

## MARKETING MEDIEVAL HERITAGE - SPATIAL CONSUMPTION

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### Abstract

The paper discusses the notion of destination marketing of the heritage area. The aim of this paper is to identify how representations of space of the urban landscape with heritage value are used to construct symbolic capital that is applied in city branding in the international tourism market. The paper investigates the possibilities to increase the spatial qualities of urban architectural environment in the case of Tallinn Old Town, Estonia. A combined approach of methods and different data sources are used: text analysis of tourism and travel guide books, maps and touristic routes, and the analysis of notes from immediate observation. The research found that there is no conceptual approach to enable for visitors to consume the medieval urban heritage in its total package. On the basis of the research results the development of an appropriate conceptual approach in marketing of most important architectural assets to the users in its unity and integrity is important theoretical consideration. The implication for city managers and marketers is that it is necessary to provide tourists, as well citizens with information concerning the practices of consuming the medieval architectural environment that should be reflected in information sources considered for tourists.

**Key words:** destination marketing, urban heritage, medieval architecture, spatial consumption, Tallinn.

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