

Efficiency of the Cultural Sector in Enhancing Tourism Development: A DEA Analysis of EU Countries

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Abstract

The relationship between culture and tourism has been widely explored, with previous research emphasizing the role of cultural heritage sites in attracting tourists. However, more recent research expands cultural indicators with cultural infrastructure such as museums, theatres, exhibitions, historical sites and events. Other indicate the importance of household and government expenditures on culture. However, existing empirical results give opposite results. This is not surprising because an efficient culture system is crucial for the positive relationship between culture and tourism. Therefore, this paper aims to construct an index of cultural system efficiency using Data Envelopment Analysis (DEA). The research contributes to the existing literature by shifting the focus from the presence of cultural assets to the efficiency of their management and utilization. Synergy between cultural and tourism policies is essential for maximizing the impact of the cultural sector on tourism development. Understanding efficiency in this context can help optimize cultural policies and investment strategies to enhance tourism development sustainably. The findings of this study will contribute to a deeper understanding of how efficiently the cultural sector operates in driving tourism. By identifying best-performing countries and benchmarking their strategies, the research will offer valuable insights for policymakers and stakeholders aiming to enhance the cultural sector's role in tourism development.

Keywords

Tourism development, Cultural heritage, cultural sector efficiency, DEA, EU.

