

## *Course description*

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The lectures entitled "Cultural tourism" will introduce students with some basic concepts which will be dealt during the course. It will start with the concept of identity which is the key in creating successful and authentic cultural tourism products. As many countries encounter problems with creating a meaningful, interesting and contemporary offer in cultural tourism, lectures will sensitize students with the concept of creativity in general and then focus on creativity in creating cultural tourism programs. Then, a concept of cultural/creative industries will be introduced since evidence shows the great success of their linkage with cultural tourism. They offer a strong basis for institutional/city/regional/national branding and can be the basis for urban and regional development. Based on cultural industries, some cities have also used them in creating the so called creative cities which will be explained and dealt with during the course. Cultural tourism as a concept, but also cultural heritage management will be explained in detail accompanied with a lot of exercises as to prepare students for their practical work in the field.