



Cultural tourism #EduTourism

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Cultural Tourism refers to the tourist activity whose main motivation for the tourist is to visit cultural attractions in order to learn, discover and experience the cultural heritage of the tourist destination. These cultural attractions relate to a group of distinctive material, intellectual, spiritual and emotional characteristics of a society, including arts and architecture, historical and cultural heritage, culinary heritage, literature, theatre, music, photography, creative industries and living cultures with their ways of life, value systems, beliefs and traditions.

Cultural tourism includes:

1. Cultural heritage where it refers to the areas/locations and activities inherited and preserved from the past, including perceptions, achievements and lifestyles. It is divided into tangible (heritage buildings, architectural sites, World Heritage sites, national and historic monuments), intangible (literature, art, philosophy, folklore, song), heritage sites (museums, libraries, theatres, events) and references associated with historical figures.
2. The cultural thematic itinerary where it refers to a set of natural or man-made attractions based on a specific thematic context. The thematic itineraries have the potential to provide education and recreation at the same time.
3. The cultural events - festivals - folklore where they involve activities aimed at obtaining a personalised and authentic experience, with any kind of active participation or engagement with the arts, heritage or specific characteristics of a place or a thematic/cultural event.
4. Cultural urban tourism - CityBreaks, which refers to leisure travel in cities, usually of short duration, during which the tourist experiences cultural and recreational experiences in that city.
5. Wedding tourism, where the main purpose of the visit to the destination of choice is to celebrate or celebrate a wedding or honeymoon. It refers to the trip made by the couple to a destination outside their region or country of origin/residence, either individually or with relatives and friends to selected destinations.
6. Film tourism, where tourists/visitors are attracted by the portrayal of a place or its stories in film, television and the internet. This includes all forms of travel to places where either films, television and even online productions have been made or have simply been shown or are associated with films, television and online productions.

Cultural tourism therefore brings visitors closer to different aspects of the culture of the chosen destination areas, giving them a holistic experience with endless possibilities for entertainment and learning.