



Culture as a tourist attraction

Importance - expectations - market potential

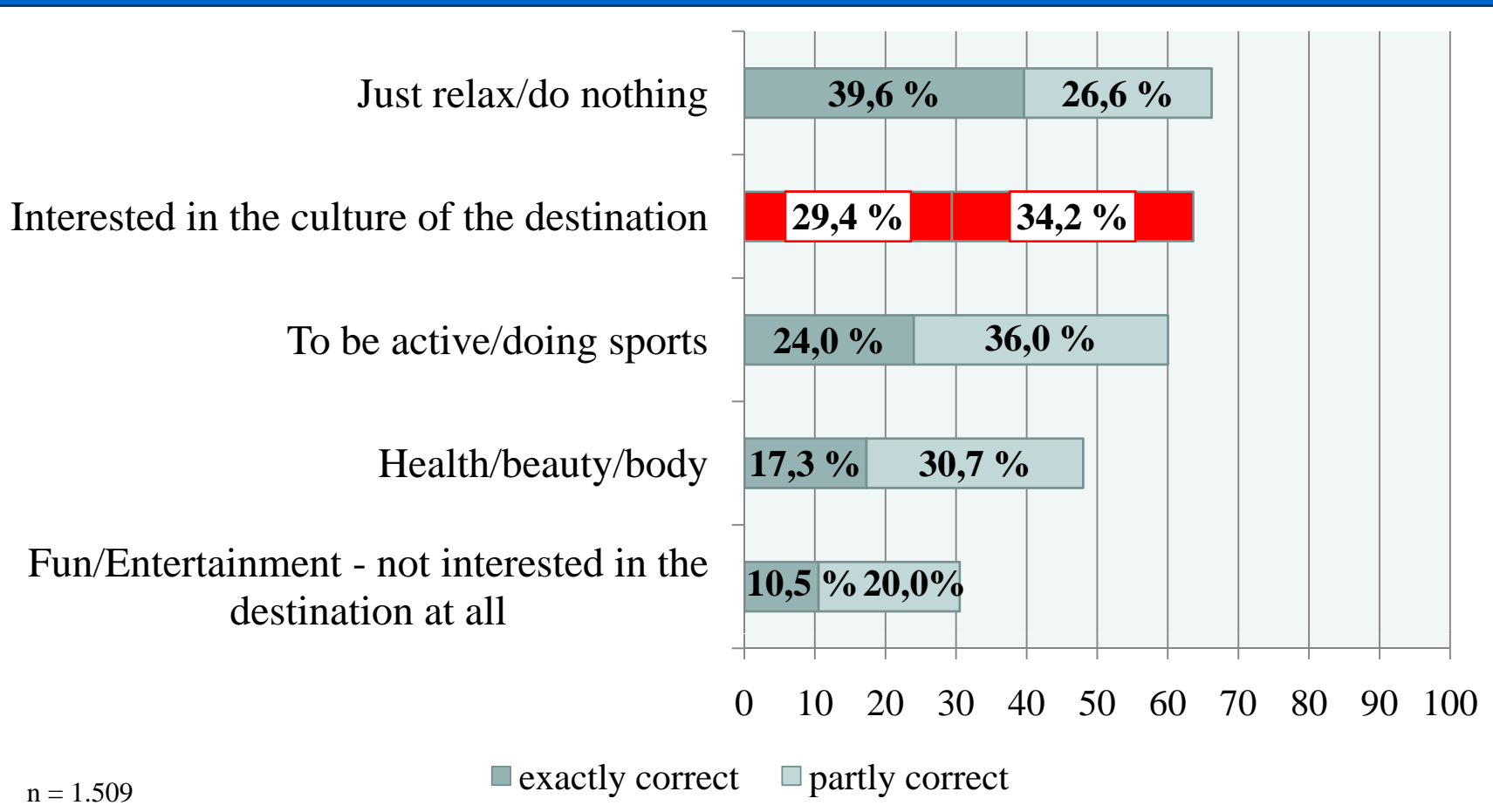


Results of a
representative study
in Germany
(2009)

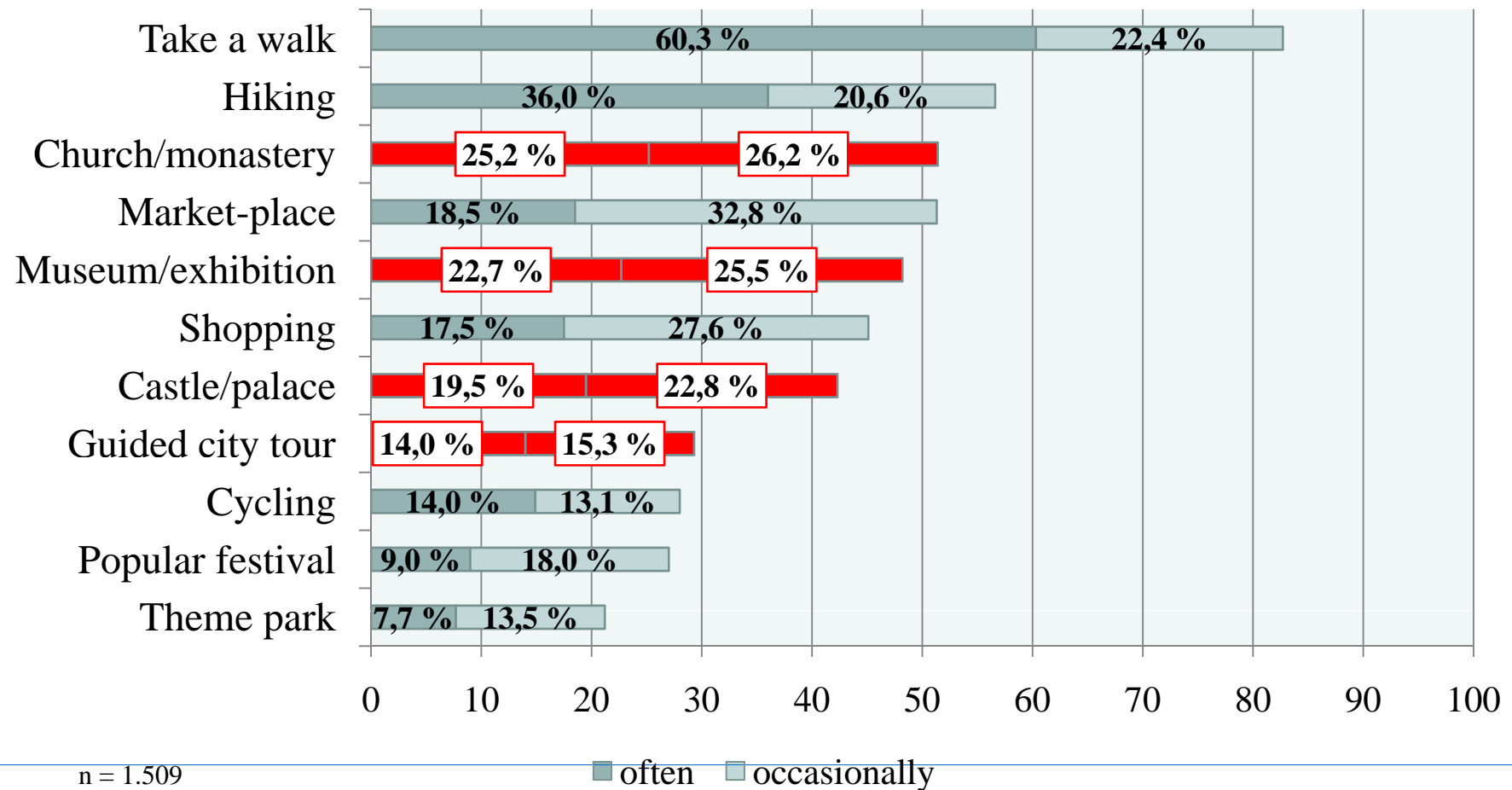
Methodological approach

- Nationwide study:
 - 1.509 persons (16 years and older)
 - telephone survey (CATI)
 - individual opinions of the interviewed persons
- Concept:
Jens Hulvershorn, Dr. Wolfgang Isenberg,
Prof. Dr. Albrecht Steinecke
- Field work:
Europäisches Tourismus Institut GmbH (Trier)
- Financial support:
Gebeco (Kiel)

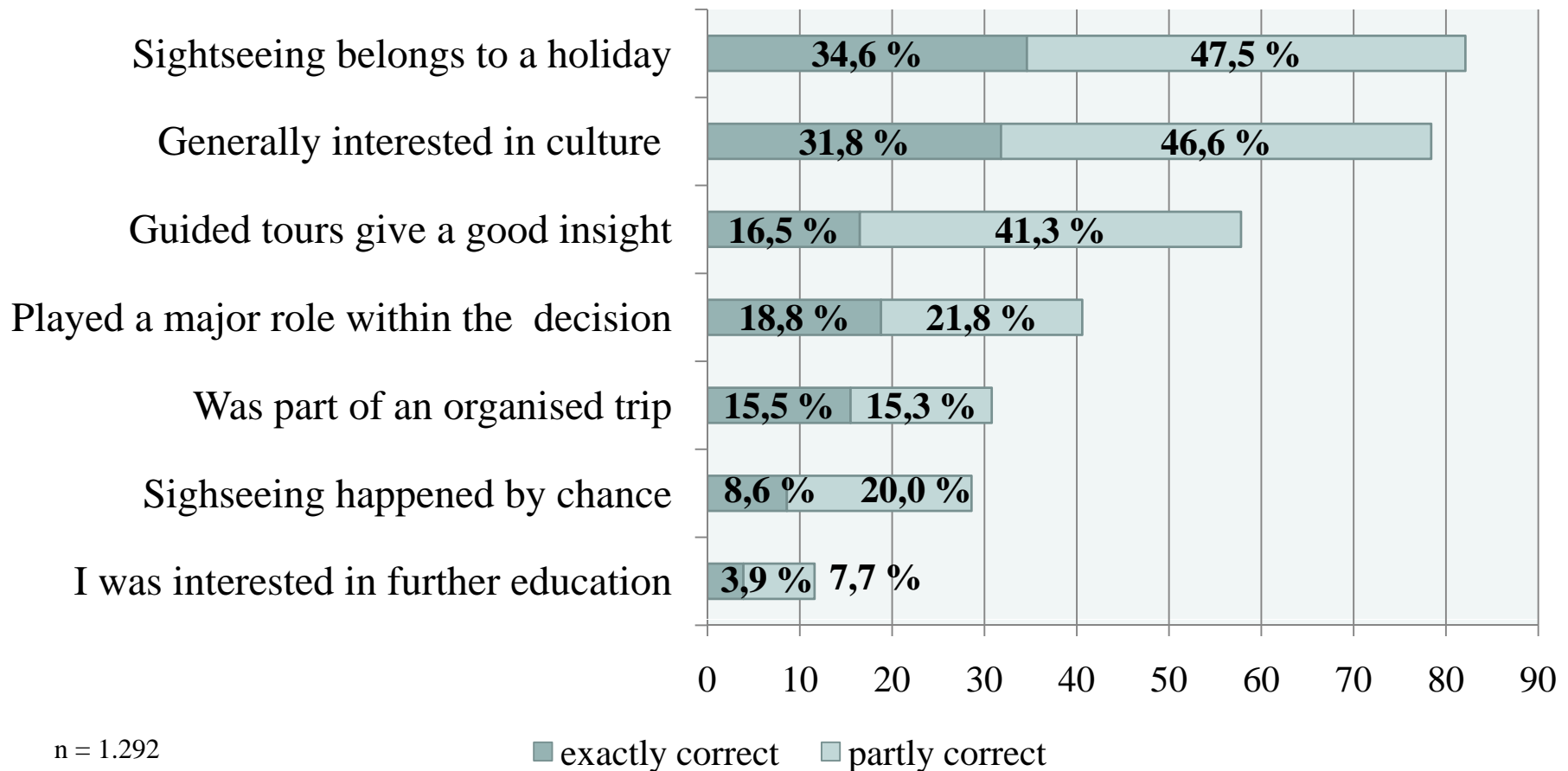
Holiday travel motives: Culture plays a major role!



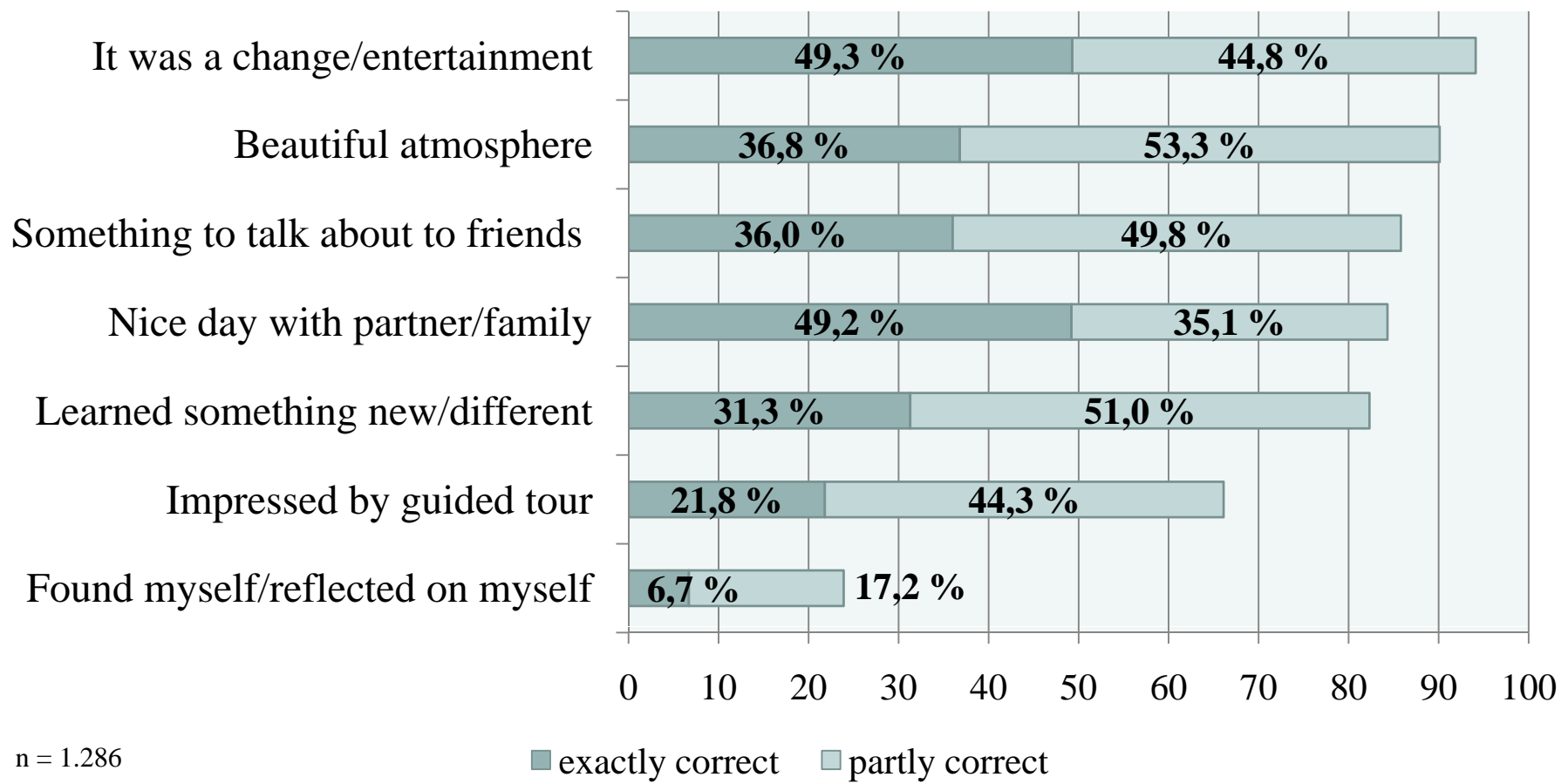
Holiday activities: Sightseeing is very popular!



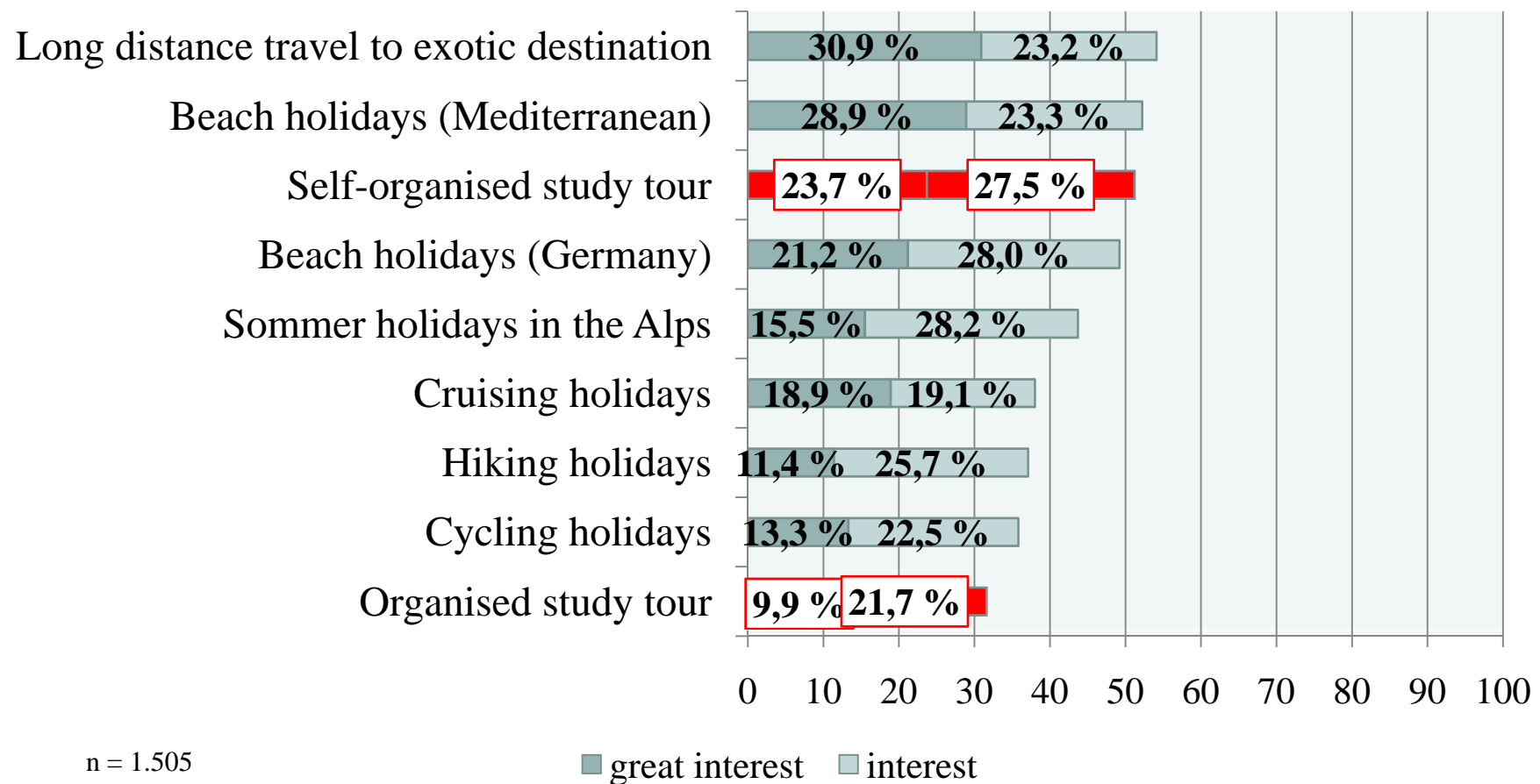
Sightseeing of cultural attractions: Part of a successful holiday!



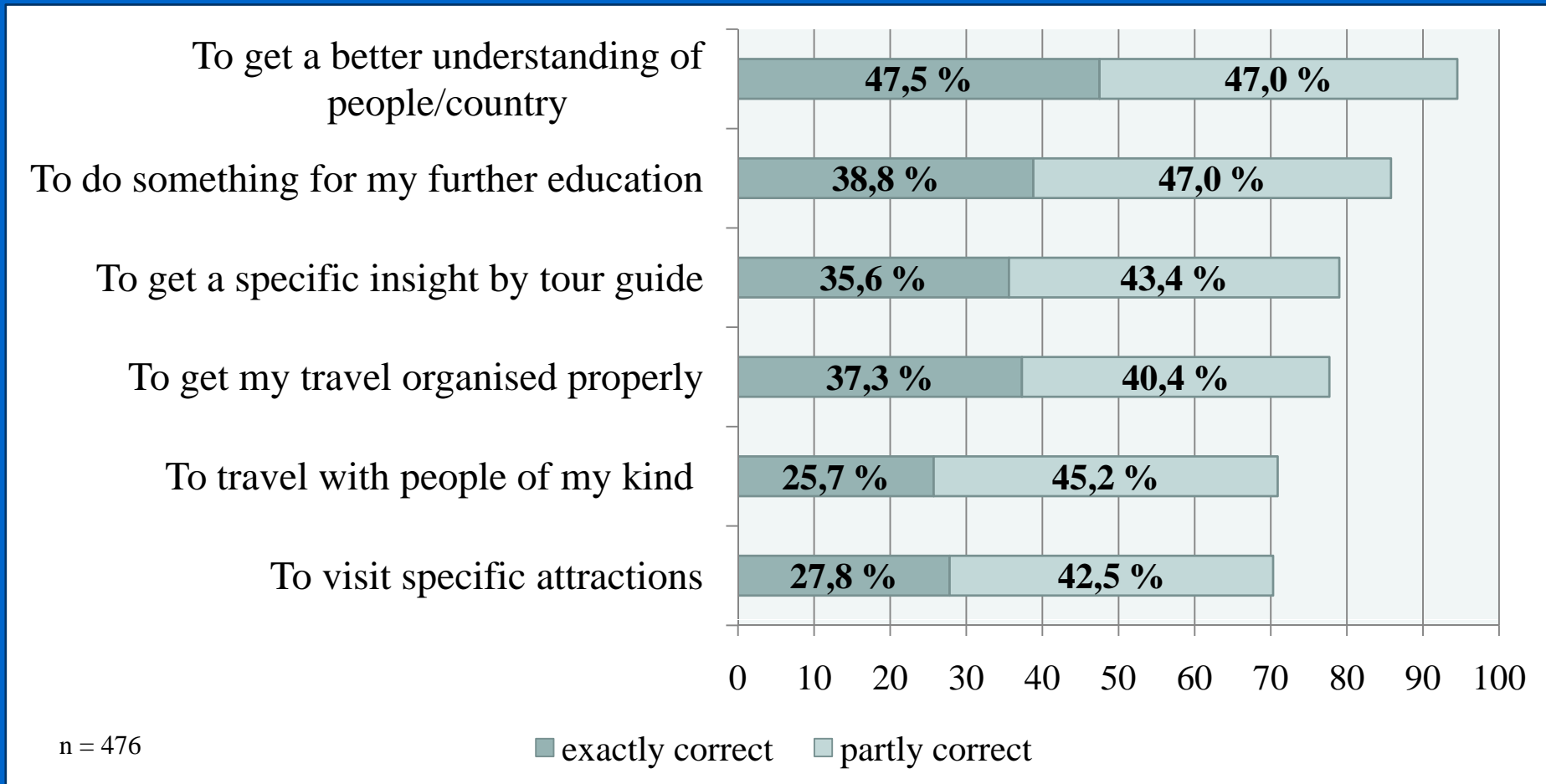
Memories of sightseeing: The general impression is important!



Interest in different types of holidays: Potential for study tours

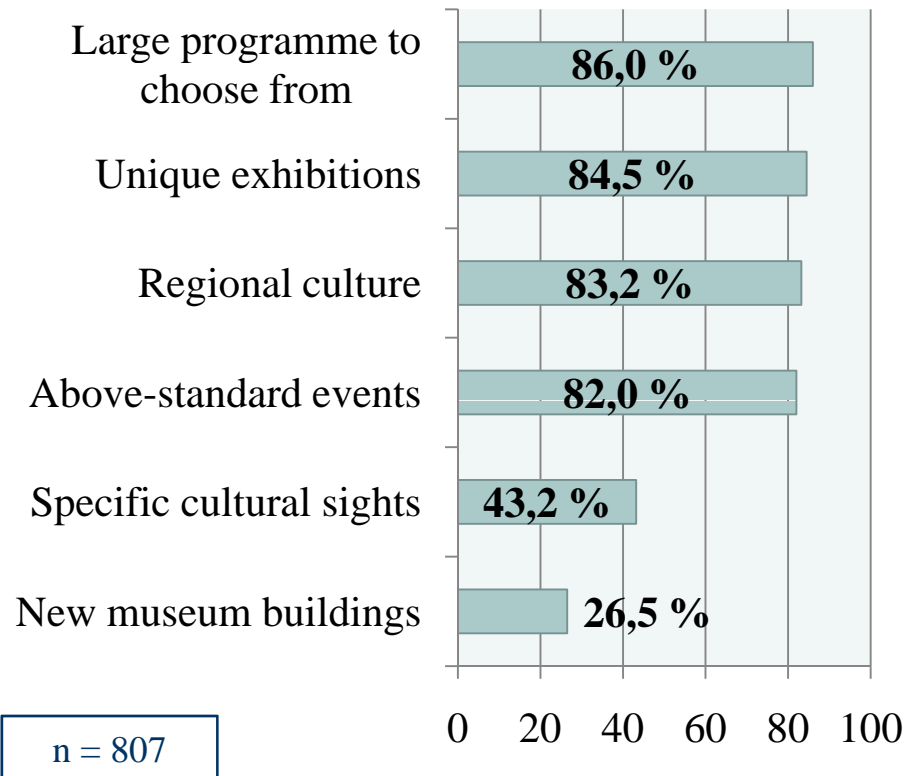


- Interest in organised study tours:
People and country are important!



„European Capital of Culture“: Knowledge and expectations

What do you expect from an “European Capital of Culture”?



- High level of knowledge: 74,4 % (well-known brand)
- Essen/RUHR.2010: 13.7 %
- Expectations: Events und regional culture

**The mixture is important:
A large programm to choose
from, above-standard events
and regional cultural high-
lights!**

Culture as a tourist attraction:

Results

- The culture of the holiday destination plays a major role within the spectrum of holiday motives.
- Sightseeing of cultural attractions is a very popular holiday activity (only taking a walk and hiking are more popular).
- Sightseeing is part of successful holidays; for 41 % it is the main holiday motive.
- The tourist have general and positive memories of sightseeing (Change, entertainment, nice day with partner/family).
- There is a great potential for self-organised study tours; 10 % are interested in organised study tours.
- „European Capital of Culture“ is a well-known brand - important are above-standard events and regional cultural highlights.

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More information

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