

The Role & Impact Of Preservation Architectural Heritage On Domestic Tourism

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Cultural and heritage tourism has become a major source of revenue for many communities and states across the globe. Heritage exploitation is currently a factor of human welfare and local development, raising new questions on preservation and safe guarding both material and tangible heritage. Domestic and regional tourism development is a key factor which contributes to economic welfare of the host country. Tourism destinations and businesses are becoming increasingly prone to the impacts of crises and disasters due to global environmental change and security risks. The major risk of depending upon the international tourism as a main source for regional tourism, it must show that domestic tourism as an alternative way of celebrating tourism without giving up to global pressures. This paper is to determine the link between architectural heritage and domestic tourism development.

Key words: heritage, tourism, architecture, development, culture

Introduction

Tourism is a worldwide giant industry which has a high increase rate such that UNWTO's Vision forces that international arrivals expected to reach over 1.56 billion by the year 2020, which were 842 million in 2006.

In the current world crises, Tourism is one of the industries that is considered to be least affected by global economic crisis, yet some Touristic led economies, Greece, Spain, Portugal, Tunisia, Egypt, Lebanon, etc. who have invested extensively on the Tourism industry and relied on its income, over the years, are now in deep economic crisis. The year 2011 was a year of dramatic and unforeseen events that impacted on world travel and tourism. The protests, conflicts and revolution in Arab countries at the start of the year, the tsunami and nuclear disaster in Japan, the euro zone debt crisis, and political and economic drama in Greece and then Italy, were just the most prominent in a long series of disruptive events around the world in response, more than eight million travelers switched destinations, preferring to visit "safer" countries, and could not be enticed back with dumping prices (Hall, 1996). The travel and tourism industry is susceptible to a wide range of internal and external forces and is impacted heavily by crisis events resulting in negative tourist perceptions. Unpredictable negative events, be they natural catastrophes or human induced

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disasters, pose an unprecedented challenge for the tourism trade as they can disrupt business activities or in the more serious instances wipe out entire tourism operations (Pforr&Hosie, 1995).

Cultural heritage tourism is also increasing being used as a tool to stimulate regional development in rural and urban areas. The practical implication of this study is pointing out positive policies and necessities of cooperation between government and private sector in order to make best use of domestic tourism.

The topics of architecture uses as visionary and iconic tools of attracting international and domestic tourism has been on the top of the agenda of both the developed and the developing countries to celebrate approach to the way that architecture can contribute to re-generate as well as mark a city. It must show that domestic tourism as an alternative way of celebrating tourism without giving up to global pressures, potential to celebrate and enhance local/cultural landscape and locally responsive icons challenging global icons of attraction. It could benefit the process of creating the corporate identity and market position of businesses or destinations.

Objectives

- Use architectural heritage preservation as a key tool for local and regional development in domestic tourism.
- Rehabilitation, regeneration and restructuring the architectural heritage sites.
- The benefits of domestic tourism promotion through preservation and developing the architectural heritage sites can be far reaching. For communities, it can strengthen the local economy, increase community pride and stimulate economic growth.
- Focusing on the domestic tourism is the safeguard of tourism.
- Ensure the negative impacts in development in depending upon international tourism.
- Raise awareness on the importance of the cultural, social, and economic value of caring architectural heritage preservation and its impact on domestic tourism.
- The practical implication of this study is pointing out possible policies and necessity of cooperation between government and private sector in order to make best use of domestic tourism is linked to some important factors

Risks

Why "we" seek domestic tourism development?

Domestic Tourism (DT) historically speaking, is in fact the first form of tourism that was practiced and today it continues the account for the most part of this activity by far; it is estimated that out of the 4.8 billion tourist arrivals per year (2008 figure), 4 billion or 83% correspond to domestic tourism.

Travelling overseas is an unattractive proposition. A toxic combination of devastating climate change impacts, violent wars over scarce resources and social unrest has created an unstable and fearful world. Security is tight and travel is cumbersome, time-consuming and inefficient. Climate change will have dramatic impacts on how, where and when (and even if) people travel, and will reshape the industry over time (Tourism 2023).

Tourism as an industry can have both positive and negative impacts in the host society. The impacts include economic, social and environmental impacts and the planners are trying to maximize the positive impacts while do their best to minimize the negative impacts (Khaksar&others,2011).Tourism is perhaps one of the most volatile industries today with an increase in security threats, terrorism, political turmoil, violence, natural disasters and pandemics. No tourism destinations in immune from these external crises over which they often have no control (Edmond, 2011).

“The histories of specific structures, spaces and sites have been re-conceptualized. Some have been preserved and celebrated, whereas others are left to decay. In this process of amplification and suppression,buildings,cities and entire countries have been remapped by tourism initiatives to serve political, cultural, economic and scholarly goals” (Lasansky&Mclaren,2004).

We are seeking to further enhance the importance of tourism as an economic factor the same time, tourism is facing major challenges. Demographic change is altering the customer structure on the tourism markets, climate change is affecting the appeal of destinations and globalization has led to fierce competition between travel destinations round the world. These fierce and risks lead us to take an action and focus on the domestic tourism development through architectural heritage preservation and promotion.

Why should communities focus on cultural and heritage tourism?

Cultural and heritage tourism has become a major source of revenue for many communities and states across the globe. Imbued with a message from the past, the historic monuments of generations of people remain to the present day as living witnesses of their age-old traditions. “People are becoming more and more conscious of the unity of human values and regard ancient monuments as a common heritage. The common responsibility to safeguard them for future generation is recognized .It is our duty to hand them on in the full richness of their authenticity" (Jokilehto, 2003).

The benefit of architectural heritage preservation can be far-reaching for communities, it can strengthen the local economy, promote resource protection, increase visitor expenditures, general employment, preserve the unique character of a community, increase community pride, and awareness of community resources. It can assist the cultural heritage resources themselves by augmenting revenues in appropriate and sustainable ways.

Tourism architecture shapes the landscape in the long run. As a result the esthetic value, as well as the indulgence quality of region is improved by architecture. High value buildings can be seen as the basis for the touristic success of destination, and therefore influence its economy and society. Architecture is means of expression for the cultural diversity and innovative potential of region. Architectural heritage releases impulses to examine the regional identity as well as life style. It encourages self-identification for regional cultural performance. Architectural heritage takes into account and enriches cultural resources, the ecology and the social environment-Hence, it accomplishes a vital part of sustainability in tourism projects.

In different countries, case studies have shown that cultural tourism can play a major role in the revitalization of local culture and historic public spaces in terms of physical revitalization (such as in urban settings) as well as in encouraging arts, crafts, and the performance arts properly planned and managed, it can be argued that tourism

can promote the rehabilitation of historic areas and thereby improve the lives of the residents.

How to approach to preservation and development of the architectural heritage sites?

The effective development operation and management of architectural heritage sites requires certain institutional elements. These elements include:

- Preserving architectural heritage with respect to indigenous cultural traditions and minimizing the negative impacts on the environment can unite the natural and built spaces and create a sense of place for the tourists.
- Planning is pluralist, serving many constituencies and stakeholders.
- In regard to accommodations for tourists should be in accordance with the natural and local space and the ancient architectural heritage.
- Architectural local-traditional skills can be updated and more effective by using modern technologies in order to design and create nice, comfortable and environmentally friendly accommodations for tourists. This can be done through the combination of the old and traditional methods with the new and modern technologies and software.
- Planning should be that tourism must be strategic, integrative, and have a regional perspective. Because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas.
- Maintain uniqueness in local cultural and social fabric, local architecture, historical monuments and landmarks.
- Provide qualified practitioners with professional managerial skills relating to conservation of historic places and development for cultural tourism.
- Promote study in understanding and appreciation of traditional architecture and community settlements.
- The locality should empower an individual and an organization to take leadership in this planning effort. This should include a SWOT analysis of community's strengths, weakness, opportunities and threats.
- Providing the framework for effective coordination of the public and private sector efforts and investment in developing countries.
- There are a variety of steps and considerations that communities should take to effectively implement the tool of cultural and heritage tourism. Some of these will be taken up as a part of a comprehensive strategic planning process, others are a part of good program management. These focus on the cultural and heritage products themselves, support services, public works, education and training, marketing, planning, management and assessment/evaluation, and public policy actions (Rosenfeld, 2011).

Methodology

Successful Examples

The Malaysia Tourism Policy is based on the philosophy the tourism protects preserves and conserves mother nature, culture and heritage. Domestic tourism will be among the focus to be given by Malaysia in future following the success of the domestic vacation program which contributed significantly to the national economy,

the data showed that in 2010 Malaysia has made 110 million trips to go on vacation in the country which contributed income RM 34 billion (Yen, 2012).

- Malaysia domestic tourism campaign "Cuti-cuti", which encourages a planned holiday culture among Malaysians, total arrivals in 2011, 24.7 million (US\$ 18.3 billion in receipts).
- Development of successful resort design with vernacular style in Langkawi, Malaysia shows that cultural identity and environmental adaption are significant factors for future success of the resort architecture (Hassan, 2010).
- In Germany, heritage protection became an important aspect of urban planning and in the creation of attractive cities and villages and cooperation between private initiatives and government bodies to preserve cultural heritage has a long tradition in Germany (Saxinger,2007).As early as the 19 century, societies for antiquities, local cultural traditions, monument conservation and architecture were founded to prevent the loss or decay of important cathedrals, cloister churches, castles and palaces. In Germany cultural heritage conservation is primarily the task of the states. The 16 states are responsible for enacting and enforcing the cultural heritage laws and thus for the key legal basis for preserving the architectural and archaeological cultural heritage in Germany (Ringbeck, 2011). Germany has about 1.3 million architectural and archaeological monuments. Project of the "Castles Road" is considered the best model of the architectural heritage preservation development and promotion for domestic and regional tourism, the numerous castles and palaces along the holiday route 1,200 km,the route was extended from Mannheim eastwards to Prague in Czech Republic. Tourism policy and planning encourage domestic and regional tourism, domestic travelers promoted to 118.9 million for the six-month period, January-May 2012,spending by international visitors to Germany on business travel including an overnight stay have reached 13.5 billion Euro per year combined with 14.6 billion Euro spent by domestic business travelers, business-related travel.

Negligence and Obstacles facing Architectural Heritage

Spain, Scotland, France and Slovak lands boast an extraordinary high number of architectural heritage, represent an important part of the national cultural heritage, several monuments are still under negligence and facing many of obstacles and need further interest for promotion and development. In Spain there are 2500 castles and 250 castles in Scotland, and there are several castles in Languedoc region in France about 35 castles a few have been restored, many other are still facing negligence except the city of Carcassonne is primarily known as a fortified medieval city and it is now onUnesco list of world heritage (Figures1, 2,3 ,4).



Figure1. Loarre Castle, Spain



Figure 2. Eilean Castle, Scotland



Figure 3. Bescok Castle, Slovakia.

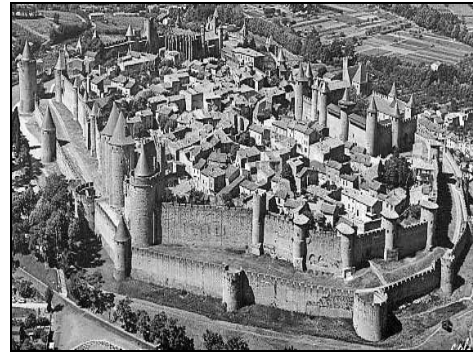


Figure 4. Carcassonne Castle, France

Results & Recommendations

- Tourism as an industry can have both positive and negative impacts in the host society. The impacts include economic, social and environmental impacts.
- Developing a cultural and architectural heritage program will require an investment of financial resources and commitment of human resources.
- Governments, local authorities, and private sector must pay more attention to the domestic tourism as a tool of protecting the architectural and cultural heritage which leads to an increasing emphasis on the assessment of the impact of tourism and on the preparation of tourism development plans.
- The risk of depending upon the international tourism as a main source for regional tourism.
- Demand a collective effort by local, regional, national and authorities. It calls for collaboration among heritage managers and urban regional planners, the tourism and construction sectors, policy-makers and civil society groups (Chapuis, 2009).
- Businesses must be freed from superfluous bureaucracy and more attention paid to mainstreaming accessibility as a cross-sectorial task in all policy sectors.
- Improve skills in tourism, the syllabus in vocational schools, technical colleges and universities must be adapted to meet the strategic challenges facing the tourism industry.
- Developing and modernizing infrastructure is the way to make sure that tourist destinations are easy to reach.
- Creative and innovative entrepreneurs should be supported and motivated to use "Architectural Heritage" as an economic success tool for sustainable tourism development.
- In a commitment to the achievement of a satisfactory tourism policy it is common for sets of objectives to focus on the following issues :
 - Economic.
 - Socio-cultural.
 - Market development.
 - Resource protection and conservation.

Conclusion

Today tourism is considered to be an important phenomenon in the world and its growth and vitality highly depends on its sustainability. Tourism is one of the volatile industries today with an increase in crises threats. And the risk of depending upon the international tourism as a main source for regional tourism it must show that domestic

tourism as an alternative way of celebrating tourism without giving up to global pressures. Architectural heritage preservation development can be considered as a workable and appropriate means of interconnecting tourism to the local elements. The benefits of domestic tourism promotion through architectural heritage development sites can be far reaching; for communities, it can strengthen the local economy, increase community pride and stimulate economic growth. Cultural heritage tourism encourages the protection and continued use of cultural heritage resources and the tourism industry. Governments, local authorities, and private sector must play more attention to the domestic tourism as a means of protecting the architectural and cultural heritage which leading to an increasing emphasis on the assessment of the impact of tourism and the preparation of tourism development plans.

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