Realising the potential of cultural resources in destination development

Meaning in Tourism

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Kairos
or The right moment for cultural tourism implementation
IPK International: European Outbound Tourism
Holiday Intentions 2004

Source: IPK International, Vienna 2002

Searching for the Meaning in Tourism

- growing impact on world economy
- diversification of the market
- growing competitiveness
- controlled growth

sustainable resources = responsible management, sustaining substance for accumulating profit

- new demanding market
- quest for quality and uniqueness: postmodern tourists

- educated & mindful
- saturation with standardised offer
- spiritual and physical exhaustion
- quest for experiences and inspiration

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, 7th July 2002 - 3000 visitors

New tourism profession - “experiential engineers”
**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
\[\downarrow\]
MONOCULTURE
\[\downarrow\]
USP

Unique Selling Point of the Place
Key of the marketing - identity achieved through overall cultural differences”

Julius Bryant, English Heritage
Cultural Tourism Related Documents

- WTO FRAMEWORK FOR QUALITY IN TOURISM
- WTO Sustainable Tourism Charter
- WTO GLOBAL CODE OF ETHICS FOR TOURISM
- EU QUALITY 1998-2001
- ICOMOS International Charter on Cultural Tourism, 1999
- ICOM/UNESCO Charter of Principles for Museums and Cultural Tourism, 1999
- IQM FOR COASTAL TOURISM
- IQM FOR URBAN TOURISM
- IQM FOR RURAL TOURISM
- UNESCO Istanbul Declaration September 2002
- UNESCO Heritage at Risk from Tourism 2002
- UNESCO Heritage at Risk from Tourism April 2000

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

Heritage tourism, events and performances, archaeology tourism, educational non profit tourism, religious tourism, sun & sea tourism, adventure tourism, rural tourism, eco tourism, city breaks tourism, congress tourism, touring, business tourism, special interests

Croatian Cultural Attractions

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

Dubrovnik
Visitors
1 mil. overnights
462,000 museum visitors

Zagreb
Visitors
650,000 nights
315,000 museum visitors

Events and performances
Visitors to Events
Croatia 2001

871.000 Domestic Visitors

11.964 Foreign visitors

Archaeology Tourism
Brijuni 2001
127 182 visitors
Archaeology tourism

- 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

Pula Amphitheatre
300,000 visitors in 2001

Educational Tourism

A – Museum - ent
Rural Tourism

Eco Tourism

Lonjsko polje
2001
41 mil overnights: activity, sport and wellness immersed in the atmosphere of Mediterranean cultural and natural settings

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

- Vacation: 97%
- Business: 1%
- Transit: 2%
Zagreb visitors interest for

Cultural Differences
- Low: 5%
- Medium: 42%
- High: 53%

Cultural Heritage
- Low: 7%
- Medium: 35%
- High: 58%

Visitors by age
High and medium interest for cultural differences and cultural heritage
- 18-25: 28%
- 25-35: 39%
- 35-50: 16%
- 50+: 17%
Origin of visitors
High and medium interest in cultural differences

European
72%
Non-European
28%

EUROPE
Couples 60%
Singles 23%
Families 17%

NON EUROPEAN
Couples 43%
Singles 39%
Families 18%

Visitors income structure
High and medium interest in cultural differences

Medium high
48%
Medium low
27%
High
9%
Low
16%
Zagreb visitors interest for

**Events**
- high 16%
- medium 36%
- low 34%
- not sure 14%

**Eco-cultural activities**
- high 14%
- medium 38%
- low 28%
- not sure 20%

Current problems:
- Neglected resources
- Visitors care
- Communication
- Presentation and interpretation
- Timing

Czar(Emperor) behind the bar
### Zagreb Potential Cultural Tourism Identity Card

<table>
<thead>
<tr>
<th>Museum</th>
<th>Site</th>
<th>Delicacies</th>
<th>Activities</th>
<th>Visitors</th>
<th>Special Connection</th>
<th>International Projects</th>
<th>Accomod.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medieval Zagreb</td>
<td>Upper town</td>
<td>Medvedgrad</td>
<td>Lunch by the Torches</td>
<td>Schools</td>
<td>Medieval</td>
<td>Mountain resorts</td>
<td>Hotels</td>
</tr>
<tr>
<td></td>
<td>Kapetan</td>
<td>Medvedgrad</td>
<td>Lunch by the Torches</td>
<td>Congress &amp; Incentive Tours</td>
<td>City breaks</td>
<td>Hotels</td>
<td></td>
</tr>
<tr>
<td>Zagreb before it's Existence</td>
<td>Archaeological Museum</td>
<td>Zagreb before its existence</td>
<td>Breakfast</td>
<td>Workshops</td>
<td>Educational Congress &amp; Incentive Tours</td>
<td>City breaks</td>
<td>Hotels</td>
</tr>
<tr>
<td></td>
<td>Velodrome</td>
<td>Zagreb before its existence</td>
<td>Light snack</td>
<td>Visitors</td>
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<td>City breaks</td>
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#### 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

**Main motives:**
- Ecology
- Culture
- Wellness

**UK (59 mil)**

2001 - 36 mil abroad
- 0.29% to Croatia

**Main motives:**
- Heritage
- National parks
PERCENTAGE OF 199.8 MILLION AMERICAN ADULTS WHO INCLUDED CULTURE ON TRIPS IN 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