



UNIVERSITY
OF BRESCIA

DEPARTMENT OF ECONOMICS AND MANAGEMENT

WEBINAR

“Culture, heritage and tourism: situation and perspectives of a strategic sector”

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Sala Biblioteca, S. Faustino building

Live presentation on: Google Meet
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ABSTRACT

The objective of this work is the evaluation of the cultural tourism model in Spain and the challenges that arise in the face of the incidence of the COVID-19 pandemic. First, the evolution and main characteristics of the cultural tourism market are studied with the data available to date. Subsequently, an analysis of the competitiveness of the Spanish regions as cultural tourism destinations and the factors that determine it in the medium term is addressed. Finally, an analysis of the situation of the sector after the health crisis and future prospects is proposed. The results show that cultural tourism in Spain has a relevant weight and in clear progression until the shock of 2020, and that the most efficient destinations are, in part, alternatives to the most crowded and specialized areas in vacation tourism. Competitiveness is determined by the endowment of cultural and natural attractions, but also by the existence of an active cultural life and a wide and diverse cultural industry. This result makes the cultural tourism sector in our country show greater resilience and better preparation for the challenges posed by the current pandemic.

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