

Consumetric

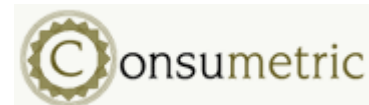
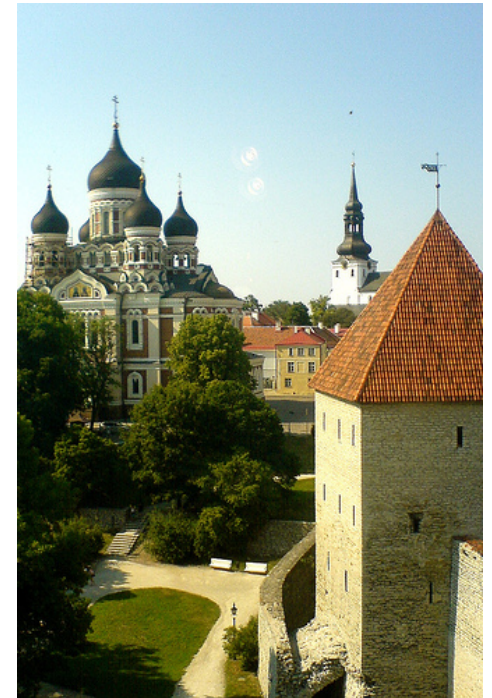
Heritage Tourism

Heritage Tourism

Topic 1 Basic Concepts

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Heritage

- Original cultural and natural material
- Built environment
- Archaeological resource
- Intangible heritage
- Natural heritage

Tourist visit

- Business
- Inclusive holiday – package
- Independent holiday
- VFR – visiting family, friends & relatives
- Study trips
- Other – medical, pilgrimages etc

Heritage and Culture – Motivation

Importance of activities in decision to come to Britain on a leisure visit

Visiting 'heritage' sites/castles/monuments/churches/etc	37%
Exploring historic/interesting towns/cities	29%
Visiting artistic/heritage exhibits (museums/art galleries/ heritage centres/etc)	29%
Attending performing arts, etc (theatre/cinema/opera/ballet)	18%
Visiting gardens	16%
Hiking/walking/rambling/orienteering	8%
Pleasure motoring	4%

Source: Overseas Visitor Survey

Definition

- **Cultural heritage tourism** is travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural attractions.

National Trust for Historic Preservation - USA

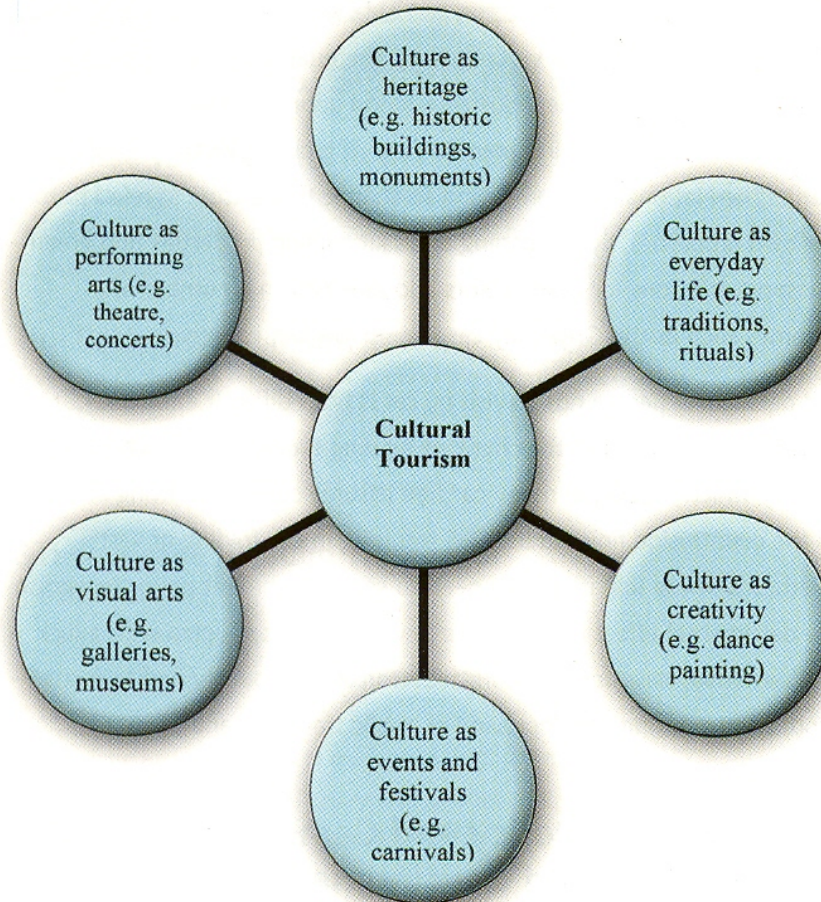
Benefits

TOURISM+ CULTURE + HERITAGE

= SUSTAINABLE ECONOMIES

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Components



The new tourist



- Experiences
- Activity
- Creative
- Dynamic Interpretation
- Participation
- Learning

New versus old tourism

Traditional Cultural Tourism	New Cultural Tourism
Cultural	Creative
Passive	Active
Educational	Experiential
Location based	Activities based
Indigenous cultures	Travelling cultures
Monoculture	Cultural diversity
Tangible Resources	Intangible aspects
Anthropological	Technological
Adventurous	Entertaining
Arduous	Therapeutic
Culturally distinctive activities	Culturally unique activities

Typical Activities & Destinations

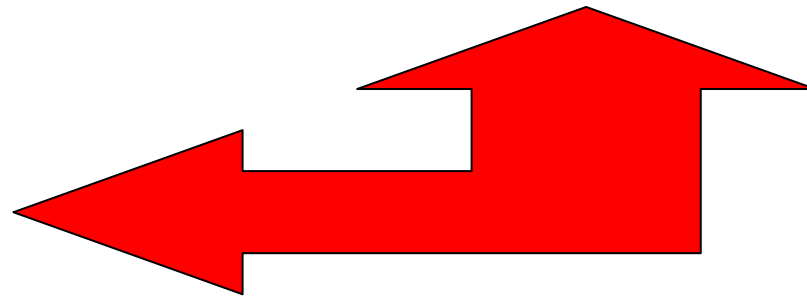
Traditional Cultural Tourist	Typical Activities	Typical Destinations
	Visiting tribal groups	African or Asian villages
	Visiting world heritage sites	Pyramids/Taj Mahal
	Visiting historic towns	Venice, Oxford, Tallin
	Attending Arts Festivals	Edinburgh, Avignon, Estonia
	Attending carnivals	Rio, Notting Hill, Trinidad
	Attending mega events	EXPOS, Olym[pics
	Engaging in creative/holistic activities	Skyros, Cortijo Romero
	Visiting culturally regenerated industrial cities	Bilbao, Rotterdam, Glasgow
New Cultural Tourist	Visiting simulated worlds	Dubai, Las Vegas

The new heritage tourism

- Markets of One
- Mass Customization
- Experiential Marketing
- Memory Mapping

Markets of One/Mass Customisation

■ The Dell effect



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Experiential Marketing



THE EDMONTON CORN MAZE PRESENTS
FARM OF FEAR
A 2007 HALLOWEEN EVENT

■ What kind of experience?



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Memory Mapping



Heritage Tourism Principles

- Collaborate
- Find the Fit
- Make Sites and programmes come alive
- Quality & authenticity
- Preserve, protect and conserve

Collaborate



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Find the Fit



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Come Alive

Visitors will remember:

10% of what they **HEAR**

30% of what they **READ**

50% of what they **SEE**

90% of what they **DO**

Source: National Trust for Historic Preservation



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Quality & Authencity



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Preserve & Protect



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Tourism & Heritage in Estonia

- Most tourists only visit Tallinn
- Seasonal
- Rules on conservation, reconstruction and renovation
- 1.5M visitors to museums – 300,000 foreign tourists
- Conference tourism
- Tourism infrastructure etc
- Some Manor Houses and castles await restoration
- Educational programmes
- Need to focus on tourists staying longer and see rest of country
- Improve the experience

Thank you!

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