CULTURAL TOURISM * EXPERIENCES
#MEKST2015

James Kennell
Traditionally, studies of cultural tourism have focused on the management of specific kinds of attractions, or on narrow definitions of culture.
“not just the consumption of the cultural products of the past, but also of contemporary culture or the ‘way of life’ of a people or region” (Richards 2001: 7)

(images from Split, Croatia)
CULTURAL TOURISTS

Traditional view – Older, wealthier, higher spending

‘Generation Y’ (Davidson 2013) tourists are even more interested in exciting, cultural experiences

Future tourists will look for cultural experiences, but very diverse ones!
CULTURE CHANGES...

(images from Belgrade, Serbia)
(Kotor, Montenegro)
GRIFFON VULTURE - UVAC SPECIAL NATURE RESERVE, SERBIA — CULTURE OR NATURE?
Cultural capital of Serbia
200 events and festivals each year
Major university
Fantastic food and wine
Great nightlife
CULTURAL EXPERIENCES

Tourists consume experiences (Andersson 2007)

Experiences are ‘holistic’ – we don’t break them down into little pieces

Every destination gives tourists cultural experiences
PRACTICAL STEPS...

Use diverse cultural resources to create tourism experiences

Create packages with cultural components

Don’t see culture as a separate product — tourists don’t think of themselves as ‘cultural tourists’
- Offer ‘cultural’ tourists something non-cultural
- Show your culture to all of your tourists!