



# Analyzing Cultural Demand for European Destinations



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16<sup>th</sup> TourMIS Workshop

September 09, 2021

# Visitations to cultural sites

Initiative by various tourism organizations since 2001

## Objectives:

- Increasing the availability of data for measuring the development of demand for cultural sites in Europe
- Standardizing the measurement of visitations to cultural sites
- Analyzing the relationship between tourism development and the demand for cultural attractions in a region

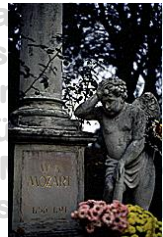
## Several significant challenges:

- Definition of a cultural site/attraction
- How to measure visitations to cultural sites
- Classification of cultural attractions

# TourMIS definition 'Site/cultural attraction'

'Sites' in TourMIS are *permanently available, spatially confined* establishments or attractions for visitors that can be experienced either by *paying an admission or for free*.

Akademie der Bildenden Künste, Gemäldegalerie Albertina Alpengarten - Belvedere Alt-Wiener Schnapsmuseum  
Bezirksmuseum Döbling Botanischer Garten der Universität Wien Burgkapelle Burgtheater Donauturm  
Erzbischöfliches Dom- und Diözesanmuseum Karlsplatz Gloriette Haus der Musik Haus des Meeres  
Heeresgeschichtliches Museum Hermesvilla Museumsplatz Museum der Stadt Wien (Hauptgebäude)  
Hofburg/Hofsilber und Tafelkammer Hofburg/Kaisertempel Karlsplatz Hofburg/Schatzkammer Hundertwasserhaus  
Jüdisches Museum Kaisergruft (Kaiserhof) Karlsplatz Kunstforum Bank Austria  
Kunsthalle Wien Kunsthause Wien Kunsthaus Walfischgasse Künstlerhaus Leopold Museum (im  
Museumsquartier) Lipizzanermuseum Museumsplatz Gedenkbühne (Fig. 1) Museen der Stadt Wien Museum für  
Angewandte Kunst Museum für Naturgeschichte Museumsplatz Neue Burg Österr. Nationalbibliothek  
Museumsquartier) Naturhistorisches Museum Museumsplatz Neue Burg Österr. Nationalbibliothek  
Art Cult Center Österr. Theatermuseum Museumsplatz Neue Burg Österr. Nationalbibliothek  
Anatomisches Bundesmuseum Planetarium Prater Museumsplatz Neue Burg Österr. Nationalbibliothek  
Riesenrad Römische Ruinen unter dem Hohen Markt Museumsplatz Neue Burg Österr. Nationalbibliothek  
Schmetterlingshaus (im Burggarten) Schönbrunn Museumsplatz Neue Burg Österr. Nationalbibliothek  
Secession Sigmund-Freud-Museum Spanische Hofreitschule Museumsplatz Neue Burg Österr. Nationalbibliothek  
Katakomben, Turm) Technisches Museum Uhrenmuseum der Stadt Wien Wiener Kriminalmuseum Wiener  
Staatsoper (Führungen) Zoom Kindermuseum (64 Wien)



# Classification

- 19 forms of supply

- |   |  |
|---|--|
| 1 Museums or galleries                      | 11 Theatres                                      |
| 2 Churches and Monasteries                  | 12 Operas  |
| 3 Historic streets or hiking paths          | 13 Concert Houses                                |
| 4 Castles, ruins or palaces                 | 14 Historic birth places or residential premises |
| 5 Adventure/amusement parks and exhibitions | 15 Zoos and other animal attractions             |
| 6 Natural Parks and reserves                | 16 Hot springs, spas and water sport sights      |
| 7 Cablecars, elevators and similar          | 17 Mines and caves                               |
| 8 Ferries and boat excursions               | 18 Towers and viewing spots                      |
| 9 Company/premises exhibitions/Tours        | 19 Memorial and cemeteries                       |
| 10 Historic train rides                     |  |

- Self-assessment by the manager or by the researcher → each site needs to be assigned to exactly one of these categories

- 4 types of experiences:

(1) Entertainment (2) Culture (3) Tradition (4) Landscape and buildings → a site may be associated to multiple experiential categories

## TourMIS: A Live Demo (1)





# The ECM Shopping Barometer



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# The ECM Shopping Barometer

## Objectives:

- To shed light on the cost differences existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors
- The ultimate goal of the project is not to rank destinations according to their costliness, but to gain a deeper insight into visitors' perception of this aspect of their experience in a city
- Transparency → fundamental feature of this initiative!

## Challenges:

- What prices to collect?
- Comparability of services and prices

# The ECM Shopping Barometer cont.

- Guidelines (Manual) – Prices should:
  - reflect the final price (i.e., include VAT and any tourists taxes)
  - refer to the regular price for individual's consumption (discounts for groups or special categories are not currently being investigated)
  - are collected from businesses in the city center
  - are collected in the local currency (converted into Euro)
  - are collected at a specific time of the year, but refer to a one-year period
- The shopping bundle covers the main service categories required by tourists at the destination



# The ECM Shopping Barometer cont.

Local transport	Taxi from airport to city centre (1 person including luggage)	If the city has more than one airport, the researcher has to select the <b>airport</b> recognized as the one where the majority of international guests arrive. The name of the airport has to be specified in the notes.
	Train from airport to city centre (1 ticket, 2nd class) OR public transport bus from the airport to the city center (1 ticket, regular)	
	1 day ticket for the local public transport	
Food and Beverage	Price for a business lunch of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	The restaurant can be part of one of the hotels contacted for the room rates.
	Price for a dinner of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	
	Price of a classic pizza, Margherita with 2 toppings, for 1 person	Price collected at a Pizza Hut in the city centre
	A Coke, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l Coke is not available, the price should refer to a medium size Coke (or other soft-drink).
	A Beer, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l beer is not available, the price should refer to a medium size beer.
	Big Mac meal at McDonalds in the city center	The price refers to a Big Mac menu, including 1 Big Mac, french fries and one drink at a regular price (no special offers)
	Espresso in the lobby bar of a 4-star hotel	The bar can be part of one of the hotels contacted for the room rates.
Entertainment	Regular price for 1 ticket for the opera, 1 adult, no reductions.	The opera should be a classical piece. The seat should be in the parterre, 5th row in the middle.
	Regular price for 1 ticket for a classical concert, 1 adult, no reductions.	
	Regular price for the entrance to the biggest/main museum (permanent collection), for 1 adult, no reductions.	The seat should be in the parterre, 5th row in the middle. If the concert takes place in different venues, select the price which represents the average between the different venues.
	Regular price of 1 ticket for the hop-on hop-off sightseeing bus, 1 adult, no reductions	The price should refer to the regular entrance fee and should not be collected on days with special offers.
	Zoo, entrance of 1 adult, no reductions.	If the hop-on hop-off bus is not available, another similar sightseeing tour (e.g. tourist train) can be used and specified in the notes.  If the zoo is not available a similar attraction can be used (e.g. Tropicario, Mini Europe).

## TourMIS: A Live Demo (2)

Please get in touch with us if you  
are interested in these projects!  
Thank you!