HERITAGE TOURISM

By
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Some definitions of Heritage:
“the natural, cultural and built environments of an area…”
“an inheritance or a legacy; things of value which have been passed from one generation to the next”

“The word ‘heritage’ in its broader meaning is generally associated with the word inheritance; that is, something transferred from one generation to another. Owing to its role as a carrier of historical values from the past, heritage is viewed as part of the cultural tradition of a society. Therefore, the studies of cultural heritage have tended to concentrate on the power of tradition which implies stability or continuity, whereas tourism involves change.”
"In the context of tourism, heritage has come to mean “any product that can be a subject for tourist promotion. This includes variegated landscapes, natural history, cultural traditions and manifestations, archaeological sites, artifacts, architecture, artistic buildings etc…. all that deserves to be protected as a source of national, regional or local wealth.”

“in tourism, heritage has come to mean not only landscapes, natural history, buildings, artifacts, cultural traditions and the like, which are literally or metaphorically passed from one generation to the other, but those among these that can be portrayed for promotion as tourist products.”
UNESCO has defined heritage as “cultural property” that includes both visible and non-visible cultural heritage. Non-visible heritage includes language, religion and customs while the visible aspects are ‘movable’ and ‘immoveable’ heritage. ‘Movable’ heritage are the various forms of artifacts and fossils, while ‘immoveable’ heritage comprises the unique natural environment and the archaeological sites which include forts, castles and buildings. They can be classified into four main categories:
• archaeological remains
• historical records and phenomena
• cultural remains such as language, religion and customs
• geological, paleontological and ecological remains
### MAIN TYPES OF HERITAGE ENVIRONMENTS

<table>
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<tr>
<th>Attractions</th>
<th>Characteristics</th>
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<tr>
<td>Natural history and science</td>
<td>Nature reserves and trails; zoos, aquariums, wildlife parks and rare breeds; technology centers; scientific museums; geomorphological or geological sites (caves, gorges, cliffs, or waterfalls)</td>
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<td>Agricultural and industrial</td>
<td>Working farms and farming museums; quarries &amp; mines; factories; breweries and distilleries; museums of industry</td>
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<tr>
<td>Transport</td>
<td>Transport museums; working steam railways; canals and docks; preserved ships; aircraft and aviation displays</td>
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<td>Sociocultural</td>
<td>Historic sites; museums of rural or industrial life; museums of costume</td>
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<td>Built</td>
<td>Stately homes; religious buildings</td>
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<td>Military</td>
<td>Castles, battlefields, naval dockyards, and military museums</td>
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<td>Landscape</td>
<td>Historic town- and villagescapes; national parks; heritage coastlines and seascapes</td>
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<td>Arts based</td>
<td>Galleries; theaters or concert halls and their performances; art festivals</td>
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<td>Associations with historic figures</td>
<td>Homes or working places of writers, artists, composers, politicians, military leaders, or leaders of popular culture</td>
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The World Heritage Convention
The convention Concerning the Protection of the World Cultural and Natural heritage (UNESCO 1972) is one of three UNESCO conventions related to cultural heritage. The others are the Convention for the Protection of Cultural Property in the Event of Armed Conflict (the Hague Convention, 1954) and the Convention on the Means of Prohibiting and Preventing the Illicit Import and Transfer of Ownership of Cultural Property Conventions (1970).

The World Heritage Convention has determined the preservation of the most significant cultural sites since it was passed in 1972. 148 countries have signed the document. The World Heritage Committee administers the Convention and in particular the World Heritage List which comprises ‘cultural and natural properties of outstanding universal value which are to be protected under the Convention’. Countries may nominate sites to go on to the list.

The process of nomination, evaluation and decision making takes at least 1 ½ years. Information required includes detailed historical and archaeological records plus management plans for the conservation of the site.
Issues in the Development and Management of Heritage Tourism

1. Preservation, conservation and heritage (Gregory Ashworth)
2. Authenticity
3. Conservation and tourism – in conflict or complimentary? (Sue Millar)
Management of Heritage Sites

As heritage resources are irreplaceable good management of heritage attractions is the key to ensuring that the critical balance is maintained between the needs of the resource and the needs of the visitor. The following issues should be considered in determining management strategy:

1. Conservation and mass tourism
2. The problem of uniform uniqueness – ‘sense of place’
3. Heritage site variables – Tourist attraction
   - Community identity
   - Formal and informal education
   - Strategic planning – interpretation and presentation
Management of Heritage Sites:

**Restoration** – restore artefacts or monuments to as close to their original form as possible which will, sometimes involve the reconstruction of missing parts.

**Conservation** – manage heritage sites and objects so their original shape and parts are preserved and protected.

**Preservation** – to look after the heritage objects so that they are not damaged or destroyed.
Thank You