Relationship between tourism and cultural landscape – a new sustainable development model

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Abstract

The paper examines conflicts among the ideas of heritage and tourism and argues sustainable approach to tourism planning in cultural landscape. The research introduces heritage urbanism, as a sustainable method for enhancing the role of heritage in tourism as a local development tool, stressing that active use of cultural landscape in tourism can bring about a positive response to global competitiveness and development of tourist site, regarding its positive influence on destination recognition and heritage revitalization. It investigates specific problematic context of tourism planning and tension between the preservation of the existing landscape's character and change based on the example of the Croatian Island of Vis.

Keywords: *Tourism Planning, Cultural Landscape, Heritage Urbanism, Island of Vis*

The role of cultural landscape in tourism planning

The term 'cultural landscape' is interpreted in different ways. A cultural landscape, as defined by the World Heritage Committee, is the cultural properties that represent the combined works of nature and of man[1]. A landscape can be designed and created intentionally by man, or it can be an organically evolved landscape which may be a relict

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1 http://whc.unesco.org/en/culturallandscape/

(or fossil) landscape or a continuing landscape, or an associative cultural landscape which may be valued because of the religious, artistic or cultural associations of the natural element. This definition reflects the idea that cultural landscapes evolve and change over time, because of being acted upon by natural forces and human beings (culture). It also underlines that a landscape forms a whole, in which the natural and cultural components are taken together, and not separately (Council of Europe, 2000, p.1). The cultural landscape idea embraces urban areas, including historic towns and cities – or parts of these – as well as rural areas (Taylor, Lennon, 2011, p. 540).

The concept of cultural tourism is also very complex and there are numerous definitions of this term. Cultural tourism can be defined as the activity, enabling people to experience the different ways of life of other people, thereby gaining first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance, which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited (ICOMOS, 1997). This interest is profound and requires a certain level of skill, knowledge, conditioning, or experience (Stebbins, 1996, p. 948). Therefore, cultural tourism has implemented an educational value - a desire or an ability to perceive and learn about a place and its characteristics.

Comparing the definition of cultural landscape and the definition of cultural tourism, it can be concluded that cultural landscape is, in fact, a basic resource for the development of cultural tourism and that tourism always manifests itself in a space that contains certain natural and cultural attractiveness (Mrđa, 2015, p. 40). Consequently, the disappearance of the basic resource *in situ* is the inability for further 'exploitation'. This means that if you violate the core values and characteristics of the resource - the landscape, not only will the degree of attractiveness of the area decrease, but also the tourism itself will disappear.

In the end, the complex relationship between tourism and cultural landscape is revealed in the tension between the preservation of the character of existing place and change. This tension between "conservation" and "exploitation" has formed the central argument for this paper.

Heritage and tourism

More recently, heritage has superseded conservation with change (Nasser, 2014), where marketing of heritage as a product/resource according to the demands of the consumer, mainly tourists, has resulted in the commercialization of heritage over conservation values. Today, the symbiosis of both tourism and cultural landscape has become a major objective

in the management and planning of tourist areas (Mrđa, Bojanić Obad Šćitaroci, 2015, p. 473).

This research introduces heritage urbanism as a new sustainable method - a means of achieving balance between economic success, social equity and environmental preservation - such that enhances the role of place-based identity in tourism as a local development tool, stressing that the active use of cultural landscape in tourism can bring about a positive response to global competitiveness and development of a tourist site, regarding its positive influence on destination recognition and heritage revitalization. According to that, the aim of moving towards sustainability is not to have passive stagnation and conservation, or do what the market demands - the goal is to achieve a dynamic, integrated and, most importantly, democratic and collaborative planning process of socio-environmental changes. It is necessary to have sound spatial planning that would ensure the control of environmental impacts and the social structure of society, and carefully exploit resources of inherited landscape.

Three challenging issues in linking heritage and tourism from the heritage urbanism point of view are pointed out: 1) criteria for evaluation of cultural landscape considering uniqueness, authenticity and capability as a key factors, 2) a new sustainable development model providing heritage-tourism benefits, and 3) criteria for planning and management of cultural landscape considering scenario planning and strategic forecasting.

Differences in approaches to the three issues indicate that cultural tourism rises more than tourism planning and management issues for developing destinations, they are fundamentally the problems of spatial planning.

Evaluation of cultural landscape on the Island of Vis

The development model consist of three basic steps: recognition, classification and evaluation of factors of heritage identity.

Recognition is based on the mapping process of the cultural landscape identity factors on the selected zones, which can show that these zones have certain cultural or natural value and need to be planned within the site-specific criteria. On-site analysis and taking photographs as surrogates to the real cultural landscape do it. The second step, classification determines the capabilities and limitations of preserving landscape characteristics and placing them in the role of tourism resources. Third step is based on evaluation of all recognized and classified physical characteristic – creation of a tourism resource to further determination of spatial attraction.

For research purposes were analyzed isolated tourist zones provided in the spatial plans for the island of Vis[2]. On the island of Vis is analyzed a total of 13 tourist zones which contain any form of cultural or natural heritage. The zones are numbered and mapped in the Figure 1 and classified as following in the Table 1.

Figure 1: Map of analyzed tourist zones on the island of Vis

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[2] The data used for the catalog are from: Spatial plan of the town of Komiža which was adopted in 2006 (amendment in preparation) and Spatial plan of the town of Vis which was adopted in 2010 (amendment in preparation). The analysis is supplemented by the data based on field research in July 2014.

Table 1: List of analyzed tourist zones on the islands of Vis containing different types of tourist potential

No.	City / Municipality	Name of the tourist zone	Cultural or natural heritage protection	Types of cultural landscape	State of the tourist zone	State of the implementation	Photography from the site
	IN SPATIAL PLAN			SITE CONDITION			
1	Komiža	Biševo	-	touristic	active hotel	-	
2	Komiža	Rogači	+ military site, cultivated landscape	military	not active	-	
3	Komiža	Neptun	+ industrial site	industrial	not active	-	
4	Komiža	Kamenice	-	agricultural	not active	-	
5	Komiža	Barjoška	+ cultivated landscape	military	not active military assembly	-	
6	Vis	Issa	+ historical site, cultivated landscape	touristic	active hotel	-	
7	Vis	Češka vila	+ historical site, cultivated landscape	military	not active military assembly	-	
8	Vis	Stonca	+ archaeological site, cultivated landscape	industrial	not active industrial assembly	-	
9	Vis	Milna	+ historical building	touristic	not active hotel	-	
10	Vis	Zaravniče	+ historical site, cultivated landscape	agricultural	not active	-	

11	Vis	Parja	+ historical site, archaeological site, cultivated landscape	archaeological / agricultural	not active	-	
12	Vis	Zaglav	+ historical site, cultivated landscape	agricultural	not active	-	
13	Vis	Samogor	+ military site, cultivated landscape	military	not active	-	

The research appoints identifying and classifying different types of cultural landscape (tourist potential) based on on-site landscape specifics and identity analysis. The categorized landscape types are archaeological, military, industrial, agricultural and touristic. The goal is to anticipate the characteristics of above mentioned inherited cultural landscape types as a predetermined spatial attraction. Spatial planning in this way has to preserve the identity of the site and also in the same time implement its heritage essence in a new touristic offer as a specific tourist resource.

Detected types of cultural landscape are in some cases different than described in spatial planning documentation in the section "Cultural or natural heritage protection" (zones Barjoška, Issa, Češka vila, Stonca and Milna). The reason for such discrepancy is no obligation of on-site analysis while working on spatial planning documentation. For instance, tourist zones Biševo and Kamenice according to spatial planning documentation are with no recognition of valuable cultural or natural heritage. On the contrary, on-site analysis pointed out important touristic landscape characteristic in these zones.

The new evaluation model appoints importance of on-site analysis by perceiving and introducing both the historic cultural and natural elements and the contemporary site condition as a vital tourism potential. Heritage urbanism method therefore introduces in tourism planning an awareness of real tourism potential of planned tourism zones. The aim must not be just a new touristic superstructure development but also a revitalization of existing resources and potentials (Table 1).
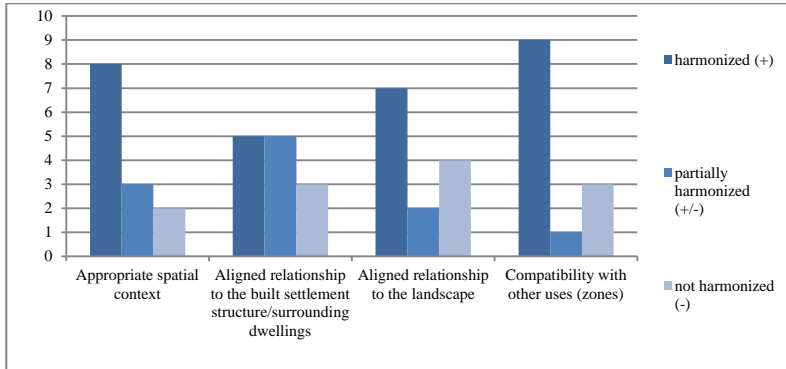
Figure 2: Results of evaluation of tourist zones on the island of Vis

Due to results of evaluation of analyzed tourist zones most of the zones are harmonized with the surroundings, but there are still ones that are not harmonized with the surroundings or are unappropriated areas for future tourism superstructure development. Both harmonized and not harmonized zones have certain tourist potential but they need different individual tourism development approach. Heritage urbanism therefore is a method, which anticipates individual approach of tourism development and introduces tourism development in a form of revitalization of heritage.

Based on Vis example we can conclude that the standard for implementation and revitalization of heritage is not yet applied to tourism planning in Croatia, that most of the cultural landscape resources for tourism are still forgotten, unused or depleted and that official tourism planning is not based on the real on-site conditions and potentials. Therefore, heritage urbanism as a method introduces the spatial planning with protection and conservation but also at the same time with the activation and new possible use of resources. In this way, the standard for implementation and revitalization of heritage is based on identifying both existing attraction and potential attraction.

Conclusion

Evaluation of resources is necessary for defining the factors of heritage identity. Cultural landscape recognisability, authenticity and uniqueness is essential evaluation criteria in deciding on potential tourist destination areas are capable of. In addition, as these resources are studied, the spatial planning teams and local government should be encouraged to identify solutions to existing problems of tourism.

As presented the cultural landscape is not adequately taken care of in means of protection, but also in means of its potential for enhancement. Appointed evaluation model helps to

locate the area of interest with suitable competitive context. In fact, it directly provides criteria for new interventions and usage of heritage.

The main criteria of using the set of evaluation model are: 1) the long-term protection of the area in the form of the cultural values, 2) the preservation of value, specifics and identity of the area by identifying, evaluating and preserving the heritage resources / attractions, and 3) the creation of socio-cultural and experiential aesthetic worthy and globally competitive tourism environment with positive effects on the state of the local community and local recognition.

The data derived for cultural landscape resources are crucial for the creation of new and improved attractions, and therefore for growth and development of tourism. This research also identifies cultural and natural resources and its current degradation threats, as well as individual approach and guidelines for the future expansion of tourist activities and construction. In the end, the purpose of this paper is to point out the importance of the factors and the evaluation criteria of space identity as a starting point for new tourism planning method - heritage urbanism.

Summary

This research's analysis of the identity of the islands' of Vis tourist zones (adopted by the spatial planning documentation) demonstrates through an illustrated tables a critical need for understanding the makeup for better planning in cultural landscape conservation. On-site evaluation of heritage resources is necessary for defining factors of space identity. Cultural landscape recognisability, authenticity and uniqueness is essential in deciding what potential tourist destination areas are capable of.

Identifying different types of cultural landscape (archaeological, military, industrial, agricultural and touristic) we can conclude that the most of the cultural landscape resources are still forgotten, unused or depleted. Three challenging issues in linking heritage and tourism from the heritage urbanism point of view are pointed out: 1) criteria for evaluation of cultural landscape considering uniqueness, authenticity and capability as a key factors, 2) a new sustainable development model providing heritage-tourism benefits, and 3) criteria for planning and management of cultural landscape considering scenario planning and strategic forecasting.

According to that, the aim of moving towards sustainability is not passive stagnation and conservation, or doing what the market demands; the goal is a dynamic, integrated and, most important, a democratic and collaborative spatial planning process of socio-environmental changes.

Literature

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