

# Activities in historic parks at all times of the year. Good practice examples and tourism opportunities

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# Positioning of historic parks

- Tourism types – linking historic park offering with tourism type.
- Aim of tourism: recreation, leisure, exploration, education, business, etc.?
- Customer (tourist segments): individual tourists, group tourists, organized and *non-organized* (other segmentation approaches).
- Tourism destinations – cities, urban areas, independent locations and objects, itineraries, etc.

# Urban destinations

Place for events  
and activities

Sport activities

Memorials,  
artefacts and  
museums in parks:  
culture tourism

Landscape planting  
and design as  
attractions

# Nature tourism destinations

- Tourism destinations and places: regions, nature parks, historical parks, manor parks, recreational destinations, nature objects.
- How palace, manor and historical parks integrate into tourism structure?
- Limitations (legal, ownership, accessibility, available infrastructure, tourism risk related).

# Tourism development

- Tourism destination product **diversification** in joint cooperation with other members of tourism ecosystem (common language).
- **Promotion** of experienced based destination experience replacing mass-tourism “check-in” tourist behaviour.
- **Increasing** tourism destination’s value by partnership based product development.
- Advancing further growth of culture tourism (Latvia tourism development strategic priority).

# Targeting tourist segments [approach]

purposeful  
cultural tourist

sightseeing  
cultural tourist

casual cultural  
tourist

incident  
cultural tourist

serendipitous  
cultural tourist

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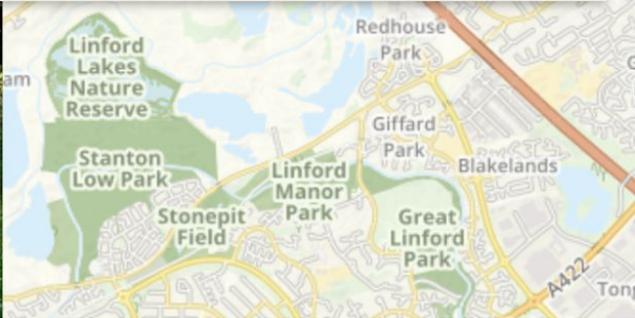
Get Involved

Activities

Explore this section and find out more about the different activities you can enjoy across the parks such as running, orienteering, BBQs and more.

Activities

Archery	Bowls	Cricket	Cycling	Dog Walking	Fishing
Fitness	Geocaching	Horsriding	Model Boats	Orienteering	Parkland Clubs
Petanque	Play Areas	Table Tennis (PING!)	Running	Skating	Treetop Extreme
Trials Biking	Trim Trails	Walking	Watersports		



- Time planning of thematic activities, targeting specific customer segments (Alberta, Canada)
- Differentiation of routes and themes with specific stories.

The screenshot shows the Heritage Park website with a red navigation bar containing links: Visit The Park, Explore The Park, Host Your Event, Learn, Information, Give, and Join Our Team. The main heading is "Story Time at Heritage Park" with a decorative arrow below it. A light brown box contains the date "Wed, Dec 01 2021", the time "10:30 am - 12:00 pm", and the price "Included with admission". Below this is the section "Familiar classics and modern favourites" with the subtext "Storytime returns to Heritage Park on October 20!". The text continues: "NEW! Story Time is on the move! Now you can enjoy your favourite stories from your favourite locations throughout Heritage Park! Each week Story Time will take place from a different location in the Historical Village! Will it be the Prince House, Schoolhouse, or the Train station? Perhaps even a train car! It's a new adventure every week!"

HERITAGE PARK

Visit The Park > Explore The Park > Host Your Event > Learn > Information > Give > Join Our Team

# Story Time at Heritage Park

Wed, Dec 01 2021

🕒 10:30 am - 12:00 pm

🏷️ Price

<p>Included with admission</p>

## Familiar classics and modern favourites

Storytime returns to Heritage Park on October 20!

**NEW!** Story Time is on the move! Now you can enjoy your favourite stories from your favourite locations throughout Heritage Park!

Each week Story Time will take place from a different location in the Historical Village!

Will it be the Prince House, Schoolhouse, or the Train station? Perhaps even a train car! It's a new adventure every week!

## Other free time activities

In Vihula Manor you will find many ways to spend your free time. With us, you can travel through the three Baltic countries in just one hour and discover the beautiful nature of Lahemaa. Click on the activity for more information.

Vihula Manor mini golf game "Tour de Baltics"

Bicycle rental

Equipment rental (walking sticks, boat, petanque, etc.)

Swimming pools and saunas



# Vihula, Estonia

- Interactive and educative activity – minigolf with marked objects, informative explanations.



## Winter Walk of Lights Tickets On Sale Now!

Enjoy the magical walk  
through light show of  
the season! Tickets on  
Sale now!

[DISCOVER NOW](#)



## Experience the Winter Wonderland at Ice & Lights, the Winter Village at Cameron Run

[DISCOVER NOW](#)

# Virginia, USA

- Winter season and lights to position alternative tourism offering.
- Managing seasonality challenges (short daylight time, winter festivity).

# Connection to destination

The screenshot shows the Wiltshire Tourism website. At the top, there are location dropdowns for Wiltshire, Salisbury, Great West Way, Calne, and Swindon, along with a UK flag. The main header includes 'Time for... Wiltshire', 'TIMELESS WILTSHIRE', and a search bar. A navigation menu is open, listing categories like Attractions, Activities, Family Fun, Shopping, Parks & Recreation, Stately Homes & Gardens, History & Heritage, Art & Culture, Entertainment & Nightlife, and Tours & Sightseeing. Below the menu are five content cards, each with a 'FIND OUT MORE' button.

Wiltshire Salisbury Great West Way Calne Swindon UK

Time for... Wiltshire TIMELESS WILTSHIRE Search Site

Things To Do Accommodation What's On Food & Drink Explore Ideas & Inspiration Plan Your Visit To Wiltshire Special Offers Blog

Attractions Activities Family Fun Shopping

Zoo & Animals Walking | Cycling | Golf | Fishing | Horse Riding | Outdoor & Adventure | Bird Watching | Driving & Motorsports | Water Fun | Escape Rooms

Parks & Recreation Stately Homes & Gardens History & Heritage Art & Culture

Museums | Landmarks | Industrial Heritage | World Heritage Site

Entertainment & Nightlife Tours & Sightseeing

Purple Flag Guided Tours | Stonehenge Tours

Epicentre (and raison d'etre!) of the Heritage City. [FIND OUT MORE](#)

Salisbury Cathedral has been a place of worship, welcome, and hospitality for over 800 years. Its Spire (the tallest in [FIND OUT MORE](#)

Looking to visit the amazing town of Lacock?...If so, click here to get the latest Lacock tourist information direct from [FIND OUT MORE](#)

Garden The pretty village of Avebury nestles within the Stonehenge and Avebury World Heritage Site. Recognised for its [FIND OUT MORE](#)

We are Salisbury based and our tours are multilingual in German, French, Italian, Japanese and English. [FIND OUT MORE](#)

- Wiltshire, United Kingdom



## PARKS UND GÄRTEN

Kaum eine andere Stadt kann mit den zahllosen Parks und Grünanlagen in Magdeburg konkurrieren.

Die „grüne Lunge“ der Metropole ist der Stadtpark Rotehorn auf der innerstädtischen Elbinsel. Er ist eines der beliebtesten Ausflugsziele der Magdeburger und ein Zentrum für Kultur- und Sportveranstaltungen.

Einer der ältesten Landschaftsparks der Stadt ist der Herrenkrug. Bemerkenswert ist der Klosterberge-Garten, der nach Entwürfen des Meisters Lenné als erster Volkspark in Deutschland angelegt wurde. Ein weiteres Idyll ist der Elbauenpark, im Jahre 1999 Gelände der 25. Bundesgartenschau. Mit seinen wunderschönen Blumenrabatten, Wasserspielen aber vor allem mit dem Jahrtausendturm und dem tropischen Schmetterlingshaus verzaubert er die Besucher. Auch viele kleine Park- und Gartenanlagen, wie der Nord- und Bördegarten, bestimmen das Bild der Stadt.



Stadtpark Rotehorn



Elbauenpark



Herrenkrugpark



Klosterberggarten



Nordpark



Der historische Fürstenwall



Geschwister-Scholl-Park



Gruson-Gewächshäuser

Integration in tourism destination offering,  
positioning parks as valuable tourism resources  
(offers)

Magdeburg, Germany

# Managing visitor expectations and satisfaction

Emotional connection

Participatory

Thought provoking

Multiple perspectives

# From resource to visitor experience

- **Natural and man-made attractions, infrastructure, services,** and the conditions that attract tourists to an area and may contribute to the formulation of a tourism destination.
- Destination infrastructure, tourism service infrastructure and destination experience.
- Tourism product development, tourism marketing strategies and product sales.
- Customer satisfaction and tourism flow management.

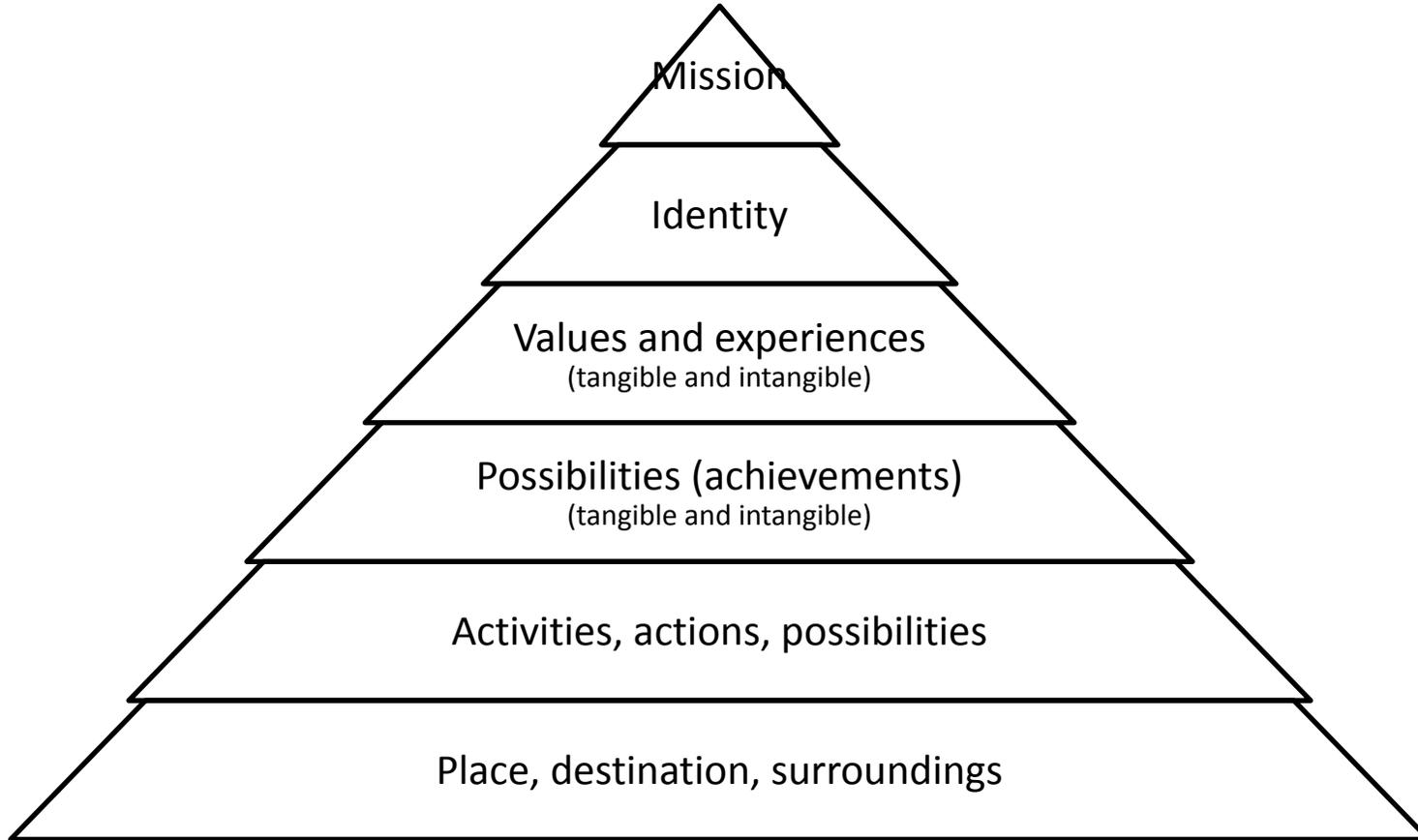
# Tourism potential

- *Low travel* – increasing number of visitors from neighbouring countries and close proximity regions.
- Further impact of demographics, travel lifestyles promoting diversification, personalization and customization of tourism products.
- Tourism recovery and *high-culture* potential among emerging tourism markets.
- Post-pandemic tourism reinvention – once in a lifetime journeys, enrichment, influential experience, in-depth traveling motivation.

# Workshop task: value pyramid

- **Work in groups** (6-8 persons per group, break out sessions), defining resources, activities, value message, valuables (experiences), identity and mission.
- **Aim:** to provide heritage park stakeholders' guide for tourism product development and positioning.
- **Object:** heritage parks as a tourism places.
- Facilitator – working chart (available in Chat, please download and save).
- Please use option to share working document on screen for smoother discussion.
- Time limitation (10 minutes for each step of value pyramid).
- Summarize group conclusions for presentation and discussion.

# Mission level in product development



- Tourism product development: place, activities.
- Value of historical park – delivering value, identity and mission also to tourism destination