

Can Cultural Tourism Play a Intermediary Role in Conservation of the Cultural Heritage? A Resource-based Framework Proposal

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Abstract

The aim of this study to discuss a conceptual framework for management practices that providing to cultural tourism as a intermediary role for ensure sustainability of cultural heritage. Studies related with the conservation of cultural heritage provide important clues to us about the importance of sustainability of the heritage (Tweed and Sutherland, 2007). At the same time, challenges of sustainability and conservation of cultural heritage in the area of intensive tourism destinations are known and it is observed that the negative impacts of poorly managed tourism activities are damaging to the heritage (Landorf, 2009). In this study, resource-based view that one of the main approaches in the strategic management literature will be used as a conceptual framework for cultural tourism applications and cultural heritage will be defined as the main resource for being competitive and sustainable in cultural tourism, a conceptual framework on the importance of cultural heritage for competitiveness will be pursued. In order to competing firms and maintaining this competitive advantage in the long term, resource based view emphasizes the importance of resources. Based on this view, if resources (tangible or intangible) have characteristics such as valuable, rare, inimitable and not substitutable, they provide a competitive advantage in the long term (Barney, 1991, Peteraf, 1993). Relationships from the past, elements such as culture, improve their competitiveness and ensure sustainability of these resources, in fact by means of historical patterns it is possible to understand how they emerge, causal ambiguity thereby being inimitable and not substitutable are the other features that enhance their sustainability (Peteraf, 1993). In this study, it will be discussed through theoretically over with some case studies in fact how is cultural heritage as a valuable, rare, inimitable and not substituted, intangible resource, can provide a sustainable competitive advantage in cultural tourism. Conservation of cultural heritage is how to be a key factor for the sustainability of cultural tourism and each for these two components are need sustainability as mutually is intended to emphasize as the main theme. Also providing conservation of cultural heritage should be accompanied by not only tourism enterprises but also tourism governance, protection associations etc.

Keywords: *resource-based view, cultural heritage, cultural tourism, tourism governance*