Sustainable Touristic Use of Cultural Heritage in Europe

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› Tourism Development in the Alps, SEE, SEA, CA, ...

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› EU Danube Strategy, EU Alpine Strategy, ...

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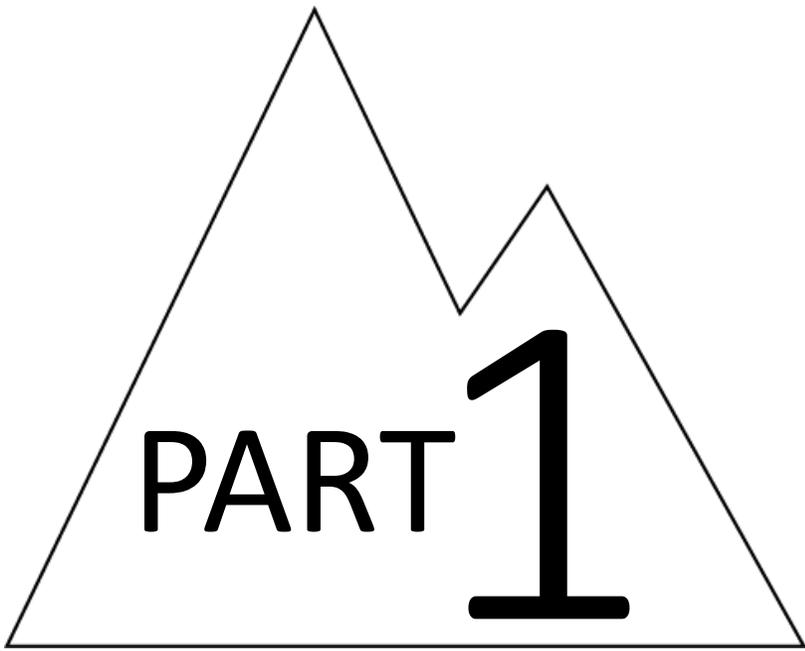
PART 1

SUSTAINABILITY AND TOURISM

# What is Sustainable Development?

300 years of Sustainable Development?

‚Sustainabilty': 1144 in the
rules for forestry in the abbey
of Mauermünster (D)

Hans Carl von Carlowitz:
Sylvicultura oeconomica (1713)

„Sustainable Development is a development that fulfils the needs of our generation without restricting the possibility of the next generation to fulfil their own needs"

Gro Harlem Brundlandt, 1992

Tripple Bottom Line

Ecology

Economy

Socio-Culture

Intergenerational Justice
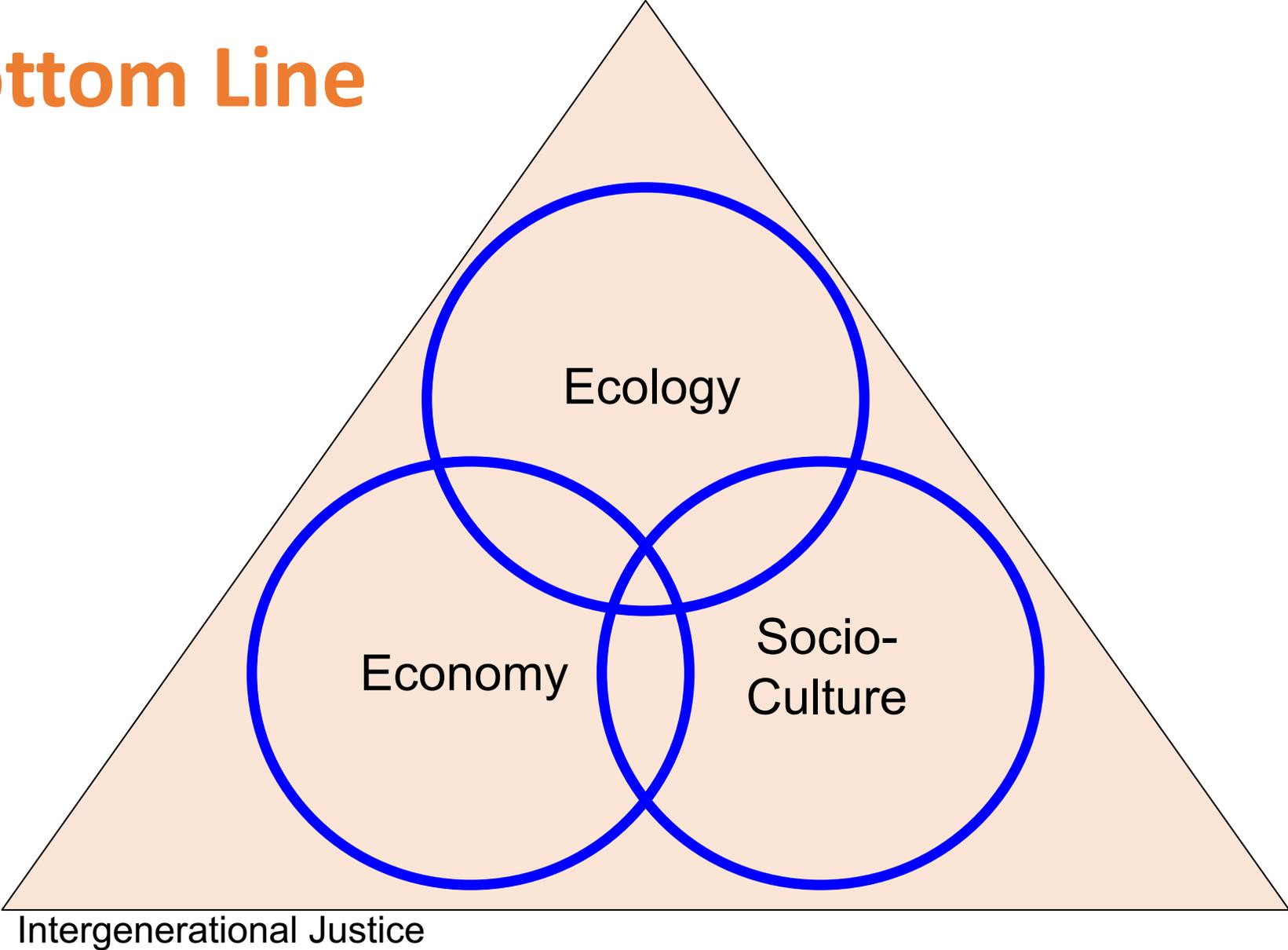
Sustainable Regional Development

Security of income and jobs

Protection of natural landscape

Increasing of sensitiveness for environment and culture

Regional identity

Quality of life

Sustainable Tourism

needs of the next generation

economic prosperity

subjective wellbeing of inhabitants and staff

needs of the guests

natural resources

cultural resources

PART2

CULTURAL HERITAGE AND SDGs

„Preserving cultural heritage demonstrates importance of the past, validate memories.“

Routes, 2020

Cultural Heritage

Cultural heritage includes artefacts, monuments, a group of buildings and sites, museums that have a diversity of values including symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific and social significance.

It includes tangible cultural heritage, intangible cultural heritage embedded into cultural, and natural heritage artefacts, sites or monuments.

Tangible Cultural Heritage

Immovable cultural heritage such as monuments, archaeological sites, and movable heritage such as paintings, etc.

It refers to physical artefacts that are produced, maintained, and transmitted from generation to generation in society as products of human creativity that have cultural significance and can be represented by monuments, archaeological sites and objects; archive, library and audio-visual materials; objects of art etc.

Cultural Landscape

Cultural landscape is part of tangible cultural heritage.

Often reflects specific techniques of sustainable land use, considereing the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature.

Landscape can be designed and created by men or organically evolved.

Intangible Cultural Heritage

Traditions of living expressions inherited from humanity's ancestors and passed on to humanity's descendants which are manifested through such as oral traditions, performing arts, social practices, rituals, festive events, knolwledge and practices concerning nature and the universe, or the knowledge and skills to produce crafts.

Cultural Heritage

Tangible

Immovable, movable and natural heritage.

- Monuments
- Archeological sites
- Paintings
- …

Intangible

Traditions of living expressions

- Oral traditions
- Performing arts
- Social practices
- Rituals
- Knowledge and skills
- …

Sustainable Development Goals (SDGs)

In 2015 governments are called upon to adopt the Post-2015 Development Agenda. The new agenda is transformative, people-centered and with bold and ambitious targets. The proposed Sustainable Development Goals (SDGs), build and expand on the expiring Millennium Development Goals (MDGs), comprise 17 goals and 169 targets and will frame the global development agenda for the coming fifteen years.

Cultural Heritage and SDGs

Explicit reference of Culture in SDG 11.4 and indirect reference in other goals.

- SDG 11.4 → strengthen efforts to protect and safeguard the world's cultural and natural heritage
- SDG 4.7 → promote knowledge and skills and the appreciation of cultural diversity
- SDG 8.9 & 12b → promote sustainable tourism and local culture
- SDG 14.7 → promoting sustainable use of aquaculture and tourism
- SDG 16.3, 16.8 & 16b → promote the enforcement of the rule of law and strengthening global governance
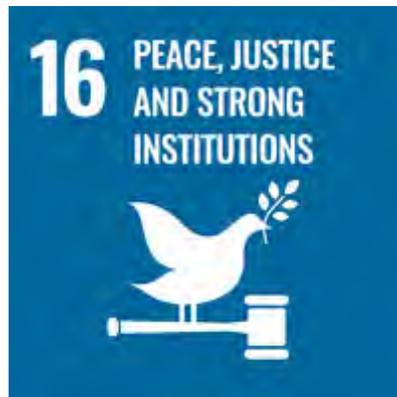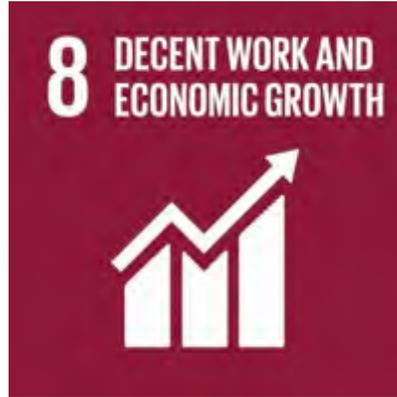
PART3

CULTURAL HERITAGE TOURISM

UNESCO recognition

The main goal of UNESCO World Heritage recognition is to safeguard and preserve the cultural and natural heritage of exceptional universal value for future generations..

...but often, the recognition leads to overtourism instead.

Overtourism in Europe's historic cities sparks backlash

Angry protests from residents in popular areas force city hall officials to take action

Vandals deface ancient ruins in Jerash

Anger in Chin graffiti at Luxo

🕔 27 May 2013

Impacts of UNESCO recognition

Positive

- International recognition

- Increase of visitors

- Funding opportunities and increased revenue

- Reinvention of destination

- Innovation

- Improvement resources

- Diversification of offers

- Employment

Negative

- Overtourism and its effects

- Increased Pollution

- Conflicts between host community and visitors

- Increase of prices and cost of living for host community

- Degredation and destruction of site

Cultural Heritage Tourism

Tourism that values both tangible and intangible aspects of the culture of a certain tourist destination, closely linked to the local community, heritage, history, architecture, traditions, arts and crafts, gastronomy, dance, music and social practices, rituals, festivals and events, which are factors of identity and perceived authenticity.

Opportunities

- Create personal connection to local community
- Contribution to more inclusive communities
- Heritage as an asset and driver of sustainable development
- Diversification of offers within destination
- Increased length of stay
- Employment
- Cultural exchange and appreciation
- Reduce seasonalities through multidimensional use
- Revive cultural heritage

Challenges

- Overtourism
  - Pollution
  - Destruction of site
  - Conflict between host community and visitors
  - Degradation of visitor's experience
- Rapidly changing demand
- Insufficient infrastructure

DIFFERENT DEFINITIONS

[Overtourism is] the phenomenon of a popular destination or attraction being overrun by tourists in an unsustainable way.

Collins Dictionary

"...the impact of tourism on a destination or parts thereof that unduly affects the perceived quality of life of citizens and/or the quality of visitor experiences in a negative way."

Ali, R. (2016), 'Exploring the Coming Perils of Overtourism', Skift

"... Destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably. It is the opposite of responsible tourism, which is about using tourism to make better places to live and better places to visit.

Often both visitors and guests experience the deterioration at the same time."

Responsible Tourism, OverTourism

OVERTOURISM

… HAS REACHED THE INNER-ALPINE CITIES

From mass tourism (nature-related) of the 80s to overtourism (inhabitant-related) of the 21st century.

OVERTOURISM

… HAS REACHED THE INNER-ALPINE CITIES

———

Luzern, CH

81.000 inhabitants
20.000 visitors / day
2019: group of 12.000 (Jenuesse Global)

OVERTOURISM

... HAS REACHED THE INNER-ALPINE CITIES

———

Salzburg, AT

150.000 inhabitants (2.100 in the centre)
Up to 7,5 Mio. visitors / year

OVERTOURISM

... HAS REACHED THE INNER-ALPINE CITIES

Hallstatt, AT

754 inhabitants
Up to 8.000 visitors / day
20.000 busses / year

Taleb Rifai, UNWTO General Secretary, at the UNWTO minister's summit, 2017

"Growth is not the enemy; numbers are not the enemy; the key is to manage growth sustainably, responsibly and intelligently, and to use the power of growth to our advantage. ...

We can't get into building five-star hotels in three-star communities. Jobs and charity are not enough – we need to diversify what we offer visitors, reduce seasonality and raise awareness of less busy destinations ..."

Doxey's Irritation Index

Degree of Irritation	Reactions to tourism
Euphoria	› Small number of tourists › Feeling of excitement and expectation › Informal contact with tourists
Apathy	› Number of tourists increases › More formal contacts with tourists › Tourism seen as a source of income and investment
Annoyance	› Residents are concerned about significant increases in arrivals and increasing competition for resources › Residents are beginning to express concerns about the tourism industry as the number of residents, outside investment and infrastructure increase
Opposition	› Tourists become responsible for everything bad that happened to the host community › Irritations: expressed verbally and physically › Tourists: seen as the cause of the problem

G. Doxey (1975)

TOURISM'S CARRYING CAPACITY

"... the maximum number of people who can visit a destination at the same time without destroying the physical, economic, and sociocultural environment and unacceptably compromising the quality of visitor satisfaction."

UNWTO

Best Practice: Avoid Overcrowding

- Extend opening hours
- Allow booking in advance
- Create time slots
- Different entrances
- Limited number of visitors allowed
- Conservation as a priority

GOAL: Precaution instead of Repair

- Regulations
- Infrastructure & Facilities
- Stakeholder Engagement
- Good distribution is key
- Maximise Benefits
- Marketing & Communication
- Monitoring & Response

Sources:
UNWTO (2018): 'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions

European Cities Marketing (2018): Manging Tourism Growth in Europe: the ECM Toolbix

REGULATIONS

- Definition carrying capacities & critical areas
  - Regulate access for large groups
  - Regulate traffic in busy parts of the city
  - Create parking facilities at the edge of city
  - Define specific drop-off zones for coaches
  - Create pedestrian-only zones
  - Regulation of access to certain areas of the city for tourist-related activities
- Regulation & taxation tourism services
- Licence system for operators
- Regulate collaborative economy

哈尔施塔特不是博物馆。
请多关照当地居民的生活，不要随意进
入他人的私家花园，请勿大声喧哗，乱
扔垃圾。
勿给当地居民日常生活带来不便。
哈尔施塔特镇上的居民谢谢大家！

Hallstatt is no museum. Please show respect
to the people living here during your visit/stay:
Do not enter private property, keep your voice
low and use public rubbish bins for your waste.
Thank you for your understanding.

NO DRONE
ZONE

INFRASTRUCTURE & FACILITIES

- Sustainable traffic management
  - Make public transport suitable for visitors, peak periods
  - Alternative, safe transport systems
  - Ensure routes are suitable for physically impaired, elderly
- Improve urban cultural infrastructure
- Improve signage, interpretation materials & notices
- Adequate public facilities
- Safeguard quality of heritage and attractions
- Cleaning regimes for peak times
- Increase on-ground staff

STAKEHOLDER ENGAGEMENT

- Foster communication and collaboration
  - Define tourism management group
  - Discussion platforms for residents & stakeholders
  - Unite disjoined communities
  - Collaborate with nearby tourism authorities
- Professional development programmes for partners
- Discuss behaviour of residents
- Raise awareness to tourism impact among visitors
- Educate visitors on local values, traditions, regulations
- Secure balanced, long-term financial commitment from a range of stakeholders
- Enhance integration host community

DISPERSAL OF TOURISM FLOW

Space-based

- Events in less visited parts
- Develop & promote attractions in less visited parts
- Extend time spent at attractions
- Improve capacity of attractions
- Encourage unlimited local travel
- Mark entire city as inner city

Time-based

- Experiences and events during off-peak months
- Dynamic pricing
- Time slots for popular attractions
- Extend opening times

PRODUCT DIVERSIFICATION

- New itineraries at city entry points
- Combined discounts for new itineraries and attractions
- Promote hidden treasures
- Dynamic experiences and routes
- Guided tours through less visited parts of the city
- VR applications to famous sites and attractions

VISITOR SEGMENTATION

Attracting the right visitors is key

- Identify lower-impact visitor segments

- Target repeat-visitors

- Discourage certain visitor segments

- Consider macro-trends

- Consider visitors as temporary residents

MAXIMISE BENEFITS

- Create products that promote engagement of residents and visitors

- Art & culture initiative such as street art

Local communities

- Job creation

- Meet needs and expectations

- Local city ambassadors

- Raise awareness of positive and negative impacts

- Engage communities in product development

- Improvement of infrastructure & services

- Stimulate development impoverished neighbourhoods

MARKETING & COMMUNICATION

- Consider residents and local businesses
- Include lesser-known areas & attractions
- Highlight local character
- Encourage cultural participation & social cohesion
- Encourage residents to share content about city
- Use different tools for communication & education
- Communicate rules and penalties for breach
- Create joint identity of city and surroundings
- Provide adequate information about traffic restrictions and transportation services

MONITORING & RESPONSE

- Define and monitor key indicators

- Regular surveys with residents

- Create contingency plans for peak periods

- Management plan including measures taken against overtourism

Using techological solutions

- Collect & manage data on visitor behaviour

- Establish booking systems

- Monitor queues, communicate waiting times

- Trace visitor flows using mobile phone

- AI and chat bots to advice on alternative attractions

PART4

CASES

Cases

Touristic use of World Heritage Sites in Europe

- Hallstatt (AT)

- Dubrovnik (CRO)

- Venice (IT)

- Lesachtal (AT)

Hallstatt

Hallstatt

- World heritage site since 1997 > start of tourism influx
- Population of 780, up to 10'000 visitors daily
- City has been replicated in China (built in the Guangdong province in 2011)

Measures: Focussing on quality
- Buses have to book time slots in advance
- Preference to tourists that signed up in advance
- Minimum stay of 2 hours

Hallstatt

Dubrovnik

Dubrovnik

- World heritage site since 1979
- 1.3 million visitors in 2018

Measures

- Restriction amoung cruise ships
- Decreasing number of souvenir stalls by 80%
- Ban new restaurants
- Fixed number prebooked slots for buses

Venice

Venice

- World heritage site since 1987
- Number of residents shrunk from 175'000 to 55'000
- 25 million visitors yearly

Measures
- Dynamic entry feees
- Surveillance
- Pre-booking

Lesachtal

From grain to bread - Lesachtal bread

Intangible Cultural Heritage

Lesachtal

- Intangible heritage site (national list) since 2010

Results

- Revival of culture
- Touristic products & media awareness
- First Slow-Food region & Presidio award (2018)

PART5

GUIDELINES & SOLUTIONS

INVOLVING STAKEHOLDERS
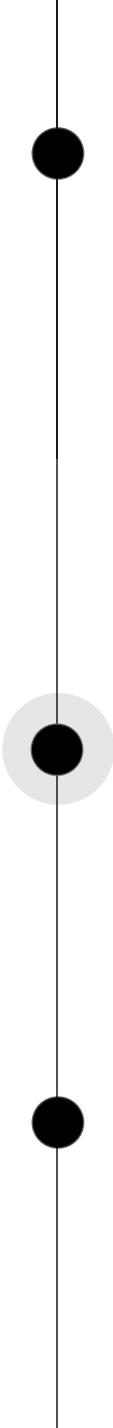
- Collective approach

- Stakeholder Analysis

- Identify benefits and obstacles

- Develop public development programme

- Create an environment based on trust

The participation of all stakeholders throughout the whole process is crucial and helps avoid unnecessary conflicts, safe time and money.

Participatory management can foster better relations between the site and the local community.

GOALS & OBJECTIVES
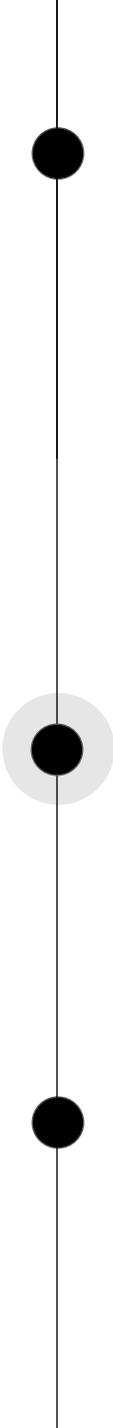
- Analysis existing policy & management objectives

- Gather visitor data

- Cooperate with individual stakeholders

- Form tourism advisory group

- Develop management objectives

- Policies & objectives must be aligned with original integrity values

Having clear goals and objectives help setting a direction to site management, help define limits and measure success.

Clearly stated policy goals and objectives provide direction in decision making and responding to change.

CARRYING CAPACITY & PLANNING ISSUES

- Consider all aspects of carrying capacity

- Include stakeholder concerns

- Identify indicators

- Continuous monitoring

STRATEGIES AND SOLUTIONS

- Identify causes of problems

- Limit regulations to minimum

- Chose appropriate management actions

- Increase site's resistance to visitor impacts

- Influence visitor behaviour

- Distribute benefits to communities affected by the site

Solutions / Main Learnings

- Community and resources must come first

- Community engagement is ongoing

- Importance of stakeholder analysis, ivolvement, and cooperation

- Cultural Heritage is evolving, complex and multifaceted, policies must be adapted to individual case

- Success of heritage often depends on effective coordination with other urban tourism or cultural activities

Conclusion

Tourism at World Heritage Sites can be a win-win: the site is better protected and maintained, the tourist's experience is more pleasant, and the local economy is boosted as a result.