**UNCTAD Training**

Online course:

Cultural and Creative Tourism

**November 2021**



**Creative Industries**

1. **DESCRIPTION & OBJECTIVES**

**CONCEPT NOTE**

This course is organized as a short-term and online training structure, designed for public and private actors on the tourism, cultural and creative sectors of Angola.

Throughout eight thematic modules, the training will explore the relationship between tourism, culture and development. The aim of the training is to support skill development on local, regional, and national policy design and implementation, to promote new opportunities for entrepreneurship and employment in creative tourism.

By completing this training, participants will be able to:

* Recognize the role of tourism in the context of the creative economy;
* Understand the concepts of cultural and creative tourism and comprehend its value in local, regional, and national contexts;
* Identify good international practices of cultural and creative innovation in the context of tourism activity, as well as the main factors and tools for developing cultural and creative tourism strategies;
* Design public policy tools for the valorization of heritage resources, events and festivals;
* Promote collaborative partnerships and networks between the public and private sectors;
* Understand and implement integrated approaches that add the symbolic value, heritage expressions and communities’ culture and places’ context on specific tourism projects;
* Formulate cultural and creative tourism projects, based on *design thinking methodologies* and strategic planning.

**2.** **CONTEXT**

This training course is part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II for "Increasing the economic potential of the cultural and creative industries in Angola for employment, trade and development gains". This training was produced with the financial support of the European Union and is part of a set of training developed for the Creative Industries component, which will contribute directly to the implementation of the Program 1.7.2: "Promotion of Cultural and Creative Arts and Industries" under the National Development Plan of Angola 2018-2022.

The vision of the project is to promote vibrant cultural and creative industries in Angola, facilitate improved economic activities and networks in the Arts and Cultural Centers, provide greater opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of the Creative Industries Component of Angola, which are in line with the objectives of all components of the project, are: (a) to assess the commercial (export) potential of Angola's creative economy; (b) to identify the main bottlenecks that undermine efforts to harness the socio-economic potential of Angola's creative economy; and (c) to build Angola's institutional and human capacities to formulate and implement policies and strategies to unlock binding constraints.

**3. FORMAT**

* **Duration:** 4 weeks, November 11th to December 7th, 2021
* **Delivery:** Online through the UNCTAD E-learning System <https://elearning.unctad.org/course/view.php?id=4>
* **Learning units:** 8
* **Direct teaching:** 16 hours in total (divided between videos/slides, activities, and lives)
* **Independent study:** 16 hours in total (divided between readings, research and planning, forum activities and interaction)
* **Total learning:** 32 learning hours
* **Type of content:** Slides with voiceover, slides, videos, texts, case-study presentations, individual activities and tasks, questions, posting and comments for discussion, and quizzes
* **Contact with the trainers:** exclusively through the forum
* **Certification criteria:** Certificates are automatically issued via the platform for participants who complete all required activities indicated throughout the course. These include forum participation, commenting on texts and posts, correctly answering quizzes, development and presentation of ideas and project plans (in the platform, and live if they are available). These ideas and projects should be relevant to their professional practices, be feasible and have the potential to contribute to the advancement of the internationalization of the cultural and creative sectors in Angola.
  + Participants are requested to join three online live sessions of 1h30 of duration: a first one on November 11th at 11am Luanda time, marking the start of the course and explaining its structure and functioning; a second session on December 2nd at 11am Luanda time, where a detailed explanation of the exercise will be given; and a final session on December 7th at 11am Luanda time, celebrating the end of the course and where they can share the ideas and project plans they developed during the course. If participants are unable to participate live in the sessions, they can still access/share materials via the platform.

1. **LANGUAGE REQUIREMENT**

The course is delivered in Portuguese language, but to get the most of this learning opportunity, the participants should have enough understanding of English language to be able to read non-technical support texts.

1. **TRAINER**

**Carlos Martins** holds a Degree in Economics from the Faculty of Economics in Porto, a post-graduate degree in Cultural Tourism from the University of Barcelona. He is a member of the National Council of Culture - Arts section and strategic advisor of Turismo de Oporto y Norte de Portugal. He was director of the European Capital of Culture in 2012. He was president of the Portuguese Creative Industries Agency.

1. **PARTICIPANTS**

The main recipients of this online course are:

* Officials from the Government of Angola, including national, provincial, and municipal government;
* Private institutions and cultural and creative sectors related to tourism activity and event production (focal points);
* Cultural and creative entrepreneurs, artists, practitioners, managers, distributors and representatives of the tourism, cultural and creative sector of Angola.

1. **GENDER BALANCE**

Considering the aims of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, the institutions putting forward participants are asked to aim for at least 40% female participation.

1. **OUTLINE THE COURSE**
2. **INTRODUCTION TO THE COURSE AND OF PARTICIPANTS**
   1. Welcome and introduction to the course
   2. Presentation of participants
3. **CONCEPTS, DYNAMICS, AND TRENDS OF TOURISM**
   1. Definition of concepts (tourism, cultural tourism, and creative tourism; cultural and creative economy)
   2. The tourism value chain
   3. The tourism sector at international level and in Angola
   4. The impact of COVID-19 on tourism
   5. National and international trends in the tourism sector
   6. The challenges of Cultural and Creative Tourism
4. **CULTURE AND CULTURAL HERITAGE**
   1. Concepts of Culture and Cultural Heritage
   2. Cultural Heritage protection and enhancement mechanisms
   3. Cultural Heritage as a development resource
   4. Mediation and Management of Cultural Heritage
   5. CH of Angola
5. **EVENTS AND FESTIVALS**
   1. The event: definition; variants and concepts
   2. Event planning and management
   3. Design and production of cultural events
   4. Production, communication, and event financing
   5. Partnerships and networks
   6. Events as a tourist attraction
6. **COMMUNICATION AND MARKETING**
   1. Territorial marketing tools
   2. New trends in communication of tourist products
   3. The power of storytelling
   4. Marketing of tourist products and services
   5. Digital presence of destinations
7. **STRUCTURING AND DEVELOPMENT OF TOURIST PRODUCTS**
   1. Sustainable development, heritage, and tourism
   2. Resources vs products vs services vs experiences
   3. Authenticity and originality as a factor of tourist differentiation
   4. The process of structuring and developing tourism products
   5. Hospitality, hospitality, security, and accessibility
8. **COURSE PROJECT: PLANNING** 
   1. Defining and planning the final group project
9. **COURSE PROJECT: PRESENTATION**
   1. Presentation and discussion of projects
10. **TECHNICAL** **INFORMATION**

The course will be delivered free of charge via the UNCTAD E-learning System, through the link: <https://elearning.unctad.org/course/view.php?id=4>.

Participants can access the platform via browser on a computer or via an app on their mobile phones. For certain online activities in the course, requiring some writing, it may be more comfortable for participants to access the course via a computer.

1. **CONTACTS**

Adelino Muxito [adelino.muxito@unctad.org](mailto:adelino.muxito@unctad.org)

Johanna Silvander [johanna.silvander@unctad.org](mailto:johanna.silvander@unctad.org)

Taciana Evaristo [taciana.evaristo@unctad.org](mailto:taciana.evaristo@unctad.org)

1. **DURATION OF THE COURSE**

**Start date:** November 16th, 2021, at 11:00 (Luanda time)

**End date:** December 14th, 2021, 12:30 (Luanda time)