

crosscultour

TRANSROMANICA

Cross-Marketing Cultural Tourism

CrossCulTour Project Documentation





Steering Group Meeting in Friesach, Austria

Project Partners:

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The Romanesque Routes of European Heritage

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Short round-up:

CrossCulTour – Cross-Marketing Strategies for Culture and Tourism

Project Duration: 12/2008 – 11/2011 (36 months)

Central Europe Programme 2007 – 2013

Area of Intervention: Capitalising on Cultural Resources for More Attractive Cities and Regions

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Contents

- 4** The European Project CrossCulTour – Cross-Marketing Strategies for Culture and Tourism
- 7** Medieval Mobility and Contemporary Tourism
- 9** Market Analysis – Growing Market Cultural Tourism
- 11** Cross-Marketing Strategies for CrossCulTour
- 13** Themed Marketing as Strategy for Success
- 15** Access to US and Chinese Markets
- 18** Signposting at Cultural Sites
- 19** Tour Guide Technology for Remote Regions
- 21** Training in Cultural Heritage Management



The European Project CrossCulTour – Cross-Marketing Strategies for Culture and Tourism

CrossCulTour was aimed at preserving and promoting cultural and landscape heritage by means of an appropriate cross-marketing approach to cultural tourism. Based upon the network of Romanesque routes within TRANSROMANICA, CrossCulTour has embraced further stylistic periods; established collaboration with marketing partners linked to cultural heritage and promoted cross-sector cooperation.

CrossCulTour was initiated in 2008 by the members of the TRANSROMANICA Association, a Cultural Route which connects the Europe's Romanesque heritage. The members drafted a project to link the cultural heritage of Romanesque times to further stylistic periods, and also to establish collaborations with marketing partners in tourism in the broader sense, in order to take the partnership of this association to a next level.

The project proposal was accepted within the Central Europe Programme 2007 – 2013 (INTERREG IVB) as one of the activities capitalising on the cultural resources of more attractive cities and regions. With a total budget of € 2.26 m - of which € 1.72 m was contributed by ERDF - the nine partners from Germany, Austria, Italy and Slovenia began implementing the project in December 2008. The Ministry of Regional Development and Transport of Saxony-Anhalt, Germany assumed leadership for the CrossCulTour partnership.

Christophe Ebermann,
Project Manager at the
Joint Technical Secretariat
of the CENTRAL EUROPE
Programme, says: "The
CrossCulTour project has
remarkably shown how
regions can capitalise on
cultural resources for their
development and thereby
contribute to the preser-
vation of the cultural heri-
tage of the Central Europe
area."



Objectives

- » Preservation and promotion of cultural sites and landscapes by means of an appropriate cross-marketing approach to cultural tourism
- » Making cultural destinations more competitive by establishing cooperation with small and medium sized enterprises; opening access to markets and connecting disadvantaged regions with cultural centres by using innovative communication technologies
- » Increasing employment and incomes
- » Creation of a stronger regional and European identity for 7.6 million citizens from partner regions based on common cultural-historic roots

Map showing project partners



Summary of Project Results

Communication and Knowledge Transfer

- » Regular press work, two press tours in Italy and Germany
- » Publication of a project flyer, multiple newsletters, several policy papers, an image brochure and project documentation
- » Setup of the project website www.transromanica.com/crosscultour, the online knowledge portal <http://crosscultour.uni-klu.ac.at> and several online project evaluation surveys to gain feedback on measures and activities
- » Development of a sales manual, newsletters and image brochure for business partners
- » Best practice workshop on cross-marketing in Berlin, Germany
- » Conception and realisation of two summer schools on “Culinary Art – History and Marketing Strategies” and “Architecture and Symbolism – History and Marketing Strategies” in Carinthia, Austria; editorial pieces for both summer schools in two online magazines
- » Further training in the “cloistral experience” for tour guides in Saxony-Anhalt, Germany
- » Mobilization of cultural heritage volunteers with conferences and awards in Saxony-Anhalt, Germany
- » Conference on project experiences in tourism and culture for political decision makers in Modena, Italy
- » Conception and realisation of a two-week Cultural Heritage Management Course at the University of Klagenfurt, Austria
- » Final mobile exhibition touring from Brussels, Belgium, to partner regions
- » Final conference on project achievements and political debate on future funding for culture in Brussels, Belgium

CrossCulTour Strategy

- » Analytical report on the structures in cultural tourism and evaluation of existing concepts
- » Setup of a monitoring scheme to observe the number of visitors to heritage monuments
- » Cultural historic study “Pilgrimage, Streets, and Traffic from a Cultural Historical Point of View” by the University of Klagenfurt, Austria

- » Best practice analysis of cross-marketing in tourism
- » Identification of potential cross-marketing partners and implementation of cross-marketing partnerships between project partners and regional/national stakeholders, e.g. hotel chains, culinary producers, publishing houses, manufacturers, tour operators
- » Workshops on regional cross-marketing strategies and elaboration on a joint strategy for the development of cultural heritage and related cross-marketing potentials
- » Analysis and collection of suppliers and salespersons in preparation for a business structure for product development and cross-marketing activities

Development and Implementation

- » Regional concepts for tourist itineraries in Saxony-Anhalt, Thuringia (Germany) and Modena (Italy) and a transnational trail concept to connect cultural heritage and to promote sustainable mobility
- » Publication of three itineraries: a transregional bike trail in Germany, a thematic route revealing “Romanesque and Culinary Arts” in Modena, Italy, and a regional bike trail combining “Romanesque Art and Biking” in the Apennine mountains

- » Development of tourist packages connecting cultural heritage and regional products or attractions as basis for business and end consumer communication
- » Design of a transnational visual guideline for uniform signposting of cultural heritage sites
- » Installation of signposts in front of cultural sites in Saxony-Anhalt, Thuringia (Germany) and Modena (Italy)
- » Production of audio-guided tours through cultural monuments in Saxony-Anhalt, Thuringia (Germany) and Modena (Italy) and creation of online download-portals, e.g. www.visitmodena.it and www.transromanica.com
- » Series of events entitled “TRANSROMANICA – A Surprising Journey to Medieval Times” with conferences, guided tours and cultural performances in Modena, Italy
- » Course entitled “Creative Management of Monuments” for students or young graduates to increase chances on the job market and create a transnational network of tutors and students
- » Elaboration of a concept to access US and Chinese market using established cultural offers (awarded with the “Chinese Tourists Welcoming Award”), followed by a social media campaign and a sales tour to address overseas tour operators

On the following pages, the project results are contextualised within a thematic frame.

Medieval Mobility and Contemporary Tourism

The CrossCulTour project was initiated by TRANS-ROMANICA as a “Major Cultural Route of the Council of Europe” and a European network of Romanesque sites and routes. Travelling, routes and itineraries are current topics within TRANSROMANICA, reflecting the transnational and interconnected character of the network. The cultural-historical analysis developed within CrossCulTour by the partner University of Klagenfurt shows that travelling in medieval times can be seen as precursor of contemporary tourism.

The medieval origins of travel have led to interesting travel concepts within the network. Courses and origins of historical routes provide a basis for themed product development that often refers to their historic roots. The connection to spiritual tourism with the focus on pilgrimage is particularly obvious, as the network itself consists of numerous sacred buildings including Romanesque churches and monasteries.

Medieval Mobility and Contemporary Tourism

The figure of the pilgrim can be read as a metaphor for the mobility of human beings throughout the ages. Nowadays pilgrimages are an integral part of the religious, cultural and social lives of societies. In medieval times Europe was already covered by a network of roads and paths that also served pilgrims, and was even partially created especially for them. As a side-effect of this, pilgrims also helped to promote monasteries and cities. Medieval pilgrims were the predecessors of contemporary tourists.

Medieval Travel – The beginning of “Europeanness”

Mobility in medieval times was highly developed despite all troubles and dangers connected to it. Thousands of travellers used the water and country ways, journeyed through the mountains and the woodlands with horses and wagons, and sailed down rivers, along coasts and

across the seas. Most of the time, however, they travelled by foot.

Medieval travel was variously motivated by education, trade or religion. The roads in medieval times also mark the beginnings of a common European consciousness. Craftsmen and scholars received new ideas and stimuli from pilgrims and committed them to memory. When they returned home they recounted their adventures and told their kinsmen about the new things they had seen.

Trading Routes as Links to European Centres

European centres of trade were connected by long-distance trading routes – transcontinental land routes were mainly used. Large rivers such as the Elbe or Danube served as transport routes for passengers as well as goods throughout the Middle Ages. At over 2,500 km long, the Danube connects several countries and many cultures. It was essential for passenger traffic, trading and the transportation of armies. Many smaller rivers were also used for transportation. Wherever the opportunity arose, waterways were preferred to pathways, which sped up travel, even though the non-regulated rivers of that time flowed slower than today.



Signpost for pilgrims on the Via Francigena



The River Saale at Burg Giebichenstein



Medieval mobility at the Cathedral of Fidenza

Pilgrimage – Starting Point for Medieval Travel

Pilgrimage was an important motivation behind medieval travelling. The roots of this social mass phenomenon reach far back into history with the veneration of saints and relics contributing a fundamental element of the development of Christianity.

Pilgrimage is an ancient practice, common to all world religions. The pilgrimage was generally accepted as a way of travelling and possessed a mainly spiritual value. Pilgrimages were made to sanctuaries for salvation, to repent and make vows, because of problems concerning the body and/or soul, or to give thanks for a miraculous or beneficial occurrence. In the late Middle Ages the practice of forcing convicted law-breakers to make pilgrimages increased.

Some were professional pilgrims who undertook the Peregrinatio on behalf of others for a fixed price. Love of adventure, the desire for education and countless other reasons motivated medieval wanderlust.

The Motivation behind Pilgrimage in the Late Medieval Period

Rural as well as urban areas were caught up in the passion for pilgrimage in the late Middle Ages. Christians spontaneously set off to sanctuaries inspired by stories of miracles through which they hoped for salvation and an end to their sufferings. Pilgrimage as a European mass phenomenon was fully established by the 13th century. The following reasons for this extraordinary behaviour have been identified: the decline in central authority, widespread competition within bourgeois society oriented towards performance, as well as an increased necessity for miracles as a reaction

to economic and existential instability. The expansion of trade and the improvement of the traffic routes also played a significant role in this process.

Tourism Products Developed on an Academic Basis

The cultural-historical analysis constitutes an important basis for the development of tourist packages within CrossCulTour. Referring to the medieval origins of travel in general and pilgrimage in particular enables project partners to create authentic products based on academic research. Whereas the European TRANSROMANICA network does not refer to a historic itinerary or even a pilgrim route, regional Romanesque roads can link their products to authentic routes or integrate authentic service components. Equally, the scientific expertise can enhance product quality and positively distinguish tourist products from competitors through their authenticity.

It is generally recommended that institutes of cultural sciences are consulted when planning training for tourism representatives. This was also the case for the CrossCulTour Summer Schools in Austria, the training of volunteers in Germany and the course for young adults in Italy.

Susen Reuter,
Tourism Marketing of Arnstadt (Thuringia), says "Modern pilgrimage might be a niche product but it has the potential to grow. This can be illustrated by our „strong women“ pilgrim route which was also marketed through CrossCulTour."



Learn More ...

- » Download the complete study "Pilgrimage, Streets, and Traffic from a Cultural Historical Point of View" at www.transromanica.com/crosscultour (available in English and German)
- » A selection of web links and a bibliography covering various medieval themes, e.g. Romanesque and Gothic style, museums and libraries, can be found at the University of Klagenfurt's knowledge portal: <http://crosscultour.uni-klu.ac.at>

Market Analysis – Growing Market Cultural Tourism

Market analysis was implemented by the project partner dwif-Consulting (Germany) to evaluate the potential of cultural tourism for the CrossCulTour-network and prepare the ground for further marketing activities. The 50-page report is based on previous studies, interviews and statistics. It was published in 2009.

Culturally motivated day trips and holidays contribute to a generally growing market for domestic, European and international tourism. The recent decrease due to worldwide recession can be viewed as a temporary blip rather than a long-term trend.

Among the partner regions, cultural tourism is the second most important reason for travelling after the typical recreational holiday. Culture is given as the main reason for making a journey or an important activity within a journey at a consistent level (between 20% - 30%) across all holiday sub-segments. International holiday-makers express an even higher cultural motivation, depending on the destination (e.g. 50% of foreign guests in Germany).

Source Markets

Inbound tourism flows generally dominate the overnight stays in the CrossCulTour project partner regions, but there are considerable differences concerning the relative share of foreign tourists, ranging from the lowest in Carinthia (27.2%) to the highest in Thuringia (94%) and Saxony-Anhalt (93%), followed by Piedmont (58%) and Emilia-Romagna (79.1%). Carinthia (72.8%) and Slovenia (59%) register the highest shares of foreign tourists: In 2007, more German than Austrian tourists spent their holidays in Carinthia. The visitor structure at Romanesque sites,

according to a survey by NTI Slovenia in 2005, further illustrates the cross-border marketing potential between neighbouring regions, such as Slovenia and Carinthia, Modena and Slovenia or Saxony-Anhalt and Thuringia. This is a starting point for mutually coordinated marketing actions between two partners.

The European source market also proves to be generally very culturally oriented, as sightseeing, visiting museums, festivals and events constitute a major part of activities undertaken during city breaks in Europe (source: DZT 2008).

Short trips, city breaks, round trips and study tours are future markets, for which CrossCulTour partner countries Germany and Italy constitute the main internal source markets.

Emerging International Markets

As the main growth in the tourism market is expected to come from outside Europe, it has become an important strategic field of action to intensify efforts in attracting international tourists. Apart from the generally low share of foreign tourists visiting Europe – ranging from 16% in Slovenia to 1% in Thuringia/ Saxony-Anhalt – the market analysis has pinpointed USA/Canada as important established international markets and China as the most important emerging market for the future. Alternative markets, such as Russia, India and Arabian Gulf states show a very low affinity with cultural topics.

Overseas tourism comes from ...

| | Saxony-Anhalt | Thuringia | Carinthia | Slovenia | Emilia Romagna | Piedmont |
|---|---------------|-----------|------------------|-----------|----------------|-----------|
| 1 | USA | USA | USA | USA | USA | USA |
| 2 | China* | Japan | China* | Israel | China | Israel |
| 3 | Japan | China* | Arab countries** | Japan | Brazil | Brazil |
| 4 | Canada | Canada | Japan | Australia | Japan | Canada |
| 5 | Israel | Australia | Canada | Canada | Australia | Australia |

* incl. Hong Kong, ** in Asia

Countries of origin of non-European tourists. Overview based on 2007 tourism statistics in order to present comparable information for all regions shown.

Nevertheless the challenge remains, especially with the Chinese market, to either identify a trigger to attract tourists to the more peripheral regions of CrossCulTour or to identify repeat visitors among more experienced Chinese tourists.

Combine with Culinary, Hiking and Biking Pursuits

The findings of the market research underline the necessity to combine culture with other appropriate aspects, with culinary activities (regional dishes, regional products, especially wine) ranking as the most important for international guests (USA and Canada although not China). Tourists from other segments, especially hiking / biking, also show interest in cultural topics.

Accessibility and Promotion

Improved accessibility is a crucial criterion for the international marketing of cultural destinations and sites. Although several airports provide general access to partner regions, quality and frequency of flights coming from source markets and the existence of low cost carriers as well as regional accessibility through roads and public transport will severely influence the attractiveness of a destination for international tourism. Project partners will have to look for partnerships with airports, airlines, car rentals and other transport sectors.

Concerning the communication and promotion of cultural destinations, internet and tour guides are the most important sources of information prior to travelling with, first choice proving to be the website of the town or of the site, followed by search engines.

The presence of CrossCulTour partner regions and cultural attractions in tour guides, together with established and stable information source used by cultural and international tourists, should definitely be systematically improved, particularly for US American and Chinese tourists. The same is valid for the quality of web marketing and the presence of crosslinked network offers available on important partner websites, as well as English translations.

Monitoring of Visitor Numbers

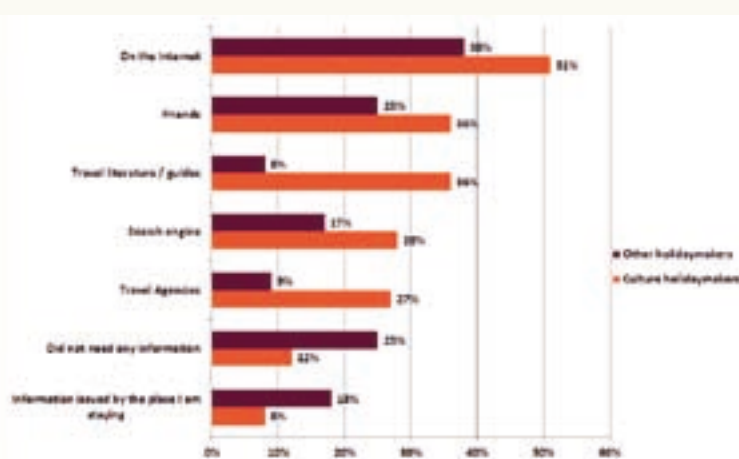
CrossCulTour has aimed at establishing a monitoring system of visitor numbers for the main cultural sites involved. The monitoring scheme should provide a summary of individual sites' development in terms of visitor structure, but also relate this data to the development of the general tourism flows into the community or region and the ones of other participating sites.

Firstly, partners mainly responsible for Romanesque monuments were contacted to receive an overview of the available data of visitor structures (individual/groups, domestic/foreign), figures concerning certain offers (guides tours, events, website visits) and the methods employed for counting.

An analysis of existing data for comparing the sites and its reliability helped to define questions that can be addressed to all sites in order to find a common basis for comparing information. With the help of a questionnaire and the established reliable contacts, it will be possible to collect visitor data on a regular basis and to report on the development of visitor numbers in the context of tourism data for other regions.

Lessons Learned:

- » Accessibility to peripheral cultural destinations and cooperation with the transport sector has to be improved
- » Cultural tourism offers need to address both European and international markets and integrate other tourism segments
- » The internet presence of cultural sites and destinations has to be enhanced and should contain offers for both European and international tourists
- » Market research at the cultural sites needs to be facilitated and tools for visitor counting need to be installed



Sources of information used prior to travelling (source: Europäische Reiseversicherung AG und DZT, 2009)

Cross-Marketing Strategies for CrossCulTour

Expert surveys imply that the Romanesque and other cultural topics need partners and themes with different perspectives in order to be successfully promoted. CrossCulTour will therefore aim towards using an appropriate Cross-Marketing approach to promote cultural sites and landscapes.

Several steps were taken to define the strategy for cross-marketing for the project.

A best-practice workshop on cross-marketing partnerships in tourism in Berlin was followed by a short report and factsheets to help partners to disseminate the results in their regions. Further interviews and regional workshops served to implement specific cross-marketing partnerships with various associates. Written agreements contributed to decisions about practical cooperative actions. The final strategy takes these activities into consideration and gives further advice for future collaboration.



Work group at the best-practice workshop in June 2009 in Berlin

Definition of Cross-Marketing

Cross-marketing consists of a strategic and/or operative cooperation between two or more brands. Its objectives are mutual cost minimisation and/or the maximisation of mutual benefits, the enlargement of the target market and service packaging for all of the participating partners (see Wiczorek, M., Lachmann, J. (2005), p.23).

Cross-marketing ensures competitiveness within saturated markets with polarising demand. Cultural tour-

ism faces intensifying competition as new destinations keep on emerging on a global level. Here the cooperation between two high-profile brands helps to achieve higher profile, transfers image and creates mutual buying incentives (as in Meyer, T., Schade, M. (2007), p. 9). One example is the cooperation between the consumer brand Davidoff and the destinations St. Moritz and Sylt with the Davidoff Gourmet Festival.

Target Groups and Image

When establishing a cross-marketing partnership, each side needs to define clear targets for cooperation and to identify the added value which can be offered to the other side. The brand awareness as well as the image and target groups need to be considered in order to find an appropriate partner. In general, partners should always try to capitalise on strengths to increase positive advertising.

Specifics for Culture and Tourism

Potential partners may profit from transferring the positive, emotional product image “holiday” to the non-tourist partner product. TRANSROMANICA/CrossCulTour as Major European Cultural Route with selected UNESCO sites offers the specific image of a highly valued cultural heritage destination. Within TRANSROMANICA/CrossCulTour the following sectors for cross-marketing cooperation have been identified:

Potential partners from the cultural sector

- » Cultural Routes / Itineraries, e.g. Pilgrim or Cultural Heritage Routes
- » Festivals, e.g. Music Festivals
- » Cultural Networks, e.g. UNESCO, City Associations, Institutions
- » Cultural-Historic Personalities, e.g. Clericalists, Sovereigns

Potential partners from other sectors

- » Tourism Industry, e.g. Hotels, Tour Operators, Tourism Marketing Associations
- » Regional Products, e.g. Wine, Regional Food, Culinary Associations
- » Other Sectors, e.g. Automobile, Insurances

Potential partners for TRANSROMANICA/CrossCulTour as identified by the CrossCulTour online-survey among experts in tourism and culture 2009

To generate an authentic and valuable cooperation, CrossCulTour's potential cross-marketing partners should:

- » be of regional origin / have strong regional relationships
- » feature thematic proximity in their claims or mission statements
- » match image and target groups

Apart from cooperation with external partners, the network offers multiple opportunities for internal cross-marketing between members and partners of TRANSROMANICA and CrossCulTour, e.g. the joint development and distribution of promotional material, joint action between UNESCO highlights etc. – a promising field, which is far from being thoroughly exploited.

Marketing Partnerships of CrossCulTour

The project partners have contacted potential partners and elaborated step-by-step agreements for cooperation based on in-depth best practice analyses and workshops. In total, 12 concrete agreements were signed and further (informal) partnerships established, among them the Association of Christian Hoteliers in Germany (VCH), Baedeker Travel Guides, the Wine Growers' Association Freyburg-Unstrut in Saxony-Anhalt or the tour operator Modenatur.

Some of the implemented activities include mutual website-links and joint promotional activities, such as the presence of partner logos in brochures and flyers, the contribution of prizes for sweepstakes or the distribution of brochures at events.



Postcard and sweepstake of CrossCulTour and cross-marketing partners on the occasion of the charity marathon "From Luther to the Pope"

Baedeker travel guide featuring information on TRANSROMANICA.

In April 2010 a cross-marketing activity was achieved with the "From Luther to the Pope" association, which organised a marathon from Magdeburg (Germany) to Rome (Italy). Eight companies sponsored prizes to organise a raffle promoted during the various stages of the marathon in the CrossCulTour regions of Saxony-Anhalt, Thuringia and Modena, including stands with material about the CrossCulTour regions and their partners.

The implementation of cross-marketing can be achieved under certain conditions, as described above, but the actual establishment of a cross-marketing partnership is especially dependant on personal or institutional relationships and favourable constellations. Policy and institutional actors might influence and create the general positive conditions, but the actual cross-marketing partners make decisions for themselves.

Certain strategies have succeeded according to the findings of research and discussion:

- » Creating tourism „themes“ with ties to non-tourism sectors to provide multiple potential and occasions for displaying cross-marketing partners (e.g. Wasserreich Kärnten)
- » Promoting regional products and cooperation with tourism, as cultural tourists show a particularly strong interest in trying regional gastronomy
- » Making cultural potential transparent and forming an adequate cooperation and communication structure e.g. through online portals with a focus on culture
- » Creating co-brands to profit from established common brands by searching for synergies and favourable constellations
- » Integrating the topic of cooperative marketing into further education and formation of tourism and culture actors to display opportunities and contribute to a professional approach to cross-marketing in cultural tourism



Lars-Jörn Zimmer, member of the regional parliament of Saxony-Anhalt and organiser of the marathon, says "The "From Luther to the Pope" marathon brought together believers, athletes and CrossCulTour partners. It was an important demonstration of how European countries and their people are connected by history and the present."

Themed Marketing as Strategy for Success

A survey among experts in the fields of culture and tourism has confirmed that the Romanesque and other cultural sites are in urgent need of partners and themes for successful tourism marketing. CrossCulTour has therefore explicitly considered further cultural elements and travel topics.

Selected themes and their overall place in the network will unlock the potential of partner regions. Experts' opinions, end consumers' interests, the potential and current marketing of partner regions had to be taken into consideration. Culinary and regional products (focusing on wine), hiking and biking and spiritual tourism have been identified as the themes all participating regions have at most in common.

and their attractions are ideal tourism products when combined with regional culture, such as sightseeing, concerts, regional events, hiking, biking etc. Target groups for such products tend to be well-educated and

belong to higher income groups. With regards to product development, important partners include not only those working in tourism but also the agricultural sector. In order to create attractive offers general trends have to be considered such as the desire for authenticity, sustainability and tradition, as well as the need for setting the scene for the topic and creating special guided tours or themed itineraries.

Several tourist packages that have been developed during the project's lifetime include regional specialities, e.g. "A culinary voyage into Medieval Times in Thuringia", an offer created by Thuringia Tourism included:

- » 2 overnight stays incl. castle breakfast
- » Use of the wellness area "Jungbrunnen" (fountain of youth)
- » "Elisabethtrunk" (Elizabethdrink)
- » 1x 4-course meal "Miracle of the Rose" at the "Landgrafenstube" restaurant
- » Guided visit of Wartburg castle and its Romanesque features



CrossCulTour online survey among end consumers by dwif Consulting (2009) posing the question: Are you interested in the following topics when travelling to Europe?

Food and Wine as Marketing Themes

The TRANSROMANICA network comprises diverse and interesting culinary regions each with their own characteristics, making culture, regional products and gastronomy an obvious combination.

Wine is one unifying element, as it is cultivated intensively in most of the TRANSROMANICA partner regions. It also provides a bridge to the cultural history, medieval era and clerical structures. Wine and culinary regions

Touring - Biking and Hiking

Hiking is experiencing a comeback and biking has become an established tourism segment. CrossCulTour has developed several activities connected to bike tourism and other forms of mobility, e.g. hiking or touring by car.

The project aimed at the promotion of local tourist attractions and regional products. Cyclists are a promising segment as they tend to combine a trip with further activities thematically related to CrossCulTour. Specialised tour operators have recently discovered individual bike tourists as target group and now offer them planned tours with several services, e.g. luggage transport.

As mobility is a growing trend, new services, such as GPS, mobile and digital services are being offered, together with the availability of e-bikes, bike rentals and specialised catering. To maximize the satisfaction of cyclists and create the “perfect” bike trail, destinations concentrating on bike tourism should improve route guidance, infrastructure, trail control and customer service.

Popular features for bike tourism packages include “bike-friendly” accommodation, luggage transfer, tour guides, attractive travel-programmes, regional dishes and comprehensive information material.



Saale-bike trail in Halle (Saxony-Anhalt), Amtsgarten

CrossCulTour Itineraries

In line with the defined tourist themes, a CrossCulTour bike trail was established in Saxony-Anhalt and Thuringia (Germany). The existing bike trail flanking the river Saale was enriched with a new theme approx. every 50km according to the surroundings. These themes included castles and palaces, Romanesque art, medieval times, music, the natural environment as well as food and

wine. Several workshops with regional stakeholders were held to agree on the themes and the newly designed signposts were installed at the beginning of each leg. An additional product manual helped the stakeholders to create tourist programmes. A press tour, organised by both partners, has attracted additional attention at a national level.

To connect this bike trail with a newly developed trail in Carinthia (Austria) and Modena (Italy), train connections between these regions were sought and published. Information on the bike trail was inserted in the Saale bike trail guide book which is published in German. Several tourist packages were developed by hotels and tour operators.

For Carinthia in Austria, several short cycling tours around the Lake Wörth were published online together with GPS-data and a road book. This activity was integrated into the CrossCulTour project, even though it was financed by the TRANSROMANICA Association. Furthermore, the Province of Modena published a map showing cycle tracks in the Apennine Mountains.



“Romanesque and Taste” in Spilamberto in 2011

Another “Romanesque and Taste” itinerary was created in the Province of Modena in Italy. A map displaying the location of 36 monuments in the Province of Modena with descriptions and tips about food producers, for example Parmigiano-Reggiano cheese, Prosciutto di Modena or Aceto Balsamico Tradizionale was created and distributed at fairs, events and tourist information offices. QR Codes and GPS data provide visitors with a modern approach to heritage and culinary delights. The map was published in German and English.

A digital itinerary was published at www.visitmodena.it, where users can choose between three different trails: the hills, Modena and the Plain and the Modenese Apennines. All routes can be downloaded as mp3 audio guides that can be listened to directly at the sights.

Furthermore, the Piedmont region in Italy, together with the tour operator VIC, developed itineraries in the form of tourist packages with a focus on Romanesque art.

Spiritual Tourism and Medieval Living

The search for value in life is a current phenomenon that opens new opportunities in tourism and especially for peripheral sites and locations. The segment of spiritual tourism provides a high potential for further development of CrossCulTour destinations, as a network of regions with a history of religious travel, including many ecclesiastical cultural heritage sites with famous churches, cathedrals and monasteries.

With regards to tourism promotion of the regions, the understanding of “spiritual tourism” needs to be a rather broad one. The focus is not purely religious in a narrow sense, but rather one on journeys defined by a search for authenticity and a break from everyday-life.

Tourism offers may include various sub-categories including stays in monasteries, pilgrimage, visits to churches, trips to religious celebrations or visits to sites with a historical-religious character.

Themed CrossCulTour Event

The “TRANSROMANICA – A Fascinating Journey Through the Middle Ages” event took place in the province of Modena, Italy, over three weekends in autumn 2010 (25 - 26 Sept., 2 - 3 Oct., and 9 - 10 Oct.). A programme of lectures, literary discussions, performances, excursions, thematic tours, tastings and gourmet medieval dinners was organised by the Province of Modena in order to enhance the visibility of the Romanesque and medieval art of the area. The CrossCulTour event comprised 45 events (conferences, meetings with the general public, readings by famous writers, guided tours to the Romanesque and medieval sites such as the Modena Cathedral or Nonantola, excursions along the pilgrims’ roads and projections) held in 17 different places.

As an innovative marketing activity, the Province of Modena employed a group of students who followed the event and published their impressions, interviews,

films and pictures on various social networks and further web 2.0 applications, e.g. facebook, YouTube and twitter. This initiative was a practical application of the methodologies that have emerged from the course on “Creative Management of Cultural Sites” (see page 22).

While an estimated 7,000 people participated in the conferences, guided tours and several cultural meetings, around 8,000 people more attended the events addressed to the wider public, e.g. visits to monuments that were especially opened for this occasion.



CrossCulTour Event in Modena 2010

Access to US and Chinese Markets

CrossCulTour’s partner regions are mainly located in peripheral areas. Many do not promote well-known sights which are crucial for attracting international guests. As a result, they are ignored by tourists from overseas, especially first-time visitors to Europe, who prefer internationally renowned highlights, following classic tourist routes.

To change this CrossCulTour prepared the way for collaboration with overseas markets, specifically Pacific-Asian markets through the members of PATA (Pacific Asiatic Travel Association). The aim of this activity was to address agencies and tour operators

acting in the Chinese and US markets with targeted offers and promotional material in order to establish specific partnerships with the Central European travel industry.

Established and New Markets

The USA and Canada are highly relevant to the project partners’ regions and still valued as a major non-European source market (European Travel Commission). North America is second only to Germany in terms of foreign travel expenditure as stated in a report entitled “European Travel Commission - Market Insight United States, July 2009.”

China by comparison is defined as one of the world's fastest-growing outbound travel markets, which, has to date, only represented a small share among visitors to partner regions.

US-tourists and Chinese tourists in Europe display very different travel behaviour:

| US-tourists | Chinese tourists |
|---|---|
| <ul style="list-style-type: none"> » Consider Europe in general to be a very attractive destination » Main activities: culinary delights and enogastronomy, sightseeing at historic places or shopping » Americans primarily do not book via travel agents any more, social media and word-of-mouth marketing has gained importance in making travel decisions » Group and package travellers prefer hotels with international brands; typical or historical buildings provide a niche » Entertainment is one important aspect of the holiday » Travelling with a group, i.e. holiday with friends/family for special events e.g. for anniversaries is common » Future potential: culturally themed tours and special interest | <ul style="list-style-type: none"> » Primarily travel within Asia. Europe is an attractive destination for a minority » South China and Hong Kong as source market » Mainly group travel to Europe (due to Approved Destination Status (ADS), restrictions on leisure travel); exclusive travel guides are an important feature » Visit to main sights in capital cities, shopping for renowned brands, taking photographs is an important programme component » Accommodation in modern, spacious hotel rooms (e.g. kettles and green tea) » Experimenting with European food, whilst sticking to Chinese food for meals » Reasons for travelling: gaining more knowledge, prestige, knowledge about potential new costumers, experiencing as much as possible (instead of recreation) » Legends, myths and vivid experiences around medieval art are more important than pure history |
| <p>Comparison of US and Chinese Travel Behaviour</p> | |

Promising approaches to target the US market could focus on the historic figure of Martin Luther and the Reformation or culinary delights with integrated shopping opportunities. Niche segments, such as alumni travel, performance tours or bike tourism could constitute promising starting points.

Despite most partner regions of CrossCulTour not fulfilling the major criteria to succeed in the Chinese market, certain niche topics could be tested and addressed to the market. These could include self-drive-tours, shopping, cuisine with focus on wine and Christmas markets or other festivals.



Discussion at the workshop

Workshops for Suppliers

Firstly, regional suppliers of accommodation, restaurants, museums, sites, food producers etc. – were contacted and interviewed about their own experiences with both markets and also for their ideas and wishes. Based on that information, two workshops with experts were organized to deepen knowledge and to define product lines and topics for further campaigns.

Two workshops on 31 January and 1 February 2011 were held in Berlin. Two experts, Wolfgang Arit and Al Merschen, presented the characteristics and needs of the Chinese and American source markets and discussed the consequences with 30 participants from Germany, Italy, Austria and Slovenia. Initial ideas for tourist packages were collected.

The lessons learnt at these workshops were disseminated to the workshop participants and made available on the website www.transromanica.com/crosscultour.

Products for American & Chinese tourists should ...

- » combine outstanding tourist attractions (major focus!) with (few) peripheral, unknown regions
- » include more than one country
- » state the amount of time required and make proposals for shopping (e.g. designer outlets, local authentic products)
- » offer good accessibility

- » (for Americans especially) integrate cruise elements (Danube, but possibly also Elbe and Drau) and pick up tourists at the place of their arrival
- » (for Chinese especially) provide possibilities and adequate time for taking photographs, provide entertainment value and not too many theoretical insights, possess a Unique Selling Proposition (USP), comparable to Karl Marx and Treves or Bonn and Beethoven

Marketing materials in USA and China should...

- » indicate the location of the regions on a map and distances to well-known destinations (e.g. "Slovenia is located between Vienna and Venice")
- » consider the motives behind travelling
- » highlight the most popular places such as the Wartburg, with interesting connecting factors
- » not focus on the Romanesque (more attractive themes must be brought into the spotlight)
- » cooperate with national tourist boards and establish collaboration with further local / national partners in the Chinese target market
- » address mainly South China and Hong Kong as more attractive target groups
- » concentrate on B2B-marketing, offer packages to smaller tour operators (in USA)
- » also consider more experienced travellers and repeat visitors to Europe
- » be focused on a long-term presence in the market in order to establish successful partnerships

The workshops and the commitment of the partners encouraged the CrossCulTour partnership to submit the concept of this activity to the "China Outbound Tourism Research Institute" which awards promising activities related to the Chinese tourism market annually. Indeed, in April 2011, the Chinese Tourists Welcoming Award awarded a bronze medal in the category of "Product Innovation" to CrossCulTour's concept to attract Chinese tourists.



CTW Award



Photo contest for Chinese residents

Social Media Campaign

Secondly, CrossCulTour started an initiative to raise the awareness of cultural heritage among Chinese residents in Central Europe by launching an online photo contest on www.arco.at/transromanica, where Chinese people living in Central Europe could upload their pictures of European cultural sites. The online vote picked 25 winners, who were awarded with eventful day-trips to further heritage site in the CrossCulTour partner regions. The photos and the accompanying web 2.0-campaign fostered the further promotion of European tourist destinations in China.

Addressing Businesses

Considering the results from the interviews, workshops and further established contacts, sales manuals for both markets were developed. This promotional material for outbound tour operators in USA and China not only contained existing products from the partner regions but also supplementary suggestions for connecting the CrossCulTour regions as a tourist route. At the same time, CrossCulTour improved regional accessibility by implementing common and recognisable multi-lingual signposting at monuments and sites (see page 18) and by producing audio guides for cultural sites for international visitors.

Finally, a sales tour to both markets - Educational Travel Conference in Orlando (USA) and the Chinese International Travel Mart in Kunming (China) - was conducted and promoted the network directly. Tour operators in the targeted markets were addressed personally and received saleable offers from Central European regions and their suppliers.

Signposting at Cultural Sites

CrossCulTour project regions lacked multilingual information at cultural heritage sites for addressing and guiding international visitors properly. The project partnership therefore developed a uniform signage system that both increased recognition and cohesion at the monuments covered by the network.

Firstly, a design guideline for uniform signposting was developed. The manual appreciated the fact that signposts are not only supposed to give information about the buildings and their history but also about the tourism infrastructure and offers in the local region, the wider TRANSROMANICA European Cultural Route and existing partner regions. Another important aspect of the signposting is that information is given in English and the local language.

Elements of the Signposts

A few common design principles were defined in the guidelines which the project partners were to integrate in order to help gain European-wide recognition, such as recognisable graphic elements, the cultural route name and logo, the TRANSROMANICA logo and map and the EU logo and funding phrase. Further optional design elements gave ideas for a more lively content, providing partners with great flexibility regarding the presentation of the individual building concerned.

The manual suggested two types of signs: a three-part sign and a single panel version. This division meets local needs, as existing systems and restrictive directives had to be considered when installing revived signs.

The three-part signs offer more information and graphical features and they are easily readable due to their height. The general design may also be adapted to other forms.

Optionally, information for handicapped visitors, tourist offers (points of interest) or sponsors could be displayed on the signposts.

Approximately 90 signs in four European regions (Modena/Thuringia, Carinthia/Austria, Saxony-Anhalt and Thuringia/Germany) were installed following the suggested design and content manual.

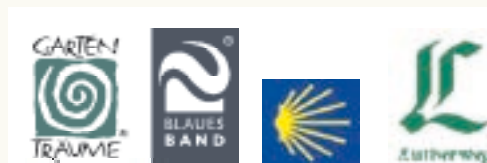


Three-part signpost in Saxony-Anhalt, Germany

Cross-Marketing Approach

CrossCulTour promoted the use of marketing synergies with cross-marketing partners. These may represent other important cultural periods and areas outside the fields of tourism and culture. The signage system also displays those partners prominently in order to profit from their image and recognition.

UNESCO World Heritage and other European Cultural Routes are evident in cross-marketing and partners should depict them on graphs and maps. This also applies to regional tourism routes, brands or pilgrim ways, as shown in this example from Saxony-Anhalt:



Brands incorporated into signposting

Signposts for Bike Trails

The bike trails in Saxony-Anhalt and Thuringia (Germany) were equipped with signboards at every new thematic leg. Comprehensive discussions among various stakeholders did not allow the use of the CrossCulTour design manual, however, the use of obligatory logos was



Signpost at the beginning of the thematic leg "Palaces, Castles and Wine"

respected. All signs deal with a different theme linked to the local heritage and give useful information to cyclists, for example the elevation profile.

Considerations for Implementation

The signage system consists of a freely selectable carrier material covered with adhesive film which has a lifespan of about four years. The signage system can be easily updated by removing the film and then relaminating it.

From experience, implementation of signs should:

1. clarify existing signposts and guidelines need to be respected

2. agree on location with a structural engineer
3. respect land property and ownership
4. consider relevant regional building laws and guidelines as well as regulations on the protection of historic buildings
5. involve further institutions, if necessary (nature conservation, water supplies etc.)
6. adapt to different carrier material, if necessary (retaining the proportions of all graphical elements)

Those representing the monument in question need to be involved at all levels.

Tour Guide Technology for Remote Regions

CrossCulTour facilitated competitiveness at remote sites by connecting them to cultural centres using innovative information and communication technologies (ICT). Prerecorded multilingual audio guides now offer guided tours even where qualified staff is unavailable or language skills are lacking. In this way CrossCulTour contributes to enhancing tourist services allowing different target groups to be addressed.

The partner regions of Saxony-Anhalt, Thuringia (Germany) and the Province of Modena (Italy) have recorded audio tracks for 75 sites enabling tourists to learn more about the era of Romanesque art, individual monuments, their myths and legends. 56 itineraries in the Province of Modena allow visitors to individually discover the region.

In order to address various source markets in international tourism as well as different target groups, the

project has produced recordings in English, German, Italian, French and Dutch. Special versions for children communicate information on buildings and historic aspects in an entertaining way. Vessra Monastery in Thuringia, for example, can be discovered with the help of “Mechthild the Hen”.

The region of Piedmont (Italy) evaluated the potential implementation of its audio guides, based on the exchange of experience within the project.



Use of audio guides

Added Value for All Regions

While the tracks for the regional cultural sites were developed individually by the regions themselves, a common introduction ensures the transnational value. “A fascinating journey through the Middle Ages and the beginnings of Europe” introduces the user to the era of the Romanesque art, creating a specific atmosphere and displaying the TRANSROMANICA-network with its European partner regions as a whole. In this way visitors learn about the European dimension of the Romanesque and the TRANSROMANICA European Cultural Route.

Online Communication

For promotion purposes, CrossCulTour used the opportunities of online communication. To make the audio tracks available for free, the project has set up a multilingual download portal for the recorded tracks at www.transromanica.com. Tourists from all over the world can now listen to the files, prepare their journey and download the tracks for free in advance of their visits to the site itself. The Province of Modena and Thuringia Tourism additionally present their regional recordings on further platforms (www.visitmodena.it and www.thueringen-tourismus.de). Some sites have already purchased the necessary hardware to offer the audio guides on site, and further sites will follow. Tour operators are invited to integrate audio guides in their travel arrangements and local hotels may provide this free of cost service to their guests as attractive add-on.

User Evaluation

A trilingual online survey directed to all audio guide users was used to evaluate their feedback. A lucky draw offered an incentive to voluntarily register for the survey on the download portals and at the cultural sites. As cross-marketing partner, the hotel chain VCH sponsored two nights at one of their hotels for

the winner of the draw. Overall user satisfaction was documented:

- » More than 90% rated the usability of the audio guide-portal as very good or good.
- » Around 85% rated the content of the audio guides (quality and quantity of information) and the editing of the files (entertainment value, quality of speakers) as very good or good.
- » Most users had heard about the audio guide portal via the internet, mostly search engines and links from partner sites.



Bärbel Grönegres,
Managing Director of the Thuringia Tourist Board, says “Audio guides sustainably enhance the existing services of Romanesque sites in Thuringia and help to emphasise Thuringia’s cultural identity.”

Lessons Learned:

- » Improve accessibility of cultural sites in peripheral regions through innovative ICT
- » Use modern technologies to provide enhanced tourist services without the need for additional and qualified staff
- » Consider specific target groups such as international visitors and families with children
- » Use numerous and diverse communication channels to promote these additional services
- » Involve further partners in tourism to include the services in their packages
- » Ensure free online availability of audio files to raise awareness and enable international tourists to plan their visits prior to the journey

Training in Cultural Heritage Management

Specific expertise enables destinations to distinguish themselves from their competitors and develop high quality cultural tourism services. CrossCulTour has implemented several activities for the further education and enhanced qualification of young people and local actors in culture and tourism through specific training.

In depth scientific knowledge is an inherent component in cultural heritage management. In order to facilitate this, the University of Klagenfurt (Austria) has organised the majority of trainings within the project. Other partners enlisted external experts or ran conferences related to the topics taught.

Training is also a means of raising the awareness about cultural heritage sites for global cultural tourism and creating understanding about the significance and specific requirements of international tourists. Finally, further education enhances job prospects and complements theoretical knowledge with practical experience.

CrossCulTour Summer Schools: Enabling Innovative Product Development in Cultural Tourism

The CrossCulTour project partner, The Institute of History at the University of Klagenfurt, Austria, organised two international summer schools dedicated to cultural tourism. The courses for postgraduate students and tourism professionals follow the same goals: Lecturers communicated knowledge on medieval cultural and art history as a basis for the marketing of specific issues as tourism concepts. Participants from different partner regions jointly improved their knowledge.

“Culinary Art” was the focus of the first summer school in Friesach (Austria) in 2010. This course dealt with medieval history, cuisine through the ages, marketing techniques in tourism and practicing medieval cookery. 24 participants from several European countries took part in the course and confirmed its practical

applicability. Guided visits and a practical part, in which the participants cooked medieval meals using authentic techniques, completed the programme.

“Architecture and Symbolism” was the title of the second summer school in Gurk (Austria) in 2011. Topics including medieval art history, architecture and symbolism were combined with presentations on visitor guidance systems.

All of the lecturers’ handouts can be found in two online-magazines, available at <http://crosscultour.uni-klu.ac.at>.



Participants of Summer School I in 2010

Course “History.Culture.Tourism”

The CrossCulTour course entitled “History.Culture.Tourism” enhanced professionalism in cultural heritage management. Cultural and economic sciences were the focus of the course offered by the Institute of History at the University of Klagenfurt. Findings from the summer schools were integrated into the course; all presentations were held in German.

The modules of the two week course held in November 2011 were:

- » Art History: Theory and Methods
- » The Middle Ages: Culture and Society
- » Romanesque Art and Architecture
- » Didactics of Exhibition
- » Cultural Management
- » Public Relations

After successful completion of the course, participants were awarded an official certificate and three ECTS credits. This further qualification helped to improve participants' chances on the labour market.



Participants of the course in Modena

Creative Management of Cultural Sites

From March to June 2010, the course "Creative Management of Monuments" was held in Modena, Italy. 40 students - most of them postgraduates in

history of art or architecture selected from 200 applicants - attended the 82 hour course, organized by the Province of Modena. The course gave young postgraduates the chance to broaden their horizon in relevant topics related to Romanesque heritage: art history, cultural animation, marketing, fundraising, business plans, communication, networking, tourism and enogastronomy. Guided visits to the Romanesque churches in the Modena region were also part of the agenda. Pilot actions such as Web 2.0 communication, innovative guide services and the re-opening of monuments usually closed supplemented this measure.

Promotion of Public Commitment

The CrossCulTour project partner Tourism Association of Saxony-Anhalt (Germany) organised activities to promote voluntary commitment in the cultural sector. Several promoters were selected in a competition and invited to eleven events in Romanesque buildings during 2010. The project started with the event entitled "Culture and Economy – A Wonderful Friendship" and aimed at fostering cultural heritage sites through voluntary commitment, e.g. to guarantee opening hours and services upgrading and consolidating volunteering structures through exchange of experiences.

Tourist Guide Education

Tourist guide performance is crucial when it comes to the quality of the experience for visitors to cultural heritage sites. As a growing niche market spiritual tourism requires specific skills on the side of the tour guide.

To provide high quality guided tours in cloisters and churches the project partner Tourism Association of Saxony-Anhalt (Germany) conducted a course entitled "Experiencing Cloisters" in cooperation with ecclesiastic educational institutions. It focused on (in accordance with DIN EN 15565)

- » skills: elaboration on information for tourists, knowledge transfer
- » formal knowledge: history, culture, religion, geography and
- » presentation and communication techniques.

25 individuals were trained to introduce cultural tourists to Romanesque and spiritual experiences by enhancing their awareness of monasteries, the Romanesque Road in Saxony-Anhalt and their relevance to cultural tourism.



Tourist guide education at the monastery in Drübeck

Imprint

This brochure was realised as part of the CrossCulTour project.

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