

Challenges in Heritage Experience Planning – The TOURiBOOST Project

2018-1- TR01-KA203-058344



Tamara Rátz, PhD

Kodolányi János University, Budapest, Hungary

tratz@kodolanyi.hu

„Tourism as a Driver or Barrier for Quality of Life” – Tourism Conference

9–11 September 2020

University of Pannonia, Veszprém, Hungary

The TOURiBOOST Project



- Reorienting tourism education with digital, social and intercultural competences to support local stakeholders tackle strategic innovation in heritage tourism
- Participants
 - Turkey, Greece, Hungary, Italy, Netherlands
- Activities
 - Selection of heritage assets
 - Stakeholder survey
 - Development of „Heritage Experience Planner” MOOC
 - Local Attraction Plans and iBooks based on storytelling

Roman heritage in Budapest



1. Inner-city Parish Church of Our Lady
2. Március 15 Square (Contra-Aquincum)
3. Civil Town Amphitheatre
4. Aquincum Museum and Archaeological Park
5. Roman Bath Museum – Thermae Maiores
 - *Hercules Villa*
 - *Military Town Amphitheatre*
 - *National Museum - Lapidarium*
 - *Northern, southern & eastern gates of the legionary fortress*
 - *Roman aqueduct*
 - *Cella Trichora*
 - *Campona and Albertfalva forts*



Budapest, Hungary



RÓMAI HELYŐRSÉGI TÁBOR
páncsolt, gyalogjárdán, legelői körmentés
1. sz. tábla

ROMAN TOWER GARRISON CAMP
building for communication, food and housing of the troops.



Role of Roman heritage in urban tourism in Budapest



- Top 10 attractions by Budapest Festival and Tourism Centre - ***Not included***
- LP Top sights in Budapest - ***Not included***
- VisitBudapest.travel – „An Insider’s guide”
 - First time visitor’s top 10 - *Not included*
 - Top 10 off the beaten path - *Not included*
 - Top 10 for history buffs - 8. Aquincum
- TripAdvisor
 - Aquincum - #64 of 561 things to do in Budapest
 - Március 15 Square – #146
 - Ruins of Contra-Aquincum - #446

Heritage assets in partner countries



Turkey - NEU	Turkey - Tursab	Greece	Italy	Netherlands
Hidden Cultural Heritage of Konya	Cultural Tourism Gems of Anatolia	The Wonders of Chios	Villaggio Artigiano, Modena	Stelling Den Helder
Çatalhöyük	The Walls of Istanbul	Nea Moni	Ovestlab Factory	Willemsoord Complex
Hagia Eleni Church, Sille	Arslantepe Tumulus	Seaward Castle	Ponzoni Foundry	Company Zeestad Staal
Gevale Castle	Kemaliye	Mesta village	Cesare Leonardi Archive	Lightvessel Texel
Ak Monastery	Munzur Valley	Mastic Museum	Tric Trac	Kijkduin Fortress
Pappa Tiberiapolis	Harput Castle	Pyrgi village	Massicciata (former railway line)	Westoever Fortress

Modena, Italy



Research methods

- TOURiBOOST stakeholder surveys
 - Significance and value of selected sites in urban heritage tourism
 - Contribution to place identity
 - Accessibility and competitiveness of sites
- Stakeholder meeting – content analysis
 - National and local authorities
 - Representatives of selected sites
 - Tour guides
 - Cultural tourism experts
- Observation with participation of students
 - Interpretation and visitor management
 - Awareness building, experience creation



TOURiBOOST training workshops



Attraction
inventory
Segmentation



Accessibility
Transportation
Interpretation



Interactivity
Inclusion of
local
community



Online

The distinctive identity of the TOURiBOOST project in Budapest

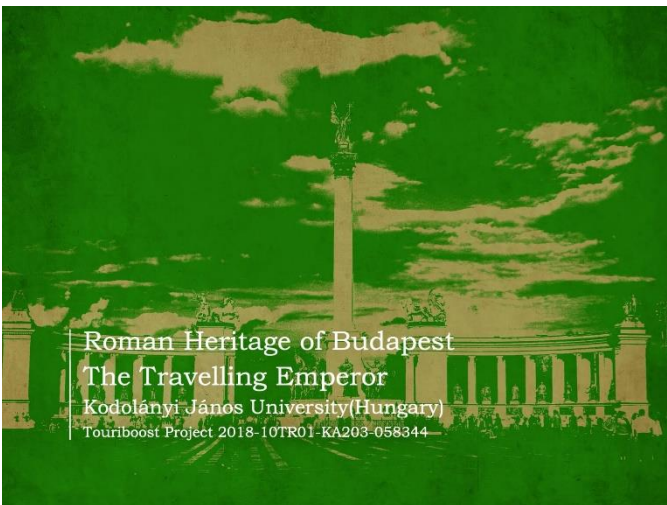


Benefits of storytelling

- Cultural consumption development
- Reaching a wider group of cultural consumers
- Attracting/stimulating younger visitors
- Highlighting unique aspects of heritage in the global market
- Innovative form of heritage consumption
- Innovative form of interpretation
- Business oriented approach



iBooks – stories placed in the TOURiBOOST pilot areas





Thank you for your attention!

