

**ORGANIZATION OF WORLD HERITAGE CITIES (OWHC)  
REGIONAL CONFERENCE, NORTH WEST EUROPEAN REGION  
BAMBERG, GERMANY  
MAY 26 – 28, 2004**

Poster Session, 27.5.2004  
Matthias Ripp  
Gabelsberger Straße 4  
96050 Bamberg  
matthias\_ripp@arcor.de

## **Supply-Sided control over Tourist Streams: The Pedestrian Guidance System of Bamberg**

### **1. Initial Situation**

The historic heart of Bamberg is divided in three parts, separated by the two arms of the Regnitz river. To the east is the **Market Garden City** (Gärtnerviertel) situated alongside an old trade route that extended till Venice via Nuremberg and till Breslau and other areas in the north-east via Erfurt.

Recently published research findings date singular houses in that area back to the 15<sup>th</sup> century<sup>1</sup>.

Today this area is mainly used for housing purposes but some of the old market gardeners still use the land for gardening and agriculture.

Characteristic for this part of the city are the vast areas of open undeveloped land, lined with traditional gardeners' houses with their peculiar architecture. The touristic interest in this area is low. Beside some attractions like the Church St. Otto, a new sculptural garden and a museum showing the traditions and culture of the market gardeners which is only open part time, there is only a small area with retail stores following a main road from the railway station to the commercial centre in the island city.

Located between the two arms of the Regnitz river is the **Island City**. Today the centre of the inner-city commercial area is situated here. Historically this part of the city was the housing and commercial area of the bourgeoisie. Between the old trade route in the Market Garden City and the Hill City as a centre of the clerical power this area was ideally situated for trading activities with few bridges allowing the inhabitants and guests to cross the rivers.

Today this lively commercial centre is often visited by the tourists. The possibility to shop around as well as a large variety of restaurants, bars and cafés attracts the visitors. Before the Planning of the Pedestrian Guidance System the vast majority of tourists were strolling around the **Hill City** (being the area with famous views over the city and a high concentration of famous historic buildings) and the Island City, with a major focus on the area around the Cathedral Square. In the Tourist Office complains about the difficult street pattern and tourists who got lost were a quite common phenomenon.

### **2. The Planning Process**

The idea of improving the different signposts in the city centre and improve the situation for the visitors emerged during an internship at the city management office. Soon it was clear that not just one of the administrative units of the city of Bamberg could handle a complex planning process like this. The standard procedure of planning i.e. a mere involvement of the various administrative units through written statements was not going to work sufficiently with a difficult project like that. Therefore under the patronage of lord mayor Mr.

---

<sup>1</sup> Compare: Prof.Dr.Ing.M.Schuller (<http://www.uni-bamberg.de/~ba5bb1/index.html>)

Herbert Lauer, a project planning group with initially nine members was founded<sup>2</sup>. The work of the **project planning group** took 2.5 years until the system was ready to be installed. The major aims of the system are: 1. **Benefit**: service-orientated illustration of the city with key information and integrated signposting, 2. **Compatibility**: keeping the number of signs in the historic surroundings as low as possible, colour coding, 3. **Effectiveness**: integrated system for visitors starting at the entrance points of the city<sup>3</sup>, better orientation for tourists, shopping tourists and other visitors, enhancement of the mobility of visitors, incentives to the visitors to leave the major tourist areas and explore other areas of the city.

### 3. The Components of the System

The System consists of three elements:

1. **Information Points** with a detailed map of the city centre and explanations of all major sights and other places of interest. These points are installed along the major pedestrian incoming routes to Bamberg.
2. **Signposting** with a strictly limited number of individual signposts only indicating the three parts of the city and sights within your area.
3. A free **printed city-map** with the same detailed cartography as the Information Points<sup>4</sup>.

The design of the three parts is clearly integrated. The grid pattern of the maps is always the same. The icons are used consistently in all elements.

The overall cost for the system could be kept very low for the city of Bamberg, because of a **public-private partnership** with the Deutsche Städte Medien GmbH. They were allowed to use the backside of the Information Points for billboard advertising.

### 4. Implementation and Evaluation of the System

The implementation of the system, especially that of the Information Points and the signposting represented a difficult process. In particular the the exact definition of the micro positions was a long struggle involving the avocation of many different interests. The problem was that the Information Points were often located in a sensitive historic environment but should also be placed in a way that they can be easily seen by the tourists passing by. In the end everything worked out and the system was successfully installed in June 2002. In 2004 the **system will be expanded**. Five more Information Points will be set up and one individually designed Information Point without advertising is prepared for the cathedral square<sup>5</sup>.

Constant Evaluation of the System and adoption if necessary are taking place. Things are changing: new sights are emerging, others are closing so that constant work is needed to keep the system updated and well-working for the visitors. There are some indications that the interest of the visitors in other areas than the Hill City is slightly growing.

---

<sup>2</sup> Participants: 1. Communal Department of the Preservation of Ancient Monuments, 2. Communal Museums, 3. Transportation Planning Office, 4. Office of Municipal Renovation, 5. Heimatpflege, 6. Tourist Guides, 7. City Marketing Office, 8. Building Authority, 9. Tourist Office (Later joined: Deutsche Städte Medien GmbH, Department of Urban Development, Regional Department of the Preservation of Ancient Monuments)

<sup>3</sup> e.g.: In Front of the railway station, between major parking garages and the touristic heartland.

<sup>4</sup> The map is part of the „Erlebnisführer“, the standard brochure for every Bamberg visitor. Print run 145,000 per year.

<sup>5</sup> On the cathedral square will be installed a small steel desk holding a detailed plan of the surrounding buildings and its functions.