

SYMPOSIUM

Tradition and Culture in the context of today's touristic marketing

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Paper presented by:

Prof. Dr. Sophie ELIAS-VAROTSIS

Emerita Professor University Paris-Est Créteil (UPEC)

Independent Consultant, Lyon, France.

Innovative Marketing Strategies and Heritage

Abstract:

The alliance of tourism and heritage stands high on the list of the numerous paradoxes of tourism. Heritage, in its many different forms and shapes, is of course essential to attract the tourist since it provides the destination with its uniqueness and personality. However, it is also controversial as it requires both protection and capital investment which both often lead to painful choices, decisions and naturally disagreements. It is this dual aspect that complicates the task of destination marketers and places increasing pressure to seek innovative marketing strategies able to meet with the tourists' constant desire to experiment with and experience the unsuspected. The aim of this presentation is to open a discussion on the potential of renowned destinations to retain but also redistribute around them the benefits of their attraction by creating projects that capitalize on the positive aspects of the alliance of tourism, heritage and local craftsmanship, know-how and expertise. Its contents draw largely on investigations as well as a selection of undertakings led in Heilegendamm's sister resort, Deauville, and elsewhere in France on innovation and innovative marketing strategies.

The paper invites you to think about these 3 issues:

1. How do you link past, present and future?
2. How do you link people, place and culture?
3. How do you protect, promote and PRODUCE heritage?

KEY WORDS: heritage marketing, innovation, tourism, local craftsmanship, promotion, production.

Selected Quotations:

Heritage is about change and movement ... It is both the stage and the backdrop of our traditions, lifestyles and culture

Heritage protection is about providing a harmonious balance ... in favour of visitors but also of the local population.

Innovation is about imagining the product that convinces the tourist and the local resident that they are each exceptional BECAUSE they are complementary ...

Innovation, Networks and the Peeping Tom syndrome ...

Heritage is about staging, showcasing and reviving past know-how and skills while adapting them to present day needs and expectations of **both tourists and locals...**