

# Culture Statistics, 2020

**Tiranë, 24 June 2021:** 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 spending 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 2020, a total of 328 shows and premieres were organized in central art institutions. Compared to last year, this indicator has slightly decreased, due to the situation created by the pandemic. However, art institutions have continued the activity with online performances and premieres, published on social networks. In the central art institutions, during 2020, 38,332 spectators participated in cultural activities.

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

| Art Institutions  | Shows/Premieres |            | Spectators     |               |
|---|-----------------|------------|----------------|---------------|
|   | Year 2019       | Year 2020  | Year 2019      | Year 2020     |
| National People's Theater                               | 157             | 63         | 34,790         | 5,252         |
| The National Experimental Theater                       | 444             | 135        | 64,684         | 16,044        |
| National Theater of Opera, Ballet and National Ensemble | 161             | 45         | 70,647         | 7,476         |
| National Center for Children's Culture                  | 236             | 65         | 31,795         | 6,274         |
| National Circus   | 126             | 20         | 21,698         | 3,286         |
| <b>Total</b>  | <b>1,124</b>    | <b>328</b> | <b>223,614</b> | <b>38,332</b> |

## 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**

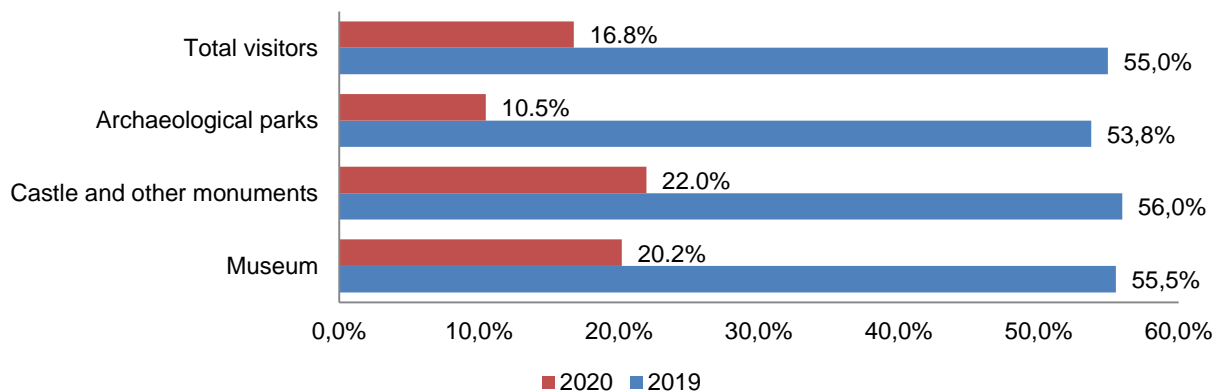
| List of national cultural heritage        | Year |
|---|------|
| National Park of Butrint                  | 1992 |
| Historic Centres of Berat and Gjirokastra | 2005 |
| Albanian Folk Iso-polyphony               | 2008 |
| Ohrid Lake                                | 2019 |

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 2020, the number of visitors to museums, castles and archeological parks is 190,467 visitors, 16.8 % of whom are foreigners. Castles and monuments are the assets which are mostly frequented by foreign visitors, while domestic visitors have preferred the Archaeological Parks. Compared to last year, the number of domestic and foreign visitors has dropped significantly, due to the situation created by the pandemic.

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

| Cultural Heritage               | Nr. of institutions | Year 2019      |                |                  | Year 2020     |                |                |
|---------------------------------|---------------------|----------------|----------------|------------------|---------------|----------------|----------------|
|                                 |                     | Foreign        | Domestic       | Total            | Foreign       | Domestic       | Total          |
| Museum                          | 12                  | 176,497        | 141,329        | 317,826          | 9,963         | 39,325         | 49,288         |
| Castle and other monuments      | 7                   | 180,462        | 141,933        | 322,395          | 13,757        | 48,870         | 62,627         |
| Archaeological parks            | 9                   | 228,391        | 196,469        | 424,860          | 8,234         | 70,318         | 78,552         |
| <b>Total number of visitors</b> | <b>28</b>           | <b>585,350</b> | <b>479,731</b> | <b>1,065,081</b> | <b>31,954</b> | <b>158,513</b> | <b>190,467</b> |

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



## Cultural education

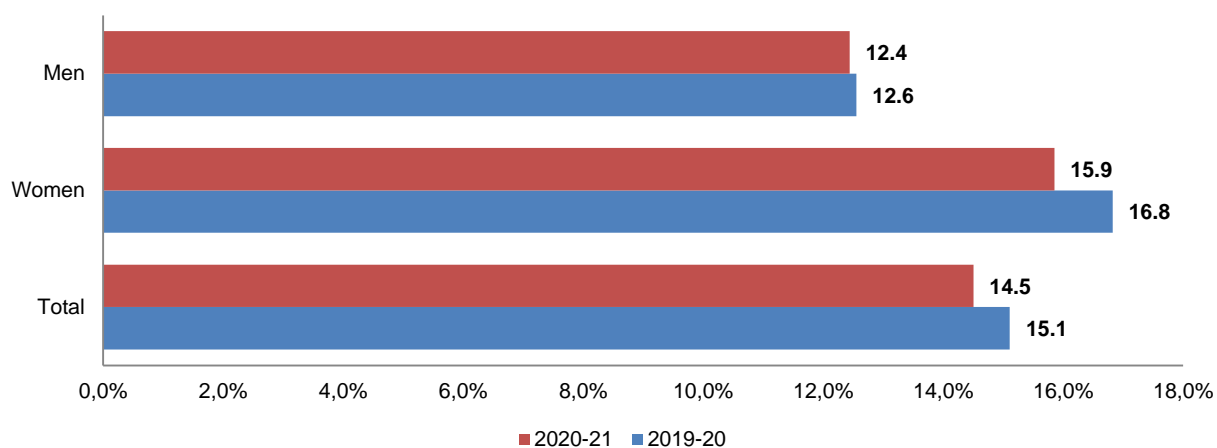
Cultural education reflects information on enrollment of students in tertiary education, in fields of study related to culture. Based on the classification of fields of study (ISCED-F 2013), the fields considered cultural are 'Arts', 'Humanities and Languages', 'Journalism and Information', and 'Architecture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

In the academic year 2020-21, 17,954 students were enrolled in fields of study related to culture, 14.5 % of the total, marking a decrease of 0.6 percentage points, compared to the previous academic year. These fields are preferred more by women, respectively 15.9 % women and 12.4 % men in the total number of enrollments. In this academic year, 'Languages' and 'Architecture and Construction' are the most preferred fields of study by students, respectively 39.9 % and 29.4 % of the total number of students enrolled in fields related to culture.

**Tab. 4 Students enrolled in higher education in fields of study related to culture**

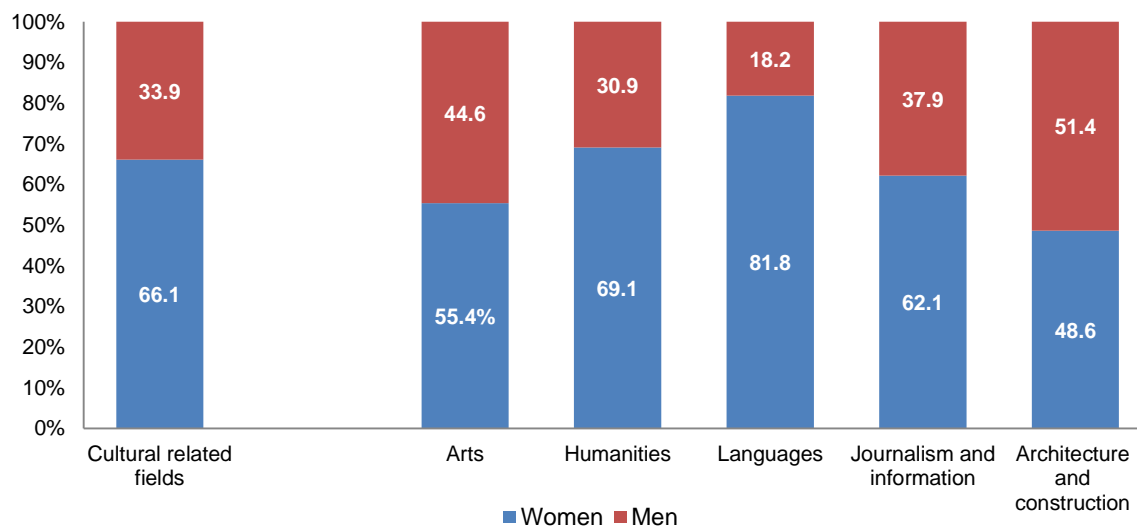
| Field                         | Year 2019- 20 | Year 2020-21  |
|-------------------------------|---------------|---------------|
| Arts                          | 1,869         | 1,852         |
| Humanities                    | 2,603         | 1,949         |
| Languages                     | 8,065         | 7,171         |
| Journalism and information    | 1,838         | 1,711         |
| Architecture and construction | 5,308         | 5,271         |
| <b>Total</b>                  | <b>19,683</b> | <b>17,954</b> |

Fig. 2 Percentage of students enrolled in cultural fields to total enrollments by gender Fig. 2 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, 66.1 %. The percentage of women is slightly higher among those studying 'Humanities', 'Languages' and 'Journalism and Information'. The gender gap is much less pronounced in the field of 'Architecture and Construction', where women make up 48.6 % of the students in this field.

Fig. 3 Percentage of students enrolled in cultural fields by gender, 2020-21



## Cultural Employment

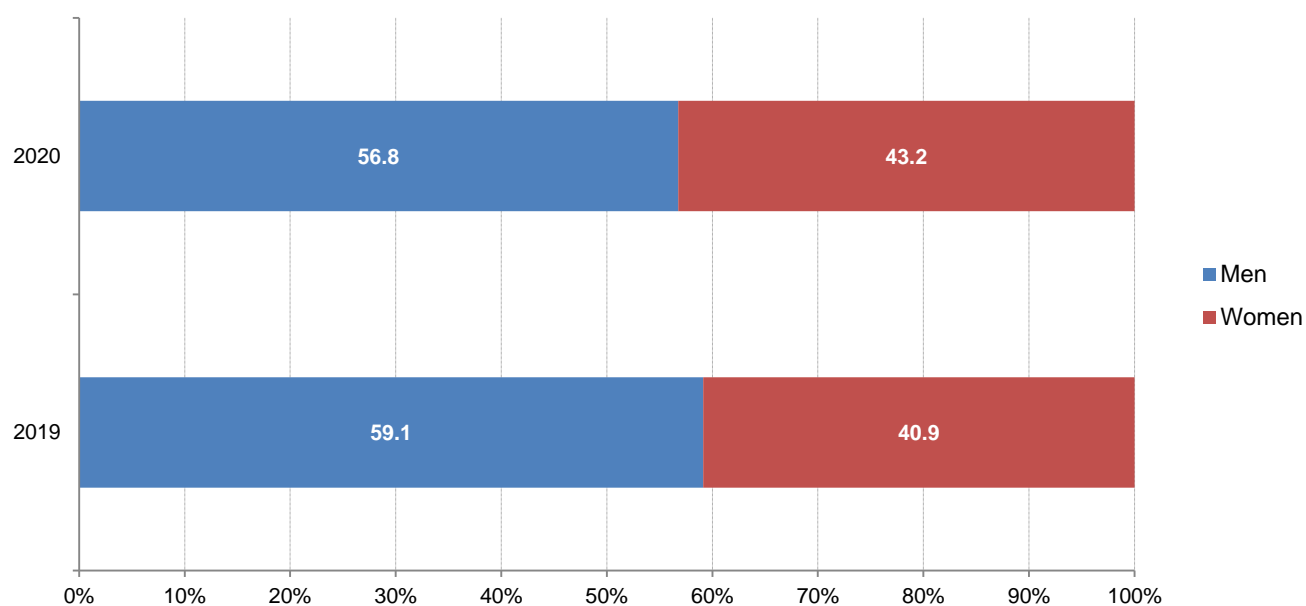
Information on cultural employment is provided by the Labor Force Survey and represents the employment of individuals aged 15 and over by economic activities or by occupations related to the field of culture.

In 2020, in a cultural activity or occupation are employed 19,004 individuals, 1.5 % of total employment. Compared to the previous year, employment in culture decreased by 0.1 percentage points. The majority of employed in culture are men, respectively 56.8 % in 2020. Compared to the previous year, this percentage has decreased, 2.3 percentage points.

Tab. 5 Cultural employment

| Cultural employment   | 2019   | 2020   |
|-----------------------|--------|--------|
| Number                | 20,479 | 19,004 |
| % on total employment | 1,6    | 1,5    |

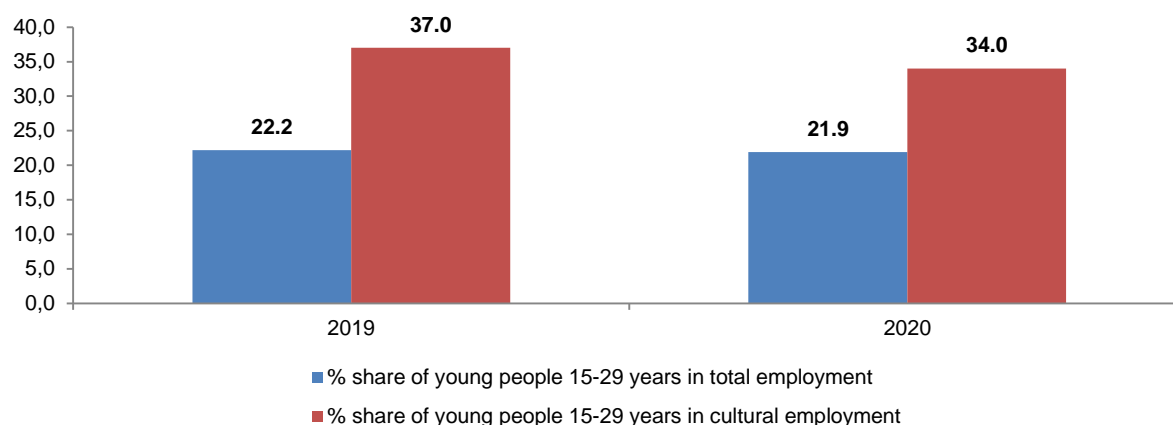
Fig. 4 Cultural employment by sex, (in %)



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 %).

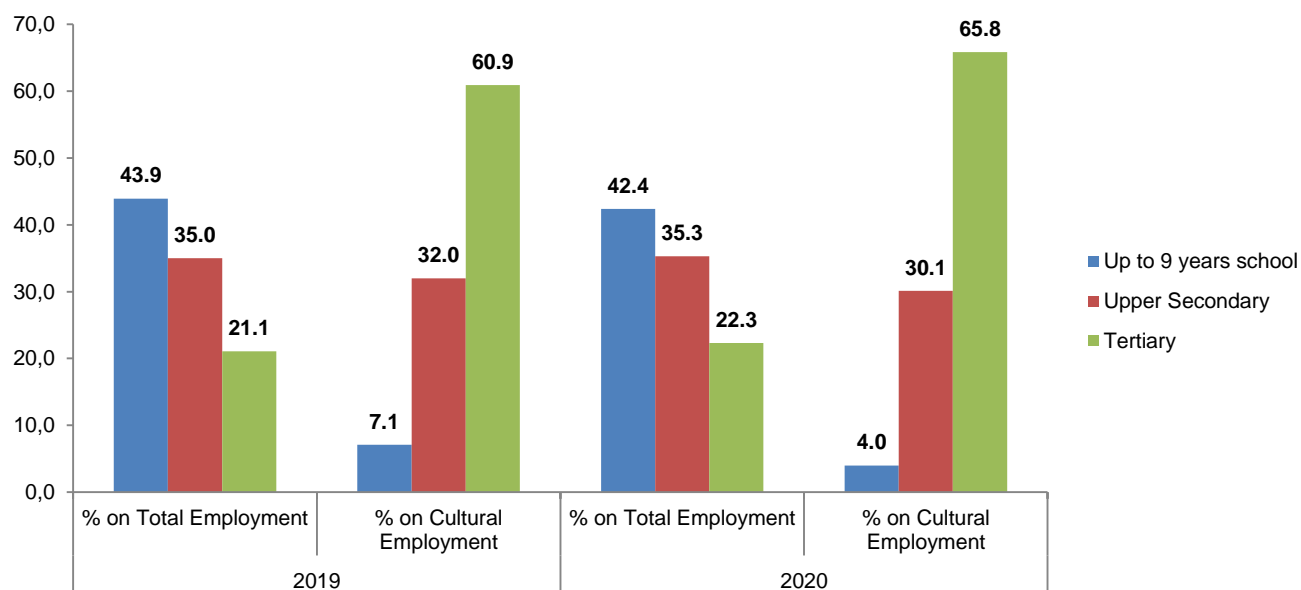
While young people aged 15-29 account for only 21.9 % of total employment in the country, their share of employment in culture is higher, 34.0 % in 2020.

**Fig. 5 Share of young people aged 15-29 years in cultural employment and in total employment**



Employed with higher education make up the largest share of employed in cultural employment, 65.8 % in 2020. It is different with the distribution of total employment by educational level where employed with tertiary education make up only 22.3 % of total employed.

**Fig. 6 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 watching movies, videos online, live concerts, reading newspapers, magazines, listening to music, etc.

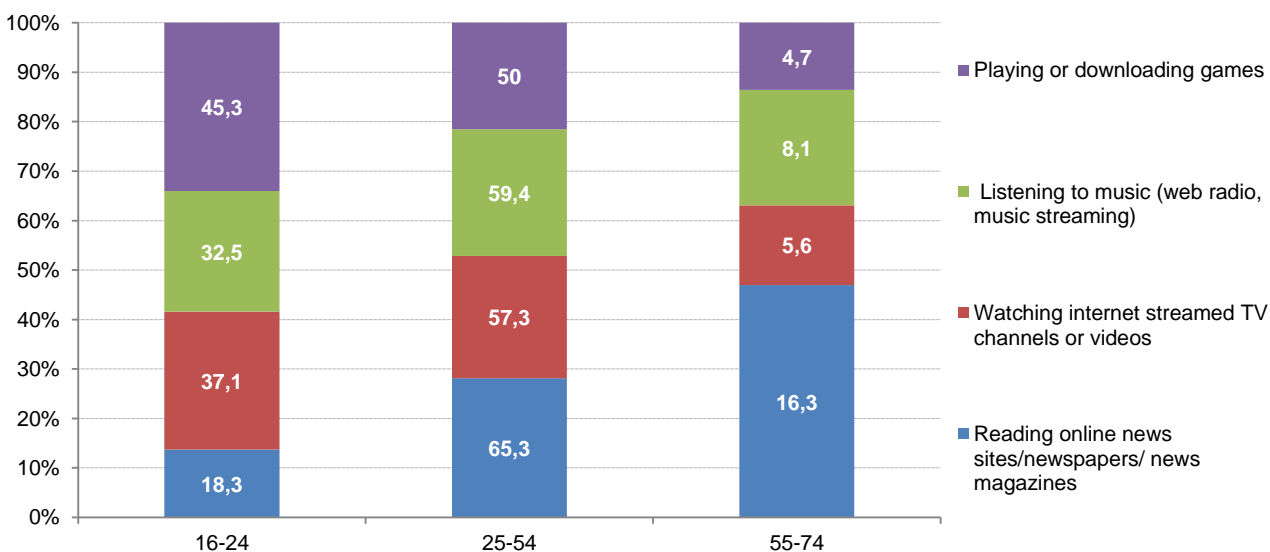
In the analysis according to the activities performed online during the last 3 months, for each category, men are those who record the highest percentages of internet use, over 50 %. In 2020, in the analysis of data by gender, men used the internet more for games / downloading games from the Internet (57.5 %), while women use it to listen to music (47.9 %).

Tab. 6 Use of the Internet for cultural purposes by sex, (in %)

| Use of the internet for cultural purposes            | Year 2019 |       | Year 2020 |       |
|--|-----------|-------|-----------|-------|
|  | Men       | Women | Men       | Women |
| Reading online news sites/newspapers/ news magazines | 53.2      | 46.8  | 53.1      | 46.9  |
| Watching internet streamed TV channels or videos     | 55.5      | 44.5  | 54.2      | 45.8  |
| Listening to music (web radio, music streaming)      | 51.8      | 48.2  | 52.1      | 47.9  |
| Playing or downloading games                         |           |       | 57.5      | 42.5  |

In the activities performed online during the last 3 months, is noticed that young people at the age group 16-24 use the Internet more to play or download games. Meanwhile, the age groups 25-54 and 55-74 use it to read news / newspaper on the Internet.

Fig. 7 Use of the Internet for cultural purposes by age group, 2020 (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.

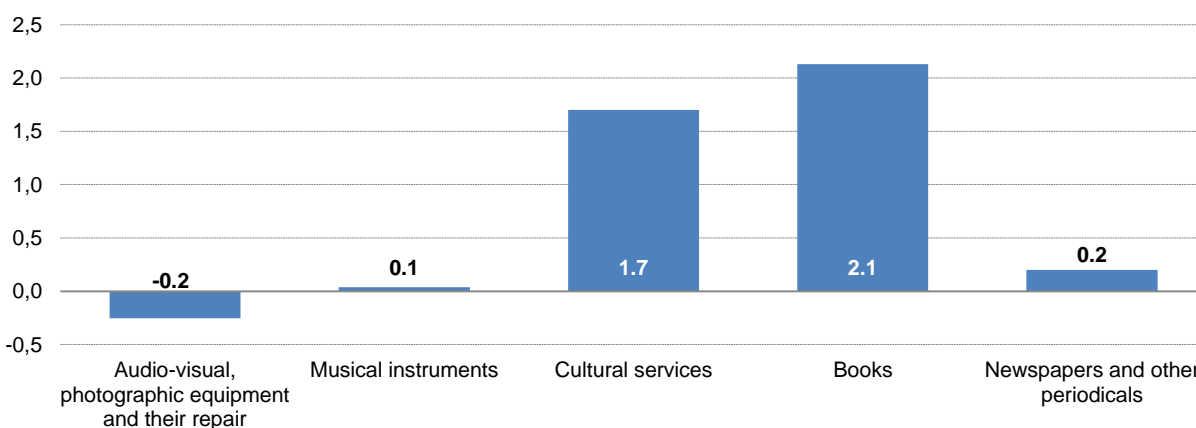
In 2020, the highest increase in prices for cultural goods and services had the 'Books' by 2.1 %. Whereas, the largest decrease is observed in 'Audio visual, photographic equipment and their repair' by 0.2 %.

**Tab. 7 Harmonized Consumer Price Index for some cultural goods and services**

Basic year: December Dhjetor 2015 =100

| Services/Cultural goods                               | Year 2019 | Year 2020 |
|---|-----------|-----------|
| Audio-visual, photographic equipment and their repair | 96.5      | 96.3      |
| Musical instruments                                   | 127.6     | 127.7     |
| Cultural services                                     | 101.7     | 103.4     |
| Books   | 113.3     | 115.7     |
| Newspapers and other periodicals                      | 100.7     | 100.9     |

**Fig. 8 Annual change in percentage of the HICP for some cultural goods and services, 2020-2019**



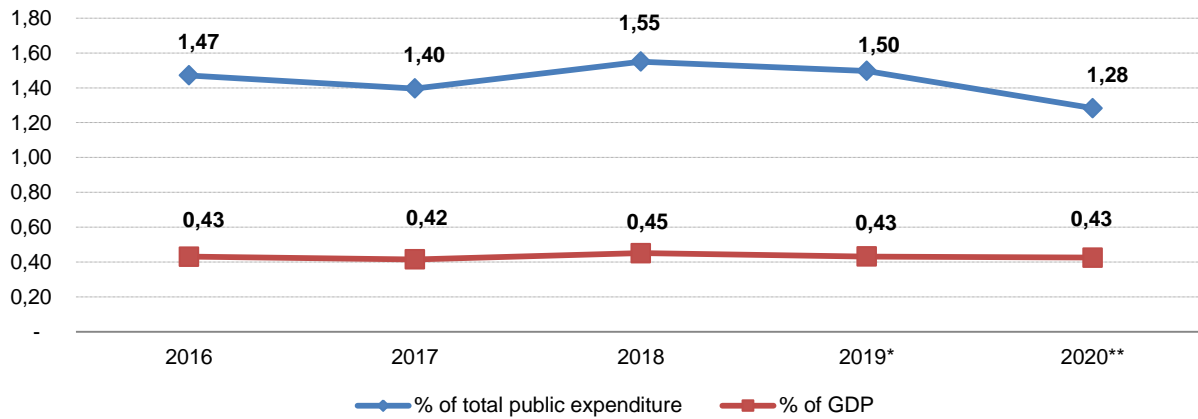
### Public Expenditure on Entertainment, Culture and Religious Affairs

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 2020, public expenditures in this field are 6,842 million ALL. These expenditures account for 1.3 % of total public expenditures for 2020 and account for 0.4 % of total GDP. Compared to 2019, public expenditures on Entertainment, Culture and Religious Affairs expressed as a percentage of GDP have not changed, while public expenditures expressed as a percentage of total public expenditures have decreased by 0.2 percentage points.

Fig. 9 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, Youth 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 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 Park           |
|--------------------------------------|-----------------------------|-------------------------------|
| National Historic Museum, Tiranë     | Castle of Berat             | National Park, Butrint        |
| National Historic Museum, Durrës     | Castle of Gjirokastër       | Archaeological Park, Apolloni |
| Museum of Independence, Vlorë        | Castle of Portopalmos       | 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, Antigone |
| Museum of Education, Korçë           |                             |                               |
| The Marubi National Museum           |                             |                               |
| 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, Youth 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 or more. 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                |

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

|   |
|---|
| 7314 Potters and related workers                                  |
| 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

| Employment            |  | Economic activities<br>(NACE Rev.2)              |  |
|-----------------------|--|--|--|
| Occupations (ISCO-08) | Cultural<br>Ballet dancer in a<br>ballet company | Cultural<br>Ballet dancer in a<br>ballet company | Jo-Kulturore<br>Dizenjator në një industri<br>automobilash |
|                       | Accountant in a<br>publishing house              | Accountant in a<br>publishing house              |  |

### Use of the Internet for cultural purposes

Data on regular internet use (last 3 months) by individuals aged 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, which 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.

**Definition**

*Cultural heritage* is the entirety of cultural, material and immaterial assets of an individual, group or society inherited from the past that preserves 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 overwhelming, subterranean and underwater landscapes and co-operatives of historic sites, cultural landscapes, organized with elements of a museum in nature.