

Analyzing Cultural Demand for European Destinations



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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*.



Classification

- 19 forms of supply:

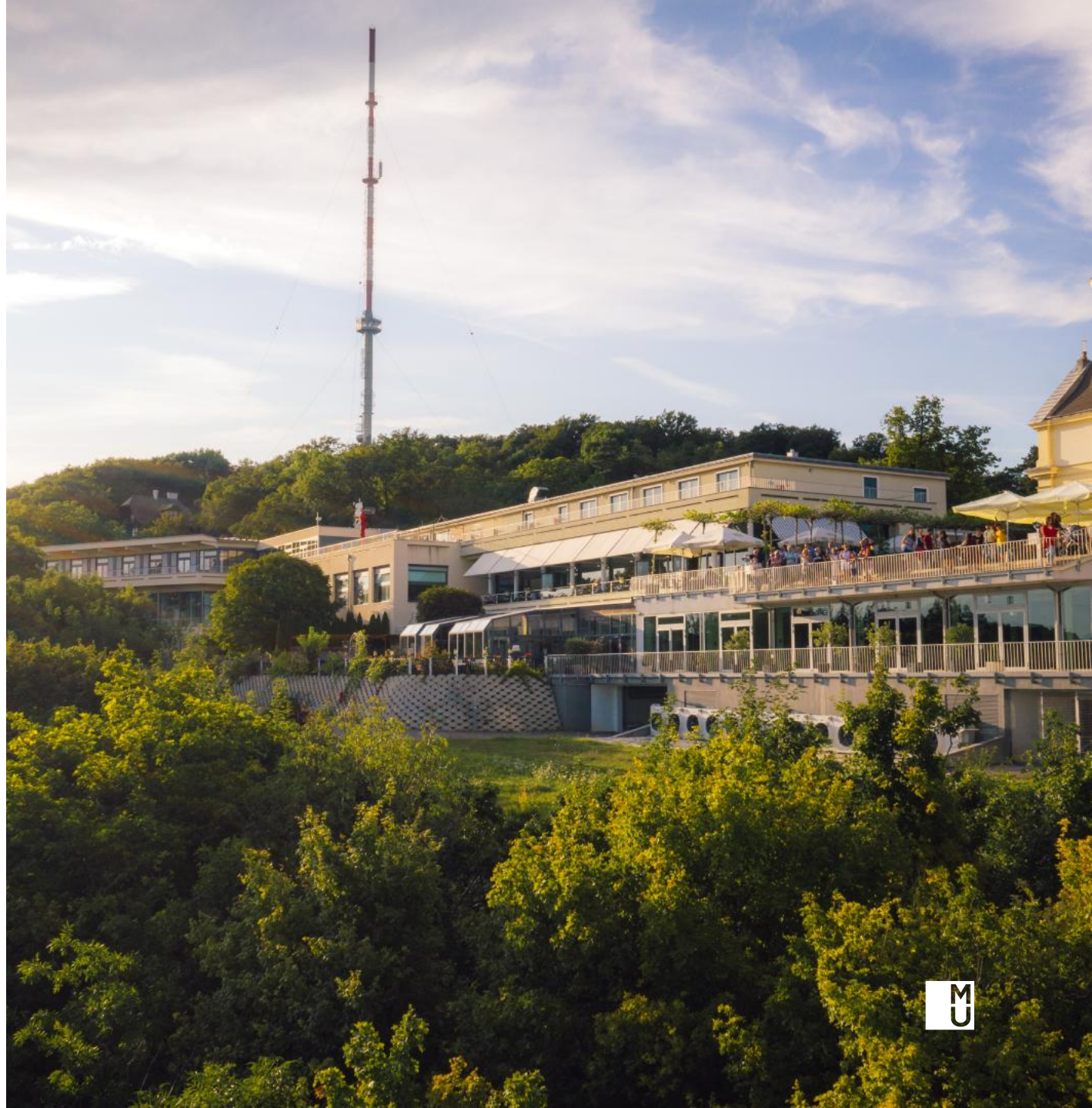
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|---|--|
| 1 Museums or galleries | 11 Theatres |
| 2 Churches and Monasteries | 12 Operas |
| 3 Historic streets or hiking paths | 13 Concert Houses |
| 4 Castles, ruins or palaces | 14 Historic birth places or residential premises |
| 5 Adventure/amusement 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

- Four types of experiences:

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

TourMIS: A Live Demo



Please get in touch with us if you are interested in this project! Thank you!

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