

Models for Economic Value in Cultural Tourism (Heritage Tourism)

Univ.Prof. Dipl.-Ing. Arch. Dietmar Wiegand
Vienna University of Technology - TU Wien
Head of Division Real Estate Development and Management
Gesellschaft für Immobilienentwicklung mbH Schweiz
www.red.tuwien.ac.at

Agenda

- Case
- Impact Analysis and Impact Management
- Results
 - Ø New Process Definition
 - Ø Facilities Development Model
 - Ø Typology of mixed use
- Outlook
 - Ø Check list for practice based on research
 - Ø Future research agenda

Recovery of this roman church in Federow.

What is the regional Economic Impact?

- (1) 2 Jobs (FTE)
- (2) 10 daytrips
(> rGVA)
- (3) It depends on





Audio-/radio dramas

Source: <http://www.hoerspielkirche.de/>

Framework conditions?

- Located in a rural touristic area frequented by families with children
- Euro 500.000,- needed

Creation of benefits - how?

- Touristic offer for bad weather
- Donated to the families (non commercial offer, donations allowed)
- No accounting, no fees for publishing company
- 14.000 visitors/year
(http://www.monumente-online.de/11/03/streiflichter/Federow_Hoerspielkirche.php)

Analysis

of regional economic
impacts

Impact as is?

Management

of regional economic
impacts

Improvements?

Why do we need these data?

- Ø Arguments for the maintenance and recovery and other action

For whom?

- State
- Sponsors
- Private investors
- Donators

Why do we need these data?

- Ø Enlarge economic impacts
- Ø Enlarge cluster
- Ø Find the best partners
- Ø Initiate best actions
- Ø maintenance and recovery inline with strategy for destination etc.
- Ø to desist intervention

Public good, club good?

Exclusion of free-riders possible/desired?

Revalrous consumption?

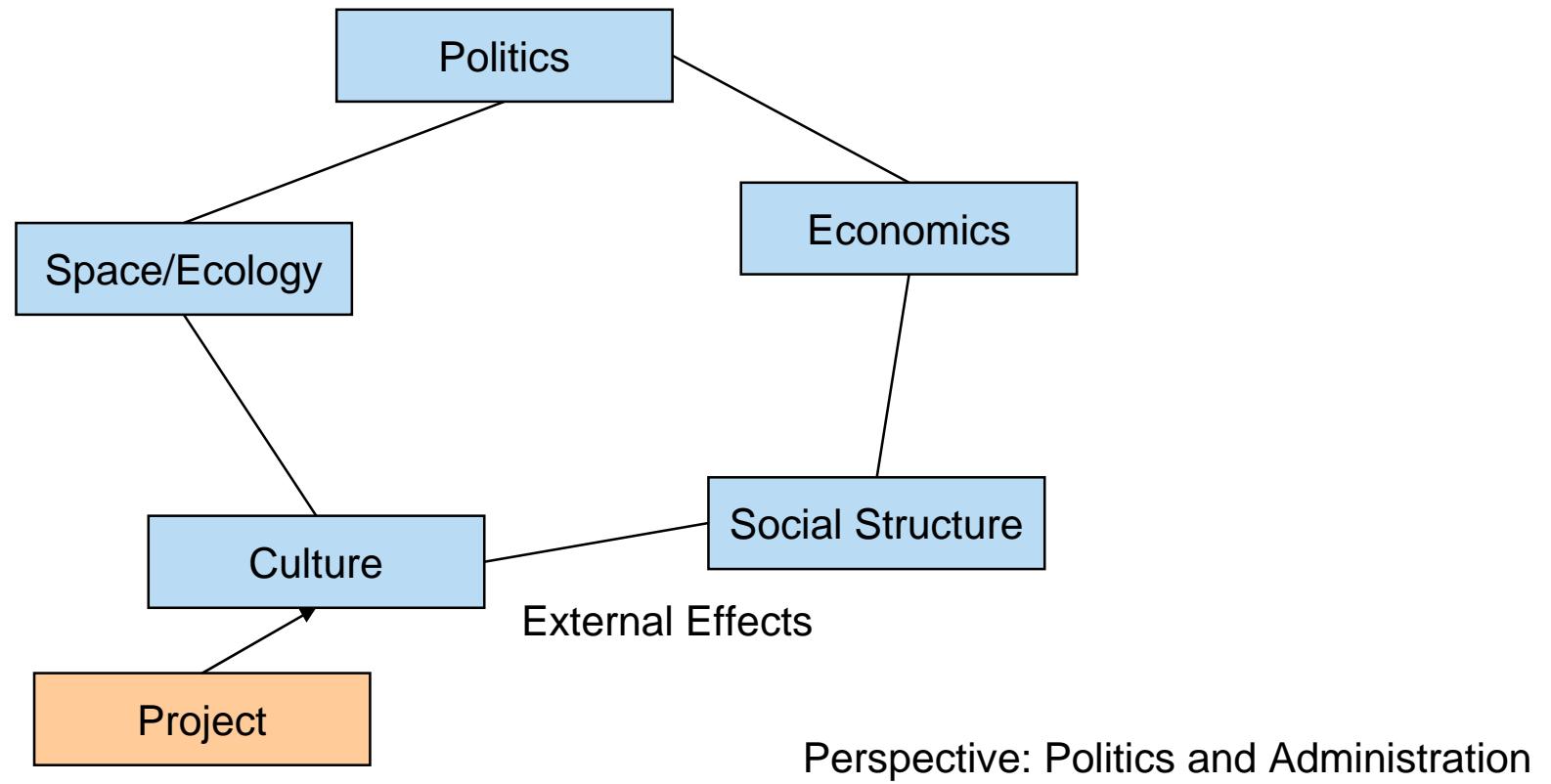
		Ausschlußprinzip	
		kann angewendet werden	kann <u>nicht</u> angewendet werden
Rivalität im Konsum	besteht	rein private Güter (Individualgüter)	<i>Allmendegüter</i> <i>(Mischgüter)</i>
	besteht <u>nicht</u>	<i>Klub- bzw.</i> <i>Mautgüter</i> (Mischgüter)	rein öffentliche Güter (Kollektivgüter)

Possible Solutions for market failure (e.g.)

- Government provision (incl. taxation or unfunded mandates [laws])
 - Government subsidies and joint products (e.g. Metro)
 - Collective action of privileged group (e.g. Linux)
 - Merging free rider (e.g. Area or center development)
 - Introduction of an exclusion mechanism (e.g. patents)
 - Social norms (e.g. waste)
 - Assurance contracts (Unkel)
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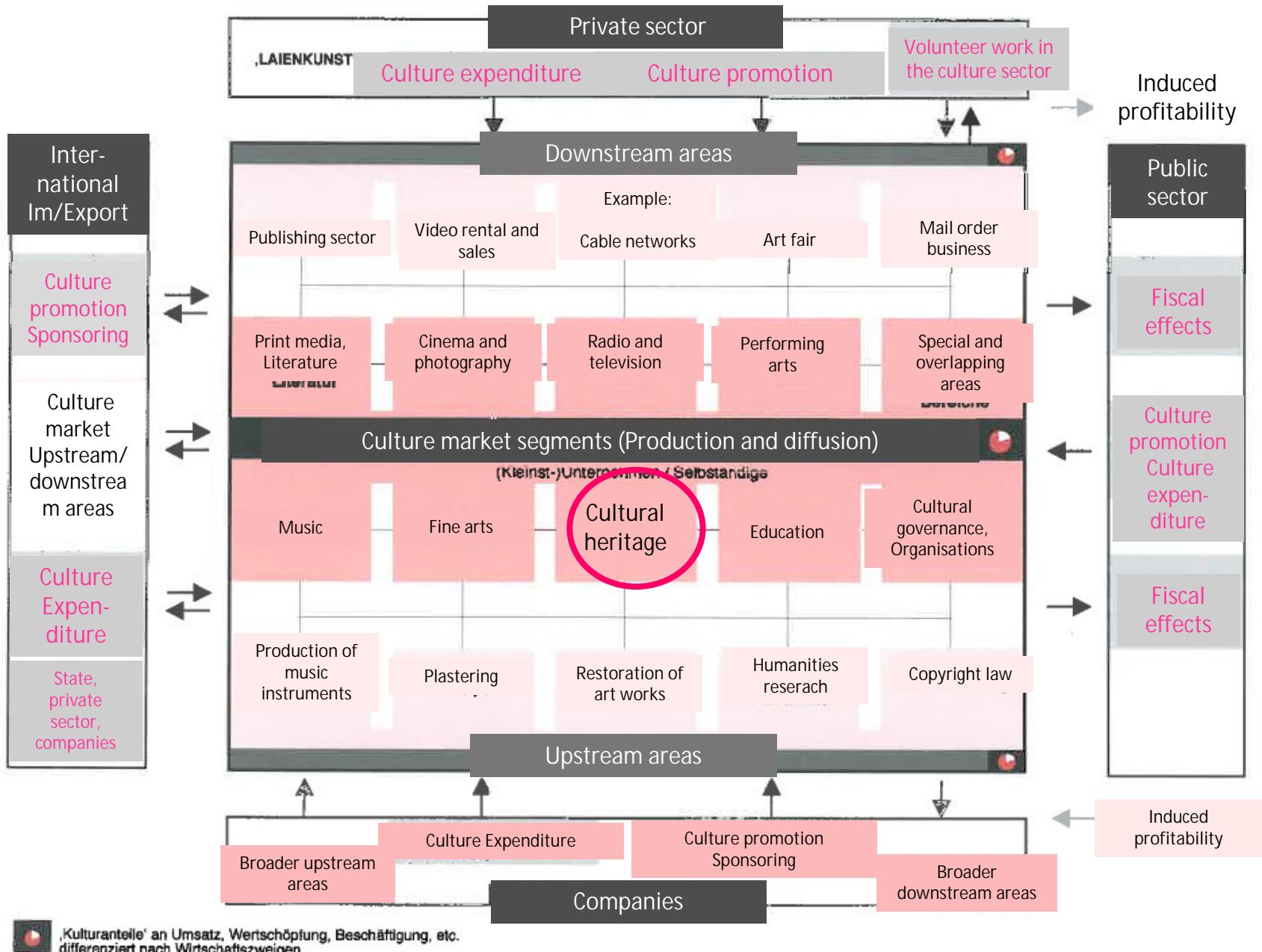
Target Area and Area of external Effect of Projects

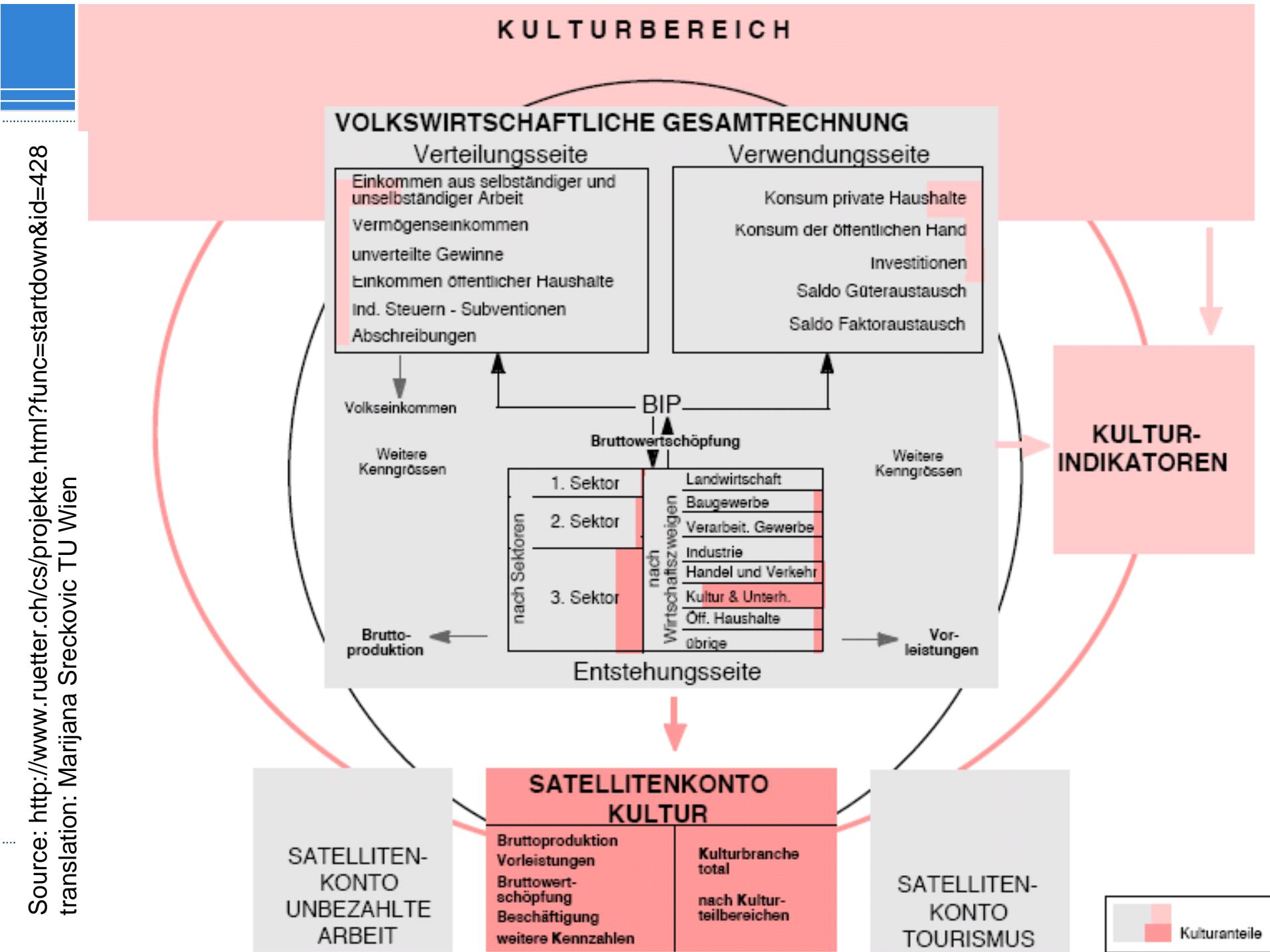
Desired economic impacts have to be defined
Externalities have to be regarded!



Source: <http://www.ruetter.ch/cs/projekte.html?func=startdown&id=428>
 translation: Marijana Sreckovic TU Wien

Abbildung 3: WertschöpfungsCluster Kultur und seine Netzwerke





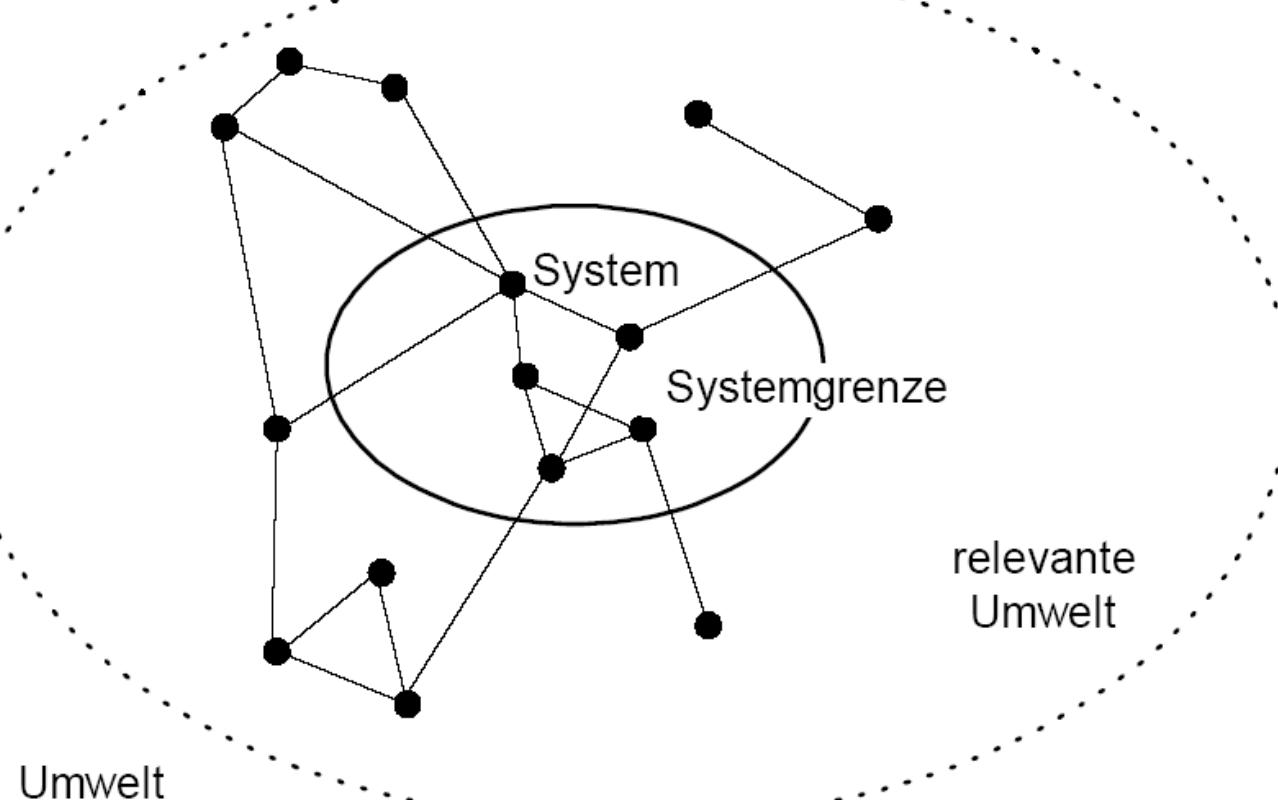
Analysis

- Cultural Heritage is part of creative industries/cultural industries cluster
- ... cross-linked to other businesses like tourism
- Upstream areas known, downstream areas unknown
- Problem with statistics have to be solved
- Respect Funding and unpaid employment

- International comparability needed

Management and Optimization - Systemic approach

- △ Projektanforderungen (Zielgrößen) / targets
- Innere Risikofaktoren (Handlungsfaktoren) / parameters of action
- Äussere Risikofaktoren (Einflussfaktoren) / influencing factors



Baumwollspinnerei Leipzig



Quelle: Website SPINNEREI

<http://www.spinnerei.de/15/kommune/> (zugegriffen am 08.10.08)

Weiberwirtschaft Berlin



Quelle: Website WEIBERWIRTSCHAFT
<http://www.weiberwirtschaft.de/pdf-files/WeiberWirtschaft%20Flyer%20Bildschirm.pdf> (zugegriffen am 08.10.08)



Quelle: Website WEIBERWIRTSCHAFT
<http://www.weiberwirtschaft.de/pdf-files/WeiberWirtschaft%20Flyer%20Bildschirm.pdf> (zugegriffen am 08.10.08)

Klassikstadt, Frankfurt



Quelle: KLASSIKSTADT
<http://www.oldtimer-rheinmain.de/standort/architektur-planung/> (zugegriffen am 08.10.08)



Quelle: KLASSIKSTADT
<http://www.oldtimer-rheinmain.de/standort/architektur-planung/> (zugegriffen am 08.10.08)

- *Successful development of managed facilities is possible almost everywhere*



- *The development of managed facilities in a narrow sense is not a chronological process, but a repetitive (iterative) process characterized by the steps analysed, concept (design) and assessment/evaluation, with the possibility of exit or entry into the next phase after every iterative cycle*

- *In numerous developments of managed facilities one person delivers business know-how – normally concerning the business the infrastructure is developed for - that leads to a competitive advantage of the facility and good business conditions for the tenants or in the case of public infrastructure to positive social effects.*

- *The “completeness of competencies” concerning the development of managed facilities is a main success factor*
- *A sufficient equity position (capital base) of developers of managed facilities is essential for the project’s success*
- *Managed facilities are not per se developed more successfully by a specific group of stakeholders – here a distinction needs to be made between the types of managed infrastructure*

- *Public stakeholders and public sponsorship are no guarantee for positive socio-economic or spatial effects, but valuable “incentives” and “helpers”*
- *The architecture itself delivers an important contribution to a successful development of managed facilities, although very project-specific and in different forms*



Thanks for your attention
Univ.Prof. Dipl.-Ing Dietmar Wiegand
wiegand@tuwien.ac.at