

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



LEISURE, TOURISM & EVENTS

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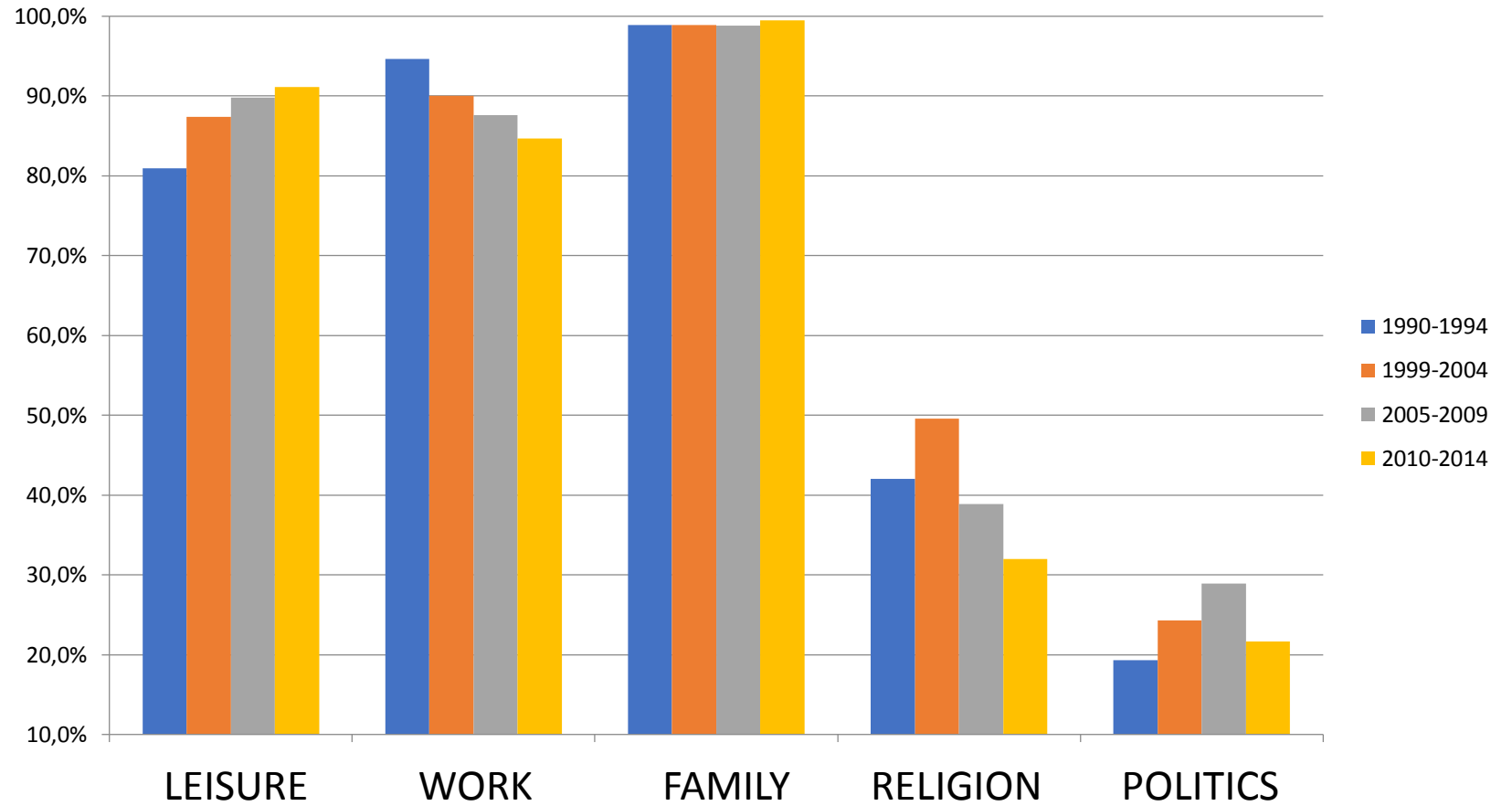


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1. THE VALUE OF LEISURE EXPERIENCES



- **LEISURE** is becoming an **upward value**.
- **WORK** and **RELIGION** have **lost importance**.

Characteristics of LEISURE (I)



The frame of reference is the person.



Interdependence. A field of deep personal enjoyment that favors the person to relax and defy the strict regulation of routine life,



They are emotional activities. Social structure of leisure is characterized by offering a pleasant stimulation (emotion).



Control of emotions. All recreational activities involve a controlled de-control of the restrictions imposed on emotions.



Socially pre-constituted activities. Individual leisure activities are social, even those that take the form of solo activity.



Interdisciplinary area.



Do not demand any commitment, at least mandatory.

Characteristics of LEISURE (II)



Three-dimensional temporality. PRESENT-PAST-FUTURE.



Integrated into values and ways of life.



Requires training. Training facilitates the process to live a substantial or serious leisure

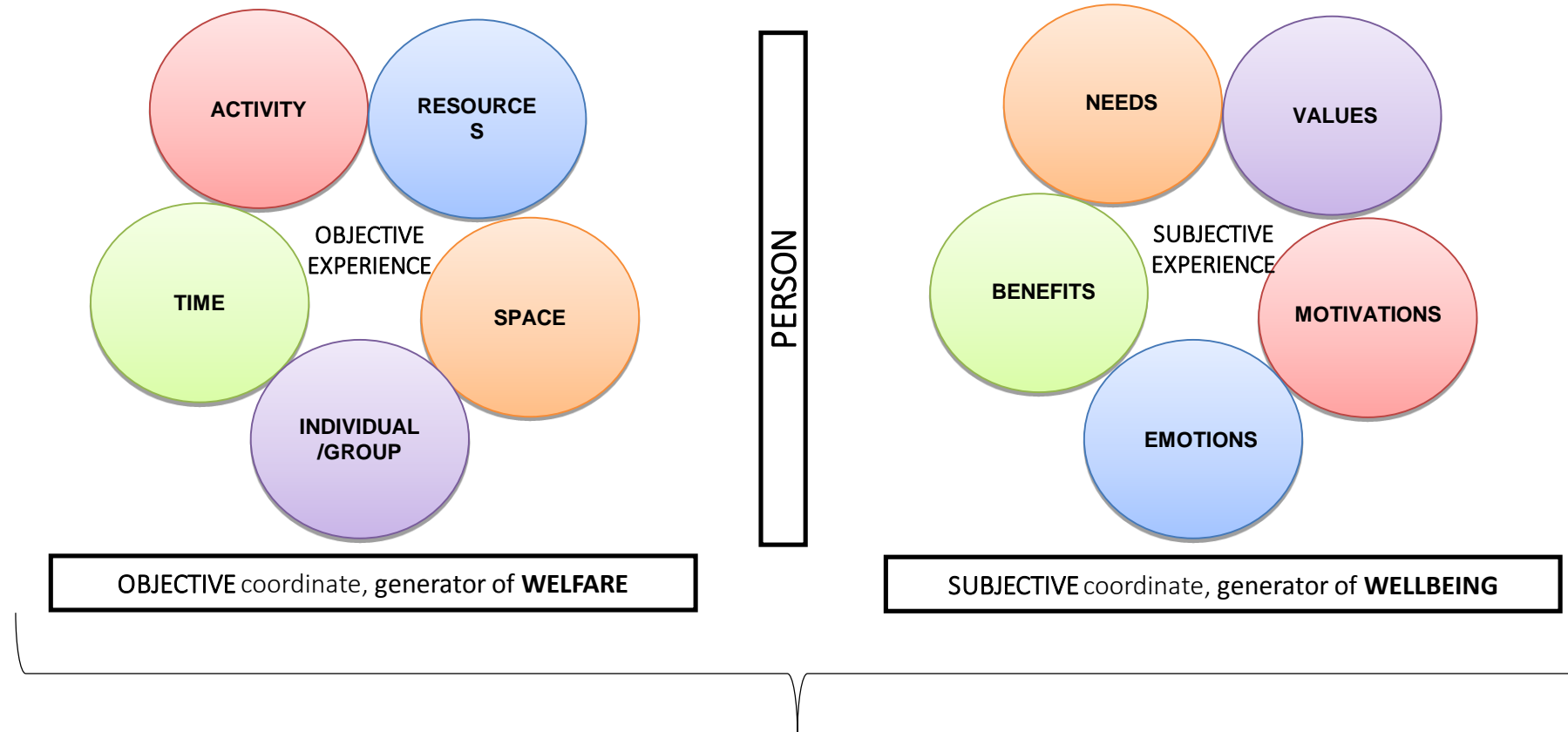


Experience according to intensity levels.



It is a field of human development. It provides satisfaction, experience of freedom and autotelism

LEISURE has the potential of bringing WELFARE and WELLBEING



Leisure experience is structured around different parameters that configure its **OBJECTIVE** and **SUBJECTIVE** coordinates, and whose interaction conditions the experience of leisure in terms of more or less full experience.

2. TOURISM AS LEISURE EXPERIENCE GENERATOR



- One of the areas in which **leisure is manifested is TOURISM.**
- Tourism is defined as **the act of traveling** for recreation.
- As an industry has become **a big part of global economy**, now accounts for **10% of global GDP** (according to WTO tourism) and 1 of 11 jobs in the world.
- **Tourism has grown almost without interruptions** in international tourist arrivals (World Tourism Organization, UNWTO).

CULTURAL TOURISM



Tourism destinations seeking to distinguish themselves from their increasingly numerous competitors have turned to **CULTURE AS A MEANS OF DISTINCTION.**



The growth of 'cultural tourism' has been one of the **major trends in global tourism** in the past three decades and is still seen as one of the major growth areas for the future.



Cultural tourism became a 'good' form of tourism, widely viewed as sustainable and supporting local culture.



Culture has come to play an important role in distinguishing places from each other.

CULTURAL HERITAGE

2. TOURISM AS LEISURE EXPERIENCE GENERATOR



TANGIBLE:

buildings, monuments, artefacts, clothing, artwork, books, machines, historic towns, archaeological sites.



INTANGIBLE:

practices, representations, expressions, knowledge, skills. This includes language and oral traditions, performing arts, social practices and traditional craftsmanship.



NATURAL:

landscapes, flora and fauna.



DIGITAL:

Resources that were created in digital form (e.g. digital art or animation) or that have been digitalised as a way to preserve them (including text, images, video, records)¹⁰



3. EVENTS as ENHANCEMENT OF TOURISM EXPERIENCES

- **EVENTS** have become an **essential element of contemporary life**, inseparably linked to tourism promotion, government strategies and corporate marketing.
- The number of events listed by tourism organizations and entertainment directories, compared to ten years ago indicates the growth and magnitude of an **exponential increase**.

Cultural events are key for **several reasons:**

EVENTS:
where
CULTURE &
TOURISM meet



The ability to democratize culture.



Unique artistic and cultural value.



A good economic opportunity.



Visibility/Image to the city or community that hosts it



A way of forging new social relationships and reinforcing the sense of local identity.

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THANK YOU!