

## Prospects and options for developing cultural tourism in Sigulda

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Conference

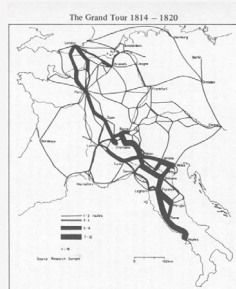
«Visions of tourism development in Sigulda»

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: Pohl/Steincke 1989

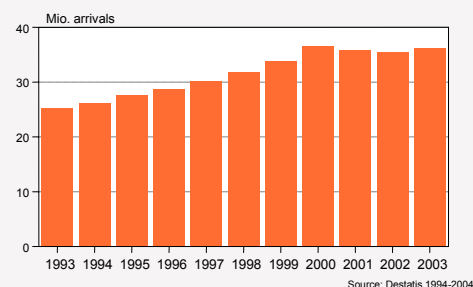
## Enlargement of the notion of culture in the 90ies



popular culture

## 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



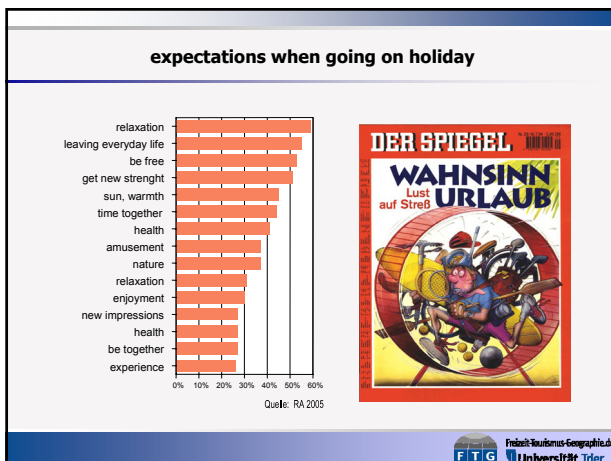
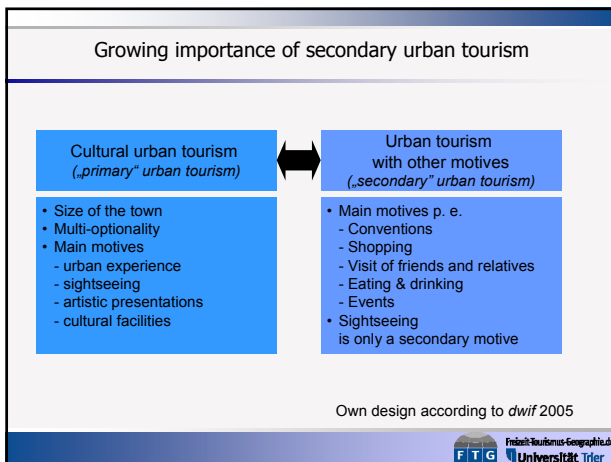
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**Demand of different forms of cultural tourism**

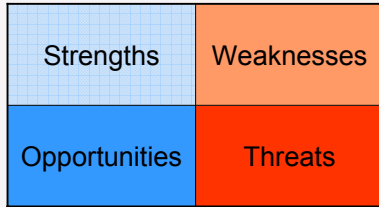
	conducted 1999-2001
Urban tourism	10 %
Cultural tourism (sensu strictu)	3 %
Study trips	4 %

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

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## SWOT-Analysis of Sigulda



## Strengths



Source: www.riga-airport.com

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

Accessibility from key markets especially by LCC

## Weaknesses



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



Photos: www.virtualtourist.com

## Opportunities



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

## Threats

Economic development

Climate change

innovative and well known competitors in the market

## 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

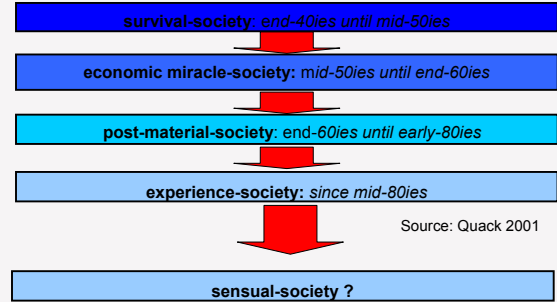
## Two main future tendencies

- 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)

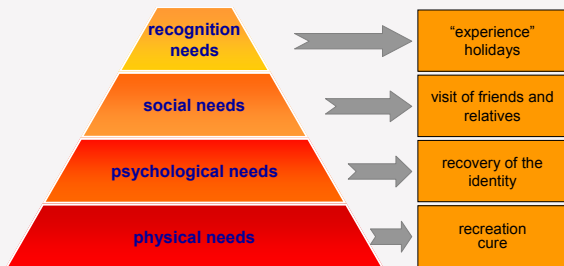
- maximal authenticity

## change of values an consumption structures



Source: Quack 2001

## Maslow's pyramid of needs



Own design according to: Maslow 1943 & Weiermair 200

## 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"

## Trends

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

Land fleesensee  
Ganz nah, weit weg.

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



Bilder: www.fleesensee.de

## 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



example for the creation of symbolic places



The World




Hydropolis




Burj-al-Arab


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



Burj Dubai



The Palm



Dubailand

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example for the creation of symbolic places





SANGARENKLAND - WALENSEE - WARTAU





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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






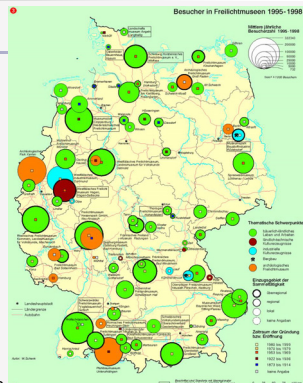



Photos: www.virtualtourist.com

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open-air museums: yesterdays formulas



Beisucher in Freilichtmuseen 1995-1998

NAD 10

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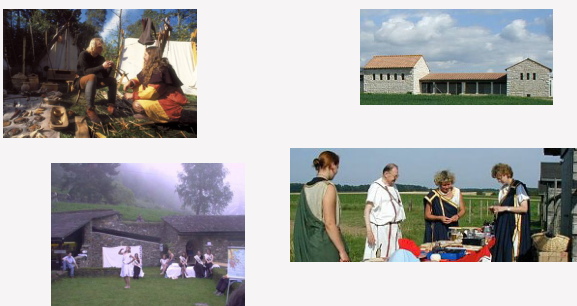
### personalizing of the cultural heritage



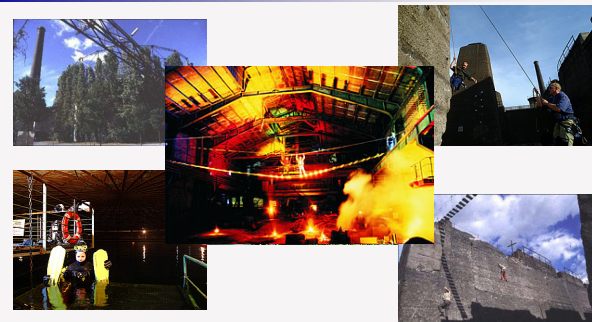
### « interactive » experience



### « interactive » experience



### « interactive » experience



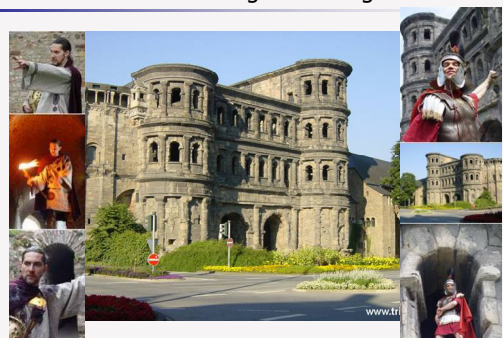
### « traditional » staging as popular culture

- Brot & Spiele (Panem et Circenses)



- Medieval castle festival at Manderscheid

### Cultural heritage as a stage

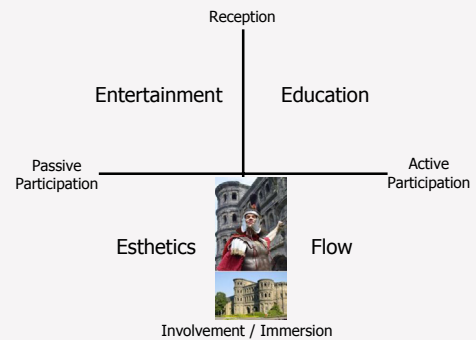


## Tourism as a dream factory: spectacle guidance



www.trier.de

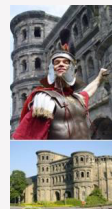
## Adress all experimental spheres



## Potential: Medieval Past



## KulturGenussRegion Trier

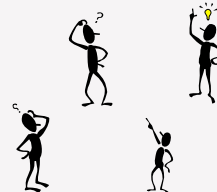


## Enjoying culture & nature in the baltic switzerland



Refine the crude potential

Thank you for your attention ...



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