Cultural tourism and urban regeneration in Europe: Lessons for Serbia

James Kennell
3 DECADES OF HIGH-PROFILE CULTURAL REGENERATION IN EUROPE

1997 – THE GUGGENHEIM MUSEUM, BILBAO, SPAIN

2011, TURNER CONTEMPORARY, MARGATE, UK
Serbia

Belgrade’s Savamala district: Serbia’s new creative hub

Creativity is blossoming in Belgrade where a riverside cultural hub has sprung up in the derelict mansions and warehouses, led by free thinkers looking to the city’s future.
How cultural regeneration works (Kennell 2013)

Cultural regeneration

Supply side drivers
- Private Investment
- State Investment
- Cultural Production

Demand side driver
- Tourism
€250 million public funding

Contributions from RDA, local government, EU

2002 – 2007 30% year-on-year tourism growth
Change in bed-nights in Europe 2003-2013

(*) Because of methodological improvements for some Member States, 2012 data are not entirely comparable with previous years (this can affect the estimation of the EU-28 aggregate).
Source: Eurostat (online data code: tour_occ_ninat)
European tourist arrivals dropped by 9% in 2009 and 10% in 2010.  

2010-11 +4%  
2012-13 +3%  
2013-14 +4%  

Limited recovery, new destinations, events, inbound, depressed internal (EU) & domestic markets.
HOW CULTURAL REGENERATION WORKS  
(Kennell 2013)

Cultural regeneration

Supply side drivers
- Private Investment  ✗
- State Investment  ✗
- Cultural Production  ✔

Demand side driver
- Tourism  ✔
PEOPLE'S REPUBLIC OF STOKE'S CROFT

ACTIVISTS, ARTISTS, RESIDENTS, VISITORS, INDIVIDUALS

NO PUBLIC FUNDING

NO CORPORATE INVESTMENT

LOCAL OWNERSHIP

SUCCESSES

FESTIVALS

RENOVATION

SOCIAL ENTERPRISE
Belgrade’s cultural tourism offer?
LIVERPOOL, UK
• CULTURE IS A GREAT TOOL FOR:
  – BRANDING AND MARKETING
  – INCREASING SPENDING BY YOUR VISITORS
  – DEVELOPING YOUR CITIES

• BUT...CULTURE DOESN’T ALWAYS GIVE YOU ECONOMIC GROWTH SO DEVELOP CULTURAL TOURISM WITH
  – EVENTS
  – BUSINESS TOURISM
  – OTHER PROGRAMMES LIKE...
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