

HERITAGE TOURISM

By
M. Liga Suryadana

Some definitions of Heritage:

“ the natural, cultural and built environments of an area...”

(Millar, S., 1991, Heritage management for heritage tourism, in Medlik, S., *Managing Tourism*, Oxford: Butterworth-Heinemann, p.115)

“ an inheritance or a legacy; things of value which have been passed from one generation to the next”

(Prentice, R., 1993, *Tourism and Heritage Attractions*, London: Routledge, p.5)

“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.”

(Wiendu Nuryanti, 1997, *Interpreting Heritage for Tourism: Complexities and Contradictions*, Tourism and Heritage Management, Yogyakarta: UGM.p.114)

“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.”

(Wahab, Salah, 1996, *Balancing Culture Heritage Conservation and Sustainable Development Through Tourism*, Wiendu Nuryanti (ed.), 1997, *Tourism and Heritage Management*, Yogyakarta: UGM.p.61)

“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.”

(Teo,P.& S. Nuang, 1995, *Tourism and Heritage Conservation in Singapore.*” *Annals of Tourism Research*, Vol.22:589-615)

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

(Nik Hassan Shuhaimi, 1997, Challenge of Tourism for Heritage Site Management: Malaysian Experience, in Wiendu Nuryanti, 1997, p.124)

MAIN TYPES OF HERITAGE ENVIRONMENTS

Attractions	Characteristics
Natural history and science	Nature reserves and trails; zoos, aquariums, wildlife parks and rare breeds; technology centers; scientific museums; geomorphological or geological sites (caves, gorges, cliffs, or waterfalls)
Agricultural and industrial	Working farms and farming museums; quarries & mines; factories; breweries and distilleries; museums of industry
Transport	Transport museums; working steam railways; canals and docks; preserved ships; aircraft and aviation displays
Sociocultural	Historic sites; museums of rural or industrial life; museums of costume
Built	Stately homes; religious buildings
Military	Castles, battlefields, naval dockyards, and military museums
Landscape	Historic town- and villagescapes; national parks; heritage coastlines and seascapes
Arts based	Galleries; theaters or concert halls and their performances; art festivals
Associations with historic figures	Homes or working places of writers, artists, composers, politicians, military leaders, or leaders of popular culture

(Shaw, G, & A.M.Williams, 2002, Critical Issues in Tourism: A Geographical Perspective, 2nd Ed., Oxford, Blackwell, 204.)

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