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Abstract

Cultural management is a relatively new scientific and professional field in Greece. Sustainable development constitutes a complex and timely issue, with international references but also with a special Greek significance, especially during the current crisis period. Despite the importance of the issue, Greek literature, especially at the undergraduate university textbook level, is inadequate. The aim of the proposed handbook is to study the relationship between cultural management and sustainable development, with a focus on the local community. More specifically, the handbook:

- Embraces the entire field of cultural management, referring to both material and intangible cultural heritage, as well as contemporary cultural and artistic creation.
- Approaches sustainable development in an interdisciplinary manner.
- Focuses on the local community and its crucial role in connecting cultural management and sustainable development.

Highlights some particularly important - but often problematic in relation to cultural management - areas of sustainable development in Greece: a) the tourist branding of places, and b) investments in Renewable Energy Sources. The handbook connects theory (theoretical framework and principles) and practice (research examples), as well as international and Greek realities. Its ultimate goal is to examine: a) how Greek reality fits into international developments, and b) how Greek reality can contribute to the progress of international developments. Structure It is determined by the individual areas of cultural management. In the context of sustainable development and due to its interdisciplinary nature, the handbook is addressed as a supplement (complementary-enhancing the main textbook) to undergraduate students of various departments: e.g. sociology, archaeology, cultural studies, tourism studies, and technical/energy projects.

