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KONSTANTIN PRESLAVSKY - UNIVERSITY OF SHUMEN
FACULTY OF NATURAL SCIENCE

DEPARTMENT OF GEOGRAPHY, REGIONAL DEVELOPMENT AND TOURISM

FOURTH SCIENTIFIC CONFERENCE WITH INTERNATIONAL PARTICIPATION

„GEOGRAPHY, REGIONAL DEVELOPMENT AND TOURISM“

Celebrating the 30th Anniversary of the Establishment of Geography Program in Konstantin Preslavsky University of Shumen and the 50th Anniversary of the University

The scientific forum is supported by the Bulgarian National Science Fund, Contract № KII-06-MHΦ/15

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INTERNATIONAL CULTURAL AND SPORTS EVENTS IN EUROPE AS A FACTOR FOR URBAN TOURISM DEVELOPMENT

Abstract: In Europe, every year or periodically (every two or four years) many cultural and sports events are organized that attract the attention of tourists. Such events are an important factor for the development of urban tourism in Europe. The most famous cultural and sports events in Europe that with their content arouse the curiosity of tourists are: European Capital of Culture, sports capitals and youth capitals. Many tour operators include in their package of tourist arrangements the visits to the mentioned cultural and sports manifestations. In the framework of the paper we will make an analysis of certain specifics for each event individually.

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1. 2. Typology of the city tourist destinations

In the professional literature one can find typology of city tourist destinations which are generally divided into: global or world cities, national capitals, cities with cultural heritage, art cities, industrial cities, creative cities, sports cities and the like. (Jovanovic, pp. 92, 157)

Global or world cities (London and New York). The term world cities refers to places that, thanks to the globalization of economics, culture and politics, dominate international business. Such cities have a global control function in the world economy that transcends national borders; they house the headquarters of transnational companies, international financial institutions and professional services; the demand for business space is growing in them; there is a concentration of financial capital in them; there is an increase in service activities (tourism and catering); have a high level of immigration which affects the growth of income, but also the growth of social differences; population segregation between rich and poor; renovation of old neighborhoods and their refreshment.

National capitals. (Canberra or Ankara) The capitals of the countries play an important role in tourism. There are capitals that are less known than other major cities in the country, as they are overshadowed by cities that have a stronger tourist image and a higher tourist turnover (eg Canberra and Sydney, or Ankara and Istanbul).

Cities with cultural heritage. (Venice, Oxford, Krakow). These are tourist-historical cities that have a much-visited historical core, as is the case with Venice. In these cities, due to the huge daily attendance of tourists, a large concentration of tourists is created, which creates a lot of traffic jams, which creates anxiety among the local population.

Art cities (Vienna, Florence, Madrid). There are many galleries, museums and various art content in these cities. The city of Vienna, with its architecture and numerous cultural and historical

sights, bears the epithet "city museum". Vienna also has a "museum district", Berlin a "museum island", while Madrid is home to the world-famous Prado Museum. Some cities are known for their extremely rich art collections (Rome or Florence), international (New York), or national (Paris). The city of Paris is also recognizable by the famous Art Street Montmartre, which is the dream of every artist, but also of every lover of art and painting. But Paris is also known for the Louvre.

Industrial cities. (Glasgow, Bilbao, Liverpool). Recently, many industrial cities have been transformed into tourist destinations as a result of successful projects for their regeneration. On the places of non-functional industrial facilities, quarters for service and consumption, as well as for urban tourism have been formed. In cities such as Glasgow, Bilbao, Liverpool, Rotterdam and others. several projects have been realized with which large museums, galleries, sports-recreational or congress centers have been built.

Creative cities. (Barcelona, Helsinki, Liverpool). Some cities promote creativity in function of economic growth, encouraging the development of the so-called creative industry. A creative city is one that is able to generate an "economy of innovation", culture, research and art production. Creative cities seek to enhance the interaction between vibrant neighborhoods, economic development, and social renewal.

UNESCO maintains a List of the Creative Cities, and also encourages the networking of creative cities. The Creative Cities Network was established in 2004, and currently, 180 cities around the world make up this network. The network covers seven creative areas: crafts and folk arts, media and art, film, design, gastronomy, literature and music.

Festival cities. (Rio de Janeiro or New Orleans). Many of the festivals and carnivals in the world that are traditionally held each year are a real attraction and are a trademark of the city. Such events are the carnival in Rio de Janeiro, the opera festival in Verona, the festival in Edinburgh and others.

Futuristic cities. (Dubai or Tokyo). Such cities are known for their innovative architecture or some extremely modern attraction. Apart from Dubai and Tokyo, Kuwait has recently been approaching this type of cities with a futuristic concept of urban development.

Sports cities. This category includes: Melbourne, Vancouver, Cardiff, and their development is based on sports, as they host various top international sporting events (Olympic Games, tennis, top sports competitions). According to some analysts, Melbourne is considered the unofficial capital of the sport. The city of Cardiff in Wales is known for hosting major sporting events at Principality Stadium.

2. European cities (capitals) of culture in the period 1985-2028

In 1985, former actress Melina Mercury, then Greek Minister of Culture, and her French counterpart Jacques Lang came up with the idea of designating a European city of culture each year to bring, highlight, the richness and diversity of European cultures, and raise awareness of their shared history and values. A 2004 study found that choosing a European Capital of Culture served as a catalyst for cultural development, urban and infrastructural transformation of the city, and thus tourism. The European Capital of Culture is a city designated by the European Union for a period of one calendar year, which organizes a series of cultural events with a strong European dimension.

Preparing for the European Capital of Culture can be an opportunity for the city to reap significant cultural, social and economic benefits and can help with urban regeneration, changing the city's appearance and raising its visibility and profile on the international stage.

During the German presidency in 1999, the European City of Culture program was renamed the European Capital of Culture. The table below gives chronologically all the cities (capitals) of culture in Europe in the period 1985-2019, as well as the countries that should nominate the candidate for the city (capital) of culture by 2028.

Table 1. Cities (capitals) of culture 1985-2028

1985 Athens	1995 Luxemburg	2005 Cork	2015 Mons, Plzen	2024 Estonia and Austria
1986 Florence	1996, Copenhagen	2006 Patras, Greece	2016 San Sebastian and Wroclaw	2025 Slovenia and Germany
1987 Amsterdam	1997 Thessaloniki	2007 Sibiu, Luxembourg	2017 Aarhus (Denmark) and Paphos (Cyprus)	2026 Slovakia, and Finland
1988 Berlin	1998, Stockholm	2008 Liverpool, Stavanger	2018 Leuwarden (Netherlands) and Valletta (Malta)	2027 Latvia and Portugal
1989 Paris	1999 Weimar	2009, Vilnius and Linz	2019 Matera (Italy) and Plovdiv (Bulgaria)	2028 Czech Republic and France
1990 Glasgow	2000 Avignon, Bergen, Bologna, Brussels, Helsinki, Krakow, Prague, Reykjavik, Santiago de Compostela	2010 Hessen, Istanbul and Pecs	2020 Rijeka and Galway (R. Irland)	2029 Poland and Sweden
1991 Dublin	2001 Rotterdam and Porto	2011 Turku and Tallinn	2021 Temisoara,, Eleusis (Greece)and Novi Sad (Serbia)	2030 Cyprus and Belgium
1992 Madrid	2002 Bruges, Salamanca	2012 Guimaraes and Maribor	2022 Lithuania and Luxemburg	2031 Malta and Spain
1993 Antwerp	2003 Graz	2013 Marsellies, Kosice	2023 Hungary and Great Britain	2032 Bulgaria and Denmark
1994 Lisbon	2004 Genoa and Lille	2014 Umea (Sweden) and Riga	2024 Estonia and Austra	2033 Netherlands and Italy

Source: European Capitals of Culture: the road to succes from 1985-2010, p. 3; и Decision No 445/2014/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC.

3. Capitals of sports

The European Association of Sports Cities (ACES-European Capitals and Cities of Sports Federation), since 2001, every year designates the major cities in sports in Europe, which organizes a variety of sports competitions that attract a large number of sports fans. According to this association, the capitals of the sport receive many benefits such as:

- International recognition of the city as a "master of sports";
- Increase in the number of active people in sports (for example, in the city of Antwerp, the capital of sports in 2013, active people increased by 10% .;
- 1.5 billion times, media mention of the city via radio, TV, internet;

- Return on investment (eg the town of Logrono, which was named European Sports City in 2014, received 44.5 million euros (ROI - Return on Investment) due to the title);
- Active networking and exchange of best practices with other cities and participation in several congresses;
- Improving local sports policies;
- Opportunities for EU grants (each year ACES Evropa includes cities in various EU projects and calls);
- Living in your city and attracting tourists. (During the year, numerous events bring life to your city. For example, in Turin, the European Capital of Sports 2015, 1000 events were held).
Also, before and during the London 2012 Olympics, over 12,000 cultural events were organized and held that attracted many tourists from around the world (Dasic, Damjanovic, Djuraskovic, p. 260).
Below is a list of sports capitals by year.

Table 2. European Capitals of Sport 2001-2022

<i>Year</i>	<i>European Capital of Sport</i>
2001	<i>Madrid (Spain)</i>
2002	<i>Stocholm (Sweden)</i>
2013	<i>Glasgow (Scotland-UK)</i>
2004	<i>Alicante (Spain)</i>
2005	<i>Rotterdam (Netherlands)</i>
2006	<i>Copenhagen (Denmark)</i>
2007	<i>Sttudgard (Germany)</i>
2008	<i>Warsaw (Poland)</i>
2009	<i>Milan (Italy)</i>
2010	<i>Dublin (Republic of Ireland)</i>
2011	<i>Valencia (Spain)</i>
2012	<i>Istanbul (Turkey)</i>
2013	<i>Antwerp (Belgium)</i>
2014	<i>Kardiff (Wales-UK)</i>
2015	<i>Turin (Italy)</i>
2016	<i>Prague (Czech Republic)</i>
2017	<i>Marsellie (france)</i>
2018	<i>Sofia (Bulgaria)</i>
2019	<i>Budapest (Hungary)</i>
2020	<i>Malaga (Spain)</i>
2021	<i>Lisbon (Portugal)</i>
2022	<i>Hague (Netherlandes)</i>

Source: ACES Europe- European Capitals and Cities of Sports Federation

3. European youth capitals

The European Youth Forum (EYF) is a platform representing the youth civic sector in Europe and comprising 100 national umbrella youth organizations as well as international non-governmental youth organizations in Europe. She advocates for the rights of young people in international organizations and institutions such as the European Union, the Council of Europe and the United Nations (UN).

The European Youth Forum in 2017 consisted of a total of 104 bodies, of which 43 National Youth Councils and 61 international NGOs.

The title of European Youth Capital was conceived in 2008, and since 2009 the European Youth Forum (EYF) has regularly declared the European Youth Capital every year. The main goal is to encourage young people to be actively involved in creating youth policies in their countries and in Europe. The first youth capital in Europe, the EYF declared Rotterdam from the Netherlands.

The following is a list of youth capitals in Europe from 2009-2021;

Table 3. European youth capitals in Europe 2009-2021 year

Year	City/State
2009	Rotterdam (Netherlands)
2010	Turin (Italy)
2011	Antwerp (Belgium)
2012	Braga (Portugal)
2013	Maribor (Slovenia)
2014	Thessaloniki (Greece)
2015	Cluj-Napoca (Romania)
2016	Ganja (Azerbaijan)
2017	Varna (Bulgaria)
2018	Cascains (Portugal)
2019	Novi Sad (Serbia)
2020	Clipper (Lithuania)
2021	Amiens (France)

Source: <https://www.youthforum.org/youthcapital>

During the event European Capital of Youth, in Novi Sad 2019 was held the eighth event in a row Youth Tourism Fair (OPENS YOUTH FAIR), where travel organizations, travel agencies present programs, events, festivals for youth in the cities of the countries in the region, among which the Republic of Macedonia participated with its representatives. This fair is held at a time when the famous music festival EXIT is being held in Novi Sad, which is attended by young people from all over Europe and beyond, who stay in the region as tourists (and in Macedonia) for several days.

In 2018, during the EXIT festival, 198,000 visitors attended Novi Sad, with a foreign exchange income of 13.3 million euros, while in 2019, during the EXIT festival, 200,000 visitors attended, of which 60,000 are tourists from about 90 countries around the world.

Conclusion

International cultural and sporting events at European level and beyond are an important motive for mobilizing tourists. The organizers of these events in coordination with the city authorities always organize additional activities in order to keep the tourists for a few more days (eg fairs, concerts, exhibitions, visits, attractions).

Manifestations in the field of culture and sports are a great driver and catalyst for the development of culture, urban and infrastructural transformation of the city, and thus tourism.

The host city of the event has a great economic benefit. Also, the cities hosting international cultural and sports events are becoming a brand with a recognizable image to attract foreign tourists.

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