

Cultural and Heritage Tourism Management

Define and systematically analyse the heritage and culture sector and contextualise this within the leisure and tourism industry.

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Introduction

Heritage is “a nostalgic sense of tradition or history” as defined by the Oxford dictionary. The word heritage is derived from the heriter, the French meaning for inherit (Collins Dictionary, 2019). Culture is “the identity of a person or place” (Brown, 2013, p. 272). Heritage is tangible, such as castles, whereas culture can be tradition, language and beliefs (Smith, Messenger and Soderland, 2010).

Heritage and cultural tourist destinations are a key factor for tourists. Buzova, Sanz-Blas and Cervera-Toulet (2019, p.356) state that there are four major elements that influence this; they attract large visitor numbers (Hughes 2013), there are numerous international bodies protecting them, showing their importance (Licciardi and Amartarmasebi 2012), curiosity of personal pasts (Ashworth and Larkham 1994) and the need for protection from the tourists (Aplin 2002). However, McKercher and Du Cros (2002 p.29) believe that only a couple of tourists visit heritage sites for purposeful cultural reasons, whilst the rest visit for photographs and only if they happen to be in the local area.

This paper will provide an in-depth literature review with theory and practice of heritage and culture management in relation to the tourism industry. The review will develop a fundamental understanding into the managerial structure and policy of the heritage and cultural tourism sector with key bodies being highlighted. The focus will be on the issues surrounding heritage and culture from a national and international approach.

Literature Review

Cultural tourism is an observational form of tourism in which a tourist is stimulated by arts, foods and festivals. Heritage tourism on the other hand, is more tangible for the tourist as they can visit sites, buildings and landscapes. However, heritage can also be observational as a tourist could be looking to seek encounters with nature and feeling together with history (Zeppel and Hall 1991 p.34). Equally, heritage and culture tourism help in the resemblance of personal and national identities (Park 2010), thereby making a negotiable and debatable meaning (Suntikul and Jachna 2013).

Heritage and culture tourism “encompasses” authenticity, this results in tourists asking questions, such as “who’s the owner and where can authenticity be found?”, implying the uniqueness (Chhabra, Sills and Cabbage 2003 p.423) while also being considered as a motivational aspect with facilitates that demand and enhance the nature of heritage and cultural tourism (Clapp 1999).

Several researchers have found that the main difference between heritage and culture tourism, and other tourist sectors is the fact that a heritage tourist will leave their holiday more educated and gain more of a learning experience, (Prentice, Witt and Hamer 1998 p.21). Moscardo (1996 p.383) states that the major factor in heritage and culture tourist satisfaction is the fact that tourists leave with “mindfulness” – knowledge gained through-out their visit. In the UK, tourism is estimated at £115.4 billion (Kennedy, T 2011), Thomas, N (2013) goes on to state that £26.4 billion is generated from heritage and cultural tourism. This shows just how significant heritage and cultural tourism can be to a nation (Poria, Butler and Airey 2003).

The fact that tourists will gain a new or a better understanding of a culture or heritage site not only shows the tourists have gained more knowledge but will also review the destination good or bad. Which will always result in more tourists and could possibly result in repetitiveness for the tourists (Trinh, Ryan and Cave 2016). Gov.UK (2016) state that heritage tourists stay for longer periods at their destinations resulting in more expenditure. In fact, heritage tourists spend more than any other type of visitor with 70% visiting the UK each year, attending at least one art gallery, national park, museum or heritage site. This would promote repetitiveness as more money will be brought into the local area (Donovan and Rypkema 2016). However, Tourism can have a negative impact on heritage sites,

whether that be artefacts broken, destroyed or sites overcrowded. An example of this would be the Coliseum in Rome, where tourists have been breaking marble off the walls to keep as souvenirs and engraving their initials in the walls (The Telegraph 2018).

Tourists can also damage heritage sites by graffiti, footfall, litter, pollution and over tourism. Four major cities are being extremely affected by these issues, Rome, Venice, Amsterdam and Barcelona. Rome is facing major problems with over tourism as it can take up to four hours for tourists to queue to experience the Coliseum (The Telegraph 2016). Amsterdam has a major noise pollution problem as tour groups are so large locals cannot access their homes and when they are inside all they can hear are tour guides on microphones (Van Der Zee 2017). Litter has become so bad in Venice due to over tourism that the government has put a £445 fine for all tourists who litter (Haines 2017). Barcelona however has a graffiti problem with their locals who are demonstrating their resentment for tourists with graffiti “tourists: your luxury trips my daily misery” (Burgen 2018).

Heritage and culture tourists visit heritage destinations for a range of reasons (Timothy and Boyd 2003). McCain and Ray (2003) believe that the main reason for the popularity of heritage tourism are tourists wanting to gain further knowledge of their ancestry. This form of heritage tourism is mainly popular with American and Canadian tourists in Scotland and Ireland (Uzzel 1996 p.294).

Global warming is arguably the most serious impact, regarding heritage tourism, as it is unpredictable and could cause chronic and acute threats that would wipe attractions and sites away. In 2015, the Paris agreement observed 195 countries all agree that they must reduce greenhouse gases around the globe to below 2°C (Noronha). Rossler – UNESCO states that world heritage sites are extremely important in reducing greenhouse gases as coastal habitats and preserved forests can help ecosystems thrive and assist in storing carbon, while also providing natural stability against floods and storms. UNESCO claim that heritage sites can also be used as “learning laboratories” to monitor climate impacts, while also coming up with new and efficient management strategies.

Climate Change is becoming the biggest risk for heritage sites around the globe. Carbon dioxide is the main greenhouse gas affecting the planet and it is greater now than ever before. The globe's temperature has seen a 1°C increase since 1880. Intergovernmental Panel on Climate Change (IPCC) state that oceans have warmed, and ice caps have been melting causing sea levels to rise. The IPCC have predicted natural disasters will become more

frequent and more intense, heat waves will become hotter and sea levels will increase more rapidly over the coming years. (UNESCO 2016)

Many of the world heritage sites are tourist destinations and several of them are some of the most iconic destinations. Tourism is the fastest developing economic sector in the world, producing 9% of the globe's GDP resulting in 1 in 11 jobs. Transportation is vital for tourism to operate, whether that be cars or aeroplanes to reach their destinations. Tourism currently contributes to 5% of the world's carbon emissions and is predicted to double within the next 25 years (UNESCO 2016).

Case Study - India

India has the second highest population on the planet (second to China) and is one of the main leaders in emissions, using the most fossil fuels. India's carbon emissions have risen by 5% since 2016 and Safi (2017) believes that India has only been 16% built. So, in years to come Safi believes that India will have the main say on climate change. (Figueres, 2017). India is embracing the fastest rural-urban transformation in history, cities are expected to receive 200 million more dwellers from local villages and towns by 2030, this will result in new infrastructure, roads, building and facilities. Carrington, 2017, believes India will struggle immensely to maintain this and keep their emissions low. Even the small growth of emission per person will add up to a large amount of carbon dioxide. From the scale of the Indian population, this would leave India as the globe's largest polluter Safi (2017).

However, there is hope for India as renewable energy has seen a major decrease in price in the last four years, with record low prices for wind and solar energy. This would result in the Indian government paying less for clean energy as solar and wind have become cheaper than coal power (Carrington 2017). India's leading spokesman, Mathur, (2015), at the Paris Climate Summit 2015 claimed that India's batteries will become too powerful to store the solar energy and when the countries winds are weak their power sources will fall. Mathur originally estimated this would happen in 2035, however since the mass increase in India's population his estimate has decreased by 10 years, 2025, resulting in more energy needing to be used.

India are making changes to reduce their pollution and to make themselves more sustainable, whether that be on a large scale or small scale. The government in Delhi have banned the Diwali firework ceremony and India have announced that they will no longer be able to sell petrol and diesel cars, a decade before the UK will (Carrington 2017).

The pollution in India is not only creating dirty air and smog, it is also contributing to global warming and India is and will be one of the main countries most affected by Global warming (Carrington 2017). India has already witnessed the increase of power and danger in global warming as thousands of its people die each year due to mass floods, monsoons and heatwaves, which are getting hotter and more powerful each year. These global warming disasters have not only taken people's lives, but have stolen Indians' livelihoods, with half a million people losing their farms through heatwaves and floods (Safi 2017).

India's world heritage sites are being extremely affected by climate change, whether that be habitats being moved, temples being flooded or draughts hitting towns (Jigyasu 2014 p.269). Ajanta Caves have been affected from the acid rain in India, the caves are slowly eroding and becoming miscoloured (Sethi 2015 p.188). However, India prides itself on its conservation work, Sharma (2018 p.1) states that monuments and "elite" sites are well looked after, regarding conservation, but walls, pathways and houses are not and can be moved or destroyed if necessary, demolishing all of its urban history.

Sharma (2018 p.2) says that India needs an act, such as; The National Historic Preservation Act of USA, where the protection of heritage is balanced with economic stability of the community. However, in India, once a structure has gained heritage status the "umbilical cord" that once connected it to the community is cut, as most monuments in India are locked

and fenced off to the public, which has caused the monuments to suffocate and the history and symbol of patriotism of the community has been lost.

Case Study – UK

The UK have many governing bodies, regarding heritage, that provide funding and conservation:

- UNESCO
- National Lottery Heritage Fund
- Scottish National Heritage
- Culture Northern Ireland
- English Heritage

- Cadw (Welsh Heritage)

Like India the heritage sites within the UK are also exposed to global warming (National Lottery Heritage Fund 2018). GOV.UK (2017) shows that between 2008 – 2017 in the UK, the average temperature is 0.8 °C hotter than the average temperature of 1961 – 1990, with all ten of the hottest days recorded in the UK occurring from 1990 onwards.

The UK is well known for turning heritage sites into newly developed attractions. An example of this would be Big Pit, Blaenavon. Big Pit was an old retired coal mine that closed in 1980 and re-opened in 1983 as museum and is world renowned after winning the Gulbenkian prize for museum of the year 2005 (Blaenavon World Heritage Site 2019). Big Pit captures the imagination of what the coal industry was like with a 300 ft underground descent and tour with ex-miners (Coupland 2015 p.288).

TCCC (2017) (The Committee on Climate Change) say that winters have become milder and summers have become hotter in the UK, both resulting in deaths. The UK has become prone to flooding in places, such as Cumbria and Aberystwyth. TCCC (2017) also state in their risk assessment of the UK that the main factors that climate change has/will affect are:

- Flooding – Cumbria
- Increase in temperature (risk to health) – London
- Shortages in public water supplies – Midlands
- Loss of native species – Scotland
- Food price spike and halt in food production – Wales and Northern Ireland
- Increase in pests and diseases – Manchester and the south

According to GOV.UK (2019) the UK are not only in the process of reducing their carbon footprint but helping developing countries to do so as well. Boris Johnson, the UK prime minister, has agreed to double the amount of International Climate Finance (ICF) to developing countries. This aid will be used in developing countries to prevent deforestation, lowering carbon emissions or supplying farmers with weather resilient crops. The UK's ICF support will be around £11.6 billion within the next 5 years. This means that the UK will be committed to spending £5.8 billion on controlling global warming by 2021, like they stated in the Paris agreement 2015.

Coldwell (2016) goes on to talk about the 2016 floods in Cumbria and how the towns have been affected, regarding tourism. The floods cost Cumbria £500 million (Farrell, 2018). The floods not only destroyed bridges that had been there for hundreds of years but dramatically reduced the number of tourists after the floods. The old walled heritage city of York was affected bad by the floods from a tourism perspective as B&B's and hotels were seeing a massive drop in booking and cancelations. York tourist board believe that tourism plummeted by 40% after the floods as people find the city too dangerous to stay in (Coldwell 2016).

Conclusion

In conclusion, heritage and cultural tourism has both positive and negative implications. Tourism can bring economic benefits and exposure to compliment the development of an area. However, tourism can cause overflow within a destination, potentially resulting in hostility between locals and tourists. Whilst heritage tourism may be sustainable and educate those who are interested, it can have a detrimental impact towards global warming. The ways in which tourists travel to these destinations may cause more harm than good. It could be recommended that placing a tourist cap on environmentally fragile areas could assist in the reduction of the carbon footprint produced by heritage and culture tourists.

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