

Culture Statistics, 2023

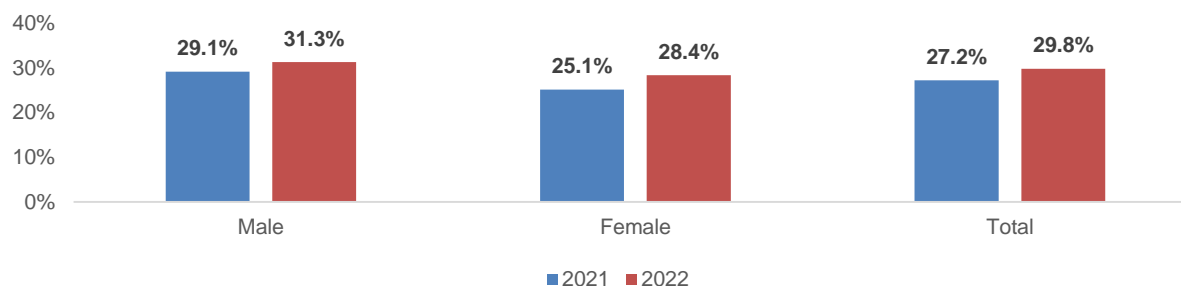
Tiranë, më 20 June 2024: INSTAT publishes culture statistics, focusing on cultural participation and economic dimension of culture. The indicators presented are related to cultural participation and cultural heritage, education and employment in culture. Also, special sections are dedicated to internet use for cultural purposes and harmonized consumer price index related to cultural goods and services.

Culture participation

Music, audio-visual content, live performances and other cultural forms promote the values of Albanian society and as a form that connects people and society. Participation in cultural activities should have a significant impact on the quality of life of each individual in the society of a welfare society and in general. The data related to the number of cultural activities and the number of participants in cultural activities are based on the Income and Standard of Living surveys conducted by INSTAT and the administrative ones secured by the Ministry of Economy, Culture and Innovation.

In 2022, 29.8% of individuals over 16 reported regularly participating in at least one paid cultural activity in the past 12 months. For both years, it is observed that men have a higher percentage of participation in cultural activities compared to women. Cultural activities include visits to the theater, cinema, concerts, sports activities, etc.

Fig. 1 Participation in cultural activities for individuals over 16 years



Source: *Income and Living Standards Survey, INSTAT*

Administrative data from the Ministry of Economy, Culture and Innovation refers to the number of shows, premieres organized during the year by central art institutions, depending on the Ministry of Economy, Culture and Innovation.

During the year 2023, a total of 1,175 shows and premieres were organized in the central art institutions in which 153,041 spectators participated.

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

Culture Institutions	Number of shows/premieres		Number of spectators	
	Year 2022	Year 2023	Year 2022	Year 2023
National People's Theater	70	147	12.391	28.900
The National Experimental Theater	319	289	26.763	20.220
National Theater of Opera, Ballet and National Ensemble	175	300	15.639	55.852
National Center for Children's Culture	188	209	27.023	24.840
National Circus	46	70	22.55	12.748
National Center of Cinematography	30	15	0	0
Central State Film Archive	126	145	21.309	10.481
Total	954	1.175	125.675	153.041

Source: Ministry of Economy, Culture and Innovation

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 Cultural heritage by year represented in UNESCO

List of national cultural heritage	Year
National Park of Butrint	1992
Durrës Amphitheatre	1996
Royal Tombs of Selca e Poshtme	1996
Albanian Folk Iso-polyphony	2005
Gjirokastra	2005
Historic Centre of Berat	2008
The Ancient City of Apollonia	2014
The Castle of Bashтова	2017
Gashi River	2017
Ohrid Lake	2019

Source: UNESCO

Table 3 presents the list of institutions of material cultural heritage, which are subordinate to the Ministry of Economy, Culture and Innovation, as well as the attendance by domestic and foreign visitors for each institution. During the year 2023, the number of visitors to the institutions of material heritage is 1,005,815 visitors, 58.7% of

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whom are foreigners. Museums are assets that are most frequented by foreign visitors, while local visitors prefer archaeological parks more.

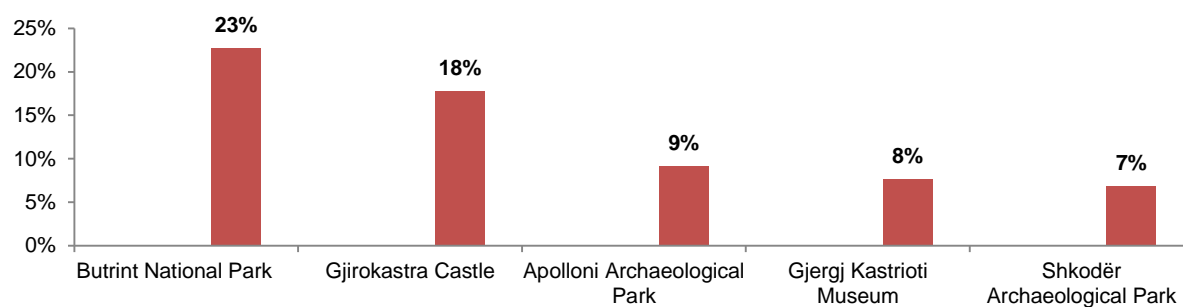
Tab. 3 Visitors in museum, castle and other monuments, archaeological parks

Cultural Heritage Institutions	Nr. of institutions	Year 2022			Year 2023		
		Foreigners	Domestic	Total	Foreigners	Domestic	Total
Museum	12	130.063	137.536	267.599	239.643	151.965	391.608
Castle and other monuments	7	52.053	125.288	177.341	191.117	80.266	271.383
Archaeological parks	9	138.672	105.671	244.343	159.911	182.913	342.824
Total number of visitors	28	320.788	368.495	689.283	590.671	415.144	1.005.815

Source: Ministry of Economy, Culture and Innovation

From the total number of domestic and foreign visitors, the most frequented material heritage institutions are shown in figure 2.

Fig. 2 The five most frequented material heritage institutions, 2023



Source: Ministry of Economy, Culture and Innovation, INSTAT

Cultural Education

Education in culture reflects information focused on two directions, which connect education with culture. The first part covers statistics of student enrollments in higher education, in fields related to culture. Meanwhile, the second part focuses on the cultural exchange, namely of foreign students studying in Albanian Universities. The data are administrative and have been provided by the Ministry of Education and Sports.

In the academic year 2023-24, 16,715 students have been registered in the fields of study related to culture, which constitute 14.3% of the total registrations for this academic year. In the total number of students enrolled in culture-related fields, "Architecture and Construction" and "Languages" are the most preferred fields of study by students, respectively with 35.7% and 22.7%.

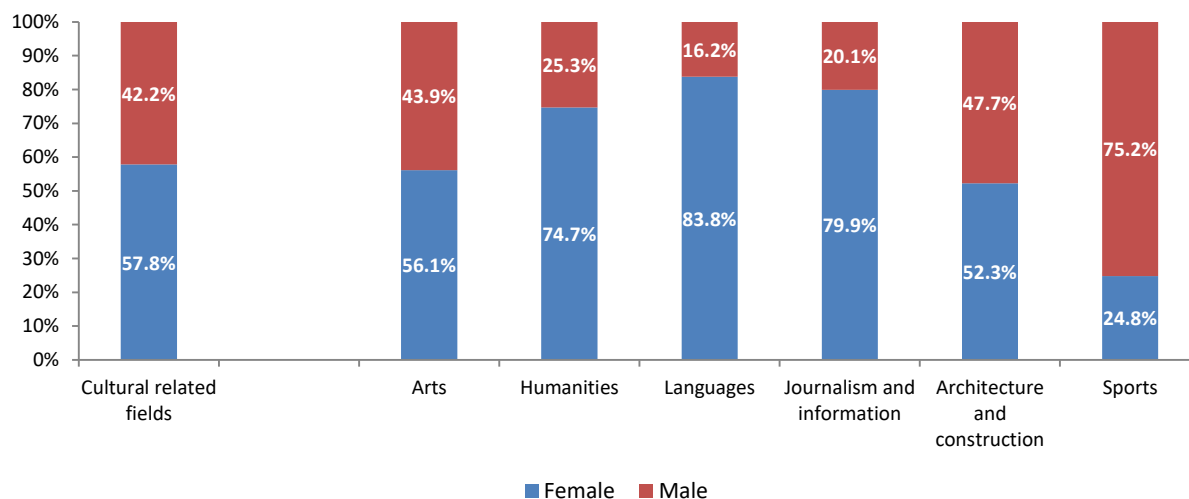
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Tab. 4 Students enrolled in tertiary education in fields of study related to culture

Field	Year 2021-22	Year 2022-23	Year 2023-24
Arts	1.997	2.098	2.214
Humanities	1.738	1.473	1.285
Languages	5.801	4.355	3.795
Journalism and information	961	747	557
Architecture and construction	5.649	5.857	5.972
Sports	2.803	2.863	2.892
Total	18.949	17.393	16.715

Source: Ministry of Education and Sports

In cultural related fields of study, women make up the majority of students, 57.8 %. The percentage of women is slightly higher among those studying 'Languages' (83.8 %), 'Journalism and Information' (79.9 %) and 'Humanities' (74.7 %) while is lower in the field of 'Sports', where women make up 24.8 % of the students in this field.

Fig. 3 Percentage of foreign students enrolled in tertiary education levels by gender, 2023-24

Source: Ministry of Education and Sport, INSTAT

Learning mobility in higher education

Learning mobility in higher education is defined as the physical crossing of national borders between the country of origin and the country of destination and then participation in activities related to higher education (in the country of destination). This section includes only foreign students who are registered for higher education studies in Albania. Studying abroad offers students the opportunity to experience our education system and to get to know and discover the culture of our host country.

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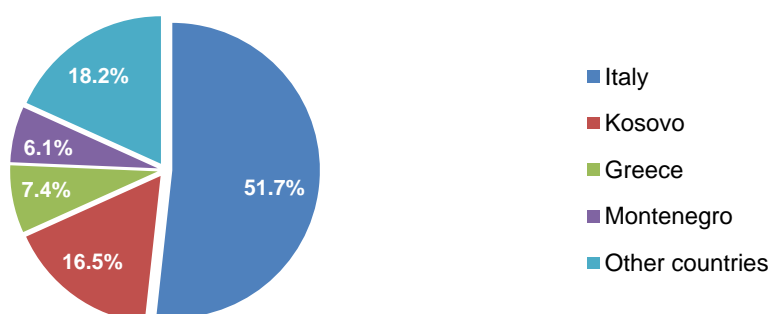
In the academic year 2023-24, of the total number of students enrolled in higher education, 1.9% were foreigners. For the last three academic years, male foreign students dominate compared to female foreign students. Most students come from Italy (51.7%) and from Kosovo (16.5%).

Tab.5 Foreign students enrolled in tertiary education

Field	Female	Male	Total
2021-22	1.4%	1.7%	1.5%
2022-23	1.5%	1.9%	1.7%
2023-24	1.7%	2.1%	1.9%

Source: Ministry of Education and Sport, INSTAT

Fig. 4 Percentage of foreign students enrolled in tertiary education levels, by country of origin, 2023-24



Source: Ministry of Education and Sport, INSTAT

The majority of foreign students are registered for Master's and Bachelor's studies. In the 2-year and Bachelor programs there are more foreign male students, while in the Master's programs there are more female students enrolled. There are no PhD candidates registered for the year 2023-24.

Tab.6 Foreign students enrolled in tertiary education according to educational levels

Year	2021-22	2022-23	2023-24
Short cycle tertiary	0.6%	0.9%	0.9%
Bachelor	25.4%	30.6%	30.5%
Master	69.8%	68.0%	68.6%
Doctoral	4.2%	0.4%	0.0%
Total	1,872	2,012	2,161

Source: Ministry of Education and Sport, INSTAT

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

Use of the Internet for cultural purposes

A significant part of the society participates in cultural activities in its modern Internet technologies. Through the survey of the use of Information and Communication Technology (ICT) in Families and by Individuals, which INSTAT conducts, the regular use of the Internet by persons aged 16-74 for information or cultural activities has been measured. Online cultural activities include participating in social networks, reading newspapers, online magazines, communicating via short messages, and online shopping for books, magazines, newspapers.

Data on the use of the Internet for cultural purposes focused on the frequency with which the population of people who used the Internet in the last three months performed various activities.

In 2023, a total of 83.1% of the population aged 16-74 have used the Internet in the "last three months" from the moment of the interview for various purposes. The percentage of Internet use in the "last three months" for cultural purposes in 'Communication with text messages (Skype, Messenger or WhatsApp)' is 92.0% and 'Participation in social networks (creating a profile by posting messages or activities other)' is 79.7%. These percentages are significantly higher than the percentage recorded for "Reading news in newspapers, online magazines".

Analyzed by educational level, the table shows that Internet users with a higher educational level generally used the Internet more for cultural purposes than individuals with a lower educational level. For all cultural categories, individuals aged 16-74 with higher education have the highest percentage of Internet use for cultural purposes.

Tab. 7 Internet use for cultural purposes by educational level, 2023
(% of individuals among individuals who used the Internet in the last three months)

2023		Reading online news sites/newspapers/news magazines	Participating in social networks (creating user profile, posting messages or other contributions)	Communication with text messages (Skype, Messenger or WhatsApp)
Total		71.5	79.7	92.0
Level of education attainment	Lower secondary education or less (0-2)	53.8	65.6	83.6
	Upper secondary and post secondary non-tertiary education (3-4)	75.3	82.0	94.6
	Tertiary education (5-8)	88.8	94.9	98.4

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

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Differences in cultural activities according to age groups

Young people aged 16 to 24 used the Internet more for all cultural activities.

The 25-54 and 55-74 age groups used the Internet more for the activity 'Communication with text messages (Skype, Messenger or WhatsApp)', respectively 95.7% and 77.6%. About 75.6% of the 25-54 age group used the Internet less for the activity 'Reading news in newspapers, online magazines', while 51.9% of the 55-74 age group used the Internet less for the activity 'Participating in networks' social (creating a profile by posting messages or other activities)'.

Tab. 8 Use of the internet for cultural purposes by age and sex, 2023

(% among people who used the internet in the previous three months)

2023		Reading online news sites/newspapers/ news magazines	Participating in social networks (creating user profile, posting messages or other contributions)	Communication with text messages (Skype, Messenger or WhatsApp)
Total		71.5	79.7	92.0
Agegroups	16-24	81.4	96.8	98.8
	25-54	75.6	85.8	95.7
	55-74	53.8	51.9	77.6
Sex	Male	75.4	82.8	93.1
	Female	67.6	76.6	90.8

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey, INSTAT

Differences in cultural activities by sex

Analyzed by sex for every cultural activity carried out on the Internet during the last 3 months, men register the highest percentages of usage of the Internet for cultural purposes, with the exception of the activity Buying online of books / magazines / newspapers', where women turn out to be the most frequent Internet users.

Tab. 9 Use of the Internet for cultural purposes by sex, (in %)

Use of ICT for cultural purposes	Year 2021		Year 2022		Year 2023	
	Men	Women	Men	Women	Men	Women
Participating in social networks (creating user profile, posting messages or other contributions)	52,0	48,0	52.5	47.5	52.1	47.9
Communication with text messages (Skype, Messenger or WhatsApp)	51,6	48,4	51.1	48.9	50.8	49.2
Reading online news sites/newspapers/ news magazines	53,8	46,2	53.0	47.0	52.8	47.2
Buying online of books / magazines / newspapers	22,2	77,8	41.6	58.4	46.4	53.6

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

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey, INSTAT

Use of the Internet for the purchase of cultural goods and services

An alternative mean of analyzing cultural participation through the ICT survey is to study the percentage of people who use the Internet in the last three months to buy cultural goods and services.

24.7% of individuals aged 16-74 years old have used the internet to purchase 'Sporting goods and wares (excluding sportswear)', 15.4% have made online purchases for 'Books, newspapers and magazines', 12.9% for 'Movies and music' and 11.0% for 'Tickets for events (including sports events)'.

In 2023, what is noticeable is the dominance of men in online shopping in the category 'Sporting goods and wares (excluding sportswear)'.

Men are the ones who used the Internet more for online shopping, a pattern observed in cultural services related to the categories 'Tickets to events (including sporting events)', 'Sporting goods and merchandise (excluding sportswear)' and 'Movies and music'. Meanwhile, in the 'Books, newspapers and magazines' category, women dominate.

Young people aged 16-24 and 25-24 have used the internet more for online shopping 'Sporting goods and wares (excluding sportswear)', while the 55-74 age group have used the internet more for online shopping 'Tickets for events (including sporting events)'.

Tab. 10 Use of the Internet for online shopping, 2023
(% among people who used the internet in the previous three months)

2023		Tickets for events (including sports events)	Books/magazines/ newspapers	Films/music	Sporting goods and wares (excluding sportswear)
Total		11.0	15.4	12.9	24.7
Agegroups	16-24	10.1	13.3	12.1	42.3
	25-54	11.0	17.6	14.3	17.9
	55-74	14.9	0.7	0.0	0.0
Sex	Male	19.3	15.3	14.0	26.5
	Female	3.7	15.5	11.9	23.1

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

Harmonized index of consumer price for cultural goods and services

Harmonized 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.

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

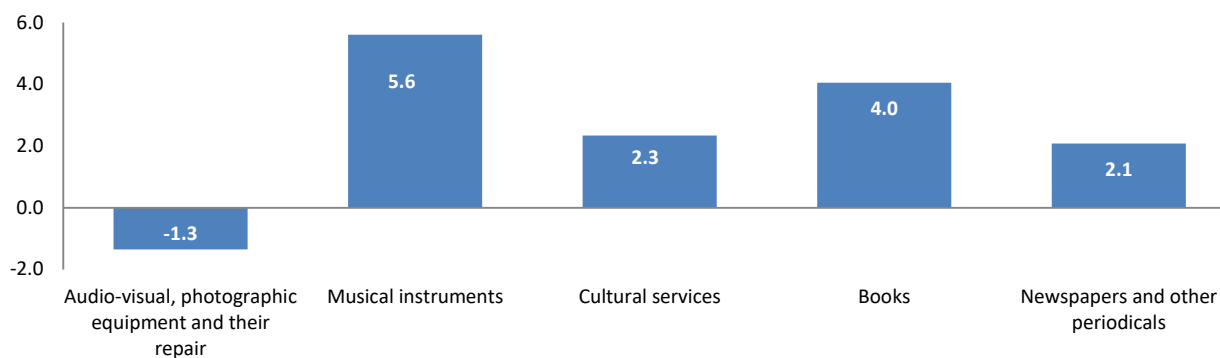
In 2023, the highest increase in prices for cultural goods and services was by 'Musical instruments' with 5.6 %, followed by 'Books' with 4.0 %.

Tab. 11 Harmonized Consumer Price Index for some cultural goods and services

Services/Cultural goods	Year 2022	Year 2023
Audio-visual, photographic equipment and their repair	96,6	95,3
Musical instruments	133,9	141,4
Cultural services	106,8	109,3
Books	116,1	120,8
Newspapers and other periodicals	101,1	103,2

Source: Consumer Price Survey

Fig. 5 Annual change in percentage of the HICP for some cultural goods and services, 2023-2022, 2023



Source: Consumer Price Survey

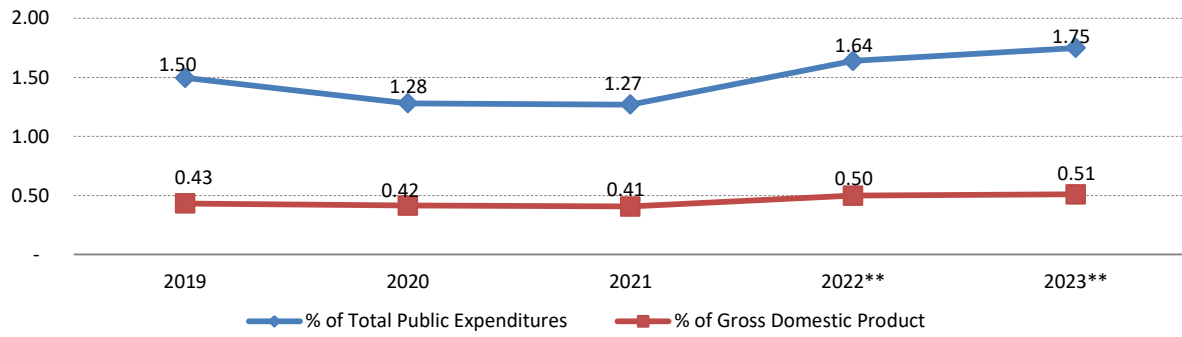
Public expenditure on entertainment, culture and religions affairs

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 2023, public expenditures on Entertainment, Culture and Religious Affairs account for 1.75 % of total public expenditures and account for 0.51 % of total GDP. Compared to 2022, public expenditures on Entertainment, Culture and Religious Affairs expressed as a percentage of GDP have decreased with 0.01 percentage points, while expressed as a percentage of total public expenditures have decreased by 0.11 percentage points.

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

Fig. 6 Public expenditure on entertainment, culture and religious affairs (%)



Source: Ministry of Finance, INSTAT

* 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	Castels and other monuments	Archcaeological Parks
National Historic Museum, Tiranë	Castle of Berat	National Park, Butrint
Archeologic Museum, Durrës	Castle of Gjirokastër	Archcaeological Park, Apolloni
Museum of Independence, Vlorë	Castle of Portopalerma	Archcaeological Park, Bylis
Museum Gjergj Kastrioti, Krujë	Castle of Kanina	Archcaeological Park, Shkodër
Ethnographic Museum, Krujë	Castle of Himara	Archcaeological Park, Lezhë
Ethnographic Museum, Berat	Amphitheater	Archcaeological Park, Amantia
Iconographic Museum Onufri, Berat	Monastery of 40 Saints	Archcaeological Park, Orikum
Medieval Art Museum, Korçë		Archcaeological Park, Finiq
Archeologic Museum, Korçë		Archcaeological Park, Antigonië
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
1014 Sports

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

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

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

