

Workshop on New models for the economic optimisation of heritage

At a meeting of a “heritage committee” in 2009, the heritage communities of the northern districts of Marseilles decided to draw economic benefit from the heritage of their neighbourhoods on the occasion of Marseilles-Provence 2013, European capital of culture.

The aim was to establish an economy which would preserve, showcase and transmit heritage and local accounts of heritage and at the same time foster economic activity for the inhabitants of these so-called “deprived” neighbourhoods. These inhabitants have adapted traditional tourism and taken account of the principles of the Faro Convention and the principles of co-operation (social economy).

The purpose of the workshop on New models for the economic optimisation of heritage is to take a look at the innovations resulting from this process in terms of the re-invention of tourist activities (bed and breakfasts, itineraries, visits), tourist products (books, postcards, local crafts), terminology (heritage walks, travellers), co-operation with all those involved in tourism (travel agencies, works councils), promotional material (web platform), and co-operation with public and training institutions (brand name, training):

- legal frameworks applicable to the accommodation offer (regulations, statutes, etc.);
- the training of heritage communities with regard to these legal frameworks;
- advertising the accommodation offered by means of a brand name and the Internet;
- targeting and diversifying potential customers (travellers, workers, etc.);
- co-operating with other local economies, both public and private (hospitals, business enterprises, universities);
- advertising and marketing in co-operation with travel agencies and public institutions;
- governance of the process of economic optimisation (principles of co-operation).

The process for the establishment of this new type of collective scheme, in the form of “prototypes”, is illustrated by concrete examples: Hôtel du Nord, Hidden City, Migrantour, etc.

Each of these innovations shows how the Faro Convention principles and the principles of co-operation are applied, the economic innovations they generate, their impact and their limitations.

Some time is spent considering the problems currently being caused by tourism as a result of its rapid growth, the emergence of a collaborative economy and the problems created by “over tourism”.

Participants are invited to share their experiences and the problems encountered. Finally, the workshop considers the strategies used by members of the Faro Convention Network and possible means of participation.