EUROPEAN CITIES IN THE PROCESS OF CONSTRUCTING AND TRANSMITTING OF THE EUROPEAN CULTURAL HERITAGE. INTERNATIONAL CURRICULUM FOR UNDERGRADUATE AND MASTER STUDENTS.









NR REF. 2018-1-PL01-KA203-050963

ERASMUS+ PROGRAMME

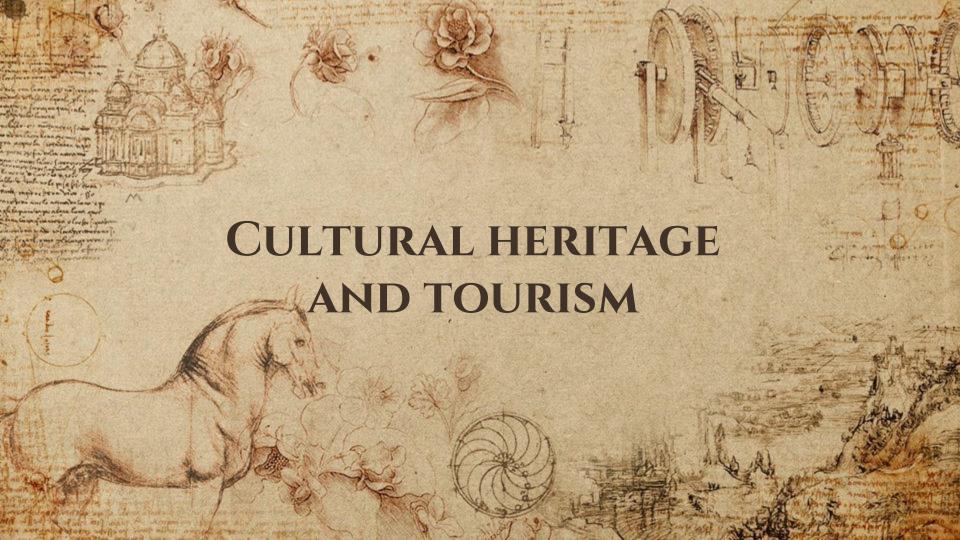
STRATEGIC PARTNERSHIP FOR HIGHER EDUCATION

COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES.

Project duration is 36 months: 01.09.2018 - 31.08.2021







TOURISM

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Heritage industry - cultural heritage industry

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These include monuments, various cultural and historical sites that are interesting for visitors.

The visitor, the expert and the ordinary person look at the cultural monuments differently.



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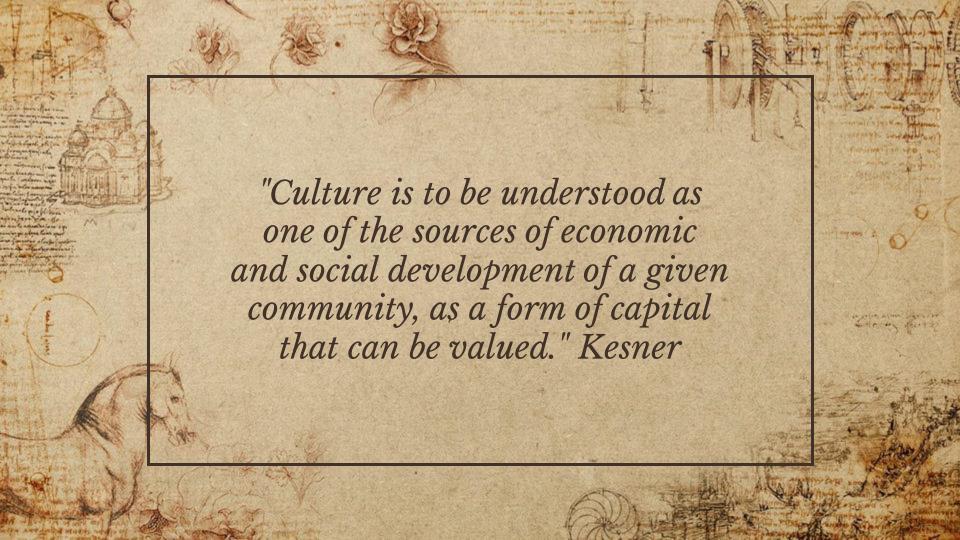


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DISNEYLAND AND THE SACRÉ COEUR BASILICA IN PARIS (AS WELL) ARE VISITED BY MORE THAN 10.5 MILLION TOURISTS EACH YEAR.





CULTURAL CAPITAL

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- It includes cultural, economic, social values in tangible (collections, residences, monuments) and intangible (music, language, ...)
- It leads to the purposeful development of the city as a cultural center and forms the image of the city
- → It should take into account the attractiveness
 of the city for contemporary life and its
 cultural and historical heritage

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"IN AN ENVIRONMENT OF GROWING COMPETITION BETWEEN METROPOLITAN CENTERS, IT IS IMPORTANT THAT THE SITE IS VISIBLE - CITIES NEED TO KNOW THEIR SPECIFICITY AND SELL THEIR DISTINCTIVENESS." KESNER

ART MARKETING

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- The profile of the city as a cultural center is part of a marketing strategy to increase traffic (tourism)
- + Applying marketing to the field of culture and art is called art marketing
- → It has the task of conveying the cultural heritage to the public by emphasizing those features and realities that make the space / city / place / object exceptional and interesting.

CULTURAL TOURISM

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→ Tourism is currently the world's largest industry and employer

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- + Includes services, products, offers ...
- Cultural tourism is focused on specific cultural events, cultural experiences and visits to cultural institutions
- The team directly supports economic development

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CULTURAL HERITAGE AS A PRODUCT

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- + It is different from ordinary consumer goods
- Specific product associated with place, prestige, atmosphere, architecture and genius loci
- + Accessibility, attractiveness, authenticity
- → Profit: invested in restoration, protection, maintenance, operation

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