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Regenerative Tourism in Museum Practice

Examples of Good Practices

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Introduction

We selected six examples of regenerative tourism that address different approaches – **from large-scale urban regeneration projects** that also incorporate museum programs, **to smaller, community-led initiatives** that strengthen local identity and raise awareness among residents about the space and heritage in which they live.

The cases include both environments **where tourism acts as a driver of development**, as well as those **where mass tourism already generates spatial and social pressures** and affects the quality of life of local communities.

A common denominator across all examples is the **expanded role of museums, which goes beyond the traditional function of preserving and presenting heritage.** In the selected cases, **museums act as co-creators or generators of spatial development, social cohesion, and the shaping of the tourist experience.** Rather than being confined to a building or a collection, they emerge as open, dispersed, and hybrid systems that incorporate public space, landscape, and everyday environments.

An important parallel among the cases is the **shift toward a process-based understanding of heritage.** Heritage is no longer perceived merely as a static artefact or cultural object, but as a dynamic process shaped through interpretation, community participation, and the use of space. In this context, museums take on the **role of mediators between the past and the present, enabling the inclusion of diverse perspectives and social groups.**

All cases also emphasize the **interpretation of heritage *in situ***, which allows for a more direct, experiential, and in-depth understanding of place. Such approaches strengthen **the connection between visitors and the site** and contribute to the development of regenerative forms of tourism based on experience, learning, and personal engagement, including the exploration of one's own roots as well as understanding and integrating into the local community.

At the same time, the examples demonstrate that, within regenerative tourism, museums often function as connecting platforms that bring together different actors – from public institutions to local communities and private initiatives. In doing so, they enable the development of **network-based governance models** and contribute **to more inclusive and sustainable forms of tourism development.**

This diversity of approaches enables a comprehensive understanding of regenerative tourism within museum practice and opens up questions about the future role of museums as active co-creators of space, society, and tourist experiences.





Tempelhof, Berlin

Urban regeneration as an open, living museum of the city

Context

Tempelhofer Feld is a former airport in Berlin that was closed in 2008 and today covers approximately 386 hectares, of which more than 300 hectares consist of open grassland. It is one of the largest urban open spaces in Europe.

After its closure, strong development pressures emerged; however, in 2014, residents voted in a referendum to keep the area undeveloped. This decision represents a significant shift in urban development – from market-driven projects toward models based on public interest and community values.

In contemporary urban research, the transformation of large vacant urban spaces such as Tempelhof is recognized as an important opportunity for developing new forms of spatial use. Instead of predefined construction, such spaces enable experimentation with temporary, flexible, and community-oriented programs. These practices contribute to greater urban resilience and foster innovative approaches to managing public space.



Tempelhof, Berlin

Heritage / Museum Dimension

Tempelhof functions as a hybrid between a heritage site, a public park, and an open museum.

The history of the site is interpreted directly in situ through guided tours, exhibition programs, and access to the hangars. This approach is closely related to the concepts of the “museum without walls” and ecomuseums, where heritage is not confined within an institution but dispersed across space and everyday use. Tempelhof thus enables:

- in situ interpretation of heritage,
- active participation of visitors,
- an integration of historical and contemporary social themes.

The CHECK-IN Visitor Center serves as the central interpretative and information point of the Tempelhof area, connecting heritage with current content and future spatial development. In addition to a permanent exhibition on the history of the airport, it hosts regular expert events and lectures addressing historical, social, and spatial aspects of the site. The center functions as a starting point for guided tours while also acting as an open platform for education and public dialogue. Within a regenerative framework, it plays a key role in knowledge mediation and in actively engaging visitors in understanding the space.

Governance

The site is managed by Tempelhof Projekt GmbH, a public company overseen by a seven-member supervisory board. The board includes representatives of key Berlin institutions in the fields of urban development, finance, economy, culture, and European and international affairs, as well as representatives of local government and experts in architecture.

This structure enables integrated and interdisciplinary governance, balancing spatial planning, economic considerations, heritage preservation, and the broader public interest.

Good Practices / Activities

1 Open museum and heritage interpretation

Tempelhof functions as a spatial narrative, where visitors experience different historical layers through movement across the site. This approach goes beyond traditional museum models and enables direct, experiential understanding.

2 Participatory decision-making

The decision to preserve Tempelhof as an open space resulted from direct citizen involvement. The 2014 referendum is considered a key example of participatory urban development in Europe, strengthening democratic processes and a sense of belonging.

3 Community gardens and self-organization

Allmende-Kontor includes several hundred active members. Community gardens function as spaces of learning, collaboration, and sustainable practice, significantly contributing to social cohesion.

4 Cultural and educational programs

Programs connect the site's heritage with contemporary issues such as sustainability, migration, and the future of cities, expanding the understanding of space as a learning environment.

5 Space for experimentation

Tempelhof enables various forms of temporary and experimental spatial use that are not strictly defined or permanent. This flexibility encourages collaboration among diverse user groups and fosters new practices.

6 Use of space for migrants and refugees

After 2015, parts of the former airport served as temporary accommodation for refugees, with up to approximately 7,000 people housed at certain times. Some of these capacities are still maintained or adapted today. In addition to basic services, programs were developed to promote integration and interaction between local residents and migrants. This experience highlights the role of space as flexible infrastructure responding to social challenges.

Tempelhof, Berlin

Participatory Development Approach 2030+

The development vision 2030+ is based on a strongly participatory approach, enabling Berlin residents to actively co-create programs for the public use of the space. The goal is not to halt development but to enhance and strengthen the site's existing spatial, ecological, and social qualities.

The plan envisions gradual transformation until 2050, with particular emphasis on community involvement and respect for the site's layered history – from the former airport to the memory of the Columbiahaus concentration camp.

Preservation of the Open Landscape

The large undeveloped area supports the creation of new habitats and significantly contributes to improving the urban microclimate and resilience to climate change.

A proposal by the architectural studio Some Place Studio includes the gradual removal of asphalt surfaces and the introduction of climate-adapted planting to promote ecological diversity and sustainable land use.



Impacts

Tempelhof currently attracts approximately 2–3 million visitors annually, confirming its importance as a public urban space.

Environmental impacts

- Preservation of large open space in an urban environment
- Improvement of microclimate and reduction of the urban heat island effect
- Support for biodiversity

Social impacts

- High level of citizen engagement
- Development of community practices
- Space for interaction among diverse social groups

Museum / experiential impacts

- Development of a new type of museum (open, participatory model)
- Heritage interpretation through spatial use
- Active role of visitors

Tourism impacts

- Alternative, non-commercial tourist destination
- Distribution of tourist flows
- Direct engagement with local communities

The high number of visitors confirms Tempelhof's role as an important public and social space. Such spaces contribute to a higher quality of life and offer an alternative to conventional tourist destinations.

Tempelhof, Berlin

Berlin recorded approximately 12.4 million tourist arrivals and 29.4 million overnight stays in 2025. With a population of approximately 3.9 million inhabitants, this corresponds to a tourism intensity of about 7.5 overnight stays per resident. Given the city's area of 891.7 km², this also represents a tourism density of approximately 33,000 overnight stays per km².

Based on tourism intensity (overnight stays per resident) and tourism density (overnight stays per km²), commonly used indicators of tourism pressure (UNWTO, 2018; ESPON, 2013), Berlin can be characterised as a city with a moderate to relatively high level of tourism activity. While tourism intensity remains moderate in comparison with major global destinations, the relatively high tourism density indicates a notable concentration of visitor activity within the urban space. In this context, Tempelhofer Feld plays an important role as an open public space that helps disperse visitors and reduce pressure on the city centre.

12,4

tourist arrivals in millions

29,4

overnight stays in millions



Tourism Indicators

Tourism Intensity

7,5

overnight stays per resident

Tourism Density

33,000

overnight stays per km²

Elements of Regeneration

Tempelhof goes beyond sustainability practices, as it is not only about preserving space but about actively creating new values. The site restores ecological functions, strengthens social connections, and enables the inclusion of diverse population groups. By integrating heritage, ecology, and contemporary social issues, Tempelhof operates as a holistic system that promotes long-term improvement of the urban environment. This approach represents a shift toward regenerative development, where space actively contributes to improving living conditions.





Ecomuseum of Alsace, Ungersheim

The ecomuseum as a model of regenerative tourism and community heritage

Context

The Ecomuseum of Alsace is the largest open-air museum in France. It was established in 1984 in response to the disappearance of traditional Alsatian architectural and cultural heritage.

The museum covers approximately 97 hectares and includes more than 80 historic buildings that were moved from different parts of this eastern French region and reassembled on a new site. It was created as a civic initiative with the aim of preserving heritage that would otherwise have gradually disappeared due to modernisation and urbanisation.

Ecomuseums such as the Ecomuseum of Alsace are recognised in professional literature as an important shift away from conventional museums towards models that connect heritage, place and community. Such approaches enable a more holistic understanding of the cultural landscape and contribute to the sustainable development of the local environment.



Ecomuseum of Alsace, Ungersheim

Heritage / Museum Dimension

Heritage is interpreted directly in space, through the reconstructed village, the landscape and everyday activities. Instead of conventional exhibitions, the museum is based on an experiential approach, where visitors learn about history and ways of life by moving through the site and engaging with different activities.

This approach is typical of ecomuseums, where heritage is not separated from place, but dispersed across the landscape and included in contemporary use.

The museum thus enables:
- in situ interpretation of heritage
- active participation of visitors
- connection between cultural and natural heritage

Craftspeople, farmers and volunteers play an important role, bringing traditional practices to life through demonstrations and activities. understanding the space.

Governance

The Ecomuseum of Alsace operates as a non-profit organisation. Its governance is based on strong involvement of the local community.

The ecomuseum has a strong network of volunteers who play a key role in its daily operation, heritage interpretation and event organisation. Heritage experts, employees and local residents are also involved.

This model enables participatory governance, connecting professional knowledge with local experience and contributing to the museum's long-term sustainability and social relevance.

Good Practices / Activities

1 Living heritage and experiential learning

The museum offers a direct experience of the past through demonstrations of traditional crafts, agricultural activities and everyday life. This encourages active learning and the transfer of knowledge between generations.

2 Community governance and volunteering

The strong role of volunteers and the local community is one of the museum's key features. The involvement of residents strengthens the sense of belonging and encourages long-term care for heritage.

3 Preservation and reconstruction of heritage

The museum actively rescues endangered buildings, dismantles them and reassembles them on a new site. In this process, traditional building techniques and knowledge are also preserved.

4 Connection with nature and landscape

The museum includes agricultural land, gardens, water channels and traditional animal breeds. This enables a holistic understanding of the relationship between people and the environment and supports the preservation of biodiversity.

5 Cultural and educational programmes

Programmes for different target groups connect heritage with contemporary topics such as sustainability, food self-sufficiency and local identity.

6 Space for experimentation

The museum enables the development of new interpretative approaches and acts as a platform for exploring heritage, sustainability and community practices.

Ecomuseum of Alsace, Ungersheim



Impacts

The Ecomuseum of Alsace attracts approximately 200,000 visitors annually, confirming its important role as a cultural and tourism destination in the region.

Environmental impacts

- Reconstruction of the traditional agricultural landscape, including fields, gardens and water systems
- Inclusion of traditional plant varieties and animal breeds
- Presentation of historical ways of using space and natural resources

Social impacts

- High level of local community involvement
- Active role of volunteers
- Transfer of knowledge between generations
- Strengthening of local identity

Museum / experiential impacts

- Development of a living museum model
- Participatory and experiential interpretation
- High level of visitor engagement

Tourism impacts

- Development of cultural and educational tourism
- Support for the local economy
- Longer visitor stays in the region

These impacts confirm that ecomuseums can act as effective tools for local development and sustainable tourism.

Ecomuseum of Alsace, Ungersheim

The Haut-Rhin region accounts for approximately 45% of all overnight stays in Alsace. Based on the 34 million overnight stays recorded in Alsace in 2025, this corresponds to around 15.3 million overnight stays annually in Haut-Rhin. With a population of approximately 770,000, this represents a tourism intensity of around 20 overnight stays per resident. Given the region's area of approximately 3,525 km², this also corresponds to a tourism density of around 4,300 overnight stays per km². Due to the small size of Ungersheim, data at the level of the wider region are used. The Ecomuseum of Alsace attracts approximately 200,000 visitors annually.

Based on tourism intensity and tourism density, Haut-Rhin can be characterised as a region with a relatively high level of tourism activity. However, its comparatively low tourism density points to an opportunity to encourage visitors to explore a wider range of destinations across the Haut-Rhin region, potentially supporting a more balanced distribution of tourism benefits.

**Tourism indicators for Haut-Rhin are based on data from Observatoire & Data Tourisme Grand Est (2026) and INSEE (2025). The number of overnight stays was estimated from Haut-Rhin's 45% share of all overnight stays recorded in Alsace in 2025.*



Tourism Indicators

Tourism Intensity



20

overnight stays per resident



15,3

overnight stays in millions

Tourism Density



4,300

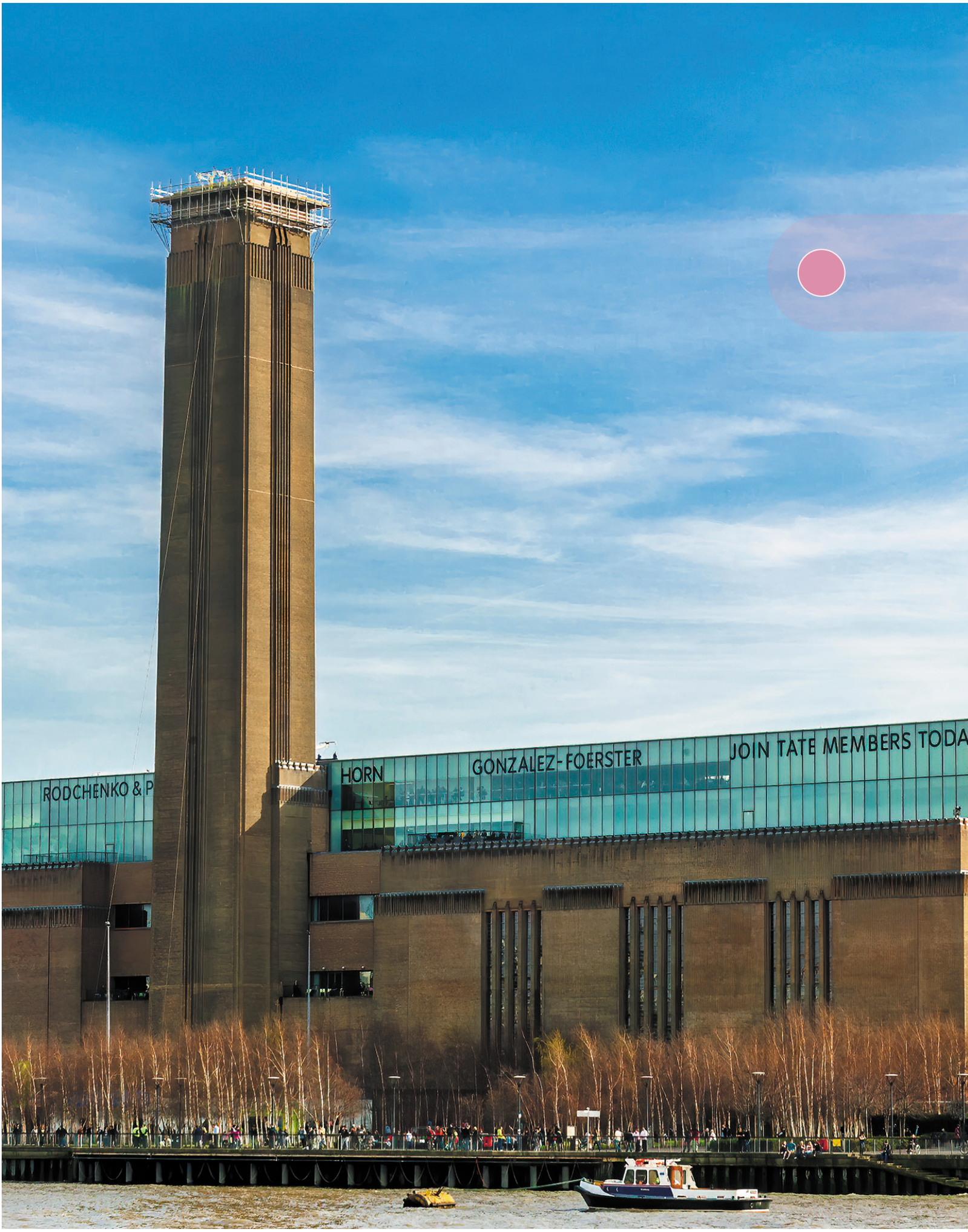
overnight stays per km²

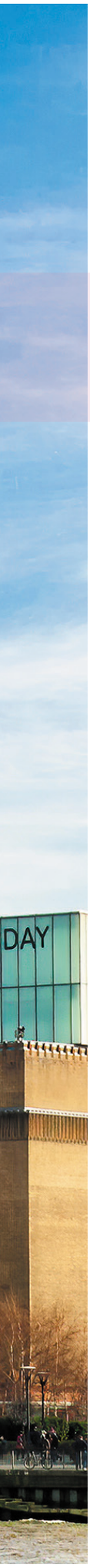
Elements of Regeneration

The Ecomuseum of Alsace goes beyond conventional museum and sustainability practices, as it is not only about preserving heritage but about actively reviving it and integrating it into contemporary life.

The museum restores cultural and spatial systems, strengthens social connections and enables the transfer of knowledge and practices into the future. By connecting community, nature and heritage, it functions as a holistic system that creates new social, cultural and environmental values.

This approach represents a clear example of regenerative development, where heritage actively contributes to the long-term improvement of the local environment. With all these elements, the museum is also attractive to both French and international visitors.


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Tate Modern, London

A cultural institution as a generator of urban regeneration

Context

Tate Modern at Bankside is one of the most important museums of modern and contemporary art in the world. It opened in 2000 in the former Bankside Power Station on the south bank of the River Thames.

The transformation of an industrial building into a cultural institution is one of the key examples of the regeneration of former urban industrial areas in Europe.

The project was part of wider strategies for the transformation of the South Bank area, which aimed to revive former industrial zones through culture, public space and tourism.

In this context, Tate Modern acts as an anchor institution, using its presence to encourage wider urban development and the transformation of the area.



Tate Modern, London

Heritage / Museum Dimension

Tate Modern brings together industrial heritage and contemporary art.

The former power station was preserved and transformed into a museum. The architectural studio Herzog & de Meuron retained the building's key spatial features, including the monumental Turbine Hall.

This enabled:
· reinterpretation of industrial heritage
· reuse of the existing building
· connection between the history of the site and contemporary cultural content

The museum acts as a strong public platform for contemporary art, including exhibitions, performances and participatory programmes for visitors.

Governance

Tate Modern is managed by Tate, a public cultural institution operating at national level.

Its governance is based on a combination of public funding, private donations and earned income. The museum's programmes and development are professionally led, and the institution plays an important role in national and international cultural policy.

This model enables stable operation and high-quality programmes. However, compared with ecomuseums or participatory models, it is less directly connected to the local community.

Good Practices / Activities

1 Reuse of industrial heritage

The transformation of the power station into a museum is a successful example of adaptive reuse, preserving the identity of the site while reducing the need for new construction.

2 Cultural institution as a generator of development

Tate Modern acts as a catalyst for the wider regeneration of the Bankside area, encouraging the development of public spaces, infrastructure and cultural activities.

3 Accessibility and openness

The museum is mostly free to enter, enabling broad access for different groups of visitors and supporting public inclusion.

4 Programmes and participation

Although this is an institutional model, the museum includes participatory programmes, workshops and events that allow visitors to experience art actively.

5 Connecting the city

Programmes for different target groups connect heritage with contemporary topics such as sustainability, food self-sufficiency and local identity.

Tate Modern, London



Impacts

Tate Modern attracts approximately 4.5 miilion visitors annually, placing it among the most visited museums of modern and contemporary art in the world.

Environmental impacts

- Reuse of an existing building
- Reduced need for new construction
- Revitalisation of a degraded urban area

Social impacts

- Increased accessibility of culture
- Development of public space
- Increased attractiveness of the area for residents and visitors

Museum / experiential impacts

- High level of international recognition
- Development of contemporary exhibition and participatory practices
- Integration of art into urban life

Tourism impacts

- One of London's most important cultural and artistic attractions
- Increased number of visitors to the area
- Development of cultural tourism

Tate Modern is a successful example of the adaptive reuse of an industrial heritage building.

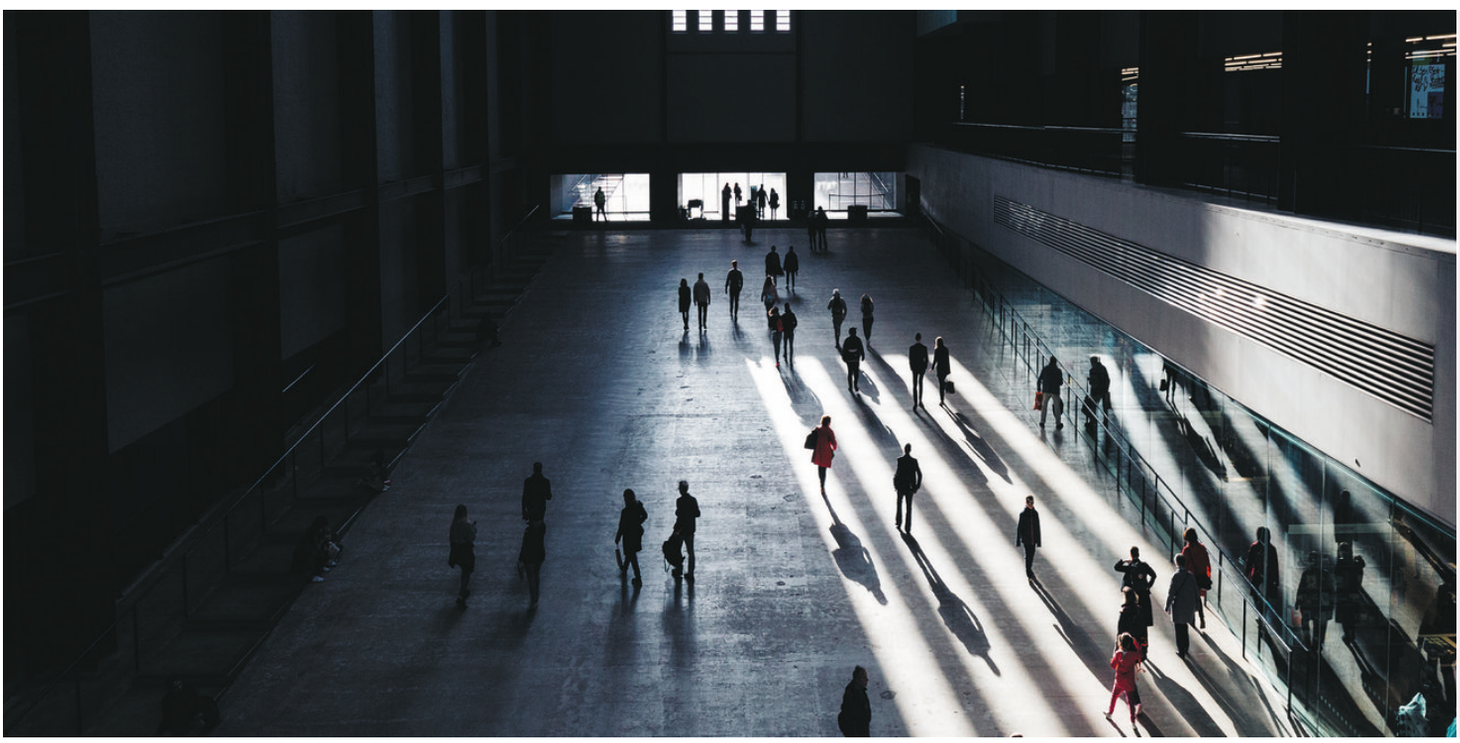
Tate Modern, London

London recorded approximately 153.9 million overnight stays in 2024. With a population of approximately 9 million inhabitants, this corresponds to a tourism intensity of around 17 overnight stays per resident. Given the city's area of approximately 1,572 km², this also represents a tourism density of around 98,000 overnight stays per km².

Tate Modern attracts around 4.5 million visitors annually, confirming its role as one of London's key cultural attractions.

Based on tourism intensity and tourism density, London can be characterised as a city with a high level of tourism activity. Its very high tourism density indicates a strong concentration of visitors within the urban space, reflecting London's role as a major global tourism destination. In this context, Tate Modern acts as an important cultural institution that contributes to the city's attractiveness while also forming part of a highly visited urban tourism environment.

**Tourism indicators for London are based on Greater London Authority tourism statistics and population data from the London Datastore. The calculations use approximately 154 million overnight stays recorded in Greater London in 2024.*



Tourism Indicators

Tourism Intensity



17

overnight stays per resident



153,9

overnight stays in millions

Tourism Density



98,000

overnight stays per km²

Elements of Regeneration

Tate Modern is an important example of culture-led regeneration, combining heritage preservation, cultural development and urban transformation. As an anchor institution, it contributes to the revitalisation of the area through improved accessibility, the creation of new public functions and the stimulation of wider economic and cultural development.

At the same time, it also raises important questions about the nature of this type of regeneration. The development of the area is based mainly on a top-down approach, led by institutional investment. Although the project has brought economic development and greater visibility, processes of gentrification and touristification have also appeared, which may affect access to the space for the local community.

Tate Modern therefore represents a more complex model of regeneration. It combines the positive effects of cultural development with the challenges of long-term social and spatial balance.


Zollverein



Zollverein, Essen

Transformation of industrial heritage into a cultural landscape

Context

The Zollverein Coal Mine Industrial Complex is a former coal mine and coking plant in the city of Essen. Today, it is considered one of the most important examples of the transformation of industrial heritage in Europe.

The mine, which operated from the mid-19th century until its closure in 1986, was once one of the largest and most modern in Europe. After its closure, the area faced the risk of decline, but was gradually transformed into a cultural, educational and tourism complex.

In 2001, it was inscribed on the UNESCO World Heritage List, which further strengthened its importance and the value of its industrial heritage.



Zollverein, Essen

Heritage / Museum Dimension

Zollverein represents an extensive industrial landscape, where heritage is not limited to individual buildings but includes the wider site.

The area includes:
· mining buildings
· industrial infrastructure
· open spaces

Heritage is interpreted in situ, directly on site, through preserved structures and new programmes. The Ruhr Museum plays a key role, presenting the history of the region and its industrial development.

This enables:
· holistic understanding of industrial heritage
· connection between the past and the present
· experiential engagement with the site

Governance

The area is managed with the support and cooperation of several institutions, with the Zollverein Foundation playing a central role.

The governance model includes:

· public institutions
· regional authorities
· cultural organisations

This makes it possible to coordinate different programmes, from heritage protection to the development of tourism and creative industries. Governance is strategic and long-term, with an emphasis on preserving heritage while also developing new content and uses.

Good Practices / Activities

1 Reuse of industrial heritage

The preservation and adaptation of existing buildings enables their new use without demolition, contributing to the sustainable use of space.

2 Cultural landscape and contemporary programme

Zollverein functions as a holistic system, where industrial heritage is interwoven with public spaces, landscape and contemporary programmes..

3 Cultural and creative programmes

The site hosts exhibitions, festivals, design events and educational programmes, all of which contribute to the dynamic use of the area.

4 Development of creative industries

The site also includes centres for design and creative activities, encouraging economic development and innovation.

5 Tourism and heritage interpretation

The area is accessible to visitors through guided tours, museums and events, enabling a broad understanding of industrial heritage.

Former miners also play an important role at the Zollverein Coal Mine Industrial Complex, as they take part in the interpretation of industrial heritage.

Through guided tours by former miners, visitors learn about the operation of the mine through personal experience, including everyday work, working conditions and the social life of the mining community. This enables a more authentic and layered understanding of the site.

At the same time, the area also functions as an informal meeting place for former workers, helping to preserve social ties and transfer the intangible heritage connected with its industrial past.

Zollverein, Essen



Impacts

Zollverein attracts approximately 1.5 to 2 million visitors annually, confirming its important role as a cultural destination in the Ruhr region.

Environmental impacts

- Reuse of a degraded industrial site
- Preservation of existing structures
- Gradual natural overgrowth, rewilding and new planting in certain parts of the site

Social impacts

- Transformation of the region's identity
- Development of new activities after the closure of heavy industry
- Public accessibility of the site

Museum / experiential impacts

- In situ interpretation of industrial heritage
- Connection between museums and the wider site
- Experiential engagement with the industrial landscape

Tourism impacts

- Development of cultural and industrial tourism
- Increased visibility of the Ruhr region
- Attraction of international visitors

The project demonstrates how industrial heritage can support environmental regeneration, social renewal and meaningful visitor experiences.

Zollverein, Essen

The city of Essen recorded approximately 1.85 million overnight stays in 2024. With a population of approximately 585,000 inhabitants, this corresponds to a tourism intensity of around 3.2 overnight stays per resident. Given the city's area of approximately 210 km², this also represents a tourism density of around 8,800 overnight stays per km². The Zollverein Coal Mine Industrial Complex attracts approximately 1.5 to 2 million visitors annually.

Based on tourism intensity (overnight stays per resident) and tourism density (overnight stays per km²), commonly used indicators of tourism activity and tourism pressure (UNWTO, 2018; ESPON, 2013), Essen can be characterised as a city with a moderate level of tourism activity. Compared with Berlin and London, both tourism intensity and tourism density remain relatively low, indicating a lower concentration of visitors in the urban environment. In this context, Zollverein acts as an important generator of tourism, contributing to the regeneration of a former industrial area and enhancing the visibility of the city and the wider region.

*Tourism indicators for Essen are based on official tourism statistics published by the City of Essen and Visit Essen for 2024. Population data refer to the city of Essen and were used to calculate tourism intensity and tourism density indicators.



Tourism Indicators

Tourism Intensity



3,2

overnight stays per resident



1,85

overnight stays in millions

Tourism Density



8,800

overnight stays per km²



1,5

annual visitors to Zollverein in millions

Elements of Regeneration

Zollverein represents one of the key examples of the regeneration of a post-industrial site, as it goes beyond the preservation of heritage and creates new social, cultural and economic values.

The site has been transformed from an area of heavy industry into a multi-purpose cultural landscape that brings together heritage, tourism, education and creative industries. This enables the long-term revitalisation of the region and improves the quality of the space.

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Museum of Romani Culture, Brno

Inclusive heritage interpretation and social regeneration

Context

The Museum of Romani Culture is a specialised museum institution in the city of Brno. It was established in 1991 with the aim of preserving, researching and presenting Romani culture, history and identity.

The museum was founded in the period after political changes in Central Europe, when new opportunities opened for greater visibility and representation of minority communities. Its establishment represents an important shift from the external interpretation of Romani culture towards a model in which the community actively participates in shaping its own representation.

In a wider context, the museum functions as a space of cultural visibility and social dialogue in an environment where Roma are often a marginalised community.



Museum of Romani Culture, Brno

Heritage / Museum Dimension

The Museum of Romani Culture focuses on the intangible and material heritage of the Romani community, interpreting it through historical, social and cultural perspectives.

The exhibitions include:
· the history of Roma in Europe
· everyday life and traditions
· art, music and language
· issues of discrimination and exclusion

A special emphasis is placed on the interpretation of the Romani Holocaust, which is a key but often overlooked part of European history.

This approach enables:
· multi-layered understanding of heritage
· inclusion of different perspectives
· connection between the past and contemporary social issues

Governance

The museum operates as a public institution under the Ministry of Culture of the Czech Republic. It cooperates with various experts, researchers and representatives of the Romani community.

An important aspect of its work is the inclusion of community members in the preparation of programmes, research and heritage interpretation. This approach enables a more authentic presentation and reduces the gap between the institution and the community it represents.

Good Practices / Activities

1 Participatory heritage interpretation

The museum includes the perspectives of the Romani community and enables heritage to be presented through personal stories and lived experiences.

2 Social dialogue and education

Programmes address topics such as discrimination, identity and history, encouraging understanding and dialogue between different social groups.

3 Preservation of intangible heritage

The emphasis on language, music, traditions and everyday practices enables a holistic presentation of Romani culture.

4 Community involvement

Cooperation with Romani organisations and individuals contributes to the museum's greater relevance and authenticity. environment.

Museum of Romani Culture, Brno



Impacts

The Museum of Romani Culture attracts around 8,000 visitors annually, reflecting its role as a specialised cultural institution with strong social significance.



Social impacts

- Greater visibility of the Romani community
- Reduction of stereotypes
- Encouragement of intercultural dialogue

Museum / experiential impacts

- Inclusive heritage interpretation
- Emphasis on personal stories
- Connection between history and the present

Tourism impacts

- Specialised cultural destination
- Addition to the city's cultural offer
- Contribution to the diversity of the visitor experience

The museum promotes social inclusion, intercultural dialogue and a more diverse cultural experience.

Museum of Romani Culture, Brno

The city of Brno recorded approximately 1.7 million overnight stays in 2024. With a population of approximately 403,000 inhabitants, this corresponds to a tourism intensity of around 4.2 overnight stays per resident. Given the city's area of approximately 230 km², this also represents a tourism density of around 7,400 overnight stays per km². The Museum of Romani Culture represents a smaller, specialised part of the city's tourism offer, but it makes an important contribution to its thematic diversity.

Based on tourism intensity and tourism density, commonly used indicators of tourism activity and tourism pressure (UNWTO, 2018; ESPON, 2013), Brno can be characterised as a city with a moderate level of tourism activity. Its relatively low tourism density indicates a moderate concentration of visitors. At the same time, Brno is increasingly emerging as a destination in its own right, attracting visitors seeking a less crowded alternative to Prague.

1,85

overnight stays in millions



Tourism Indicators

Tourism Intensity



4,2

overnight stays per resident

Tourism Density



7,400

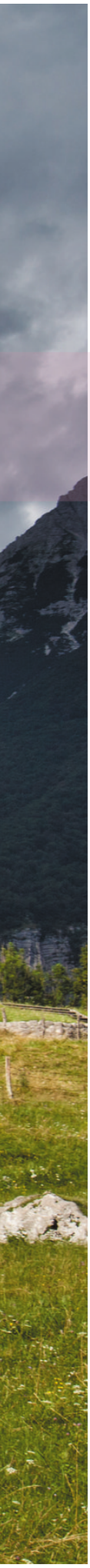
overnight stays per km²

Elements of Regeneration

The Museum of Romani Culture represents an example of a regenerative approach at the social level, as it contributes to the inclusion of a marginalised community and strengthens its cultural identity.

Instead of merely preserving heritage, the museum actively participates in its shaping and reinterpretation, while including the perspectives of the community itself. This leads to the creation of new social values and encourages a more inclusive and balanced understanding of cultural heritage.





Walk of Peace from the Alps to the Adriatic

Linking historical sites and landscapes into a holistic heritage experience

Context

The Walk of Peace from the Alps to the Adriatic is a cross-border heritage project between Slovenia and Italy, connecting areas of the former Isonzo Front from the First World War.

The project brings together numerous First World War heritage sites, from military remains and memorials to open-air museums and interpretation centres. It was developed with the aim of preserving historical memory while also supporting the sustainable development of the area.

The heritage of the Walk of Peace is included on the UNESCO Tentative List as a transnational serial nomination, confirming its international importance and its potential for long-term protection and sustainable development.



Walk of Peace from the Alps to the Adriatic

Heritage / Museum Dimension

The Walk of Peace is based on the concept of dispersed heritage, where the museum function does not take place within a single institution, but across the landscape.

Heritage is interpreted through:
· preserved military structures, including trenches, fortifications and caverns
· open-air museums
· memorials
· interpretation and information centres

This approach enables:
· in situ interpretation of heritage
· direct connection between history and place
· experiential and in-depth understanding of the past

The Walk of Peace therefore functions as a dispersed museum system, connecting individual sites into a holistic heritage experience.

A special aspect of the project is also the connection between heritage and personal stories. Through access to data on fallen soldiers from the First World War and the interpretation of individual life stories, the project enables visitors to form a personal relationship with history. This encourages forms of tourism based on the exploration of personal roots and family history, which is one of the key features of contemporary cultural tourism.

Governance

The project is coordinated by the Walk of Peace Foundation in the Soča Region, working in cooperation with:
· local communities and municipalities
· museums and cultural institutions
· tourism organisations
· partners in Italy

Governance is based on cross-border cooperation and network-based collaboration between different stakeholders. This enables the long-term preservation of heritage and the development of joint projects.

Good Practices / Activities

1 Dispersed heritage interpretation

A system of connected sites has been established, enabling a holistic interpretation of a shared historical landscape.

2 Connecting natural and cultural heritage

First World War heritage is interpreted in direct connection with the landscape, creating a unique experiential environment.

3 Connecting private collections and local initiatives

The project also includes private collectors and local initiatives, enabling a broader representation of heritage and strengthening the role of the community in its preservation and interpretation.

4 Development of sustainable tourism

The project encourages hiking and other forms of slow tourism, which reduce pressure on the area and enable a deeper visitor experience.

5 Cross-border cooperation

The connection between different countries and institutions enables joint heritage management and the development of a unified tourism product.

Walk of Peace from the Alps to the Adriatic





Impacts

Environmental impacts

- Preservation and activation of the cultural landscape
- Encouragement of sustainable land use
- Connection between natural and cultural heritage

Social impacts

- Strengthening of local identity
- Preservation of collective memory
- Cooperation between communities and institutions

Museum / experiential impacts

- Ddevelopment of a dispersed museum in the landscape
- In situ interpretation of heritage
- Active role of visitors in experiencing the place

Tourism impacts

- Development of cultural and hiking tourism
- Dispersion of visitors across a wider area
- Inclusion of smaller places in tourism flows

The project connects cultural landscapes, local communities and heritage sites into a holistic experience.

Walk of Peace from the Alps to the Adriatic

The municipalities of Bovec, Kobarid, Tolmin, Kanal ob Soči, Nova Gorica, Miren-Kostanjevica, Komen and Renče-Vogrsko, which are connected by the Walk of Peace from the Alps to the Adriatic, recorded approximately 1.18 million overnight stays in 2025. With a combined population of approximately 68,000 inhabitants, this corresponds to a tourism intensity of around 17.4 overnight stays per resident. Given the area's total size of approximately 1,566 km², this also represents a tourism density of around 760 overnight stays per km². The Soča Valley destination, comprising the municipalities of Bovec, Kobarid and Tolmin, accounts for approximately 89% of all overnight stays within the area.

Based on tourism intensity and tourism density, commonly used indicators of tourism activity and tourism pressure (UNWTO, 2018; ESPON, 2013), the area can be characterised as a region with a relatively high level of tourism activity. At the same time, its low tourism density indicates that visitor activity is distributed across a large geographical area rather than concentrated in a single location. In this context, the Walk of Peace acts as an important connecting infrastructure that links heritage sites across the landscape and has the potential to encourage visitors to explore multiple locations, contributing to a more balanced distribution of tourism flows.



Tourism Indicators

Tourism Intensity

17,4

overnight stays per resident

1,18

overnight stays in millions

Tourism Density

760

overnight stays per km²

Elements of Regeneration

The Walk of Peace represents an example of regenerative tourism, based on the preservation and activation of existing heritage. Rather than creating new attractions, the project builds on the cultural landscape and integrates heritage into contemporary development processes. By connecting heritage sites, landscapes and local communities, it supports sustainable tourism, strengthens local identity and contributes to the long-term development of the area.

The Walk of Peace from the Alps to the Adriatic passes through spatially diverse areas with different levels of tourism development, from more heavily visited destinations such as the Soča Valley to areas with less pronounced tourism pressure, such as Miren Kras. This diversity enables more balanced tourism development and the dispersion of visitors across a wider area.





MAO, Ljubljana

The museum as a platform for regenerative practices in development
Case in progress

Context

In recent years, the Museum of Architecture and Design (MAO) has been developing programmes that go beyond traditional museum activity and move towards active engagement with the urban environment. The museum increasingly functions as a platform that connects research, production and socially engaged practices in the fields of architecture, design and space.

In this context, the Centre for Creativity, which operates within MAO, plays an important role. It supports the development of the cultural and creative sectors through project support, stakeholder networking and the development of new models of cooperation between culture, the economy and society.

Projects that connect cultural institutions, local communities and tourism are particularly important, especially in the Moste–Fužine area and the wider eastern part of Ljubljana. Programmes such as Museum in the Community are based on cooperation with local residents and include spatial research, co-creation of content and the development of temporary interventions in public space. Such approaches enable the museum to become directly involved in the everyday life of the community and contribute to the greater visibility and activation of the local environment.

Through this, MAO is gradually developing the role of the museum as a mediator between professional knowledge, creative practices and social needs, where cultural content becomes part of wider processes of urban development.



MAO, Ljubljana

Heritage / Museum Dimension

MAO goes beyond the conventional model of the museum as a place for collecting and exhibiting. It acts as a platform for researching space, architecture and social practices.

The museum's programmes include:
· exhibitions
· research projects
· participatory processes

A special emphasis is placed on connecting museum activity with the real urban environment, where heritage and contemporary practices meet.

This approach enables:
· expansion of the museum beyond institutional spaces
· connection between theory and practice
· active involvement of space users

Governance

MAO operates as a public institution established by the state and cooperates with various partners at local and national level.

Cooperation with the following actors plays a key role:
· local communities
· cultural organisations
· Ljubljana Tourism

This model enables the connection of institutional knowledge with local needs and the development of interdisciplinary projects.



Good Practices / Activities

1 Museum in the Community programme

The programme represents a shift of museum activity into the local environment, where content is developed in cooperation with the local context and different user groups. This enables a direct connection between the museum and the community.

2 Connection with the Moste–Fužine cultural quarter

The museum actively participates in the development of cultural programmes in an area that is not traditionally exposed to tourism. This contributes to a wider distribution of cultural activities across the city.

3 Cooperation with tourism

Cooperation with Ljubljana Tourism enables cultural content to be connected with the development of sustainable tourism and the inclusion of new areas in the city's tourism offer.

4 Participatory approaches

Projects include residents as co-creators. This strengthens the sense of belonging and enables the development of content that grows from the local context.



Elements of Regeneration

MAO represents a regenerative approach at the micro level, strengthening existing spatial and social structures rather than creating new tourist attractions. Through community involvement, institutional cooperation and links with tourism, it contributes to the gradual transformation of the urban environment.

As an ongoing process, it provides insight into emerging models of regenerative tourism.

MAO, Ljubljana



Impacts

As this is a process in development, the impacts are mainly qualitative.

Environmental impacts

- Location of the museum in a residential neighbourhood that is an example of 20th-century modernist architecture
- Activation and reinterpretation of existing urban space without new interventions
- Encouragement of understanding and appreciation of contemporary architectural heritage

Social impacts

- Greater involvement of local communities
- Strengthening of local identity
- Development of new forms of cooperation

Museum / experiential impacts

- Expansion of museum activity beyond the institution
- Development of new participatory models
- Connection between research and practice

Tourism impacts

- Inclusion of new areas in the city's tourism offer
- Dispersion of visitors from the city centre
- Development of content-focused tourism

The project connects contemporary heritage, local communities and new forms of urban tourism.

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