

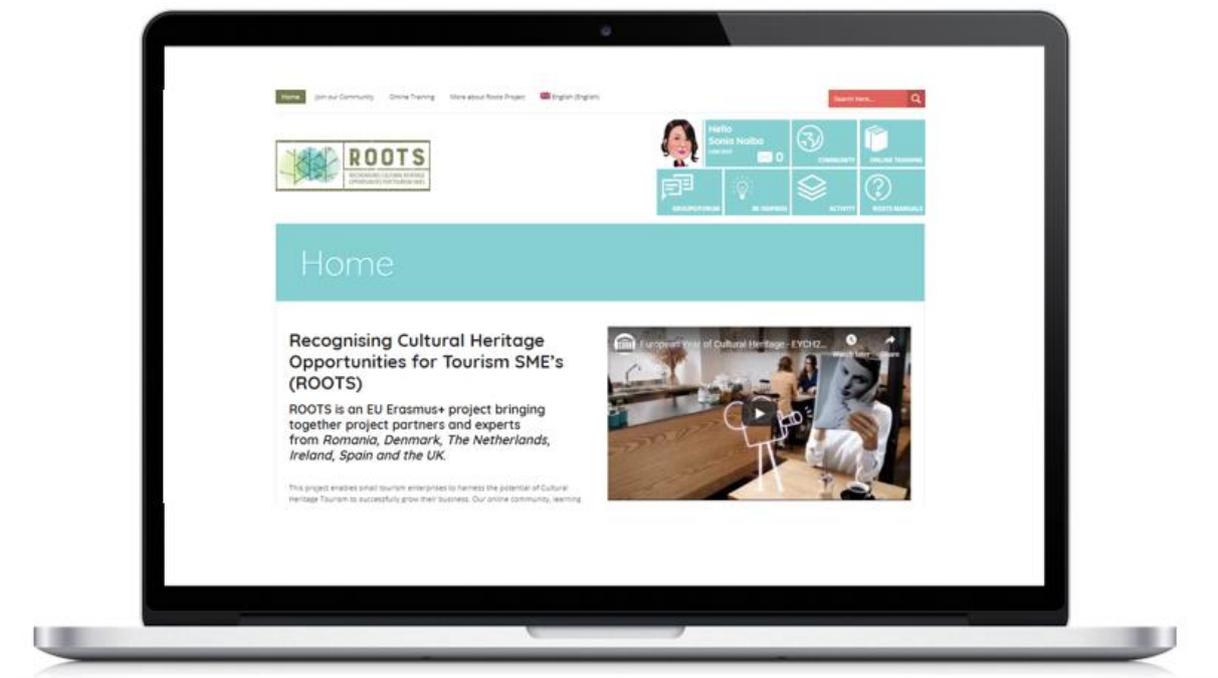
The ROOTS learning and collaboration platform

- a place to learn, share ideas and understand Cultural Heritage Tourism -

The ROOTS learning platform, which can be accessed at <https://culturalheritagetourism.training>, enables small tourism enterprises to **harness the potential** of Cultural Heritage Tourism to **successfully grow their business**.

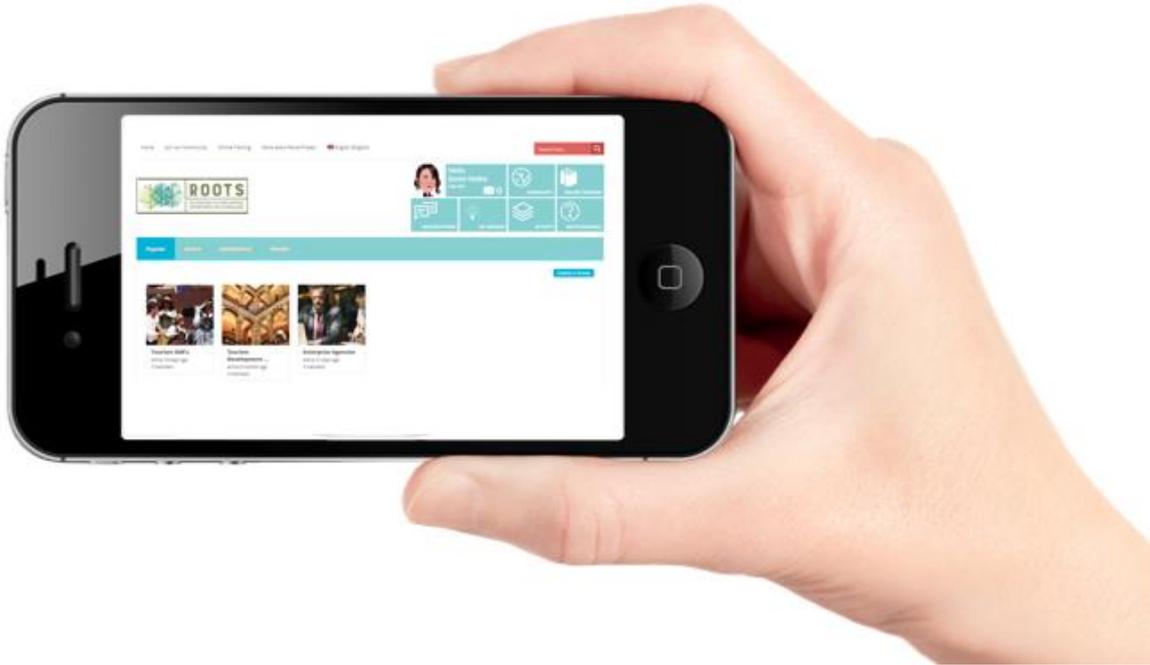
The platform hosts **an online community, online learning resources and downloadable resources** which offer SMEs access to expert knowledge and advice.

Anyone interested in cultural heritage can **join the online community** of SMEs, entrepreneurs, business advisors and education providers where they can share ideas, interact and participate in discussions.



Joining the platform is a very straightforward and simple process and when you land on the platform you are encouraged to register - <https://culturalheritagetourism.training/register>

Once registered, **you become a member** of the [ROOTS community](#). On the ROOTS platform, groups facilitate **peer learning and discussion**. Anyone can view the discussions and forums, but only **registered members can join in and create group chats and forum topics**.



The platform currently hosts three discussion groups:

Tourism SME's: Join this group to connect with other Tourism SME's in Europe. Here you can share best practices, ask for advice and learn together about the opportunities that culture and heritage provide as platforms to develop and grow your businesses making them even more attractive to visitors.

Tourism Development Organisations: Tourism Development Organisations have a key role to play in supporting the tourism industry and helping to develop high-quality and competitive tourism destinations. For Tourism Development Organisations to make the most impact they need to engage with tourism providers locally, regionally, nationally and internationally.

Enterprise Agencies: Enterprise Agencies provide supports to local businesses that are starting up or in development. Their role is to stimulate economic activity at local level and regional level. Business Advisors are at the forefront of providing support to local businesses. In this group, business advisors can connect and share best practice of supports they have delivered for culture and heritage tourism businesses in their regions

The ROOTS Online Community is a **place to see and get to know all the members** of the Platform. You can see **what groups people are involved in**, where members are **most active on the platform** and where you can engage with them.



The ROOTS online platform is also home to [online learning resources](#) designed to encourage small tourism enterprises to harness the potential of Cultural Heritage Tourism to successfully build their business.

OUR LEARNING PORTAL

Online Training

Our suite of learning resources are designed to create awareness of the topic of cultural and heritage tourism and the business opportunities it presents for entrepreneurs and small business owners. Our aim is to help build the capacity of tourism providers and help them to develop a strategy to enhance and diversify their tourism products and services capitalising on the potential of cultural and natural heritage while also playing a key role in its preservation.

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Sonia Naiba

Awareness Raising for Cultural and Natural Heritage Tourism
Sonia Naiba

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October 8, 2018

Using interpretation to improve the visitors' experience at heritage sites
October 8, 2018

Understanding Culturally Curious Visitors
October 8, 2018

Awareness Raising for Cultural and Natural Heritage Tourism

In this course, we introduce the idea of Cultural and Heritage Tourism and highlight some of the opportunities it presents across the following topics:

- Cultural Heritage Tourism Defined
- Cultural Heritage Tourism Benefits and Challenges
- Cultural Heritage Tourism Opportunities
- Cultural Heritage Tourism Support Networks

- Cultural Heritage Tourism Exemplar Case Studies

Search item Awareness Raising for Cultural and Natural Heritage Tourism

Cultural Heritage Tourism Defined

Cultural Heritage focuses on historical, artistic, scientific, and lifestyle heritage. Experiences of cultural environments, visual and performing arts, lifestyle, values, traditions and events, festivals, banquets, music, theatre, village and rural life, gastronomy, visiting/using local products, village buildings and 'atmosphere', historic and religious monuments and ruins, famous people. Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Cultural Heritage Tourism has been defined as 'the movement of persons to Cultural Heritage attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'.

European Year of Cultural Heritage - EYCH2018

Cultural Heritage refers to both Tangible Heritage such as heritage sites, monuments, art and literature etc. as well as Intangible Heritage such as folklore, traditional activities and practices, gastronomy, language etc. Both are considered vital to be preserved for future generations.

Cultural Heritage

ROOTS Training for Cultural and Heritage Tourism Businesses

The aim of this course is to enable managers and owner/directors of cultural and heritage tourism businesses to understand how they can maximise the value of the ROOTS project and resources and to exploit opportunities locally and regionally for their business.

On completion participants will have explored how to exploit opportunities available to their own business

Search item ROOTS Training for Cultural and Heritage Tourism Businesses

What Do Today's Tourists Want?

Today's tourists are not interested in high thread count sheets and gourmet foods when searching for their next destination. From the North Pole to the South Pole, it is the unique experience tourists seek and are sharing through social media.

These are some of the most important things tourists are looking for when travelling:

Safe, easy to reach destinations	Unique products and customised experiences
Meaningful, authentic, rich experiences	Last-minute getaway opportunities
To 'participate' and not just to 'observe'	Comfort, thrills and adventure activities
A chance to engage with and to meet local people	To plan and to buy online
Quality + value for money	Opportunities to support good environmental and social responsibility practices

Session 2: Exploring Products and Markets
Strategy is about setting yourself apart from the competition. It's not a matter of being better at what you do - it's a matter of being different at what you do. - Michael Porter

Developing Your Strategy

Tool 2 - Defining your USP

Also available for download on the ROOTS platform are the [manuals](#) developed during the lifetime of the project:

1. How to Implement Cultural and Natural Heritage Tourism
2. How to Promote Cultural and Natural Heritage Tourism
3. How to Set up a Local Cultural and Natural Heritage Community
4. ROOTS Training Kit

Lastly, the content on the platform, along with the online learning resources and the downloadable manuals, are available in five languages, corresponding to the partner organisations who have been involved in this project over the last two years.

