Towards new dimensions of staging cultural heritage as leisure and tourist attractions -
reflecting the campaign "Enjoying Culture in the Trier Area"

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Overview

1) The origin of urban cultural tourism
2) Market trends in cultural urban tourism
3) Tendencies for innovative staging of cultural heritage
4) Staging the roman past in the Trier Area
   • interactive involvement as a key factor

The origin of urban cultural tourism: **The Grand Tour**
- Young nobles
- Part of their education
- Accompansonist
- Targets:
  - Social contact
  - Preparation for their regnancy
  - Right to amuse themselves

Source: Freyer 1998, S. 7

Enhanced notion of culture in the 1990’s
- popular culture
Current trends (1990’s until today)

- Enhanced notion of culture
- Boom of urban tourism and a flourishing demand for urban leisure activities
- “Events” as a growth market
- “Experience” as a general trend

consuming cultural urban spaces

Lifestyle
Tradition
Design
Fashion
Heritage
Arts

Quelle: eigene Darstellung in Anlehnung an DTV 2006, ETC/UNWTO 2005

motives in urban tourism

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Source: F.U.R. 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>friends and relatives</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>visit of a town</td>
<td>31.9%</td>
<td></td>
</tr>
<tr>
<td>Change of scene</td>
<td>25.5%</td>
<td></td>
</tr>
<tr>
<td>Culture on offer</td>
<td>16.8%</td>
<td></td>
</tr>
<tr>
<td>shopping</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>recreation</td>
<td>8.9%</td>
<td></td>
</tr>
<tr>
<td>musicals</td>
<td>7.9%</td>
<td></td>
</tr>
<tr>
<td>events</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>sporting events</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>leisure parks</td>
<td>4.8%</td>
<td></td>
</tr>
</tbody>
</table>

Quelle: eigene Darstellung in Anlehnung an DTV 2006, ETC/UNWTO 2005
Trier: City of culture

Main associations with Trier

Enjoying Culture in the Trier Area

"I really think museums have the reputation like university professors, and you expect them to show things which have the backing of scientific methods"

a young australian (Black 2005)
“Staging” in tourism

- Is the market-orientated realisation of themes relevant to tourism through divers institutions, organisers, partners and media based on a clear concept.”

STEINECKE 1997, S. 8

- “... (refers to) generative processes, which conceptualise and realise – to ideas that link the imaginary, the fictional, and the real (empirical) together in a specific way.”

SCHEURER 2003, S. 73

Rules for the Stage Management

<table>
<thead>
<tr>
<th>Give the visitor an added value.</th>
<th>Give him a non exchangeable adventure.</th>
<th>Give him wow-effects as much as possible.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combine high tech with high touch.</td>
<td>Use staff and people of your town as an attraction.</td>
<td>Even if people cannot understand the historical background of your performances, they should enjoy the entertaining components.</td>
</tr>
<tr>
<td>The visitor should fill a role.</td>
<td>Effect should be transmitted to the visitor immediately.</td>
<td>Combine smells, music, eating and drinking with information.</td>
</tr>
<tr>
<td>Illustrate the rooms by functions not by explications.</td>
<td>Integrate ceremonies, rites and folklore in the city.</td>
<td>Invite people to a time travel at authentic places.</td>
</tr>
<tr>
<td>Integrate animals.</td>
<td>Use unusual transport systems.</td>
<td>Use information systems by iPod and Mobile.</td>
</tr>
<tr>
<td>Give the buildings a chance to tell their stories themselves.</td>
<td>Give visitors from other cultures the chance to understand the local history (of the past and the present).</td>
<td>Give visitors a reason to stay overnight.</td>
</tr>
</tbody>
</table>

Source: HODES 2006, p. 89
"Erdachtes mag zu denken geben, doch nur Erlebtes wird beleben."
Paul von Heyse

To think may evoke further thought, but to experience something brings it alive.

Adresses to all spheres of experience

<table>
<thead>
<tr>
<th>Passive Participation</th>
<th>Active Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Esthetics</td>
<td></td>
</tr>
<tr>
<td>Escapist</td>
<td></td>
</tr>
</tbody>
</table>

Adresses to all spheres of experience

Actuel elements of staging in cultural urban tourism

Established/ Mainstream:
- Historical sites a setting
- High quality of the offer
- Branding

New:
- e.g. Event & Adventure performances, Events

Performances in urban historic sites as new forms of cultural experience

Source:
Pine/Gilmore
1999, p. 32
Enjoying Culture

High & Everyday Culture

Established/mainstream elements of staging

Adventure and Event performances

Antikenfestspiele

Moselfestwochen

New/future ways of staging → popular culture

Brot & Spiele; Burgenfest Manderscheid

Event performance:
Betrayal in the Imperial Baths

The story ...

- It is AD 367... Uncertain times! The borders of the Roman Empire are constantly being threatened. The inner workings of the Empire are also in turmoil. Uprisings and attempts to overthrow the Emperor occur frequently - intrigues are the order of the day.

- Emperor Valentinian delegates his veteran tribune Mallobaude to a secret mission to Trier. For he knows that only a Frankish nobleman like Mallobaude has the influence to divert the conspirators from their plan. A suicide mission! When the secret mission is leaked, Mallobaude is branded as a traitor by his enemies at court. And that can be dangerous for the Emperor as well. Experience a fascinating epoch live with the Tribune Mallobaude during the tour through the Imperial Baths in which Trier moves into the center of Roman global politics. It is a time of radical change and insecurity foreboding the approaching end of Roman power.

Mallobaude will take us along on the thrilling journey into the past ...

"Brot & Spiele"
Fact sheet „Brot & Spiele“

- 1x/year; in August; since 2002
- in historic sites of Trier:
  - Amphi theatre, Imperial baths (Kaiserthermen)
  - Roman Craftsmen market, Legionary encampment, Gladiator show

Soziodemographic characteristics:
- 18,000 guests (2006)
- On average 40 years,
  - Middle to high income groups and educational level,
  - Esp. families
- 67% day trips, 33% overnight stays

Visitor involvement in urban cultural spaces

- absorption
- passive participation
- esthetics
- immersion
- active participation
- entertainment
- educational
- escapist

The visitor should fill a role.

Invite people to a time travel at authentic places.

Use staff and people of your town as an attraction.

Combine smells, music, eating and drinking with information.

Give the buildings a chance to tell their stories themselves.

FLOW?
experiencing cultural urban spaces

Thanks for your attention … … we’re looking forward to an active debate.

Tell me, and I will forget
Show me, and I will remember
Involve me, and I will understand

Lao Tse

The progression of Economic Value

Source: PINE/GILMORE 1999
**Kultur(tourismus)raum Stadt**

- Shopping
- Kulinarik (Genuss)
- Lifestyle
- Tradition
- Design
- Fashion
- Heritage
- Arts

**Traditional definition of cultural tourism**

- ...journeys primarily motivated by the need/desire to inform and/or experience material or non materiel elements of a destination’s **High and Everyday Culture**.

Steinecke 2002

**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/Steinecke 1989

**Relevance of cultural offer in Trier area**

- Significantly enriches my stay in the region
- Important reason to visit the region
- Doesn’t influence my travel plans
- Doesn’t matter
Growing importance of secondary urban tourism

Cultural urban tourism ("primary" urban tourism)
- Size of the town
- Multi-optionality
- Main motives
  - urban experience
  - sightseeing
  - artistic presentations
  - cultural facilities

Urban tourism with other motives ("secondary" urban tourism)
- Main motives p. e.
  - Conventions
  - Shopping
  - Visiting friends and relatives
  - Eating & drinking
  - Events
- Sightseeing is only a secondary motive

Source: Own design according to dtv 2006

Central tendencies of tourists behavior

- Flexible and spontaneous/last-minute
- Rise in expectations
- Complex bundle of activities and motives
- Importance of quality-price relation
- Continual variety
- Competition of leisure parks

Leisure spaces ... or leisure and tourism spaces?

<table>
<thead>
<tr>
<th>Event</th>
<th>Day trips</th>
<th>Overnight stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burgenfest Manderscheid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best und Spiele</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moselfestwochen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antikenfestspiele</td>
<td></td>
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</tbody>
</table>

Source: Own design