

Multplier Event - Germany



In September 2023, ZSD in Berlin played host to an innovative multiplier event of ITBy Culture, as a part of a series of Erasmus+ projects focusing on citizen engagement and improving employability. The theme of this particular event was presentation of ITBy results and the development and implementation of theatrical performances in tourism, a topic that garnered considerable interest from the participants. Attendees included a diverse group of individuals interested in the application of theatrical performances in various sectors, particularly tourism. The participants were drawn from different backgrounds, including cultural management, tourism, and performing arts.



A significant point of discussion was the growing trend of authentic, localized performances gaining widespread popularity, often becoming viral sensations on social media. This aspect of contemporary culture and its potential for tourism promotion was a key area of interest. The event featured interactive workshops where participants explored the process of creating and implementing theatrical performances in tourism. These sessions provided practical insights into conceptualization, production, and promotion.

Discussions delved into how theatrical performances could be tailored for different tourist attractions, focusing on authenticity and cultural representation. Participants were particularly intrigued by the idea of leveraging social media platforms to enhance the reach and impact of theatrical performances in tourism. The potential for viral content to promote lesser-known destinations and create new employment opportunities was a topic of high interest.