

Culture Statistics, 2021

Tiranë, 22 June 2022: INSTAT publishes culture statistics, focusing on cultural participation and economic dimension of culture. The indicators presented are related to cultural participation and cultural heritage, education and employment in culture. Also, special sections are dedicated to internet use for cultural purposes and public expenditures on culture.

Culture Participation

Participation in cultural activities has a significant impact on the well-being of the individual. This section presents data from the Ministry of Culture, on the number of activities organized in the central art institutions, as well as the participation for each institution.

During 2021, a total of 512 shows and premieres were organized in central art institutions. Compared to the previous year, this indicator has increased. In the central art institutions, during 2021, 38,091 spectators participated in cultural activities.

Tab. 1 Total number of shows/premieres and spectators in the institutions of culture

Culture Institutions	Number of shows/premieres		Number of spectators	
	Year 2020	Year 2021	Year 2020	Year 2021
National People's Theater	63	57	5,252	6,446
The National Experimental Theater	135	159	16,044	11,981
National Theater of Opera, Ballet and National Ensemble	45	99	7,476	7,151
National Center for Children's Culture	65	146	6,274	10,149
National Circus	20	51	3,286	2,364
Total	328	512	38,332	38,091

Cultural heritage

The concept of cultural heritage is associated with cultural assets, which express the values, identity, knowledge, traditions, beliefs and cultural assets of a society. Cultural heritage is identified with monuments, museums, archeological sites, parks, castles and monuments, etc. In addition to material assets, intangible assets, such as music, dance, rituals or traditions which are inherited and passed down from generation to generation, are also part of the cultural heritage.

In the list of world cultural assets protected by UNESCO, Albania is represented by both tangible and intangible heritage (Tab. 2).

Tab. 2 National cultural heritage represented in UNESCO

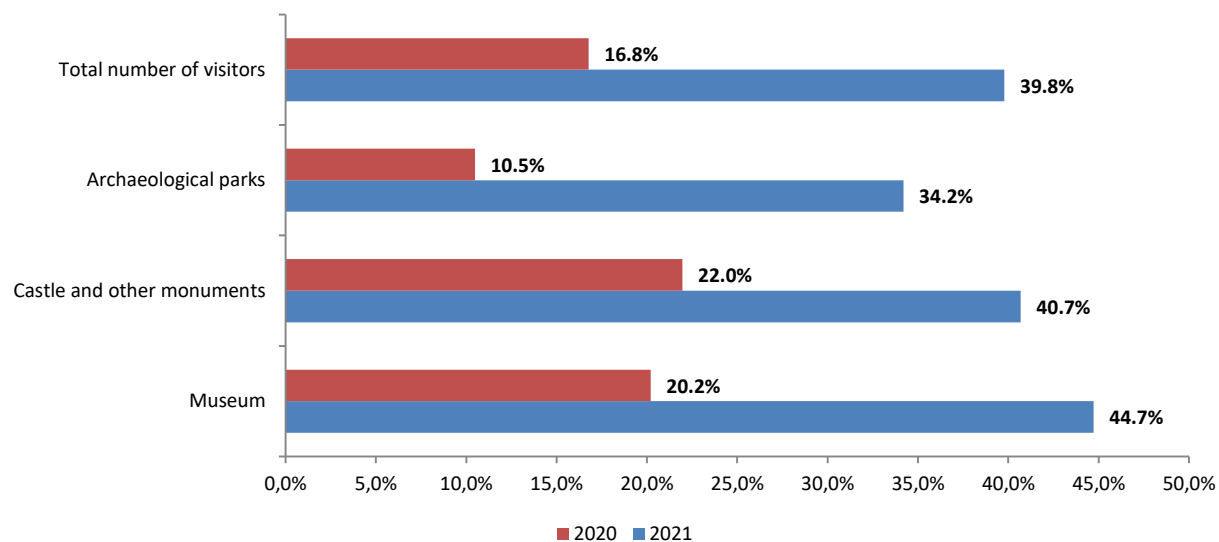
List of national cultural heritage	Year
National Park of Butrint	1992
Historic Centres of Berat and Gjirokastra	2005
Albanian Folk Iso-polyphony	2008
Ohrid Lake	2019

Table 3 presents the list of cultural heritage institutions, which are under the Ministry of Culture, as well as the attendance by domestic and foreign visitors. During 2021, the number of visitors to museums, castles and archeological parks is 423,565 visitors, 39.8 % of whom are foreigners. The highest attendance in cultural heritage institutions was by locals with 60.2%. Castles and monuments are the assets which are mostly frequented by foreign visitors, while domestic visitors have preferred the Archaeological Parks.

Tab. 3 Visitors in museum, castle and other monuments, archaeological parks

Cultural Heritage Institutions	Nr. of institutions	Year 2020			Year 2021		
		Foreigners	Domestic	Total	Foreigners	Domestic	Total
Museum	12	9,963	39,325	49,288	59,136	73,087	132,223
Castle and other monuments	7	13,757	48,870	62,627	60,951	88,844	149,795
Archaeological parks	9	8,234	70,318	78,552	48,408	93,139	141,547
Total number of visitors	28	31,954	158,513	190,467	168,495	255,070	423,565

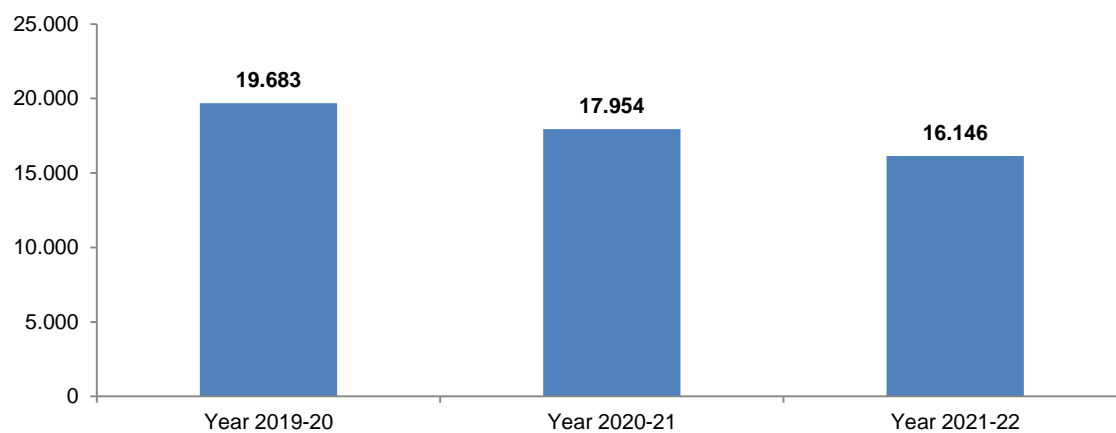
Fig. 1 Percentage of foreign visitors to museums, castles and other monuments, archaeological parks



Cultural education

Cultural education reflects information on enrollment of students in tertiary education, in fields of study related to culture. Based on the classification of fields of study (ISCED-F 2013), the fields considered cultural are 'Arts', 'Humanities and Languages', 'Journalism and Information', and 'Architecture and Construction'.

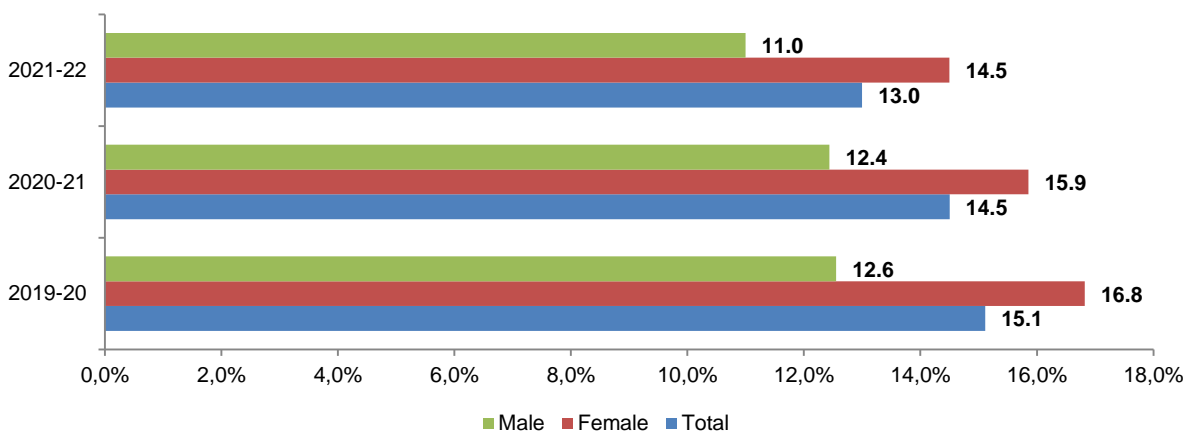
Fig. 2 Students enrolled in tertiary education in fields of study related to culture



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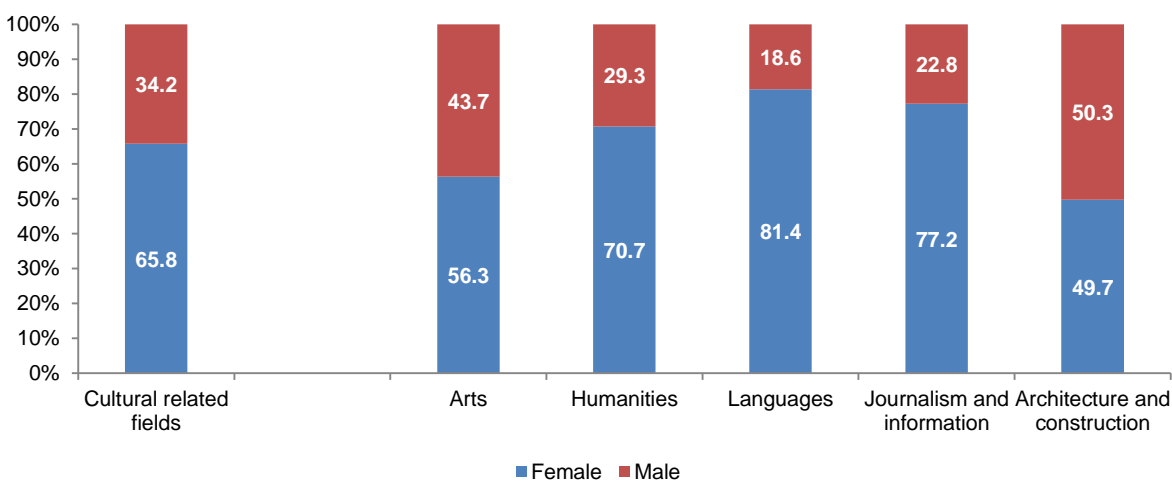
In the academic year 2021-22, 16,146 students were enrolled in fields of study related to culture, 13.0 % of the total, marking a decrease of 1.5 percentage points, compared to the previous academic year. These fields are preferred more by women, respectively 14.5 % women and 11.0 % men in the total number of enrollments for each gender. In this academic year, 'Languages' and 'Architecture and Construction' are the most preferred fields of study by students, respectively with 35.9 % and 35.0 % of the total number of students enrolled in fields related to culture.

Fig. 3 Percentage of students enrolled in cultural fields to total enrollments by gender



In cultural related fields of study, women make up the majority of students, 65.8 %. The percentage of women is slightly higher among those studying 'Languages' (81.4 %), 'Journalism and Information' (77.2 %) and 'Humanities' (70.7 %) while is lower in the field of 'Architecture and Construction', where women make up 49.7 % of the students in this field.

Fig. 4 Percentage of students enrolled in cultural fields by gender, 2021-22



Cultural Employment

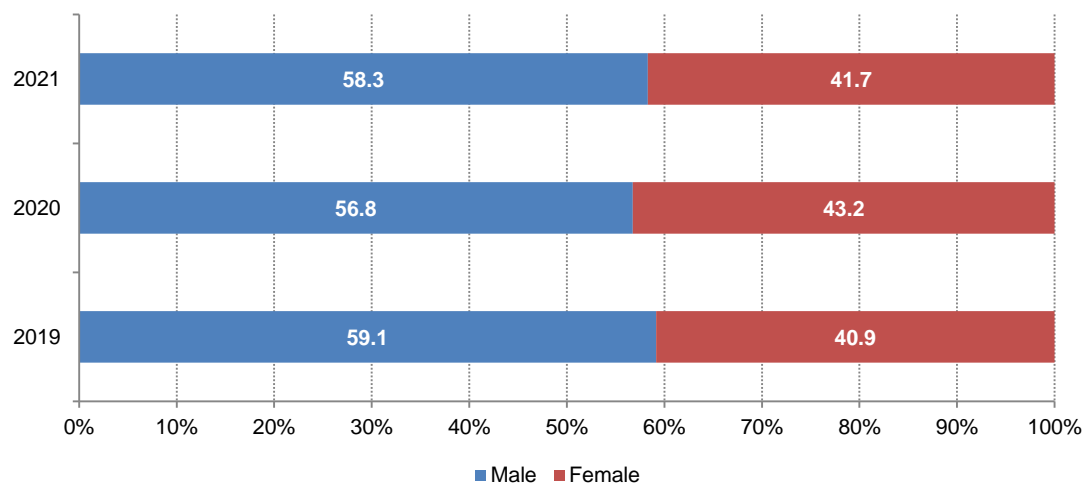
Information on cultural employment is provided by the Labor Force Survey and represents the employment of individuals aged 15 and over by economic activities or by occupations related to the field of culture.

In 2021, in a cultural activity or occupation are employed 21,078 individuals, 1.7 % of total employment. Compared to the previous year, employment in culture increased by 0.2 percentage points. The majority of employed in culture are men, respectively 58.3 % in 2021. Compared to the previous year, this percentage has increased with 1.5 percentage points.

Tab. 4 Cultural employment

Cultural employment	2019	2020	2021
Number	20,479	19,004	21,078
% on total employment	1.6	1.5	1.7

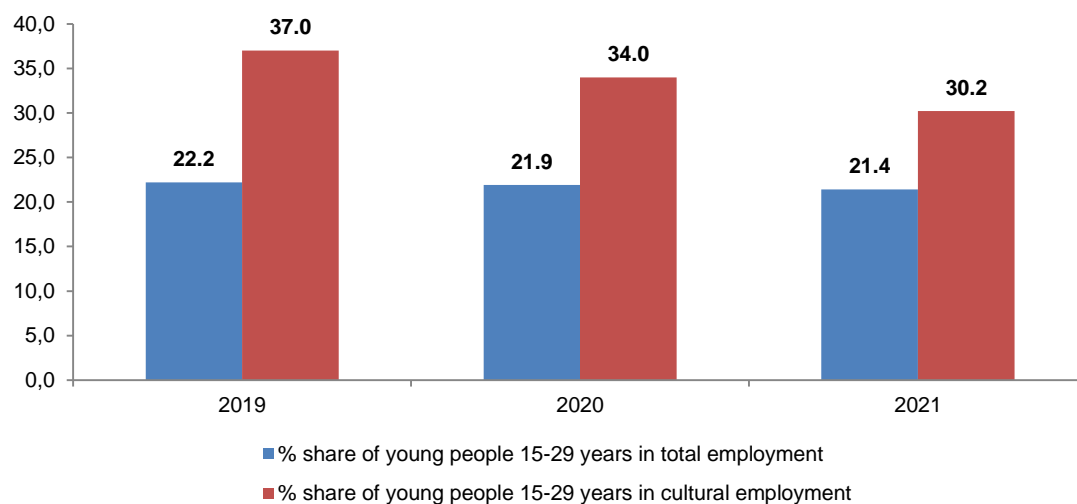
Fig. 5 Cultural Employment by sex, (in %)



The percentage of women in cultural employment has a lower value compared to the percentage that they occupy in employment of the whole economy (44.5 %).

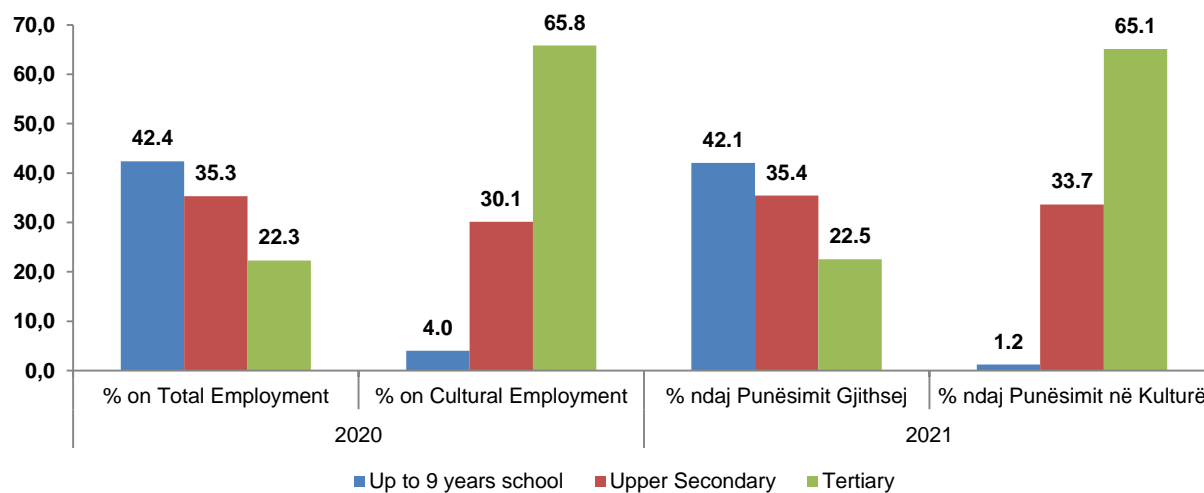
While young people aged 15-29 years old account for only 21.4 % of total employment in the country, their share of employment in culture is higher, 30.2 % in 2021. Compared to the previous year, has decreased by 3.8 percentage points.

Fig. 6 Share of young people aged 15-29 years in cultural employment and in total employment



Employed with tertiary education make up the largest share of employed in cultural employment, 65.1 % in 2021. The opposite is noted with the distribution of total employment by educational level where employed with tertiary education make up only 22.5 % of total employed.

Fig. 7 Cultural employment and Total Employment by level of educational attainment, (in %)



Use of the Internet for cultural purposes

Through the 'Information and Communication Technology (ICT) usage in Households and by Individuals' Survey, conducted by INSTAT, has also been measured the regular use of the internet by women and men for cultural information or activities, such as participating in social networks, reading online news sites/ newspapers / magazines, using instant messaging and buying online books/ magazines/ newspapers.

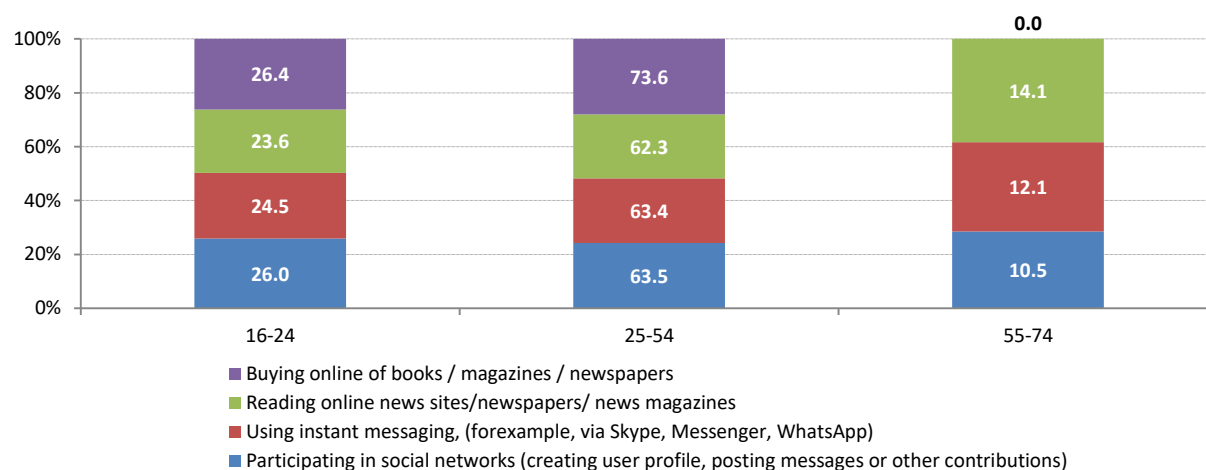
In the analysis according to the activities performed online during the last 3 months, for the first three categories, men are those who record the highest percentages of internet use, over 50 %. In 2021, in the analysis of data by gender, women use the internet more for buying online books/ magazines/ newspapers (77.8%), while men use it for reading online news sites/ newspapers / magazines (53.8%).

Tab. 5 Use of the Internet for cultural purposes by sex, (in %)

Use of ICT for cultural purposes	Year 2020		Year 2021	
	Men	Women	Men	Women
Participating in social networks (creating user profile, posting messages or other contributions)	52.0	48.0	52.0	48.0
Using instant messaging, (forexample, via Skype, Messenger, WhatsApp)	51.3	48.7	51.6	48.4
Reading online news sites/newspapers/ news magazines	53.1	46.9	53.8	46.2
Buying online of books / magazines / newspapers	19.1	80.9	22.2	77.8

In the activities performed online during the last 3 months, is noticed that young people at the age group 16-24 and 25-54 use the internet more for buying online books/ magazines/ newspapers. Meanwhile, the age group 55-74 use it to read online news sites/ newspapers/ news magazines.

Fig. 8 Use of the Internet for cultural purposes by age group, 2021 (in %)



Harmonised index of consumer price (HICPs) measures the change in the level of retail prices of products and services that are considered cultural in terms of the structure of expenditures which consumers (resident and nonresident) aim for final consumption in the territory of Albania.

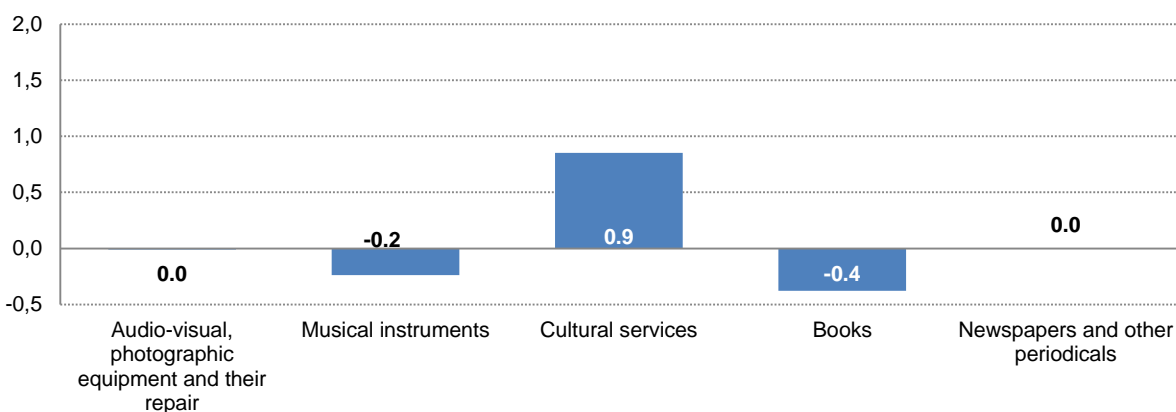
In 2021, the highest increase in prices for cultural goods and services was by 'Cultural services' with 0.9 %. Whereas, the largest decrease is observed in 'Books' by 0.4 %.

Tab. 6 Harmonized Consumer Price Index for some cultural goods and services

Basic year: December 2015 =100

Services/Cultural goods	Year 2020	Year 2021
Audio-visual, photographic equipment and their repair	96.3	96.3
Musical instruments	127.7	127.4
Cultural services	103.4	104.3
Books	115.7	115.3
Newspapers and other periodicals	100.9	100.9

Fig. 9 Annual change in percentage of the HICP for some cultural goods and services, 2021-2020

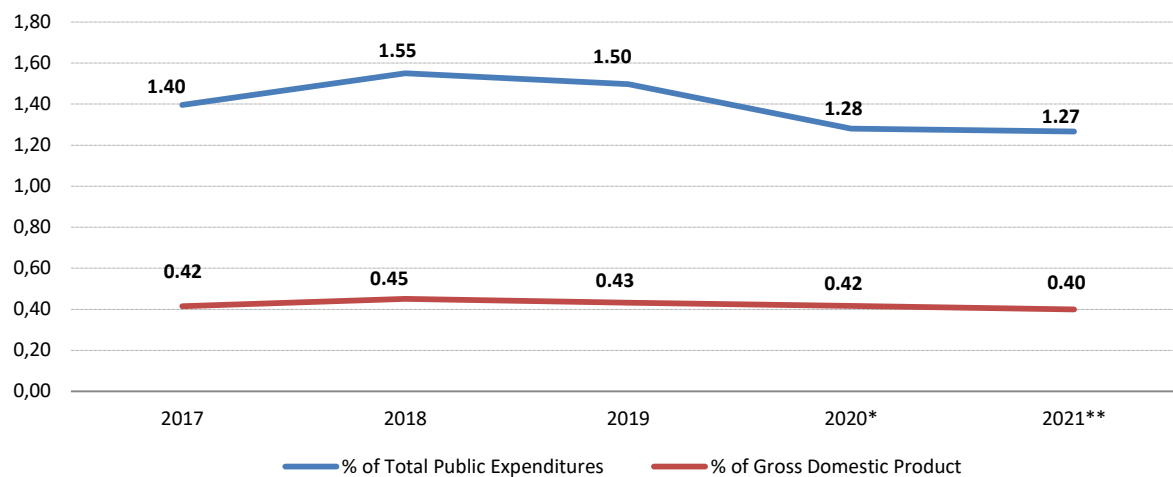


Public Expenditure on Entertainment, Culture and Religious Affairs

This section presents data on public expenditure in the field of Entertainment, Culture and Religious Affairs. These expenditures, among other things, are important for the consolidation and promotion of artistic values, art and cultural activities in the national and international arena.

In 2021, public expenditures in this field are 7,542 million ALL. These expenditures account for 1.27 % of total public expenditures for 2021 and account for 0.40 % of total GDP. Compared to 2020, public expenditures on Entertainment, Culture and Religious Affairs expressed as a percentage of GDP have decreased with 0.02 percentage points, while expressed as a percentage of total public expenditures have decreased by 0.01 percentage points.

Fig. 10 Public expenditure on entertainment, culture and religious affairs (%)



* The data are semi-final

** The data are based on quarterly estimates

Methodology

The statistics presented in this publication are provided by surveys conducted by INSTAT and by administrative sources such as the Ministry of Culture, the Ministry of Education and Sports and the Ministry of Economy and Finance. The methodology used is based on Eurostat recommendations.

Cultural heritage and cultural participation

Data on cultural heritage and cultural participation refer only to institutions, which are under the Ministry of Culture. The central institutions of art and culture include: National Theater , National Theater of Opera, Ballet and National Ensemble, National Experimental Theater "Kujtim Spahivogli", National Cultural Center for Children and the National Circus. In the total of museums, castles and archeological parks are included the institutions:

Museum	Castles and other monuments	Archaeological Parks
National Historic Museum, Tiranë	Castle of Berat	National Park, Butrint
Archeologic Museum, Durrës	Castle of Gjirokaštër	Archaeological Park, Apolloni
Museum of Independence, Vlorë	Castle of Portopalerio	Archaeological Park, Bylis
Museum Gjergj Kastrioti, Krujë	Castle of Kanina	Archaeological Park, Shkodër
Ethnographic Museum, Krujë	Castle of Himara	Archaeological Park, Lezhë
Ethnographic Museum, Berat	Amphitheater	Archaeological Park, Amantia
Iconographic Museum Onufri, Berat	Monastery of 40 Saints	Archaeological Park, Orikum
Medieval Art Museum, Korçë		Archaeological Park, Finiq
Archaeological Museum, Korçë		Archaeological Park, Antigoneë
Museum of Education, Korçë		
The Marubi National Museum of Photography		
National Tapping Museum "Leek House"		

Cultural education

Data on enrollment of students in tertiary education in cultural related fields of study are provided by the Ministry of Education and Sports. Based on the classification of fields of study (ISCED-F 2013), the fields considered related to culture are:

Fields in culture
021 Arts
022 Humanities
023 Languages
032 Journalism and information
073 Architecture and construction

Cultural employment

For more information, please visit the website: <http://www.instat.gov.al/>

Data on cultural employment are based on the Albanian Labour Force Survey, annual data and cover people aged 15 years old and over. Cultural employment includes all persons working in economic activities that are deemed to be cultural, irrespective of whether the person is employed in a cultural occupation. It also covers persons with a cultural occupation, irrespective of whether they are employed in a non-cultural economic activity. The definition of cultural employment is defined in terms of the Statistical Classification of Economic Activities in the European Community (NACE Rev.2) and the International Standard Classification of Occupations (ISCO-08). A full list of the economic activities and occupations that are used to define cultural employment is provided below.

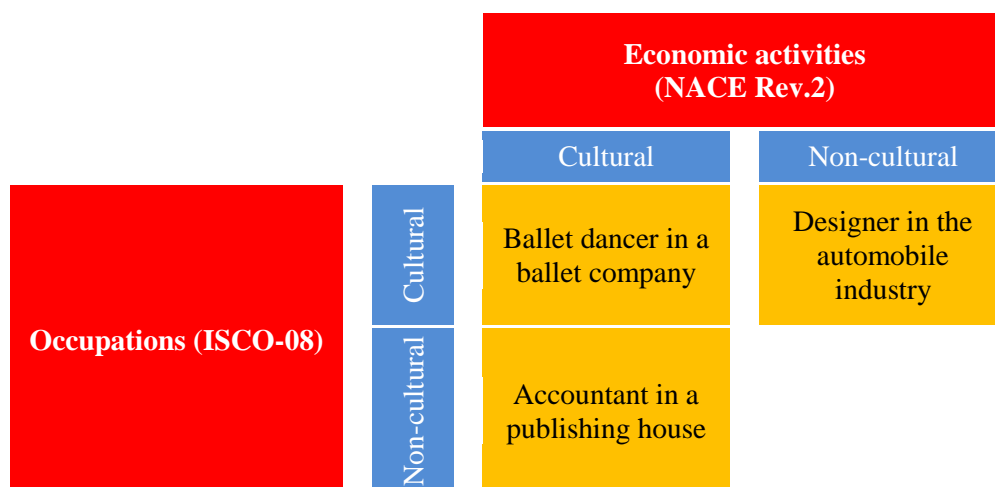
Cultural sectors (economic activities) — NACE Rev. 2
18 Printing and reproduction of recorded media
32.2 Manufacture of musical instruments
58.1 Publishing of books, periodicals and other publishing activities
59 Motion picture, video and television programme production, sound recording and music publishing activities
60 Programming and broadcasting activities
74.1 Specialised design activities
74.2 Photographic activities
74.3 Translation and interpretation activities
90 Creative, arts and entertainment activities
91 Libraries, archives, museums and other cultural activities

Cultural occupations — ISCO-08
216 Architects, planners, surveyors and designers
2353 Other language teachers
2354 Other music teachers
2355 Other arts teachers
262 Librarians, archivists and curators
264 Authors, journalists and linguists
265 Creative and performing artists
3431 Photographers
3432 Interior designers and decorators
3433 Gallery, museum and library technicians
3435 Other artistic and cultural associate professionals
3521 Broadcasting and audio-visual technicians
4411 Library clerks
7312 Musical instrument makers and tuners
7313 Jewellery and precious-metal workers
7314 Potters and related workers

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7315 Glass makers, cutters, grinders and finishers
7316 Sign writers, decorative painters, engravers and etchers
7317 Handicraft workers in wood, basketry and related materials
7318 Handicraft workers in textile, leather and related materials
7319 Handicraft workers not elsewhere classified

Definition of the scope of cultural employment — examples



Use of the Internet for cultural purposes

Data on regular internet use (last 3 months) by individuals of the age-group 16-74 are provided by the Information and Communication Technology (ICT) Survey on Households and Individuals, conducted by INSTAT on an annual basis.

Harmonized Index of Consumer Prices

Data on the harmonized consumer price index related to cultural goods and services are provided through the Consumer Price Survey, that INSTAT conducts on a monthly basis. This indicator is based on the European Classification of Individual Consumption by Purpose (ECOICOP) with 12 main divisions.

ECOICOP –cultural purposes
CP091 Audio-visual, photographic equipment and their repair
CP09221 Musical instruments
CP0942 Cultural services
CP0951 Books
CP0952 Newspapers and other periodicals

Public Expenditure on Entertainment, Culture and Religious Affairs

Data on public spending in the field of culture are provided by INSTAT and the Ministry of Finance and Economy.

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Definitions

Cultural heritage is the entirety of cultural, material and immaterial assets of an individual, group or society inherited from the past that are preserved in the present, to convey future generations as part of a country's national wealth, which express values the identity, knowledge, traditions, beliefs, and cultural landscapes.

The museum is the institution for the preservation of memory, in the service of society and its development, open to the public, which conserves, studies, communicates and presents the movable and immovable heritage of mankind and its surrounding environment for the purpose of education, study, promotion and entertainment.

The monument of culture is the object or building of historical-cultural values, which is protected by the state.

Archaeological park is a territory with clear boundaries that includes important archeological evidence of above-ground, underground and underwater landscapes and co-presence of historical assets, cultural landscape, organized with elements of an outdoor museum.