



Dear Learner!

With the help of e-learning material you can acquire the following knowledge:

- the role, importance and potential of intangible cultural heritage in tourism and product development,
- the functioning of the tourism market, the process and methods of tourism product design,
- the use of creative techniques for the development of tourism products based on intangible cultural heritage,
- areas of tourism marketing, with a particular focus on online marketing and the role of social media.

In addition to theoretical knowledge, we provide you practical tools and methodologies for the product design process and for planning and implementing your marketing activities.

STORIE Learning Programme consists of 4 large themes, so called modules, which are the followings:

1. **Intangible cultural heritage in tourism**
2. **Marketing**
3. **E-marketing and social media**
4. **Creativity techniques**

At the beginning of the modules we describe the aim and content of the module in an Intro slide.

Each module is divided into 4-7 smaller units, knowledge snacks, and each unit has 4 parts:

1. Theory - summarizes the most important professional basics
2. Further reading suggestions - help you gain additional knowledge
3. Case study - presents a best practice
4. Self-reflective questions - help to test your acquired knowledge

The whole learning programme consists of 21 short learning units (about 20 hours of study time).