Rethinking cultural tourism

Greg Richards

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Changing relationship of culture and tourism

Culture 1.0 = consumption of elite culture (Grand Tour)
Culture 2.0 = culture as a mass tourism consumption object
Culture 3.0 = culture as a sphere of co-creation between locals and residents
Culture 4.0 = Hybrid, creolized contexts and e-cultural tourism actors
Need for a re-think?

• Covid 19
• Changing nature of society
• Changing ideas of heritage
• Changing nature of cultural tourism
Inbound tourism to the Netherlands
Cultural tourism forecasts
Time to think....and act?
Which one is more important to you when planning travel this year?

- Who I am with and what we do
- Where I go and what I see

Less Sightseeing, More Lifeseeing

Airbnb travel survey
Growing attraction of the rural

*Dates are June 1 through August 31 (which is not summertime in Australia or Brazil).
EU - frequency of visit to cultural attractions per year

- Go to the cinema: 2.0
- Go to a library: 1.6
- Historical monuments: 1.6
- Sports event: 1.6
- Visit museums or galleries in own country: 1.3
- Concert: 1.3
- Theater: 1.1
- Visit museums or galleries abroad: 1.1
- Visit archaeological sites: 1.0
“Placemaking can be basically summarised as the art of making better places for people.”
(De Brito & Richards 2017:2)
WELCOME TO THE CASTELLUM

In this modern interpretation of a Roman fortress, archeology, culture, nature and gastronomy come together in a unique way.
A future for ‘revived originals’?
Storytelling
Photos: One of the HO FF-MAC researchers (Lemmers) reading a life story of the people from Ancient Kourion on the location of the Earthquake house at the archaeological park to a lay-audience. To the right an image of how the human remains in the past had been retrieved from this location.
PROJECT ACTIVITIES

Osteobiographies

Promotion through ICT

Ancient Life Stories

Testing

Tourism products
Drink to the past
New technologies and visitor engagement

ARtGlass reconstructs an ancient Roman amphitheater in place.
The fascination of the border

“As long as boundaries separate places in political, socio-cultural, and economic terms... borderlands will continue to be a unique venue for tourist activities.”
Creative tourism
Het was weer gezellig bij het Fries Museum! Samen met ARRE Remaining History de workshop Vikingarmband smeden gegeven. Met geweldige resultaten. Zo leuk om te zien hoe iedereen zijn of haar eigen draai aan iets geeft!
Engaging visitors in archaeology

Archaeological tourism: A creative approach
David Ross, Gunjan Saxena, Fernando Correia, Pauline Deutz
Critical success factors for the future

• Understand the ‘cultural tourist’
• Develop relationships with potential target markets
• Use storytelling as a relational device
• Use the power of place
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