



CULTURAL TOURISM * EXPERIENCES #MEKST2015

James Kennell

CULTURAL TOURISM

Traditionally, studies of cultural tourism have focused on the management of specific kinds of attractions, or on narrow definitions of culture



(image from Split, Croatia)

“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!

