

Transforming Cultures into Stories and Experiences

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Inter-coaching workshop HERITAG-CULTURWB - Tbilisi

A nighttime photograph of a cityscape. In the foreground, a river reflects the lights from the city. A prominent feature is a large, arched bridge with a blue, illuminated metal lattice structure. In the background, a hillside is covered with buildings, and a large, illuminated castle or fortress sits atop the hill. The sky is dark, and the overall scene is lit with warm yellow and blue tones.

What is culture?



Or is this culture?



Or this?



What about this?



No culture?



This is for sure culture, isn't it?



But also this?



And what about this?



No culture?



What about „agri-culture“?



But „modern agri-culture“ not?



1. conclusion:

- Culture is....
- ...how we *struggle for life*
- ...what ever we „*use to use*“ to *come along* with our „*environment*“



<https://steemit.com/architecture/@anaximenez/culture-and-it-s-affects-to-architecture>

Manifestations of Culture

❖ **Tangible**

(monuments, museums, cultural/ historical sites, handicrafts etc.)



❖ **Intangible**

(language, arts, spirituality, philosophy, social activity, interaction)



What is „*our modern culture*“ then?



Is this „*our modern culture*“?



Also modern culture?



No typical habit of us?



Or this?



What about this?



New tangible culture elements creating new intangible culture...



2. Conclusion:

- ***Modern Culture*** is....
- ...how we ***today struggle for life***
- ...what ever we „***use to use***“ ***today to come along*** with our „***present environment***“



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What is **Tourism Culture** then?



Getting the illusion of
„becoming part“ of *another* world?



Consuming and sharing impressions of *other* cultures?



Searching for (well staged) *„authentic“* experiences“?



Getting „touched“ by historic „reality“?



Getting „out“ of their daily routine...



„Integrating“ experiences with all senses



3. Conclusion:

- ***Tourism Culture*** is....
- ...how we ***today*** practice our
- ***leisure time culture***
 - **away from home**
 - in order to...
 - ***compensate*** daily life
 - by ***reproducing*** familiar (cultural) patterns
 - in order to **consume experiences**

What are different **Cultural Tourists** looking for?

- **Purposeful cultural tourist**
- Cultural tourism as the **primary motivation**
- visiting a destination for **very deep** and elaborate **cultural experience**



Sight seeing cultural tourist

- Staying in **distance**
- Gazing and **collecting impressions**
- **Pilgrimage rituals** of visiting **highlights**



Serendipitous cultural tourist

Does **not look for culture**

- after participating, ends up having
- a **deep cultural tourism experience**

e.g. **Trekking tourist looking for nature...**



...meeting **local peoples**
...exchanging **experiences**
...getting **touched**



Incidental cultural tourist

Does not look for culture

- nonetheless **participates** in some activities
- having **shallow** experiences



4. Conclusion:

- ***Culture Tourist*** are....
- ...manifold
- ...with **different intensities** of cultural interests
- ...and they become **more complex...**

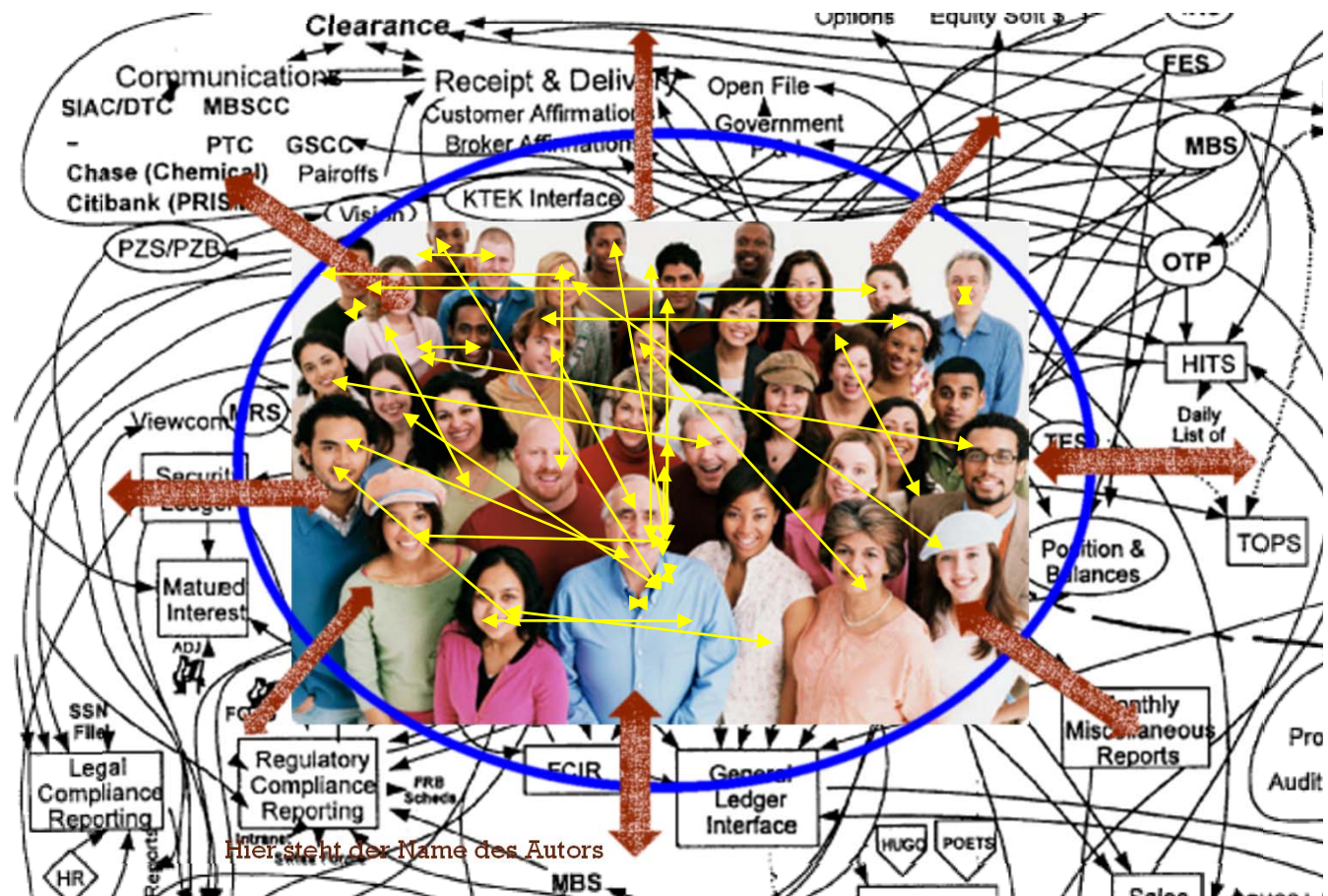
I'm complicated,
i know

What is
„New Cultural Tourism“ Culture
then?



The „*New Cultural Tourist*“ is...

- ...adapted to environments, which are...
- ...urbanized...
- complicated / complex
- mobile
- changing
- accelerating
- virtual / digitalized
- ...unpredictable...



What is *„New Cultural Tourism“* Culture then?

- More „**authentic**“ and **professionally designed**,
-allowing **unique authentic experiences** being...
- **Faster and slower**
- findig the **fitting speed** for the right target group
- **More virtualized and more personal**
- bridging the **contradictions of media society**
- **More simple and more extreme**
- findig the **fitting intensity** for the right target group



**Thank you for
your attention.**