



INNOVATING TOURISM THROUGH POP CULTURE

# OUTPACE Trainers and Educators Guide



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**Insights and guidelines for optimum delivery of the  
OUTPACE Innovating Tourism through  
Pop Culture Open Education Resources**

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## 1. The OUTPACE Project - Innovating Tourism Through Pop Culture

***Pop culture tourism is a growing phenomenon with vast opportunities and innovation potential, enabling strong and sustainable tourism experiences and local development. In conjunction with global fan communities and digital accessibility, pop-culture tourism can constitute a powerful and transformative tool for the industry.***

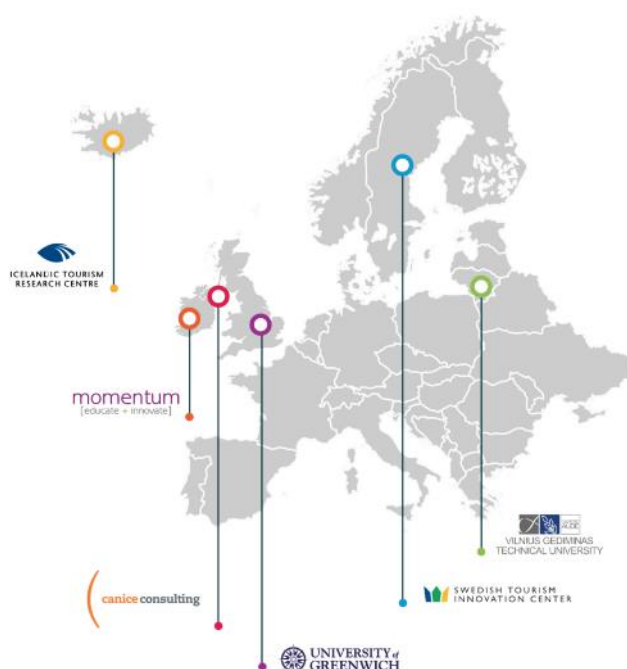
There is a need to develop new and innovative experiences for tourists. Not only are possibilities and practices changing due to long-lasting consequences from climate change, environmental considerations and the ongoing pandemic. In addition, tourists' expectations and consumer behaviour are evolving permanently due to digitalisation, global pop culture trends, social media and other factors.

For the first time as a VET education offering, the OUTPACE project is a collaborative effort to build upon existing success stories in pop culture tourism to produce high quality and up-to-date educational resources, enabling businesses and regions to take advantage of current and rising opportunities. The overall aim of OUTPACE is to create a rise in the number of tourism businesses that develop innovative products and services based on the opportunities afforded by pop-culture tourism, generating more market-responsive and dynamic regional tourism economies.

Pop culture tourism can also help address many general challenges which the tourist industry faces today. The OUTPACE course gives vivid examples and compelling stories to help recipients identify and develop their own local or regional stories connected to pop culture. Methods for digital access widens the reach of local experiences while

providing valuable connections with online fan communities. The use of visual content and immersive experiences will strengthen tourist destinations, enable an active online presence, and develop activities aligned to fan communities.

OUTPACE is an EU Erasmus+ project bringing together partners and experts from Lithuania, the United Kingdom, Iceland, Sweden and Ireland. The partners are Vilnius Tech, Canice Consulting, University of Greenwich, Icelandic Tourism Research Centre,



Momentum, and the Swedish Tourism Innovation Centre.

### Useful Main Website Links

<b>Official Outpace Website</b>	<a href="http://www.popculturetourism.eu/"><u>www.popculturetourism.eu/</u></a>
<b>Open Education Resources – the Course Modules</b>	<a href="http://www.popculturetourism.eu/open-education-resources/"><u>www.popculturetourism.eu/open-education-resources/</u></a>
<b>Outpace Manual – A Guide to Pop Culture Tourism</b>	<a href="http://www.popculturetourism.eu/resource-pack-en/"><u>www.popculturetourism.eu/resource-pack-en/</u></a>
<b>Facebook page</b>	<a href="http://www.facebook.com/outpaceeu/"><u>www.facebook.com/outpaceeu/</u></a>

## 2. About the OUTPACE Open Education Resources

The OUTPACE Open Education Resources and training course have been developed to utilise the immense possibilities for tourist innovation that pop culture tourism presents. They are designed for all relevant sectors and professions in tourism and neighbouring industries, including small businesses, public officials, regional developers, students, and other business development interests regarding tourism and destinations.

The course provides tools to enable HE, VET and business support organisations to adopt a systematic approach to training learners in developing innovative and sustainable products and services based on pop culture opportunities. Stakeholders that benefit include tourism enterprises, HE institutions, enterprise development, VET organisations and other tourism stakeholders.

### **A TIMELY RESOURCE FOR AN INDUSTRY IN NEED OF INNOVATION**

Decimated by COVID19, tourism SME's need new energy, ideas and innovations to rebuild and reposition their businesses for and of the future. Before COVID, pop culture tourism was entering a period of exponential growth across Europe due to the popularity of movies, TV shows and books like Harry Potter, Games of Thrones and Star Wars.

Stuck at home and in lockdown in 2020/2021, most of us binged on pop culture (tv shows, books, video games) as it was one of our only sources of entertainment. Did you know that Netflix gained a whopping 36 million subscribers in 2020?! While there have been few positives from COVID for the tourism industry, pop culture tourism is poised for renewed and continued exponential growth in the coming years.

### **WHAT DOES THIS TRAINING PROGRAMME INCLUDE?**

- 6 free to use modules which cover 30 learning topics
- this facilitators/educators guide for tourism trainers and educators to help you deliver this programme in a number of educational settings – e.g. online, classroom or blended
- peer learning insights from pop culture tourism promoters
- over 50 case studies
- 18+ learner exercises
- expert insights from Lithuania, UK, Ireland, Iceland and Sweden

The OUTPACE Innovating Tourism Through Pop Culture course is a free, innovative and flexible learning tool that will allow you as a trainer to address and explain the potential in pop culture tourism, to inspire innovation through stories and examples, and to deliver a hands-on methodology for the development of innovative products and services. The course's modular design allows for adjustments and enables you to adapt the training according to the needs and circumstances of the setting and target group.

The material is a module-based course with six modules and 30 learning topics, 30+ examples of pop culture tourism, nine practical exercises (+ 10 additional exercises templates as part of this Educator's Guide), and tips and tricks for the development of innovative and sustainable products and services based on pop culture opportunities. The creative resources have been crafted with expert knowledge in each specific area and are delivered in an inspirational way.



**The OUTPACE Open Education Resources have been expertly reviewed and validated.**

Fifty-five external tourism experts from across Europe have pilot tested the OUTPACE Open Education Resources, and each module has been reviewed at least 16 times. Some of the key findings and KPI's are as follows:



- 96% of tourism experts say they either love or really like the education resources
- 97% find the resources useful/very useful and relevant/very relevant
- 96% would recommend/share the OER's as a teaching resource with others
- 100% agree that as a result of the OER's their knowledge of pop culture tourism has either improved or considerably improved
- 100% of educators plan on incorporating the OUTPACE course content now or in the future

In terms of qualitative feedback, the OER's have received excellent reviews:

**"Well researched, presented and resourced, a really useful and valuable off the shelf tourism innovation programmer for me to use."** - *Tourism Trainer, Ireland*

**"There is a variety of content, new knowledge and interesting case studies. It is easy to follow with a good balance of words, photos and videos (i.e. it is easy to go through the whole module without information overload)"** – *Tourism Trainer, Vietnam*

**"Good graphics, clear structure, easy language"** – *Tourism trainer, Iceland*

**"The use of specific case studies and clearly laying out the different types of pop culture tourism was an excellent introduction to a new subject for me."** - *Tourism Business Advisor, Ireland*

### 3. Alignment of OUTPACE OER's to EntreComp: The Entrepreneurship Competence Framework

The development of the entrepreneurial capacity of European citizens and organisations has been one of the key policy objectives for the EU and the Member States for many years. It is one of the eight Key Competences for Lifelong Learning. [EntreComp: The Entrepreneurship Competence Framework](#) describes entrepreneurship as a lifelong competence, identifies the elements that make someone entrepreneurial, and establishes a standard reference for initiatives dealing with entrepreneurial learning.

The EntreComp Framework is made up of 3 competence areas:

1. 'Ideas and opportunities',
2. 'Resources',

### 3. 'Into action'.

Each area includes five competences, which together are the building blocks of entrepreneurship as a competence.

The table which follows presents the EntreComp framework with an additional column to highlight the OUTPACE OER's response to the framework and how the course, when applied in a vocational education setting, can contribute to an increase in the 15 Entrecomp competencies, namely:

- **Spotting opportunities**
- **Creativity**
- **Vision**
- **Valuing ideas**
- **Ethical and sustainable thinking**
- **Self- awareness and self- efficacy**
- **Motivation and perseverance**
- **Mobilising resources**
- **Financial and economic literacy**
- **Mobilising others**
- **Taking the initiative**
- **Planning and management**
- **Coping with uncertainty, ambiguity and risk**
- **Working with others**
- **Learning through experience**



Areas	Competences	Hints	Descriptors	OUTPACE OER's response
1. IDEAS AND OPPORTUNITIES	<b>1.1 Spotting opportunities</b>	Use your imagination and abilities to identify opportunities for creating value	<ul style="list-style-type: none"> <li>Identify and seize opportunities to create value by exploring the social, cultural and economic landscape</li> <li>Identify needs and challenges that need to be met</li> <li>Establish new connections and bring together scattered elements of the landscape to create opportunities to create value</li> </ul>	The OUTPACE training raises the awareness of new economic opportunities for tourism businesses to explore. OUTPACE introduces business owners to Pop Culture Tourists, a growing target market with specific experience needs and wants. OUTPACE OER's connects the dots between pop culture, tourism regions/ geographical locations and how working together can build a solid regional pop culture tourism proposition.
	<b>1.2 Creativity</b>	Develop creative and purposeful ideas	<ul style="list-style-type: none"> <li>Develop several ideas and opportunities to create value, including better solutions to existing and new challenges</li> <li>Explore and experiment with innovative approaches</li> <li>Combine knowledge and resources to achieve valuable effects</li> </ul>	The OER's introduce different types of pop culture tourism – music, film, literary, cosplay etc. The OER's are inspirational and motivational, with lots of case studies of innovative approaches. In addition, the OER's provide new knowledge and practical resources.
	<b>1.3. Vision</b>	Work towards your vision of the future	<ul style="list-style-type: none"> <li>Imagine the future</li> <li>Develop a vision to turn ideas into action</li> <li>Visualise future scenarios to help guide effort and action</li> </ul>	The OUTPACE OER's inspire and motivate existing or new tourism businesses to create pop culture tourism experiences now or in the future. Via a series of activities and lessons, the OER's help learners uncover opportunities for pop culture tourism in their region and give structure for turning ideas into action. The OER's present the pros and cons of pop-culture tourism, and they provide some ideas/solutions which have worked towards overcoming some of the challenges

2. RESOURCES	<b>1.4 Valuing ideas</b>	Make the most of ideas and opportunities	<ul style="list-style-type: none"> <li>Judge what value is in social, cultural and economic terms</li> <li>Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it</li> </ul>	The OER's presents the value of pop-culture tourism from many perspectives – the consumer/tourist, the tourism business, the regional tourism offering and the economy. The OER's highlight the value of innovating with pop culture tourism and the benefits of tourism businesses and stakeholders working together to make the most out of it.
	<b>1.5 Ethical and sustainable thinking</b>	Assess the consequences and impact of ideas, opportunities and actions	<ul style="list-style-type: none"> <li>Assess the consequences of ideas that bring value and the effect of entrepreneurial activity on the target community, the market, society and the environment</li> <li>Reflect on how sustainable long-term social, cultural and economic goals are and the course of action chosen</li> <li>Act responsibly</li> </ul>	The OUTPACE OER's recognise the potential detriment pop culture tourism can have. It tackles issues like overtourism head-on and offers some ideas/solutions. Promoting sustainable pop culture tourism is the goal of the OER's. The OER's provide insights and ideas for how pop culture tourism promoters can sustainably and responsibly respond to pop culture tourism opportunities.
	<b>2.1 Self-awareness and self-efficacy</b>	Believe in your-self and keep developing	<ul style="list-style-type: none"> <li>Reflect on your needs, aspirations and wants in the short, medium and long term</li> <li>Identify and assess your individual and groupstrengths and weaknesses</li> <li>Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures</li> </ul>	Many tourism businesses have an enforced need to innovate in the wake of COVID19; OUTPACE encourages tourism businesses to develop something new sustainably, bringing long-term benefits. The OUTPACE OER's are mindful that existing tourism entrepreneurs (our leading target group) bring considerable knowledge and skills to innovation. The learning resources challenge them to assess what they already know and develop new knowledge and insights into pop culture tourism. The OUTPACE OER's showcase and pay homage to successful pop culture entrepreneurs who have created new and exciting experiences. Peer learning is a powerful means of showing how learners can achieve something special despite challenges, setbacks etc.

	<b>2.2 Motivation and perseverance</b>	Stay focused and don't give up	<ul style="list-style-type: none"> <li>• Be determined to turn ideas into action and satisfy your need to achieve</li> <li>• Be prepared to be patient and keep trying to achieve your long-term individual or group aims</li> <li>• Be resilient under pressure, adversity, and temporary failure</li> </ul>	The peer learning case studies inspire learners to go the extra mile and turn their pop culture tourism ideas into achievements. However, in most cases, pop-culture tourism is reactive rather than proactive. OUTPACE OER's presents the case for proactive planning to make the most of pop culture tourism. The OUTPACE OER's were developed in 2020 during the height of the COVID-19 pandemic when the tourism industry was grounded to a halt. They were designed as a powerful and inspirational learning and innovation planning resource to encourage and excite tourism businesses to keep going and improve their tourism product for and of the future.
	<b>2.3 Mobilising resources</b>	Gather and manage the resources you need	<ul style="list-style-type: none"> <li>• Get and manage the material, non-material and digital resources needed to turn ideas into action</li> <li>• Make the most of limited resources</li> <li>• Get and manage the competences needed at any stage, including technical, legal, tax and digital competences</li> </ul>	The OUTPACE OER's present over 50 case studies of pop-culture tourism, which collectively give great insight into what resources are needed to create pop culture tourism inspired businesses and experiences. Limited resources are often required concerning pop culture tourism as most of the resources are geographical locations connected to movies, books etc. The OUTPACE OER's work best when used with digital information hubs or trainers/experts who can provide further technical, legal insights etc.
	<b>2.4 Financial and economic literacy</b>	Develop financial and economic know-how	<ul style="list-style-type: none"> <li>• Estimate the cost of turning an idea into a value-creating activity</li> <li>• Plan, put in place and evaluate financial decisions over time</li> <li>• Manage financing to make sure my value-creating activity can last over the long term</li> </ul>	The OUTPACE OER's are designed to be delivered flexibly and plug into existing tourism innovation programmes that cover financial costs, planning, etc. They form an essential lesson regarding financial and economic literacy and potentially lucrative, sustainable niche tourism offerings.

	<b>2.5. Mobilising others</b>	Inspire, enthuse and get others on board	<ul style="list-style-type: none"> <li>• Inspire and enthuse relevant stakeholders</li> <li>• Get the support needed to achieve valuable outcomes</li> <li>• Demonstrate effective communication, persuasion, negotiation, and leadership</li> </ul>	Tourism SME's and entrepreneurs who work together to build a solid local, regional, or national destination have a strong capacity to mobilise and enthuse others. Pop culture tourism promoters sell not only tourism products and offerings but also dreams. The chance for others to get a little bit closer to their favourite book, song, movies etc., to sell dreams, pop culture tourism promoters must be able to inspire and enthuse others. The OUTPACE OER's are motivational and inspirational and designed to unlock creativity, ideas and new passions.
3. INTO ACTION	<b>3.1 Taking the initiative</b>	Go for it	<ul style="list-style-type: none"> <li>• Initiate processes that create value</li> <li>• Take up challenges</li> <li>• Act and work independently to achieve goals, stick to intentions and carry out planned tasks</li> </ul>	Equipped with inspiration and motivation, the OUTPACE OER's are also packed with practical exercises and activities to help tourism SME's and entrepreneurs plan and take action. The activities can be done independently or can be carried out in group settings.
	<b>3.2 Planning and management</b>	Prioritise, organise and follow-up	<ul style="list-style-type: none"> <li>• Set long, medium and short-term goals</li> <li>• Define priorities and action plans</li> <li>• Adapt to unforeseen changes</li> </ul>	The OUTPACE OER's provide insights on different/popular types of pop culture tourism products and experiences. Depending on the tourism promoter's initial product offering, it may only take a tweak of the offering to turn it into a pop-culture tourism product/experience. The OUTPACE OER activities and exercises take learners on a journey to identify opportunities and plan and market a tourism product. They also provide a framework to plan long terms goals like sustainability.



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	<b>3.3 Coping with uncertainty, ambiguity and risk</b>	Make decisions dealing with uncertainty, ambiguity and risk	<ul style="list-style-type: none"> <li>• Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes</li> <li>• Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages to reduce risks of failing</li> <li>• Handle fast-moving situations promptly and flexibly</li> </ul>	<p>Many of the case studies in the OUTPACE OER's include an element of lean innovation. Lean innovation is a business model that minimises risk and increases customer value by working iteratively. Pop culture tourism has been primarily reactive to date, i.e. tourism products/experiences are designed and developed after something goes viral/become popular. The OUTPACE OER's are designed to help entrepreneurs become proactive and spot pop culture tourism opportunities early. The OUTPACE OER aims to help entrepreneurs handle fast-moving situations promptly and flexibly to ensure they maximise the economic potential BUT in a sustainable, responsible way.</p>
	<b>3.4 Working with others</b>	Team up, collaborate and network	<ul style="list-style-type: none"> <li>• Work together and cooperate with others to develop ideas and turn them into action</li> <li>• Network</li> <li>• Solve conflicts and face up to competition positively when necessary</li> </ul>	<p>The OUTPACE consortium's pop culture tourism providers researched and interviewed attest to the need to link in with others, especially when developing something niche and new. The OER's present numerous case studies of collaboration while the activities/exercises encourage it. To facilitate further cooperation and networking, we strongly recommend the OER's be delivered in a group setting, either in person or online.</p>
	<b>3.5. Learning through experience</b>	Learn by doing	<ul style="list-style-type: none"> <li>• Use any initiative for value creation as a learning opportunity</li> <li>• Learn with others, including peers and mentors</li> <li>• Reflect and learn from both success and failure (your own and other people's)</li> </ul>	<p>The OUTPACE OER's are designed to benefit existing tourism SME's but also potential entrepreneurs and students. Being tourism educators and stakeholders ourselves, the OUTPACE consortium recognises that learners possess experience, knowledge and skills. We do not attempt to teach them everything about being in the tourism business; instead, we seek to teach them about the potential of pop culture tourism <u>and</u> the importance of thinking outside the box when it comes to tourism innovation. The practical exercises and activities, suggested delivery approaches are designed to provide ample opportunities for learning by doing and deep immersion in the project topic.</p>



**Table 1:** EntreComp conceptual model. In the context of the EntreComp framework, entrepreneurship competence is regarded both as an individual and collective capacity



## 4. Delivery Framework and Methodology

This Outpace Trainers Guide provides trainers, teachers, instructors and course supervisors with an overview and guidance on using the OUTPACE Open Education Course most beneficially. It complements the course material and resources with a straightforward learning process and practical tools to deliver the course.

This section deals with how to use the material and roll out the course in various settings.

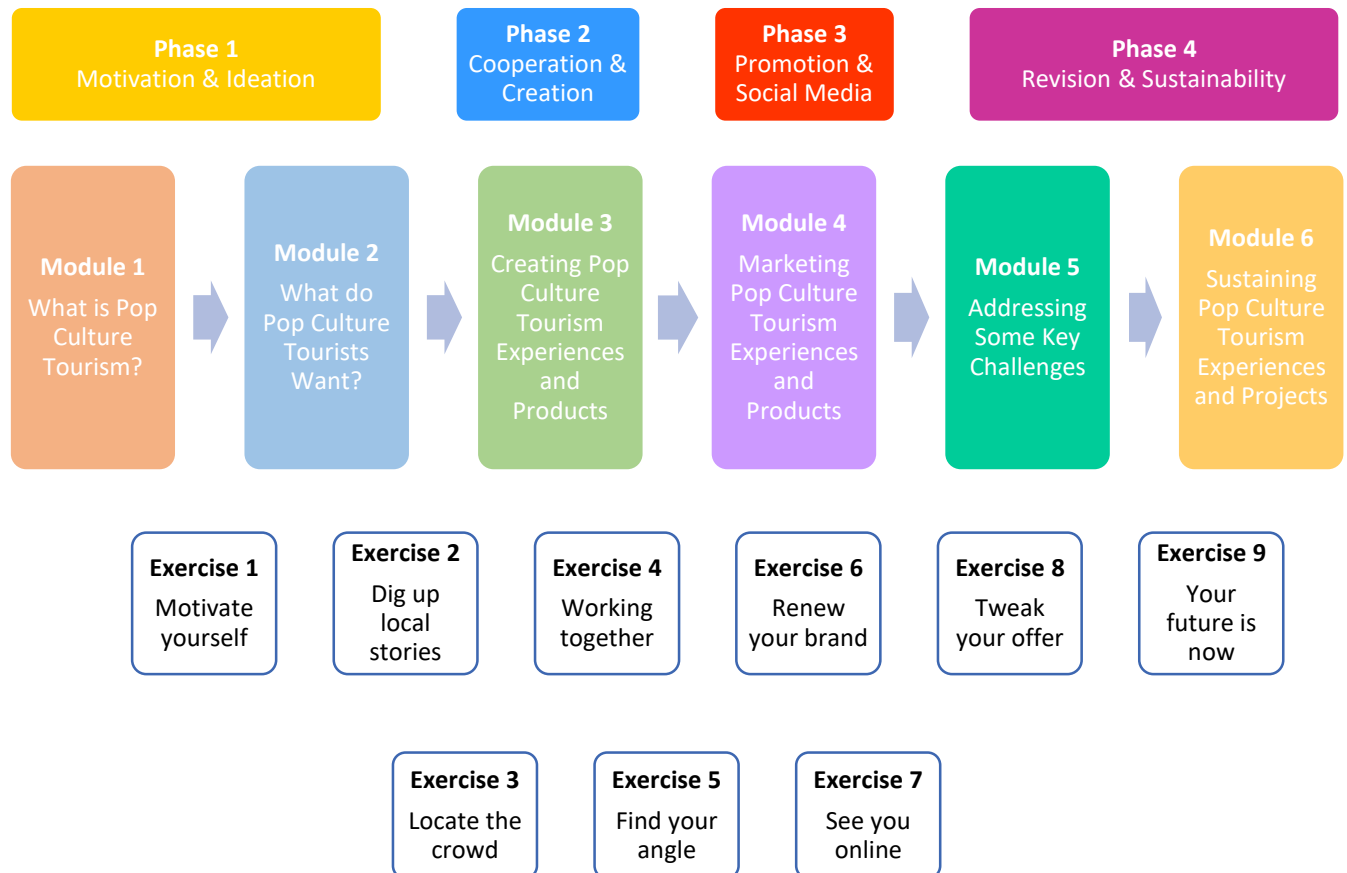
### Course overview and phases

The central material of the course is the PowerPoints with six Modules, providing all you need to know about Pop Culture Tourism. Connected to the modules are nine additional exercises which allow the participants to apply the material to their own business/region. Each activity comes with a Word template and comes packaged with this Educators Guide.

Together the modules and exercises constitute four phases that summarise the content and purpose of the course:-

<b>Phase 1</b>	<b>Motivation &amp; Ideation</b>	<ul style="list-style-type: none"> <li>• Definitions and rationales.</li> <li>• Finding motivation and arguments for pop culture tourism.</li> <li>• Dig up local opportunities.</li> <li>• Analysing target groups and incentives.</li> </ul>
<b>Phase 2</b>	<b>Cooperation &amp; Creation</b>	<ul style="list-style-type: none"> <li>• Collaboration and partnerships.</li> <li>• Creating pop culture tourism experiences and exploring commercial applications.</li> <li>• Business opportunities and added value.</li> </ul>
<b>Phase 3</b>	<b>Promotion &amp; Social Media</b>	<ul style="list-style-type: none"> <li>• Branding and marketing.</li> <li>• Motives of pop culture tourists.</li> <li>• Using social media to connect with online fandom communities.</li> </ul>
<b>Phase 4</b>	<b>Revision &amp; Sustainability</b>	<ul style="list-style-type: none"> <li>• Challenges and possible solutions and concepts for planning your pop-culture tourism offer.</li> <li>• Sustainable tourism, growth strategies and community tourism.</li> </ul>

The OUTPACE course overview can be viewed in our procedural flowchart:



## Delivery and Methodology

The OUTPACE course is full of visual examples and successful practices to learn from and be inspired by. In addition, they showcase possibilities and broadens and deepens the participants understanding of what pop-culture tourism is and can be.

One of the most important roles for you as a trainer is to guide the participants in applying all these learnings in their local setting. In this process, the Exercises are your main tools. The exercise templates contain instructions and questions that help you navigate from general take-aways to practical applications and concrete results, clearly progressing throughout the course.

The Modular PowerPoint presentations are your main tools for knowledge transfer and inspirational learning. Participants can relate to known examples and internalise a basic comprehension of –pop culture tourism as a phenomenon. But, equally important, this material will start innovative thinking and creative processes in the participants' minds.

A crucial part of the OUTPACE course is Ideation – an activity or situation where you focus on the creative development process. This is a vital part of Phase 1 but at the same time something to keep in mind during the entire length of the course. Ideation in this context is about thinking freely and innovatively and keeping an open mind. This enables participants to perceive new opportunities and innovations based on existing work and move from ideas and concepts to development and implementation.

Delivering the course material in different settings is very contextual and depending on many variables. For example, who are the participants, which organisations they represent, how old they are, how long have they have worked in the tourism industry, are they physically present or working online, etc.

In general, we suggest the same Methodology when training offline and online. Of course, there are circumstances in which a continuous physical presence is valuable and recommendable for this course. But there are also advantages to online training.

In a physical seminar or classroom, the interaction can be more dynamic, direct and flexible to the situation. As a result, workgroups can more easily be changed, new perspectives caught faster, and ideas more effectively spread within the group.

Online or distance learning has the possibility of bringing people together from far and near, which can lead to meaningful and unexpected exchanges. Sharing experiences and ideas is an integral part of the course, and digital tools can enhance our reach for new input.

General recommendations are:

- repeated group discussions with rotating groups for a vivid exchange
- allow time between sessions to work at home on different tasks from the exercises
- involve outside persons with a local connection to not pass opportunities by
- use large projections to take full advantage of the pictures, videos and other visual aids in the material
- follow the course in the order of the modules but adapt when necessary

## **Suggested course delivery models**

Each module comprises a PowerPoint presentation on the topic and a set of extra resources and exercises, and case studies. Therefore, when delivering the course, we recommend that you read and look through the material before you start and follow the modules in the suggested order as far as possible.

The models are examples of setting up your training - adapt as you find necessary in your context. It is based on two different time frames: a 2-week intensive course with classes

every day and a 6-week course with 1-2 classes per week. The former could be in a classroom and the latter online.

## 2-week intensive classroom course

The course is described as being carried out in a classroom setting but can be adapted at a workplace, local training environment, or online.

The short intensive course is planned to be delivered every day for ten days. The daily training of 5 hours per day breaks down as a double session of 2x2 hours with a long pause between one hour. For example, you could have one session in the morning and the other after lunch.

The first session per day is a lecture on the modular PowerPoint, and the second is group work with the exercise template. Thus, when one module PowerPoint covers two days, the lectures can encompass half the PowerPoint each one of these days.

	Mon	Tues	Wed	Thurs	Fri
<i>Week 1</i>	<b>Class 1</b> Module 1 Exercise 1	<b>Class 2</b> Module 2 Exercise 2	<b>Class 3</b> Module 2 Exercise 3	<b>Class 4</b> Module 3 Exercise 4	<b>Class 5</b> Module 3 Exercise 5
<i>Week 2</i>	<b>Class 6</b> Module 4 Exercise 6	<b>Class 7</b> Module 4 Exercise 7	<b>Class 8</b> Module 5 Exercise 8	<b>Class 9</b> Module 6 Exercise 9	<b>Class 10</b> Sum up & future

The trainer should be a lecturer, workshop leader, and mentor for participants during individual or group work and between sessions.

One course could include approx. 15-20 participants, depending on composition (see more under Exercises and group work below).

The participants can study the printed or digital PowerPoint material between sessions and work on their group exercises.

After approx two months, there are follow-up sessions with all participants, for 2-4 hours depending on the number of participants. There the groups or individuals will present what they have done since the course and share their experiences.

## 6-week part-time online course

The course is described as being carried out online but can be adapted in a classroom, workplace, or a local public training setting.

The part-time online course is planned to have training 1-2 times per week for six weeks. Each week represents 1 module in the course, with adjoining 1-2 exercises. On training days, there is a double session of 2x2 hours with a pause in between. For example, you could have the sessions in the evening.

The first session per day is a lecture on the modular PowerPoint, and the second is group work with the exercise template. Thus, on weeks with two training days, the lectures can encompass half the PowerPoint each day.

	Mon	Tues	Wed	Thurs	Fri
<i>Week 1</i>		<b>Class 1</b> Module 1 Exercise 1			
<i>Week 2</i>		<b>Class 2</b> Module 2 Exercise 2		<b>Class 3</b> Module 2 Exercise 3	
<i>Week 3</i>		<b>Class 4</b> Module 3 Exercise 4		<b>Class 5</b> Module 3 Exercise 5	
<i>Week 4</i>		<b>Class 6</b> Module 4 Exercise 6		<b>Class 7</b> Module 4 Exercise 7	
<i>Week 5</i>		<b>Class 8</b> Module 5 Exercise 8			
<i>Week 6</i>		<b>Class 9</b> Module 6 Exercise 9		<b>Class 10</b> Sum up & future	

The trainer should be a lecturer, workshop leader, and mentor for participants during individual or group work and between sessions.

One course could include approx. 15-20 participants, depending on composition (see more under Exercises and group work below).

The participants can study the printed or digital PowerPoint material between sessions and work on their group exercises.

After approx. two months, there are follow-up sessions with all participants, for 2-4 hours depending on the number of participants. There the groups or individuals will present what they have done since the course and share their experiences.

## Training different participants

The course is aimed at all sectors and professions in tourism and adjoining industries. This includes entrepreneurs, public officials, regional and business developers, and students. In addition, many will benefit from pop cultures tourism development training, including small tourism and service businesses, educational institutions, trade organisations, regional authorities, and local communities. Different participants come with varying experiences, skills and expectations and may require slightly different training methods. Local needs can also make it necessary to tailor your delivery according to these specific circumstances.

The varying backgrounds among participants is a factor to consider when planning your training. What do they have in common, and what sets them apart? Of course, their education, profession and organisation are essential. But perhaps even more critical is their current professional role and mindset.

Existing tour operators and businesses who want to start working with pop culture tourism are an essential group. These professionals are experienced and know how to handle and develop their businesses in general. They will need extra focus on pop culture trends and opportunities and can delve further into the specifics and technicalities. Typically, you can expect them to move through the course rapidly and quickly pick up on using the material and apply it to their possibilities and needs.

Tourism SME's and entrepreneurs can benefit from a well-defined and physical classroom setting with continuity. This enables a dynamic exchange of ideas and experiences and facilitates innovation. This is even more important in a geographically homogenous group from the same region or locality, which stands to gain substantially from spurring collaboration and future synergies.

Public officials and regional developers within the tourism industry are other main targets for the course. The main contents, including exercises, work similarly well for these participants and businesses, while some needs are different. While entrepreneurs can have a genuine interest in their community and local environment, this is their first and foremost priority for public representatives. Public officials have particular concerns and possibilities rooted in local and/or regional matters and serve the common good.

Sustainability is one such concern and one issue to stress expressly. The impact on local environments must be given ample time to discuss, as should the involvement of local communities and inhabitants. At the same time, public representatives can provide a local perspective that can be very fruitful for developing new tourism experiences. Knowledge of local surroundings and history is crucial for finding new opportunities.

A mixed background among course participants can be very productive. For example, having entrepreneurs working together with local public officials to develop a location or destination bring different perspectives and competences and can cover many issues and raise ideas at this crossroads between experiences and professions.



We suggest you actively put together groups for the course to be as fruitful as possible, depending on the composition and local context. Avoid rival businesses and include the complementary type of organisations.

## Exercises and group work

There is a common structure behind the Exercises (1-9) briefly explained here.

The exercises are designed to learn the course themes and topics while applying this to your business and region. The purpose is to create your own culture tourism experiences, having a clear progression running through the full scope of the course and including some of the primary learning topics in the modules. The result of the group work will be a preliminary draft for how to capitalise on pop culture tourism opportunities after the course.

The exercises are designed for group work with approx. 2-4 persons per group. The groups should have continuity throughout the course, i.e. have the same group members in all the exercises, as you will be working with your pop culture tourism development together. This should be taken into account when choosing your groups. You could also do the exercises individually, as needed and appropriate and approved by you as a trainer.

It is also desirable to mix up the groups for fresh ideas and new perspectives. This can be done during the course when appropriate, and you should include switching group members in your training set-up. Also, remember to allow participants to continue working with the exercises in between sessions should they need and wish to do so.

## 5. Course Modules – contents and exercises

### PowerPoint Modules

Each OUTPACE module comprises a central PowerPoint resource on the topic with examples, PDF/Weblinks/Videos and a set of extra resources, tasks and exercises. There are six modules in the course. Each module is divided into five learning topics.

There are ample examples of pop culture tourism, inspirational background, success stories, and practical guidance. Interwoven in this are helpful facts, tips, videos and other takeaways, including statistics and facts providing a rationale for promotion and how pop culture tourism constitutes a powerful tool for development and innovation.

A central and recurring theme is how you can use different aspects, perspectives and methods of pop culture tourism to make your own specific business or region grow.

At the end of each module, there are links to relevant Key Sources and Resources for further reading, e.g. news articles, books, etc.

Below are the module titles and an overview of each module and its contents.

First, a light-hearted breakdown of the modules:

<b>Module 1</b>	What is Pop Culture Tourism?	You'll start by learning what pop-culture tourism is and how it can be used to grow your business.
<b>Module 2</b>	What do Pop Culture Tourists Want?	Now it's time to find out what pop culture tourists want?!
<b>Module 3</b>	Creating Pop Culture Tourism Experiences and Products	It's time to think about creating your own pop culture tourism experience or product.
<b>Module 4</b>	Marketing Pop Culture Tourism Experiences and Products	But how are you going to get people excited about your pop culture tourism experience or product? It's time to think about marketing!
<b>Module 5</b>	Addressing Some Key Challenges	It's not going to be plain sailing all the way through; you're going to have some challenges to navigate!
<b>Module 6</b>	Sustaining Pop Culture Tourism Experiences and Projects	You've come a long way but still got some distance to go; it's time to sow some strategic planning and sustainable development seeds.

## Module 1 – What Is Pop Culture Tourism?



Module 1	What Is Pop Culture Tourism?
<b>Overview</b>	<p>The first module explains the basics of pop culture tourism and its vast opportunities. Then, it presents different pop culture genres that generate tourism, such as film, tv, music, literature, and video games.</p> <p>The module gives various well-known and contemporary examples of pop culture tourism in each category and from different countries.</p> <p>Useful facts and informative videos explain why and how pop culture tourism is indeed a powerful tool for development.</p>
<b>Module 1 Contents – Learning Topics</b>	<ol style="list-style-type: none"> <li>1. What is pop culture tourism?</li> <li>2. Film and tv inspired tourism</li> <li>3. Music tourism</li> <li>4. Literary tourism</li> <li>5. Cosplay, video games and more</li> </ol>
<b>Learning Objectives</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the nature and usefulness of pop culture tourism</li> <li>• Refer to varying successful examples for inspiration and guidance</li> <li>• Explain the inherent innovative power and motivate others</li> </ul>
<b>List of examples</b>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Harry Potter</li> <li>• Game of Thrones</li> <li>• Sound of Music</li> <li>• Star Wars</li> <li>• Beatles</li> <li>• Justin Bieber</li> </ul>

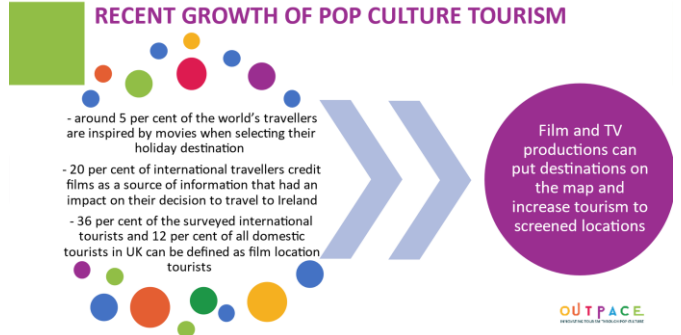
	<ul style="list-style-type: none"> <li>• Dracula</li> <li>• Cosplay</li> <li>• Assassin's Creed</li> </ul>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 1: Motivate yourself</b></p> <p>We start working to assimilate new knowledge and perspectives by finding and testing arguments for the use of pop culture tourism in your business/region. What is your local rationale?</p> <p>In groups of three, try to convince each other why you should start working with pop culture tourism today. One argues, one asks questions, and the third listens and comments. Do it three times and take turns trying all the roles. Be sure to give each other feedback.</p> <p>Some aspects to consider are your choice of words, local references and opportunities, and connections to current trends.</p> <p>By the end of the exercise, your group should agree on two to three main arguments and how to express them clearly.</p>

## Module 2 – What Do Pop Culture Tourists Want?



### MODULE 2 CONTENTS

- 1 WHO ARE POP CULTURE TOURISTS AND WHAT DO THEY WANT?
- 2 LOCATION TOURISM
- 3 IMMERSIVE/ACTIVE EXPERIENCES
- 4 EMOTIONAL ESCAPES
- 5 FANDOM CONNECTIONS

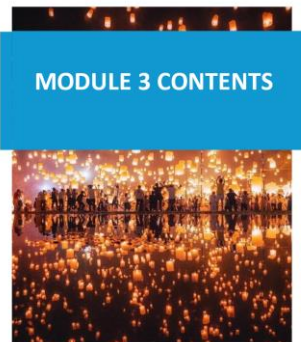


Module 2	What Do Pop Culture Tourists Want?
<b>Overview</b>	<p>In this module, we delve into the needs, expectations and preferences of pop culture tourists. What motivates them?</p> <p>Through examples and statistics, we examine the passions of tourists, locations, emotional and immersive experiences, fan-based loyalties, and other factors which can make tourists travel farther and spend more.</p> <p>The topics of developing tourist locations and cooperating with the creative industries (e.g. film industry) are discussed in four case studies. And we look at how digital and immersive media (e.g. VR and AR) can help bridge distances and enable memorable experiences.</p>
<b>Module 2 Contents</b> – <b>Learning Topics</b>	<ol style="list-style-type: none"> <li>1. Who are pop culture tourists, and what do they want?</li> <li>2. Location tourism</li> <li>3. Immersive/active experiences</li> <li>4. Emotional escapes</li> <li>5. Fandom connections</li> </ol>
<b>Learning Objectives</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand different target groups and their motivations</li> <li>• Identify factors and incentives driving pop culture tourism</li> <li>• Find connections between local opportunities and fandom communities</li> <li>• Develop your destination through partnerships with creative industries</li> <li>• Work with digital, online and immersive media to enhance experiences</li> </ul>
<b>List of examples</b>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Chernobyl tour</li> </ul>

	<ul style="list-style-type: none"> <li>• Pirates of the Caribbean</li> <li>• Harry Potter</li> <li>• Paddington</li> <li>• James Bond</li> <li>• Crocodile Dundee</li> <li>• Breaking Bad</li> <li>• ABBA</li> <li>• Hollywood</li> <li>• The British Museum</li> <li>• L'Atelier des Lumières</li> <li>• Marvel comics</li> </ul>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 2: Dig up local stories</b></p> <p>This is about your location and exploring what your local sites have to offer. What are your assets and resources, and how can you connect this with pop cultural references?</p> <p>Think freely and make an inventory of local history, cultural traditions, and pop culture references in your region. Start with what you have and work from the bottom up without censoring – all leads, associations and details can turn out to be fruitful. Use your passions, interests and pop-cultural favourites, be creative and follow up your ideas.</p> <p>You can also take a virtual walk in your area. Use Google, Google Maps, or Google Earth and explore your areas surroundings.</p>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 3: Locate the crowd</b></p> <p>To identify oneself with cultural traits such as a story, character, actor, place, or fantasy adds strong incentives for pop culture tourists. Here you will practice finding new target groups based on stories, passions, locations and communities in a borderless and global backdrop.</p> <p>Based on the previous exercise about local stories and what you have to build on, you will ask yourself what motives among potential tourists can you connect with?</p> <p>Remember that your possible uptake arena is the whole world!</p>



## Module 3 – Creating Pop Culture Tourism Experiences and Products



### MODULE 3 CONTENTS

- 1 WHAT YOU NEED TO BE A POP CULTURE TOURISM PROMOTER?
- 2 POP CULTURE TOURISM OPPORTUNITIES IN YOUR REGION AND MORE
- 3 SHORT STAY POP CULTURE TOURISM EXPERIENCES
- 4 LONG STAY POP CULTURE TOURISM EXPERIENCES
- 5 OTHER POP CULTURE TOURISM FESTIVALS AND EVENTS

[Source](#)

### Collaborate with your stakeholders

Who are they?



Module 3	Creating Pop Culture Tourism Experiences and Products
<b>Overview</b>	<p>This module deals with how to create your own pop culture tourism experiences. It involves finding partnerships for development and innovation in processes and products, building upon a wide range of examples providing inspirational tourist experiences.</p> <p>We work with how to identify relevant stakeholders, including examples of successful collaboration. We examine what top destinations in pop culture have to offer and what can explain their success. And we discuss how to be creative and find your angle in your local setting.</p> <p>Working alongside the creative industries, especially producers of film, tv, literature and gaming, can be tricky. This is a topic explored in an exercise.</p>
<b>Module 3 Contents</b> – <b>Learning Topics</b>	<ol style="list-style-type: none"> <li>1. What do you need to be a pop culture tourism promoter?</li> <li>2. Pop culture tourism opportunities in your region and more</li> <li>3. Short stay pop culture tourism experiences</li> <li>4. Long stay pop culture tourism experiences</li> <li>5. Other pop culture tourism festivals and events</li> </ol>
<b>Learning Objectives</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand what makes top destinations attractive</li> <li>• Identify and start to collaborate with key stakeholders</li> <li>• Distinguish local opportunities to build upon</li> <li>• Develop your own pop-culture tourist experiences</li> </ul>
<b>List of examples</b>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Tourism Australia/Verizon Media</li> <li>• James Bond/Diamonds are forever</li> </ul>

	<ul style="list-style-type: none"> <li>• The Great Gatsby/Long Island's Gold Coast</li> <li>• Fifty Shades of Grey/Vancouver area</li> <li>• Iceland and Hollywood</li> <li>• Lithuania and Netflix (Chernobyl, Stranger Things)</li> <li>• UK, London and Northern Ireland</li> <li>• Stockholm/ABBA</li> <li>• Short and long stays examples</li> <li>• Festivals and events</li> </ul>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 4: Working together</b></p> <p>This exercise is about how to identify stakeholders to cooperate with. Pop culture tourism involves many actors, and we need to find those relevant, available and able. For example, who is responsible for tourism in your region? Who can contribute to realising and materialising your ideas and goals?</p> <p>Stakeholders can have very different incentives for cooperation, depending on the nature and purpose of their organisation.</p> <p>We provide a template to use in working to identify and analyse stakeholders. This includes mapping their motives and formulating the potential nature of the cooperation.</p> <p>You work in small groups, and the goal of the exercise is to select three main stakeholders to form partnerships with or develop existing collaborations and start planning the form of exchange.</p>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 5: Find your angle</b></p> <p>What kind of experiences – places, products, services, activities – does your destination and local region have to offer related to pop culture?</p> <p>We discuss values associated with different experiences and commercial applications relevant to various categories of products. Finally, we provide a <i>template</i> with a list of twelve different types in which you may capitalise on pop culture.</p> <p>You will go through the list in pairs and discuss the categories, writing down ideas and concepts. Then you will choose those categories most relevant to you and elaborate on possibilities.</p>

## Module 4 – Marketing Pop Culture Tourism Experiences and Products




- 1 INTRO: WHY POP CULTURE TOURISM NEEDS SPECIAL MARKETING
- 2 BUILDING YOUR POP CULTURE TOURISM BRAND
- 3 LEVERAGING POWER OF POP CULTURE FANDOM
- 4 SPOTLIGHT ON USER GENERATED CONTENT
- 5 CELEBRITY AND INFLUENCER MARKETING



Module 4	Marketing Pop Culture Tourism Experiences and Products
<b>Overview</b>	<p>In this module, we learn more about the motives and needs of pop culture tourists and how to adapt our marketing efforts. It involves connecting to the strong emotions, shared identities and fan loyalties expressed in pop culture, and benefiting from focusing on locations and fandom details.</p> <p>Building a brand in pop culture tourism involves using social media, exploring pop culture fandom, understanding online communities and user-generated content, and capitalising on influencers and unconventional marketing. In addition, it entails perceiving pop culture communities as co-creators of experiences as they exchange stories before, during and after travelling.</p> <p>The module includes three activities to work actively with central themes - social media, guerilla marketing and brainstorming about branding. The activities build on Module 3 about partnerships and local offers and are suitable for group work in the classroom.</p>
<b>Module 4 Contents</b> – <b>Learning Topics</b>	<ol style="list-style-type: none"> <li>1. Why pop culture tourism needs special marketing</li> <li>2. Building your pop culture tourism brand</li> <li>3. Leveraging the power of pop culture fandom</li> <li>4. Spotlight on user-generated content</li> <li>5. Celebrity and influencer marketing</li> </ol>
<b>Learning Objectives</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Recognise the motives and needs of pop culture tourists</li> <li>• Start developing a local brand in pop culture tourism</li> <li>• Connect with the strong emotions of fandom and online communities</li> <li>• Use digital marketing through social media and user-generated content</li> </ul>

<p><b>List of examples</b></p>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Thetravelergene on TikTok</li> <li>• Liverpool Peaky Blinders Bar</li> <li>• Draiocht House in Roscommon</li> <li>• Pop culture conventions and festivals</li> <li>• Vagabrothers YouTube channel</li> <li>• Australia Tourism Board</li> <li>• Game of Thrones Guerilla marketing</li> </ul>
<p><b>Exercises &amp; Activities</b></p>	<p><b>Exercise 6: Renew your brand</b></p> <p>A brainstorming session to investigate and establish your unique brand. How do you want your business or region to be perceived by those who experience it - your pop culture tourists? This includes the products, services and solutions that you provide. You will work to find key benefits, unique selling points, and associations imbued in your brand.</p>
<p><b>Exercises &amp; Activities</b></p>	<p><b>Exercise 7: See you online</b></p> <p>The social dimension is an integral part of pop culture tourism experiences. The widespread sharing of experiences through social media - before, during and after - provides extensive opportunities to connect with online fandom communities. In other cases, the experience is a digital one altogether. So how do we recognise and build on the online and digital?</p>


## Module 5 – Addressing Some Key Challenges




**MODULE 5 CONTENTS**

- 1 COVID 19 AND TOURISM
- 2 MAKING POP CULTURE TOURISM REGENERATIVE AND SUSTAINABLE
- 3 POP CULTURE OVERTOURISM – THE BIEBER EFFECT, THE FROZEN EFFECT AND MORE
- 4 SPOTLIGHT ON ECOTOURISM
- 5 COMMERCIALISING VIRTUAL TOURISM EXPERIENCES


### Regenerative and Sustainable Pop Culture Tourism – guiding principles...




UNWTO and the OECD has put emphasis on sustainable tourism when starting tourism up again after Covid19.



Increased focus on local/regional needs and wants and that of communities/inhabitants



Regenerative/Sustainable/Pop Culture Tourism need to be born from a cooperation between public institutions, the private sector, and the host communities.



The key is to find a better balance in the tourism industry and host communities moving forward.

Module 5	Addressing Some Key Challenges
<b>Overview</b>	<p>While the Covid pandemic has decimated the tourism industry, it offers an opportunity to re-think and plan ahead. This module will help address challenges by exploring implications and solutions.</p> <p>Regenerative tourism is an approach that can provide solutions, create added value and bring sustainability to destinations. Here we give five steps on combining regeneration with pop culture tourism and guiding principles, including UNWTO guidelines.</p> <p>We discuss "over-tourism" (a sudden surge in visitors) specific to pop culture tourism with examples and how to deal with it and look into the principles of ecotourism and what it can offer.</p> <p>Finally, the module presents the advantages of virtual tourism and online tours. Immersive tours and VR is growing due to enormous potential, not the least to counter the decline in travel, and holds great potential.</p>
<b>Module 5 Contents – Learning Topics</b>	<ol style="list-style-type: none"> <li>1. Covid 19 and tourism</li> <li>2. Making pop culture tourism regenerative and sustainable</li> <li>3. Pop culture over-tourism – the Bieber effect, the Frozen effect, etc.</li> <li>4. Spotlight on ecotourism</li> <li>5. Commercialising virtual tourism experiences</li> </ol>
<b>Learning Objectives</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Address current challenges in tourism and plan ahead</li> <li>• Use regenerative tourism as a tool for sustainable innovation</li> <li>• Apply preventive measures and ecotourism to deal with over-tourism</li> <li>• Develop virtual tourism solutions and create content for immersive tours</li> </ul>

<p><b>List of examples</b></p>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Visit Flanders regenerative tourism policy</li> <li>• Barcelona case study</li> <li>• The Bieber effect in Iceland</li> <li>• The Frozen effect in Austria and Norway</li> <li>• The Star Wars Effect in Ireland</li> <li>• Girl Travel virtual tours</li> <li>• Dubrovnik live cam walking tours</li> <li>• Homemade food and fun</li> <li>• Bath virtual tour</li> <li>• Frankfurt old town VR tour</li> <li>• National Geographic Explore Oculus Quest</li> <li>• Livestream festivals</li> </ul>
<p><b>Exercises &amp; Activities</b></p>	<p><b>Exercise 8: Tweak your offer</b></p> <p>This exercise will enable you to adjust ideas and plans outlined earlier to meet the challenges you face. First up is to identify your main challenges. Then we will discuss what and how you can adjust. For example, can the concepts of regenerative tourism, ecotourism, virtual tourism or community tourism (see next module) offer tools for you to work with? The provided template helps us to map challenges and analyse possible solutions step by step.</p>



## Module 6 – Sustaining Pop Culture Tourism Experiences and Projects



**MODULE 6 CONTENTS**

- 1 SUSTAINING POP CULTURE TOURISM - AN OVERVIEW
- 2 LASTING GROWTH OF YOUR POP CULTURE TOURISM BUSINESS
- 3 BENEFITS OF BEING PART OF A STRONG REGIONAL AND SUSTAINABLE POP CULTURE TOURISM BRAND/PROMOTION
- 4 SPOTLIGHT ON COMMUNITY TOURISM
- 5 PREPARING FOR FUTURE POP CULTURE TOURISM OPPORTUNITIES

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### BENEFITS OF BEING PART OF BUILDING A STRONG REGIONAL TOURISM PROMOTION



**A UNIFYING VOICE- CREDIBILITY AND TRUST**  
Marketing your region as a pop culture region and have all tourism businesses unified in voice and message can quickly establish your footing as a must visit destination.



**OPPORTUNITIES TO COLLABORATE AND LEARN TOGETHER**  
Regional promotion is all about knowledge sharing and a creating a culture of collaboration and co creation. You can learn a lot by working with your peers.



**SUSTAINABLE AND RESPONSIBLE DEVELOPMENT**  
Agreeing on and working towards a united vision or common goals is important particularly when pop culture tourism is concerned. Pop culture can lead to overtourism so this needs to be planned for and managed carefully.



**DRIVE AWARENESS AND SALES**  
The ultimate goal of a regional/destination promotion is to increase tourist revenue for all and a well executed regional promotion can bring business benefits to many.

Module 6	Sustaining Pop Culture Tourism Experiences and Projects
<b>Overview</b>	<p>What is sustainable tourism, and why is it important? In Module 6, we answer this by working with definitions, business growth models, regional cooperation and promotion, and community tourism in this module.</p> <p>A pivotal issue is how to facilitate growth that lasts, and we provide a list of five main take-aways for your business and region to consider.</p> <p>Investing in a comprehensive outlook and regional collaboration will bring many benefits and attract overseas visitors. We engage in this topic and what to think about when you promote your destination. We present top tips for making your pop culture tourism part of a regional brand.</p> <p>Community tourism is about empowering locals to be actively involved in the development while promoting respect for social and natural settings. We explore how creating value for the community, and your destination can be mutually reinforcing. The module introduces and links to the Community Tourism Tool Kit, with further practical tips and tools.</p> <p>We end with tips on how to prepare to take advantage of rising opportunities, with two exercises on how to work with your regional brand and with a checklist for continuous improvements.</p>
<b>Module 6 Contents – Learning Topics</b>	<ol style="list-style-type: none"> <li>1. Sustaining pop culture tourism – an overview</li> <li>2. Lasting Growth of your pop culture tourism business</li> <li>3. Benefits of being part of a strong regional and sustainable pop culture tourism brand/promotion</li> <li>4. Spotlight on community tourism</li> <li>5. Preparing for future pop culture tourism opportunities</li> </ol>
<b>Learning</b>	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>• Analyse your economic, social and environmental impact</li> </ul>

<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create lasting growth for your business and/or region</li> <li>• Develop regional cooperation and promote your regional brand</li> <li>• Approach, engage and cooperate with your local community</li> <li>• Be better prepared to make the most of rising tourist opportunities</li> <li>• Apply various methods and tools to foster and increase sustainability</li> </ul>
<b>List of examples</b>	<p>Here is a list of examples and visual content provided in this module:</p> <ul style="list-style-type: none"> <li>• Hobbit-inspired eco-friendly tourism</li> <li>• Northern Ireland and Game of Thrones</li> <li>• The Doors (Tourism Northern Ireland and Tourism Ireland)</li> <li>• Skellig Michael in Ireland</li> <li>• Dubrovnik and King's Landing</li> <li>• The Quiet Man, 1952 movie and Irish town</li> <li>• #ForeverEdinburgh – a marketing campaign</li> <li>• Where is Vilnius – a marketing campaign</li> <li>• Music tourism in Sweden</li> <li>• The Fable Bar, UK</li> </ul>
<b>Exercises &amp; Activities</b>	<p><b>Exercise 9: Your future is now</b></p> <p>How do we integrate sustainability in our planning? We will examine and identify the economic, social and environmental impact your business and pop culture tourism concepts entails in your region. We will explore how embracing change and new technology can enhance lasting growth. And we will discuss timing to take advantage of regional opportunities.</p>

## Additional Exercises and templates

The course consists of nine exercises that follow the modules' themes and learning topics. Each module includes one or two exercises with a clear progression and building on the previous ones. The exercises are designed for the participants to delve into some of the central parts of the course material by applying the learnings and main take-aways on their own business and region, converting theory to practice.

For each exercise, there is a template with a short introduction and explicit instructions on how to do the work, including a detailed table to perform the exercise. Note that some of the information is solely in the tables and not the texts.

Exercises will allow the participants to start developing their own pop culture tourism experiences, step by step. In addition, they help explore hands-on local business opportunities and build on local assets and incentives for innovative development.

Here are the exercises with short descriptions. See the module breakdowns, exercise templates for more information, as well as the delivery Framework and Methodology for overall methods and practices.

<b>Exercise 1</b>	Motivate yourself	We start to <i>assimilate</i> new knowledge and perspectives by finding and testing arguments for the use of pop culture tourism in your business/region. We take turns and give each other feedback. What is your local <i>rationale</i> ?
<b>Exercise 2</b>	Dig up local stories	Pop culture tourists can overcome almost any obstacle for their favourite stories. This is about <i>location</i> - what your local sites offer and how you can connect with pop-cultural references. Think freely and make an <i>inventory</i> of local history, cultural traditions, and pop culture references. Start with what you have and use your imagination.
<b>Exercise 3</b>	Locate the crowd	To identify oneself with cultural traits such as a story, character, actor, place, or fantasy adds strong <i>incentives</i> for pop culture tourists. You will practice how to find new <i>target groups</i> based on stories, passions, locations and communities. What motives can you connect with?
<b>Exercise 4</b>	Working together	This exercise is about how to <i>identify stakeholders</i> to interact with. Who is responsible in your region, who can contribute, and what are their different incentives for cooperation? We provide a template to identify and analyse stakeholders and start making plans for <i>partnerships</i> .
<b>Exercise 5</b>	Find your angle	What kind of experiences – places, products, services, activities – does your destination and local region have to offer related to pop culture? We discuss values and <i>commercial applications</i> relevant to twelve different categories in which you may capitalise on pop culture.
<b>Exercise 6</b>	Renew your brand	A brainstorming session to establish your <i>unique brand</i> . How do you want your business or region to be perceived, including products, services and solutions that you provide? What does your brand express today?

<b>Exercise 7</b>	See you online	Here we examine pop culture tourism's important social dimension, the opportunities rising through social media and online fandom communities, and pure digital experiences. This includes visualisation.
<b>Exercise 8</b>	Tweak your offer	Time to identify your <i>main challenges</i> and adjust ideas and plans accordingly. Can we use tools from regenerative tourism, ecotourism, virtual tourism or community tourism? We provide a <i>template</i> to map challenges and analyse possible solutions.
<b>Exercise 9</b>	Your future is now	How do we integrate <i>sustainability</i> in our planning? We will examine your region's economic, social and environmental impact, explore change and new technology for lasting growth, and consider timing and regional opportunities.

FINALLY, we encourage trainers and students to tell us all about your own pop culture tourism developments – join the conversation on [www.facebook.com/outpaceeu/](https://www.facebook.com/outpaceeu/)

We wish you every success in delivering the OUTPACE OER's in your educational settings.

Should you require further insights into their use, please get in touch.



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