



Heritage scan

For the identification and development of tourist potential of your cultural heritage

How can I use the heritage scan?

The heritage scan shows twelve factors that help to determine the tourist potential of your heritage site. It shows where the strengths and challenges for tourist development are. The heritage scan can help to determine what is necessary to make your heritage site an attractive and successful tourist attraction.

For what heritage is the heritage scan relevant?

The heritage scan can be used for different kinds of cultural heritage, like castles, excavation sites, museums, historic houses, fortresses etc.

The twelve factors of the heritage scan

The heritage is an aid to see the strengths and weaknesses of the tourist potential of your cultural heritage en helps to bring focus.



Factor 1: Ownership

Is the owner (or the organisation responsible) of the heritage interested and financially able to open the site (further) to the public? Are there any dilemmas? When and how can they be solved?



Factor 2: Current state

What is the current state of the heritage? Think of technical condition, intactness, unity, authenticity and completeness. What does the current state mean for the (further) development and accessibility of the heritage? Does it create obstacles or opportunities?



Factor 3: Wow-factor

How big is the wow-factor for the public? The effect can be based on the architecture, collection, authenticity, atmosphere, events, the way the experience is offered (e.g. interactive, VR, re-enactors), etc.



Factor 4: Supporting facilities

Are supporting facilities present and sufficient? Is it adjusted to the 'tourist journey' of your visitor? What options do you have for improvement? Think of (digital) ticket sales, attractive shops and restaurants, toilets, picnic area, parking for cars, bicycles, campers and buses, etc.



Factor 5: Accessibility

Is the heritage site well signposted and accessible? How well can visitors reach the site by car, (motor)bike, bus or public transport? Are there any obstacles you can solve?



Factor 6: Storytelling

Are there special and interesting stories to tell about your site? Think of unique or famous characters or events related to the history, architecture or surroundings of the heritage? Are these stories interesting for international visitors?



Factor 7: Professional management

Is your management professional and commercial enough for the tourist development of the heritage site? Is hospitality high on the priority list? Is management able and willing to invest in a competent staff? Think of entrepreneurship, long term vision, eye for marketing.



Factor 8: Marketing and promotion

How is your marketing and promotion organized? How is ticket sales organized? Is there room for improvement? Are there enough staff and do they have the skills to bring the site to the next level? Having a long term marketing- and promotion plan helps to bring focus.



Factor 9: Finance

What is the current financial situation? Do you have enough sustainable and diverse sources of income or ways to develop them? Think of revenues from events, shops and restaurants, room hire (meetings, weddings etc.), rent.



Factor 10: Social support

How strong is the social support for (further) tourist development of the heritage? Think of support from the local community, local businesses and the local government in relation to investments, co-operation and laws and regulations.



Factor 11: Experience

What is your current offer? Is it sensational - does it tickle your five senses? Is it dynamic – everytime you visit, is there something new to experience? Does an average visit take more than four hours? Is it unique? Does it appeal to a diverse audience?



Factor 12: Surroundings

Are the surroundings of the heritage site well developed for tourist purposes? Is the site located in an attractive tourist area? Think of walking and cycling routes, hotels and campings, national parks, restaurants, other heritage sites, etc. Think of ways to co-operate with local partners, so that all partners and visitors benefit from a more coherent offer.