greek philosopher and polymath, a student of Plato and teacher of Alexander the Great. His writings cover many subjects, including physics, metaphysics,

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	poetry, theatre, music, logic, rhetoric, linguistics, politics, government, ethics, biology, and zoology. Together with Plato and Socrates, Aristotle is one of the most important founding figures in Western philosophy. Aristotle's writings were the first to create a comprehensive system of Western philosophy, encompassing morality, aesthetics, logic, science, politics, and metaphysics.
Geographical spread	Worldwide

Name	Democracy
Brief explanation	<p>The term 'democracy' first appeared in ancient Greek political and philosophical thought in the city-state of Athens. Led by Cleisthenes, Athenians established what is generally held as the first democracy in 508-7 BCE. Cleisthenes is referred to as "the father of Athenian democracy."</p> <p>Athenian democracy took the form of a direct democracy, and it had two distinguishing features: the random selection of ordinary citizens to fill the few existing government administrative and judicial offices, and a legislative assembly consisting of all Athenian citizens. All citizens were eligible to speak and vote in the assembly, which set the laws of the city state. However, Athenian citizenship excluded women, slaves, foreigners and males under 20 years old. The exclusion of large parts of the population from the citizen body is closely related to the ancient understanding of citizenship.</p>
Geographical spread	All over the world

Name	Olympic Games
Brief explanation	<p>The Ancient Olympic Games were a religious and athletic festival held every four years at the sanctuary of Zeus in Olympia, Greece among representatives of several city-states and kingdoms of Ancient Greece, presumably founded in 776 BC. These games featured mainly athletic but also combat and chariot racing events. The Olympic Games reached their zenith in the 6th and 5th centuries BC, but then gradually declined in importance as the Romans gained power and influence in Greece.</p> <p>Greek interest in reviving the Olympic Games began with the Greek War of Independence from the Ottoman Empire in 1821, with a revival of the first Olympic Games in 1859, which was held in an Athens city square.</p>
Geographical spread	Worldwide

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Name	Greek Food and Wine
Brief explanation	Greek speciality dishes and food products e.g. olives and olive oil.
Geographical spread	Worldwide

13) Hungary

13.1. Hungarian Organisations

Name of organisation	Hungarian Tourist Ltd.
Strategic remit	<p>“The Hungarian National Tourist Office (HNTO) is the national marketing organization of tourism which has a single shareholder, the Prime Minister's Office. The HNTO was set-up as a legal successor of the National Tourist Office.</p> <p>The main objective of the Hungarian National Tourist Office is promoting Hungary's tourism attractions and services and thereby contributing to the development of domestic and international tourism. Tourism helps to create jobs in the Hungarian economy, contributes to the development of the GDP and influences favourably the current account of the balance of payments. The objectives are attained by:</p> <ul style="list-style-type: none"> • building and improving the image of Hungary, raising awareness of the country as a tourist destination in Hungary and abroad, • providing unbiased assistance to help Hungarian tourism companies to penetrate domestic and foreign markets, • supporting regional cooperation in tourism marketing, • PR and promotion in Hungary and abroad • providing tourist information to domestic tourists and foreign visitors staying in Hungary, to potential travellers, to decision makers and to Hungarian and foreign tourism professionals” (http://visit-hungary.com/)
Geographical remit?	All of Hungary
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information

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Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	Norbert Simonyi Cultural tourism manager simonyi@itthon.hu Eszter Ádám, international relations eszter.adam@bbi.hu (Balassi Institute)
Details of nominated key contact	
Website URL	http://visit-hungary.com/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	No, no response was received

Name of organisation	Ministry of Human Resources
Strategic remit	“The Ministry of Human Resources is responsible for the functioning of the national healthcare and welfare system in Hungary, the development of school education from nursery to university, the protection of our cultural heritage, promotion of the interests of children and the young, and the realisation of government aims related to sport in Hungary.”
Geographical remit?	All of Hungary
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Details of useful contacts?	György Arató International and tourism affairs officer gyorgy.arato@emmi.gov.hu Ildikó Deák Cultural Strategy Officer ildiko.deak@emmi.gov.hu
Details of nominated key contact	
Website URL	http://www.kormany.hu/en/ministry-of-human-resources
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	No

13.2. Campaigns

No information

13.3. Cultural Assets

Name	Béla Viktor János Bartók
Brief explanation	Béla Viktor János Bartók(1881 – 1945) was a Hungarian composer and pianist. He is considered one of the most important composers of the 20th century and is regarded, along with Liszt, as Hungary's greatest composer. Through his collection and analytical study of folk music, he was one of the founders of ethnomusicology.
Geographical spread	Worldwide

Name	Franz Liszt
Brief explanation	Franz Liszt was a 19th-century Hungarian composer, pianist, conductor and teacher. Liszt became renowned in Europe during the nineteenth century for his virtuosic skill as a pianist. Liszt was also a well-known and influential composer, piano teacher, and conductor. He was a benefactor to other composers, including Richard Wagner, Hector Berlioz, Camille Saint-Saëns, Edvard Grieg and Alexander Borodin.
Geographical spread	Worldwide

14) Ireland

14.1. Irish Organisations

Name of organisation	Ministry for Transport, Tourism and Sport
Strategic remit	<p>“The Department of Transport, Tourism and Sport is the Irish Government Ministry and is mainly responsible for the formulation, development and evaluation of policy for the tourism sector as regards training, HR policy, tourism marketing, tourism product development and North/South co-operation on tourism matters. Implementation of these policies is undertaken by the two Irish tourism agencies - Tourism Ireland Ltd, Fáilte Ireland and Shannon Development</p> <ul style="list-style-type: none"> • Supporting the competitiveness of Irish tourism, through minimising the costs of doing business and ensuring the quality of the product is maintained; • Targeting capital investment in public tourism product and infrastructure; • Using the Tourism Marketing Fund to support international marketing and advertising programmes.” <p>(http://www.dttas.ie/tourism/index.aspx)</p>
Geographical remit?	All of Ireland
Connection with corresponding Governmental Tourist/Culture body	Faillte Ireland, Tourism Ireland, Shannon Development, all County Councils etc.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	Meábh McKeever, 00 353 (0) 1 602 4311.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Details of nominated key contact	Noel Sheehan NoelSheahan@dtas.gov.ie 00 353 (0)64 662 739
Website URL	http://www.dttas.ie/tourism/index.aspx
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	no
Current awareness of Europeana	yes

Name of organisation	Department of Arts, Heritage and the Gaeltacht	
Strategic remit	<p>“The Department of Arts, Heritage and the Gaeltacht was established in 2011 on foot of the reorganisation of Government Departments, bringing together functions from the former Department of Tourism, Culture and Sport, the Department of the Environment, Heritage and Local Government and the Department of Community, Equality and Gaeltacht Affairs.</p> <p>The Department oversees the conservation, preservation, protection and presentation of Ireland's heritage and cultural assets. The Department also seeks to promote the Irish language and to support the Gaeltacht. The key functions under its remit include:</p> <ul style="list-style-type: none"> • Arts, Culture, Film and Music, as well as oversight of Ireland's cultural institutions; • Ireland's Built and Natural Heritage; • The Irish language, the Gaeltacht and the Islands; and • North/South Co-operation insofar as it relates to Waterways Ireland, An Foras Teanga and the wider functions of the Department.” <p>(http://www.ahg.gov.ie/en/)</p>	
Geographical remit?	All of the Republic of Ireland	
Connection with corresponding Governmental Tourist/Culture body	<p>An Coimisinéir Teanga</p> <p>Údarás na Gaeltachta</p> <p>Arts Council</p> <p>National Archives</p> <p>Irish Manuscripts Commission</p> <p>National Museum of Ireland</p> <p>Irish Museum of Modern Art (IMMA)</p>	<p>www.coimisineir.ie</p> <p>www.udas.ie</p> <p>www.artscouncil.ie</p> <p>www.nationalarchives.ie</p> <p>www.irishmanuscripts.ie</p> <p>www.museum.ie</p> <p>www.modernart.ie</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>National Gallery of Ireland www.nationalgallery.ie Crawford Gallery www.crawfordartgallery.ie National Concert Hall www.nch.ie National Library of Ireland www.nli.ie Chester Beatty Library www.cbl.ie Irish Film Board www.irishfilmboard.ie Heritage Council www.heritagecouncil.ie Culture Ireland www.cultureireland.gov.ie</p>
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	http://www.ahg.gov.ie/en/AboutUs/StatementofStrategy/FINAL%20SOS%20ENGLISH%202016.4.pdf
Details of useful contacts?	No details provided.
Details of nominated key contact	Sharon Barry Cultural Institutions Unit Department of Arts, Heritage & the Gaeltacht 064 662 7331
Website URL	http://www.ahg.gov.ie/en/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No
Current awareness of Europeana	Yes, project partner

Name of organisation	Failte Ireland
Strategic remit	<p>Failte Ireland is the National Tourism Development Authority of the Republic of Ireland.</p> <p>The goal of Fáilte Ireland is to provide strategic and practical support in developing and sustaining Ireland as a high-quality and competitive tourist destination. Fáilte Ireland works in partnership with tourism interests to support the industry in its efforts to be more profitable and to help individual tourist enterprises enhance their performance.</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	Its activities fall into following areas: Tourism Marketing, Education & Training, Product Development, Research & Statistics, Strategic Development, Market Development , Enterprise Development, Corporate Development
Geographical remit?	All of Ireland
Connection with corresponding Governmental Tourist/Culture body	It implements policies developed by the Irish Ministry of Transport, Tourism and Sport as well as its own initiatives as well as working closely with any County or City Council involved in a particular project.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Faite Ireland works closely with Tourism Ireland, which serves as the agency to promote Ireland as tourist destination abroad.
Any existing Cultural Tourism strategy? If so what?	New strategy currently developed for 2013-2016
Details of useful contacts?	No details provided.
Details of nominated key contact	Mary King Mary.king@faiteireland.ie
Website URL	http://www.faitaireland.ie/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.discoverireland.ie http://www.promotionsireland.ie/ http://www.irishfarmholidays.com/ifh/index.cfm http://www.visitdublin.com/ DiscoverIreland App VisitDublin App DublinBus App Festivals app
Current awareness of Europeana	Yes, briefed in personal interview

Name of organisation	Tourism Ireland
Strategic remit	Tourism Ireland's role is to market the island of Ireland as a holiday destination overseas. They devise and implement world-

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>class marketing programmes and provide industry partners with opportunities to market their own products and services overseas, as well as growing overseas tourism revenue and visitor numbers to the island of Ireland, and to help Northern Ireland to realise its tourism potential.</p> <p>Tourism Ireland devises and delivers marketing programmes in over 20 markets across the world and works in close co-operation with industry partners on the island of Ireland as well as with the travel trade, online operators, media, air and sea carriers overseas to encourage consumers to “Go where Ireland takes you”.</p> <p>In addition, Tourism Ireland helps to influence product development on the island, by sharing our insight on global tourism trends and the changing need of overseas consumers with other tourism agencies, particularly with Fáilte Ireland and the Northern Ireland Tourist Board and with industry partners.</p>
Geographical remit?	<p>Tourism Ireland employs 160 people in key source markets, such as Great Britain, USA and Canada, France, Germany, the Netherlands, Denmark, Belgium, Italy, Spain, Austria, Switzerland and Australia. We also have offices on the island of Ireland – and have now extended their reach to include emerging tourist markets, such as Japan, South Africa, New Zealand, China, India, Poland, Asia and the Middle East. Their head office is located in Dublin, Ireland.</p>
Connection with corresponding Governmental Tourist/Culture body	No details provided.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	No details provided.
Details of useful contacts?	Note: As Tourism Ireland is solely responsible for marketing Ireland as a holiday destination abroad and has only limited

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	involvement with tourism campaigns and initiatives taking place in Ireland, it is proposed that the report will focus on valuable partners within Failte Ireland.
Details of nominated key contact	No details provided.
Website URL	http://www.tourismireland.com/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.discoverireland.com http://www.tourismirelandindustryopportunities.com/
Current awareness of Europeana	No

14.2. Themes and Campaigns

Name	The Gathering
Brief explanation	<p>The Gathering 2013 is a public-led countrywide initiative, primarily with the aim of inviting everyone Irish-born, with Irish roots or just in love with Ireland to visit and rediscover its beauty.</p> <p>The Gathering will take place throughout the whole of 2013, celebrating the Irish community worldwide with a wide range of events and festivals. The initiative seeks to encourage communities to reconnect with all people who have left the island of Ireland or have any other ties to the community. The initiative aims let people abroad discover their Irish roots and ancestors, visiting their hometowns and share their national pride by participate in events held by communities around the country.</p> <p>A wide range of cultural and sporting events in all major cities and towns around Ireland have been set-up and will be promoted in line with 'The Gathering'. However, not all of the events were created especially for the Gathering, but many are receiving additional promotion internationally to attract a wider audience and make people aware of what Ireland has to offer. Many well-know Irish events such as St.Patrick's Day Festivals, Galway racing, Cork Jazz festival etc. are all included in the agenda as well as smaller community based initiatives, such as for example sports clubs inviting international teams for joint training sessions and competitions.</p> <p>(All information can be found on www.thegatheringireland.com)</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Dates	Throughout 2013
Geographical spread	All of Ireland
Name	Dubline / Walking Heritage Trail
Brief explanation	<p>In May 2012 a new tourism initiative was launched by Irish Minister for Tourism Leo Varadkar in cooperation with the Irish Tourist Board Failte Ireland, Dublin City Council and the Office of Public Works. The initiative is worth €4 million and will consist of a walking heritage trail, named Dubline, which will guide visitors from the East of Dublin starting at College Green to the West at Kilmainham. The trail seeks to provide visitors with detailed information on culture, history and heritage along the way in an informative and interactive manner, by using modern technology, new signs, wifi-access and a Smartphone app. This provides an excellent opportunity to illustrate Ireland's unique cultural and historical past, featuring aspects of the Viking, Medieval, Norman and Anglo-Irish heritage. Visitors will be able to download additional information to places of interests along the route and choose the places according to their personal interests by advanced search options. This will include different themes such as faith and hope, featuring churches and graveyards, conflict and contest outlining military and political power and its buildings involved as well as industry and creative inspired interest points.</p> <p>In addition, the initiative seeks to enhance pedestrian access and experience by developing improved signage and upgrading road and building infrastructure, including restoration and cosmetic improvements on buildings along the way. The initiative intends to start immediately and the first part of the route aims to be completed in the first year.</p> <p>(All information can be found on www.dubline.ie)</p>
Dates	Starting immediately over a 3 year period
Geographical spread	Dublin Inner city
Name	The Wild Atlantic Way
Brief explanation	<p>The Wild Atlantic Way is set to be Ireland's first long-distance driving route for tourists, featuring a 1,400km driving route from Donegal to West Cork. It aims to rival similar projects such as the Great Ocean Road in Australia and or the Garden Route in South Africa, with the aim of drawing more tourists to the West of Ireland by linking destinations and attractions under a single theme. The Wild Atlantic Way seeks to open up the whole of the west coast to visitors, by making it more accessible and enticing</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>tourists to explore off the beaten track locations. Strong branding and product development strategies will be of paramount importance in order to gain important visibility in all overseas markets.</p> <p>The project will commence in Connemara, the mid-section of the route, where self-drive holidays have become increasingly popular with foreign tourists in recent years. A wide range of maps, road loops, brochures, increased signage, online applications and several discovery points along the way will be developed in the forthcoming months to make the area more tourists friendly. €1.8 million has been granted as initial funding for the Connemara route and building works will commence immediately.</p>
Dates	Immediately
Geographical spread	West of Ireland

Name	WWI
Brief explanation	No plans yet, due to unconfirmed funding
Dates	2014
Geographical spread	Countrywide

Name	Commemoration of the Irish Civil War
Brief explanation	No plans yet, due to unconfirmed funding
Dates	2016
Geographical spread	Countrywide

14.3. Cultural Assets

Name	Irish Music and Dance
Brief explanation	The folk music of Ireland (also known as Irish traditional music, Irish trad, Irish folk music, and other variants) is the generic term for music that has been created in various genres in Ireland.
Geographical spread	Countrywide

Name	St.Patrick's Day Festivals
Brief explanation	Saint Patrick's Day or the Feast of Saint Patrick is a cultural and religious holiday celebrated on 17 March. It commemorates Saint Patrick, the most commonly recognized of the patron saints of Ireland, and the arrival of Christianity in Ireland. Saint Patrick's Day was made an official feast day in the early seventeenth century, and has gradually become a celebration of Irish culture in general, which is promoted as a major tourist event in Ireland

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	and many places around the world. In recent years, Tourism Ireland's 'Greening' initiative of iconic landmarks in big cities such as London, Sydney or New York, has led to an increased awareness and celebration of Irish culture and heritage around the world.
Geographical spread	All around the world

Name	Book of Kells
Brief explanation	The Book of Kells is a Gospel book in Latin, containing the four Gospels of the New Testament together with various prefatory texts and tables. It was created by Celtic monks' ca. 800 or slightly earlier. The Book of Kells has been displayed in Trinity College Dublin since the mid 19 th century and constitutes one of the most visited Irish cultural tourist attractions, with 500,000 annual visitors.
Geographical spread	Dublin

Name	Rock of Cashel
Brief explanation	The Rock of Cashel is a historic site located at Cashel, South Tipperary, Ireland. One of the most spectacular tourist attractions in Ireland and one of the most visited. The Rock of Cashel it is also known as Cashel of the Kings. Reputedly the site of the conversion of Aenghus the King of Munster by St. Patrick in the 5th century AD. Long before the Norman invasion The Rock of Cashel was the seat of the High Kings of Munster, although there is little structural evidence of their time here. Most of the buildings on the current site date from the 12th and 13th centuries when the rock was gifted to the Church. The buildings represent both Hiberno-Romanesque and Germanic influences in their architecture.
Geographical spread	Cashel

Name	Civil War
Brief explanation	The Irish Civil War (28 June 1922 – 24 May 1923) was a conflict that accompanied the establishment of the Irish Free State as an entity independent from the United Kingdom within the British Empire. The conflict was waged between two opposing groups of Irish nationalists: the forces of the "Provisional Government" that established the Free State in December 1922, who supported the Anglo-Irish Treaty, and the Republican opposition, for whom the Treaty represented a betrayal of the Irish Republic. The war was won by the Free State forces. The Civil War may have claimed more lives than the War of Independence against

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	Britain that preceded it, and left Irish society divided and embittered. Today, two of the main political parties in the Republic of Ireland, Fianna Fáil and Fine Gael, are direct descendants of the opposing sides in the war.
Geographical spread	Countrywide

15) Italy

15.1. Italian Organisations

Name of organisation	ENIT
Strategic remit	<p>“Formerly a government entity ENIT was transformed into a National Tourism Board and took on further institutional objectives to its already almost one hundred year old activity of promoting Italy as a tourist destination.</p> <p>ENIT has statutory autonomy with regards to management, accounting and organization, under the direction of the Minister of Tourism.</p> <p>ENIT has the task of promoting Italy as a tourist destination by:</p> <ul style="list-style-type: none"> - Promoting the various touristic aspects of each region - Promoting the various touristic aspects of Italy as a whole - Putting together promotional strategies on a national - Providing consultation and assistance to the Italian State, the Italian Regions and to other public organizations with regards to tourist promotion of products” (http://www.enit.it/)
Geographical remit?	All of Italy
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	sedecentrale@enit.it

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Details of nominated key contact	No details provided.
Website URL	http://www.enit.it/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	No

Name of organisation	Italian Ministry of Culture/ Beniculturali/ MiBAC
Strategic remit	The promotion of Italian Cultural heritage, no information, as the website is in Italian only.
Geographical remit?	All of Italy
Connection with corresponding Governmental Tourist/Culture body	MiBAC cooperates at the central level with other Ministries and at local level with territorial governments for projects related to the promotion of Cultural Heritage.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	<p><u>"DIGITAL CULTURAL HERITAGE</u> All the results of the digitization projects of the of museums, libraries and archives collections are available in thematic portals domain: InternetCulturale the portal of the Italian libraries (http://www.internetculturale.it), the National Archives System (http://san.beniculturali.it) and Digital Library MuseiD-Italia (it will be integrated into Culturaitalia portal) that presents the digital objects of Italian museums, archaeological areas and parks, monuments. All the metadata related to those digital collections are aggregated by Culturaitalia (http://www.culturaitalia.it), the Italian national aggregator, making them available to Europeana.</p> <p><u>CULTURAL COMMUNICATION CAMPAIGN PROMOTED BY MIBAC</u></p> <ul style="list-style-type: none"> • <i>European Heritage Days on September</i> These "Days" open the whole of European cultural

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	<p>heritage to the world. Along with 49 other European countries, Italy is also participating in European Heritage Days with the well-established slogan: "Italy: Europe's treasure".</p> <p>This initiative, established in 1954, has so grown in importance over the years that in 1999 the Council of Europe and the European Commission joined together in the event, to enhance and promote dialogue and cultural exchange, in order to increase citizens' awareness of the great wealth that cultural diversity generates within Europe. In this large European festival, MiBAC participates with all its central and local institutions that, in addition to organizing events for the occasion, open to the public free of all state art sites, including archaeological, artistic and historical. Along with MiBAC, other participants include the Ministry of Education and Research, the Ministry of Foreign Affairs with the Italian Cultural Institutes Abroad, regions and autonomous provinces, municipalities and public/private cultural institutions, all of which give added value to the initiative by opening their art venues and organizing events for free. Free entry into the many events and places of art enables people to freely discover or rediscover museums, monuments and archaeological sites both known and unknown, offering the opportunity for a reflection on the foundations of our history.</p> <ul style="list-style-type: none">• <i>The Night of Museums on May</i> This is a big European event designed to disseminate cultural heritage awareness among as many residents of the city as possible, to accommodate those who aren't able to visit the museums during normal business hours.• <i>Culture Week on April</i> Culture Week is the most highly-anticipated cultural event of the year. MiBAC offers free entrance for nine days to all the state-owned art and cultural venues: monuments, museums, archaeological areas, archives and libraries, with events throughout the country.• <i>Women's Day on March</i> This is why MiBAC celebrates Women's Day on March 8th, offering women free admission to all state art venues (museums, archaeological sites, libraries and archives), many of which have organized special exhibitions for the occasion, including special openings,
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	<p>guided tours and themed events.</p> <ul style="list-style-type: none"> • <i>Valentine's day on February</i> <p>This is why MiBAC has decided to give all couples a Valentine's Day alternative on February 12th and 13th, by offering two for the price of one entrance to all museums, monuments and archaeological sites in the country, offering the ability to get to know and discover the wonders of Italian cultural heritage." Answer provided by Sara Di Giorgio</p>
Details of useful contacts?	Sara Di Giorgio
Details of nominated key contact	Sara Di Giorgio, coordinator of CulturalItalia Technical Working Group. Tel.: +39 06 49210806 sara.digiorgio@beniculturali.it
Website URL	http://www.beniculturali.it/mibac/export/MiBAC/index.html
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	Not currently, but the organization is currently examining the possibility to develop Apps about museums and libraries.
Current awareness of Europeana	yes

15.2. Themes and Campaigns

Name	Digitization Campaign
Brief explanation	<p>"The Italian Ministry of culture and activities (MiBAC) has launched a campaign of digitization for the recovery of existing digital resources and the creation of new digital content related to museum's collections. The project, named 'MuseiD-Italia' is funded by the Italian Ministry for Public Administration and Innovation within the Strategic Plan e-Government 2012 and it is finalizing:</p> <ul style="list-style-type: none"> ▪ the creation of a national register of museums, monuments and archaeological parks interoperable with regional databases ▪ the creation of a digital library based on Fedora framework for the storage and publication of digital objects ▪ 30 projects of digitization (19 are organized on regional basis) ▪ more than 360 museums participating in the projects ▪ more than 95,000 digital objects (images and videos)

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	<p>in the digital library</p> <ul style="list-style-type: none"> ▪ more than 7,500 descriptions of museums and monuments in the national registry” Sara Di Giorgio
Dates	No details provided.
Geographical spread	Countrywide

15.3. Cultural Assets

Name	Coliseum
Brief explanation	<p>The Coliseum is an elliptical amphitheatre in the centre of the city of Rome, Italy, the largest ever built in the Roman Empire. It is considered one of the greatest works of Roman architecture and Roman engineering.</p> <p>Occupying a site just east of the Roman Forum, its construction started in 72 AD under the emperor Vespasian and was completed in 80 AD under Titus.</p> <p>Capable of seating 50,000 spectators, the Coliseum was used for gladiatorial contests and public spectacles such as mock sea battles, animal hunts, executions, re-enactments of famous battles, and dramas based on Classical mythology. The building ceased to be used for entertainment in the early medieval era. It was later reused for such purposes as housing, workshops, quarters for a religious order, a fortress, a quarry, and a Christian shrine.</p> <p>Although in the 21st century it stays partially ruined because of damage caused by devastating earthquakes and stone-robbers, it is one of Rome's most popular tourist attractions.</p>
Geographical spread	Rome

Name	Leonardo Da Vinci
Brief explanation	<p>Leonardo di ser Piero da Vinci (1452 –1519) was an Italian Renaissance polymath: painter, sculptor, architect, musician, scientist, mathematician, engineer, inventor, anatomist, geologist, cartographer, botanist, and writer. His genius, perhaps more than that of any other figure, epitomized the Renaissance humanist ideal. He is widely considered to be one of the greatest painters of all time and perhaps the most diversely talented person ever to have lived.</p> <p>Much of his earlier working life was spent in the service of Ludovico il Moro in Milan. He later worked in Rome, Bologna and Venice, and he spent his last years in France at the home awarded him by Francis I.</p> <p>The <i>Mona Lisa</i> is the most famous and most parodied portrait</p>

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	<p>and <i>The Last Supper</i> the most reproduced religious painting of all time. http://en.wikipedia.org/wiki/Leonardo_da_vinci_-_cite_note-HG-1 Leonardo's drawing of the <i>Vitruvian Man</i> is also regarded as a cultural icon, being reproduced on items as varied as the euro, textbooks, and T-shirts. Perhaps fifteen of his paintings survived the small number because of his constant, and frequently disastrous, experimentation with new techniques, and his chronic procrastination.</p> <p>Leonardo is also famous for his technological ingenuity. He In addition, made important discoveries in anatomy, civil engineering, optics, and hydrodynamics, but he did not publish his findings and they had no direct influence on later science.</p>
Geographical spread	Worldwide

16) Latvia**16.1 Latvian Organisations**

Name of organisation	Latvian Tourism Development Agency
Strategic remit	“Latvian Tourism Development Agency (LTDA) is a state institution supervised by the Ministry of Economics and established for implementing tourism development state policy. The Agency implements state tourism policy and promotes development of tourism as a sector of national economy in Latvia. The Functions of the agency include ensuring implementation of Latvian tourism development policy; implementing tourism advertising and PR activities in Latvia and abroad, as well as activities for promoting sale of tourism products; the implementation of state and private partnership tourism development projects; tourism development in general, marketing Latvia as a tourism destination internationally, organisation and development of tourism service providers, research, development and maintenance of Latvian tourism portal on the Internet and securing tourism funding.” (http://www.tava.gov.lv/en/)
Geographical remit?	All of Latvia
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	The Great Baltic Project, an initiative with between the Estonian, Latvian and Lithuanian Tourist Boards. www.greatbaltic.eu/en
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	'inta.briede@latvia.travel' ilona.kalnina@latvia.travel
Details of nominated key contact	No details provided.
Website URL	http://www.tava.gov.lv/en/

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Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://www.latvia.travel/en http://www.greatbaltic.eu/en/
Current awareness of Europeana	low

Name of organisation	Ministry of Culture
Strategic remit	“The Ministry of Culture is the state governing institution, which organizes and coordinates state culture policy and cultural-educational policy. There are 10 independent divisions at The Ministry of Culture: International Cooperation and European Union Policy Division, Personnel and Management of Documents Division, Legal Division, Budget and Investment Division, Bookkeeping and Accounts Division, Procurement Division, IT Division, Internal Audit Division, Culture and Creative Industries Education Division and Project Implementation Division of the Latvian National Library. The following fields are under the jurisdiction of the Ministry: Copyrights and Neighbouring Rights, Libraries, Museums, Music, Fine Art, Amateur and Folk Art, Theatre, Literature, Film Art, Cultural Education, Protection of Monuments, Archives and Architecture.”(http://www.km.gov.lv/en/)
Geographical remit?	All of Latvia
Connection with corresponding Governmental Tourist/Culture body	Ministry of Economics, Tourism Development Agency
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	Yes, Cultural Policy 2006-2015. See link http://www.km.gov.lv/en/doc/ministry/vadlinijas_eng.pdf
Details of useful contacts?	'pasts@km.gov.lv' 'Laura.Turlaja@km.gov.lv' European Union Cultural Contacts Division

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Details of nominated key contact	Uldis Zarins Head of strategic development National Library of Latvia Phone: +371 29293540 E-mail: uldis.zarins@lnb.lv
Website URL	http://www.km.gov.lv/en/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://www.kultura.lv/en/icons/
Current awareness of Europeana	Yes.

16.2. Themes and Campaigns

Name	Riga: Capital of Culture 2014
Brief explanation	Riga, during 2014, there will be almost 200 cultural events for Rigans and city guests, such as themes centered around the world of book publishing, the current era is often referred to as the “Second Coming of Gutenberg”, which is featured in an exhibition devoted to 500 years of books called : <i>The Book</i> . 1514-2014. A yearlong series of solo concerts by global music stars born in Latvia, including an open-air concert in high summer will be featured. Also Richard Wagner’s music will be celebrated in 2013 and 2014 in the Latvian National Opera. 2014 also sees the centennial of the beginning of World War 1, and the whole world will be focused on reflections on this theme. Early in the year, the Latvian National Museum of Art will unveil its 1914 exhibition, lasting several months and showcasing a view of World War I as seen by famous European artists. And many more events, see details : http://riga2014.org/en/
Dates	2014
Geographical spread	Riga

16.3. Cultural Assets

Name	Monument of Freedom
Brief explanation	The Monument of Freedom is in the centre of Riga near the Laima tower clock, another famous landmark. Sculptor Kārlis Zāle started to work on the drafts of the monument in 1930. With the onset of the Awakening movement in 1986, it served as an axis for ideas and dreams of a new free state. Flowers and candles are still routinely placed at the foot of the monument.
Geographical spread	Riga

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Name	Song and Dance Festival
Brief explanation	Every five years amateur choirs from Latvian towns come to Riga to perform at the Song and Dance Festival, which includes around thirteen thousand people. The first Song Festival took place in 1873. In 2003 the Latvian Song and Dance Festival, under the title Song and Dance Celebration, was included in the UNESCO list as part of unique cultural heritage.
Geographical spread	Riga

Name	The Folk Song Cabinet of Krišjānis Barons
Brief explanation	The Folk Song Cabinet goes back to a legend in 1880 of Krišjānis Barons ordering a medium-height cabinet with seventy little drawers in Moscow; In the drawers he stored 217,996 tiny little leaflets with quatrains. The ancient Latvian folksong texts replete with life philosophy can be read and recited like fairytales, examined layer upon layer, as far as wisdom and patience will carry you. As of 2001 the Folk Song Cabinet has been listed as part of the UNESCO cultural heritage.
Geographical spread	Countrywide

Name	Midsummer's Eve
Brief explanation	Each year on the evening of June 23 Latvians leave for the countryside to visit their friends or relatives. Traditionally midsummer day is a celebration of fertility and vitality, of the longest day and the shortest night of the year, which is still a very important tradition in Latvian society.
Geographical spread	Countrywide

17) Lithuania

17.1. Lithuanian Organisations

Name of organisation	Lithuanian State Department of Tourism
Strategic remit	No information in English available
Geographical remit?	All of Lithuania
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Latvia Tourism Estonian Tourist Board Baltic Sea Tourism Commission The Great Baltic Travel
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	vaiva.bukelskyte@tourism.lt gerda.butkuviene@tourism.lt
Details of nominated key contact	
Website URL	http://www.tourism.lt/en/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.travel.lt
Current awareness of Europeana	no

Name of organisation	Ministry of Culture
Strategic remit	“The Ministry of Culture is the governmental body of the Republic of Lithuania in charge of formulating and implementing the state culture policies in the fields of professional and amateur art, theatre, music, fine arts, cinema, museums,

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	<p>libraries, publication as well as in the area targeted at the safeguard of copyright and neighbouring rights and the protection of cultural values. The Ministry of Culture performs the following basic state governance functions in the area of culture delegated to it within the framework of laws and other legislation:</p> <ul style="list-style-type: none"> - drafting of laws and other legislation regulating the area of culture; - drafting of conceptions and programmes on the development of different areas of art and coordination of their implementation; - allocation of funds to museums, libraries and fine art, cinema , concert and other organizations as well as major art and culture projects - coordination of activities performed within the framework of implementing the system on the protection and safeguard of copyright and neighbouring rights; - coordination of state policy implementation in the area of public information; - ensuring of cultural values accounting and protection; - development and implementation of interstate cultural programmes; drafting of international agreements.” <p>(http://www.lrkmlt/go.php/eng/First_page)</p>
Geographical remit?	All of Lithuania
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	'd.parulskiene@lrkm.lt' 'v.aleksiejunas@lrkm.lt'
Details of nominated key contact	Erika Buivydiene Chief Officer

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	Information Society Development Division Ministry of Culture Phone: +370 5 219 3416 Email: e.buivydiene@lrkm.lt
Website URL	http://www.lrkm.lt/go.php/eng/First_page
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	no
Current awareness of Europeana	yes

17.2. Themes and Campaigns

Name	Cultural and Tourism Routes
Brief explanation	Amber Road ViaHansa Narrow Gauge Railway Seaside Cycle Route The Great Baltic Travel Pilgrimage Route of John Paul II
Dates	ongoing
Geographical spread	All of Lithuania

17.3. Cultural Assets

Name	Gediminas Tower
Brief explanation	The Gediminas Tower is the symbol of the city of Vilnius, the only remains of the once-mighty Upper Castle. Rebuilt by Grand Duke Vytautas in the 15th century, the defensive tower was used as an aristocratic prison in 1610, before everything around it was destroyed by the Russians in the 16 th century. Restoration work began in 1930 and today the tower houses an exhibition explaining the history of Vilnius' castles
Geographical spread	Vilnius

Name	Eimuntas Nekrošius
Brief explanation	Eimuntas Nekrošius (1952) – world famous theatre director who was awarded with many international and national prizes for developing Lithuanian culture abroad. His theatre “Art Fort” nowadays is on tour around the world.
Geographical spread	Countrywide

Name	Maironis (Jonas Mačiulis)
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Brief explanation	Maironis (Jonas Mačiulis) (1862-1932) was a Lithuanian poet and priest of 19-20th century. He wrote many famous Lithuanian poems like „Trakų pilis“(Trakai castle), “Lietuva brangi“(Dear Lithuania). Most important of his works is a selection of poetry “Pavasario balsai” (Sounds of Spring), one historical drama trilogy, 6 poems, 2 librettos, many critiques of Lithuanian literature and history, translations.
Geographical spread	Countrywide

Name	Mikalojus Konstantinas Čiurlionis
Brief explanation	Mikalojus Konstantinas Čiurlionis (1875- 1911) was a famous Lithuanian artist, musician and painter. Overall he created more than 350 various musical artworks and about 500 paintings. Čiurlionis was the first Lithuanian artist who came to fame outside Lithuania.
Geographical spread	Countrywide

18) Luxembourg

18.1. Organisations

Name of organisation	Luxembourg National Tourist Board
Strategic remit	Visit Luxembourg is the official national tourist board of the Grand Duchy responsible for promoting and marketing Luxembourg as a travel destination, including all its tourism offerings nationally and at international level.
Geographical remit?	Luxembourg
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	Alain Krier Marketing Executive alain.krier@ont.lu
Details of nominated key contact	Dr Robert L. Philippart Director robert.philippart@ont.lu
Website URL	http://www.ont.lu/home-en.html
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.visitluxembourg.com
Current awareness of Europeana	low

Name of organisation	Ministry of Tourism
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Strategic remit	No information – website in French only
Geographical remit?	Luxembourg
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	Patrick Heuschling Public Relations Ministry of Tourism tél: (+352) 247 847 49 patrick.heuschling@cmt.etat.lu
Details of nominated key contact	No details provided.
Website URL	http://www.mdt.public.lu/fr/index.html
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	No response to email

Name of organisation	Luxembourg City Tourist Office
Strategic remit	<p>“Today's “Luxembourg City Tourist Office” was created on 6 December 1933 as the “Syndicat Officiel d’Initiative et de Tourisme de la Ville de Luxembourg”, a non-profit organisation, regulated by the law of 21st April 1928.</p> <p>Its object is to:</p> <ul style="list-style-type: none"> -take initiatives in developing tourism over the whole of the City

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	<p>of Luxembourg;□</p> <ul style="list-style-type: none"> -manage one or several reception centres whose aim is to inform tourists and help them organise their stay; -organise guided tours of the City of Luxembourg and the entire country;□-produce all kinds of documentation related to tourism; -manage a Conference department in order to attract, promote and organise the holding of national and international meetings within the City of Luxembourg; -stage cultural events in the broadest sense of the term.” <p>(http://www.lcto.lu/en/index)</p>
Geographical remit?	Luxembourg City
Connection with corresponding Governmental Tourist/Culture body	<p>Ministry of Culture</p> <p>City of Luxembourg</p> <p>Music federations (UGDA)</p> <p>National Tourist Board of Luxembourg</p>
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	<p>“The LCTO is member of the "European Cities Marketing" (ECM) and the "Association Internationale des Villes Francophones de Congrès" (AIVFC).</p> <p>Furthermore the LCTO signs responsible for the tourist part of the cross-border city network QuattroPole (Luxembourg, Metz, Saarbrücken, and Trier), of which the City of Luxembourg is member.</p> <p>On a national level, the LCTO is member of the Luxembourg National Tourist Office, the privileged partner for worldwide promotion campaigns and shareholder in Luxembourg Congrès. The LCTO is also represented in the Association of the Castles in Luxembourg, the "Agence luxembourgeoise d’action culturelle" and the National Tourist Commission.”</p> <p>(http://www.lcto.lu/en/index)</p>
Any existing Cultural Tourism strategy? If so what?	No
Details of useful contacts?	<p>touristinfo@lcto.lu</p> <p>Chantal Flammang chantal.flammang@lcto.lu</p>
Details of nominated key contact	No details provided.

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Website URL	http://www.lcto.lu/en/index
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No
Current awareness of Europeana	Yes awareness could be created, but is still very low

18.1. Themes and Campaigns

Name	Edward Steichen
Brief explanation	Edward Steichen was born in 1879 in Bivange, Luxembourg. The CNA safeguards and displays two Steichen collections from MoMA, NY: The Bitter Years and The Family of Man. The Family of Man , the most popular exhibition in the history of photography, seen by over 10 million visitors since its creation in 1955, is on permanent display in another exhibition space of the CNA located in Clervaux, in the north of Luxembourg (reopening in June 2013) Luxembourg. The two MoMA exhibitions were bequeathed to the Luxembourg Government upon Steichen's special request.
Geographical spread	Luxembourg

Name	200 years Grand Duchy - 2015
Brief explanation	The Grand Duke of Luxembourg is the sovereign monarch and head of state of Luxembourg. Luxembourg has been a grand duchy since 15 March 1815, when it was elevated from a duchy, and was in personal union with the Netherlands until 1890. Today Luxembourg is the only remaining grand duchy. However, some former ruling families of historical grand duchies still retain the titles granted to them, usually from the Congress of Vienna in 1814-1815. Luxembourg will mark this historic event with a wide range of exhibitions, festivals and celebrations.
Geographical spread	Luxembourg

18.3. Cultural Assets

No information

19) Malta

19.1. Maltese Organisations

Name of organisation	Malta Tourism Authority
Strategic remit	<p>“The Malta Tourism Authority (MTA) has a diverse role, but one which in essence is all about creating and fostering relationships. We are Malta's tourism industry regulator and motivator, its business partner, the country's brand promoter, and are here to form, maintain and manage meaningful partnerships with all tourism stakeholders.</p> <p>The authority’s role is:</p> <ul style="list-style-type: none"> - to promote and advance Malta as a tourism destination; - to advise Government on tourism operations and to issue licences under the Act; - to contribute toward the improvement of the level of human resources in the tourism industry; and - to advise government on the planning and development of the tourism industry as well as on the infrastructure supporting the industry.”(http://www.new.visitmalta.com/)
Geographical remit?	Island of Malta
Connection with corresponding Governmental Tourist/Culture body	Answers to Minister for Tourism, Environment and Culture
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Ministry for Tourism, Environment and Culture Department of Tourism
Any existing Cultural Tourism strategy? If so what?	http://www.culturalheritage.gov.mt/page.asp?n=OngoingNewsdetails&i=15095&l=1 https://secure2.gov.mt/tsdu/tourismpolicy2012-2016
Details of useful contacts?	Vella Leslie at MTA leslie.vella@visitmalta.com
Details of nominated key contact	Dominic Micallef Segment Head – History & Culture

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	Malta Tourism Authority dominic.micallef@visitmalta.com
Website URL	http://www.new.visitmalta.com/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	Smartphone app on cultural tourism in Malta – Visit Malta App https://itunes.apple.com/us/app/visit-malta/id384601563?mt=8%3Cbr%20/%3E
Current awareness of Europeana	low

Name of organisation	Malta Council for Culture and the Arts
Strategic remit	“The Malta Council for Culture and Arts (MCCA) was established in 2002. The MCCA took over from what was known as the Department of Culture which was part of the Ministry of Culture. Its main mission is the promotion of Malta’s culture through all forms of creative expression, increase the accessibility of the public to the arts and enhance Malta’s cultural heritage locally and abroad. It is aimed at fostering standards of excellence in the arts, promoting Malta’s arts and culture sector, broaden access and participation to art and cultural events of excellence, to develop sustainable relationships with businesses and organisations in the field of art and culture and to support artists and art organisations to fulfil their creative potential, both in Malta and abroad.”(http://www.maltaculture.com/content.aspx?id=185201)
Geographical remit?	All of Malta
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	“The policy’s vision is to transform cultural and creative activity into the most dynamic facet of Malta's socio-economic life in the 21st century. The three principles that drive the visions are (1) to empower the public to participate in cultural activity through a people-centred approach, (2) to enable relationships between all

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>stakeholders, and (3) to promote knowledge-building and sharing through dissemination of best practices and valid information. The policy aims to take action through</p> <ul style="list-style-type: none"> • governance to facilitate cultural development, • enabling creativity through education, creative excellence and the economy, • developing an inclusive culture, • fostering transnational cooperation • strategic development of culture and the arts” <p>(http://www.maltaculture.com/content.aspx?id=185201)</p>
Details of useful contacts?	'info@maltaculture.com'
Details of nominated key contact	No details
Website URL	http://www.maltaculture.com/content.aspx?id=185201
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	Malta Culture Guide App https://itunes.apple.com/en/app/malta-culture-guide/id403105694?mt=8%20%3Cbr%20/%3E
Current awareness of Europeana	low

19.2 Themes and Campaigns

Name	Valetta 2018
Brief explanation	Promotional campaigns for attracting tourism to Malta feature a heavy element of cultural tourism. Especially important is the build up towards Valletta 2018, Candidate City for European Capital of Culture 2018.
Dates	Year round
Geographical spread	Mostly Europe

19.3. Cultural Assets

Name	Malta’s prehistoric temples, Fortifications of the Knights of St. John, UNESCO World Heritage Sites, Religious Festivals, Music Festivals,
Brief explanation	A diverse range of tangible and intangible assets which are increasingly being promoted as tourism attractions
Geographical spread	Towns and villages

20) Netherlands

20.1. Dutch Organisations

Name of organisation	Netherlands Board of Tourism and Conventions
Strategic remit	“NBTC is responsible for branding and marketing Holland nationally and internationally. NBTC puts the country on the map as an attractive destination for holidays, business meetings and conventions. A brand called 'Lekker weg in eigen land' – loosely translated as ‘Enjoy a holiday in your own country’ - is used for this purpose in the domestic market. To market 'Holland' NBTC uses a cooperation model that unites partners from the public and private sectors. NBTC receives government funding from the Ministry of Economic Affairs, Agriculture & Innovation.”(www.nbtc.nl)
Geographical remit?	All of Holland
Connection with corresponding Governmental Tourist/Culture body	NBTC has a structural cooperation with local, regional, national governmental bodies (cities, provinces, ministries, SICA)
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Together with Netherlands Uitburo and Waag Society, NBTC are a consortium called ‘Arts Holland’ http://www.artsholland.com/
Any existing Cultural Tourism strategy? If so what?	“ArtsHolland is a dedicated marketingprogramme to attract visitors for whom culture is the main reason to travel. It was initiated in 2008 as a national and non-commercial project by the Ministry of Education, Culture and Science, the Ministry of Transport and the four major Dutch cities in Holland. Its aim is to reinforce the position of arts and culture in the Randstad, which is Holland’ most densely populated region that incorporates the cities of Amsterdam, Rotterdam, Den Haag, and Utrecht and their outlying areas.” (http://www.artsholland.com/)
Details of useful contacts?	Thérèse Ariaans tariaans@holland.com
Details of nominated key contact	Mr. Conrad van Tiggelen – Marketing Director

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	cvantiggelen@holland.com
Website URL	www.nbtc.nl
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://www.holland.com/uk/tourism.htm http://www.artsholland.com/ Visit Holland App: http://itunes.apple.com/us/app/visit-holland/id545598481?mt=8
Current awareness of Europeana	yes

Name of organisation	Ministry of Education, Culture and Science
Strategic remit	The Ministry of Education, Culture and Science works to create a smart, skilled and creative environment in the Netherlands. The Ministry wants people to enjoy the arts, and aims to create the right conditions for teachers, artists and researchers to do their work. Its main mission is to ensure a knowledgeable, skilled and cultured country by providing the following objectives: To ensure that everyone gets a good education and has the opportunity to experience and enjoy culture and ensure that teachers, artists and scientists are able to carry out their work.
Geographical remit?	All of Netherlands
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	l.perbal@minocw.nl (through Network), did not lead to any response so far
Details of nominated key contact	/

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Website URL	http://www.rijksoverheid.nl/ministeries/ocw#ref-minocw
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	Very difficult to contact!!!

20.2. Themes and Campaigns

Name	400 Years Amsterdam canals
Brief explanation	In 2013 the city of Amsterdam celebrates its 400 years anniversary, which looks back at the time when the city canals were constructed. The celebrations include various exhibitions, especially the long awaited reopening of the Rijksmuseum
Dates	2013
Geographical spread	Amsterdam

Name	Various major museum exhibitions, reopening Mauritshuis
Brief explanation	No details given!
Dates	2014
Geographical spread	No details provided.

Name	70 years of liberation (1945 – 2015)
Brief explanation	No details given!
Dates	2015
Geographical spread	Countrywide

Name	SAIL Amsterdam
Brief explanation	<p>SAIL Amsterdam is a largest maritime and nautical event/ festival in the world, held every five years in Amsterdam.</p> <p>The event showcases an impressive and incomparable fleet of tall ships, sailing heritage craft, modern ships, naval ships and replicas. It attracts well over a one and a half million visitors.</p> <p>The event was first organized in 1975 to celebrate the 700th anniversary of Amsterdam, under the name 'Sail Amsterdam 700' and has become an major event in the Netherlands</p>

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Dates	2015
Geographical spread	Amsterdam

Name	Van Gogh 160 years
Brief explanation	In 2015 Holland's most famous painter will be celebrated with this anniversary. This will include a wide range of exhibitions and activities around his life and work.
Dates	2015
Geographical spread	Holland, mainly Amsterdam

20.3. Cultural Assets

Name	Windmills
Brief explanation	Of the 10,000 windmills in use in the Netherlands around 1850 about 1000 are still standing. Most of these are being run by volunteers though there are some grist mills still operating commercially. Windmills are one of Holland's main cultural monuments and still serve as major tourism magnets.
Geographical spread	All of Holland

Name	Cheese
Brief explanation	The Dutch produce 650 million kilos of cheese every year. Two third is exported, which makes Holland the largest cheese exporter in the world. On average the Dutch eat 14, 3 kilos of cheese per person per year. No wonder Holland has a worldwide reputation for being a cheese country. The Dutch association with cheese dates back to pre-Christian times. Archaeologists have found remains of cheese-making equipment dating back to 200 B.C. By the Middle Ages, making and trading cheese had assumed a central position in Dutch life. Cheese markets flourished and towns that were granted weighing rights were able to build Weigh Houses and enjoyed special status. <i>De Waag</i> in Gouda is one of the most beautiful weigh houses in Holland.
Geographical spread	Countrywide

Name	Tulips
Brief explanation	Tulip mania was a period in the Dutch Golden Age during which contract prices for bulbs of the recently introduced tulip reached extraordinarily high levels and then suddenly collapsed. Tulip fields today still make a dominant feature in most areas of Holland.
Geographical spread	All of Netherlands

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Name	Rembrandt van Rijn
Brief explanation	<p>Rembrandt van Rijn was a Dutch painter and etcher. He is generally considered one of the greatest painters and printmakers in European art history and the most important in Dutch history. His contributions to art came in a period of great wealth and cultural achievement that historians call the Dutch Golden Age.</p> <p>Rembrandt's works and life is featured in a wide range of museums all over Holland and are a vital part of the cultural tourism attractions Holland has on offer.</p>
Geographical spread	All of Netherlands

Name	Johannes Vermeer
Brief explanation	<p>Vermeer was a Dutch painter who specialized in domestic interior scenes of middle class life. Vermeer was a moderately successful provincial genre painter in his lifetime.</p> <p>Vermeer worked slowly and with great care, using bright colours and sometimes expensive pigments, with a preference for cornflower blue and yellow. He is particularly renowned for his masterly treatment and use of light in his work</p>
Geographical spread	

21) Poland**21.1. Polish Organisations**

Name of organisation	Ministry of Sport and Tourism of the Republic of Poland/ Polish Tourist Organization
Strategic remit	<p>“Ministry of Sport and Tourism is responsible for national tourism management, for the mechanisms of tourism market regulation, and also acts as the lead minister on tourism services and, since 1999, is responsible for the Polish Tourist Organisation (POT).</p> <p>POT’s activities primarily include the promotion of Poland as a tourist destination, ensuring the operation and development of Polish tourist information systems at home and abroad, and initiating, assessing and supporting development plans for tourist infrastructure, renovation or reconstruction.”</p> <p>(www.poland.gov.pl)</p>
Geographical remit?	All of Poland
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	No details provided.
Details of nominated key contact	Ewelina Macierzyńska-Szwaja Phone (+48 22) 24 43 181 ewelina.macierzynska-szwaja@msport.gov.pl
Website URL	www.msport.gov.pl www.poland.gov.pl
Sponsor or promote any	http://www.edenpoland.pl/en

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other digital tools/platforms/databases? E.g. Phone apps?	http://www.poland-convention.pl/en
Current awareness of Europeana	Yes

Name of organisation	Polish Ministry of Culture and National Heritage
Strategic remit	The Polish Ministry of Culture and National heritage is the official body responsible for culture, arts, history and national heritage in Poland.
Geographical remit?	All of Poland
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	Email inquiry rzecznik@mkidn.gov.pl
Details of nominated key contact	/ No details provided.
Website URL	http://www.mkidn.gov.pl/pages/the-ministry-of-culture-and-national-heritage.php
Sponsor or promote any other digital tools/platforms/databases ? E.g. Phone apps?	http://poradnik.poland.gov.pl/ https://itunes.apple.com/us/app/rok-chopina/id424374746?mt=8 https://itunes.apple.com/pl/app/hot-culture/id451702379?mt=8 https://itunes.apple.com/us/app/szymanowski/id549186478?mt=8
Current awareness of Europeana	No

Name of organisation	ADAM MICKIEWICZ INSTITUTE
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Strategic remit	<p>“The Adam Mickiewicz Institute is a state cultural institution whose task is to promote Polish culture around the world and actively participate in international cultural exchange. It promotes Polish culture around the world and cooperates with other countries. Its vision is to establish Poland as a creative hub of Europe. The main goal of the Adam Mickiewicz Institute is to increase the value of Poland's brand as a cultural asset and boosting Poland's effectiveness and efficiency in the area of culture.” (http://www.iam.pl/en)</p>
Geographical remit?	Poland
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	<p>“The Adam Mickiewicz Institute actively cooperates with Polish Institutes all over the world in terms of spreading knowledge about Polish culture and its promotion.</p> <p>Polish Institutes are subordinate to the Ministry of Foreign Affairs and perform the function of qualified centres for the promotion of knowledge about Poland by means of activities in the area of information and education. Moreover, their task is to secure a Polish presence in the cultural life of particular countries.</p> <p>The main task of these posts is to introduce Polish culture to the most important centres in the countries of their operation, as well as to secure a significant presence of Polish culture within international projects.” (http://www.iam.pl/en)</p>
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	<p>aduda@iam.pl mhofman@iam.pl recepca@iam.pl</p>
Details of nominated key contact	
Website URL	http://www.iam.pl/en
Sponsor or promote any other digital tools/platforms/databases?	<p>http://www.culture.pl/ http://polskamusic.pl/en/home.html http://www.eepap.org/web/english/eepap.pl</p>

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

E.g. Phone apps?	
Current awareness of Europeana	no

21.2. Themes and Campaigns

Name	WRATISLAVIA CANTANS (International Festival of the oratorio and cantata)
Brief explanation	<p>“The creator of the oratorio and cantata festival WRATISLAVIA CANTANS was one of the most prominent Polish conductors, Andrzej Markowski. One year after assuming the directorship of the Wrocław Philharmonic in 1965 he initiated a festival featuring Medieval, Renaissance, Baroque and contemporary work. From its very inception the festival had an international character. Concerts were held in Wrocław’s historical churches and museums. Between 1978 and 1996 the festival was directed by Tadeusz Strugała, who has introduced several new themes and motifs: ethnic music, music from various religious traditions, counter-tenor contests held in the Piast Castle in Brzeg, the Festival Academies during which prominent scholars discussed less well-known musical forms, and a course on the interpretation of oratorio music. New elements included exhibitions and screenings of films about music. In 1978 the festival joined the European Association of Music Festivals in Geneva, which greatly facilitated international cooperation and helped attract many music lovers from abroad. Since 1995 the festival has had the subtitle ‘Music and Art.’”</p> <p>(http://www.wratislaviacantans.pl/en)</p>
Dates	1.9. - 11.9. 2012
Geographical spread	Wrocław/Breslau/Wratislavia

Name	Tour de Pologne
Brief explanation	<p>“Tour de Pologne, the road bicycle race, is the most prestigious Polish sport event, with an 80-year tradition. The first Tour de Pologne took place in September 1928. 71 cyclists participated in that race. The first race was organized by the Warsaw Cycling Society and the "Przegląd Sportowy" newspaper. From the very beginning, the race was regarded as one of the largest sports events in Poland. The tradition of the race was revived after World World II in 1947. Until 1992 it was organized as an amateur race.</p> <p>In 1993, a new chapter began in the history of Tour de Pologne.</p>

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	<p>Czesław Lang, the 1980 Olympics silver medallist and the precursor of Polish professional cycling, invested his own money in the struggling venture. In a short time it became a world class event. International cycling stars started to appear among the professional teams participating in the Tour.</p> <p>Many cultural events are organized in the stage towns.”</p> <p>(http://tourdepologne.pl/en/t/historia,content/)</p>
Dates	June, annually
Geographical spread	South West Poland

Name	Plzen European Capital of Culture 2016
Brief explanation	Plzen was given the title of European Capital of Culture for 2016
Geographical spread	Plzen

21.3. Cultural Assets

Name	Solidarnosc/ Lech Walesa
Brief explanation	Lech Wałęsa (1943) is a Polish politician, trade-union organizer, and human-rights activist. A charismatic leader, he co-founded Solidarity (<i>Solidarność</i>), the Soviet bloc's first independent trade union, won the Nobel Peace Prize in 1983, and served as President of Poland between 1990 and 1995.
Geographical spread	Worldwide

Name	John Paul II
Brief explanation	<p>John Paul II sometimes called John Paul the Great, born Karol Józef Wojtyła on 18th of May 1920 in Wadowice, Republic of Poland, reigned as Pope of the Catholic Church from 1978 until his death in 2005. He was the second-longest serving Pope in history and the first non-Italian since 1523.</p> <p>John Paul II was acclaimed as one of the most influential leaders of the 20th century. He was instrumental in ending communism in his native Poland and eventually all of Europe. John Paul II significantly improved the Catholic Church's relations with Judaism, Islam, the Eastern Orthodox Church, and the Anglican Communion.</p> <p>He was one of the most-travelled world leaders in history, visiting 129 countries during his pontificate.</p>
Geographical spread	Worldwide

Name	Palace of Culture and Science
Brief explanation	The Palace of Culture and Science in Warsaw is the tallest

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	<p>building in Poland and is the city's most visible landmark. The building was originally known as the Joseph Stalin Palace of Culture and Science as it was a gift from the Soviet Union to the people of Poland. The tower was constructed, using Soviet plans, and almost entirely by 3500 workers from the Soviet Union.</p> <p>Shortly after opening, the building hosted the 5th World Festival of Youth and Students. Many visiting dignitaries toured the Palace, and it also hosted performances by notable international artists, such as a 1967 concert by the Rolling Stones, the first by a major western rock group behind the Iron Curtain.</p> <p>The building currently serves as an exhibition centre and office complex.</p>
Geographical spread	Warsaw

Name	Frédéric François Chopin
Brief explanation	<p>Frédéric Chopin(1810 –1849) was a Polish composer and virtuoso pianist of French-Polish parentage. He is considered one of the great masters of Romantic music. Chopin was born in Żelazowa Wola, a village in the Duchy of Warsaw. A renowned child-prodigy pianist and composer, Chopin grew up in Warsaw and completed his music education there; he composed many mature works in Warsaw before leaving Poland in 1830 at age 20, shortly before the November 1830 Uprising.</p> <p>Following the Russian suppression of the Uprising, he settled in Paris as part of Poland's Great Emigration. During the remaining 19 years of his life, Chopin gave only some 30 public performances, preferring the more intimate atmosphere of the salon; he supported himself by sales of his compositions and as a piano teacher. Chopin suffered from poor health; he died in Paris in 1849 at age 39.</p>
Geographical spread	Worldwide

Name	Pierogi
Brief explanation	<p>Traditionally considered peasant food, they eventually gained popularity and spread throughout all social classes including nobles. Although Pierogi are still an important part of Polish culture and cuisine today, they are very popular in other European countries such as Slovakia, Romania, and Ukraine. Pierogi are the Polish form of a handmade dumpling, made of unleavened dough, usually shaped into a semi-circle. The seams are pressed together to seal the pierogi so that the filling will remain inside when it is cooked. The most common filling is potato, but there are several variations of fillings depending on</p>

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	where you have pierogi, but some may include: potato and cheese, mushrooms, sauerkraut, meat, potato and sour cream, fruits such as blueberry, or even spinach.
Geographical spread	Countrywide

22) Portugal

22.1. Portuguese Organisations

Name of organisation	Turismo de Portugal
Strategic remit	<p>“Visitportugal is the official website for Portugal as a tourist destination, and is developed by Turismo de Portugal, I.P., and the national tourist board.</p> <p>Forming an integral part of the Ministry of the Economy and Innovation, Turismo de Portugal, I.P., is responsible for the promotion, development and sustainability of tourist activity. It thus unites in one single body all the institutional powers relating to the development of tourism, in all areas ranging from supply to demand.</p> <p>Turismo de Portugal, I.P., has the following goals:</p> <ul style="list-style-type: none"> - to classify and develop tourism infrastructures - to develop human resources training - to support investment in the tourism sector - to coordinate the promotion of Portugal as a tourist destination both at home and abroad - to regulate and supervise gaming in Portugal.” <p>(http://www.visitportugal.com/Cultures/en-US/default.html)</p>
Geographical remit?	All of Portugal
Connection with corresponding Governmental Tourist/Culture body	<ul style="list-style-type: none"> - Community of Portuguese-speaking countries (CPLP) -European Travel Commission (ETC) -Tourism Unit of the European Commission -World Tourism Organisation <p>“Tangible and intangible heritage is a major value within the large range of the Portuguese offer. Its importance creates natural links between Tourism and Culture.</p> <p>The main actors are the cultural agents responsible for the preservation and the interpretation of cultural resources, as well as the economic agents specialised in the organisation and sales of tourism services focused on short and medium sojourn – travel agents and operators, guides, hotel, restaurant and entertainment professionals.</p> <p>The task of Turismo de Portugal and of the tourism regional entities lays on the establishment and reinforcement of the</p>

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	<p>dialogue between these two sectors, at a public and private level.</p> <p>Through this articulation process and its financial and technical consulting role, this institution creates sustainable business opportunities, increases work and revenues and promotes and preserves the national legacy.”</p> <p>(http://www.visitportugal.com/Cultures/en-US/default.html)</p>
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	<p>“The Cultural Tourism strategy sets upon the following goals:</p> <ul style="list-style-type: none"> - planning thematic routes and itineraries connected with the main national and regional specificities; - developing special promotional material using information technologies; - increasing cultural resources by means of hospitality, entertainment (namely performing arts), general accessibility and other services; - supporting and connecting entertainment projects with cultural and tourist sites; - Promoting a regional agenda of events in order to enlarge the visiting plan and to extend the tourists permanency in Portugal. <p>In other words, the improvement of welcoming conditions and the implementation of a better cultural offer, via new equipments and an attractive and diversified events calendar are the necessary conditions to apply to the financial support schemes managed by Turismo de Portugal.” Answer provided by Ana Quelhas, Turismo de Portugal</p>
Details of useful contacts?	info@turismodeportugal.pt
Details of nominated key contact	<p>Ana Quelhas Strategic Planning and Studies International Affairs Turismo de Portugal, I. P. E-mail: ana.quelhas@turismodeportugal.pt Phone: + 351 21 11 40 575</p>
Website URL	http://www.visitportugal.com/Cultures/en-US/default.html

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<p>Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?</p>	<p>“Turismo de Portugal, I.P., the National Tourism Authority, develops and promotes institutional information available on: www.visitportugal.com : international tourism promotion – 10 languages; (in 2013 tourism information will be available for smartphones). www.descubraportugal.pt : national tourism promotion www.turismodeportugal.pt : corporate website Micro sites for specific market campaigns Social networks: <i>Facebook; Twitter; Youtube; Pinterest</i> Thematic digital brochures Tourism information: email service – 6 languages</p>
<p>Current awareness of Europeana</p>	<p>yes</p>

<p>Name of organisation</p>	<p>Ministry of Culture</p>
<p>Strategic remit</p>	<p>“Ministry of Culture is a department of the Portuguese government, responsible for issues related to the Portuguese culture. Its objectives are to obtain a dynamic balance between the defence and valuation of the cultural patrimony, the support to the artistic creation. To develop programs of cooperation between State and autarchies, that also stimulate the growth of the ratio of invested regional and local government securities in the culture</p> <p>To increase the public financing of the culture it must correspond a new culture of permanent evaluation of the financed projects, public as in such a way private, appointed from the experience accumulated for the Astrorroof of the Cultural Activities. Its cultural equipment nets and activities are the best factor of consolidation and decentralization of the cultural life and of sensitization and public formation. The priority, in the physical dimension, is the conclusion of the initiated nets already: the Net of Public Reading, the Net of Theatres, the Net of Museums and the Net of Archives.</p> <p>The Ministry promotes the facilitation of the access to the different goods and cultural equipment, to start the organization of a system of cultural passes that allows the ingression, in favourable conditions, in the equipment of not gratuitous frequency, nominated, museums and monuments.</p> <p>It offers specific program to support the spreading of our multi average literary and artistic patrimonial in environments and supports, contributing for the widening of the production and the public accessibility the cultural contents and including the</p>

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	promotion of documentary structures in the area of the arts.” (http://www.sg.mc.gov.pt/)
Geographical remit?	All of Portugal
Connection with corresponding Governmental Tourist/Culture body	No details
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details
Any existing Cultural Tourism strategy? If so what?	No details
Details of useful contacts?	relacoespublicas@sg.mc.gov.pt
Details of nominated key contact	No details
Website URL	http://www.sg.mc.gov.pt/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No details
Current awareness of Europeana	No

22.2. Themes and Campaigns

Name	Themes & Campaigns
Brief explanation	On-going promotion of Portuguese cultural heritage, such as Moorish art, religious heritage, Portuguese tiles and baroque style, contemporary art and architecture, industrial heritage and <i>Fado</i> , as well as Portuguese sites inscribed by UNESCO, World Heritage Sites of Portuguese origin in Asia, Africa and South America
Dates	No specific dates
Geographical spread	All of Portugal

22.3. Cultural Assets

Name	Vasco da Gama
Brief explanation	D. Vasco da Gama (1469 –1524) was a Portuguese explorer, one of the most successful in the Age of Discovery and the commander of the first ships to sail directly from Europe to India. He is one of the most famous and celebrated explorers from the Discovery Ages, being the first European to reach India through sea. This discovery was very impactful and paved the way for the Portuguese to establish a long lasting colonial empire in Asia.
Geographical spread	Worldwide

Name	Carnation Revolution
Brief explanation	The Carnation Revolution was a military coup in 1974 in Lisbon, Portugal, coupled with an unanticipated and extensive campaign of civil resistance. The Portuguese celebrate Freedom Day on 25 April every year, and the day is a national holiday in Portugal. The name "Carnation Revolution" comes from the fact no shots were fired and when the population started descending the streets to celebrate the end of the dictatorship and war in the colonies, carnation flowers were put into the muzzles of rifles and on the uniforms of the army. These events effectively changed the Portuguese regime from an authoritarian dictatorship into a democracy, and produced enormous social, economic, territorial, demographic, and political changes in the country.
Geographical spread	Countrywide

Name	Fado
Brief explanation	Fado is a music genre which can be traced to the 1820s in Portugal, but probably with much earlier origins. Fado is a form of music characterized by mournful tunes and lyrics, often about the sea or the life of the poor, and infused with a characteristic sentiment of resignation, fatefulness and melancholia (loosely captured by the word "saudade", or <i>longing</i>). Amália Rodrigues, Carlos do Carmo, Mariza, Mafalda Arnauth, and Cristina Branco are amongst the most famous individuals associated with the genre. Since 2011, Fado was inscribed in the UNESCO Intangible Cultural Heritage Lists.

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Geographical spread	Worldwide
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23) Romania

23.1. Romanian Organisations

Name of organisation	Romanian National Tourist Office/ Ministry of Tourism
Strategic remit	<p>“The Romanian National Tourist Office is the official representative of the Romanian Ministry of Regional Development and. Founded in 1968 to satisfy the growing demand for trusted information and knowledge about tourism and travel to Romania, its mission is to represent all the components of Romania's travel industry and to promote and facilitate increased inbound travel to Romania.</p> <p>Activities: Providing information to North American travellers, press, tour operators and travel agencies regarding tourist attractions, travel conditions, events and tourist facilities within Romania Facilitating contacts and cooperation between North American and Romanian organizations and business companies involved in travel and tourism in Romania. Marketing activities aimed at increasing awareness of Romania's tourist attractions among media, consumers and business companies resulting in increased visitation to Romania.” (http://www.romaniatourism.com/)</p>
Geographical remit?	All of Romania
Connection with corresponding Governmental Tourist/Culture body	<p>Romanian Cultural Institute: “The Romanian Cultural Institute, a public body founded in 2003, is tasked with raising the profile of Romanian culture around the world. In order to achieve this, it spreads information and spearheads cultural projects involving Romanian artists and writers. Furthermore, the Romanian Cultural Institute acts as means through which foreign audiences can experience the products of Romanian culture. The Romanian Cultural Institute has developed extremely close ties with Romanian minorities in neighbouring countries as well as with the Romanian Diaspora. It aims to facilitate their efforts to preserve their own cultural identity while living abroad. Not only does the Romanian Cultural Institute target cultural circles abroad, it is also very much involved in supporting cultural activities in Romania. Offices in Romania and Austria, Belgium, the Czech Republic, France, Germany, Hungary, Israel,</p>

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	Italy, Poland, Portugal, Spain, Sweden, Turkey, the United Kingdom and the United States of America”(http://www.icr.ro/bucharest/about-us/)
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No details provided.
Any existing Cultural Tourism strategy? If so what?	“One of the main objectives regarding cultural tourism is the extension in Romania of the European Cultural Routes, certified by the Council of Europe. Moreover, actions have been taken for developing other cultural routes with partners from different countries.” Answer provided by Iulia Dangulea
Details of useful contacts?	No details provided.
Details of nominated key contact	Iulia Dangulea Ministry for Regional Development and Tourism tel: 004 0372 144056 iulia.dangulea@mdrt.ro
Website URL	http://www.romaniatourism.com/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.romania.travel
Current awareness of Europeana	Yes, very helpful and interested in future cooperation

Name of organisation	Ministry of Culture and National Heritage
Strategic remit	(No English website)
Geographical remit?	Romania
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information

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<p>Any existing Cultural Tourism strategy? If so what?</p>	<p>“In terms of a strategy, Romania has a Government decision approving the National Program for the digitization of the national cultural resources and the creation of the Romanian Digital Library, which is a part of the European Digital Library at Europeana.eu</p> <p>The main objectives of the “National Program” are the digitization and storage of the cultural resources belonging to: the written heritage; the mobile cultural heritage, the built cultural heritage; the audiovisual heritage; the cultural archives. Romania is partner in several projects contributing to Europeana (11 partners in 12 projects). We would therefore like to mention several projects which might be relevant for cultural tourism.</p> <p>Typical examples would be:</p> <ul style="list-style-type: none"> - the PARTAGE PLUS project, Digitizing and Enabling Art Nouveau for Europeana <p>The National Museum of Art is part of this project digitizing Art Nouveau cultural heritage, which is relevant not only from an educational perspective, but also from a tourist point of view.</p> <ul style="list-style-type: none"> -The Imago Romaniae project encompasses maps, lithographers, engravings, paintings, postcards and photos depicting towns, villages and buildings from Romania which are a useful tool in understanding the Romanian culture and way of life through the centuries. The images come from the collections of the National History Museum and from the books of the museum library. At the same time, national and international institutions as well as private collectors also make valuable contributions. Those who are interested can find information about the Romanian village, about institutions, monuments, streets and even casinos. There are also sections dedicated to the important moments of the Romanian history, wars, social and cultural events. Altogether, the project is an invitation to a fascinating journey in Romania’s picturesque past. <p>With a view to successfully implement the National Program, the governmental decision stipulates that the Ministry of Culture and National Heritage works in collaboration with the Ministry of Administration and Interior, The Ministry of Education, Research, Youth and Sport and with the Ministry of</p>
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	Communication and Information society.” Answer provided by Mihai Serban
Details of useful contacts?	Mr. Mihai Şerban. Email: mihai.serban@cultura.ro
Details of nominated key contact	Dan Matei Director of the Movable, Intangible and Digital Heritage Department, The National Heritage Institute Email address: dan@cimec.ro
Website URL	http://www.cultura.ro/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	no
Current awareness of Europeana	Yes, very keen on future projects

23.2. Themes and Campaigns

Name	Cultural Routes
Brief explanation	<p>“One of the main objectives regarding cultural tourism is the extension in Romania of the European Cultural Routes, certified by the Council of Europe. Moreover, actions have been taken for developing other cultural routes with partners from different countries.</p> <ul style="list-style-type: none"> ○ The Route of Fortified Churches ○ The Route of Orthodox Churches ○ The Pilgrimage Route St Mary ○ The Iron Curtain Trail Route (EuroVelo13) ○ The Route of Roman Emperors ○ The Wine Route in the Middle and Lower Danube <p>For the first four mentioned routes there were elaborated studies by the National Institute for Research and Development in Tourism in order to evaluate the existing potential and to propose measures for the development of the route.</p> <p><u>The Pilgrimage Route St Mary</u> The project started as a partnership between Austria, Hungary, Romania and Slovakia, being extended further to Poland, Bosnia</p>

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	<p>Hertzevovina and Croatia. It could become a pilgrimage route similar to St Jacob's Route.</p> <p>For evaluating the potential of the route there were elaborated studies by the National Institute for Research and Development in Tourism from Romania, at the request of the Ministry of Regional Development and Tourism from Romania and by ATC Consultants GmbH from Austria at request of the Federal Ministry of Economy, Youth and Family from Austria.</p> <p>There also took place meetings with the main stakeholders from Romania, in order to elaborate a Plan of actions and create the national network for developing the route." Answer provided by Iulia Dangulea, Romania Travel</p>
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Name	The Roman Emperors Route and the Wine Route
Brief explanation	<p>For the development of the Roman Emperors Route, there was signed on the 24th of February 2012, in Sremski Karlovci/Serbia, the Memorandum of Understanding on cooperation within the project <i>"The Cultural Tourism Route of the Roman Emperors"</i>, by the representatives of the Ministry of Economy, Energy and Tourism of the Republic of Bulgaria, the Ministry of Tourism of the Republic of Croatia, the Ministry of Regional Development and Tourism of Romania and the Ministry of Economy and Regional Development of the Republic of Serbia.</p> <p>The above mentioned route, together with the Wine Route is included in the project <i>Cultural Routes in the Middle and Lower Danube Region</i>, coordinated by the Danube Competence Centre from Belgrade. The project is co-financed by the European Commission, within the call for proposals (23/G/ENT/CIP/11/B/N02S008) <i>Trans-national cooperation projects on European Cultural Routes</i>.</p> <p>The main objective of the project consists in diversifying the European tourism offer and increasing the visibility of the middle and lower Danube region, as a sustainable and attractive destination, by developing two cultural routes: the Route of Roman Emperors and the Wine Route.</p> <p>Project Leader: Danube Competence Centre</p> <p>Partners:</p> <ul style="list-style-type: none"> ○ The Ministry of Economy, Energy and Tourism, Bulgaria ○ The Ministry of Economy and Regional Development, Serbia

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	<ul style="list-style-type: none"> ○ The Ministry of Regional Development and Tourism, Romania ○ The National Tourism Organisation of Serbia, ○ The Chamber of Economy, Croatia ○ HorwathHTL, Croatia ○ Mioritics Association, Romania <p>Answer provided by Iulia Dangulea, Romania Travel</p>
Dates	1 May 2012 – 31 October 2013
Geographical spread	Romania, Bulgaria, Serbia, Croatia,

23.3. Cultural Assets

Name	Hunyad Castle
Brief explanation	The Hunyad Castle is a Gothic-Renaissance castle in Hunedoara (Transylvania), Romania. It was built by King Charles I of Hungary in 1307. The castle is commonly associated with the stories of Dracula by Bram Stoker, due to Vlad III being a prisoner in the castle for several years, who was responsible for the murder of his father Vlad II Dracula. However, research has confirmed that Stoker imagined his Dracula's castle in the Transylvanian Călimani Mountains near the former border with Moldavia.
Geographical spread	Worldwide

Name	Mihail Eminescu
Brief explanation	Mihai Eminescu was an 18 th century Romantic poet, novelist and journalist, often regarded as the most famous and influential Romanian poet. The poet's Manuscripts, containing 46 volumes and approximately 14,000 pages, were offered by Titu Maiorescu as a gift to the Romanian Academy during the meeting that was held on January 25, 1902. Notable works include <i>Luceafărul</i> ("Evening Star"), <i>Odă în metru antic</i> (<i>Ode in Ancient Meter</i>), and the five <i>Letters</i> (<i>Epistles/Satires</i>).
Geographical spread	Countrywide

Name	Maria Tănase
Brief explanation	Maria Tănase was a renowned singer of Romanian folklore, representing Romania internationally.
Geographical spread	Very famous in Romania

24) Slovakia

24.1. Slovak Organisations

Name of organisation	Slovak Tourist Board
Strategic remit	„Slovak Tourist Board is an organisation receiving contributions from the State Budget specialised on marketing and state promotion of tourism in the Slovak Republic. It was established in 1995 by the Ministry of Economy. It markets tourism at the national level, provides information on travel opportunities in Slovakia, promotes Slovakia as a travel destination, contributes to creation of a positive image of Slovakia abroad and supports the sale of travel products of the Slovak Republic. SACR has been authorised to officially represent the country abroad and establish detached offices both at home and abroad.“ (http://www.sacr.sk/en/slovak-tourist-board/news/)
Geographical remit?	All of Slovakia
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	„Cooperation of V4 countries at third-party markets is focused on purposeful acting of Central European countries at remote markets. The aim of joint marketing activities is to strengthen their positions, gain competitiveness and assert the country at third markets. V4 countries have been realising joint marketing and promotion activities at overseas markets since 2003. At present, priority markets include the United States of America, Japan, China and Asian part of Russian Federation. V4 countries jointly present six product groups: the Capitals, historic cities, UNESCO monuments, Jewish monuments, spas and MICE. Marketing and promotion of tourism is realised by the countries through selected tools: participation in fairs and exhibitions of tourism, organising info-trips for journalists, implementation of famtrips for tour operators, printing and distribution of joint promotion materials and maps, internet presentations and statistical data exchange.“(www.european-quartet.com) „Cooperation within other groupings includes in particular coordination of activities within the CEE (Central Europe Experience) Project. The Project includes coordination of joint steps of Central European countries – the Czech Republic,

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	Hungary, Poland, Austria, Germany and Slovakia, at the American travel market." (www.gotocentraleurope.com)
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	sacr@sacr.sk
Details of nominated key contact	/
Website URL	http://www.sacr.sk/en/slovak-tourist-board/news/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	http://www.slovakia.travel/intropage.aspx?l=2
Current awareness of Europeana	No response was received to any of the emails

Name of organisation	Ministry of Culture of the Slovak Republic
Strategic remit	<p>"The Ministry of Culture of the Slovak Republic was established in 1969.</p> <p>The Role of the Ministry has formed from early beginning his existence, while his field of activity was characterized by extension service, art, national monuments, environment protection, publishing of non-daily newspaper, copyright, production and trade area. At present is Ministry of Culture of the Slovak Republic the central body of state administration of the Slovak Republic for national language, preservation of monumental funds, national heritage and library science, art, copyright and copyright laws, extension service and folk artistic production, support of cultural innovation for ethnic minorities, presentation of the Slovak culture and arts abroad, relations with churches and religious societies, media and audiovisual."(http://old.culture.gov.sk/en/ministry)</p>
Geographical remit?	All of Slovakia
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection	No information

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with any other Governmental Tourist or Cultural Body	
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	Stanislav Vallo stanislav.vallo@culture.gov.sk Sedmák Juraj Juraj.Sedmak@culture.gov.sk
Details of nominated key contact	/
Website URL	http://old.culture.gov.sk/en/ministry
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No
Current awareness of Europeana	Still very low

24.2. Themes and Campaigns

Name	Košice - The European Capital of Culture for 2013
Brief explanation	„The eastern metropolis Košice has been given the title of the European Capital of Culture for the year 2013. It was decided on by the international jury in September 2008. In addition to greater visibility, the city will be given also an opportunity to finish its infrastructure, renovate the national cultural monuments and attract tourist from home and abroad. SACR in cooperation with non-profit organisation Košice - the 2013 European Capital of Culture will publish in this section information about actual events and interesting activities connected with the project Interface 2013, which helped Košice to gain the European title.“ (http://www.kosice2013.sk/en)
Dates	2013
Geographical spread	Košice, East Slovakia

24.3. Cultural Assets

Name	Eugen Suchon
Brief explanation	Eugen Suchoň (1908-1993) was one of the greatest Slovak composers of the 20th century.

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Geographical spread	Countrywide
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Name	ĽudovítŠtúr
Brief explanation	Ľudovít Štúr was the leader of the Slovak national revival in the 19th century, the author of the Slovak language standard eventually leading to the contemporary Slovak literary language. Štúr was an organizer of the Slovak volunteer campaigns during the 1848 Revolution, he was also politician, poet, journalist, publisher, teacher, philosopher, linguist and member of the Hungarian Parliament.
Geographical spread	Countrywide

Name	Jánošík
Brief explanation	Juraj Jánošík(1688-1713) was a famous Slovak Carpathian Highwayman. Jánošík has been the main character of many Slovak legends, novels, poems, and films. According to the legend, he robbed nobles and gave the loot to the poor. The actual robber had little to do with the modern legend, whose content partly reflects the ubiquitous folk myths of a hero taking from the rich and giving to the poor. However, the legend was also shaped in important ways by the activists and writers in the 19th century when Jánošík became the key highwayman character in stories. The image of Jánošík as a symbol of resistance to oppression was reinforced when poems about him became part of the Slovak and Czech middle and high school literature curriculum, and then again with the numerous films that propagated his modern legend in the 20th century. During the anti-Nazi Slovak National Uprising, one of the partisan groups bore his name.
Geographical spread	Countrywide

Name	BryndzovéHalušky
Brief explanation	BryndzovéHalušky is the national dish in Slovakia. This hearty meal consists of Halušky (boiled lumps of potato dough similar in appearance to gnocchi) and bryndza (a soft sheep cheese), optionally sprinkled with cooked bits of smoked pork fat/bacon.
Geographical spread	Countrywide

25) Slovenia

25.1. Slovenian Organisations

Name of organisation	Slovenian Tourist Board
Strategic remit	<p>“Slovenian Tourist Board (STB) is a major national tourist organization for:</p> <ul style="list-style-type: none"> - planning and performing the promotion of our country as a tourist destination - linking the existing products and programmes of national importance and advancing the progress of new ones - establishment of the integral tourist information infrastructure - executing research and development work <p>The STB is the contact and central point in the complex network of the Slovenian tourism which plays a coordinating and linking role between the public, private and civil society.</p> <p>The STB is the marketing, information and analytical tourist centre of the country which uses all the modern methods, approaches, tools and activities of the global marketing of the Slovenian tourist offer.</p> <p>The STB would like to position Slovenia as a clearly and easily recognisable tourist country with precisely determined comparative and competitive advantages which will definitely contribute to the marketing of the Slovenian tourist offer.</p> <p>The STB builds upon the relationship of partnership and has partners from private, public and civil areas of tourism. The relationship of partnership was transmitted to the marketing strategy and built into the whole process of planning, organizing and implementing promotional and marketing activities.” (www.slovenia.info)</p>
Geographical remit?	All of Slovenia
Connection with corresponding Governmental	No information provided through email contact!

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Tourist/Culture body	
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information provided through email contact!
Any existing Cultural Tourism strategy? If so what?	“In Slovenia cultural tourism is not (yet) organized, so we can’t really talk about the cultural tourism in terms of the classic tourist product (such as. Cycling for example), for which providers (Slovenian Tourist Board, associations or other partners) could make integrated services. Existing associations (for instance for museums) are intended primarily for professional organization representing the interests in culture, not tourism. The link between the two has not yet been established. In 2009, the Development strategy of cultural tourism in Slovenia was created , in which the structure of the organization is based on linking the two areas. Due to non-existent of regional organization that could take on this task in practice the connection was/is not yet established. “ answer provided by Polona Cernic, Slovenia Info
Details of useful contacts?	/
Details of nominated key contact	Polona Črnič Project Manager Research and Development polona.cernic@slovenia.info
Website URL	www.slovenia.info
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	no
Current awareness of Europeana	yes

Name of organisation	Ministry of Culture
Strategic remit	“The Ministry of Culture is the part of the Government of the Republic of Slovenia responsible for regulating those matters in the sphere of culture which are in the public interest. These include involvement in the co-ordinated cultural development of Slovenia, protection of the cultural heritage, ensuring the plurality of the media landscape, providing suitable conditions

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	for the creation, communication and accessibility of cultural assets, guaranteeing the special cultural rights of minorities, international co-operation in the sphere of culture and the promotion of culture at home and abroad.” (http://www.arhiv.mk.gov.si/en/)
Geographical remit?	All of Slovenia
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	'bojana.leskovar@gov.si' 'irena.mars@gov.si'
Details of nominated key contact	
Website URL	http://www.arhiv.mk.gov.si/en/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information
Current awareness of Europeana	No

25.2. Themes and Campaigns

No campaigns planned after Maribor 2012 – European Capital of Culture.

25.3. Cultural Assets

No information provided.

26) Spain

26.1. Spanish Organisations

Name of organisation	Ministerio de Industria Turismo y Comercio/ Spanish National Tourist Board
Strategic remit	<p>“The Instituto de Turismo de España (TURESPAÑA) is the Administrative unit of the Central Government in charge of promoting Spain abroad as a tourism destination. In order to do so, we carry out our activities in the following areas:</p> <ul style="list-style-type: none"> • Planning, development and execution of activities aimed at promoting Spain as a tourism destination in the international markets. • Support of the marketing of Spanish tourism products abroad in cooperation with the regional and local authorities and the private sector. • Establishing the strategy, plan of action and investments for new establishments of Paradores de Turismo de España S.A <p>In order to effectively achieve our goals, in promotion and marketing at TURESPAÑA we carry out our activities abroad through a network of 33 Tourist Offices of Spain, which are part of Spain's Embassies and Consulates.</p> <p>The Instituto de Turismo de España (TURESPAÑA) has among its functions that of planning, developing and taking the steps necessary for the promotion of Spanish tourism on the international markets, supporting the marketing of the Spanish tourism products abroad and collaborating with the Regional and local authorities and the private sector in programmes related to the promotion and marketing of their products abroad. In order to do so, we assume a triple role:</p> <p>Turespaña is a major tool for Spain's tourism policy, which is not limited merely to promoting the tourism supply, it also tries to improve those areas where there could be negative effects on the competitiveness and sustainability of tourism, while promoting at the same time the development of new tourism products.</p> <p>Turespaña can also serve as a valuable tool for supporting the marketing and promoting of tourism products and destinations. Turespaña acts as an advisor and an assistant to the sector, by</p>

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	<p>helping it to promote and sell its products in the foreign markets.</p> <p>Turespaña is a public organization committed to an effective and efficient management. As a modern and responsible organization for the promotion of a country that occupies the second position in the world tourism ranking, we rely heavily on a series of internal goals aimed at attaining managerial excellence.</p> <p>In order to fulfil these missions, the Marketing Plan is the strategic plan for action which establishes six main lines of action around which all the activities of Turespaña are structured. The specific goals of this Plan have been defined, taking into account the three afore-mentioned roles, beginning with a suitable diagnosis of the situation based on an in-depth study of the international tourism demand in Spain, its evolution over the last few years, the latest trends and opportunities, and an analysis of the segmentation, image and positioning on the different markets of the tourism products, the image of the trade name and the new perspectives offered by Internet.</p> <p>The goals established in the Marketing Plan are specified annually in the Operating Plan, which determine the corresponding commitments for results pertaining to each objective and the guidelines which will make it possible to do a follow-up of those commitments. “</p> <p>(http://www.tourspain.es/en/HOME/ListadoMenu.htm?Language=en)</p>
Geographical remit?	All of Spain
Connection with corresponding Governmental Tourist/Culture body	<p>In line with the provisions of the PNIT has formed a working group on the initiative of the Ministry of Foreign Affairs to coordinate all promotion of culture abroad.</p> <p>Participate in this working group: the Spain Institute of tourism (Turespaña), ICEX Spain export and investment), the Instituto Cervantes and the Secretary of State of culture of the Ministry of education, culture and sport.” Answer provided by Turespaña</p>
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	<p>“In September 2010, Spain signed an agreement of joint tourist promotion of cultural itineraries with France and Italy. Thus was born the new <i>EuropeanPassion</i> brand used to promote cultural itineraries as element of tourist interest in the markets of China, India and Brazil.” Answer provided by Turespaña</p>

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<p>Any existing Cultural Tourism strategy? If so what?</p>	<p>“The PNIT to improve this integration and cultural promotion developed a package of actions in which different entities working in network, by segments, accounts to a single protocol at national level:</p> <p>Definition and implementation of strategies for international promotion of the products and of the cultural offer: Turespaña is working on drawing up the outlines of a collaboration agreement with the Secretary of State for culture for the international promotion of the products and of the cultural offerings. This will be a boost to promotion of all cultural offerings as well as general cooperation with museums, galleries or other</p> <p>Spanish Federation of municipalities and provinces (FEMP) will be adopting similar formats in the design of their portals on the internet and on the city cards for examples; integration of public administrations with the private sector, unification of the legal and professional system of all of Spain as well as the development of a Plan of integration of cultural offerings.</p> <p>Definition and implementation of national assets in line with the national and international heritage promotion strategy: Signing of a collaboration agreement with national heritage providers for the international promotion of national heritage assets.</p> <p>Definition and implementation of promotion of the historic-artistic heritage and cultural activities of the defence strategy.</p> <p>Signing of a collaboration agreement with the Ministry of Defence for the promotion of the historic artistic heritage and cultural activities of the defence.</p> <p>Definition and implementation of a action plan for the management entities of cultural offer SCTE Certification: Establishment of goals through bilateral agreements with the Education Ministry, culture and sport, autonomous communities, local authorities, foundations, etc. in order to achieve so the greater certification and thus raise standards</p> <p>Definition and implementation of a strategy of standardization and promotional content interface: Development of standardisation and interface of continuously high quality and coherence of any tourism body or product currently in use.</p> <p>This includes an open data agreement, with a special importance to providing tourism information, preferably a year in advance, in form of a calendar of events, exhibitions calendar or on other cultural offerings.</p> <p>Definition and implementation of a strategy of standardization of cultural tourism in public management marketing systems: Standardization of commercialization of cultural tourism in</p>
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	governance systems to promote integration with entities of commercialization and creation of a centralized system of management of cultural entries. It will focus on management of marketing that promotes the booking of tickets for visitors and tourists. Turespaña will perform work of support to the commercialization of the public cultural heritage through the centralized system of management of entries to get supply to the main channels of distribution (tour operators and other intermediates) in source markets. This should include the use of all of other websites promoting Spanish cultural assets.” (Answer provided by Turespaña)
Details of useful contacts?	Luis A. Rico E.U. Coordinator Counsellor Spanish Permanent Representation to the EU Tél.: + 32 (0)25098696 luis.rico@reper.maec.es
Details of nominated key contact	Carola Seseña del Moral Deputy Director of foreign tourism marketing and promotion Tel. + 34 913433735/ Carola.sesena@tourspain.es Louis Boves Martin Head of Tourism Cultural- Subdirector General of Foreign tourism marketing and promotion Tel. + 34 913433915/ luis.boves@tourspain.es Teresa de la Torre Campo Vocal Advisor of the unit in support of the Director General of Turespaña Tel. + 34 913433 659/ maite.delatorre@tourspain.es
Website URL	http://www.tourspain.es/en/HOME/ListadoMenu.htm?Language=en
Sponsor or promote any other digital tools/platforms/database s? E.g. Phone apps?	http://www.spain.info/ Facebook, Twitter, Youtube (http://www.visiteurope.com) <i>iSpain</i> Smartphone application (in Spanish, English, French, Italian and German) <i>IneedSpain</i> Ipad application <i>ExperienceSpain</i> IPad/Iphone application
Current awareness of Europeana	low

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Name of organisation	Spanish Ministry of Education, Culture and Sport
Strategic remit	No information, Spanish website only
Geographical remit?	Spain
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	/
Details of nominated key contact	Jorge Sobredo Deputy Director-General Cultural Affairs Tel. + 34 917017278 e-mail: Jorge.sobredo@mecd.es
Website URL	http://en.www.mcu.es/index.html
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No
Current awareness of Europeana	low

26.2. Themes and Campaigns

Tourism planning in Spain is mainly conducted through general promotion and marketing of cultural goods and offerings, rather than focusing directly on annual themes and campaigns. There is a Spanish National Tourism Strategy covering 2012-2015. Specific themes around national anniversaries, historic dates or specific cultural assets are predominantly developed by nongovernmental organisations working in the field of arts and culture as well as the Ministry of Culture

26.3.Cultural Assets

Name	Bull Fights
Brief explanation	Bullfighting is certainly one of the best-known-although at the same time most controversial-Spanish popular customs. This Fiesta could not exist without the toro bravo, a species of bull of an ancient race that is only conserved in Spain. The Bible tells of sacrifices of bulls in honour of divine justice.
Geographical spread	All over Spain

Name	Flamenco
Brief explanation	Flamenco is a genuine Spanish art form, or, to be more exact, a genuine Southern Spanish art. It exists in three forms: the song, the dance, and guitar playing. Gypsies are often credited with the "invention" of flamenco, and it is at least certain that they played an important part in its creation. But the popular songs and dances of Andalusia also had a major influence on early Flamenco. Flamenco is widely practiced by Spanish people and belongs to one of the most popular forms of Spanish art and culture.
Geographical spread	Spain and former Spanish colonies

Name	Spanish Painters
Brief explanation	Spain has an extraordinary artistic heritage. The dominant figures of the Golden Age were the Toledo-based artists El Greco and Diego Velázquez. Francisco de Goya emerged in the 18th century as Spain's most prolific painter and he produced some wonderfully unflattering portraits of royalty. The art world in the early 20th century was influenced by a remarkable group of Spanish artists: Pablo Picasso, Juan Gris, Joan Miró and Salvador Dalí, ambassadors of the artistic culture in Spain.
Geographical spread	

27) Sweden

27.1. Swedish Organisations

Name of organisation	Visit Sweden
Strategic remit	“VisitSweden is a communications company owned equally by the Swedish Government (via Ministry of Enterprise, Energy and Communications) and the Swedish tourism industry. It is mainly responsible for the international marketing of the Swedish brand and the foreign marketing of Swedish destinations and experiences. The entire operations and all communication are based on a joint brand platform for Sweden, developed in collaboration with the other members of the Council for the Promotion of Sweden Abroad. VisitSweden works closely with foreign operators and the Swedish tourism industry. The assignment also includes the analysis of past efforts and ongoing progress reports to the owners.”(www.visitsweden.com)
Geographical remit?	All of Sweden
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Visit Sweden is a member of the Scandinavian Tourist Board (STB), which is a joint initiative by the national tourist boards of Denmark, Norway, and Sweden. STB is responsible for promoting Scandinavia and Scandinavian tourism products in Asia-Pacific with particular emphasis on the major markets of Japan and China.
Any existing Cultural Tourism strategy? If so what?	No information
Details of useful contacts?	martina.samuelsson@visitsweden.com tina.olsson@visitsweden.com Maria.ziv@visitsweden.com
Details of nominated key contact	No details provided.
Website URL	www.visitsweden.com
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No information

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Current awareness of Europeana	Several emails have been sent to a wide range of contacts within the organisations without any response. No contact could be established through Europeana Network members either.
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Name of organisation	Ministry of Culture
Strategic remit	The Swedish Ministry of Culture is responsible for all matters relating to education, art, culture and national heritage.
Geographical remit?	All of Sweden
Connection with corresponding Governmental Tourist/Culture body	<p>“Tourism and regional development issues are both within the purview of the Ministry of Enterprise, Energy and Communications and primarily tasks for VisitSweden AB and the Swedish Agency for Economic and Regional Growth respectively. The Action plan for cultural and creative industries is a joint venture between the Ministry of Enterprise, Energy and Communications and the Ministry of Culture. A number of governmental agencies in the cultural sector are also instructed by the government to partake in the program for regional development. They are the Swedish Arts Grants Committee (Konstnärdsnämnden), the Swedish National Heritage Board (Riksantikvarieämbetet), the Swedish Arts Council (Statens kulturråd), the National Archives (Riksarkivet), the National Swedish Handicraft Council (Nämnden för hemslöjdsfrågor) and the Swedish Film Institute (Stiftelsen Svenska Filminstitutet). Of these the Swedish National Heritage Board manages and develops a large number of visitor attractions throughout Sweden. The board has in 2012 been instructed to participate in a strategic collaboration with VisitSweden AB and the Swedish Agency for Economic and Regional Growth in order to strengthen Swedish tourism and the conditions for the tourism industry.</p> <p>The European Regional Development Fund, managed by the Swedish Agency for Economic and Regional Growth has stimulation of cultural tourism as one of its priorities in the period 2007-2013.” (http://www.sweden.gov.se/sb/d/8371)</p>
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No information
Any existing Cultural Tourism strategy? If so	“There are currently three political cultural strategies on the national level; Children and young adults right to culture,

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

what?	<p>Cultural heritage for the future and Better conditions for the creative culture.</p> <p>There is currently no cultural strategy directly related to cultural tourism. However, the role of culture for the tourist industry is of growing national interest. According to the annual border survey 2012 by the Swedish Agency for Economic and Regional Growth (Tillväxtverket) for foreign tourists visiting a cultural venue (historical buildings, museums) ranks just after shopping, visiting restaurants/cafés/bars and general sightseeing. Foreign tourism is growing in importance.</p> <p>Two major governmental programs regarding regional development and development of cultural and creative industries respectively both recognize the importance of cultural tourism as a component in creating attractive and sustainable regions. The Swedish world heritages have a great potential in this respect.</p> <p>The initiative "Attraction Sweden" (Attraktionskraft Sverige), run by the Ministry of Enterprise, Energy and Communications will continue the development of visitor attractions and in 2013 with a focus on cultural and natural experiences. An action plan for cultural and creative industries 2010-2012 included investments for innovations and entrepreneurship in connection to the development of attractive places of visit.</p> <p>The digitalization of the cultural heritage is expected to provide a promising and rich resource for new business ideas, for cultural and creative industries both vis-à-vis cultural tourism." (http://www.sweden.gov.se/sb/d/8371)</p>
Details of useful contacts?	No details provided.
Details of nominated key contact	<p>Eva Stengård Desk officer Division for Cultural Heritage Ministry of Culture eva.stengard@gov.se</p>
Website URL	<p>http://www.sweden.gov.se/sb/d/8371 www.government.se</p>
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	no
Current awareness of	yes

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Europeana	
Name of organisation	Swedish Institute
Strategic remit	“The Swedish Institute (SI) is a public agency that promotes interest and confidence in Sweden around the world. SI seeks to establish cooperation and lasting relations with other countries through strategic communication and exchange in the fields of culture, education, science and business.” (www.si.se)
Geographical remit?	All of Sweden, offices internationally
Connection with corresponding Governmental Tourist/Culture body	No information
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	VisitSweden
Any existing Cultural Tourism strategy? If so what?	“This is our mission: “Influential industry people in key markets consider Swedish individuals, companies, consultancies and schools to be among the most creative and innovative in the world. By fulfilling this vision, SI with partners will have (1) reinforced the desired brand image of Sweden and (2) encouraged and enabled CCI*-related exports.” Answer provided by Emma Randecker * CCI = Cultural and Creative Industries
Details of useful contacts?	Emma Randecker Editor P +46 (0)8-453 79 24 emma.randecker@si.se
Details of nominated key contact	No details provided.
Website URL	www.si.se
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	www.sweden.se Official web portal for Sweden. It covers a wide range of topics, including tourism and culture. It also links to, for instance, VisitSweden.com. iPad app available: http://www.magplus.com/clients/your-sweden/

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Current awareness of Europeana	yes
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27.2. Campaigns

Name	August Strindberg 2012
Brief explanation	“August Strindberg(1849 –1912) was a Swedish playwright, novelist, poet, essayist and painter. 2012 is market by the 100 year anniversary since his death with a wide range of events and festivals, which are organised by the Swedish Arts Council, the City of Stockholm and the Swedish Institute.” http://www.strindberg2012.se/index.php/en/
Dates	All of 2012
Geographical spread	Sweden, mainly Stockholm

Name	Raoul Wallenberg 2012 – 100th birthday
Brief explanation	Raoul Wallenberg (1912 –1947) was a Swedish architect, businessman, diplomat, and humanitarian. He is widely celebrated for his successful efforts to rescue tens of thousands to about one hundred thousand Jews in Nazi-occupied Hungary during the Holocaust from Hungarian Fascists and the Nazis during the later stages of World War II. While serving as Sweden's special envoy in Budapest between July and December 1944, Wallenberg issued protective passports and sheltered Jews in buildings designated as Swedish territory saving tens of thousands of lives
Dates	2012
Geographical spread	Countrywide

Name	ABBA + Eurovision Song contest 2013
Brief explanation	The Eurovision Song contest 2013 is taking place in Malmo, Soth Sweden in 2013. There will be the great opening of the ABBA museum in Stockholm in the same year.
Dates	2013
Geographical spread	Stockholm / Worldwide

Name	Umeå Cultural Capital of Europe in 2014
Brief explanation	No details
Dates	2014
Geographical spread	Umea

27.3. Cultural Assets

Name	Vikings
Brief explanation	The name "Viking" was first used by foreign authors in the 11th century AD. Its origin is probably the Swedish word for bay, "vik". This shows the close connection between the people and the sea, of which they were totally dependent for their livelihood. They had a mythology of their own. Their gods were called "asar", The Vikings are often considered wild, drunken, merciless robbers. In fact, their main occupation was farming and trade. The Viking expeditions were mostly trade expeditions that sometimes degenerated to looting. But to be honest, there were also expeditions whose main purpose was to loot foreign coastal regions.
Geographical spread	Worldwide

Name	ABBA
Brief explanation	ABBA was a Swedishpop/rock/disco group formed in Stockholm in 1972. ABBA is an acronym of the first letters of the band members' first names. They became one of the most commercially successful acts in the history of pop music, topping the charts worldwide from 1972 to 1982. They are also known for winning the 1974 Eurovision Song Contest, giving Sweden its first victory in the history of the contest and being the most successful group ever to take part in the contest. ABBA has sold over 370 million records worldwide and still sells millions of records a year, which makes them one of the best-selling music artists of all time. ABBA was the first pop group to come from a non-English-speaking country that enjoyed consistent success in the charts of English-speaking countries.
Geographical spread	Famous all over the world

Name	Astrid Lindgren
Brief explanation	Astrid Lindgren (14 November 1907 – 28 January 2002) was a Swedishauthor and screenwriter. She is one of most translated author in the world and has sold roughly 145 millioncopies worldwide. She is best known for her children’s classic’s Pippi Longstocking, Karlsson-on-the-Roof and the Six Bullerby Childrenbook series. Her association with Swedish culture, lifestyle and heritage still draws millions of tourists from across the globe and her books and stories are used as themes for major tourist attractions and campaigns, such as theme parks, museums etc. across Sweden.

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Geographical spread	Sweden, but known all over the world

Name	Lapland
Brief explanation	Lapland is a province in northernmost Sweden. The area was in fact populated by nomadic Sami people, but the region became increasingly settled by Swedish, Finnish and Norwegian settlers. Today, despite large-scale assimilation into the dominant Swedish culture, Finnish and Sami minorities continue to maintain their cultures and identities.
Geographical spread	Worldwide

28) UK

28.1. UK organisations

Name of organisation	Visit Britain
Strategic remit	“VisitBritain is the national tourism agency, responsible for marketing Britain worldwide & developing Britain’s visitor economy. A non-departmental public body, funded by the Department for Culture, Media & Sport, we work with partners in the UK & overseas to ensure that Britain is marketed in an inspirational & relevant way around the world.” (http://www.visitbritain.com/en/EN/)
Geographical remit?	All of UK
Connection with corresponding Governmental Tourist/Culture body	Partners include government agencies such as UKTI, airlines & operators, global brands such as Samsung as well as the official tourism bodies for London, England, Scotland & Wales.
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	Strategic links to regional tourist boards including VisitEngland/VisitScotland/VisitWales
Any existing Cultural Tourism strategy? If so what?	VisitBritain has produced a Culture and Heritage Topic Profile which seeks to articulate the importance of culture and heritage when promoting tourism to the UK Further details can be found here http://www.visitbritain.org/Images/Culture%20&%20Heritage%20Topic%20Profile%20Full_tcm29-14711.pdf
Details of useful contacts?	n/a
Details of nominated key contact	n/a
Website URL	http://www.visitbritain.com/en/EN/
Sponsor or promote any other digital	Per Visit Britain website: “VisitBritain is a leading tourist board in social and digital media, with

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<p>tools/platforms/databases? E.g. Phone apps?</p>	<p>over 1 million highly-engaged Facebook and Weibo fans. We have been acclaimed as the most influential tourist board on Twitter. We also use e-CRM to engage nearly 2 million potential visitors on our database directly and inspire them to visit Britain. Our international reach has been strengthened by our global partnership with Yahoo!, one of the world’s most visited homepages.</p> <p>VisitBritain.com is our main platform for communicating with customers as well as visitbritain.tv, which shows videos from locations around Britain.</p> <p>Social media is a vital component of our marketing strategy. We are strongly positioned on Twitter, Facebook, YouTube and Flickr to engage actively with our target audience, ensuring they feel part of a community.</p> <p>We have a global partnership with Yahoo!, one of the world's most visited homepages, to ensure Britain content is viewed at least 5 million times on the Yahoo! network, as well as encouraging at least 3.5 million click throughs to our online platforms”</p> <p>Recently launched “Best of Britain” app with Samsung - The Best of Britain app lets users search for museums, restaurants, bars, art, entertainment and nightlife, and it will also be supplemented with data on the Olympic Torch Relay and venue destinations.</p> <p>The app’s key features include:</p> <ul style="list-style-type: none"> • Near Me: Location-based search function to see what’s happening, well, near you. • Eating & Drinking: You can search the best in British cuisine and use the map to direct you there. • Search: Good old keyword search function. • Destination Guide: A fairly in-depth guide to the hundreds of villages, towns and cities around the UK • Top 10: For the time-pressured, you can find the top ten best in any given field...such as shops, restaurants and bars.
<p>Current awareness of Europeana</p>	<p>Don’t know</p>

<p>Name of organisation</p>	<p>Department for Culture, Media, Sport</p>
<p>Strategic remit</p>	<p>DCMS works to make sure the communications, creative, media, cultural, tourism, sport and leisure economies have the framework to grow and have real impact on people’s lives. DCMS creates the conditions for growth by removing barriers, providing strategic direction and supporting innovation and</p>

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	creativity. Through DCMS, the public funds: our cultural heritage, free access to world-class cultural institutions, art that challenges and provokes, the BBC, the sporting stars of the future. We want everyone to be able to enjoy our national culture, play sport and have access to effective communications. The DCMS is responsible for Government policy on arts, broadcasting, creative industries, such as fashion, film, publishing etc., historic environment, internet and ICT policy, licensing, museums, freedom of press, sport and the National Lottery.
Geographical remit?	UK
Connection with corresponding Governmental Tourist/Culture body	No info
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No info
Any existing Cultural Tourism strategy? If so what?	No info
Details of useful contacts?	No info
Details of nominated key contact	No info
Website URL	http://www.culture.gov.uk/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No info
Current awareness of Europeana	No info
Name of organisation	British Council
Strategic remit	“The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	<p>We are on the ground in six continents and over 100 countries bringing international opportunity to life, every day. Each year we work with millions of people, connecting them with the United Kingdom, sharing our cultures and the UK's most attractive assets: English, the Arts, Education and our ways of living and organizing society. We have over 75 years experience of doing this.</p> <p>In line with our Royal Charter, we aim to bring high quality English materials to every learner or teacher who wants them around the world. We work with governments to transform whole education systems to increase opportunity and employability through English. We also deliver English teaching and train teachers by radio, web and broadcast in developing and post conflict countries.</p> <p>In the Arts we work with the best of British and international artistic and creative talent to develop events and collaborations which link thousands of artists, organizations and audiences worldwide. In addition to staging shows and exhibitions, we partner with others on joint Arts projects and help develop creative leadership, professional networks and cultural educational programmes worldwide.</p> <p>All over the world, people want greater educational opportunities to enhance their lives and employment prospects. We live in a globalised world so our focus in education is on bringing an international dimension to education in schools, technical colleges and universities, on raising educational standards by sharing the UK's expertise, and on encouraging the best international students to study in the UK.</p> <p>The British Council's high profile work in English, the Arts and Education & Society helps hundreds of millions of people worldwide to learn about and experience creativity and excellence from the UK. Millions of talented people of all ages – but particularly younger people – engage face-to-face and online with us learning English, developing new skills, experiencing life and study in the UK and earning UK qualifications.</p> <p>Finally, thousands of policymakers, academics, researchers, artists, sportspeople, scientists, curators, creative entrepreneurs, head- and classroom teachers work through us with their counterparts in the UK to develop policy, professional standards and participation in English, the Arts, Education and civil society. In the process, they create new opportunities and possibilities for the UK and their own countries.</p> <p>By teaching English, changing the way we see each other through the Arts, offering international education opportunities</p>
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	and sharing the UK's ways of living and organising our society we create opportunity, trust, prosperity and security for the people of the UK and the many other countries we work in around the world." (http://www.britishcouncil.org/)
Geographical remit?	The British Council has expanded to run over 200 offices in more than 100 countries around the world
Connection with corresponding Governmental Tourist/Culture body	No info
Strategic and or promotional connection with any other Governmental Tourist or Cultural Body	No info
Any existing Cultural Tourism strategy? If so what?	No info
Details of useful contacts?	No info
Details of nominated key contact	No info
Website URL	http://www.britishcouncil.org/
Sponsor or promote any other digital tools/platforms/databases? E.g. Phone apps?	No info
Current awareness of Europeana	No info

28.2. Campaigns

Name	Anniversary of Jane Austen's Pride and Prejudice
Brief explanation	
Dates	Jan 2013
Geographical spread	UK

Name	Literature Campaigns
Brief explanation	Literature campaigns are prominent in the UK e.g. Pride and

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

	Prejudice (see above). 2012 is the 200 th birthday of Charles Dickens and the 50 th anniversary of James Bond.
Dates	2012 and ongoing
Geographical spread	Countrywide

Name	World Shakespeare Festival
Brief explanation	The World Shakespeare Festival (WSF) is a celebration of Shakespeare as the world's playwright. Produced by the Royal Shakespeare Company, in an unprecedented collaboration with leading UK and international arts organizations, and with Globe to Globe, a major international programme produced by Shakespeare's Globe, it's the biggest celebration of Shakespeare ever staged. With almost 60 partners involved to bring the Festival alive. Thousands of artists from around the world will take part in almost 70 productions, plus supporting events and exhibitions.
Dates	23 April to November 2012
Geographical spread	London, Stratford-upon-Avon, Newcastle/Gateshead, Birmingham, Wales and Scotland and online.

28.3. Cultural Assets

Name	British Royal Family/ Buckingham Palace
Brief explanation	The Royal family and visiting Buckingham Palace and other royal palaces, venues attract large numbers of visitors to the UK and in particular, London, each year.
Geographical spread	Worldwide

Name	William Shakespeare
Brief explanation	William Shakespeare was an English poet and playwright, widely regarded as the greatest writer in the English language and the world's pre-eminent dramatist. He is often called England's national poet. His surviving works, including some collaborations, consist of about 38 plays, 154 sonnets, two long narrative poems, and several other poems. His plays have been translated into every major living language and are performed more often than those of any other playwright
Geographical spread	Worldwide.

D4.3: Summary report listing partners, contacts, themes and campaign opportunities

Name	The Beatles
Brief explanation	The Beatles were an English rock band formed in Liverpool in 1960. They became one of the most commercially successful and critically acclaimed acts in the history of popular music and inevitably belong to British music culture.
Dates	The 50th anniversary of the Beatles first single (Oct 2012) and their first album (2013).
Geographical spread	Worldwide

Name	Big Ben
Brief explanation	Is a major tourist attraction in London.
Geographical spread	London

Name	Year of Natural Scotland 2013
Brief explanation	
Geographical spread	Scotland