

TE APASIONA  
**¿EL TURISMO Y LA  
creatividad?**



**¡ESTA CAPACITACIÓN  
ES PARA TI!**

# TOURISM CERTIFICATION AND CREATIVE ECONOMY



What do architecture, visual and performing arts, crafts, cinema, design, literature, sports, games and toys, fashion, music, software, and video games have in common? Creativity, the value generated by intellectual property and which is called the creative economy.

In our online training, we will teach you how to identify the creative assets in your area. You will learn to prepare a detailed inventory with the UNESCO methodology. We will teach you to identify risks and how to mitigate them.

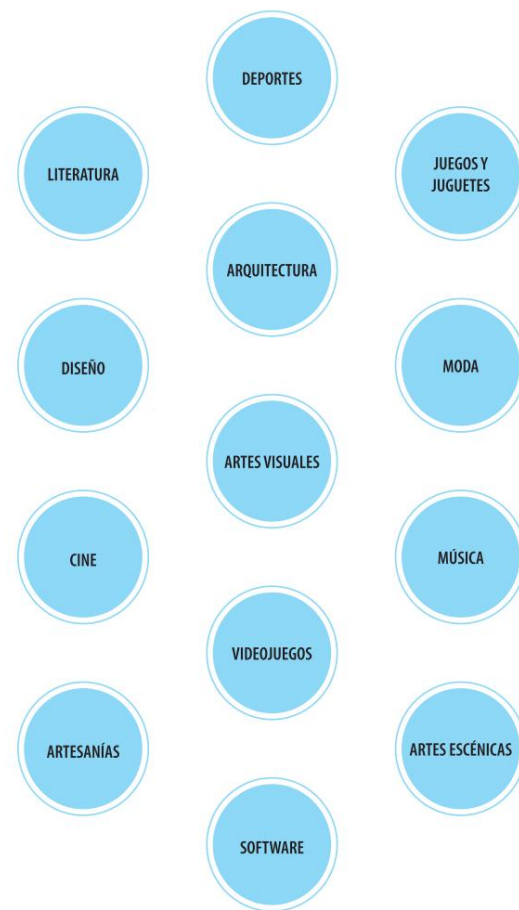
We will provide you with practical tools to create tourism experiences with the creative assets of your locality and attract more visitors.

This training is to share what is behind successful tourism and creativity initiatives in the world, the most common obstacles, planning and process errors, as well as the good use of social networks, digital marketing and other tools that help you help you to be successful in your initiatives.

Don't miss this opportunity to add your community to one of the fastest growing economic sectors in the world!

Sign up and start designing unique and unforgettable experiences!

DISCOVER THE CREATIVE VOCATION OF YOUR LOCATION AND GENERATE A NARRATIVE BASED ON ITS VALUES AND PRACTICES



Aimed at: state and municipal tourism, economic development, sport and culture managers; promoters, managers and people interested in tourism and the creative economy.

28 sessions of 45 minutes

Tuesday & Friday at 7:00 p.m.  
Starts Tuesday 04/18 to Tuesday 07/21

## BENEFITS YOU GET



Inventario: Participativo, Detallado y Actualizado



Medidas de Salvaguarda basada en datos y tendencias



Desarrollo de servicios y productos turísticos



Fomento a la propiedad intelectual en tu localidad



Campañas y estrategias de Marketing Digital



Vinculación internacional con UNESCO, OMPI, WTO, TAFISA

Sign up making your deposit

XICPOK SA  
Banco del Bajío  
Account 26623421  
CLABE: 030180900019888232

Cost per participant:  
\$25,000.00  
(Twenty-five thousand pesos 00/100 mn)

Send your proof to

contacto@xicpok.com  
WHATSAPP 554576 3346

You will receive the league to  
participate in the online sessions



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