

# (Post)-COVID cultural tourism

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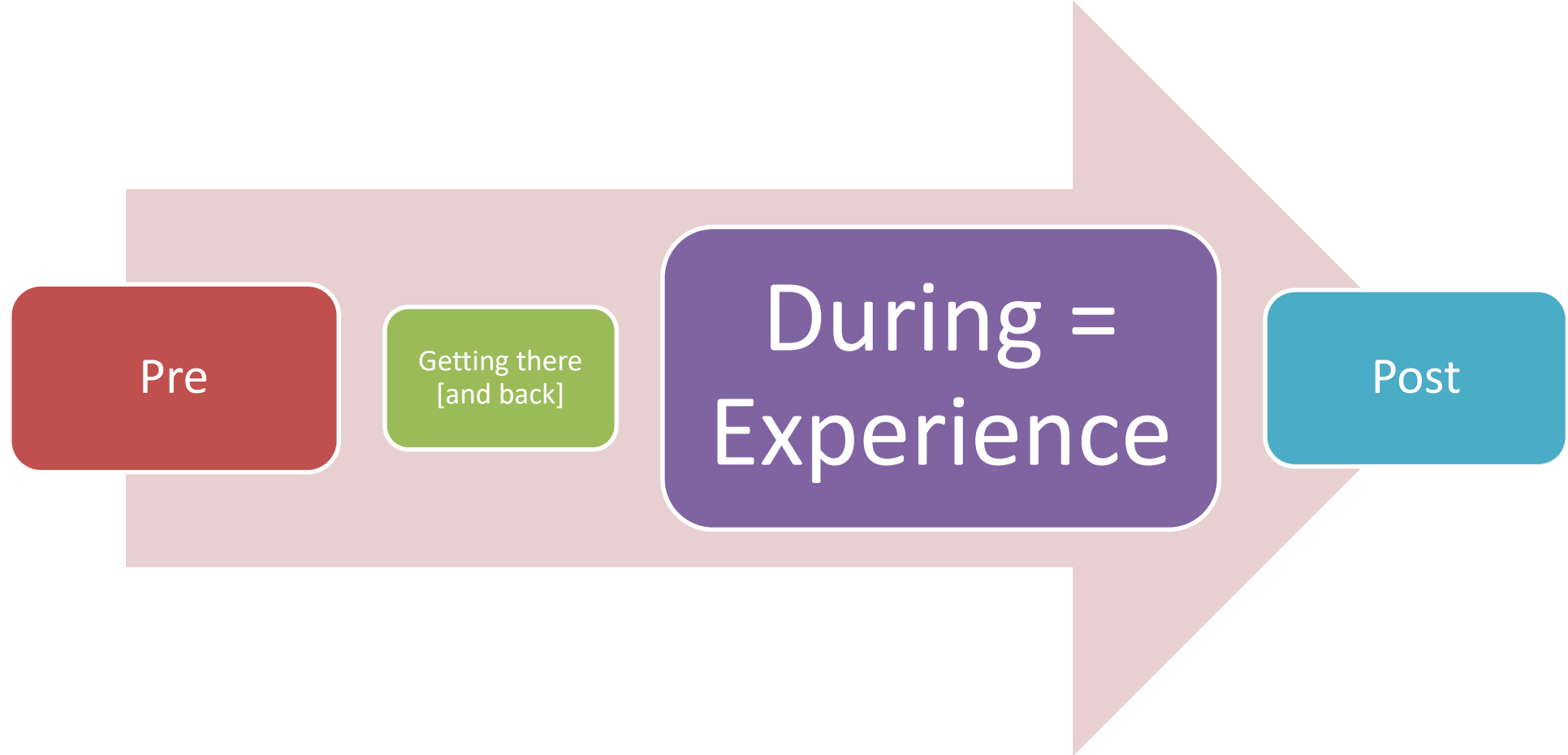
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# TOURISM EXPERIENCE AND DIGITAL MEDIA

**Pre**  
*How long?*

*Will I travel  
again?*

*Closed =  
No  
experience  
?*

*???*

# RETHINKING DIGITAL MEDIA IN TOURISM



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# #DreamNowTravelLater

but when?



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Bits travel, even more, even faster

Atoms travel via eCommerce or through 3D printers

Humans do-not...

# ON BITS AND ATOMS



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# Not the first time in history...

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## Rock-Hewn Churches, Lalibela

Description Maps Documents Gallery Video Indicators Assistance

Rock-Hewn Churches, Lalibela

The 11 medieval monolithic cave churches of this 13th-century 'New Jerusalem' are situated in a mountainous region in the heart of Ethiopia near a traditional village with circular-shaped dwellings. Lalibela is a high place of Ethiopian Christianity, still today a place of pilgrimage and devotion.

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English French Arabic Chinese Russian Spanish Japanese Dutch

Ethiopia  
Amhara Region  
N12 1 45.06 E39 2 25.512  
Date of Inscription: 1978  
Criteria: (i)(ii)(iii)  
Ref: 18

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## Sacri Monti of Piedmont and Lombardy

Description Maps Documents Gallery Video Indicators

Sacri Monti of Piedmont and Lombardy

The nine *Sacri Monti* (Sacred Mountains) of northern Italy are groups of chapels and other architectural features created in the late 16th and 17th centuries and dedicated to different aspects of the Christian faith. In addition to their symbolic spiritual meaning, they are of great beauty by virtue of the skill with which they have been integrated into the surrounding natural landscape of hills, forests and lakes. They also house much important artistic material in the form of wall paintings and statuary.

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English French Arabic Chinese Russian Spanish Japanese Dutch

Italy  
Regions of Lombardy and Piedmont  
N45 58 28.4 E9 10 10.4  
Date of Inscription: 2003  
Criteria: (i)(iv)  
Property: 90.5 ha  
Buffer zone: 721.9 ha  
Ref: 1068rev



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whc.unesco.org/en/list/18 | whc.unesco.org/en/list/1068

# Re-thinking the “pre” phase

- “When in Rome, do as the Romans do”
- Be & live like a... (Swiss, Italian, Indian, Portuguese, ...)
- Anticipation is already an experience
- See
  - major diffusion of digital movie / video platforms
- Listen
  - Music, even live events are still possible
- Taste
  - Learn how to cook, buy ingredients, ...
- Smell
  - Perfumes did not reduce their sales
- Dress and (touch)
  - Major increase of eCommerce in the Fashion sector
- ...

# Opportunities for cultural tourism

- Awareness raising about sustainability / cultural issues
- Forget “consumption”, and think in terms of “earning” your visit through cultural activities
- New business models, less centered on the “during”
- DMO re-using their data and re-interpreting their activities as part of a larger cultural communication effort
- New avenues for partnerships between tourism and creative industries (and for shopping tourism?)
- Resilience is becoming as important as efficiency



# Thanks!

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