

REINVENTING A TOURISM DESTINATION

**Realising the potential of cultural resources in destination development**

**Meaning in Tourism**

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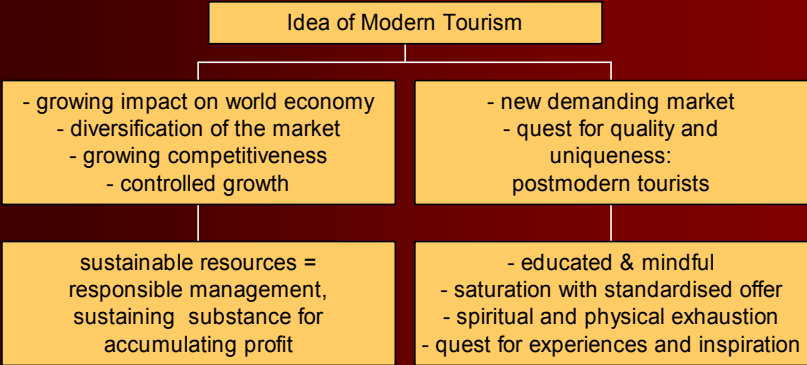
**Neda Žic Cepić**  
**Tourist Association of Zagreb**



**Kairos**  
**or The right moment for cultural tourism implementation**



## Searching for the Meaning in Tourism



Tourism - Heritage  
Courage - Care

## Double responsibility

Destination  
Heritage

tourism

visitors



## Carefully designed psychological package to satisfy :



- “Subtle, varied and personal needs for beauty, prestige, individuation, sensory delight, but also quest for spiritual enrichment and healing”  
(A. Toffler)
- Educated, mobile, curious, demanding, caring, responsible, respectful consumers

## Know Thyself

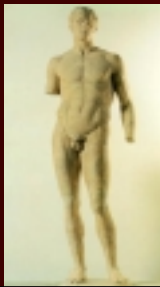
Integrated experience:

sports areas - physical recreation, wellness

theatre, arts - intellectual fulfillment

temple - spiritual recovery

hotel-hospital - medicinal care



## Evolution

Age of Exploration

Age of Experimenting

Age of Travel

Age of Tourism

- Entertainment
- Infotainment
- Edutainment

Age of Emotions



Emotainment?

## Engaging and Entertaining Emotions



A road leading to integrated experience

Confucius:

- tell me (I'll forget)
  - show me (I'll remember)
  - involve me (I'll understand)
- 
- Hands on Approach - Touching the Memory
  - Create a sense of excitement

## Simulated Environments

Gornja Stubica, 7<sup>th</sup> July 2002 - 3000 visitors



New tourism profession - "experiential engineers"

## Product

### Brand

- **demonstrating** – each culture is a demonstrator of its destination
- **unique** – differences based on cultural and natural landscape make a destination unique
- **meaningful** – culture and art bear meanings just as landscape does
- **believable** – authenticity of culture

## Facing the Future

“Where does the future of tourism lie?”

Globalization



MONOCULTURE



USP

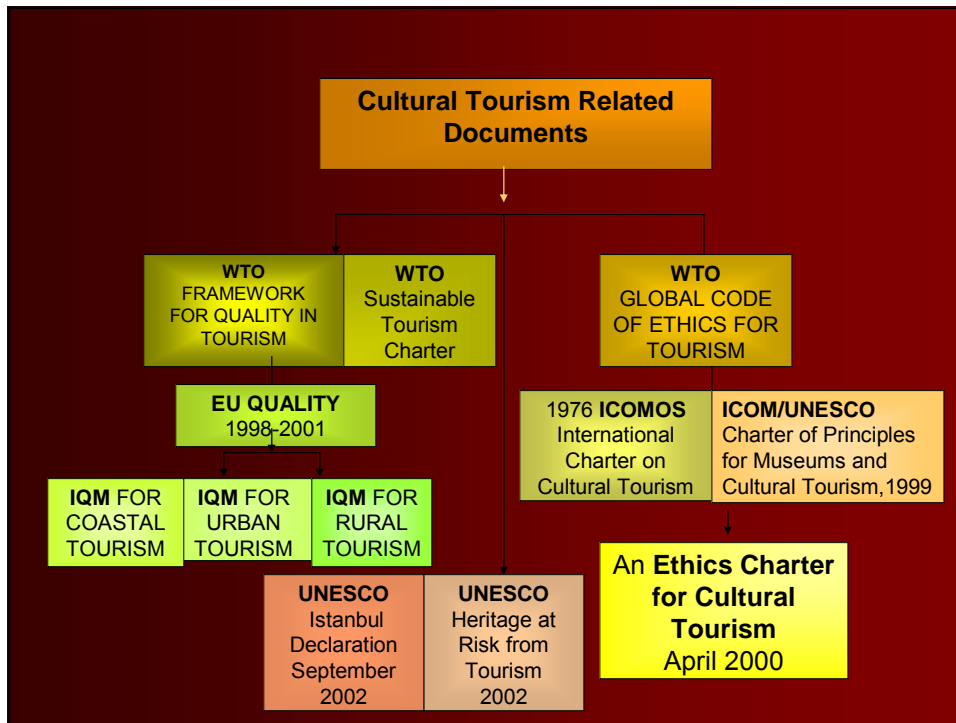
Unique Selling Point of the Place

Key of the marketing - identity achieved through overall cultural differences”

Julius Bryant, English Heritage

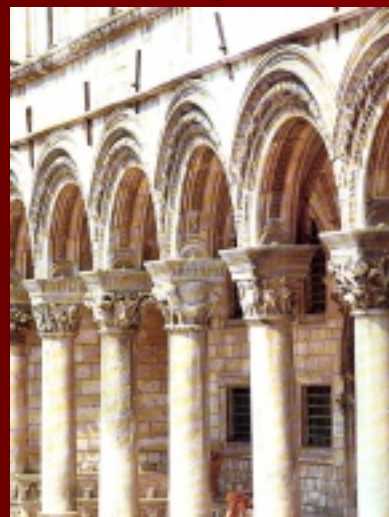






## Defining Cultural Heritage

Intangible  
tourism resources



Tangible  
tourism resources

## Vision

*Cultural destination is more than*

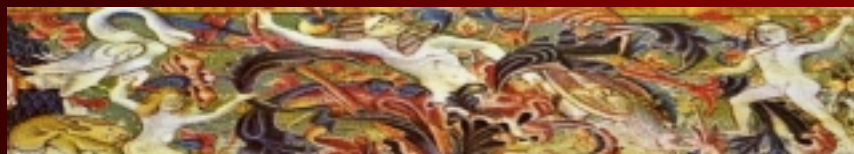
- *a landscape*
- *a cityscape*
- *a leisure park*
- *a recreation area*
- *a museum*

*Destination is all of that & more, it is a “total museum” creating, layers of meanings, opening a poetic dimension based on culture*

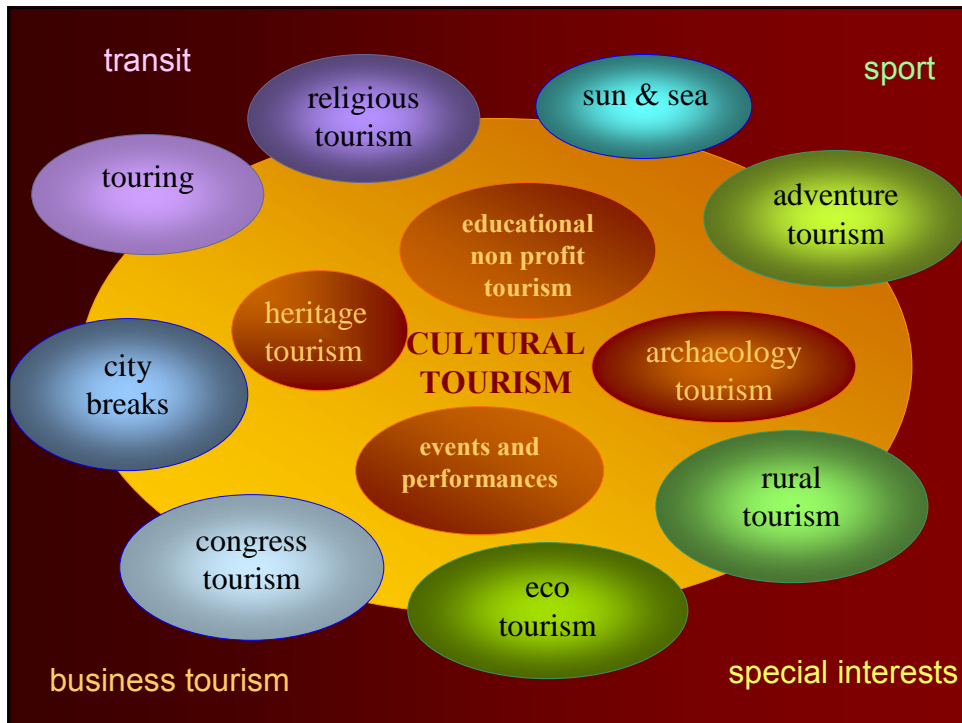


## *Cultural destination development*

- *beaten tracks* > *personal choice*
- *perception* > *understanding (culture)*
- *exploiting* > *sustaining (heritage)*
- *entertainment* > *emotion building*
- *education* > *exploration*
- *events* > *experiences & enrichment*
- *enjoyment* > *physical & spiritual wellness*
- *inventing* > *reinventing - heritage offers new themes, new stories*



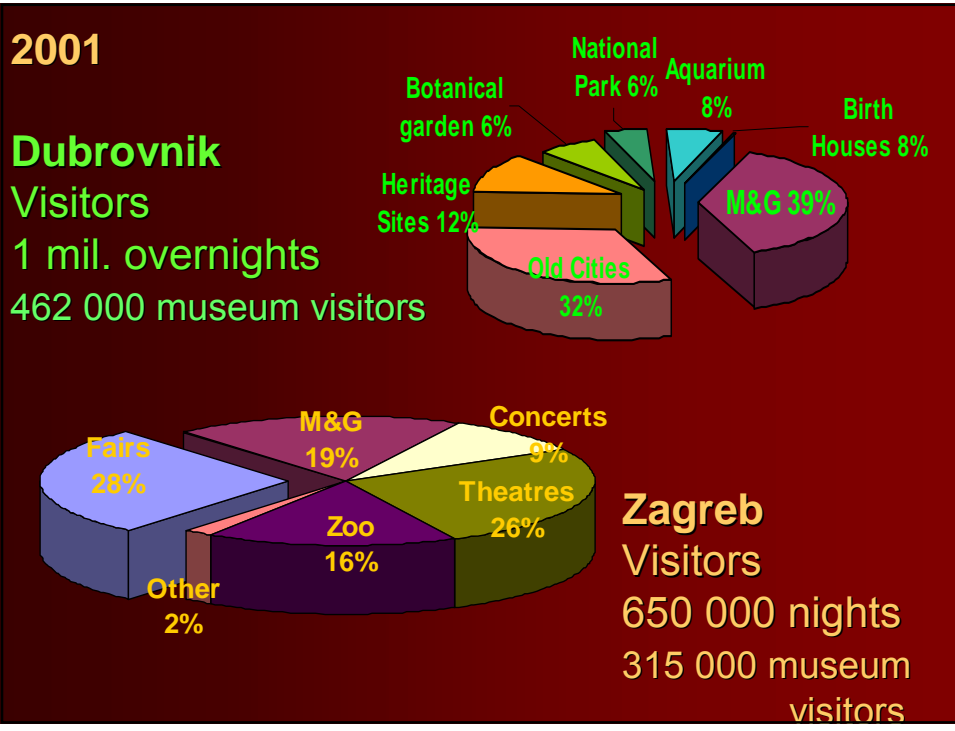




## Croatian Cultural Attractions



5,5 mil visitors in 2001  
 Dubrovnik City Walls 345 000 visitors

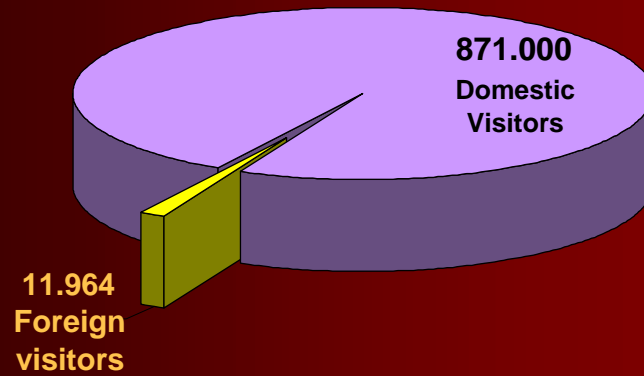


## Events and performances



## Visitors to Events

Croatia 2001



## Archaeology Tourism



Brijuni 2001  
127 182 visitors



## Archaeology tourism



**Pula Amphitheatre**  
**300.000 visitors in 2001**

- Visitors profile
- over 40
- well educated wishing further development
- interest in wider cultural and historical heritage

Looking for:

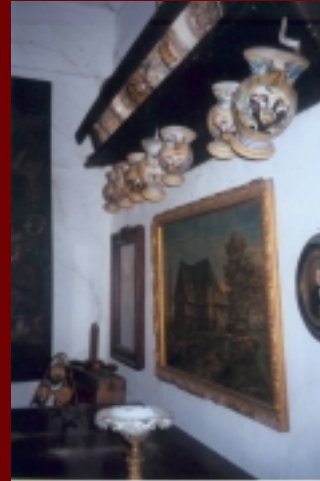
- enhanced cultural experience
- comfortable, value for money accommodation
- more, shorter holidays

## Educational Tourism



A – Museum - ent

## Rural Tourism



## Eco Tourism



## Lonjsko polje





## Sun and Sea



2001

41 mil overnights: activity, sport and wellness immersed in the atmosphere of Mediterranean cultural and natural settings

## Religious Tourism



Nin, Sv.Nikola

Best example: Marija Bistrica 782 000 visitors



## City Tourism

Zagreb 2001

329.912 Visitors



Other potentials:  
Varaždin, Osijek, Pula,  
Rijeka, Zadar, Split,  
Dubrovnik.....

## Jansen-Verbeke Classification of Urban tourism Elements



- Primary: cultural facilities, physical characteristics, sports, amusement and socio-cultural sphere
- Secondary: hotel and catering facilities
- Additional; accessibility, parking, info offices, signposts guides, maps, etc.

# Zagreb Survey

July-September 2002 TIC

250 visitors – 30 countries

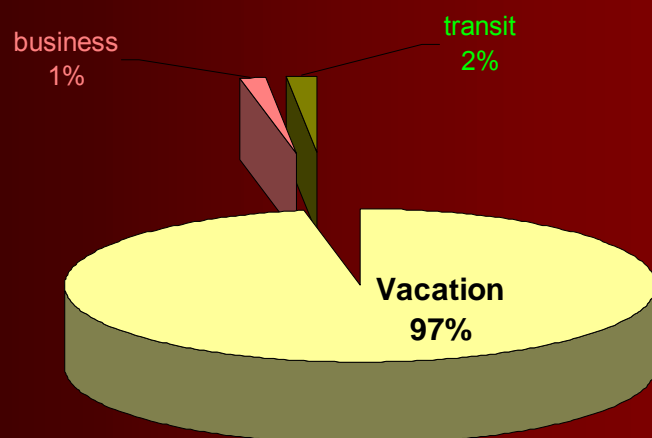
## Purpose

- Identifying the priority preferences of visitors coming to Zagreb, regarding cultural tourism
- Identifying demand for cultural tourism in Zagreb
- Identifying sociodemographic profile of the visitors



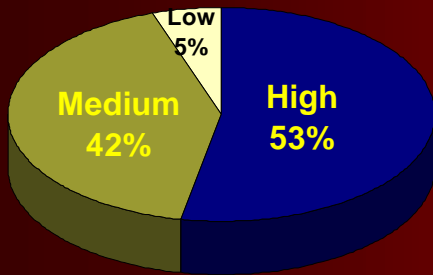
# Motivation for visiting

July-September 2002 TIC

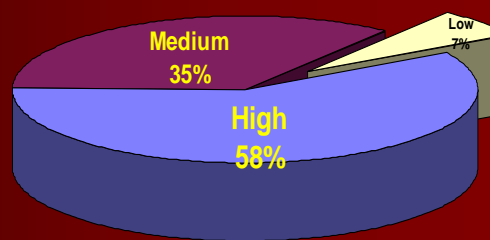


## Zagreb visitors interest for

Cultural Differences

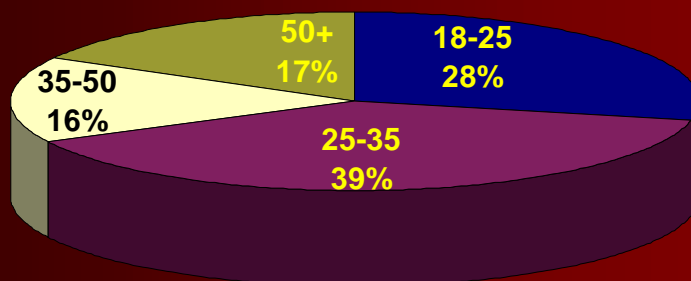


Cultural Heritage



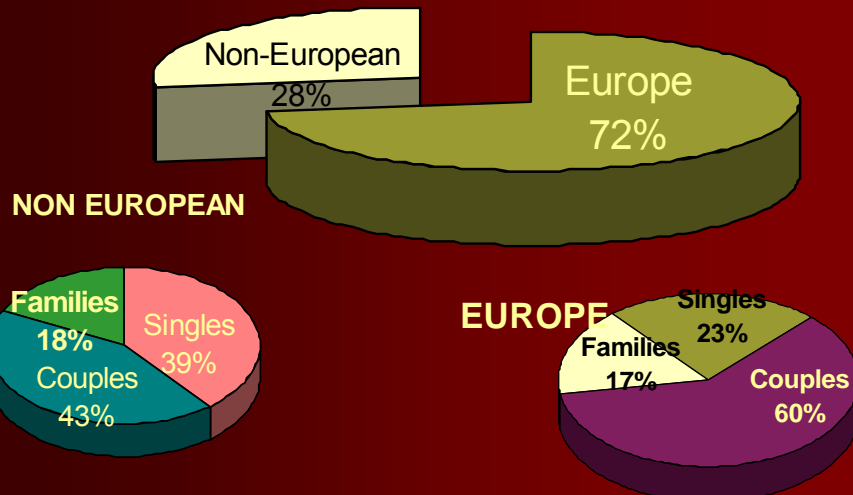
## Visitors by age

High and medium interest for cultural differences and cultural heritage



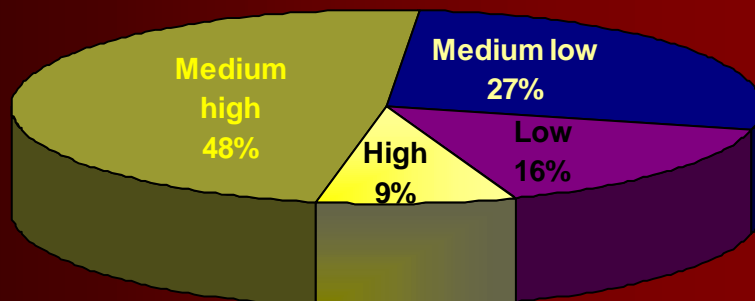
## Origin of visitors

High and medium interest in cultural differences



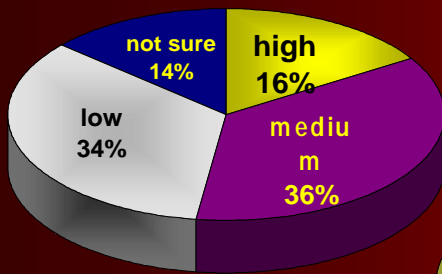
## Visitors income structure

High and medium interest in cultural differences

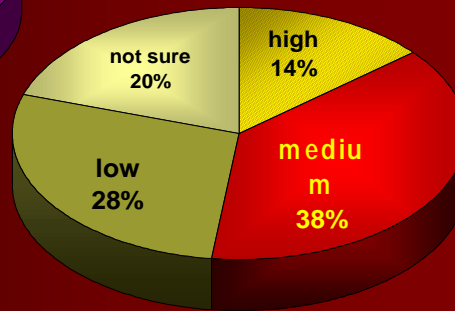


## Zagreb visitors interest for

### Events



### Eco-cultural activities



## Current problems

- Neglected resources
- Visitors care
- Communication
- Presentation and interpretation
- Timing



Czar(Emperor) behind the bar

## Zagreb Potential Cultural Tourism Identity Card

URBANNET Themes	Museum	Site	Delicacies	Activities	Visitors	Special Connection:	Compatible Itineraries	International Projects	Accomod.
Medieval Zagreb	City Museum	Upper Town Kaptol Medvedgrad	Medvedgrad Lunch by the Torches	Costumed Hapening	Schools Congress & Incentive Tours City breaks	Medieval Cities&Burgs around Europe	Medieval Croat.Burgs Medieval Cities		Mountain resorts Hotels Hostels
Zagreb before it's Existence	Archaeol. Museum	Andautonia Vetemica Zagreb before it's existence	Archaeological Lapidarium Caffe Coffee break or Light snack	Workshops Excavations Fashion shows Cocktails	Schools Educational Congress & Incentive	Archaeol. sites around Europe	Sisak Krapina Iстрия Split	Borsa Mediterraneo	Mountain resorts Hotels
Famous Homes - Palaces and Apartments - Lives of Zagreb artists	City Museum	V.Kovačića Krležin Gvozd Demetrova St. Dverce	Dinner at Dverce	Cocktails Concerts Recitals Fashion shows	Schools Congress City breaks Educational				Hotels Hostels Private Acc.
Theatre&Music	HNK	HNK,VL	Cocktails	Concerts	All				
Politics and Politicians		Parliament Golden Hall The Golden Hall	Coffee at Charly's	A day at the Parliament Interview a Polititian	Schools City breaks Congress & Incentive	Austria Hungary Italy Slovenia			Hotels Hostels Private Acc.
Bolle	MUO - Museum of Arts&Cr	MUO Cathedral of Mirogoj	MUO Club	Workshops Recitals	Schools City breaks Congress &	Austria	Rijeka	Vienna	Hotels Private Hotels
Modern City Life	Modem Galery MSU	MG streets & squares MSU	Flower Sq.	Meet the Artist	Incentive City breaks Educational				Hotels Hostels Private
Fashion Once and Today	MUO City M. Ethno. Museum	MUO, MGZ Ethno. Muz Zagreb Fair Designer Studios	MUO City Museum	Fashion shows	Lady's prog Incentive City breaks Tours		Varaždin Terme		Therms Hotels
Ethno & Eco	Ethno. Museum	Ethno. Museum Zgb.Županija V. Mlaka Rastoki	Rural homes	Vine Tasting Earthen ware Workshops	Tours City breaks Congress T. Educational	Croatia -Istrija Ethno&Eco Europe Sites	Karlovac Gorski kotar Lonjsko polje	Slovenia Heritage Trails Wooden Archit. in Europe	Rural homes

## Trends at potential markets

### Germany (83 mil.)

2001

45 mil travelled abroad  
1,3 mil to Croatia

#### Main motives:

- Culture
- Adventure and events
- Nature and countryside - wellness
- Congresses, conferences and fairs



### Italy (58 mil)

2001

17 mil abroad  
6% visited Croatia

- Ecology
- Culture
- Wellness

### UK (59 mil)

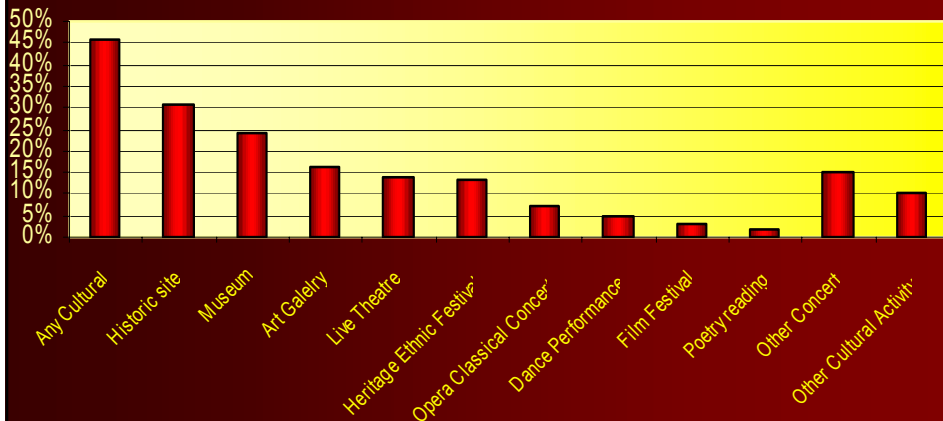
2001 - 36 mil abroad  
0,29% to Croatia

- Heritage
- National parks



## PERCENTAGE OF 199.8 MILLION AMERICAN ADULTS WHO INCLUDED CULTURE ON TRIPS 1N 1998

Source: Travel Industry Association of America. *National Travel Survey*. August, 1998



### Sustainable Development

- *strategy*
- *legal support*
- *financial support*



### First Steps:

- Identifying existing resources&raising community awareness
- Creative Clustering & Organising
- Protection
- Defining priorities in further usage and reconstruction of sites

*Mission*  
*re-creating body and soul*



*Cultural tourism*

*Art of Life*