

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



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ERASMUS+ PROGRAMME

STRATEGIC PARTNERSHIP FOR HIGHER EDUCATION

COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES

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chic
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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.



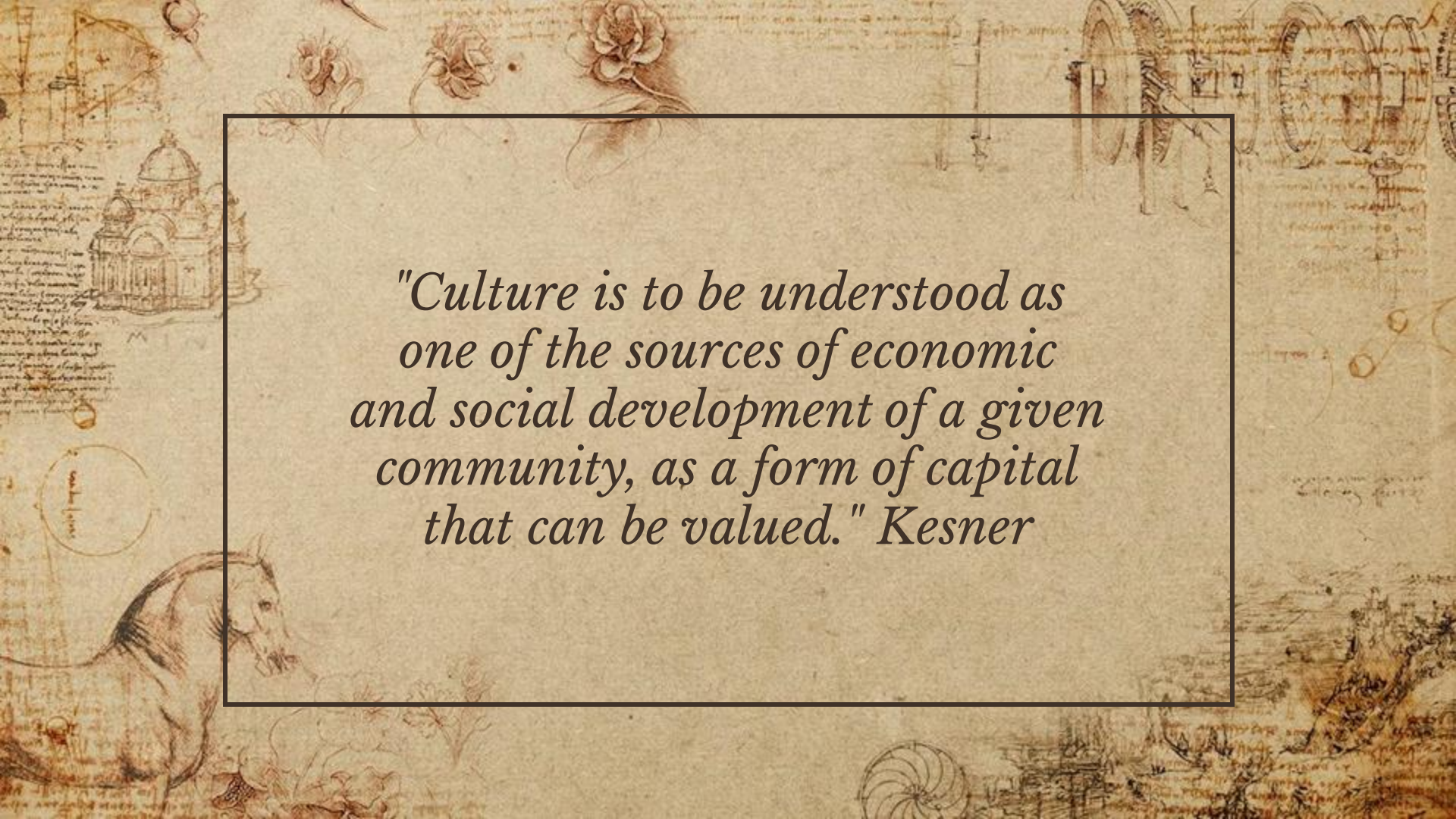


**DISNEYLAND AND THE SACRÉ COEUR BASILICA IN PARIS (AS WELL)
ARE VISITED BY MORE THAN 10.5 MILLION TOURISTS EACH YEAR.**



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

A scenic view of a river at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. In the foreground, the dark silhouette of a boat is visible on the left, with ropes extending across the water. In the background, the silhouette of a large castle or fortress is visible against the bright sunset. The overall mood is peaceful and romantic.

Slovacchia. Terra di amici.

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