

# Maximizing the Economic Value of Cultural Heritage in a UNESCO Creative City: The Case of Baguio City in the Philippines<sup>1</sup>

Corazon L. Abansi, Ph.D.<sup>2</sup>

## Abstract

The study investigates how bundling of culture and arts can put tourists in touch with local elements of heritage in Baguio City, a UNESCO creative city in the Philippines. First, the study maps the arts and culture landscape of Baguio City in terms of three sources of value - art appreciation, art experience and encounter and gastronomic experience. Second, it develops arts and culture bundles that both promote heritage and maximize tourist utility. Four bundles are proposed such as Love at First Search, Precious Time, Art at Heart and Serenity. All bundles combine the three themes of art appreciation, art experience and encounter and gastronomic experience and promote their collective consumption. Love at First Search consists of places that normally appear upon initial internet search of tourist spots in Baguio City. Precious Time bundle is a diverse collection of different attractions consisting of art exhibits, landscapes, literature and food collectively consumed given precious limited time. Art at Heart consists of the different attractions that are close to Baguio's heart while Serenity concentrates on the more tranquil parts of the city located mostly on the outskirts of Baguio.

From the management perspective, these bundled art and culture packages could be employed by city destination managers by giving the impression of an art and culture milieu that will attract heritage tourists. Initially, Baguio City has experimented with an art and culture crawl in a limited scale. This paper provides more understanding about bundled art experiences, the role they play in attracting tourists to cities or in contributing to their visit and their experience, and how they can be employed by destination managers as well as by the artists themselves to encourage urban tourism that put tourists in touch with local elements of heritage.

---

<sup>1</sup>Paper presented at the 11<sup>th</sup> International Convention of Asia Scholars to be held in Leiden, The Netherlands on 16-19, July 2019.

<sup>2</sup>Professor, Institute of Management, University of the Philippines Baguio