



Cultural and creative industries in the Algarve region and the role of UAlg on these sectors

Marisa Madeira | University of Algarve | 20th October | Bari | Wealth Puglia Convention

The Algarve region

The Algarve is the most southern region of Portugal, occupying around 5% of total of national territory.

Faro is the Algarve's capital city and the region is divided into 16 municipalities.



Taking advantage of its geographical and natural characteristics, the Algarve has traditionally been packaged as a “sun, beach and golf” product to promote growth and, as a consequence, **tourism** has been the main economic sector.

This activity assumes such importance in the Algarve which is directly and indirectly responsible for approximately **60% of total employment and 66% of regional GDP** (Gross Domestic Product).

The Algarve receives about **5 million tourists per year**.



The culture in a very touristic region: facts and visions

- Algarve has 1477 cultural resources.
- The cultural resources of the Algarve could add value for tourism in the region, generating the sustainable development of the sector.
- Culture is a key element in the development of sustainable tourism, enables increased attractiveness of a region but, in another hand, is responsible for protecting local communities. Culture is seen as an element of regional identity that can be considered as a factor of competitiveness of territorial base.
- Municipalities and policy makers are sensitive about the potential of Culture in the region and about its contribute for the growth of Cultural Tourism and, for the regional economy.

The state of the art of CCI sectors

- Essentially, cultural groups and non-profit associations have been the main actors of the cultural life of the region.
- The 16 municipalities has a very important role for the preservation and promotion of the regional cultural heritage, and for the creative and cultural activities.
- The cultural and creative entrepreneurship has grown during the last decade, mainly thanks to a new qualified generation of entrepreneurs on the creative and cultural areas.
- The region has a public University (UAlg) and a Technical School (ETIC) with specialized courses on the CCI sectors.
- There are some national and regional policy measures to improving and develop these sectors in the Algarve.

Regional policies for Algarve's innovation

The last five years (2008-2013) have been important for the improvement of economic and cultural life in the Algarve.

The **Regional Development Strategy 2007-2013** (PROTAlgarve, Territorial Plan), **Operational Programme Algarve 21** and the **Regional Innovation Plan** are some of regional policies that contributed for the development of Algarve, as a competitive, dynamic and authentic territory.

Institutional agents

- **Algarve Regional Tourism Board (RTA)**
- **The Regional Development and Coordinating Commission of the Algarve (CCDR-Algarve)**
- **Regional Directorate for Culture of the Algarve (DRC-Algarve):**
 - In 2010, created the **Strategic Plan for the Culture of the Algarve (PECAlg)** with the aim of establishing political lines for culture in the region, based on the *Regional Plan for Territorial Planning of the Algarve (PROTAlg)*; and
 - the **Cultural Action Support** with the main objective of supporting cultural agencies in regional areas, such as: Creation and Production; Training; Production and Cultural management; Publications and; Promotion.

University of the Algarve (UAlg)

Being a young (**35 years old**) higher education public institution located in the southern region of Portugal.

UAlg is located in four *campi* (three in Faro and one in Portimão).

UAlg has evidencing a growing commitment towards R&D and Innovation.

The **main research and teaching areas** are: Earth and Marine Sciences; Health; Management and Tourism; Engineering and Technology and; Social Sciences and Humanities.

The role of University of the Algarve (UAlg) for the CCI

Courses (Graduations, Master Degrees and PhDs) on CCI:

- Visual Arts
- Communication Design
- Animated Image
- Cultural Heritage and Archeology
- Communication, Culture and Arts
- Cultural Management
- History of Art
- History of the Algarve
- History and Heritage

Two UAlg research centers are linked to the study of arts and culture:

- **Research Center for Arts and Communication (CIAC)**
- **Center for Research and Development of Archaeology and Paleoecology (NAP)**

The support of **CRIA** - Division of Entrepreneurship and Technology Transfer of UAlg

- Since 2009 till 2014, **CRIA** supported **13** StartUps and SpinOffs related on the scientific areas: Design (4), TIC (3), Architecture (1), Communication (3), events organization (1), Publicity (1).
- Within the projects of university-industry cooperation, related to the CCI, the company **SPIC Solutions** is working with UAlg for the development of new products.
- In the **Ideas Contest 2013**, the sector of the CCI had 22 applications, which represents 13,7% of the applications submitted. It is expected that many of them may be created in 2014 and 2015.
- CRIA has organizing several activities on the scope of regional and international projects, as: focus groups, workshops, laboratories of creativeness, seminars, etc., addressed to professionals and stakeholders.

Concerns

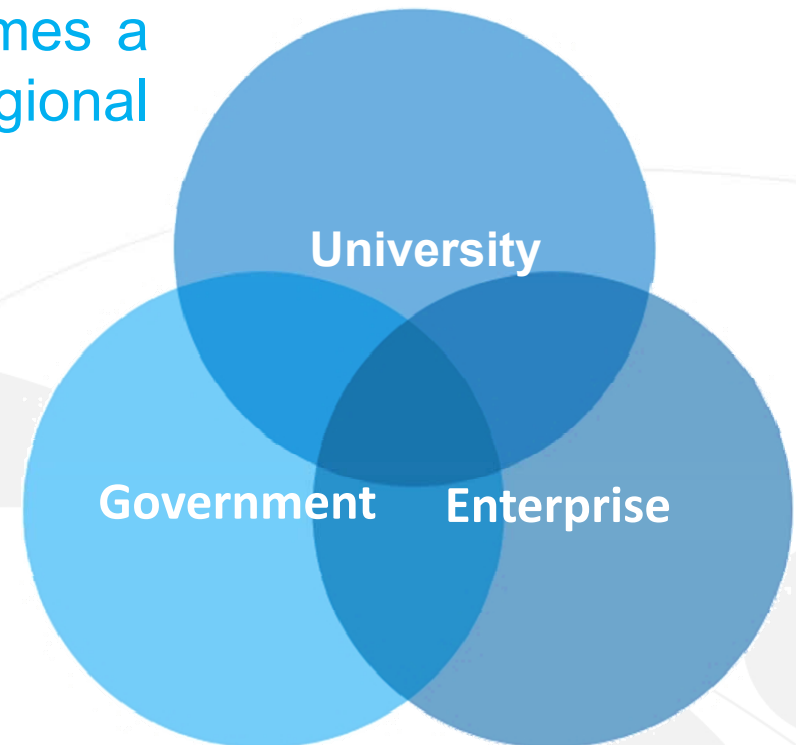
Does it matter that we are in a peripheral area to develop the cultural and creative activities?

Does UAlg is playing the role of the triple helix (***which matches university, industry and government as keys to innovation and growth for knowledge based economy***) to support the CCI stakeholders?

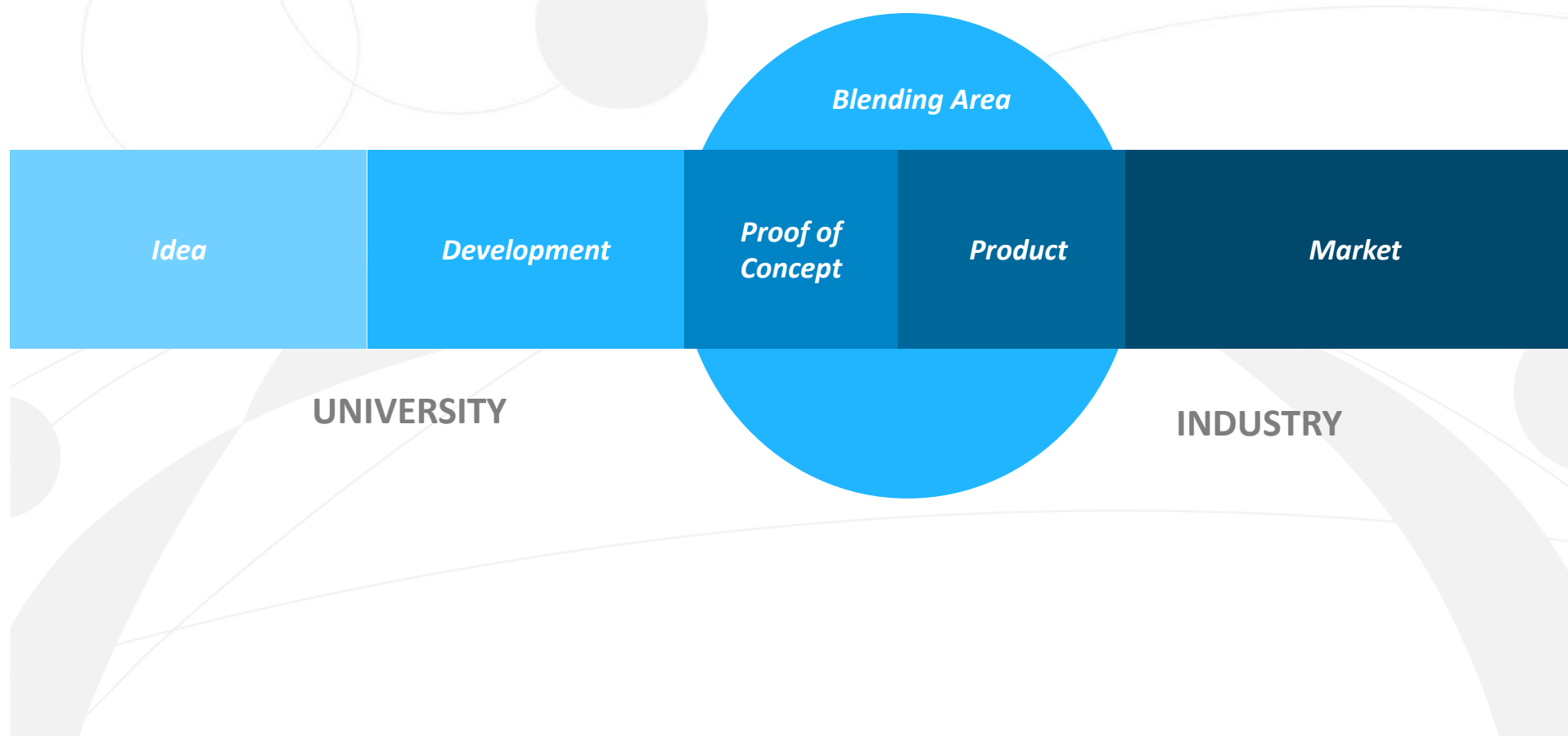
In general terms, **University** assumes a
important role for the regional
development

in assuming an interface position...

- who to address first
- individual ways of working
- different timings



Entrepreneurship and Technology Transfer



Final conclusions

- University has access to highly qualified human resources in various scientific areas, which generating new ideas and top knowledge, so, it is crucial maintain the work for the cultural and creative areas and unify them with tourism and other substantial sectors.
- It is known that industry (SME's) needs innovation to became more competitive. The CCI professionals need build new strategies to avenge on the market.
- It is important change the doubt regarding public and private cooperation: the cultural and creative professionals need support and well organized information (e.g., about funds) to know how to act in the market and develop innovative and competitive products.

Final conclusions

- The connection between national and international CCI professionals can stimulate the development of regional innovation.
- Taking advantage of **Regional Innovation System (RIS)** to define a **Smart Specialization** for Algarve. Being **Tourism** the main sector, it is relevant link with the established sectors, Sea Economy & Agro Food, and with the growing sectors as **Cultural Heritage, TIC, Health and Energy**.

How to link Tourism with Culture?

- 1) Identification of potential tourist attractiveness of each cultural resource;
- 2) Suggestion or creation of topics for cultural tourism for the development touristic products culturally based;
- 3) Creating resources that allowing the training of local people, tourists and professionals of all the world (e.g.: workshops, creative residencies, international meetings, etc.);
- 4) Organization of festivals (e.g.: music, gastronomy, dance, cinema, etc.).
- 5) Maintaining the relation among the University, Institutional agents, professionals of both areas and industry.

THANK YOU

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