

HERITAGE, ECONOMIC DEVELOPMENT AND TOURISM

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English
Tourism
Week

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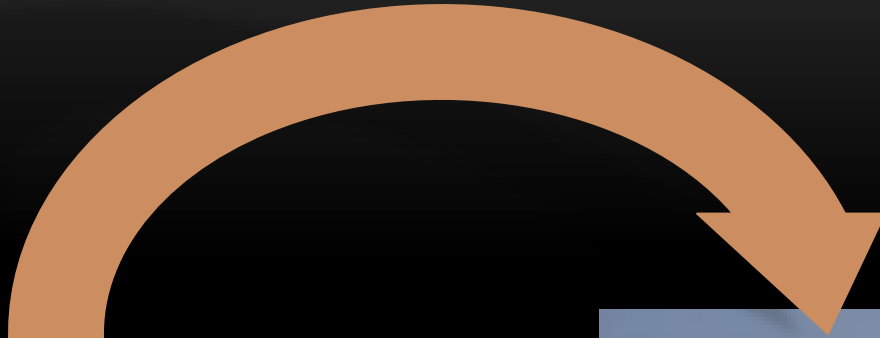
Celebrate
Tourism
in 2015!

VisitEngland 

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)



ANIMAL
GRAND
Walt Disney, LORDB



Park



SKY TOURS BOOKING UP QUICKLY!
 MAKE SURE OF **SA**
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FROM **28**
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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



CONCLUSION

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

