

# Building resilience in tourism and heritage sites in a post-COVID world – international insights from the SHARE project

 15<sup>th</sup> June 2022

 14:30-16:30 pm (BST)

 **University of Greenwich**  
Stephen Lawrence Building,  
Room 101





**SHARE**  
Interreg Europe



European Union  
European Regional  
Development Fund

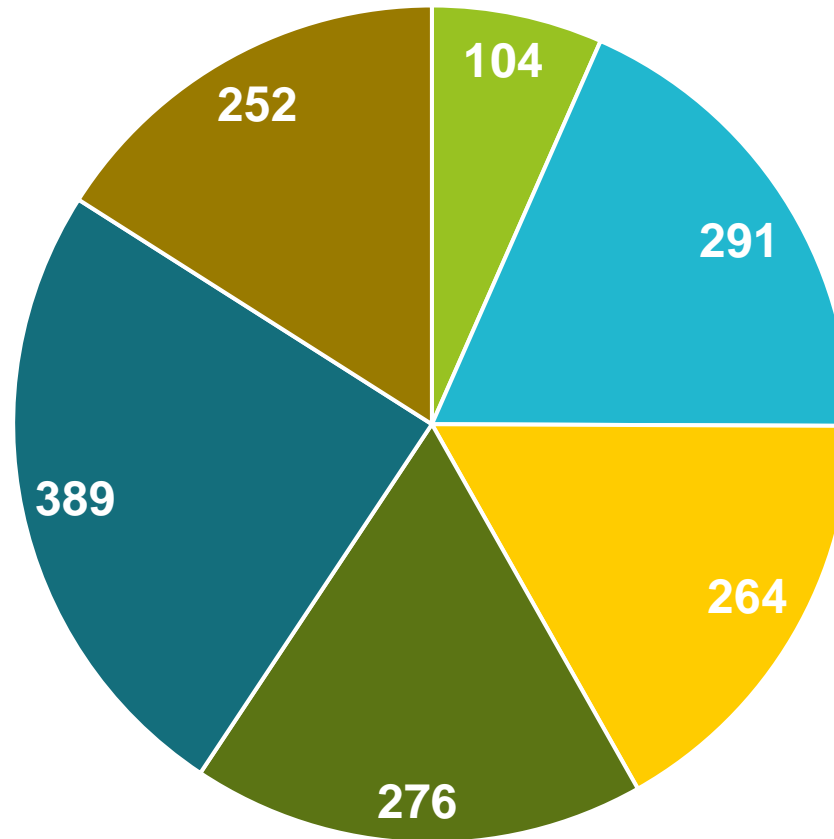
# Visitor behaviours during and post COVID-19

*Dr Hai Nguyen & Prof J. Andres Coca-Stefaniak*  
*University of Greenwich*

Greenwich, 15 June 2022

# International coverage of survey

1,576 valid  
survey  
responses



■ Others ■ Spain ■ Croatia ■ Hungary ■ Italy ■ Romania

# Who participated in our survey

Most people participating in this study lived in **urban** areas, were **young**, with **university degrees** (or similar), in **full-time employment**, but with relatively **low incomes**, and lived within a **nuclear family with children** or other dependents.

Demographic characteristics		Freq.	%	Demographic characteristics		Freq.	%
Region	Urban	1280	<b>81.5</b>	Employment	Full-time employed	920	<b>58.5</b>
	Rural	290	18.5		Part-time employed	157	10.0
Gender	Male	725	47.0		Unemployed	77	4.9
	Female	819	53.0		Full-time student	367	23.3
Age	18-24	418	<b>26.6</b>		Economically inactive	51	3.2
	25-34	422	<b>26.8</b>		Income	15.000 or lower	496
	35-44	325	20.7	15.001 - 25.000		321	26.4
	45-54	255	16.2	25.001 - 35.000		185	15.2
	55-64	109	6.9	35.001 - 50.000		129	10.6
	65 or older	44	2.8	Higher than 50.000		84	6.9
Education	Primary school	21	1.3	Household	One-member	268	17.1
	Secondary/high school	454	28.9		Shared/multiple occupations	312	19.9
	University degree	691	<b>44.0</b>		Nuclear family without children	275	17.5
	Postgraduate degree	406	25.8		Nuclear family w/ children/others	616	<b>39.2</b>
					Single-parent family/others	100	6.4

# Travel behaviours & intentions – last 12 months of the pandemic (1)

- On average, people took:
  - **13** leisure trips within their regions
  - **5** trips outside their regions
  - **1** international trip



<https://ustravel.ro/images/index/aboutright.png>

- Numbers of regional/domestic trips did not change much. However, **international trips decreased** in number.

# Travel behaviours & intentions – last 12 months of the pandemic (2)

- Transport: **private vehicles** were preferred
- Accommodation: **hotels** (65%) and **friend/relative's places** (45%) preferred
- People **craved to travel** (7.53) and **really wanted to travel** within their region or country (8.12). However, intention to **travel beyond their country** of residence was lower (6.49)



[https://www.allianz.com/en/press/news/studies/210628\\_Allianz-restarting-tourism-are-we-ready-to-travel\\_jcr\\_content/root/parsys/wrapper/wrapper/image.img.62.1920.jpeg/1624884089156/allianz-travel-2021.jpeg](https://www.allianz.com/en/press/news/studies/210628_Allianz-restarting-tourism-are-we-ready-to-travel_jcr_content/root/parsys/wrapper/wrapper/image.img.62.1920.jpeg/1624884089156/allianz-travel-2021.jpeg)

# Visits to cultural/heritage sites and events – last 12 months of the pandemic (1)

- On average, people went to:
  - **4 indoor** heritage sites
  - **6 outdoor** heritage sites
  - **3 events/festivals/concerts**
- Visits to indoor heritage sites and events **decreased slightly**, compared to previous 12 months – **this did not apply to outdoor sites.**



[https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1\(op\\_w480\\_h640\).jpg](https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1(op_w480_h640).jpg)

# Visits to cultural/heritage sites and events – last 12 months of the pandemic (2)



[https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1\(pp\\_w480\\_h640\).jpg](https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1(pp_w480_h640).jpg)

- Heritage sites: mainly visitors **45-54** years of age
- Cultural events: mainly visitors **18-24** years of age
- **Heritage sites:** mainly **urban** dwellers and people within a **nuclear family without children**
- **People with children** made the lowest number of visits to cultural heritage sites



# Visits to cultural/heritage sites and events – last 12 months of the pandemic (3)

- Generally, visitors were **satisfied** with their visits and **felt rather safe** during their visits.
- All COVID safety measures, including *crowd management, hand sanitiser stations, COVID vaccination or negative rapid test, face masks, social distancing*, were considered rather important (6.68 - 7.55)
- Most important measures: ***hand sanitiser stations*** and ***face coverings***.



Online Booking & e-ticketing



Contactless Payment



Social Distancing



Distanced Seating



Face Covering



Hand Hygiene



Increased Cleaning



Safety Screens



Staggered Film Times



Staff Training & PPE

# Protective behaviours

## during cultural/heritage visits & events

	Average score (out of 10)
Wear a face covering	8.03
Be more observant of my surroundings	7.72
Buy online tickets/Book the visit in advance	7.68
Use hand sanitisers	7.61
Follow COVID-19 guidelines	7.56
Choose outdoor activities	7.34
Stay within the recommended path/one-way system	7.33
Practice social distancing	7.13
Avoid crowded events and festivals	6.80
Avoid crowded rooms/areas	6.78
Avoid visitor peak times	6.66
Avoid visiting places where social distancing is difficult	6.52
Avoid places with less stringent safety measures	5.95
Avoid interacting with fellow visitors	5.94
Avoid visiting indoor areas	5.45
Avoid places with stricter entry requirements	4.75

- **Older** people tended to display higher levels of protective behaviours, while younger visitors (e.g. **students**) displayed lower levels.

# Future visit intentions

- Visitors will generally prefer to visit **outdoor** sites (7.07)
- **Older** (65+) and **younger** (18-25) people reported lower craving levels and intentions to visit heritage sites/events
- People within a **nuclear family without children** had the highest level of craving and intention to visit heritage sites



- **Given the differences between demographic groups, what are the implications for cultural heritage attractions?**
- **Is the strong interest in traveling locally here to stay for the foreseeable future? If so, what are the implications for cultural heritage attractions?**



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# CREATING GOOD GROWTH IN A POST COVID WORLD

Barrie Kelly, CEO, Visit Greenwich

15 JUNE 2022

visitgreenwich

An aerial view of Greenwich, London, taken from a cable car. The Emirates Stadium is the central focus, illuminated at dusk. The city skyline is visible in the background, with several skyscrapers lit up. The River Thames is in the foreground, with a few boats. The sky is a mix of blue and orange, indicating sunset or sunrise.

**Visit Greenwich is a private sector led  
Destination Management Company with the  
aim of growing the visitor economy and raising  
the profile of Greenwich for the benefit of  
businesses, visitors and residents.**

**Our Vision:**

**To be recognised as the UK's best destination  
for Heritage, Culture and Entertainment by 2025**



# AWARDS



## Travellers' Choice Award Winner 2021

Reviews from millions of Tripadvisor travellers place Greenwich in the top 10% worldwide.



## Ukinbound Destination Marketing Organisation of the Year 2017



## Shortlisted for The Travel Marketing Award 2022



## We're Good to Go and Safe Travels Certified

# WHAT IS GOOD GROWTH?

## GOOD FOR...



LOCAL PEOPLE  
& COMMUNITIES



LOCAL BUSINESSES  
IN VISITOR ECONOMY



LOCAL  
LEADERS



THE  
ENVIRONMENT



LOCAL BUSINESSES  
IN GENERAL

# COVID IMPACTS & LEGACY



- 50% loss of revenue pa (£1.5Bn)
- 33% job losses (6000)
- DMO survival / Sector survival
- Changing consumer behaviour
- Supply chain disruption
- Recruitment / skills (Brexit double whammy)
- Fatigue / Morale

# THE ROLE OF SMART TOURISM



1. Planning & Booking
2. New experiences
3. Enhanced experiences
4. Accessibility
5. Smart transport  
– final mile solutions

# POST COVID WORLD – NEW APPROACHES



- Greenwich Waterfront
- Technology – TXGB
- Driverless Cars
- Local Skills
- New Marketing / Product Development Strategy

# GREENWICH WATERFRONT



# TO MOVE TO ONLINE BOOKING – TXGB



## **TXGB**

In partnership with VisitEngland, Tourism Exchange Great Britain (TXGB) is a business-to-business platform connecting tourism suppliers to a diverse range of domestic and international distributors.

## **GREENWICH PRODUCT ON TXGB so far....**

Old Royal Naval College, Greenwich Royal Tours, Greenwich Tour Guides Association, London Guided Walks, Uber Boat by Thames Clippers



**VisitBritain®**

# SUSTAINABILITY / ACCESSIBILITY





# SMART TOURISM – ENHANCED EXPERIENCES????????????



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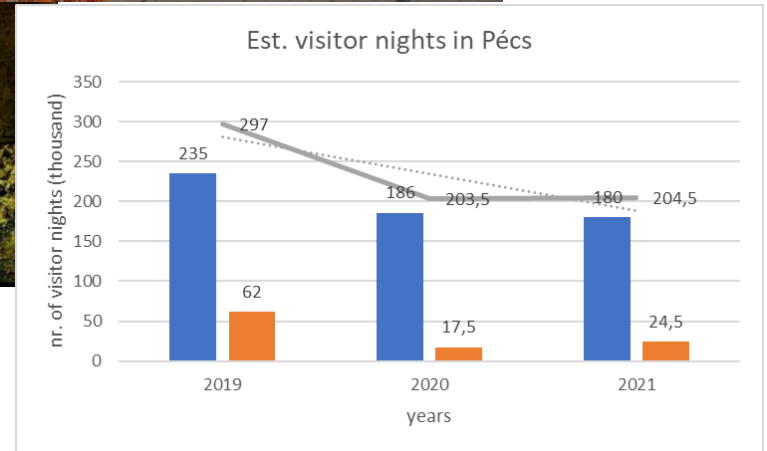
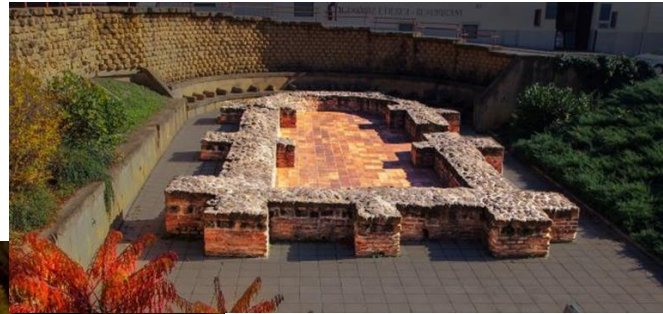
**Examples of initiatives  
that increase the  
resilience to pandemics  
for future years**  
Three selected destinations  
in Pécs, Hungary

**Greenwich, 15th June 2022**



# Pécs

UNESCO World Heritage site:  
Early Christian Necropolis



European Capital of Culture in 2010

# Attractions studied (desk research & staff interviews) /1

## Tourist divisions of the Diocese of Pécs

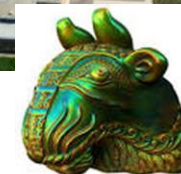
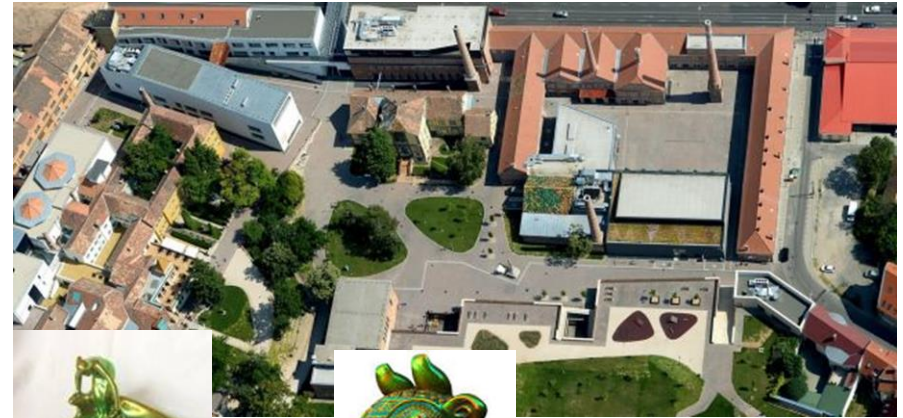
Number of attractions belonging to the supervision of the Catholic Diocese of Pécs, including the Cathedral, & Lapidarium, the Episcopal Palace and Treasury and the Mosque of Pasha Gazi Kassim in Pécs and its surroundings



# Attractions studied (desk research & staff interviews) /2

## Zsolnay Cultural Quarter

Building complex and institution offering permanent and temporal exhibitions, programmes, events and live manufacturing experiences in the reverted factory area of the Zsolnay Manufacture, famous for its porcelain products and invention of the innovative eosin techniques



# Attractions studied (desk research & staff interviews) /3 „Escargo Ship” Room Theatre

SHARE  
Interreg Europe

European Union  
European Regional  
Development Fund

Small-scale room- theatre with focus on drama pedagogy and education and the involvement of young people, including student actors and attracting mostly young visitors



# Measures seem to be continued post-COVID /1

## museums, exhibitions

improved / more efficient management / control of visitors through the

1. no (or reduced intensity) of individual visits, group tours instead
2. acceleration of the introduction of the online booking system,
  - to avoid lengthy waiting times and crowding
  - for a more predictable distribution of the workload on staff (tour guides, first of a
3. introduction and marketing of digital visual guides for individual visitors



00:00 01:53



Welcome to Pecs World Heritage Site, at the ancient cemetery of the city of ancient Pecs, then called Sopianae, a part of which was listed as one of the World Heritage Sites in 2000. The site was qualified as a treasury of cultural history man to the large





# Measures seem to be continued post-COVID/2

## **museums, exhibitions**

reorganising staff and training provided to increase capacities to make guided tours  
opening up and furnishing unexploited open spaces and provide combined indoor – outdoor tours, more focus in marketing on outdoor attractions



## **events, performances**

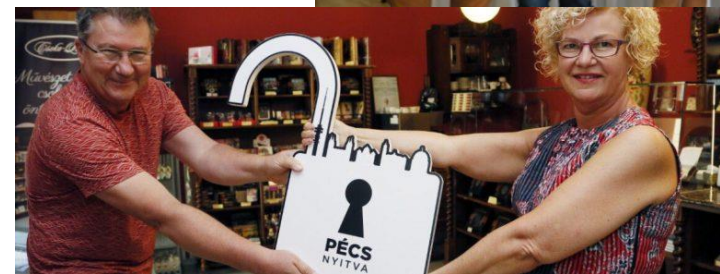
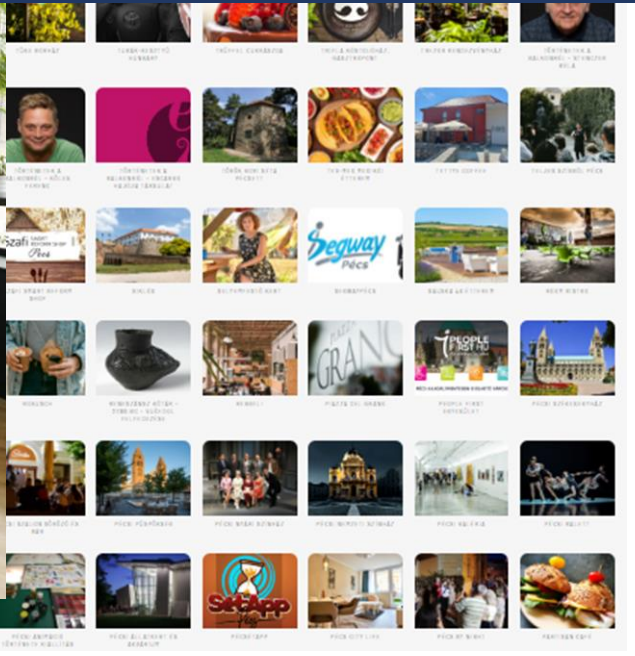
online streaming may be kept (however, considered as an „*emergency solution*”)



# („side?“) effects of the COVID

- ✓ more focus of marketing efforts on local residents
- ✓ acknowledged need for cooperation of service providers, managements of the attractions and local authorities

Pécs NYITVA! (PÉCS OPEN!) 1.0, 2.0., 3.0 (2020, 2021, 2022)  
<https://pecsnyitva.hu>



# Challenges post-COVID

**do the good people come back?**



**SMEs, employees, skilled people in general lacking from the support and preparation/implementation of events (like technicians, decorators, service staff...)**

**online streaming does not (yet) substitute for live**



**mixed/controversial acceptance – will not substitute or become an alternative to live experiences...(maybe VR?)**

# Thank you for your attention!

**Lunk Tamás**

project adviser


PANNON EGTC, Pécs, Hungary

[lunk.tamas@vitalpro.hu](mailto:lunk.tamas@vitalpro.hu)



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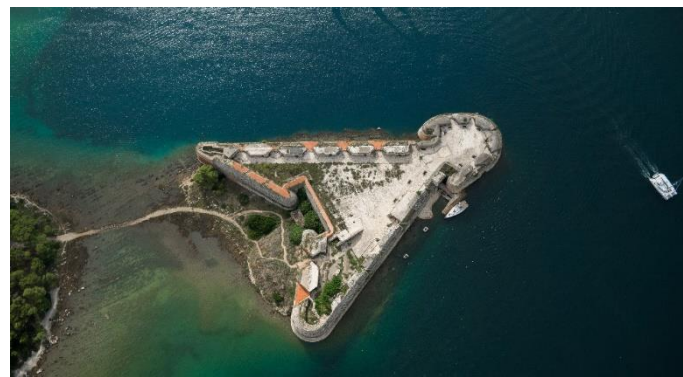


European Union  
European Regional  
Development Fund

# How COVID has changed tourism and cultural heritage in Šibenik

# CITY OF ŠIBENIK

- 2 National parks
- 2 UNESCO monuments





# CITY OF ŠIBENIK

- From industrial to tourist
- EU funds



# PUBLIC CULTURAL INSTITUTION FORTRESS OF CULTURE ŠIBENIK



# PUBLIC CULTURAL INSTITUTION FORTRESS OF CULTURE ŠIBENIK

- **Flexibility**



# PUBLIC INSTITUTION - NATURE



## PUBLIC INSTITUTION - NATURE

- Online campaign „Take a walk with us”



# ŠIBENIK TOURIST BOARD & GUIDE ASSOCIATION

- **Smaller groups**
- **Outdoor stays**



## CONCLUSION

How to make profit and at the same time preserve natural and cultural heritage?



City of Šibenik

Ines Sarić

[ines.saric@sibenik.hr](mailto:ines.saric@sibenik.hr)





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**SHARE Project**  
**Cultural tourism in Romania during the Covid-19 pandemic**

Greenwich University, 15 June 2022

**Georgeta Smadu & Ana Paraschiv**



Many sights have been closed for fear of becoming Covid outbreaks



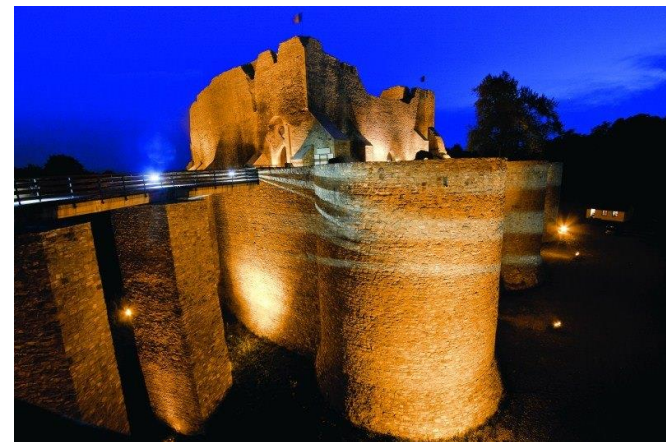


"Social distancing" is the dominant expression during the pandemic period

## Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

### Neamț Fortress

- The number of visitors decreasing by approximately 56% in 2020 (62,427 visitors in 2020 vs. 143,883 visitors in 2019).
- In 2021 the number of visitors to the Neamț Fortress has increased in 2021 compared to 2020 by over 50% (97,377 visitors), but without reaching the level of 2019, before pandemic period



## Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

### Cucuteni Museum of Eneolithic Art

- The number of visitors decreased by approximately 60% in 2020 (3274 visitors in 2020 vs. 8244 visitors in 2019).
- The number of visitors increased in 2021 compared to 2020 by 50% (from 3274 visitors in 2020 to 6574 visitors in 2021), but without reaching the level of 2019, before pandemic period.



## Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

### The Princely Fortress of Suceava

- The number of visitors in 2020 decreased by 65.9% compared to 2019.
- In 2021, there will be also a massive decrease in the number of visitors during waves 3 and 4 of the pandemic, probably due to the high rate of Covid disease in the area.



## Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

### Virtual tours of the exhibitions consisting of:

- videos that guide the visitor
- digitized heritage objects and their three-dimensional remodeling
- photographic or video inventories of monuments



This initiative was already accessible to the public, but was not constantly promoted for use.



## Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

Thematic virtual workshops trying to put in both value the museum heritage, but also to attract and to involve the public in the act of culture

Online egg painting workshops



**ÎNVAȚĂ ȘI DU MAI DEPARTE!**  
Încondeierea ouălor și vopsitul cu plante

26, 27 și 28 Aprilie 2021, de la ora 17:00  
Evenimentul se va desfășura ONLINE

ORGANIZATORI:  
ASOCIATIA MUSEULUI STRABUN  
ȘCOALA MĂRĂȘTIȘULUI STRABUN  
MUSEUL STRABUN

PARTENERI MEDIA:  
Sighet FM  
TV Sighet  
askas  
MESA  
GRĂUL MĂRĂȘTIȘULUI  
Radio Europa Sighet

Partener în introducerea opționalului de folclor în școli, proiectul "Școala rădăcinilor străbune"

## Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

Zoom museum education project at the Citadel of Suceava, launched in the fall of 2020

A SMART museographer guides students through the Citadel and provides real-time information and quick answers to participants' questions



**ZOOM cu clasa  
la Cetatea de Scaun a Sucevei!**

Din fața calculatorului, puteți vizita, cu întreaga clasă, Cetatea de Scaun a Sucevei!  
Un muzeograf Smart vă va ghida prin încăperile cetății.  
Copiii vor primi informații despre istoria acestui monument istoric, muzeograful îi va „conduce” prin cetate până în curtea interioară, le va arăta orașul Suceava așa cum se vede de pe terasele cetății, îi va provoca pe copii la discuții și le va răspunde la întrebări.

Cadrele didactice se pot informa și pot face programări la numărul de telefon 0784-275644, sau pe adresa noastră de email: [cetate@muzelbucovinei.ro](mailto:cetate@muzelbucovinei.ro)

proiect aprobat și finanțat de

**ORGANIZATOR**  
Muzeul Național al Bucovinei

**PARTENERI MEDIA**

Consiliul Județean Suceava

Cetatea de Scaun a Sucevei  
-Suceava Privacy Fortress

## A major unresolved challenge for cultural tourism sites

### Individual-oriented tourism



Post-COVID cultural tourism will focus more on the individual than on destinations.

The individual needs of the tourist in the post-pandemic period:

- higher health protection for tourists
- greater freedom of movement and choice from the existing cultural tourism offer



Thank you for your  
attention!



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## SHARE public talk event – Resilience strategies for tourism-reliant cities (lessons learnt)

Patricia Mora,  
On behalf of General Secretariat of Culture  
Regional Government of Extremadura (SPAIN)

Greenwich, 15 June 2022



# Case Studies

Vostell Museum: <https://museovostell.gobex.es/index.htm>



# Case Studies

Vostell Museum: <https://museovostell.gobex.es/index.htm>





# Case Studies

Vostell Museum: <https://museovostell.gobex.es/index.htm>



# Vostell Museum

## Resilience strategies for tourism-reliant cities (lessons learnt):

- Vostell Museum includes open spaces and large buildings, which has generated public confidence during the pandemic.
- Certain open spaces (e.g. courtyards) have been further developed to organise exhibitions that had not been used before the pandemic.
- New alternative evening activities have been organised ("under the stars" cycles), with limited seating capacity, and attendance by prior reservation:
  - Performative concerts
  - Stargazing
  - Happenings
  - Due to the success of the new activities developed during the pandemic, it has been decided to maintain them after the pandemic.

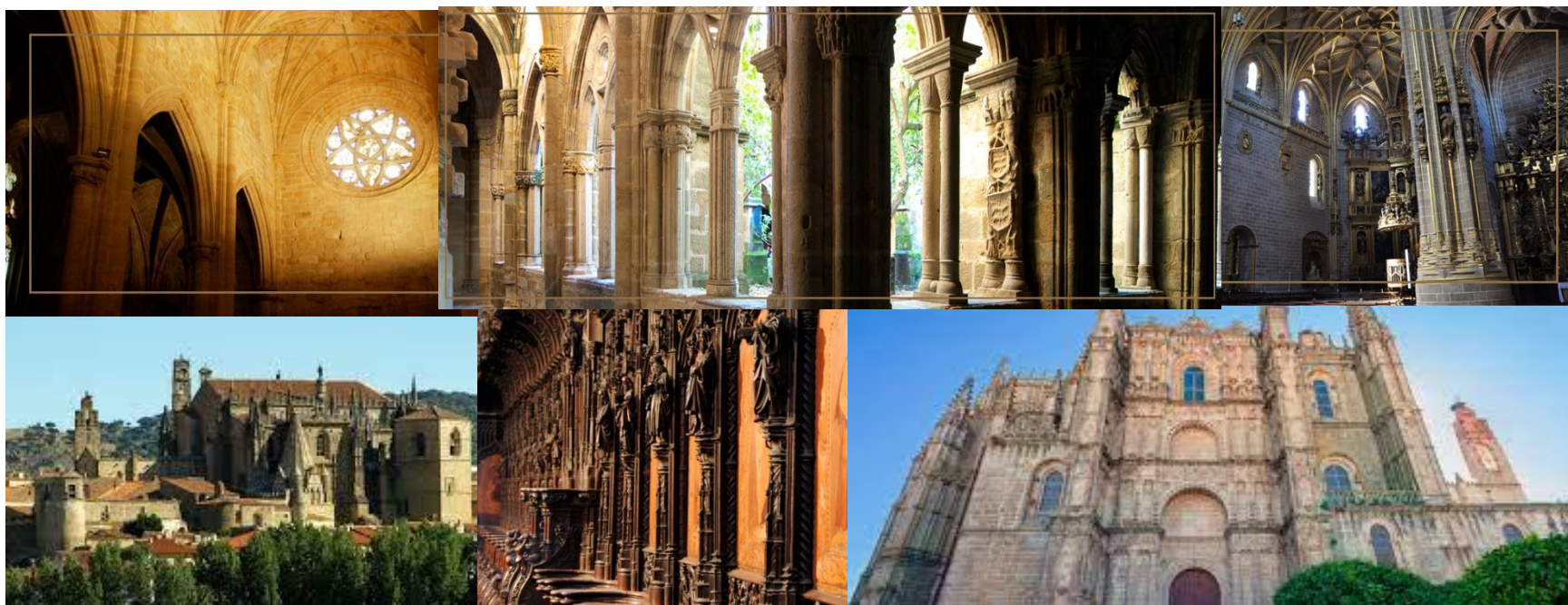
## Major challenge that remains unsolved:

- Due to its rural location, the Vostell Museum does not yet have good communication infrastructure (internet connectivity), which is a limitation for the development of activities that require a high rate of data transfer. It is nevertheless, and partly boosted by COVID situation decided to invest in solving the problem soon.



# Case Studies

Plasencia Cathedral: <http://catedralesdeplasencia.org/>



# Plasencia Cathedral

## **Resilience strategies for tourism-reliant cities (lessons learnt):**

- New digital access to the Heritage, through Website and tourism app
- Social Media promotion
- Hosting local choruses
- Alliances with projects such as Las Edades del Hombre

## **Major challenge that remains unsolved:**

- Sustainable financing model for the restoration and maintenance of movable and immovable goods

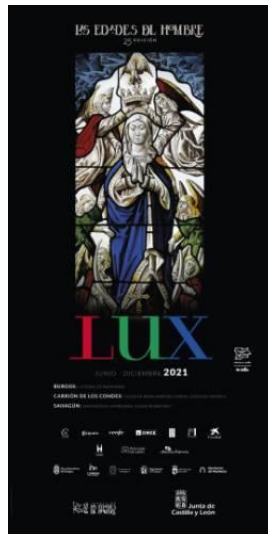


# Case Studies

“Edades del Hombre”: Yearly Religious Art exhibitions since 1998

## 2021 exhibition

- Burgos Cathedral
- Church at Sta. María del Camino (Carrión de los Condes)
- Sanctuary of “La Peregrina” (Sahagún)



# Case Studies

## “Edades del Hombre”: 2022 exhibition



### Resilience strategies for tourism-reliant cities (lessons learnt):

- Online ticket reservation
- Capacity control
- The management of group visits pre-formed groups before arrival and those formed just outside the entrance.
- On-line visits will be potentiated, although it is an option available since 2011
- Social Media
- The audio guide with QR codes: downloading explanation on their own mobile phones, avoiding any contact or possibility of contamination.
- Sanitisation of audio-visual equipment for personal use
- Mask implementation in certain situations

### Major challenge that remains unsolved:

- The need to enhance visitors experience through new digital solutions, such as augmented reality or use of 3D techniques.
- Communication and coordination between institutional supporters.



# The case of Plasencia city



# The case of Plasencia city

## **Resilience strategies for tourism-reliant cities (lessons learnt):**

- Increased parking capacity (cars and buses) to facilitate the parking of tourists passing through the European motorway
- Maintenance of the increased capacity of terrace spaces (bars and restaurants) during pandemic
- Digitalisation of all stages involved in tourists' visits to the city

## **Major challenge that remains unsolved:**

- Need to reduce car dependency for visitors
- Need to improve communication with visitors







**Thank you!**

**Questions welcome**

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**Sviluppumbria SpA**

SHARE Greenwich, 15 June 2022



# Umbria Jazz – Pre-Pandemic



# Timeline of pandemic response in Italy

20 February 2020 first Italian diagnosed	9 March - 18 May 2020 national lockdown	18 May Phase 2 retail activities and open-air cultural sites reopen	15 June Theatres, cinemas and concert halls reopen with capacity limits	7 October second wave; masks required indoors and outside
18 October Events not of national or international interest prohibited	26 October Restaurants only for lunch or take-away; theatres, cinemas and other leisure businesses closed	6 November National curfew; closure of exhibitions, museums, libraries	Christmas - New Years national red zone 27 December vaccinations begin	26 April 2021 Concerts, cinemas, theatres in yellow zone reopen with capacity limits
15 June Fairs, conventions and congresses permitted in yellow zone	23 July Green Pass adopted	6 August Green Pass required for indoor dining, cultural events, museums and other cultural venues	8 October White zone capacity limits lifted for events; distancing limits lifted for museums	November - December Omicron Booster vaccines

# Teatro Nuovo – Spoleto Festival

SHARE  
Interreg Europe



# Umbria Libri – October 2021



# Umbria Libri – October 2021





**Thank you!**


Andy Fryers  
[andyfryers@gmail.com](mailto:andyfryers@gmail.com)

**More information**

**<https://projects2014-2020.interregeurope.eu/share/>**

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