HERITAGE, ECONOMIC DEVELOPMENT AND TOURISM

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TYPES OF REGENERATION

• Transport development
• Social regeneration
• Economic regeneration
• Skills and education development
• Culture?
3 DECADES OF HIGH-PROFILE CULTURAL REGENERATION IN EUROPE

1997 – THE GUGGENHEIM MUSEUM, BILBAO, SPAIN

2011, TURNER CONTEMPORARY, MARGATE, UK

(Kennell 2013)
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• Regional Development Agencies (RDAs)
• Regional Tourism Bodies (Tourism South East)
• Public-sector led Destination Management Organisations (DMOs)

• Cultural regeneration in seaside towns dominated between 1997-2010 (Kennell 2011)
• Local Enterprise Partnerships (LEPs)
• Withdrawing of state support for tourism
• Private-sector led DMOs

• Cultural regeneration no longer government priority, but driven from the bottom up

• Seaside towns not priority for LEPs (Kennell & Chaperon 2011, 2013)
HERITAGE IN SEASIDE CULTURAL REGENERATION

Heritage elements
- Hastings
- Brighton
- Margate pre-dreamland
- Part of a package to address complex socio-economic problems

Heritage integration
- Whitstable
- Scarborough
- Included as a major part of a wider regeneration project

Heritagisation
- Whitby
- Blackpool
- Margate post-dreamland?
- Tourism focus

Regeneration  Economic development  Tourism
HERITAGE AND ECONOMIC DEVELOPMENT IN THANET

• Identify assets that can support narratives
• Create heritage experiences
• Synergy with other aspects of regeneration
• Produce economic narratives for policy makers
• Tell exciting stories to tourists
CHALLENGES

- Uncertainty
- Complexity
- Authenticity
CONCLUSION

• Embrace heritagisation to grow tourism
• Identify key stakeholders to reduce complexity
• Tell powerful stories that cut through uncertainty