
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
CULTURAL HERITAGE AND TOURISM
TOURISM

Heritage industry - cultural heritage industry

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.
Disneyland and the Sacré Coeur Basilica in Paris (as well) are visited by more than 10.5 million tourists each year.
CULTURE IN INDUSTRY?

Industry in culture
"Culture is to be understood as one of the sources of economic and social development of a given community, as a form of capital that can be valued." Kesner
Cultural capital

- 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
"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

- 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

- Tourism is currently the world's largest industry and employer
- 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
CULTURAL HERITAGE AS A PRODUCT

- 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
Slovacchia. Terra di amici.