

## Greetings from Politecnico di Torino

Since **1859**, a centre of teaching and research, and one of the most important universities in Europe for **Engineering** and **Architecture**, studies



### **Economics of Uniqueness**

*Cultural Heritage Assets and Historic Cities as Public Goods*

## **Promoting the linkage between Sustainable Tourism and Heritage Conservation**

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**3<sup>rd</sup> May 2011**



## Background

- Over the past 20 years, **tourism has emerged as a driving factor** of economic development and competitiveness in cities and regions
- Natural and cultural **heritage is the primary resource** upon which tourism depends.
- The linkage between tourism and heritage is represented by the concept of **sustainable tourism** which is able to guarantee long-term sustainability of heritage and local identity of the site.

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## Problems

- Conventional definitions of the concept of sustainable tourism based on the “three-pillar-model” are **misleading**
- Available recommendations and guidelines are **fragmented**, unable to support appropriate strategies for preserving the local identity of the place.
- Current strategies found **difficulties to actively engage stakeholders** and influential members of the public and private tourism sector in the conservation of natural and cultural heritage.
- There is the need to **better understand the relationships** implied in the concept of sustainable tourism and to support the development of appropriate strategies in the field of heritage conservation

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## Objectives

- To look closely at **what sustainability means for tourism** and why it should be addressed
- To better understand the **relationships between sustainable tourism and cultural heritage**
- To suggest an integrated approach (or a framework) for **supporting strategies** which are able to promote sustainable tourism and heritage conservation
- To introduces the **tools that may be used to manage** sustainable tourism and heritage conservation.

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## Methodology

Literature review and case studies analysis (available in literature)

## Structure of the study

- 1) Sustainable Tourism.
- 2) Implications of sustainable tourism to heritage conservation.
- 3) Strategies for promoting sustainable tourism and heritage conservation.
- 4) Instruments for promoting the linkage between sustainable tourism and heritage conservation.

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## What is Sustainable Tourism?



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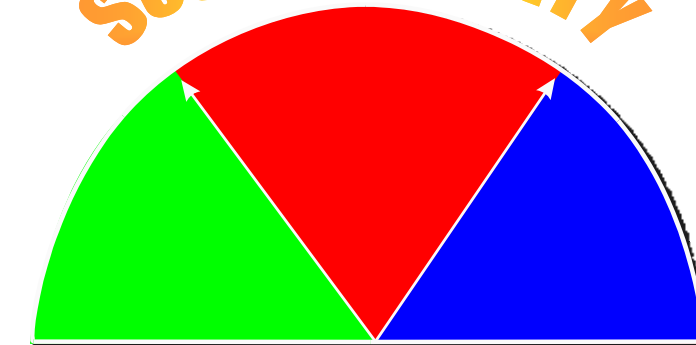
### Definitions for Sustainable Tourism

- *Tourism that takes full account of its current and future **economic, social and environmental** impacts, addressing the needs of visitors, the industry, the environment and host communities (UNEP)*
- *Tourism which leads to management of all resources in such a way that **economic, social and aesthetic** needs can be fulfilled while maintaining cultural integrity, essential **ecological processes**, biological diversity and life support systems (WTO) .*
- *A process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future (WTO)*
- It implies: effective **sustainability planning**; maximizing **social and economic benefits** for the local community; enhancing **cultural heritage**; reducing negative impacts to the **environment** (Partnership for Global Sustainable Tourism Criteria, 2009)

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Problems of elasticity of the concept

**SUSTAINABILITY**



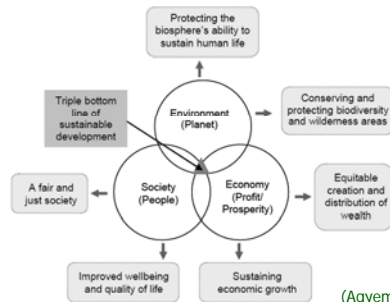
**CONSERVE  
AT ALL  
COST**

**SEEK  
TECHNICAL  
'FIX'**

Problems of falsely trade-offs



(Hart, 2002)

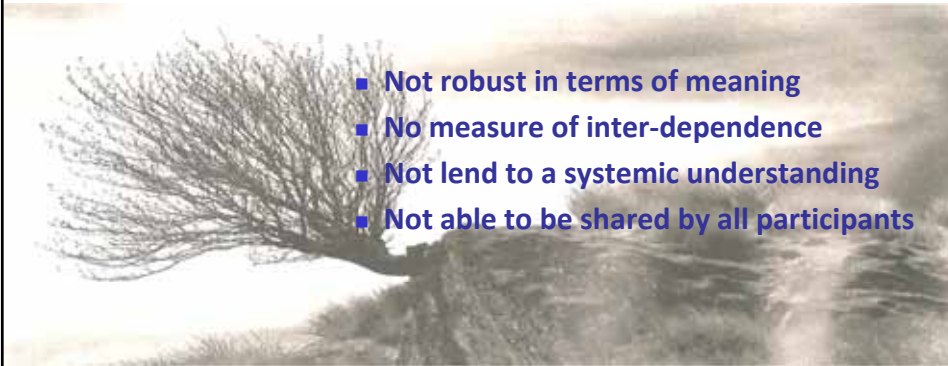


(Agyeman & Evans, 2003)



(The World Conservation Union, 2006)

## Weakness of current definitions and approaches



**Need for a systemic approach**

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## *Implications to heritage conservation*



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*Major challenges of sustainable tourism and implications to management and policy making*

- **Dynamic growth.** This brings considerable pressures and congestion from visitors to the natural and cultural resources
- **Climate change.** Environmental impacts are set to increase significantly (air transport)
- **Health, safety and security.** Uncertainty of certain destinations causes significant fluctuations in tourism flows.
- **Poverty alleviation.** Tourism is often a source of revenue in rural areas but there is a tendency for tourism jobs to be low paid
- **Support for conservation.** Tourism can become a force for more **sustainable land management** through good governance and private sector and NGOs involvement.

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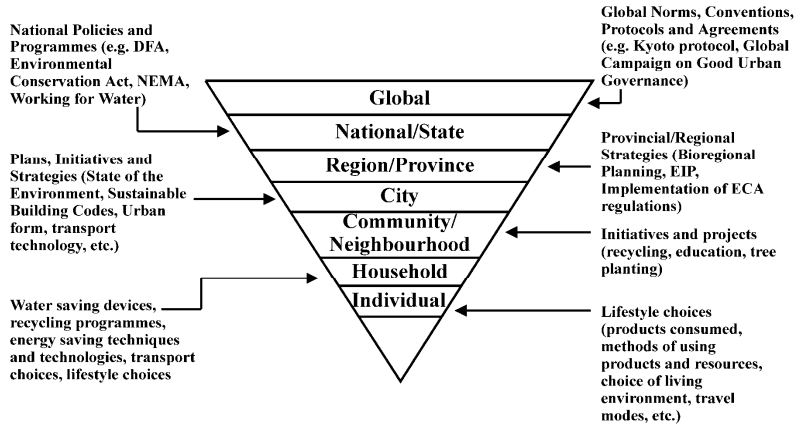


**Sustainable land management**

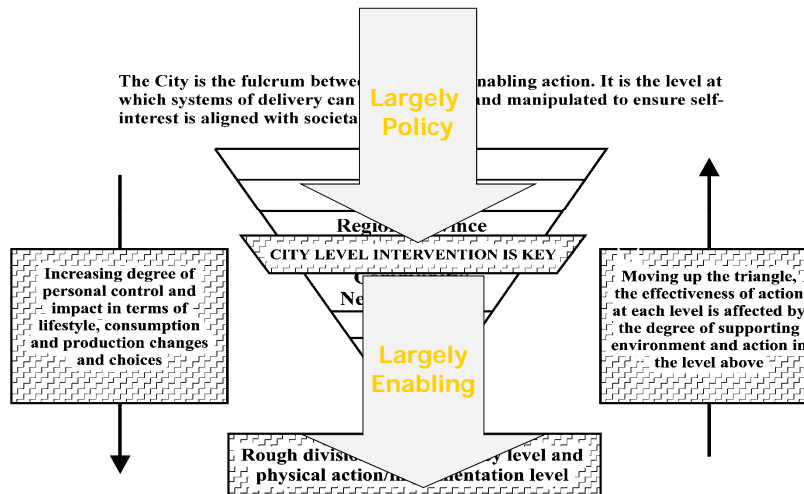
- It is a **continuous process, not an event.** it must adjust to changing conditions and goals
- It is concerned with the **future: it identifies concerns and future alternative courses of action**, and examines the evolving chains of causes and effects likely to result from current decisions.
- It provides a mechanism for thinking about **threats and opportunities**, solving problems and **promoting discussion** between involved parties.
- It is **systematic** which helps to ensure that decisions are based on knowledge and analysis of the subject and its context, and helps others to understand the rationale for proposed actions.
- It involves **value judgements.**
- It takes a **'holistic' view.** The process can, if carried out openly and inclusively, take into consideration a very wide range of issues, views and opinions.

WCPA, 2003  
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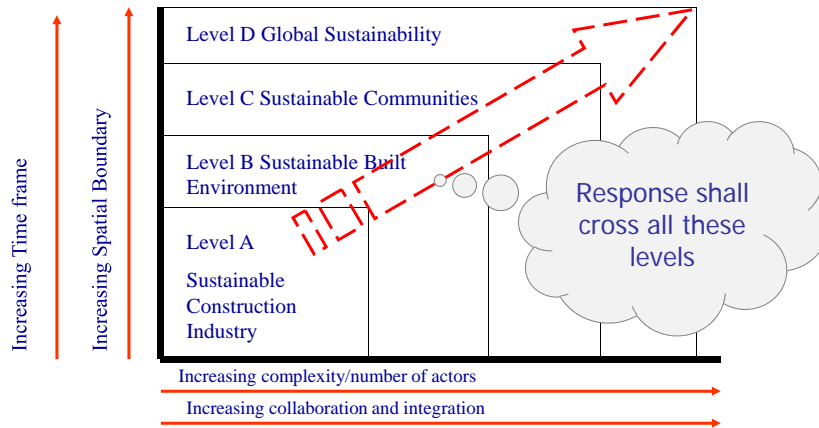
### Who does own the management agenda of sustainability



### The role of the City



Broad areas that need to be addressed and the relationship between different parts of the built environment, including the communities that exist within it and the global environmental agenda



(Source: Cooper , 2001)

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This study, so far, suggest that:

- achieving sustainability in tourism destinations means to create the ability to provide and integrate **value-added products that sustain the resources while maintaining a market position** relative to the competitors.
- **the role of local government and its interactions with stakeholders are essential:** first in creating opportunities for business development and second, in creating an overall **strategic vision** for the destination, based on local resources and clear objectives (Lunvall 1992 in Svensson et al., 2005).
- a new paradigm need to emerge, one which is able to **actively engage influential members of the public and private tourism sector** with a growing percentage of **tourists as active participants** in the conservation of natural and cultural heritage

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## Strategies for promoting sustainable tourism and heritage conservation



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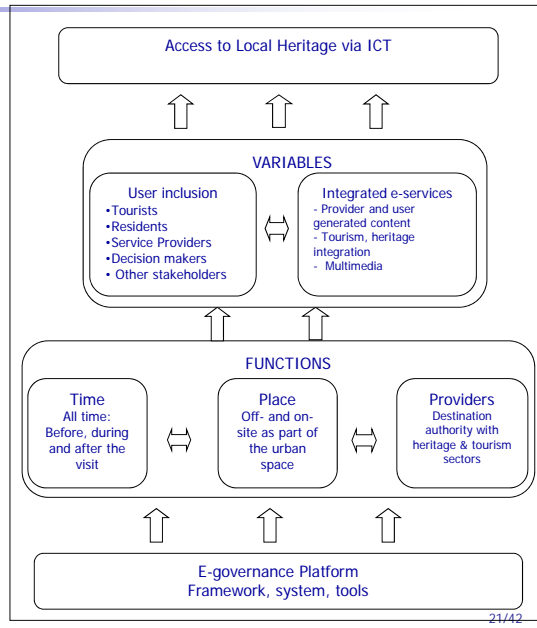
### Key components of a strategy:

- Increase **access to heritage** facilitated by Web 2.0, social networking, websites and low cost electronic media.
- Apply **heritage interpretation** and communication of heritage values to explain the importance of a place to visitors. This is about transmitting enthusiasm for a place which is thought to be special to people (Carter 2001).
- **Building capacities** for partnerships among three key constituencies: the private sector, the public sector and non-governmental organisations, including citizen groups (Hassan, 2000)
- Allowing the **sharing of the benefits** of the *common goods*.



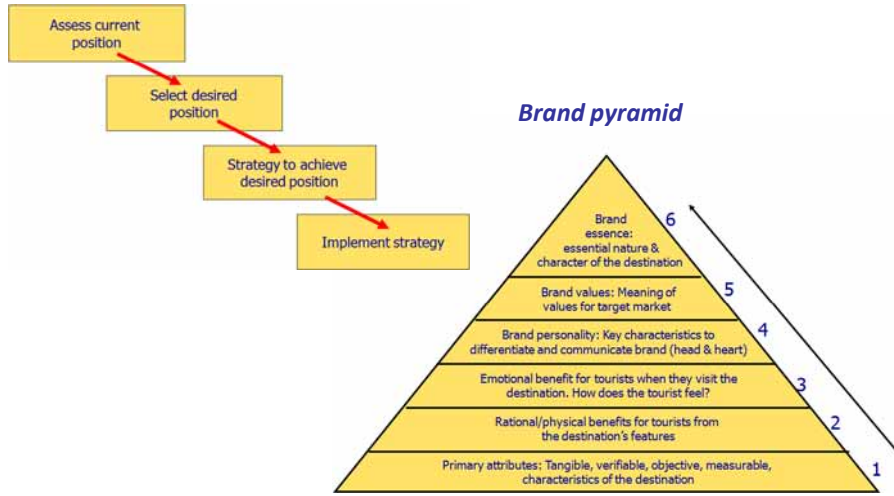
The increasing digital access to heritage depends greatly on adopting **e-governance approaches and tools** to go beyond the basic informative level of heritage presentation. It requires the inclusion and **participation** of all the stakeholders and communicative and participative interactions among them.

Paskaleva-Sapira & Lombardi, 2008



Attractions perspective	Destinations perspective
<p><b>What</b> is special about a site, and what is worthwhile interpreting from it</p> <ul style="list-style-type: none"> <li>• Thematic areas</li> <li>• Meanings to reveal</li> <li>• Stories to tell</li> <li>• What will interest visitors</li> <li>• What else is being interpreted nearby and how does it relate to this</li> </ul>	<p>Positioning strategy</p> <p>USPs</p> <ul style="list-style-type: none"> <li>• Themes</li> <li>• Stories to tell</li> <li>• What will interest visitors</li> <li>• Intangible and tangible aspects of cultural heritage</li> </ul>
<p><b>Why</b> the need for interpretation? (Attraction perspective)</p> <ul style="list-style-type: none"> <li>• Increase visitors' understanding of the place</li> <li>• Encourage conservation ethic</li> <li>• Provide fun and rewarding days out for families</li> <li>• Increase time people spend in the site</li> </ul>	<p><b>Why</b> the need for interpretation? (City perspective)</p> <ul style="list-style-type: none"> <li>• Increase understanding of cultural heritage</li> <li>• Increase visitor numbers</li> <li>• Regeneration</li> <li>• Etc.</li> </ul>
<p><b>Who</b> is the interpretation for?</p> <p>Attract new visitors?</p> <p>Improve provision for existing visitors?</p> <p>Need for more research about visitors?</p>	<p><b>Target markets</b></p> <p>Tourists (varied groups)</p> <p>Residents</p> <p>Community groups and groups of interests</p>

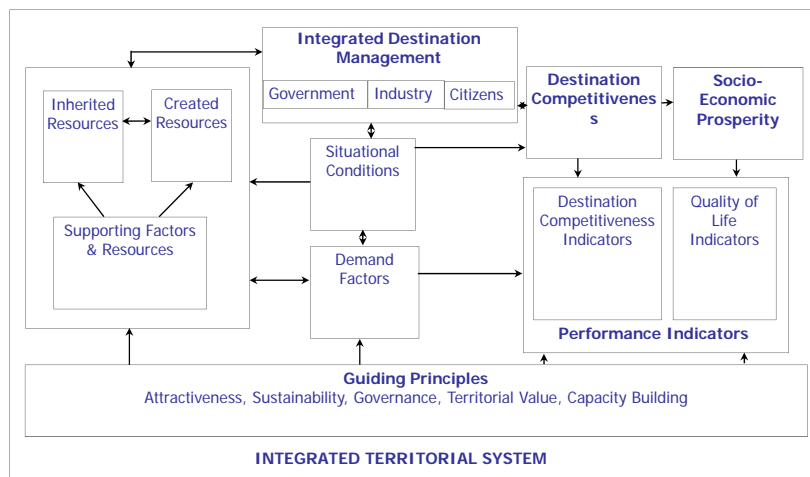
**Positioning (and branding) strategy**



ISAAC, 2009

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**A governance framework**



(adapted from Paskaleva-Shapira, 2007)<sub>24/42</sub>

**Key dimensions of the framework:**

- Tangible & intangible characteristics of the site;
- Local community elements;
- Planning & Management (supply oriented)
- Communication & Marketing (visitor oriented).

The management focuses on those activities which implement the policy and planning framework established under destination policy, planning and development, enhance the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources, and adapt best to the constraints or opportunities imposed or presented by the qualifying and amplifying determinants.

***Instruments for promoting sustainable tourism and heritage conservation***





- **Measurement instruments** —a tool of benchmarking and improving practice and policies.
- **Supporting instruments** — through which governments can, directly and indirectly, influence and support enterprises and tourists in making their operations and activities more sustainable.
- **Economic instruments**—influencing behaviour and impact through financial means and sending signals via the market.
- **Command and control instruments**—enabling governments to exert strict control over certain aspects of development and operation, backed by legislation.
- **Voluntary instruments** — providing frameworks or processes that encourage voluntary adherence of stakeholders to sustainable approaches and practices.

(UNEP-WTO 2005)

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*To be continued....*

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**THANKS FOR YOUR ATTENTION**