

The European Commission's science and knowledge service

Joint Research Centre



Science and Technology tools promoting European heritage and tourism

Charlina Vitcheva

Deputy Director-General, DG Joint Research Centre, European Commission

7th Annual Forum of the EU Strategy for the Danube Region,
Sofia, 18th October, 2018

Joint Research Centre supports EU policies

Our Mission:

"As the science and knowledge service of the Commission our mission is to support EU policies with independent evidence throughout the whole policy cycle."

Our Support to the Danube Strategy:

"Knowledge capacity-building and reinforcement of co-operation amongst multidisciplinary communities, to enhance further the addressing of scientific challenges faced by the Danube Region."



<https://ec.europa.eu/jrc>

Potential for Tourism in the Danube region



The EU tourism industry

Tourism has a wide-ranging impact on growth, employment and social development in the EU



- **12 million** people are employed in the sector
- Inbound tourism contributes **€356 billion** in annual revenue to the European economy

The European Commission supports tourism businesses in the EU by providing:

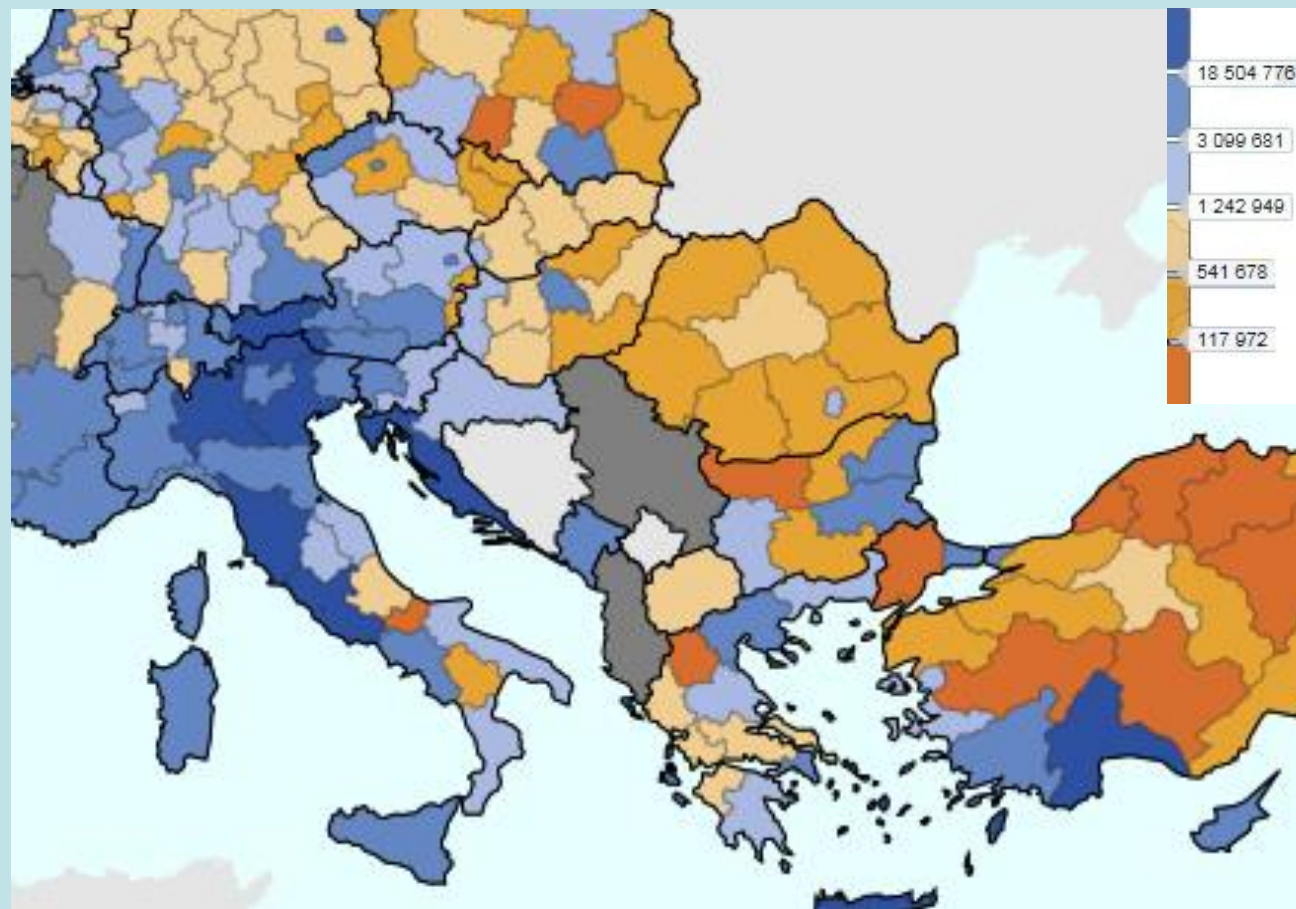
Initiatives to improve employee skills

Guidance on going digital

Tools to optimise daily management

Internal Market, Industry, Entrepreneurship and SMEs

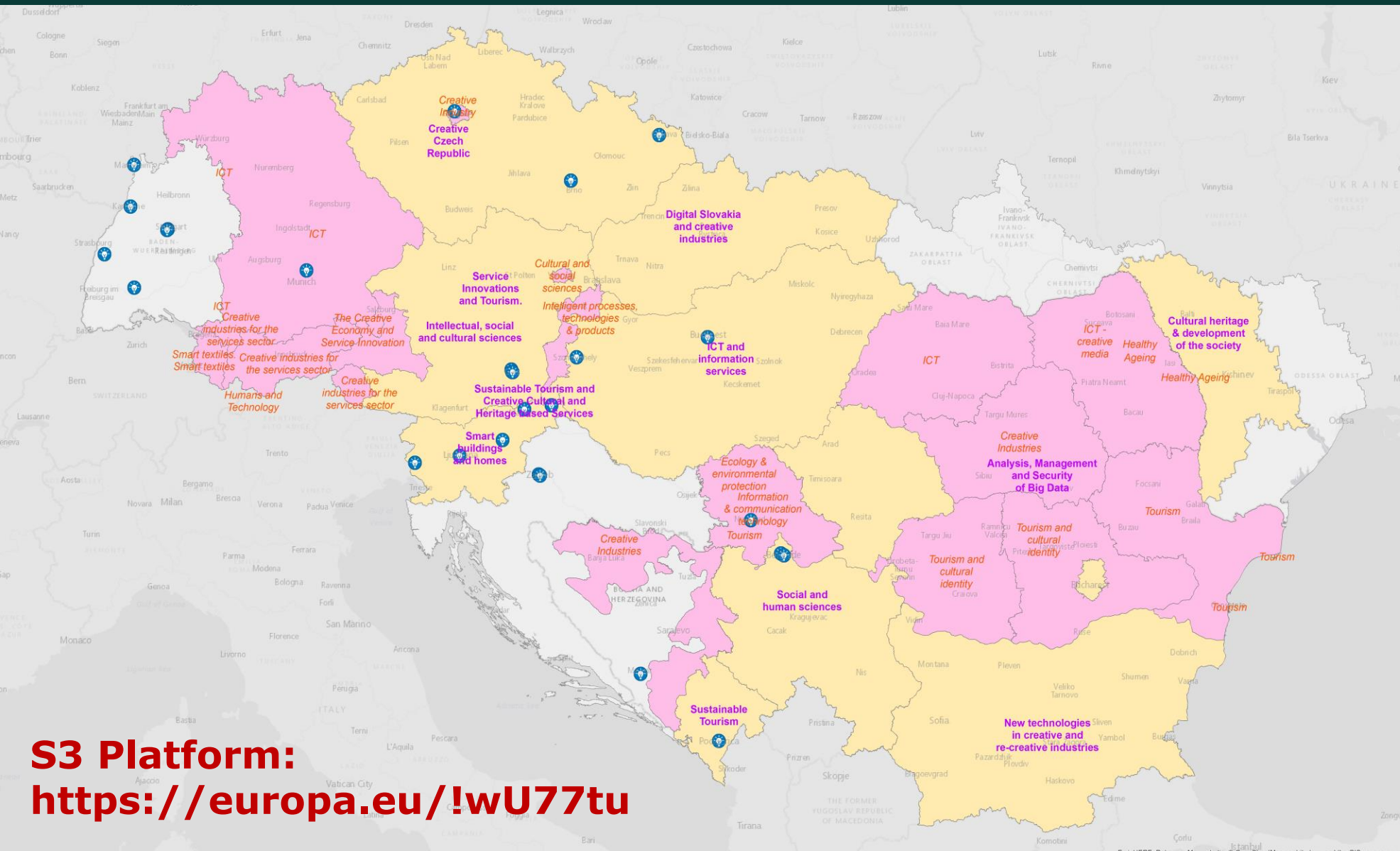
Could promoting further cross-border co-operation help to reduce the differences?



Nights spent at tourist accommodation establishments by NUTS2 regions

Source: Eurostat

Smart Specialisation Priorities in Cultural Heritage, Tourism and Digital Transformation



S3 Platform:
<https://europa.eu/!wU77tu>

Innovation Hubs in the Danube Region



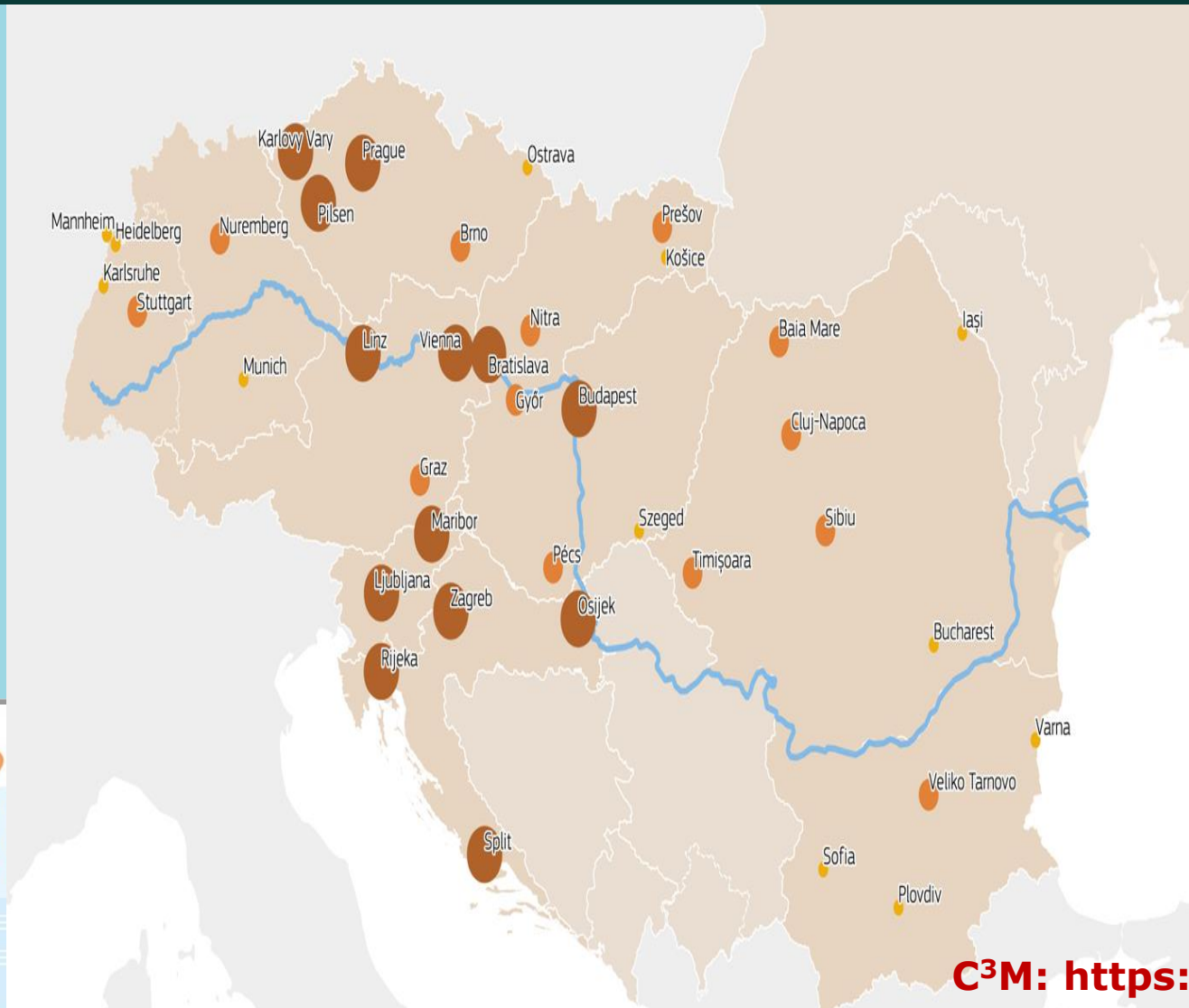
S3 RIS Danube - Regional authorities



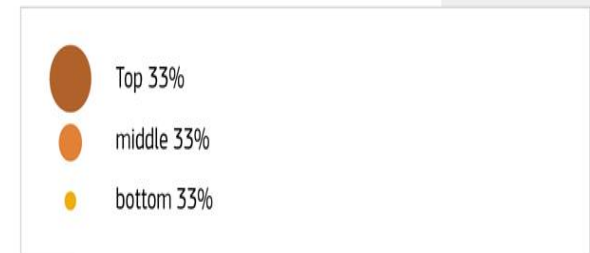
S3 RIS Danube - National authorities



The Cultural and Creative Cities Monitor



DIMENSION 1.1 Cultural Venues & Facilities	
1	Sights & landmarks
2	Museums
3	Cinema seats
4	Concerts & shows
5	Theatres



C³M: <https://europa.eu/!fN73bV>

Promoting sustainable natural heritage

Sustainable tourism and Natura 2000

Guidelines, initiatives and good practices in Europe

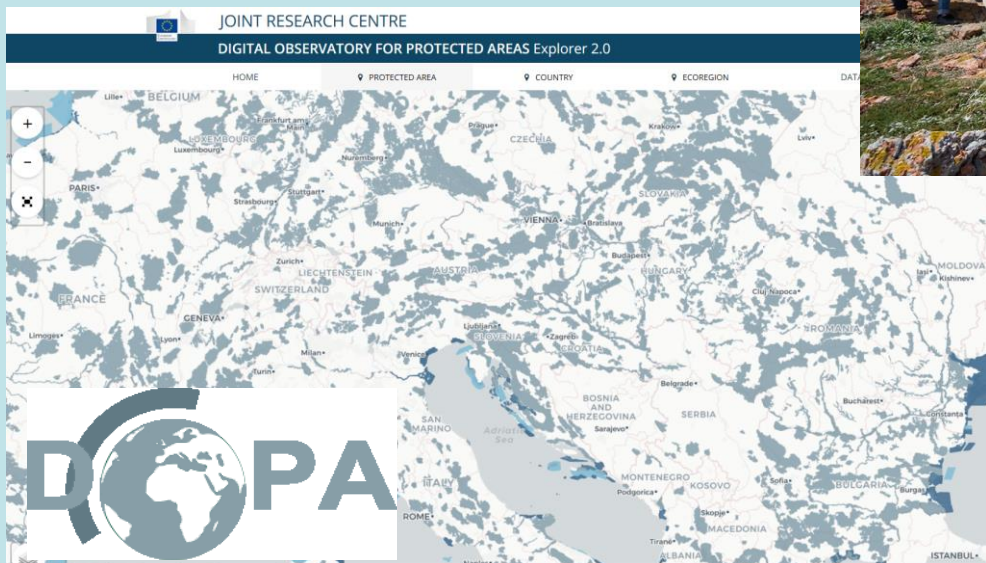
<http://ec.europa.eu/environment/nature/natura2000/>



Tail of Persin Island in Bulgaria (photo: Persina Nature Park)



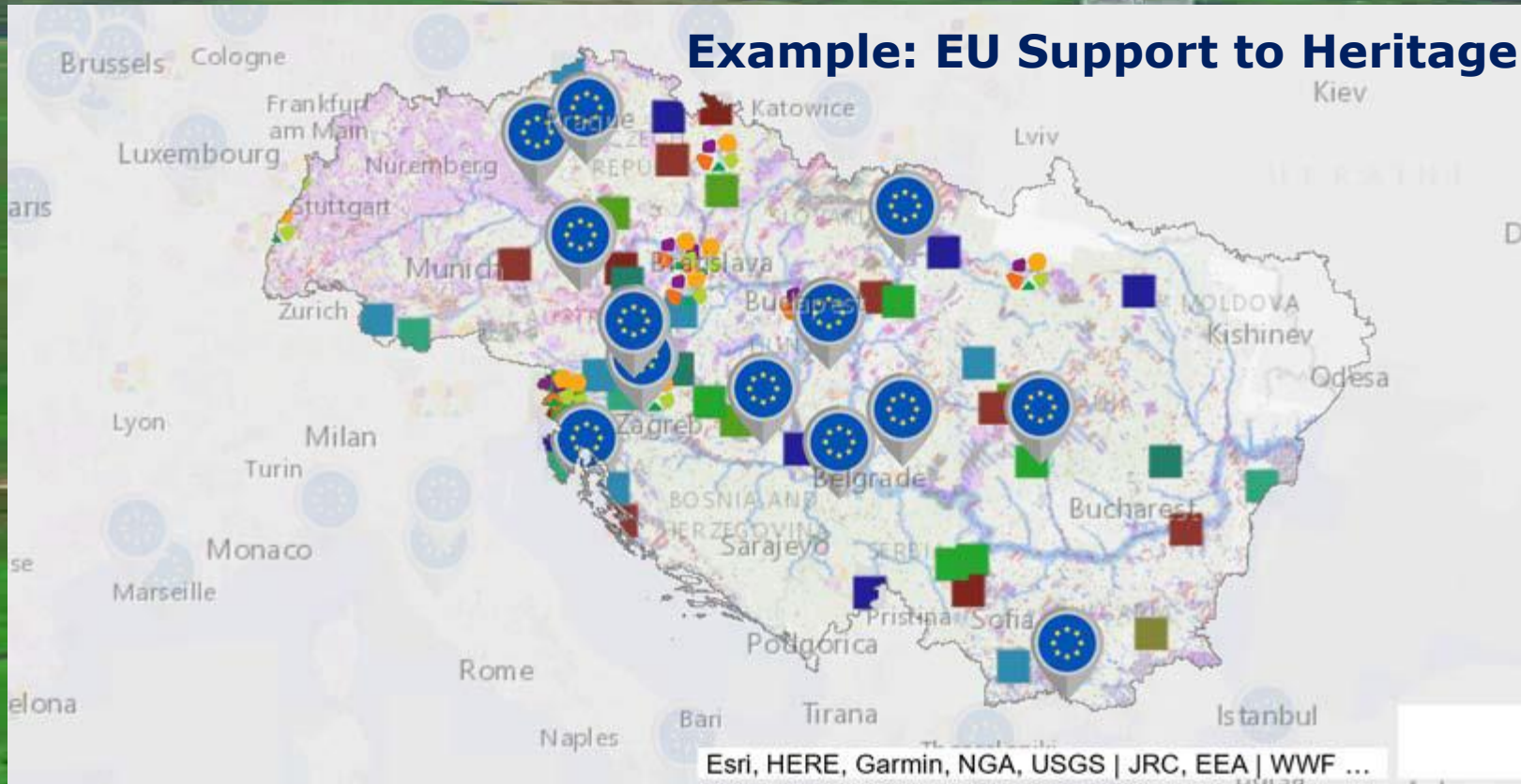
Sturgeon (photo: Donau-Auen National Park)



<https://dopa-explorer.jrc.ec.europa.eu/>

DANUBE PARKS
network of protected areas

Story Map for the Danube Macro-region



StoryMap: <http://arcg.is/b49eC>

3D laser scanning technology for cultural heritage

Mobile Laser Scanning for Cultural Heritage

7th Annual Forum of the EU Strategy for the Danube Region



More info: <https://europa.eu/!RK89PH>



European
Commission

Safety and Security

Terrorisms impact on Tourism



- Terrorism targets our society, our way of life, our happiness.
- High societal and economic impact on tourism in particular.

Protection of public spaces

- Threat/risk assessment
- Building protection
- Barriers
- Detection
- Police / military presence
- JRC prepares guidance material



**See the presentation of Martin Larcher,
Parallel Thematic Session 2 – Security in Public Spaces**



"Cultural heritage can be a strong driver of innovation and economic development. It is vital in helping us understand our differences – and what we have in common. And it can help guide us as we build the Europe of the future."

Commissioner Tibor Navracsics

*Creative Ireland Forum and Conference,
December 2017*



#EuropeForCulture



Thank you for your attention!

Further Useful Links:

European Commission > Culture: <https://ec.europa.eu/culture/>

European Commission > Tourism: https://ec.europa.eu/growth/sectors/tourism_en

European Year of Cultural Heritage: <https://europa.eu/cultural-heritage/>

European Capital of Smart Tourism (7 Nov.'18): <https://europa.eu/!NK49Cv>

You are most welcome to visit our Meeting Corner to learn more about our activities.



<https://ec.europa.eu/jrc>



[@EU ScienceHub](#)



European
Commission