

Prospects and options for developing cultural tourism in Sigulda

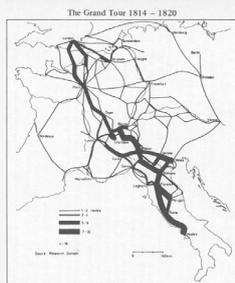
Prof. Dr. A. Kagermeier (University of Trier)

Conference
«Visions of tourism development in Sigulda»
5. April 2007, Riga

Agenda

- 1) The origin of cultural tourism
- 2) Growing demand for (urban) cultural tourism
- 3) General market trends
- 4) New markets for an innovative staging of cultural heritage
 - sensual orientation
 - symbolic destinations
 - interactive involvement as a key factor

The origin of cultural tourism: *The Grand Tour*



Source: Freyer 1998, S. 7

- Young Nobles
- Part of their formation
- Accompanist
- Targets:
 - Social contact
 - Preparation for their regnancy
 - Right for amusement



Source: Brill 1997

Study trips of the bourgeoisie

- Century of enlightenment
- Fall of the feudal system (1789)
- Culture as central aim
- Coming-of-age novels
- Journeys as a mean of education



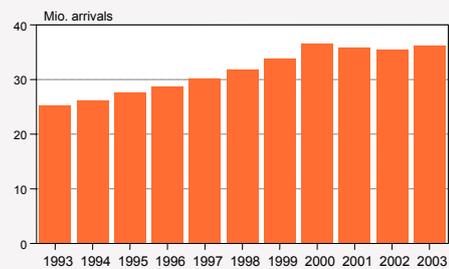
Source: Prahl/Steincke 1989

Enlargement of the notion of culture in the 90ies



development of urban tourism

arrivals in german cities



Source: Destatis 1994-2004

Top-Ten of urban tourism in Germany (in 1.000 nights)

	2003	2004	growth rate
Berlin	11.329	11.669	+ 3,0
München	7.057	7.199	+ 2,0
Hamburg	5.407	5.650	+ 4,5
Frankfurt a.M	3.935	3.978	+ 1,1
Köln	3.427	3.530	+ 3,0
Dresden	2.349	2.502	+ 6,5
Düsseldorf	2.340	2.480	+ 6,0
Stuttgart	2.146	2.189	+ 2,0
Nürnberg	1.824	1.879	+ 3,0
Leipzig	1.612	1.692	+ 5,0



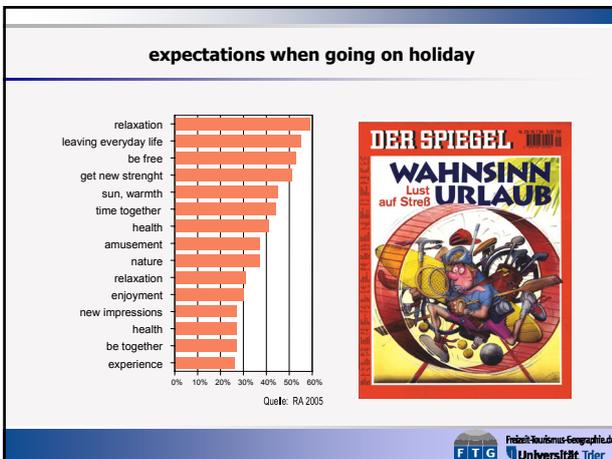
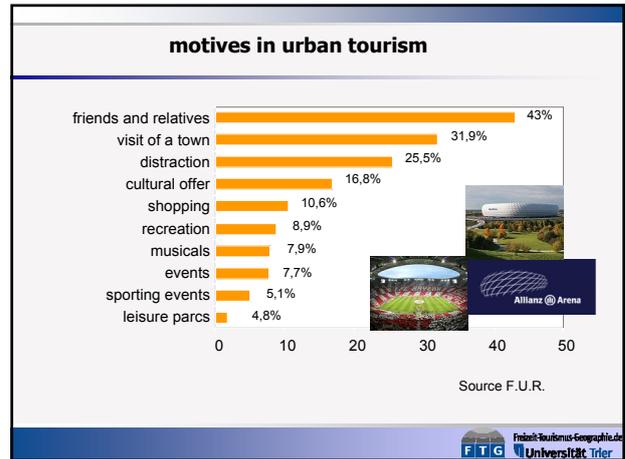
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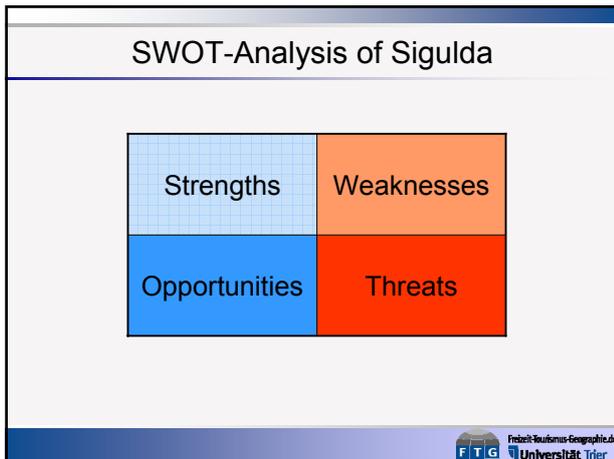
Demand of different forms of cultural tourism

	conducted 1999-2001
Urban tourism	10 %
Cultural tourism (sensu strictu)	3 %
Study trips	4 %

Source: F.U.R. 2002, p. 10

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S	W	<h2 style="margin: 0;">Strengths</h2>
O	T	



Accessibility from key markets especially by LCC

Source: www.riga-airport.com

LCC from: Berlin, Dublin; Frankfurt; Glasgow; Liverpool; London; Stockholm

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S	W	<h2 style="margin: 0;">Weaknesses</h2>
O	T	



- no obvious USP
- in the shadow of Riga
- small size of the town



Photos: www.virtualltourist.com

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S	W	<h2 style="margin: 0;">Opportunities</h2>
O	T	



- ✓ High potential of visitors in the Gauja-National Parc
- ✓ tap the full potential of this basis

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S	W	<h2 style="margin: 0;">Threats</h2>
O	T	

Economic development

Climate change

innovative and well known competitors in the market

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- ### strategic elements for a competitive positioning of Sigulda
- USP => based on **nature & culture**
 - « branding » Baltic Switzerland ??
 - marketing, cooperation
 - diversification of the product
 - identification of target groups
 - presentation & staging of the potentials
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Two main future tendencies

- 1) Tendency for spiritual life & "Destination Me"
- 2) Search for unique experiences in symbolic destinations

Challenge: work out an offer which fits to this tendencies :
 Staging of the potentials (cultural & natural)

- maximal authenticity

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change of values an consumption structures

Source: Quack 2001

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Maslow 's pyramid of needs

Own design according to: Maslow 1943 & Weiermair 200

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Tendency „Sensual Age“

- Dominance of mental values: spirituality
- Tendency for "Dropouts" and "Downshifting"
- Search for raison d'être
- Return of nostalgia
- Search of a feeling of security
- Search for tranquility (Lessness)
- Dream Markets with "High-Touch-Service-Quality"

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Trends

- Work-Life-Balance
- Slowing down
- Soul-Wellness
- Best-Ager
- Esthetification
- Destination „Me“

to recreate you don't have to go far away but you've got to gain distance

Bilder: www.fleesensee.de

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Almdorf "Seinerzeit" (Mountain pasture "Yesterday")

The world is a village – an alpine village
LUXURY IS: CONSCIOUS AWARENESS

- Reanimation of senses
- Reduction to the essentials:
*Smell the hay,
 hear see and feel the fire
 feel the air and find the tranquility,
 which gets lost in everyday life*
- Simply feel yourself as human

www.almdorf.com

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example for the creation of symbolic places

- 

The World
- 

Hydropolis
- 

Burj-al-Arab
- 

Burj Dubai
- 

The Palm
- 

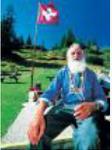
Dubailand

>Combination of oriental flair with a cosmopolitan life style
 >Superlatives
 >Imagination of symbolic places
 >Eights wonder of the world

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example for the creation of symbolic places






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reinvention of tourism as a dream factory

- High level of service quality to create a perfect imagination
- Let them live unique experiences
- To answer this demand it is necessary:
 - Rediscover and reinvent the existing tourist attractions
 - Repositioning as "icons" in the market
- The destination has to be presented as an unique experience

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reinvention of tourism as a dream factory

- Challenge for the tourism industry to offer products which respond to this new tendencies based on genuine experiences
- Modern potential management has to reinterpret the cultural monuments and the events
- Give a new value to traditional touristic resources
- Stereotypes and images as a starting point
- Usage of theatric techniques

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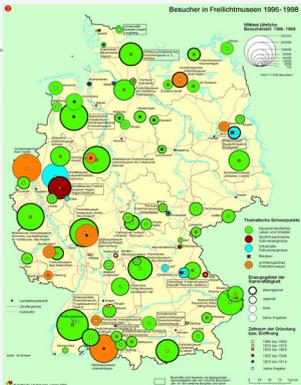
traditional presentation of the product



Photos: www.virtualtourist.com

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open-air museums: yesterdays formulas

NAD 10

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personalizing of the cultural heritage

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« interactive » experience

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« interactive » experience

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« interactive » experience

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« traditional » staging as popular culture

- Brot & Spiele (Panem et Circenses)
- Medieval castle festival at Manderscheid

www.trier.de/brot-spiele.de et www.burgenfest.info

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Cultural heritage as a stage

www.trier.de

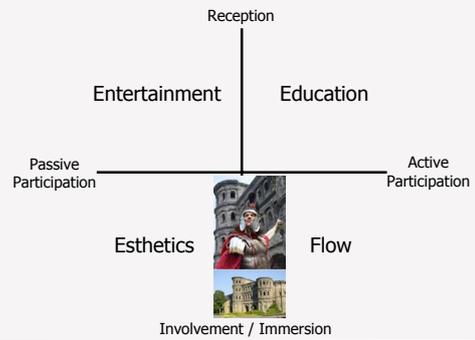
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Tourism as a dream factory: spectacle guidance



www.trier.de

Adress all experimental spheres



Potential: Medieval Past



KulturGenussRegion Trier



Enjoying culture & nature in the baltic switzerland



Refine the crude potential

Thank you for your attention ...



... and I am looking forward to a lively discussion