



CULTURAL HERITAGE MARKETING
FOR SUSTAINABLE TOURISM

International Summer School

A UNIQUE CULTURAL EXPERIENCE

Athens / Greece / July 2017



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



excelixi
CENTER OF SUSTAINABLE ENTREPRENEURSHIP
PIRAEUS BANK GROUP

With the support of:



PIRAEUS
BANK GROUP
CULTURAL
FOUNDATION



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«Cultural Heritage Marketing for Sustainable Tourism» is a Summer School programme that gives you the opportunity to holistically explore the cultural heritage of place/destination and learn how tourism can benefit from cultural heritage marketing.





WHO IS THE PROGRAMME FOR?

- Upper-year undergraduates
- Master's degree students
- Students in faculties like art history, tourism marketing, cultural heritage management, archaeology and anthropology
- Professionals and non-specialists in related fields



KEY INFO

• When:	July 2017
• Duration:	12 days*
• Language:	English
• Credits:	4 ECTS
• Fees:	1,400€
• Early bird:	1.100€
• Accommodation** (double-occupancy):	750€
• Accommodation** (single-occupancy):	975€

*BONUS: exciting field trips & excursions included

**13 nights, check-in one day before course begins



WHAT WILL YOU GAIN?

- Understand the factors that are related to the internal and external environment of an organisation that operates in the cultural heritage industry and have an influence on its operations and long-term sustainability in the market.
- Acknowledge the significance and contribution of the marketing function for such an organization and its relationship with the overall business strategy.
- Develop an integrated marketing plan for a cultural heritage organisation.
- Comprehend how cultural heritage marketing can lead to sustainability in tourism.
- Extend your ability to think systemically and approach the principles of cultural heritage marketing through a holistic manner.

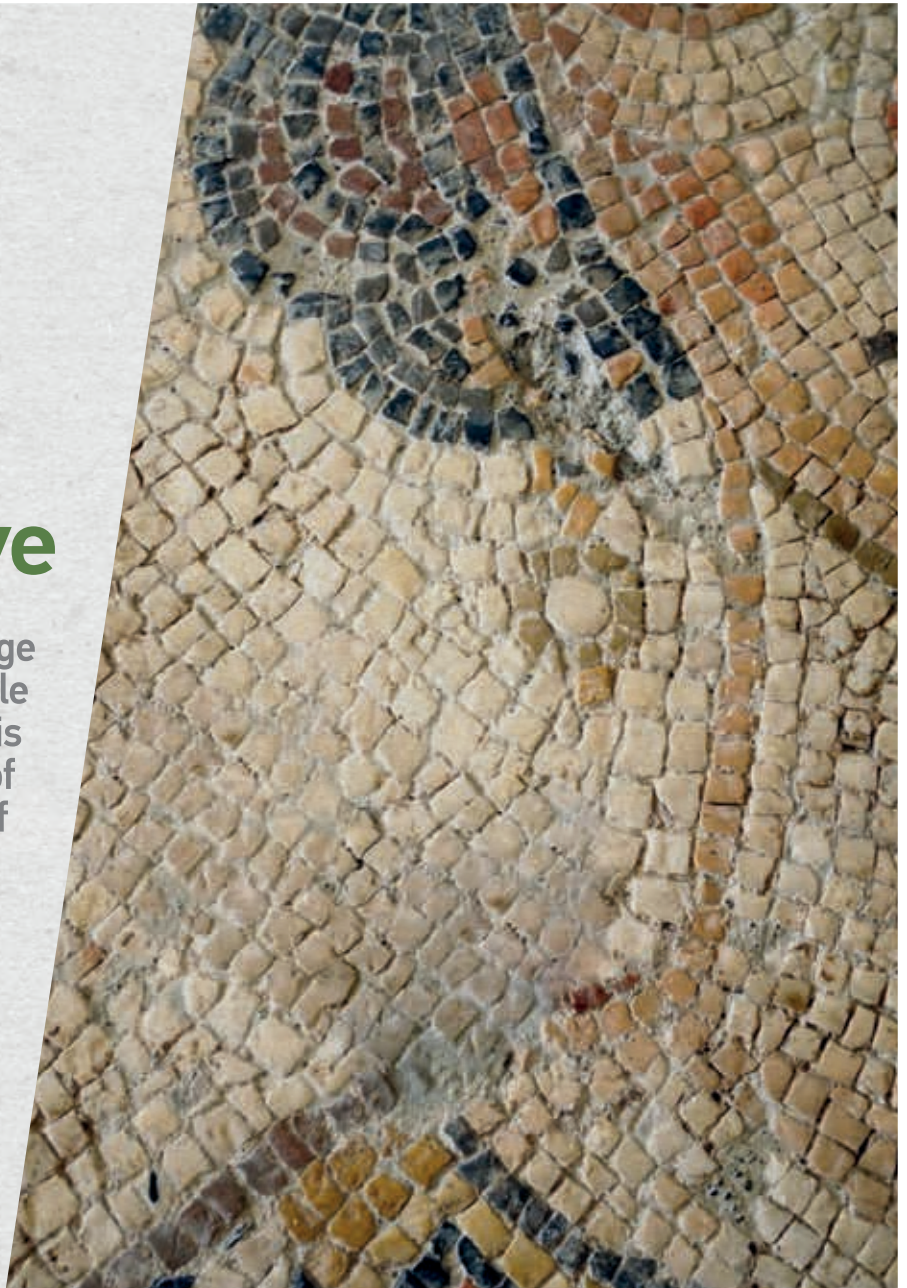


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Innovative

The «Cultural Heritage Marketing for Sustainable Tourism» programme is a collaboration of Excelixi S.A. - Centre of Sustainable Entrepreneurship and the Athens University of Economics and Business (AUEB) in Greece.

This partnership ensures world-class education and an interdisciplinary learning environment.





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Collaboration

A critical element is provided by Piraeus Bank Group Cultural Foundation (PIOP), that supports the preservation and showcasing of Greece's cultural heritage, with an emphasis on production history, and promotes the integrated management of cultural and natural heritage. Presentations on the strategy and operational plan of PIOP as well as visits to Museums of PIOP in the Greek countryside, will provide a close look to the specific elements of a cultural organisation.



OUR COURSES

The variety of courses covers all aspects of cultural heritage marketing, with particular emphasis on the history and cultural interest of a place-destination.

STRATEGIC MARKETING PLANING

- A**
- The meaning and importance of marketing for a cultural heritage organisation
 - What is cultural heritage tourism?
 - Different forms of cultural heritage tourism (e.g. archaeological sites and monuments, towns and destinations of particular cultural heritage interest, eco-tourism, agro-tourism)
 - How is marketing different in the cultural heritage industry?
 - Marketing audit: Tools for analysing an organisation's internal and external environment (e.g. resources, mission, vision, culture-philosophy, micro and macro environment, the role of market research)
 - SWOT analysis
 - Marketing objectives formulation

- C**
- Choosing the right distribution channels to reach the cultural heritage customers (e.g. online and offline agents, partners, industry experts, organisation's website).
 - Designing an effective and integrated communication strategy (e.g. advertising, sales promotions, public relations, direct marketing, digital marketing and social media)

- B**
- Marketing strategy determination
 - Segmenting the cultural heritage industry
 - Choosing the appropriate target groups
 - Designing, positioning and branding the cultural heritage product, town/destination marketing
 - Selecting the appropriate price

- D**
- The role of employees in offering the cultural heritage products
 - Marketing strategy implementation (setting budgets, determining timetables, assigning responsibilities)
 - Marketing strategy evaluation and control (comparing objectives vs. results, determining control criteria, taking corrective actions)



CHARACTERISTICS OF THE CULTURAL HERITAGE INDUSTRY

- Intangibility, perishability, heterogeneity and inseparability of the cultural heritage offering
- Differences between the micro and macro environment of cultural heritage organisations

HOW TO CREATE AN EFFECTIVE MARKETING PLAN FOR AN ORGANISATION OPERATING IN THE CULTURAL HERITAGE INDUSTRY

- 10 tips for designing a sustainable and successful marketing plan

CUSTOMER BEHAVIOUR AND JOURNEY IN THE CULTURAL HERITAGE INDUSTRY

- Categories of cultural heritage travellers
- What are the factors that affect cultural heritage travellers' behaviour (e.g. personal, cultural, environmental, marketing stimuli)?
- How do they find information regarding competitive offers (e.g. traditional offline ways vs. online ways such as digital marketing and social media)?
- What criteria do they use in order to choose among competing offerings?
- What are the factors that determine their level of satisfaction and loyalty in relation to a cultural heritage organisation?
- Differences in customer behaviour across different countries



PROGRAMME

You can find the analytical programme here.



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EXAMS

You will be asked to form groups and design a marketing plan for a real organisation operating in the cultural heritage industry. At the end of the course, you will hand in and present your assignment. The final grade will be based on the evaluation of your coursework. The successful completion of the course (i.e. a final grade minimum 5/10) will equal to 4 ECTS credits.

CERTIFICATION

After the successful completion of the course, you will be provided with an official Certificate that will be issued by Athens University of Economics and Business and Excelixi S.A.





MAKE YOUR SUMMER UNFORGETTABLE

Visits and excursions to museums, archaeological sites and places of interest in Greece. Alongside the social programme of organised events, you will also have enough free time to explore Athens and its rich history, architecture, art, food, shopping, music, theatre and much more.

Visits in Athens

- Plaka
- National Archaeological Museum
- Benaki Museum
- Acropolis archaeological site - Acropolis Museum



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Excursions

- The Environment Museum of Stymphalia - Stymphalia archaeological site - Stymphalia lake
- The Museum of the Olive and Greek Olive Oil
- The Open Air Water-Power Museum
- Cruise in the Saronic Gulf





Greek Spirit and Hospitality

Our Summer Programme offers high quality accommodation at Domotel Kastri Hotel. The training centre is part of the building complex where the hotel belongs to, therefore, you will enjoy the comfort of having all your activities concentrated in a single location. The hotel is located at the Kastri district of Nea Erythrea, close enough to the shopping centre of Kifissia and few miles away of the centre of Athens. The hotel and its training and conference centre are built in a vast area of 15,000 m² that include beautiful gardens and functional public areas. The modern furnished rooms promise an unforgettable stay. Last but not least, Domotel Kastri's main restaurant offers a daily breakfast buffet enriched with traditional Greek flavours, whereas the all-day bistro, with a view to the hotel's stunning gardens, presents a menu of Mediterranean cuisine based on organic fresh products. You can also head to the terrace and enjoy drinks and snacks or relax after a difficult day at the modern, premium bar. The premium and sufficient road network, along with the nearby public transportation, connects Domotel Kastri directly with the major points of interest of in the city of Athens.





HOW DO I APPLY?

The applications are made online and are not subject to a fee, up **until May 31, 2017**. The process is easy allowing you to complete the application form, at your own pace. Supporting documents should be attached electronically to your application. As part of the application form you will need to upload scanned copies of the following documents:

- A short motivation letter: A written statement (up to 500 words) outlining your reason(s) for choosing the course and what you hope to gain from the Summer School programme
- Curriculum Vitae (CV)
- Student records including completed courses and marks obtained during the undergraduate programme.
An official table clarifying the grading system used at the university you are currently attending (indicating the minimum and maximum achievable scores) must be attached
- Most recent English language test certificate (B2 level)

Summer School on Cultural Heritage Marketing for Sustainable Tourism applications are on a rolling basis, as they are received. You will be notified regarding the acceptance or not of your application by June 6, 2017. This means that the positions may fill up before the application deadline. We encourage you to apply early to ensure your participation!

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