

## ENTREPRENEURSHIP EDUCATION FOR CULTURAL TOURISM

### STRATEGIC PARTNERSHIP IN THE FIELD OF YOUTH



<b>MODULE 2: Globalization of Cultural Tourism</b>	
<b>Project Title</b>	<b>“Entrepreneurship Education for Cultural Tourism”</b>
<b>Project Acronym</b>	<b>EECT</b>
<b>Project Reference No:</b>	<b>No: 2016-3-DK01-KA205-033887</b>



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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## MODULE 2: Globalization of Cultural Tourism

### Course Description

Nowadays tourism is becoming one of the most exciting and progressive industries that impacts on almost every other industry. As a part of tourism industry, cultural tourism plays a crucial role. It is one of the largest and fastest growing global tourism markets and the cultural industry is increasingly being used to promote destinations. Cultural tourism is economically advantageous for both destinations and the communities that reside in them. Moreover, cultural tourism can strengthen local demand for local culture and cultural events and activities and thus are often actively involved in the preservation of a number of such events or activities for future generations. However, there is no doubt that cultural tourism is much more than ever part of the globalisation process.

This course refers to understand the importance of cultural tourism as a growing industry in many countries, and the effects of globalization as crucial for increasing the industry's importance in national economy.

**Learning Objectives:** As a result of engaging with the material in this module, youth workers are intended to achieve the following learning outcomes:

**Knowledge:** understand what does it mean cultural tourism, globalization and the impact of globalization regarding the cultural tourism sector; be able to understand the positive and negative part of the globalization process in general;

**Skills:** improved ability to recognized different types of tourist, tourism and cultural tourism; discover opportunities related to the cultural tourism sector

**Competences:** cultural tourism competences, cultural awareness and understanding, ability to engage effectively;

### Structure:

The module is divided into three main topics:

- WHAT IS CULTURAL TOURISM?
- GLOBALIZATION/CULTURAL TOURISM IN A CHANGING WORLD
- ENTREPRENEURIAL OPPORTUNITIES FOR CULTURAL TOURISM

## Learning Contents

Globalization is a contentious process that leads to the interconnection between the countries of different culture, caste and heritage. In fact, globalization has brought a drastic change in the world that has both positive and negative consequences. For some people the impact of globalization is a profoundly enriching process, opening minds to new ideas and experiences, and for other is bringing fear to lose their national integrity and also because of the mental pressure on companies that causes many people to lose their jobs. In this module, we aim to provide more information about what exactly is globalization, what is the impact of globalization regarding the cultural tourism sector, entrepreneurship and its socio-economic impact in general. Together we will see also what does it mean cultural tourism, why we define it as a key component of the economic growth and development, and discuss the opportunities for creation of the environment for entrepreneurial success.

### I. WHAT IS CULTURAL TOURISM?

In the previous module we already discussed the definitions of the term culture and now in order to clearly define the concept of cultural tourism will be needed to have a basic understanding also of the definition of tourism. Keep in mind that the diversity of known definitions and a complex relationship between culture and tourism underlines the problem of defining what does exactly cultural tourism is.

#### ➡ STARTING FROM TOURISM

For many of us the word “tourist” look very familiar and everybody in some point in its live has been a “tourist”, but actually is very difficult to define what is tourism. The derivation of the word "tourism" originated from a combination of the Latin tornare and the Greek tornos, which mean a lathe or circle. In modern English, with the suffix -ism (an action or process), the meaning of the word tourism became the action of movement in a circle. We can imagine a round-trip from this meaning: one leaves home for a particular destination, then returns home again. Likewise, by adding the suffix -IST (a person who performs an action), we can derive the word "tourist", the person who takes such a trip. The United Nations World Tourism Organization UNWTO define Tourism as: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”<sup>1</sup> Keep in mind that tourism is different from travel. They have a symbiotic relationship but all travel is not tourism. Before a long time ago travelling was considered as a means of survival, but nowadays things have changed and its considered as an art form. According to Merriam-Webster dictionary<sup>2</sup>, travel means to go on a trip or journey: to go to a place and especially one that is far away, to go through or over (a place) during a trip or journey or to move from one place to another. On the other hand, the term tourism is defined as: the activity of traveling to a place for pleasure or the business of providing hotels, restaurants, entertainment, etc., for people who are traveling.

In 1936, the League of Nations defined a foreign tourist as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in

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<sup>1</sup> <http://www2.unwto.org/en>

<sup>2</sup> <https://www.merriam-webster.com/dictionary/travel>

1945, by including a maximum stay of six months.<sup>3</sup> Some years after, in 1941, Hunziker and Kraft defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” In the Manila Declaration on World Tourism of 1980, tourism was recognized as very important and described as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.”



How we already mentioned above tourism is travel for pleasure or business, but it is also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.<sup>4</sup> Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. The history of the development of the tourism passed through different stages. Before many years ago, to travel outside a person's local area for leisure had been largely confined to wealthy classes but during the Industrial Revolution in the United Kingdom, has grown the emergency of leisure travel also for the middle classes. In 1758, was formed the first official travel company Cox & Kings that in our days is the world's longest established travel company, specialises in luxury holidays, high quality escorted group tours and tailor-made travel which support and strengthen cultural and heritage tourism.

Describing the term of tourism, we also think is important to discuss another term – “visitor”. Tourism is defined as the activities of persons identified as *visitors*. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose (including holidays, leisure and recreation, business, health,

<sup>3</sup> <https://en.wikipedia.org/wiki/Tourism>

<sup>4</sup> <https://en.wikipedia.org/wiki/Tourism>

education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure.<sup>5</sup>

**Visitor** is the common denominator that covers all the forms of tourism defined above for the same range of purposes. The term includes three separate categories:<sup>6</sup>

- Tourists who are visitors staying away from home for one or more nights for any of the purposes noted above (domestic, or from abroad).
- Same Day visitors, also known as tourist day visitors spending at least 3 hours away from home outside their usual environment for general leisure, recreational and social purposes. Many are local residents of an area.
- Leisure day visitors spending less than 3 hours away from home but outside their usual environment, for general leisure, recreational or social purposes. Usually, these short stay leisure day visitors contribute directly to the local visitor economy and most of this group of visitors are also residents of destinations and their local catchment areas.

Maybe some of you already know by what is composed the modern day tourism, but let's take a look at this for a minute. Modern day tourism refers to winter tourism, mass tourism and niche tourism. The last one is the type of tourism that we should focus on. Niche tourism refers to the numerous specialty forms of tourism that have emerged over the years, each with its own adjective. Many of these terms have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets are Extreme tourism, Culinary tourism, Medical tourism, Wellness tourism and **Cultural tourism**. Yes, Cultural tourism is a Niche tourism 😊

We can keep talking about the term "tourism", but let's continue with the definitions of the term "cultural tourism".



## Cultural Tourism

<sup>5</sup> <http://www2.unwto.org/sites/all/files/Glossary-of-terms.pdf>

<sup>6</sup> <http://www.tourismsociety.org/page/88/tourism-definitions.htm>

## ➔ CULTURE & TOURISM or CULTURAL TOURISM

In the previous module we already talked about the definitions of culture but how you remember they were more than 164 different definitions. “Culture” is a very complex word, but in the field of tourism it can be describe as “process” and “product”. These two approaches seem to slightly overlap and integrate. Tourism, accompanied by other social mechanism, may act as a catalyst to transform culture as process into culture as product, thus isolating and detaching cultural products from their initial social context.<sup>7</sup>

Now let’s take a look at the three definitions of Ashworth (1995) related to tourism and its connection with the culture.

- Art Tourism – It is a term that is used when people travel in order to visit, explore and engage in activities related to art. It includes traveling to art festivals, concerts, wine and cuisine events, to explore famous museums, etc.<sup>8</sup>
- Heritage Tourism - is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. According to The National Trust for Historic Preservation in the United States, heritage tourism is “travelling to experience the places and activities that authentically represent the stories and people of the past,” and cultural heritage tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.”<sup>9</sup>
- Place-specific Tourism – According to Ashworth: „meaning that culture can be defined as the common set of values, attitudes and thus behaviour of a social group”.



Another important thing that we should discuss in order to understand better the concept of cultural tourism is the types of cultural tourist that are identified. In 1996, Stebbins suggested that the term can be divided into two main categorize – “general” and “specialized”.

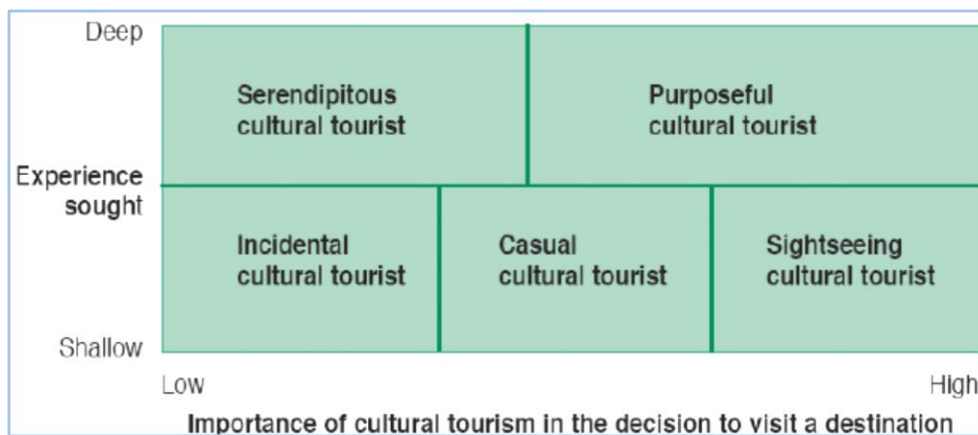
<sup>7</sup> <http://iicbe.org/upload/8607DIR1216411.pdf>

<sup>8</sup> <https://www.boddunan.com/articles/travel-tourism-and-places/267-specialty-tours/21764-art-tourism-its-concepts-and-various-forms.html>

<sup>9</sup> <http://culturalheritagetourism.org/what-is-heritage-tourism/>

- The “general” cultural tourist – “makes a hobby of visiting different geographic sites. Over time, as general cultural tourists increase their knowledge of different cultures, they may become specialized cultural tourists who focus on one or a small number of geographic sites or cultural entities”.
- The “specialized” cultural tourist – “Repeatedly visits a particular city, region, or country in search of a broad cultural understanding of the place, or goes to different cities, regions, or countries in search of exemplars of, for instance, a kind of art, history, festival or museum.

However, a more detailed typology for cultural tourism and cultural tourists is given by McKercher and Du Gros (2002). They categorize the cultural tourists in response to their depth of experience and also the importance of culture, as a motivator, in their travel.



As you can see on the image above, the first three types (purposeful, the sightseeing and the serendipitous cultural tourists are considered as the primary cultural tourist due to their main motivator and experience for choosing a destination for the sake of cultural values. If we go back to the definitions of Stebbins, we can identify them as specialized and the other two types – casual and incidental, as general cultural tourists.

Here, we want to briefly explain to you the typology of cultural tourist described above:

- **Serendipitous cultural tourist** is a tourist who does not travel for cultural reasons, but who, after participating ends up having a deep cultural tourism experience.
- For **The purposeful cultural tourist**, Cultural tourism is the primary motive for visiting a destination and the tourist has a very deep cultural experience.
- For **The sightseeing cultural tourist**, Cultural tourism is a primary reason for visiting a destination, but the experience is less deep.
- **The Incidental cultural tourist** does not travel for cultural reasons, but nonetheless participates in some activities and has shallow experiences.
- For **The casual cultural tourist**, Cultural tourism is a week motive for travel and the resulting experience is shallow.

If you are interested to learn more about the topic, you can check [here](#) some additional information related to Cultural Tourism Typology.



And now, after talking about the relationship between Culture and Tourism and also the Cultural Tourism Typology, let's take a look at the definition of the term "Cultural Tourism".



Cultural Tourism is the subset of tourism concerned with a traveller's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism.<sup>10</sup> According to the World Tourism Organization, in their Report WTO, 2012, they defined Cultural Tourism as "trips, whose main or concomitant goal is visiting the sites and events whose cultural and historical value has turned them being a part of the cultural heritage of a community". An important feature of cultural tourism according to this definition is the assumption that visiting cultural and historical sites and events, related to cultural heritage is not necessarily the main motive for the trip.<sup>11</sup> How you can see, in this context cultural-historical tourism is rarely implemented in a "clean" look and most often is combined with other traditional and specialized types of tourism.

In fact, culture can be divided by two concentric circles:

- Inner circle which represents the cultural heart, i.e. more traditional or basic elements of culture, understood as what people do or produce as a culture.
- Outer circle, which represents the way of life or the style of living of the population in a particular place.

Based on the two concentric circles, culture tourism can be divided into subcategories, which are able to contribute to the most important market segment based on motivations and behaviour as well as tourist activities exercised: Heritage tourism; Art tourism; Creative tourism;

<sup>10</sup> [https://en.wikipedia.org/wiki/Cultural\\_tourism](https://en.wikipedia.org/wiki/Cultural_tourism)

<sup>11</sup> <http://www.montana-vidin-dolj.com/en/publications/?NewsId=3>

Urban cultural tourism; Rural cultural tourism; Local cultural tourism; Contemporary cultural tourism. You will learn more about the subcategories in the next module.

## II. GLOBALIZATION/CULTURAL TOURISM IN A CHANGING WORLD

There is no doubt that globalization is a dominant theme of our era. It doesn't matter what you start to discuss - culture, economy, politics - globalization is one of the most important player in our societies and life in general. In the next pages we will talk about the impact of globalization on the cultural tourism, both positive and negative and see the relationships between them. But before starting this theme, let's see what exactly means Globalization.

### ➔ DEFINITION OF GLOBALIZATION

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.<sup>12</sup> Globalization can be also describe as increasing interaction of people through the growth of the international flow of money, ideas and culture. Globalization is primarily an economic process of integration which has social and cultural aspects as well. According to the Business Dictionary, Globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, goods, and services across national frontiers. However, it does not include unhindered movement of labour and, as suggested by some economists, may hurt smaller or fragile economies if applied indiscriminately.<sup>13</sup> However, the way of understanding globalization can be a very complicated one as still there is not a common definition.



The historical origins of globalization are the subject of ongoing debate.<sup>14</sup> Though many scholars place the origins of globalization in modern times, others trace its history long before the European Age of Discovery and voyages to the New World. In the late 19th century and early

<sup>12</sup> <http://www.globalization101.org/what-is-globalization/>

<sup>13</sup> <http://www.businessdictionary.com/definition/globalization.html>

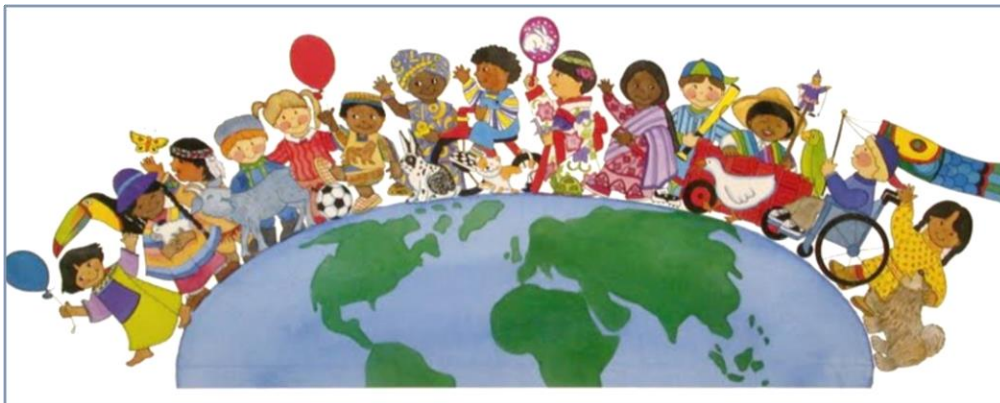
<sup>14</sup> [https://en.wikipedia.org/wiki/History\\_of\\_globalization](https://en.wikipedia.org/wiki/History_of_globalization)

20th century, the connectivity of the world's economies and cultures grew very quickly but in fact the term globalization is recent, only establishing its current meaning in the 1970s.

Talking about globalization, there is another term which cannot be ignored “internationalization”. This one, can be defined as “relations among and within nations” and it is hardly bounded by globalization as it is a simpler form of it. A lot of businesses (including those specializing in the field of tourism: hospitality services, travel agencies, airline companies etc.) are influenced from globalization in a good way but on the other side there are still negative effects.

## ➔ IMPACT ON CULTURAL TOURISM

The term “globalization” is one of the most dubious issues in today’s tourism environment. The impact of globalization can be described as a profoundly enriching process, opening minds to new ideas and experiences, but on the other hand can have also very negative aspects. In fact, tourism and travelling are one of the processes created by globalization among numerous others. The globalization has two defining characteristics. The first one we already mentioned above - unprecedented geographic expansion of human interaction and the other one is the global espousal of free-market capitalism. The globalization of cultural tourism coincides with a number of fundamental cultural and social changes in the structure of tourism itself. We already talked about the complex task to define the terms “culture”, “tourism”, “cultural tourism” but actually the problem comes because of the expanded meanings attached to them. All of these changes are connected to issues of globalisation.



Keep in mind that the growth of cultural tourism is not simply an example of economic globalisation, but is also the result of the globalisation of culture. This process “cultural globalization” refers to the transmission of ideas, meanings and values around the world in such a way as to extend and intensify social relations.<sup>15</sup> It also refers specifically to idea that there is now a global and common mono-culture – transmitted and reinforced by the internet, popular entertainment transnational marketing of particular brands and international tourism – that transcends local cultural traditions and lifestyles, and that shapes the perceptions, aspirations, tastes and everyday activities of people wherever they may live in the world”.<sup>16</sup>

<sup>15</sup> [https://en.wikipedia.org/wiki/Cultural\\_globalization](https://en.wikipedia.org/wiki/Cultural_globalization)

<sup>16</sup> <https://revisesociology.com/2017/05/25/cultural-globalization-definition-examples/>

Globalization as a process of economic, social, culture and political activities has a great impact on tourism sector in general, and cultural tourism in particular. All these changes affected people at local and global level. The impact of the global trends on cultural tourism can be analysed links to the Demographic changes, Impact on environment, Cultural changes, Political changes, Competitiveness in the tourism market and Technological changes.

- Cultural Changes - Culture is reflected in a way people spend their time. In developed countries there is a trend to spend more time for fun, which comes from the change in values reflected in the shift from materialism to self-actualization, from quantity to quality, and from passivity to interactivity. Due to the fast lifestyle and intense work there is a need for relaxation – related tourist products. Internet has also created cohesion of informal groups linked by common interests and needs met through tourist trips. A lot of tourist are encouraging to travel, curios and have a strong desire for new experiences.
- Competitiveness in the tourism market – like every other industry, tourism is also influenced by global competition. Because of the globalization, the competition become very strong, with more destinations competing by adapting their offer to the requirements of potential tourists. SMEs need to focus on innovation, specialization, and better quality of products and services. They have to fight for survival in market given the conquering power of global corporations. Because of the globalization, the need for additional capital to finance the necessary investments for future goals increase a lot. Globalization increase in potential tourist demand for different destinations and it must be emphasized that tourists looking for experience are not interested only in the “nearby” destinations, but the world becomes a potential destination.

Above we also mentioned the impact of the global trends on cultural tourism links to the Demographic changes, Impact on environment, Political changes and Technological changes, but we will not discuss them now. However, there is no doubt that all of them are “good to know” and we encourage you to read more about these changes following the [link](#).



In the beginning of this paragraph we said that globalization provides both positive and negative influences on cultural tourism which can have far reaching impacts. Many countries, regions and cities are now profiling themselves as “creative”, but this make the management of culture tourism much more complicated. This task is in the hands of many different actors which sometimes don’t respect the intangible part of the product as quality of life issues and sustainability. Smaller regions and cities often lack the skills and resources to administer regional co-operation. Integrated management of tourism requires introducing governance styles and systems that involve local authorities, the tourism sector, local associations and the residents. The effective collaboration can be also a challenge because the tourism and cultural sectors have their differences between each other. While the tourism sector is largely commercial, the cultural sector often has a non-profit aim.



### III. ENTREPRENEURIAL OPPORTUNITIES FOR CULTURAL TOURISM

Nowadays, tourism has a crucial role in development of different destinations all around the world but in particular, **cultural tourism** is increasingly important for the economic development by promoting both tangible and intangible elements. One of the most important question that we should ask each other, is how to promote cultural tourism sustainably, in order to brings positive benefits to a destination instead of harm.

Entrepreneurship is considered a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. Entrepreneurship and innovation are critical factors in tourism and are both central to the continued success and development of the industry, both globally and regionally<sup>17</sup>. In particular, cultural tourism entrepreneurship is related to the development of businesses in the field of heritage tourism, meaning businesses oriented towards the cultural heritage of the locations. Cultural tourism is a sector of the services sector, which has a very strong relationship with the demand and thus the production of certain regional products, but also tourism seemingly unrelated services. However, heritage tourism offers tremendous economic and social opportunities for local communities in terms of supporting the development of entrepreneurship. The heritage entrepreneurs should be creative in order to find suitable solutions for financing different tourism activities starting with

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<sup>17</sup> Corresponding information: (Parra López, Buhalis&Fyall, 2009)

sponsoring events, grant funds, donations, also puts the financial pressure on foreign visitors (Timothy and Nyaupane, 2009).<sup>18</sup> According to Macleod, the opportunities for tourism heritage entrepreneurs appear through the valorisation of niche tourists, thus offering more special interest holidays to remote locations and unique, colourful cultures.

The importance of Cultural Tourism was also recognized by European Union like crucial element that can enhance the profile of Europe as a global destination. Through different programs and funds, for which we will talk about in the next modules, EU support the areas of cultural tourism that have the greatest potential for growth. It is estimated that 4 of 10 tourists choose their destination based on its cultural offering, so there is no doubt that Europe is a key cultural tourism destination thanks to an incomparable cultural heritage that includes museums, theatres, archaeological sites, historical cities, industrial sites as well as music and gastronomy.<sup>19</sup>



Nowadays is also increasingly important to focus on a range of skills in cultural heritage management necessary to become an entrepreneur in the tourism sector: financing, regionally-focused marketing, public policy, developing community-based strategies, implementing seasonal touristic programs, marketing products, visitor satisfaction, and sustainable development.<sup>20</sup> Maybe for some of you this discipline - cultural heritage management looks new so let`s see now what exactly does it mean.

Cultural heritage management is about striking a balance between developing the tourism industry, generate revenue while still conserving the physical integrity of sites, promoting as well as celebrating their educational, historic and cultural values. Cultural managers are responsible for the policies, projects and programs related to arts and heritage in a community. They identify common interests around their town, city or region and provide opportunities for groups and individuals to learn about and celebrate their culture. Cultural managers might also be known as cultural arts coordinators or cultural programs managers. They may work for museums,

<sup>18</sup> [https://ac.els-cdn.com/S1877042815021333/1-s2.0-S1877042815021333-main.pdf?\\_tid=6ae64ab6-9f70-11e7-b6f1-00000aacb35e&acdnat=1506069263\\_c2c5670020c968f1231a291ddf949cf8](https://ac.els-cdn.com/S1877042815021333/1-s2.0-S1877042815021333-main.pdf?_tid=6ae64ab6-9f70-11e7-b6f1-00000aacb35e&acdnat=1506069263_c2c5670020c968f1231a291ddf949cf8)

<sup>19</sup> [https://ec.europa.eu/growth/sectors/tourism/offer/cultural\\_en](https://ec.europa.eu/growth/sectors/tourism/offer/cultural_en)

<sup>20</sup> <https://www.iesa.edu/paris/cultural-entrepreneurship-and-tourism>



theatres, galleries, departments of cultural affairs, non-profit organizations or arts councils.<sup>21</sup> Cultural heritage manager can educate and empower the visitors' behaviour in a positive way. These are the people who care about how many people can an attraction welcome without risking physical damage, manage visitor flow, or even to limit access to the site to a certain number of people at a given time.

Through cultural tourism entrepreneurship local communities can have a great opportunity for development of local business and involved local people as a key stakeholder, but anyway, in order to satisfy tourists' cultural needs and wants, you should focus on cultural tourism products. The market value of cultural tourism can be realized only by cultural tourism products and motivations.

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<sup>21</sup> <https://careertrend.com/about-6616633-cultural-manager-job-description.html>





