

ENCOURAGING ACADEMIES TO TEACH HOW TO PROMOTE CULTURAL HERITAGE

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Abstract:

In Europe, Culture and Heritage are among the main sectors creating jobs for youth. Courses on tourism and cultural heritage are usually offered by Humanities and Social Sciences departments, which are hardly eager to reform and adapt their curricula to new realities and to take into account the marketing and business aspects and economic development of the cultural tourism industry, starting from the communication skills needed. As a matter of fact, many European cultural sites are not promoted and are still unknown, and are not exploited in the right, sustainable way.

Most historical cities in Europe are willing to get recognised by UNESCO, or to be the next European Capital of Culture, but not many are able to promote their heritage in a business-like, sustainable approach, and it is necessary that the academic system support this effort.

The paper will invite to re-consider the European heritage under this perspective in order for Universities to provide new approaches to communicating and promoting instruments and standards of cultural marketing to match local communities' needs and youth employment expectations. It is vital for universities to improve their ability to teach their students to create and use new ways of exploiting this sector in a work- and wealth-creation perspective.

Keywords: Cultural Heritage, communication skills, skills, cultural marketing, job creation