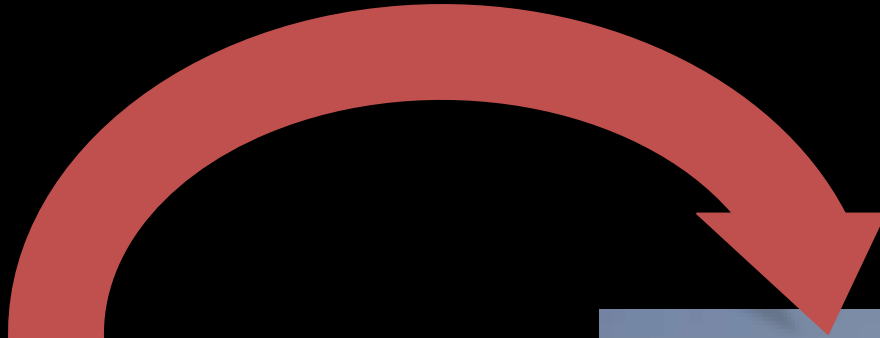




UNIVERSITY  
*of*  
GREENWICH

**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



KC Grad serves as a creative hub in Savamala, a rundown area near central Belgrade. Photograph: Predrag Todorovic/predragtodorovic.rs

**Will Coldwell**

Saturday 7 February 2015 07.00 GMT



# HOW CULTURAL REGENERATION WORKS (KENNELL 2013)

## Cultural regeneration

Supply side drivers

Demand  
side driver

Private  
Investment

State  
Investment

Cultural  
Production

Tourism

€250m public  
funding

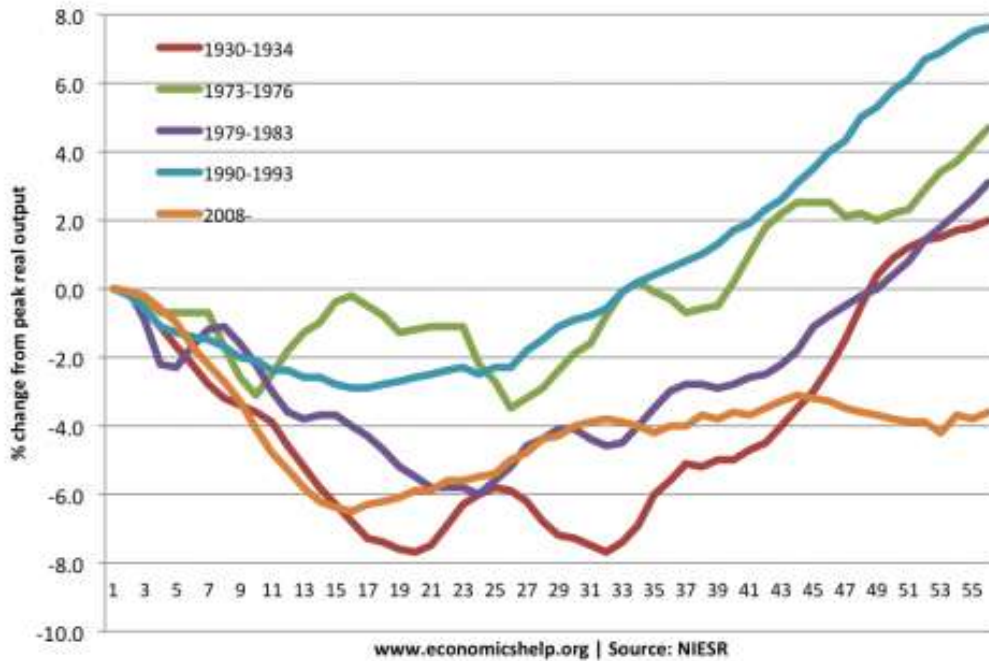


Contributions from  
RDA, local  
government, EU

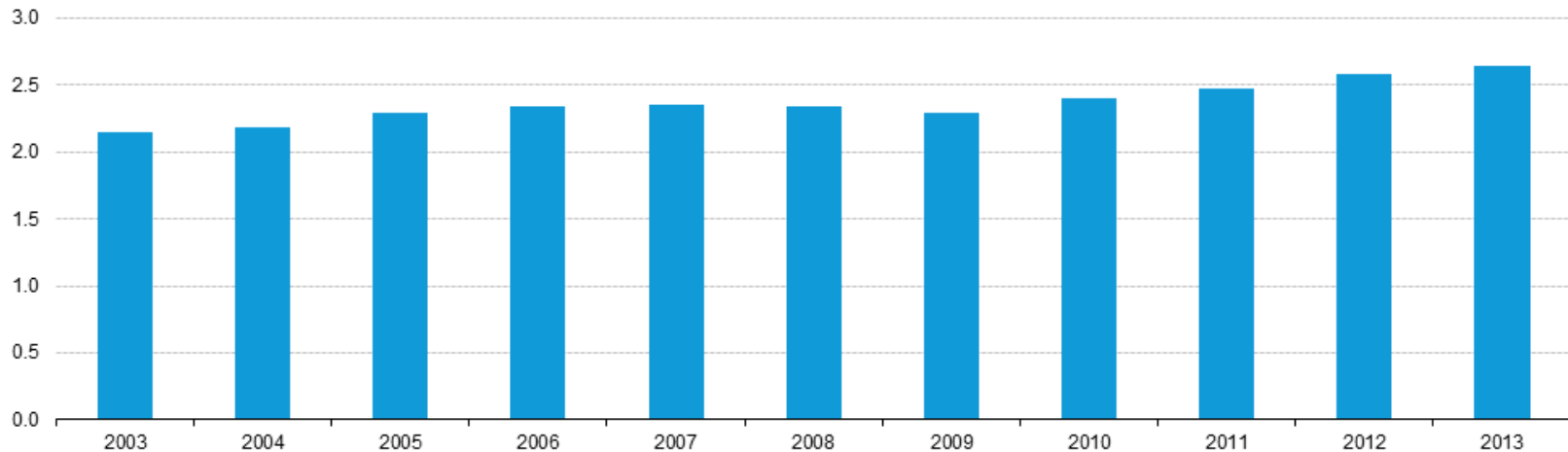
2002 – 2007 30%  
year-on-year tourism  
growth



## Economic recovery in different recessions



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

Demand side driver

Private Investment 

State Investment 

Cultural Production 

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**



**STOKES CROFT  
BRISTOL'S  
CULTURAL QUARTER**







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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