

Culture Statistics, 2022

Tiranë, 22 June 2023: 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 harmonized consumer price index related to cultural goods and services.

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 2022, a total of 798 shows and premieres were organized in central art institutions. Compared to the previous year, this indicator has increased. In the central art institutions, during 2022, a total of 104,366 spectators participated in cultural activities, approximately three times more, compared to 2021.

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

Culture Institutions	Number of shows/premieres		Number of spectators	
	Year 2021	Year 2022	Year 2021	Year 2022
National People's Theater	57	70	6,446	12,391
The National Experimental Theater	159	319	11,981	26,763
National Theater of Opera, Ballet and National Ensemble	99	175	7,151	15,639
National Center for Children's Culture	146	188	10,149	27,023
National Circus	51	46	2,364	22,550
Total	512	798	38,091	104,366

Source: Ministry of Culture

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

Source: UNESCO

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 2022, the number of visitors to museums, castles and archeological parks is 689,283 visitors, 46.5 % of whom are foreigners. Archaeological parks are the assets which are mostly frequented by foreign visitors, while local visitors have preferred Museums.

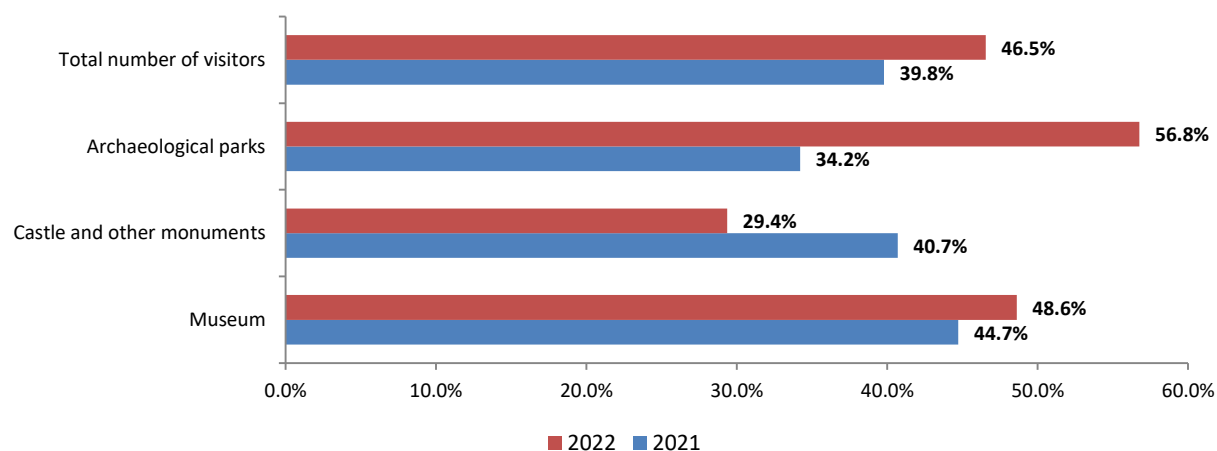
Tab. 3 Visitors in museum, castle and other monuments, archaeological parks

Institucionet e trashëgimisë kulturore	Nr. of institutions	Year 2021			Year 2022		
		Foreigners	Domestic	Total	Foreigners	Domestic	Total
Museums	12	59,136	73,087	132,223	130,063	137,536	267,599
Castle and other monuments	7	60,951	88,844	149,795	52,053	125,288	177,341
Archaeological parks	9	48,408	93,139	141,547	138,672	105,671	244,343
Total number of visitors	28	168,495	255,070	423,565	320,788	368,495	689,283

Source: Ministry of Culture, INSTAT

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

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



Source: Ministry of Culture, INSTAT

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 2022-23, 14,530 students were enrolled in fields of study related to culture, 12.0 % of the total. In this academic year, 'Architecture and Construction' and 'Languages' are the most preferred fields of study by students, respectively with 40.3 % and 30.0 % of the total number of students enrolled in fields related to culture.

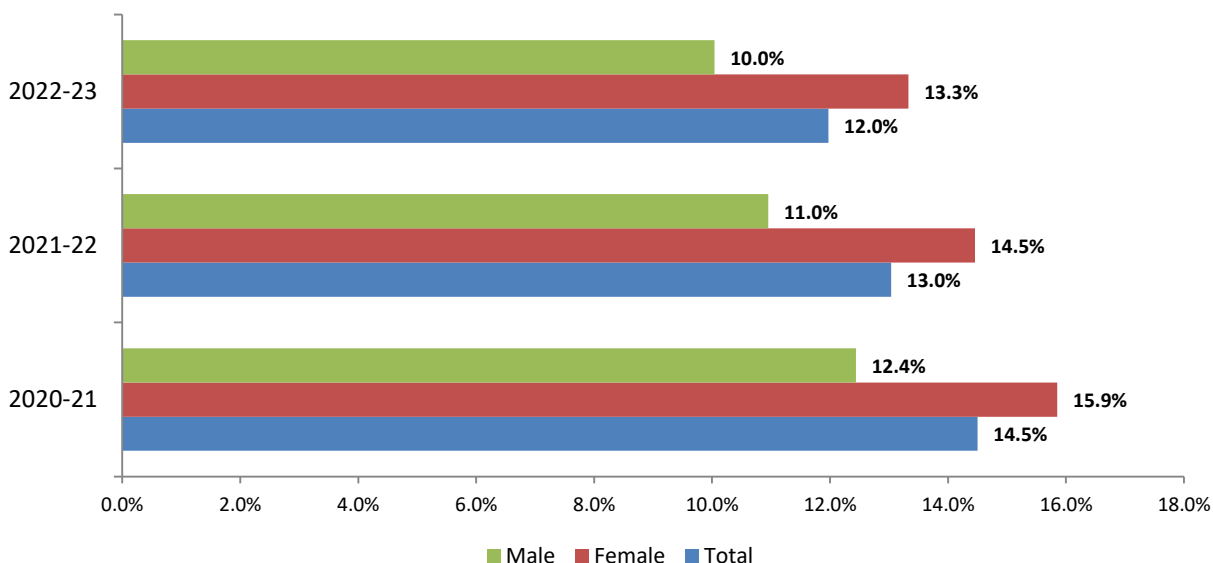
Tab. 4 Students enrolled in tertiary education in fields of study related to culture

Field	Year 2020-21	Year 2021-22	Year 2022-23
Arts	1,852	1,997	2,098
Humanities	1,949	1,738	1,473
Languages	7,171	5,801	4,355
Journalism and information	1,711	961	747
Architecture and construction	5,271	5,649	5,857
Total	17,954	16,146	14,530

Source: Ministry of Education, Youth and Sport, INSTAT

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

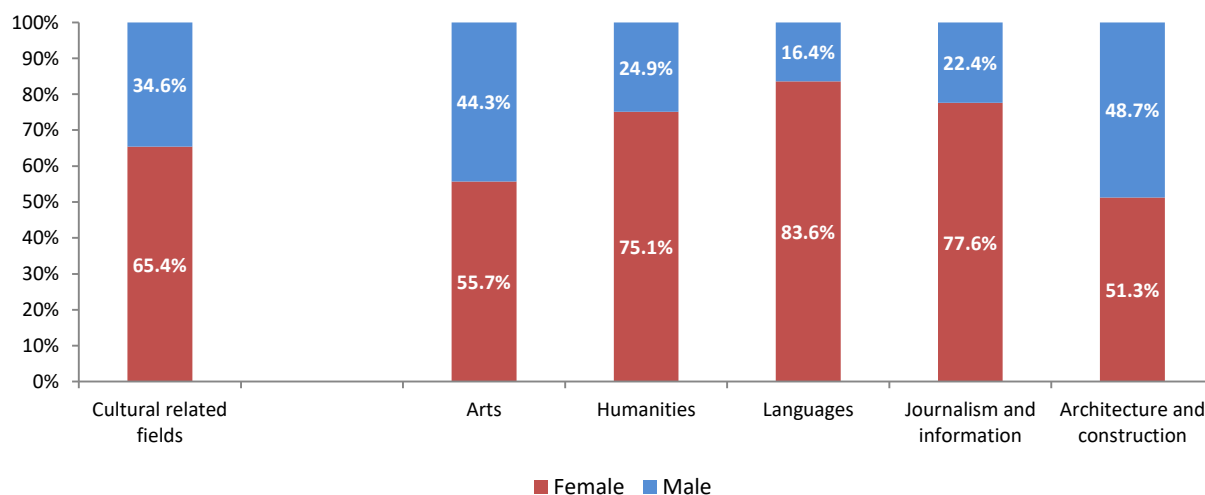
Fig. 2 Percentage of students enrolled in cultural fields to total enrollments by gender



Source: Ministry of Education, Youth and Sport, INSTAT

In cultural related fields of study, women make up the majority of students, 65.4 %. The percentage of women is slightly higher among those studying 'Languages' (83.6 %), 'Journalism and Information' (77.6 %) and 'Humanities' (75.1 %) while is lower in the field of 'Architecture and Construction', where women make up 51.3 % of the students in this field.

Fig. 3 Percentage of students enrolled in cultural fields by gender, 2022-23



Source: Ministry of Education, Youth and Sport, INSTAT

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

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.

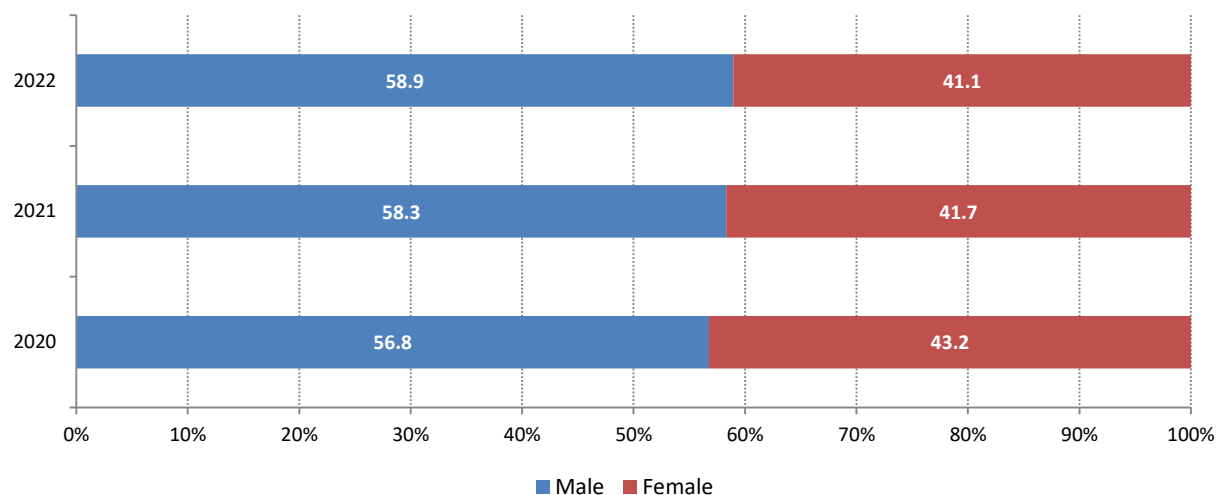
In 2022, in a cultural activity or occupation are employed 24,132 individuals, 1.9 % of total employment. Compared to the previous year, employment in culture increased by 0.2 percentage points. The majority of employed in culture are men, respectively 58.9 % in 2022. Compared to the previous year, this percentage has increased with 0.6 percentage points.

Tab. 5 Cultural employment

Cultural employment	2020	2021	2022
Number	19,004	21,078	24,132
% on total employment	1.5	1.7	1.9

Source: Labour Force Survey

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



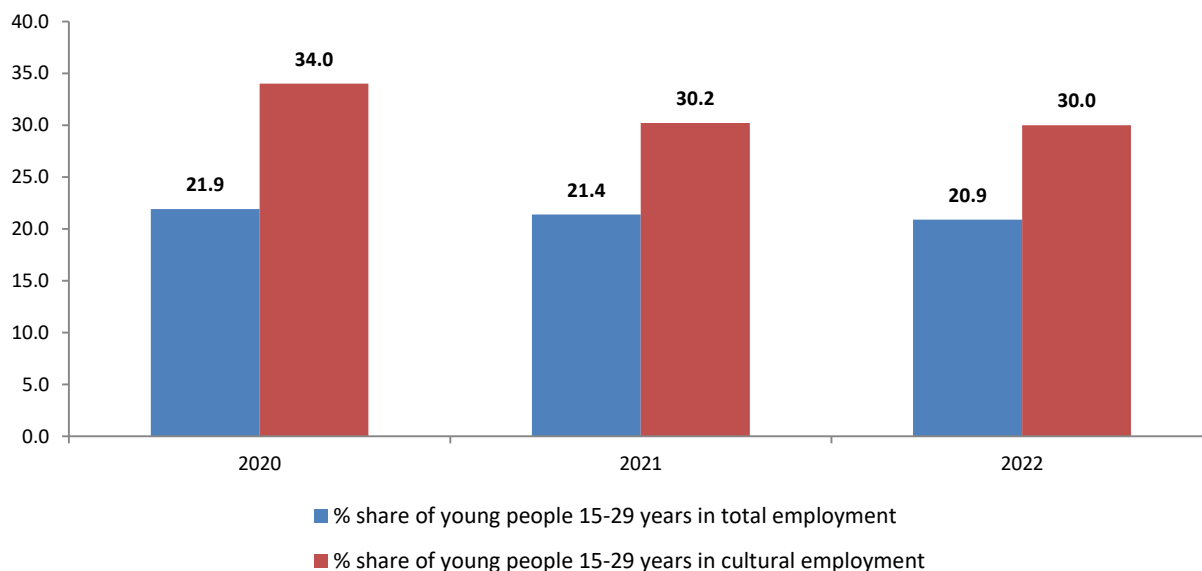
Source: Labour Force Survey

The percentage of women in cultural employment has a lower value compared to the percentage that they occupy in employment of the whole economy (46.0 %).

While young people aged 15-29 years old account for only 20.9 % of total employment in the country, their share of employment in culture is higher, 30.0 % in 2022. Compared to the previous year, has decreased by 0.2 percentage points.

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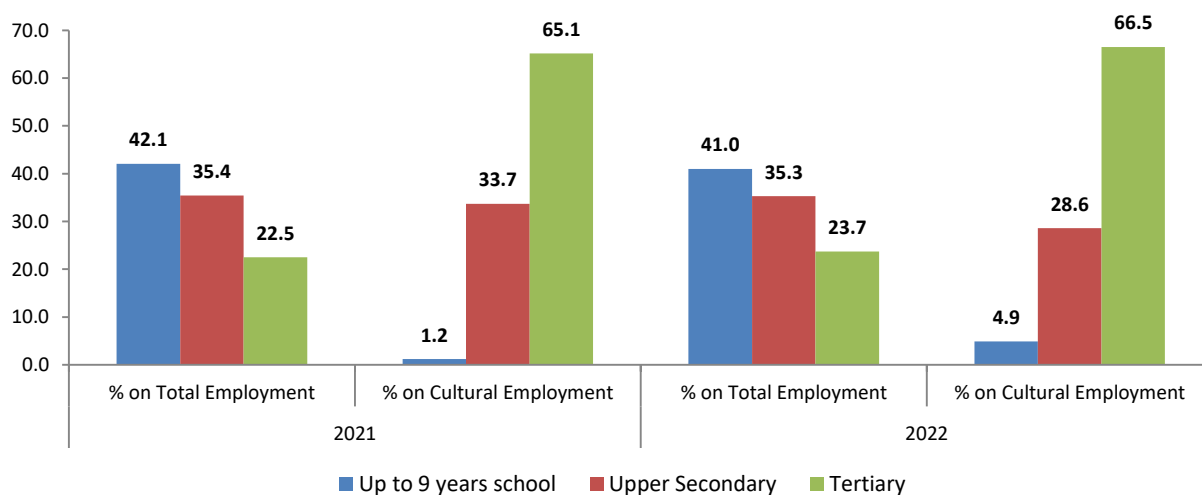
Fig. 5 Share of young people aged 15-29 years in cultural employment and in total employment



Source: Labour Force Survey

Employed with tertiary education make up the largest share of employed in cultural employment, 66.5 % in 2022. The opposite is noted with the distribution of total employment by educational level where employed with tertiary education make up only 23.7 % of total employed.

Fig. 6 Cultural employment and Total Employment by level of educational attainment, (in %)



Source: Labour Force Survey

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

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.

Analyzed by sex, for every cultural activity carried out on the Internet during the last 3 months, it is men who register the highest percentages of using the Internet for cultural purposes, with the exception of the activity 'Online purchase of books, magazines, newspapers', where women turn out to be the most frequent Internet users.

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

Use of ICT for cultural purposes	Year 2020		Year 2021		Year 2022	
	Male	Female	Male	Female	Male	Female
Participating in social networks (creating user profile, posting messages or other contributions)	52.0	48.0	52.0	48.0	52.5	47.5
Using instant messaging (Skype, Messenger apo WhatsApp)	51.3	48.7	51.6	48.4	51.1	48.9
Reading online news sites/newspapers/ news magazines	53.1	46.9	53.8	46.2	53	47
Watching internet streamed TV or stored online	54.2	45.8	53.8	46.2
Playing or downloading games	57.5	42.5	57.1	42.9
Listening to music (Internet radio, streaming music)	52.1	47.9	52	48
Buying online of books / magazines / newspapers	19.1	80.9	22.2	77.8	41.6	58.4

Source: Survey on "Information and Communication Technologies usage in Households and by Individuals (ICT)"

Young people aged 16 to 24 used the Internet more for all cultural activities. In 2022, about 90.9 % of Internet users in this age group used the Internet for the activity 'Listening to music (Internet radio, streaming music)', compared to 67.0 % of the entire target population 16 -74 years old and 40.3 % of Internet users aged 55 to 74 years.

The 25-54 and 55-74 age group used the Internet more for the activity 'Reading news in newspapers, online magazines', respectively 74.4 % and 51.9 %, and less for the activity 'Playing or downloading games ', respectively 37.7 % and 12.7 %.

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

Tab. 7 Use of the Internet for cultural purposes by age group and sex, 2022
(% among people who used the internet in the previous three months)

2022		Reading online news sites/newspapers/news magazines	Watching internet streamed TV or stored online	Listening to music (for example, web radio, music streaming)	Playing or downloading games
Total		69.7	49.5	67.0	38.0
Age groups	16-24	76.8	79.4	90.9	70.1
	25-54	74.4	50.6	69.8	37.7
	55-74	51.9	22.1	40.3	12.7
Sex	Male	73.9	53.2	69.7	43.5
	Female	65.6	45.7	64.2	32.6

Source: Survey on "Information and Communication Technologies usage in Households and by Individuals (ICT)"

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 2022, the highest increase in prices for cultural goods and services was by Musical instruments with 5.1 %. Whereas, followed by Cultural services with 2.4 %.

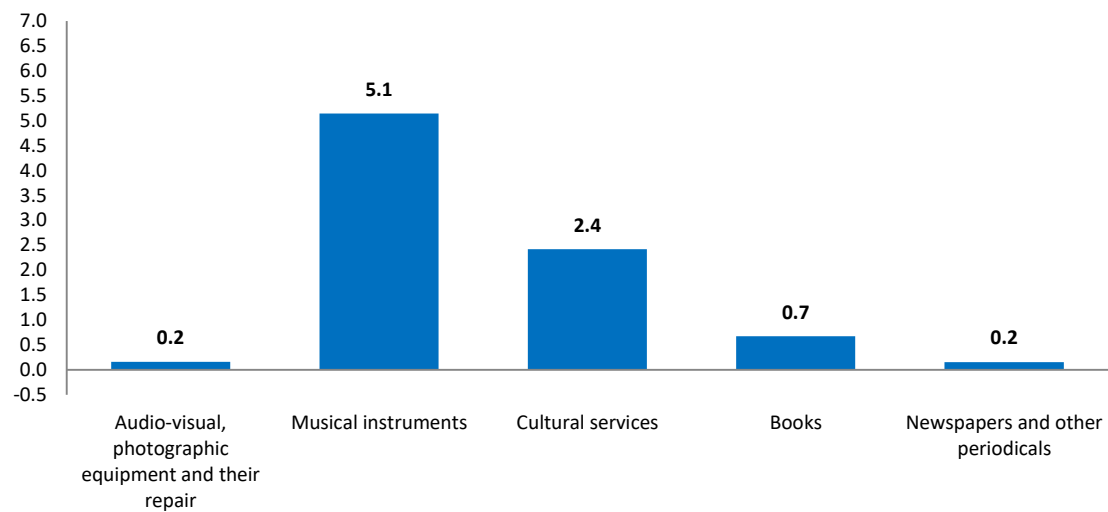
Tab. 8 Harmonized Consumer Price Index for some cultural goods and services

Basic year: December 2015 =100

Services/Cultural goods	Year 2021	Year 2022
Audio-visual, photographic equipment and their repair	96.3	96.4
Musical instruments	127.4	133.9
Cultural services	104.3	106.8
Books	115.3	116.1
Newspapers and other periodicals	100.9	101.1

Source: Consumer Price Survey

Fig. 7 Annual change in percentage of the HICP for some cultural goods and services, 2022



Source: Consumer Price Survey

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, 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/>

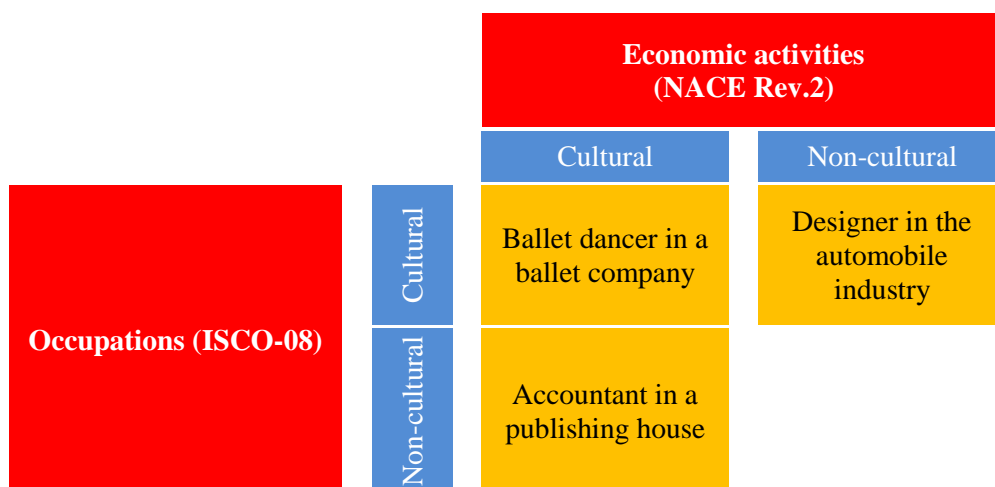
Data on cultural employment are based on the Albanian Labour Force Survey, annual data and cover people aged 15 years old and over. Cultural employment includes all persons working in economic activities that are deemed to be cultural, irrespective of whether the person is employed in a cultural occupation. 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

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.

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.