

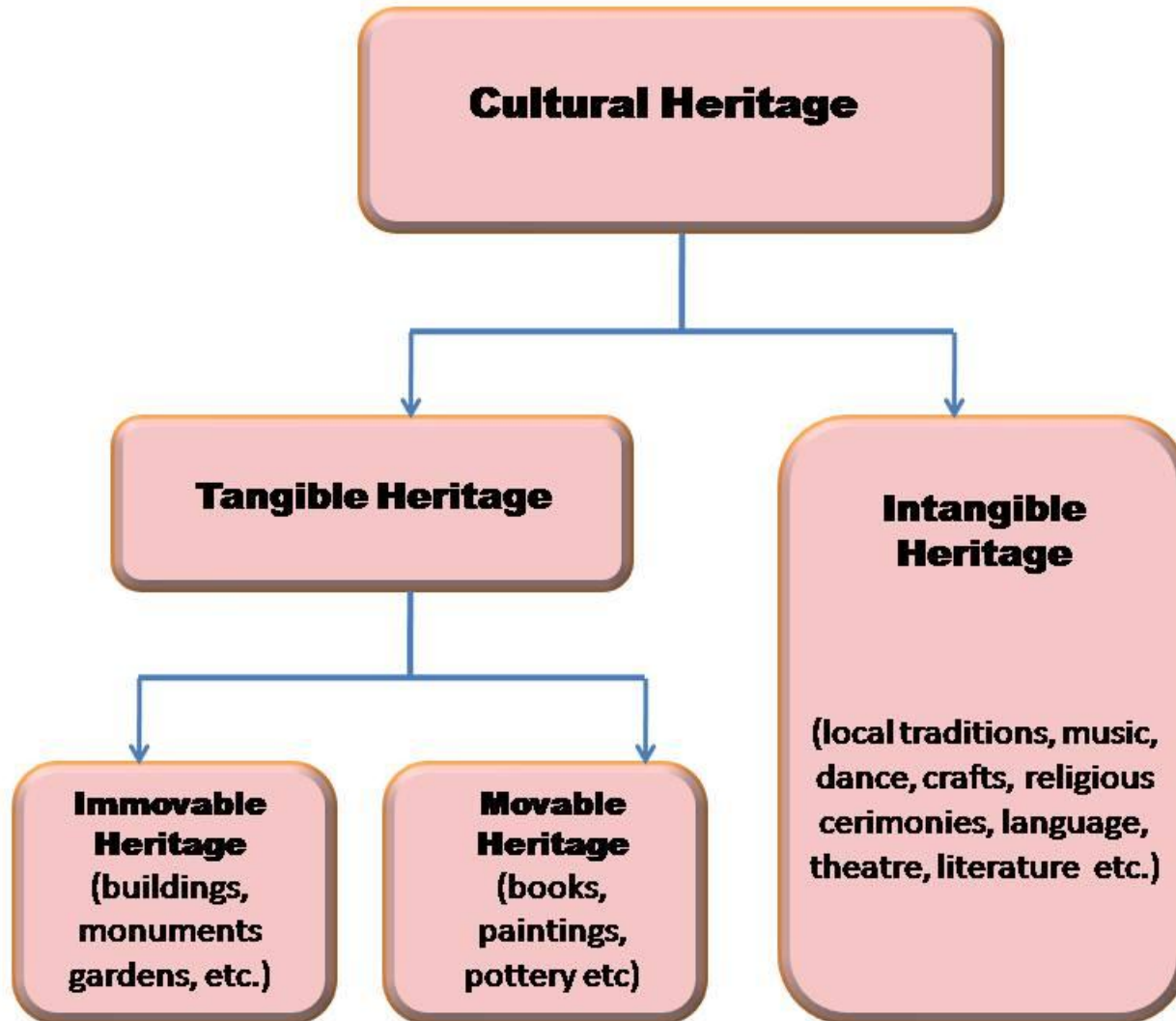
What is Cultural and Heritage Tourism?

- Focus on historical, artistic, scientific, and lifestyle/heritage
- Experience cultural environments, visual and performing arts, lifestyle, values, traditions and events
- Festivals, banquets, music, theater, village and rural life, gastronomy, visiting/tasting local products, village buildings and “atmosphere”, historic and religious monuments and ruins, famous people

Cultural tourism

- ❖ **Cultural tourism** (or **culture tourism**) is the subset of [tourism](#) concerned with a country or region's [culture](#), specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.
- ❖ Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as [museums](#) and [theatres](#).
- ❖ It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle.
- ❖ It is generally agreed that cultural tourists spend substantially more than standard tourists do.
- ❖ This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.
- ❖ Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic "[other](#)".

Forms of Cultural Heritage



TPOLOGIES OF HERITAGE & CULTURAL TOURISM PRODUCTS

NO	TANGIBLE	INTANGIBLE
1.	Historical Buildings and Places	Oral History and Traditions
2.	Declared Heritage Resources (Sites & Objects)	Indigenous Knowledge Systems
3.	Cultural Objects and Collections	Rituals and Cultural Performances
4.	Artifacts and Crafts	Performances and Creative Arts
5.	Fine Art	Skills and Techniques
6.	Cultural Landscapes (including natural environment)	Belief Systems
7.	Archeological evidence	Cultural Festivals
8.	Geological evidence	Popular Memory
9.	Paleontological remains	
10.	Sacred and spiritual sites	

Benefits to the Community

- Economic vitality
- Leverage human capital
- Restore, revitalize a geographical area
- Expand business and tax revenue
- Create an innovative habitat – to attract knowledge-based employees
- Create a sense of pride and belonging by residents

Resource Based Cultural Tourism :

- a) archaeological sites , monuments, routes, and museums
- b) architecture (ruins, famous buildings, whole towns)
- c) art, sculpture, crafts, galleries, festivals, events
- d) music and dance (classical, folk, contemporary)
- e) drama (theatre, films, dramatists)
- f) language and literature study, tours, events
- g) religious festivals, pilgrimages
- h) complete (folk or primitive) cultures and sub-cultures.
- i) Theme Parks
- j) Cultural-historic events

The heritage tourism products

1. Religious tourism

- Religious tourism is one of the most prevalent forms of heritage tourism in the developing world today and is among the earliest precursors of modern day tourism.
- Pilgrimage takes many forms, but central among these is the desire of religious for blessings, become closer to God, offer more sincere prayers, become healed, and receive forgiveness for sins.
- Much pilgrimage requires self-humbling and penitence, which can be effected more readily in some cases by the afflictions associated with traveling along a prescribed pilgrim route (Shair and Karan 1979).
- In India, for example, domestic and international travel by Hindus for religious purposes is an important part of the tourism economy, and the Kumba Mela religious pilgrimage is the largest tourist gathering in the world (Singh 2006)
- Pilgrimage should be considered a form of heritage tourism from at least three perspectives.
 - ❖ First, the sites visited are heritage places, including churches, mosques, temples, synagogues, shrines, sacred mountains, and caves/ grottos.
 - ❖ Second, pilgrimage routes have become heritage resources based on their historical role in the practice of pilgrimage.
 - ❖ Finally, the forms of worship and the religious rites undertaken at venerated places have become part of an intangible heritage, or a set of socio-cultural practices that demonstrate inwardly and outwardly the weightiness of the journey.

2. Diaspora tourism

- Diaspora tourism is a form of ethnic and personal heritage tourism, wherein people from various backgrounds travel to their homelands in search of their roots, to celebrate religious or ethnic festivals, to visit distant or near relatives, or to learn something about themselves (Coles and Timothy 2004).
- Significant numbers of people from various diasporas travel to their homelands each year in fulfillment of predictions that heritage tourism is as much related to the individual and social identities of the tourists themselves as it is about the historic places they visit.
- African Americans and British, particularly those who have descended from the slave trade, are especially ardent travelers to Africa. For these tourists, the journey is particularly profound but complicated, often wreaking havoc on their emotions and identities as black Americans or British.
- Many of them seek forgiveness, healing, and closure; others seek revenge and are stirred to anger against the white European and American perpetrators of slavery (Teye and Timothy 2004; Timothy and Teye 2004)

3. Living culture

- Living culture is an important part of heritage tourism . Agricultural landscapes, agrarian lifestyles, arts and handicrafts, villages, languages, musical traditions, spiritual and religious practices, and other elements of the cultural landscape provide much of the appeal for tourism.
- Rice paddies and farming techniques, traditional architecture and building materials, intricate clothing and cloth, exotic-sounding music, vibrant ceremonies, and unusual fragrances and flavors are part of the appeal.
- An interesting and vital part of living culture is culinary heritage, cuisine, and foodways. The foods, preparatory methods, food-associated rites and rituals.

4. Historic cities and built heritage

- Built heritage in non-industrialized states can be classified in general terms into two forms: indigenous/native or colonial.
- Many great and ancient cities have become world-class destinations in Asia, Latin America, Africa, the Middle East, and Eastern Europe.
- They are significant international gateways and centers of tourism commerce. In most cases, they are composed of indigenous architecture and organic morphology with a substantial mix of colonial influence

5. Archeological sites and ancient monuments

- Archeological sites and ancient monuments are important elements of cultural heritage .
- Often, they are the primary draw, as noted earlier, for international tourists, and their resources, can become international icons.
- Ruins and ancient sites are important components of indigenous culture in locations where material culture was a part of the tangible past.

6. industrial heritage

- Other types of heritage resources are important on a worldwide scale but are less prominent in LDCs(less developed countries).
- For example, industrial heritage has become commonplace in Western Europe, North America, and Australia, owing in part to those regions' transition from fundamentally manufacturing and primary, extractive economies to post-industrial service economies.
- Thus, remnants of industrializing societies are sometimes now considered things of a distant or recent past, but a past nonetheless, whereas the economies of underdeveloped countries still tend to be highly dependent on extractive (e.g., fishing, mining, logging) activities and heavy industry.
- Similarly, literary is often geared toward citizens of the developed world, with sites commemorating the lives and writings of famous Western novelists and artists.

Challenges

- In spite of the importance of conserving heritage for many reasons, including tourism and economic development, there are a number of challenges associated with heritage conservation in the less-developed world:
- 1. Financial constraints**
 - Public funding for conservation and preservation is in short supply in the developed world but is even scarcer in less-developed regions.
 - The most glaring problem associated with heritage conservation and management in the developing world is an endemic lack of funds (Zhang 1992).
 - This problem is so severe that it beleaguers public agencies charged with overseeing heritage and hinders many conservation and management efforts (Henson 1989).
 - While community museums have the potential to arouse interest and enthusiasm for a community's heritage (Ronquillo 1992), developing them and conserving heritage are very expensive, and many smaller communities are unable to raise the money to preserve their cultures and artifacts (Zhang 1992).

2. Private ownership and human habitation

- Most countries face the issue of private ownership. Many historic buildings deemed worthy of conservation are privately owned and, in most cases, the people who own them lack the finances themselves for the upkeep or restoration of their properties.
- This typically creates ensembles of dilapidated buildings that are unpleasant to look at, let alone live in (Naidu 1994)
- Many homes and other heritage properties remain in a state of disrepair and continue to degrade via pollution and normal human and natural wear.
- Another important issue is human habitation (Castriota 1999). This can be viewed from two primary perspectives. First, many heritage places are overflowing with human tenancy and economic activity.
- In the hundreds or even thousands of historic cities where people live in the historic portions of town, the centuries-old buildings are people's homes. It is not only hard for them to fathom why their homes would be of interest to conservationists, let alone tourists, but it also creates a great deal of conflict as governments come in to relocate entire communities so that reconstruction, restoration, or other conservation devices can be implemented in the name of tourism development.
- In most parts of the world, national parks and other protected areas are inhabited by human beings, although there are some reported instances of forced relocations by governments with the establishment of parklands.
- Often, these protected areas are the ancestral lands of indigenous peoples and therefore are seen as rightfully theirs. This fact, together with increasing land shortages, leads many people to poach, mine, and gather timber illegally off public lands.
- These are inharmonious with the goals of protected lands and commonly result in arrests, large fines, and conflict between residents and government officials

3. Agriculture

- Farming is an extremely pressing issue in many heritage places throughout the developing world.
- The planning documents for several World Heritage Sites, for example, note the threat of encroaching agricultural land use, especially in some countries where mine closures have forced more people to earn a living by farming (Thorsell and Sigaty 2001).
- In many tropical countries, rainforests are routinely cleared for cattle ranching and other forms of agriculture, affecting both natural and cultural heritage sites, including several on the UNESCO List.
- Much of the clearing comes dangerously near, and against in some cases, park and preserve boundaries (de Silva and Walker 1998; Timothy and Boyd 2006).

4. Looting and illegal digging

- One of the most salient and urgent concerns in the developing world is looting and illegal digging (Brodie 2003, 2005; Ciochon and James 1989; Lafont 2004; Prott 1996).
- While this also takes place in developed regions, such as in the United States at Native American sites and in the UK at Roman or Celtic sites, it is especially rife in the less-developed portions of the world for several reasons.
 - ❖ First, there is an unfortunate and widespread lack of protective legislation in many countries
 - ❖ Second, fueled by a growing desire in the West for antiquities of various sorts, mostly originating in the developing world, there has been no indication that this trend has slowed down in recent years or will do so in the foreseeable future.
 - ❖ Third, because of this growing demand and a lack of other alternatives, many people see this kind of illicit activity as being more financially lucrative than farming or laboring in some other menial occupation.
 - ❖ Finally, most archeological sites in developed countries have been well excavated by archeologists for many years, but in the developing world, there are still major projects yet to do and many unexplored areas.

5. Colonialism

- Colonialism was in many cases known for attempting to assimilate colonized societies to fit the norms of their European governors.
- Standardization of language, Christianization of indigenous populations, and subduing many elements of native culture, such as music, dance, celebrations, and traditions, were the hallmarks of these coercions
- Indigenous religion and culture were thus replaced by Western belief systems and cultural norms.
- In this process, many observers believe, the colonial powers broke the indigenous spirit of the people, who have in the intervening years suffered from a sense of cultural loss, misplaced identity, lack of self-determination, low levels of social esteem, and a sense of subjugation.
- Thus, local heritages were suppressed, and in some cases eliminated, in favor of replacement ones.
- In most cases, the replacements reflected colonial superiority, wealth, and elitist landscapes (Askew 1996)
- To compound the situation even further, colonial soldiers and their superiors were known to loot indigenous heritage and national treasures for their own wealth accumulation, as well as on behalf of the homeland for museums and royal family collections (Crozier 2000; Evans 1998; Pankhurst 2003).

5. Improper conservation

- Part of the problem associated with colonialism and lack of funding is improper conservation methods.
- Often during colonial times, indigenous heritage was a low priority, and work on related sites was piecemeal and haphazard.
- Some of this still remains, but the majority of shoddy work being done today results from budget constraints, inexperienced handling of artifacts, and improper restoration techniques—problems that are not necessarily part of the colonial legacy but sometimes are.
- Substandard work in terms of labor and materials utilized is a common problem and was during colonial times as well

6. War and conflict

- Some countries are burdened with chronic conflict—civil wars or hostilities between neighbors. These wartime conditions are especially damaging to heritage sites and archeology and cause irreparable damage. War affects heritage in many ways .
- For instance, historic remains are often targeted intentionally by warring factions as a way of destroying morale and injuring the other party's sense of national pride (Talley 1995).
- Many examples of this exist in the recent wars and other armed conflicts involving Iraq, Afghanistan, Lebanon, the former Yugoslavia, Rwanda, Somalia, Sudan, Sierra Leone, Sri Lanka, and others.
- The second effect is heritage as innocent casualty. Here, artifacts are damaged even when they are not targeted directly.
- Finally, war depletes already indebted economies and takes public monies away from conservation, as well as impeding access to sites that are in need of attention. As already noted, funds are typically very scarce to begin with, and wars always exacerbate the problem.
- in many cases, neglect brought on by wars and conflict has a graver negative effect than the direct physical battering suffered during conflict.

7. Modernization—development versus conservation

- The pressures of urban growth pose a significant threat to urban heritage as population and economic pressures mount to expand cities and to construct new buildings in historic districts and rural suburban areas.
- Too often, old buildings are destroyed in the names of modernization and development before the economic justification for saving them has a chance to work (Burton 1993; Long 2002).
- In the Western world, a common trend is for historic buildings to be renovated and used for modern purposes (e.g., offices, apartments, etc.).
- In developing regions, however, traditional buildings tend to be razed and replaced anew by Western-style hotels and shopping malls.
- The expenses associated with preserving historic structures often do not justify their maintenance, so they are removed in favor of new buildings that offer more economic promise .
- In the less-developed world, it is not uncommon for protection of ancient monuments and historic buildings to be viewed as interference in modern development .
- All too often, in some urban areas, indigenous building technology is being lost, and much of it goes unrecorded and evaluated before demolition .

8. Too much of a good thing

- One of the most glaring issues facing many countries is their rich array of heritage places and traditions.
- Tight budgets and a lack of human resources do not allow all, or even a large portion, of the heritage resources to be conserved. In most countries, there is simply too much to conserve.
- Countries in Asia, Latin America, Southwest Asia, and Africa have “sites of antiquity practically on every corner” (Leech 2004: 88). Thus, decisions have to be made and sites prioritized.
- Inevitably, this results in many worthwhile sites and artifacts being left to further human-caused and natural decay.
- A 1999 report by the Indian National Trust for Art and Cultural Heritage listed 213 mosques, 44 temples, 129 residential buildings, 23 palaces, 189 tombs, 117 gateways, and other historical structures totaling more than 1,200 as being worthy and in need of conservation—all just in the city of Delhi alone

9.Lack of cooperation and holistic management

- Cooperation is an important principle of sustainable development, because it upholds several principles of sustainability, including efficiency, equity, cultural and ecological integrity, community ownership, integration, holism, balance, and harmony.
- In the tourism sector, it refers primarily to collaboration between government agencies, private and public sectors, different levels of government within a state, and between private sector businesses/organizations (Timothy 1998).
- Such collaborative efforts are important for assuring equality of opportunity and the recognition of needs among stakeholders.
- It also assists in creating harmonious relationships between key players and the environment and economy.
- The collaborative approach is especially important in the realm of heritage management, for the past is so often contested between groups, and many overlapping authorities lay claim to historic artifacts and places.
- Without adequate cooperation, sites are neglected, overused, or caught in legal battles, and regional plans are virtually impossible to carry out in an adequate manner.
- In most of the world, there is a general lack of holistic management. Each public sector, individual tourism business, or level of government is primarily interested only in its own set of responsibilities.
- To exacerbate the problem further, agencies and organizations rarely communicate or coordinate their efforts; they carry out their responsibilities without taking into consideration the efforts of other departments, ministries, or the private sector

10. Lack of social will: poverty and unawareness

- Many residents of less-developed regions view preservation with suspicion and ignorance. They equate preservation and conservation with backwardness and see it as antithetical to modernity.
- This leads to serious problems, as noted earlier, where important historic buildings and ancient monuments are replaced by modern structures, which in most mindsets denotes progress and development.
- Unlike their counterparts in the West, who tend to value heritage for its sentimental and nostalgic worth, older people in developing nations have few sentimental attachments to historic buildings and other heritage places, because these are too reminiscent of their humble pasts; preservation is often seen as standing still, in opposition to progress, or outmoded.
- Community members, therefore, pride themselves on constructing new and scrapping the old, and the past is a low priority.
- In the developed world, conservation is often done for esthetic, educational, or other perceived socio-psychological benefits more than for only economic reasons.
- In less-developed regions, however, the notion of heritage conservationist relatively new and few people appreciate the need for it

11. Lack of political will

- In common with individuals, at various levels of government, culture and built heritage are often seen as an unaffordable luxury, when other public services are lacking and money is in short supply.
- Thus, in many less-developed regions, heritage conservation is not a high priority, in some countries, conservation is done almost solely by foreign investors and international agencies.

Opportunities

- Despite the challenges discussed above, heritage conservation provides many opportunities.
 - Although tourism and heritage preservation may appear to be strange bedfellows, a synergy can be developed when tourism at heritage sites is properly managed
1. Conservation of heritage ensures that it becomes a resource for development in remote and economically peripheral regions of a country.
 2. Tourism development at heritage sites can bring improved income and living standards for local people.
 3. It stimulates the economy in rural and remote regions by creating demand for agricultural produce, and through infrastructure development projects as it did in Lumbini, Nepal, where many locals were employed as construction workers, and then some were hired as permanent employees to take care of the Buddhist temples.
 4. These sites can play an important role as a catalyst for regional economic development as in the case of Vaka Moana in the South Pacific (Ayala 2005).

3. Heritage tourism also helps empower local communities, as can be seen in Hue, the former capital of Vietnam (Engelhardt 2005). Three major concerns have to be addressed for local empowerment to be realized, namely finance, zoning, and integrating living and historical cultures .
4. Heritage conservation rejuvenates historic urban space through renovation, restoration, and reconstruction of historic buildings. This makes urban spaces more livable and attractive for investment. Historic preservation may help achieve sustainable economic growth
5. Maintenance and preservation of cultural heritage can help create awareness of, and pride in, history and civilization. It creates pride in communities for their heritage and provides self-confidence in their culture and heritage, which can result in more local efforts to protect the cultural past.
6. Heritage preservation also provides avenues for different stakeholders to open dialog and cooperate. When local heritage becomes a center of attraction to
7. international visitors, remote areas receive more attention from national governments and the international community, thereby reducing their peripherality from the capital's perspective. Ignored and neglected regions can soon become nationally and internationally recognized sites (Leask 2006).
8. Heritage is a source and symbol of identity. Both tangible and intangible heritage plays an important role in creating individual, community, and national identity.
9. For nations, heritage is a means of affirming their national identity and promoting solidarity
10. There are opportunities for national unity and global recognition through the World Heritage List

PROFILE OF THE CULTURAL TOURIST MARKET

- 1) Earns more money and spends more money while on vacation;
- 2) Spends more time in an area while on vacation;
- 3) Is more likely to stay at hotels or motels;
- 4) Is far more likely to shop;
- 5) More highly educated than the general public; higher levels of education, since all studies show that persons in higher education categories are more likely to be culturally oriented.
- 6) Includes more women than men. (Women, of course, represent a disproportionate share of shoppers and bus tour passengers); the increasing numbers of women in our society in positions of power and authority, since women tend to be more culturally oriented than men.
- 7) Tends to be in older age categories. (This is particularly important with the aging of the large baby boom generation.)

TYPES OF PACKAGING ARRANGEMENTS

- There are three types of partnership and packaging opportunities.
 1. cultural products of the same type. That is, theatres packaging with theatres and museums with other museums. One common example is a passport package among museums or historic sites.
 2. cultural products of different types. Illustrations include festivals, which concentrate cultural products in a period of time, and arts districts, which concentrate products in a particular place.
- ❖ The advantage of these approaches is that they create a wider level of appeal to more people, reducing competition among a larger number of cultural products, increasing perceived value for time and money spent, and widening the market both geographically and in terms of market segments to those who are motivated in part by cultural tourism, adding another 20%-30% to the potential market.
- 3. cultural and non-cultural tourism products: such as hotels, resorts, retail areas, sports and outdoor recreation, bus tours, amusement attractions, etc.
- ❖ This form of packaging offers the variety of experiences that most people are seeking and greatly widens the market for culture to the adjunct and accidental cultural tourists, or some 60% of the resident market and 85% of the tourist market.

SUCCESSFUL CULTURE-TOURISM PARTNERSHIPS

There are many ways for museums and historic sites in urban settings to develop policies and practices that reflect the approach of "what can I do for you." These are potentially even more successful if such methods also solve problems of tourism operators and meet wider community needs such as downtown revitalization. For example:

- 1) Museums can help hotels develop weekend escape packages to overcome a common problem of high occupancy during the week and low occupancy on weekends.
- 2) They can help convention planners who need convenient destinations and activities for delegates or spouses programs.
- 3) They can describe their admission ticket as a full-day pass to encourage visitors to come and go during the day to shop, dine at area restaurants or visit other attractions. They can forego their own restaurants, most of which lose money anyway, and instead encourage visitors to dine at local restaurants.
- 4) They can seek tradeoffs with downtown merchants and property owners. That is, heritage groups receive free or low cost space in return for a commitment to performances or special exhibitions during retail promotions, special events or festivals.

- 5) They can develop operating schedules that coordinate as much as practical with common retail hours.
- ❖ The opportunities are limitless if everyone recognizes that the benefits of partnership and packaging must flow two ways.
 - ❖ The key to the success of partnership and packaging relationships is to bring potential cultural and other tourism partners together. In this regard, government and the academic community, In collaboration with Visitor and Convention Bureaus, Chambers of Commerce or Economic Development Offices, may play an important role.
 - ❖ By bringing potential cultural and other tourism partners together, this becomes the first step along a path of communication, understanding of what culture and tourism operators need from each other, and implementation of mutually beneficial opportunities.

Mitigating risks

- Disaster planning and management
- Risk assessment
- Retrofitting
- Management planning
- Conservation planning
- Site development planning
- Visitor control
- Reinvestment of revenues into the heritage assets

Heritage Tourism

- Tourism that respects natural and built environments
 - The heritage of the people and place
- Tourism combined with preservation has not always been popular
 - Tourism and preservation can work together to mutual advantage

Heritage Tourism (cont'd.)

- Heritage was for years a forgotten element in tourism planning and policy
 - Now, a key element in decision-making
 - How irreplaceable resources are to be used today, yet conserved for generations of tomorrow
 - Sheer volume of tourism may, if not properly managed, conflict with and defeat the conservation effort

Heritage Tourism (cont'd.)

- Benefits of preservation:
 - Protect assets for present and future generations
 - First gathered momentum in the U.S. when Cunningham initiated efforts to save Mount Vernon in 1853
 - National Historic Preservation Act of 1966 motivated many to continue the mission

Heritage Tourism (cont'd.)

- Challenges:
 - Ensuring increased visitation does not destroy the qualities that attract tourists
 - Tourism puts demands on infrastructure and public services
 - Tourists expectations of quality products and services
 - No “Band-Aids”
 - Essential to protect assets for the long term

Heritage Tourism (cont'd.)

- Finding the fit between community and tourism
 - Local circumstances determine what an area needs to do and can do
 - Common features for successful programs include:
 - Widespread local acceptance
 - Meet recognized local needs
 - Realistic goals

Heritage Tourism (cont'd.)

- Four steps to a comprehensive heritage Program:
 1. Assessing the potential
 2. Planning and organizing
 3. Preparing, protecting, and managing
 4. Marketing for success

Assessing the Potential

- Planners must:
 - Not underestimate the drawing power of cultural resources
 - Keep in mind that natural resources do not need be right next door to serve as a resource
 - Tourists will take a days drive

Assessing Potential (cont'd.)

- Community awareness may uncover hidden treasures
- Once key destinations are chosen planners should prioritize them
 - Purpose is to scout out possibilities

Assessing Potential (cont'd.)

- Key questions planners must answer:
 - What is the local preservation organization's view of tourism?
 - Do local businesses support the preservation of heritage?
 - Are people enthusiastic about developing heritage sites and willing to make a long-term financial commitment?
 - Do organizations actively seek funds?

Planning and Organizing

- How to construct a plan:
 - Establish the mission
 - Review the assessment and determine the appropriate goals
 - Develop “results-oriented” objectives for each goal
 - List specific projects for each goal

Planning (cont'd.)

- Prepare an action plan that includes the following for each project:
 - Date of completion
 - Specific tasks to accomplish to complete the project
 - A budget and how it will be funded
 - The person responsible for the project

Planning (cont'd.)

- Appoint committees with designated chairs to implement components
- Monitor progress against the timeline and mission
- Plan any fund-raising efforts the group wants to undertake

Preparing (cont'd.)

- Look into the future and the present
 - Make choices that will improve the community in the long-term
 - Quality of service the community provides
 - Lasting impression tourists take home
 - It may be necessary to implement a community-wide hospitality training program

Preparing (cont'd.)

- Considerations when developing a training program:
 - Develop a comprehensive preservation plan
 - Gives participants a way to view and protect its historic resources overall

Preparing (cont'd.)

- Use the designation of historic significance to protect historic resources
- Zoning specifies where particular land uses and densities are appropriate
- Set up a design review board to administer the guidelines
- Require demolition review
- Develop a sign ordinance

Preparing (cont'd.)

- Set up an easement program
- Establish a revolving loan fund to recycle the money from completed projects
- Create local incentives to encourage preservation
- Integrate tourism with other forms of economic development

Marketing for Success

- Goals:
 - Reach the target market
 - Seize opportunities to partner with local, regional, state, or national groups
- Marketing plan components:
 - Public relations
 - Advertising and graphic materials
 - Promotions

Marketing (cont'd.)

- Public relations includes:
 - Short spots on radio and television to publicize sites and events
 - Documented success stories
 - Organizing a photo/slide library
 - Setting up a speaker's bureau

Marketing (cont'd.)

- Advertising:
 - Can be costly, yet can be very beneficial
 - Requires:
 - Creating convincing messages and supporting visuals
 - Appropriate media placement
 - Responding to inquiries
 - Measuring effectiveness

Marketing (cont'd.)

- When advertising:
 - It is important to match the message with the site and the budget allotted
 - Announcements can be put in newspapers and magazines, on radio and television, and on the Internet
 - Print advertising is generally less expensive than the electronic methods

Marketing (cont'd.)

- “Co-op” advertising:
 - Good way to share ad campaign costs
 - Multiple partners cooperate to produce advertisements or special sections dedicated to their area
 - Magazines and newspapers provide special rates for advertising participants

Marketing (cont'd.)

- Develop various graphic materials communicating information
 - Brings forth to targeted audiences the image the community is trying to portray
 - Color scheme or unique design element (logo) appears throughout material
 - Helps to define an image

Marketing (cont'd.)

- Brochures:
 - Introduce visitors to the area's attractions
 - Can also be used for other purposes (e.g., during trade shows or special events)
 - Should be displayed at key locations
 - If targeting a specific group, specialized brochures should be developed

Marketing (cont'd.)

- Group services directory:
- Provides information such as where to stay, eat, tours, etc.
- Signs:
 - Should be created and placed where visitors will see them
 - Should be legible and informative
 - Including international symbols

Creative Tourism and Cultural Development:

What is “creative tourism”?

“

•Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken

”

---- Greg Richards and Julie Wilson



An alternative definition ...

“

•Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place, and it provides a connection with those who reside in this place and create this living culture

”

---- From the discussion report of the planning meeting for the 2008 International Conference on Creative Tourism

Cultural tourism continuum

**Traditional
Cultural Tourism**

Creative
Cultural Tourism



**Visiting tribal
groups**

- African or Asian villages

**Visiting world
heritage sites**

- Pyramids
- Taj Mahal

**Visiting
historic towns**

- Quebec City
- Lunenburg

**Attending
arts festivals**

- Toronto
- Montreal

Cultural tourism continuum



Who are the creative tourists?

How big is the market?

Creative class workers (about 30% of the total workforce) are one source - creative tourism is a primary motivator for them

But creative tourism is likely to be a secondary motivator for many more

What Do Creative Tourists Look For?

Creative tourists expect:

- Excellent quality and uniqueness
- Choice and participation
- Something for everybody

Conclusions

- Cultural tourism developments are providing a range of experiences from the traditional to the creative, in keeping with the nature of cultural tourism as a continuum

The Impact of Festivals on Cultural Tourism

Cultural Tourism

- Cultural tourism is defined by Tourism industry professionals as "Travel directed toward experiencing the arts, heritage and special character of a place."



Cultural Tourism

- Culture is a main attraction of tourism.
Without culture to make a difference, a tourist site would be a boring place.
- Without different cultural heritages, therefore, places across the world would have little to offer as attractive tourist sites.

Cultural Tourism

Cultural tourism is defined by international Cultural Tourism Charter professionals as

" Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others.."

<http://www.icomos.org/tourism/charter.html>

Development of Cultural Tourism through Festivals

- As a type of cultural tourism, cultural festivals in particular enable "intangible" regional culture to attract tourists at low expenditure, and spread regional culture with ease.
- Cultural festivals do not require fixed buildings, and may make good use of existing space.
- Thus, cultural festivals may be classified as economically, socially, and environmentally sustainable tourism.

Development of Cultural Tourism through Festivals

- Festivals provide an opportunity for the local people to develop and share their culture, which create a sense of values and beliefs held by the individuals in a local community.
- Festivals provide the tourist the opportunity to see how the local communities celebrate their culture and help the visitors to interact with the host community.

Role of Festivals in UK

- The desire for festivals and events is not specifically designed to address the needs for any one particular group.
- The hosting of events is often developed because of the tourism and economic opportunities additional to social and cultural benefits.

Role of Local Communities

- Festivals play a major part in a city and local community.
- Festivals are attractive to host communities, because it helps to develop local pride and identity for the local people.
- The peoples and communities that host the festival provide the visitors with a vibrant and valuable culture.

Role of Local Communities

- Local communities play vital roles in developing tourism through festivals.
- The events in turn are seen as an important tool for attracting visitors and building the image within different communities.

Potential Benefits of Cultural Tourism

- increased resources for the protection and conservation of natural and cultural heritage resources
- increased income from tourism expenditures
- increased induced income from tourism expenditures
- new employment opportunities
- new induced employment opportunities
- increased tax base

Potential Benefits of Cultural Tourism

- increased civic pride leading to a better environment for
- economic development
- improved infrastructure
- revival of local traditions and the associated income
- producing potential of local people
- development of local handicrafts
- increased community visibility leading to other economic development opportunities

Potential Advantages /Disadvantages Cultural Tourism

- much of tourism employment is seasonal in nature
- employment in this field is often low paying
- tourism development can produce inflation
- if not properly planned for and managed, tourism
- development can lead to increased costs (land, housing, food, services)

Potential Advantages /Disadvantages Cultural Tourism

- pollution, increased crime and increased
- traffic/congestion can lower the attractiveness of a community or region for investors
- increased taxes
- not authentic development which can reduce the attractiveness of an area as a tourism destination.

Potential Advantages /Disadvantages

Cultural Tourism

- Cultural tourists, on average spend more than 'mainstream' tourists.
- Spend per head by cultural tourists on food and drink and shopping is around twice that of 'mainstream' tourists;
- Cultural tourist spend more on accommodation - compared to 'mainstream' tourists;

Social and Environmental Impact

- Creating cultural image.
- Affect the quality of life of the local residents.
- ignore the resident perceptions.
- Address the concerns of the local people and reduce the negative impact.

Edinburgh Festival

- The Edinburgh Festival developed since the late 1940s and it has become a major hotspot for artistic and tourist to enjoy multi-cultural events during the month of August each year

Impact on the Local Economy

- Festival Director Brian McMaster said:
'We are delighted at the response to this year's programmes. Reviews have been excellent, but, more importantly, our audiences are clearly having a very good time, and are trying out a wide range of familiar and less familiar events.'

Impact on the Local Economy

- It has been estimated that tourism is worth over £1.1 billion per year to Edinburgh'
- Creates over 27,000 jobs according to the Edinburgh Convention Bureau (ECB).
- Business tourism and conferencing accounts for around £120 million annually with its value increasing year on year.

Edinburgh International Festival Audience

- **43% of the Festival's audience comes from Edinburgh and the Lothians**
- **18% from the rest of Scotland**
- **21% from the rest of the UK**
- **17% from overseas**
- **Visitors stay an average of 8 nights in Edinburgh**

Tourism to the Local Area

- Actual carnival site is 80,000.
- Attract tourism from all over the country and people come to the carnival as far as Caribbean Islands.



**Linking creativity and culture for an innovative
local development**

**Local Development issues for Cultural
Heritage Tourism**

Local Development issues for Cultural Heritage Tourism

Some strategic issues

- To what extent does tourism lead to culture shock and to the commercialisation of culture?
- Is tourism destroying local cultural resources and identities?
- Is there an opposition between the market and the profitability on one side and the preservation on the other one? Or can we imagine that both logics can progressively get together...?

Local Development issues for Cultural Heritage Tourism.

The relationship between tourism and culture is a very intensive one

- Tourism belongs to culture
- The encounter of visitors and his/her host is one of the most ancient form of culture
- Mass tourism is a danger for local cultures

Local Development issues for Cultural Heritage Tourism

Impact of the globalisation process

- The process of globalisation has a great impact on the relationship between tourism and culture at local level
- The development of cultural similarities
- At the same time, a renaissance of support for unique local cultural resources and an increasing concern about protecting traditional culture
- Globalisation is leading to design-oriented tourism products, which often combine traditional cultural goods and the achievements of modern civilisation.

Local Development issues for Cultural Heritage Tourism

Culture and heritage are growth engines for a sustainable tourism development

- People travel for immaterial cultural reasons that are beyond the logic of supply and demand
- Cultural differences are of crucial importance for tourism and cultural resources are the foundations to develop tourism
- In economic terms, culture and heritage create competitive advantages for the territories (uniqueness of the location).

Local Development issues for Cultural Heritage Tourism

And tourism contributes to culture and heritage development

- Tourism can generate economic benefits for the development and preservation of cultural resources
- Tourism, in liaison with culture and heritage, can strengthen the living environment and the identity of territories

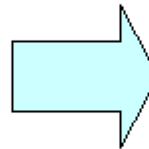
Local Development issues for Cultural Heritage Tourism

Is tourism destroying local cultural resources and identities?

Cultural Interaction in Tourism Regions: Elements for Change in Paradigms

Main Traditional Critics

Loss and of complex realities and their stereotyping
Commodification and dommer- cialisation
Loss of authenticity by simula- tion of attractions
Cultural shock and confrontation
Levelling of cultural differences
Destruction of cultural heritage



New Understanding

Holistic experiences with emo- tional character
Consumption as an meaningful act of self-realisation
Put on stage authentic and manmade attractions
Opportunities of a intercultural laboratory
Differentiation by typical local elements
Fascination and willingness to pay for cultural attractions

Source: Prof. Peter Keller, secol/HEC

Local Development issues for Cultural Heritage Tourism

*Sustainable cultural and heritage tourism requires
COOPERATION between culture and tourism*

- At national level to work on a sustainable strategy for enhancing cultural resources for tourism purposes
- At local level to identify new modes of management of culture and heritage for tourism purposes
- At industry level to find a good balance between preservation and the economic objective of profitability

Local Development issues for Cultural Heritage Tourism

*Sustainable cultural and heritage tourism requires an
INTEGRATED APPROACH*

- Heritage, culture, tourism and economic issues should be addressed in a coherent manner
- Important role to be played by all stakeholders (visitors, resident population, local authorities, tourism industry)
- Models of tourism development and objectives

Impacts of heritage tourism

- [?]Impacts (positive or negative) attributed specifically to the development of heritage tourism.
- [?]Impacts located most significantly in heritage tourism locations.
- [?]Physical (ecological) impacts
- [?]Social & cultural impacts
- [?]Economic impacts

Negative physical impacts of heritage tourism

- Damage to historic site environments as a result of excessive visitor pressures.
- [?]The behavior of heritage visitors and their numbers (particularly at peak times) are slowly destroying the very things that attracted them in the first place.

Negative physical impacts of heritage tourism

- Inevitable physical decline of the condition of a monument from time and usage
- ☐Moisture created by breathing, sweating & touching
- ☐Litter/pollution
- ☐Vandalism & “souvenir hunting”

Positive physical impacts of heritage tourism

- Maintenance and protections of areas, monuments, buildings & artifacts: in order to be offered as heritage attractions to visitors.
- ☐Creating conservation awareness in visitors: through education, entertainment and the proper use of heritage attractions

Positive physical impacts of heritage tourism

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- [?] Creating conservation awareness in visitors: through education, entertainment and the proper use of heritage attractions.

Negative sociocultural impacts of heritage tourism

- Tourism development disturbs the lives of local people who have their homes/communities within or near the historic site (e.g. Indonesia).
- ☐ Removal of traditional people & original owners from their own land.
- ☐ Conflicts between government, development agencies – residents.
- ☐ Tourists & cameras disturb believers & worshippers in sacred sites & temples still in use from local people.
- ☐ Commercialization of heritage (e.g. traditions, arts)

Positive sociocultural impacts of heritage tourism

- ☐ Attracting visitors interested in history and preservation of the area
- ☐ Preservation of local traditions and culture
- ☐ Building community pride in heritage
- ☐ Increased awareness of the site or area's significance
- ☐ Psychological satisfaction because of the interaction with other cultures

Negative economic impacts of heritage tourism

- The country or region might become dependent on the (heritage) tourism industry.
- ?Inflation: a rise in the general level of prices of goods and services in an economy over a period of time
- ?Leakage: the way in which revenue (money) generated by tourism is lost to other countries' economies

Positive economic impacts of heritage tourism

- ?Heritage tourists tend to spend more money
- ?Opportunity for new/more jobs & businesses
- ?Diversification of the local economy
- ?More opportunities for partnerships
- ?Increasing historic attraction revenues
- ?Generating local investment in historic & traditional resources

An example of the leakage effect

- Many countries must purchase goods and services to satisfy their visitors.
- ☐ This includes the cost of raw materials used to make tourism-related goods, such as souvenirs.
- ☐ Some countries must import as much as 50% of tourism- related products

Planning guidelines

Planning guidelines applicable to government and managers include :

- Develop and implement effective land use planning measures that maximize the potential environmental and economic benefits of travel and tourism while minimizing potential environmental or cultural damage.
- Tourism activities should be planned at the appropriate level with a view to integrate socio-economic, cultural and environmental considerations at all levels.
- Planning for tourism development must be integrated with other planning efforts at the site, regional and national levels, applying tools such as strategic environmental assessment and integrated resource management.
- Poor planning and management of tourism development in and around protected areas can have devastating, longlasting and sometimes irreversible effects.

- Managing tourism in a sustainable way however requires both a long-term perspective and careful consideration of the many ways in which tourist activities and environment interrelate.
- What is needed is a systematic approach and a toolkit for planning in order to provide the necessary resources for visitor management.
- Therefore it is important to provide standardized data and collect them as early as possible.
- Increasing recreational use of national parks and protected areas can impact natural and cultural resources and the quality of the visitor experience.
- Determining how much recreational use can ultimately be accommodated in a park or protected area is often addressed through the concept of carrying capacity

From a management perspective, visitor impacts are significant because they directly reflect management success in meeting two primary mandates: resource protection and recreation provision .

In this respect visitor impacts need to be managed since:

1. Visitor use can negatively affect vegetation, soil, water and wildlife resources as well as the quality of visitor experiences.
 2. Visitor crowding and conflict can reduce the quality of visitor experiences.
 3. Environmental attributes such as vegetation and soil resistance and resiliency, influence the type and severity of visitor resource impacts.
 4. The use/impact relationship limits the effectiveness of visitor use reduction and dispersal strategies.
 5. Decision-making frameworks can provide an explicit and flexible means of managing visitor impacts.
 6. Indirect management strategies are often less costly to implement and are preferred by visitors.
- Visitor management is an administrative action oriented towards maintaining the quality of park resources and visitor experiences.
 - In many but not all situations management tends to focus on the negative impacts resulting from unrestrained visitor activity. In other situations management acts assertively to create and maintain opportunities for visitors to view, experience, learn about and appreciate their natural and cultural heritage.

four strategic approaches used to reduce the negative impacts of visitors on protected areas

- Broadly speaking there are four strategic approaches which can be used to reduce the negative impacts of visitors on protected areas
 1. *Managing the supply of tourism or visitor opportunities*, e.g. by increasing the space available or the time available to accommodate more use;
 2. *Managing the demand for visitation*, e.g. through restrictions of length of stay, the total numbers, or type of use;
 3. *Managing the resource capabilities to handle use*, **e.g. through hardening the site** or specific locations, or developing facilities; and
 4. *Managing the impact of use*, **e.g. reducing** the negative impact of use by modifying the type of use, or dispersing or concentrating use.

The visitor management techniques

- The visitor management techniques available to managers include:
- Regulating access by area (zoning);
- Regulating visitation by visitor type (through pricing)
- Implementing entry or user fees;
- Providing interpretation programmes and facilities;
- Regulating visitor behavior (codes of conduct);
- Concentrating on allowing accredited organizations to bring visitors to the site.

Definition:

- Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site.
- Heritage interpretation is an integral part of heritage tourism. It is about communicating a site's heritage values to others.
- By communicating the meaning of a heritage site, interpreters facilitate understanding and appreciation of sites by the general public.
- They also create public awareness about the importance of heritage and its protection.
- Among different forms of interpretation, tours by heritage guides have the most influence on the visitors' experience, understanding and enjoyment of heritage.
- This form of communication is the most direct and is one that allows for a relatively higher degree of interaction.
- Very often, it is the only form of interpretation that a visitor has access to when visiting a heritage site.

Types of Interpretation Services

- There are two types of interpretation services: Personal and non-personal services.
- Personal services “involves direct contact with the public” (Interpretation, n. d.), and depends on the purpose of interpretation. It can be divided into informational or presentation.
- Informational interpretation services offer information to visitors that is related to the visiting destination such as the location of facilities and the various services available for making visiting more convenient.
- The presentation services usually include scheduled services provided by skilled groups such as tour guides, interpreters, artists, and experts.
- These groups of people offer interpretation that makes the visit more enjoyable.

Types of Interpretation Services (cont.)

- Non-personal services “relies on inanimate aids such as facilities and publications” (Interpretation, n. d.). Non-personal services include:
 1. Interpretive signs: the basic service. Usually presents the message with a combination of pictures and words, visitors tour at their own pace.
 2. Brochures: Usually present in booklet style that contains the basic background information about a destination. It is given to visitors at the beginning or placed at the entrance of the destination.
 3. Exhibits: Usually contains dioramas, artifacts, reconstructions, and models.
 4. Audio guide: The visitors can get the interpretive message from an earphone.
 - They can listen to the interpretation and tour the exhibit at the same time.
 - The visitors can listen to the interpretation several times depending on their needs.
 5. Multi-media: Usually presented by video related to the destination. It promotes
 - interactivity that allows the audience to ask questions.
 6. Interpretive route: The interpretive trail is usually self-guided by visitors. Often constructed with concentrated information stops to provide additional information about specific areas of the destination.

Types of Interpretation Services (cont.)

- “Personal interpretation is one of the most powerful approaches to interpretation services because the interpreter can continually adapt to each audience” (Brochu & Merriman, 2002, p. 23.).
- However, personal interpretive services usually are only available for a limited amount of time because of the high cost and not enough trained interpretive staff.
- It is usually more costly compared to non-personal interpretation on a per visitor bases. Moreover, Tilden (1977) suggested that any tool is a better choice than an interpreter if the performance of the interpreter is poor.
- A combination of personal and non-personal interpretation services have been found to be the best in aiding visitors and improving their experiences (Brochu & Merriman, 2002).

Principles of Interpretation

- The key principles that heritage guides should consider in heritage interpretation are as follow:
 1. **Access and understanding.** The appreciation of cultural heritage sites is a universal right. The public discussion of their significance should be facilitated by effective, sustainable interpretation, involving a wide range of associated communities, as well as visitor and stakeholder groups.
 2. **Information sources.** The interpretation of heritage sites must be based on evidence gathered through accepted scientific and scholarly methods as
 - well as from living cultural traditions.
 3. **Context and setting.** The interpretation of cultural heritage sites should relate to their wider social, cultural, historical and natural contexts and settings.
 4. **Authenticity.** The interpretation of cultural heritage sites must respect their authenticity.
 5. **Sustainability.** The interpretive plan for a cultural heritage site must be sensitive to its natural and cultural environment. Social, financial and environmental sustainability in the long term must be among the central goals.

Principles of Interpretation(Cont.)

6. **Inclusiveness.** The interpretation of cultural heritage sites must actively involve the participation of associated communities and other stakeholders.
7. **Research, evaluation and training.** The
 - interpretation of a cultural heritage site is an ongoing, evolving process of explanation and
 - understanding that includes continuing research,
 - training and evaluation.

Interpretation Techniques

Good interpretation is more than just a selection of good techniques. It requires careful and detailed planning and effective execution.

- Interpretation methods can take one or more of the following forms:

☞ Printed Information:

- Advertisements , - Brochures/leaflets , - Guidebooks, - Books , - Maps

☞ Signage

☞ Exhibits

☞ Narrated visual presentations

☞ Videotape presentation

☞ Websites

☞ Film

☞ Rented tape-recorded tours

☞ Pre-recorded station stops

☞ Car audio

☞ Sound and light shows

☞ Guides

- - Site employed guides , - Outside guides

Theme

- The best way to design an interpretation programme is to organise it around a theme.
- A good understanding of the site and potential visitors help develop a good interpretation programme package.
- A theme helps to keep interpretation focussed. It also helps to organise different interpretation components.
- A heritage site may have many stories to tell and it is never possible to tell everything about a site. Therefore, a guide should focus on something that he or she would like the audience to take away with them.
- The following five basic guidelines are key for developing a supportive framework for thematic interpretation:

Theme(Cont.)

1. **Know your site.** This is more than knowing the facts. Knowing what is significant about the site is important. However, to develop an interesting interpretation, it is equally important to know what different community members know and think about the site.

Solid understanding of a site helps identify what needs to be interpreted.

2. **Know your audience.** Different types of visitors have different kinds of interests and expectations. Not everyone visits a site for an in-depth study;
many visit just to have a good outing. Knowledge about the nature of your audience helps you decide how to interpret.

3. **Know the community.** If you are from the community where the site is situated, then probably you already know your community well.

However, if you come from a different part of the region or country, then you need to know the values and traditions of the host community so that you can avoid any negative impact on the community's social structure and cultural integrity. This knowledge will help show you the ways communities can be made part of interpretive activities.

Theme(Cont.)

4. **Identify constraints and resources.** The size of the site and the length of the tour determine how much is possible. Also important are accessible
 - visitor facilities and enough space for comfortable movement throughout the site.
5. **Space determines the number of visitors** to a site at a given time. Good understanding of items 1, 2 and 3 above will help tell how much time is available for interpretation. In addition to space and time, selection of interpretation methods can be constrained by budget limitations

Theme Development

- As in interpretation, theme development is often viewed as identifying subjects or topics. As such, topics such as birds or geology are not particularly appealing to visitors.
- However, if communities worked at theme development, as good interpretation should, they might come up with themes such as, “Glaciers transformed raw mountains into today’s scenic landscapes.”
- Interpretation, applied to tourism development and marketing, would capitalize on this kind of grand theme that ties together visitor experiences such as driving along Turn again Arm, touring the Matanuska-Sitna Valley, or visiting the Portage Glacier Visitor Center.
-

meaningful thematic interpretation.

the following five guidelines, which are part of the process called interpretive planning, can help ensure meaningful thematic interpretation.

1. **Develop a vision.** A vision tells you why you are interpreting something.
2. **Plan early.** Allow sufficient time to plan so that every aspect of interpretation is carefully looked at before its implementation.
3. **Involve the community.** To make interpretation interesting and real, include the community in your planning.
4. **Be prepared for the unexpected.** Make your plan flexible enough to keep the impact of unexpected events or situations to a minimum.
5. **Monitor performance.** Set clear criteria for monitoring your interpretation programme. Monitoring may include visitor assessment and the number of visitors over a specific period. Consistent negative results indicate the need for immediate review of the interpretive plan.

REASONS FOR SUSTAINABLE DEVELOPMENT IN CULTURAL TOURISM

1. The cultural tourism could be of substantial economic benefit, especially to the incoming (host) countries and regions.
2. The cultural tourism contributes to the economic wealth of a region
3. The contribution of the cultural tourism to all the world and regional tourism depends on the type of activity and the territorial features alike.
4. The cultural tourism contributes to the world tourism diversification.
5. Also, the cultural tourism plays a major stimulating role in the investments.
6. The cultural tourism brings on the diversification of the opportunities and new facilities for leisure for the locals, as well as the stimulation of the residents to travel inside the country.