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TIMISOARA - EUROPEAN CAPITAL OF CULTURE 2021 (changed to 2023)

Location: Timisoara and the region around it

Key words: Timisoara 2021 - European Capital of Culture



“European Capital of Culture” is an initiative putting culture at the heart of European cities with EU support for a yearlong celebration of art and culture. Every year one or more European cities get the title and organise a rich programme of events and activities. More information about the initiative is available here: <https://ec.europa.eu/culture/policies/culture-cities-and-regions/european-capitals-culture>

The European Capital of Culture would attract visitors from across Europe and all kinds of tourists - those, who search for medium quality products/services for lower price, as well as those who really want to have meaningful experience. For this reason, the Timisoara 2021 European Capital of Culture team aims to create a diverse offer, which would meet the expectations of all:

- a strong cultural product, which would also involve the visitors in the creation of a certain event/experience (e.g. to create a space, where everyone (both hosts and visitors) can share their stories);
- tasting the local food and wines;
- programmes about Timisoara, its history and culture;
- “visit like a local” initiative - to invite local people to become tour-guides for a day and show the foreign visitors their favourite places, shops, etc. (these are usually small businesses, away from the popular touristic places).
- another type of event would be to bring the tourists to smaller villages, where people play and sing popular local songs. Most of those people are amateurs, and some of them have not studied music, but they can perform the local songs and music and this way create a unique atmosphere, presenting the local culture.

The team believes that with all these types of activities would create a unique culture-based experience for the tourists, and make them want to come back again. In addition, it would be a great support for the small local businesses, which otherwise do not get popular among the foreign visitors.

Marketing approach

The Association does not directly sell own touristic products, but acts rather as a platform, which promotes the local businesses, organisations and individuals

(artists), who have something meaningful to offer to the incoming tourists. Besides, the initiative supports the organisation of cultural events and projects.

The Timisoara European Capital of Culture Association has its own website, as well as profiles on the social media: YouTube, twitter, Instagram (with 2,879 followers) and



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Facebook (with 38,000+ followers).

Financial situation

As an association, the organisation can receive funding in the framework of different programmes and schemes on local, national and European level.

Key success factors and challenges

Holding the title “European Capital of Culture” is a significant recognition on an EU level, which can attract a

significant number of visitors. This would be an opportunity to have a strong socio-economic impact, providing the opportunity to promote small local businesses and product to the international visitors.

On the other hand the outbreak of the COVID-19 pandemic and all the restrictions imposed made it difficult to implement the initially planned programme and challenged the team to find ways how to organize and implement cultural

events in a new way and format.

Plans for future development

Because of the outbreak of the new coronavirus pandemic and the imposed sanitary conditions, which prevent the unfolding of cultural and artistic events, as well as gathering big groups and movement of people, the programme of Timisoara European Capital of Culture 2021 is moved to 2023.

GALLERY:



Source of the images: <https://www.facebook.com/2023timisoara/>

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