

Can you sell your
heritage to tourists?

**You can but don't
count on it!**

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The topic

The good news

The even better news

The less good news

The really bad news

Any lessons?



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The topic

*Relict, remembered
and imagined*

The past is used as an instrument for
attaining contemporary objectives



*Political, social and
economic*

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The good news

Preservation or development

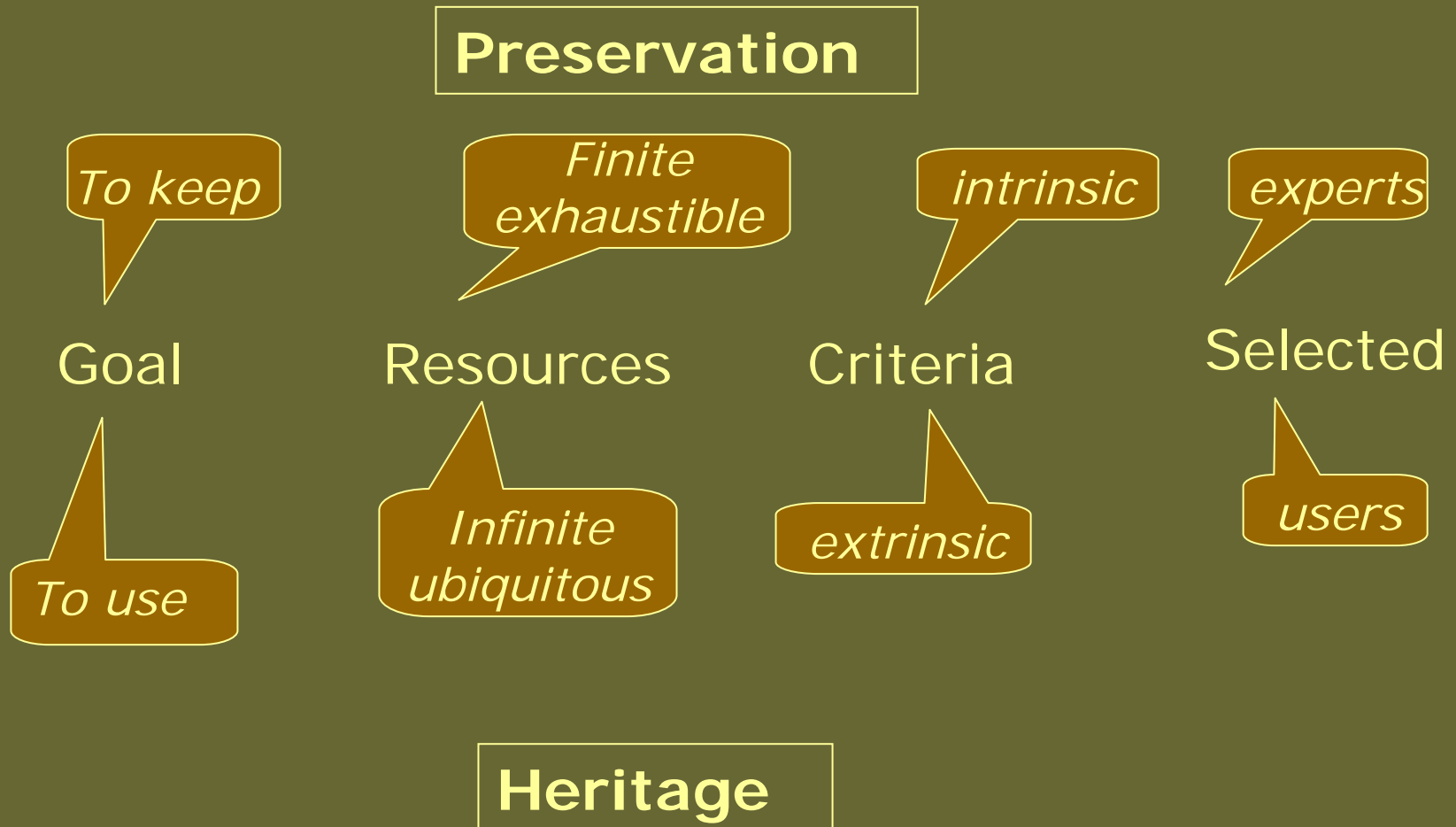


Heritage and development

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The even better news



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An ideal tourism resource



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The even better news

The only authenticity is the authenticity of the
experience

No place is locked into a
pre-set heritage
endowment



Heritage
development is
optional not
compulsory



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The less good news

Multiple goals

Multiple messages

Multiple scales



Multiple uses

Multiple users

Conflict

Prioritisation

Choice

Will tourism be chosen?

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The less good news

higher

Costs

To the consumer:

Zero priced

Public good

Freely accessible



lower

Benefits

To the producer:

High
maintenance cost

High
opportunity cost



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The less good news

Selective

Rapid

Non-repeatable



Heritage consumption is



Rapid product line differentiation

Joint packaging / networking

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The less good news



Successful heritage development depends upon many local positive synergies



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The less good news

Chemainus BC.



Stratford



Oberbergau BRD.



What are the conditions for success?

There are success stories

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The really bad news



Heritage is **not** about providing aesthetic satisfaction and cultural enrichment

Heritage is about *power*

A reflection of
power
structures

An instrument
for the exercise
of power



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The really bad news

Heritage is dissonant



Heritage may
provoke disquiet,
alienation and
rejection



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The really bad news



All heritage disinherits

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The really bad news



Much heritage tourism is 'dark'

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The really bad news

Heritage is individual not collective

There is no collective memory



You cannot sell your heritage to someone else

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The really bad news

Heritage is fiercely competitive

Every place has a past

Every people has a culture



Therefore heritage is a ubiquitous development option

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Any lessons?

There is **no**
automatic
windfall gain

There is **no**
universal model
for success



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Any lessons?



There **are** lessons to be learned



From failure as much as success

But these are **not** the lessons of imitation

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It may work

BUT

Don't count on it



Do you want to look at these issues more closely?

Read the paper

Read the books

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Gregory Ashworth & Buddi Tennant

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PLURALISING
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G. J. Ashworth
and
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