

Cultural Tourism: Product Development

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Discussion Questions

1. What do we know about the market?
1. What makes cultural tourism trails successful?
2. How to develop trails?

The Market



Market studies

- WTO – 37% all tourist trips, annual growth
- about 240 million international person-trips
- 70% of Americans in Europe
- 2/3 of all visitors to the U.K.
- 40% of international visitors to the U.S.
- 1/2 of US domestic travel
- 90% of Canadians show interest

Plus

- Alleged attractive features:
 - easily differentiated from other tourists
 - older, better educated, and more affluent
 - predominantly women
- frequent travellers, stay longer, spend more, do more things
- Macro-demographics suggest high growth potential

But... Are these figures believable?

- Cultural tourists or tourists who visit cultural sites?
- Other studies suggest
 - 20% of trips worldwide have some element of CT
 - What is core motive?



Consequences



- 1) phantom demand
- 2) Incorrect inferences about the quality of experience CT seek
- 3) Poor product delivery
- 4) Adverse impacts – overuse, under use, inappropriate use

Defining the Cultural Tourism Market

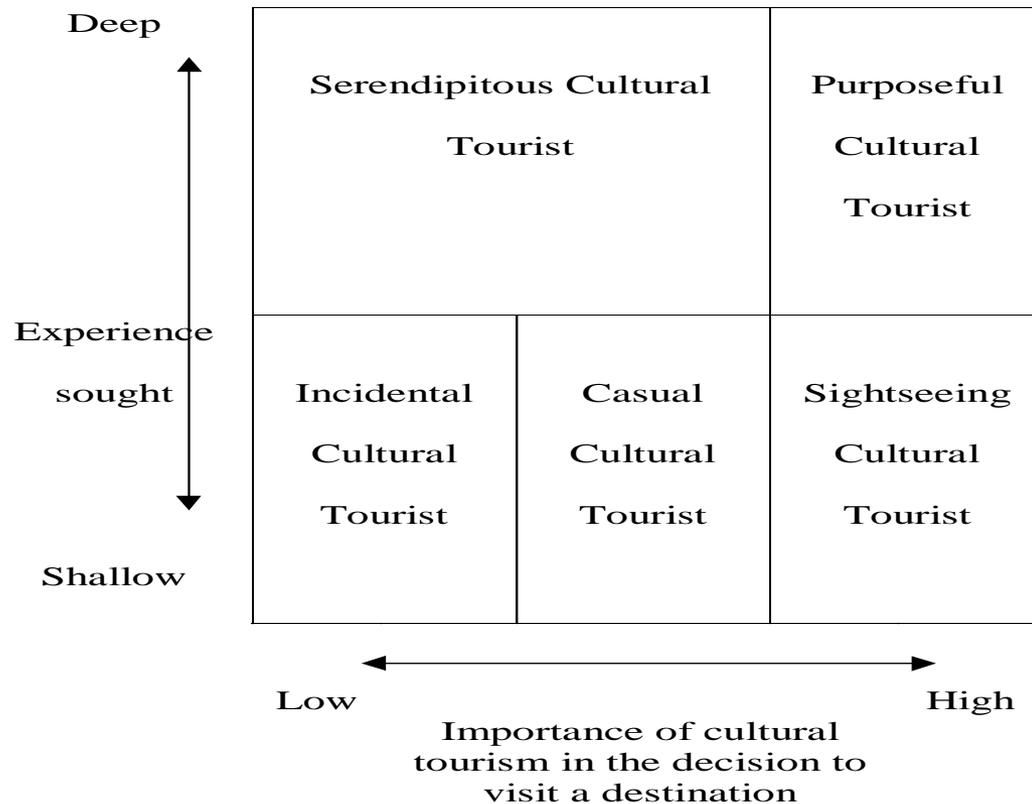
Dimension 1 –
Centrality of trip
Purpose:

- Cultural factors are more important to some in the destination choice

Dimension 2 – Depth
of Experience:

- Different people have different abilities to engage cultural attractions

Combine the 2 Dimensions to Categorize Cultural Tourists



Five Types of Cultural Tourist

purposeful cultural tourist (highly centrality/deep experience);

sightseeing cultural tourist (highly centrality/shallow experience);

casual cultural tourist (modest centrality/shallow experience);

incidental cultural tourist (low centrality/shallow experience);

serendipitous cultural tourist (low centrality / deep experience).

Differences in Preferred Activities



Purposeful Cultural Tourist

- museum experiences
- fine arts museums, art galleries and pottery museums.
- visit lesser known temples and heritage sites.
- sought to immerse in the local culture by going to the many markets



Sightseeing Cultural Tourist

- travel widely throughout Hong Kong: outer islands, the New Territories and remote communities.
- Sightseeing
- absorbing streetscapes



Casual Cultural Tourists

- visited convenience-based attractions.
- Would visit temples and exploring some of HK



Incidental Cultural Tourists

- visited convenience-based attractions in inner city tourism nodes
- not emotionally or intellectually challenging.
- Hong Kong Space Museum to see the IMAX cinema
- heritage theme parks.
- avoided visiting temples and other religious sites.



Serendipitous Cultural Tourist

- No clear pattern



Who comes to the Caribbean and Why?

- What type of cultural tourist is most likely to visit?
- What then do they want to do?

What makes some attractions
more popular than others?



Experiential Values

- relevant to tourists frame of reference.
- presented as entertaining and educational
- **BUT** strong moral obligation to make presentation accurate.
- Multimedia displays, performance or even unusual architectural features



What makes a successful cultural attraction?

- Known beyond the local heritage community
- Provide experiences that can be consumed
- Interesting and unique
- Robust and can absorb heavy visitation
- Accessible
- Provide some of reason to visit.

Known widely



Factors Affecting Visitation

- Access and proximity dictate the potential number of visitors
- Time availability influences the quality and depth of experience sought

Time influences depth of experience

- Tourists on limited time budgets
- First time visitors want to explore widely
- But – cultural activities often require great blocks of time.

Attractions that can be consumed quickly will be more popular



Tourists want the experience controlled

Why?

- Once in a lifetime visit
- Limited time and want to see highlight
- See value adding in controlling experience



The more mainstream, the more entertainment oriented

Why

- Tourists are ignorant of the areas being visited
- Low level of knowledge
- Perceptions shaped/distorted by media
- Passive learning preferred



5 Reasons why most products fail



1) Do not understand what is being consumed

- Little understanding of what people really consume:
 - Is it the tangible product or the core product?



- Visit an old building?
- Sense of history, an easier life, tradition, stereotypes?

2) The Role in Attraction's hierarchy

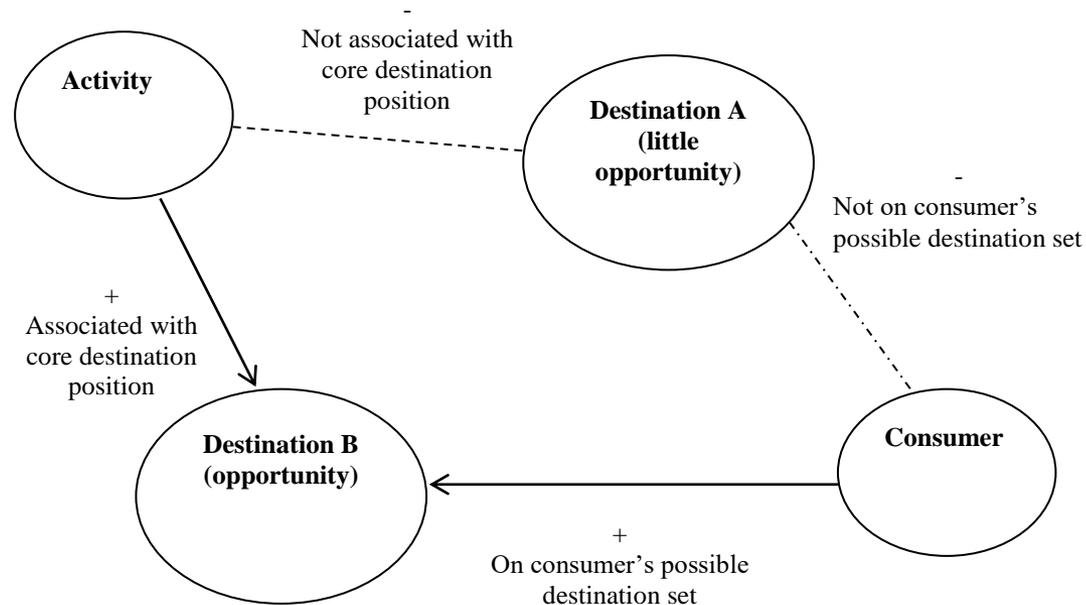
- Little understanding of role in attraction's hierarchy
 - Primary
 - a destination's core feature
 - Tourists feel compelled to visit
 - Secondary
 - locally significant tourist attractions
 - complement the overall experience
 - Tertiary
 - highly discretionary purchase
 - Convenience-based use

3) Serial Monotony

- Many cultural assets are essentially similar



4) Compatible with destination image



5) Risks

- Old does not equal an attraction
- Unusual does not mean anything unless you can say why it is unusual
- Local interest may not be relevant to others

How to create tourism routes

- 2 main options

Bundling

- The provision of separate products and services to buyers as a package or bundle.
 - package tour with air fare, accommodations, transfers, and optional extras.
- Collectively, the components of the bundled package make this new product more attractive and easier to consume.

Essentials of Bundling or Packaging (Source: EPGC)

- **Building around a primary demand generator.**
 - gives the consumer a reason to buy
 - Enables lesser products and services to gain value
- **Include components the customer requires**
- **Individual package components compatible.**
- **Insure consistent quality**
- **Schedule will activities at comfortable pace.**
- **Innovate over time.**

Plus, for Cultural Tourism

- **Provide quality accurate information**
- **Provide language interpretation**
- **ensure guides are knowledgeable**
- **ensure guides are sympathetic to the cultural values**



Example

HKTB Heritage Tour bundles

- Tai Po – Man Mo temple and Tai Po Market
- Lam Tsuen Wishing Tree
- Tang Chung Ancestral Hall
- Lo Wai Walled Village, and
- Tai Fu Tai Mandarin's house



Linear or Circular touring routes

- Heritage trails or heritage touring loops.
- Thematically linked artefacts joined
- Combination of cultural assets is greater than the individual assets.
- Can be themed, named and branded.



- Must have icon
- Each stop must offer something different or unique
- Clear information – map, signage, etc.
- 2 to 3 hours maximum
- Too many stops people will get bored
- Too few stops no reason to visit

Tactics to make touring routes successful

- Mythologize the asset
- Build a story around the asset
- Emphasize its otherness
- Show a direct link from the past to the present
- Make it triumphant
- Make it a spectacle
- Make it a fantasy
- Make it fun, light and entertaining



Mythologize

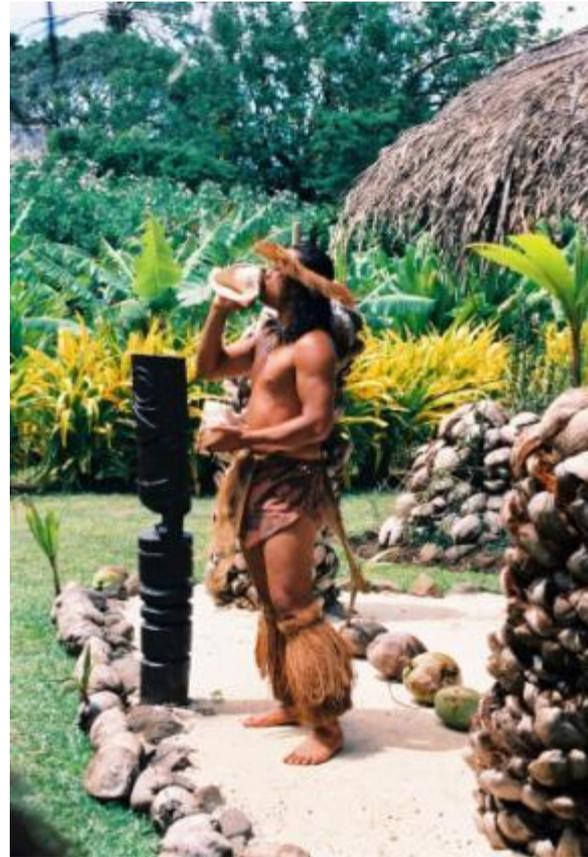
Transforms mundane
into extraordinary

- Two tactics:
 - Tie to existing myth
 - Build a new myth
- Can be real or fictionalized



Tell a Story

- based on historic fact, or fictional
- good, enduring story



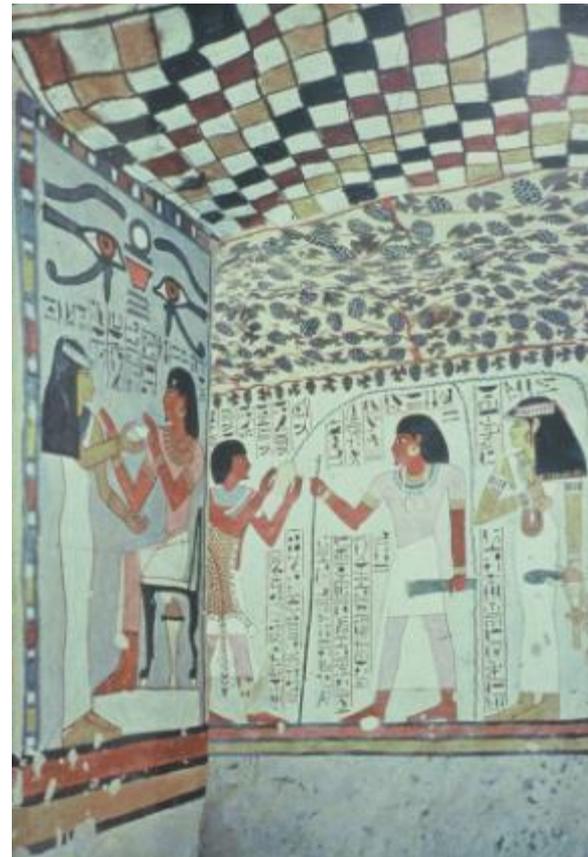
Emphasize Otherness

- highlight differences from the core culture.
- Multi-cultural tourism, also known as ethnic tourism



Show Link from past to present

- Sell history



Make it Triumphant

- Places of great Success or failure



Make it a Spectacle



Make it a fantasy



Fun and Entertaining



Above All Else

- Make it something tourists want to visit.