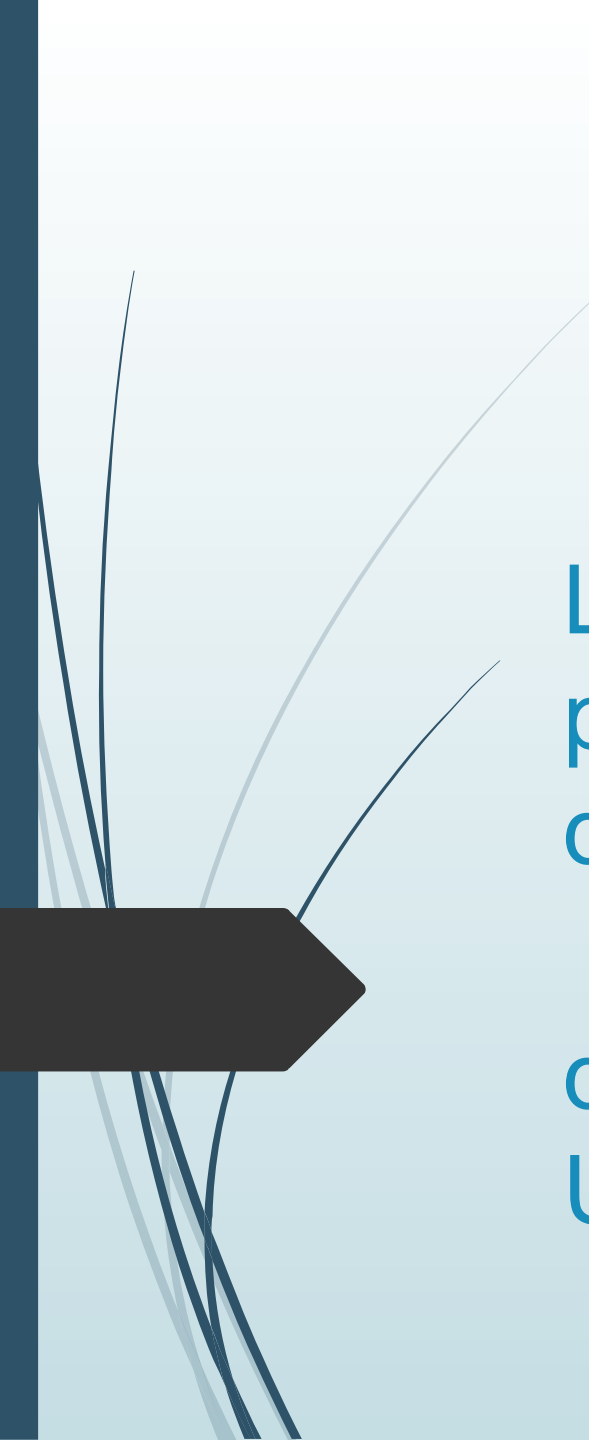




Cinemas as tools for the promotion of tourism and the development of the territory

dr Marta Materska-Samek – Jagiellonian University Poland



Le sale cinematografiche come strumento
per la promozione
del territorio e del turismo

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Key issues

Cinemas as tools
for the promotion
of tourism and the development of the
territory

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Le sale cinematografiche come strumento
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Cinemas - Le sale cinematografiche

- 擱 Cultural asset
- 擱 Medium, communication platform – strumento 😊
- 擱 Human capital
- 擱 Social venue
- 擱 Civil society
- 擱 Creative class /Richard Florida/
- 擱 Quality of life
- 擱 Regional competitiveness

Wadowice in Malopolska (PL)

Area [km ²]	15,190	4.86% of the area of Poland
Population	3.26 mln	8.54% of the population of Poland
Population density people /km ²	215	176.2% of the Country's average
Number of academic students	190,900	10.3% of the total number in Poland



TRZEBINIA

CHRZANÓW

OŚWIĘCIM

BRZESZCZE

KĘTY

WADOWICE

KRAKÓW

**DĄBROWA
TARNOWSKA**

TARNÓW

BOCHNIA

TUCHÓW

LIMANOWA

NOWY SĄCZ

KRYNICA

Wadowice in Malopolska (PL)

Territorio - Region

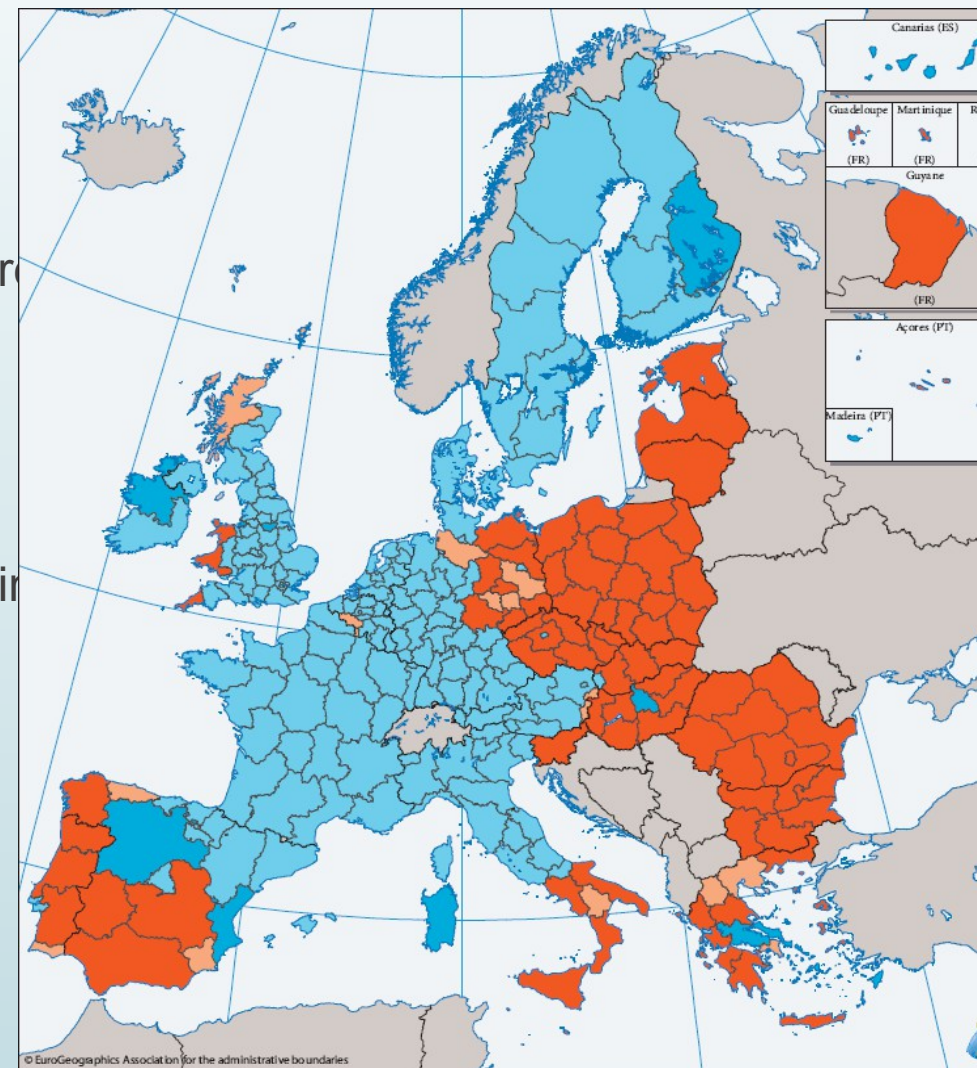
Smart specialisation and RSI <https://ec.europa.eu/growth/tools-databases/r>

Creative and leisure-related industries

FEDER / ERDF http://ec.europa.eu/regional_policy/fr/fundir/

Regional festivals: OFF Camera in Your City, Days of JPll in Malopolska

Cross promotion of «weekend tourism» and cultural offer





Wadowice in Malopolska (PL)

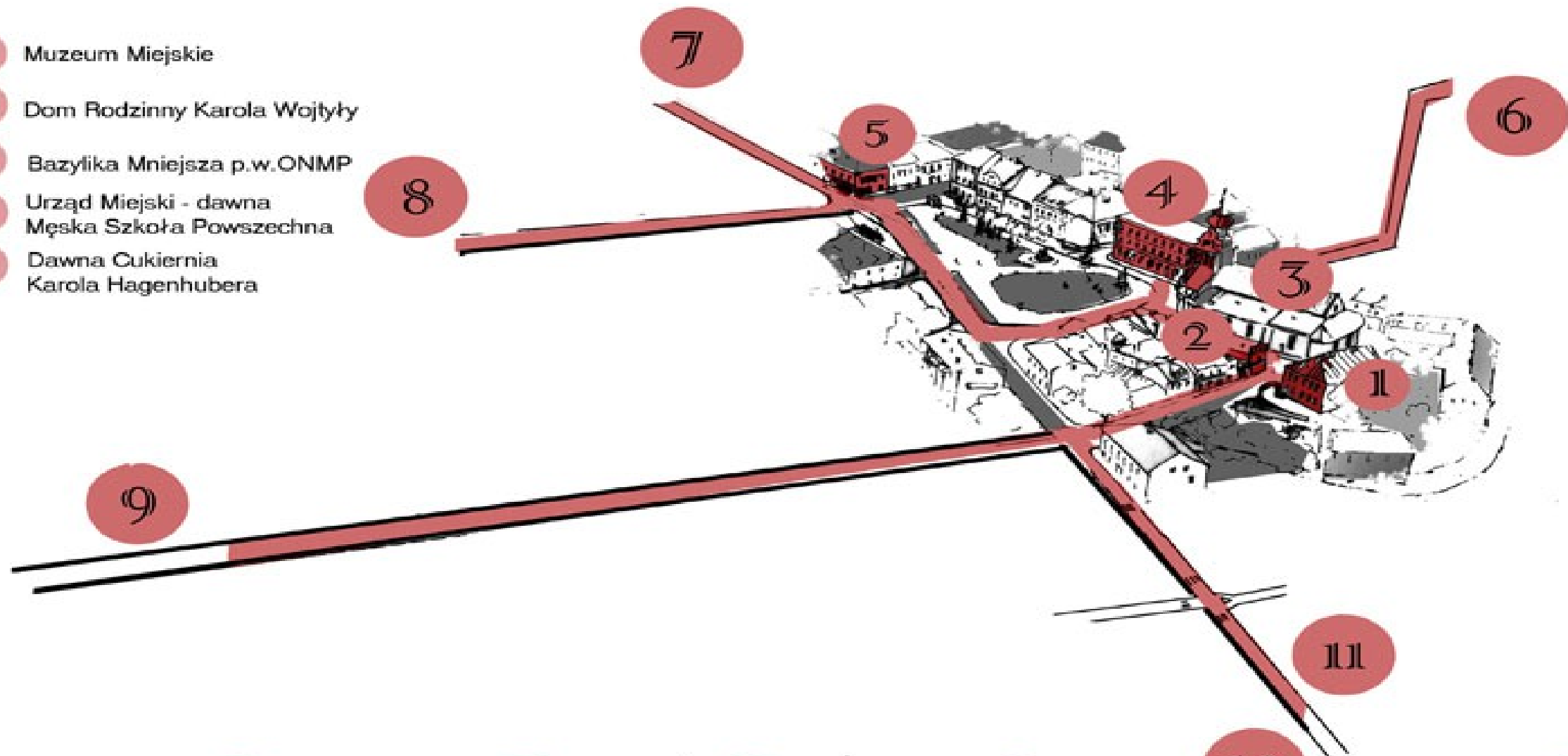
La città - City

- Wadowice: the city where JP II was born
- Museum: family house of JP II
- Municipal Cinema - municipal Museum
- Cinema digitized in the framework of Malopolska Network (2K, 3d, DD 5.1., satellite dish and scaler)
- Joint actions and events:
 - Days of JP II in Malopolska
 - Film premieres
 - Documentaries
 - Open air cinema
 - www.wck.Wadowice.pl

„Cinéma sous les étoiles”



- 1 Muzeum Miejskie
- 2 Dom Rodzinny Karola Wojtyły
- 3 Bazylika Mniejsza p.w.ONMP
- 4 Urząd Miejski - dawna Męska Szkoła Powszechna
- 5 Dawna Cukiernia Karola Hagenhubera



Dom Kultury -
Dawne Towarzystwo
Ciepłotłoczni



Liceum im. M. Wadowity
Dawne Gimnazjum



Sanktuarium Św. Józefa
Klasztor Ojców
Konwiktoria



Kościół Św. Piotra Apostoła



Koszary C.K. 56 Pułku Piechoty
i 12 Pułku Piechoty



Klasztor Zgromadzenia
Sióstr Św. Rodziny



Wadowice in Malopolska (PL)

攔 Turismo

Creative and leisure-related industries

攔 Pilgrimage industry

攔 Event and Festival industry

攔 Cinemas in Youth Days Kraków 2016
[http://
worldyouthday.com/krakow-2016](http://worldyouthday.com/krakow-2016)

攔 Tourism

攔 Dvd's of films ("Lolek" and "Przynieśl nam światło prawdziwe") about JP II, which are screened on demand at the cinema for people visiting the museum at Wadowice (complex product)

攔 Off Camera in Your City

Italy

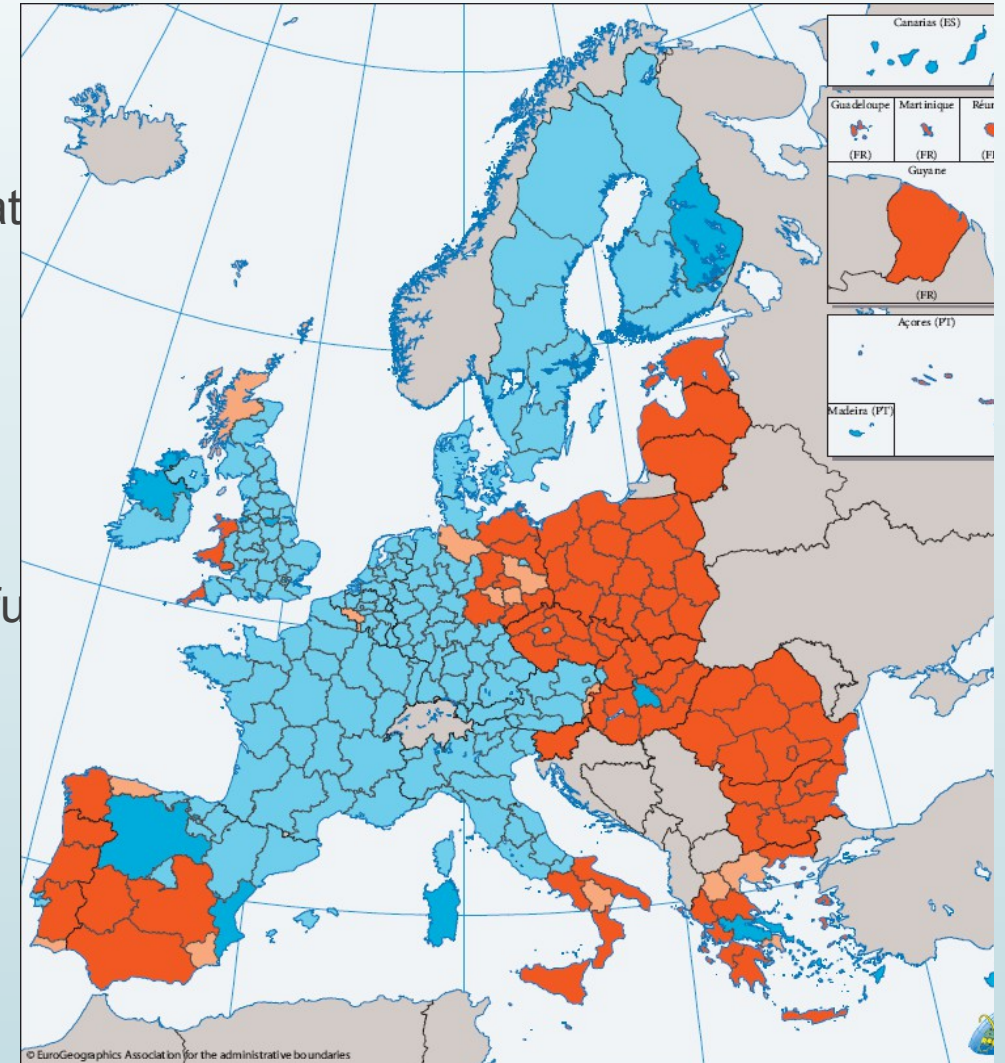
擱 Territorio - Region

擱 http://ec.europa.eu/regional_policy/it/at/
/

擱 Creative and leisure-related industries could be smart regional specialisation, isn't it?

擱 FEDER / ERDF
http://ec.europa.eu/regional_policy/fr/fu

擱 How to create the conditions for cinema sustainable development?



Promozione/Promotion - problem of target

攔 Tourists

- 攔 Short term income
- 攔 Tourist tailored offer
 - 攔 Screening in public places – go outside the cinema
 - 攔 complex product combine with tourist bus or plage entrance...?
- 攔 Cross promotion (regional, international ?)
- 攔 Tourist agency or hotel conciergery
- 攔 Festival cooperation: Sicilian, but also Venezia – why not?

攔 vs Inhabitants

- 攔 Long term development (zip investment)
- 攔 Florida creative class
- 攔 „Aspiration place to live”
- 攔 Knowledge based economy
- 攔 Cinema-quality of life, regional competitiveness