

Experiencing tourism: urban heritage walking trails of Dunedin and Napier, New Zealand

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Urban places offer diversity of attraction for visitors, including interesting street patterns, architectural styles of various periods of history, interesting buildings, and historic core areas, to name only a few. It is becoming more common for urban places to design a trail either formal or informal that provides visitors with an opportunity to experience such variety. This paper reports on research undertaken on urban heritage walking trails in Napier and Dunedin, in New Zealand. Trails within both cities vary: Napier has formalized a walking trail that reflects the Art Deco buildings of a certain historical period, whereas Dunedin has an informal walking trail that focuses on historic Dunedin that is reflective of architecture, history and its early businesses. Research was undertaken in both cities where visitors were surveyed on heritage awareness prior to visiting, and then their views on the heritage trail present. A matrix model is presented in the paper based on the degree of trail formalization, using criteria of marked versus unmarked and guided versus unguided. The responses of visitors in both locations are applied to the model. Implications of further trail development are also presented based survey response and interviews with officials responsible for the management of trails.