

# HERITAGE OR MODERN TOURISM

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## Abstract

As referred by Umberto Eco there must be a dialog between the subject and the object. (Eco, 1989)

Tourism could give a push into the maintenance of architecture quality, and preserving of architectonic historical zones. So what is the purpose of the tourism realm in the 21st century?

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**Keywords:** Tourism, Heritage, Architecture

## Introduction

A building can be a piece of art on the same level as pictures. This notion is argued by many scholars, yet a building designed in a way that can both satisfy practical needs and cause aesthetical pleasure is equal to a painting. The actual situation of the architectural culture, its incongruities and the quantity of architectural production which increases day by day, leads us according to Manfredo Tafuri in his book Theory and History of Architecture (Eco, 1989,00-33), to be facing an unconscious effort. This effort on one hand dictates the death of Architecture and on the other hand the discovery of a new dimension and conception of the architectural application in real life.

While global tourism has grown steadily at 7% per year over the last 5 years, recent growth has been limited by the financial crisis. The UN World Tourism Organization (UNWTO) reports that it "expects 2009 international tourism [growth] to be in the range of 0 percent to a 2 percent decline." However, the UNWTO also reports that the niche markets of adventure and cultural tourism are two of the strongest segments of the tourism industry and that culture has become a component in almost 40% of all international trips.

In 2010, according to data from the World Tourism Organization (WTO), the international tourist arrivals totaled 940 million worldwide, 58 million more than in the previous year. The year 2010 reversed the

downward trend of international tourist arrivals occurred in 2009, with a year-on-year growth of 6.6%, the highest recorded since 2005. In 2010, tourism activity showed global positive results on the supply side, which started a reversal of the downward trend of the tourism activity after the negative results of 2009, linked to the international economic crisis.

It means that tourism it will be one of the most important industries in the future, and architecture releases impulses to examine the regional identity as well as life style.

With this paper, already presented in Ostrava University, last 2014, we intent to explain why Tourism, could help to preserve the local architectonic culture.

### **Culture Vs Tourism**

The culture is a number of distinctive features characterizing spiritual, material, intellectual and emotional paradigm of a particular nation. Moreover it encourages self identification and motivation for regional cultural performances. However, culture is not a monolithic concept; it develops with people like a living system. In some cases the evolution of a culture can be seen in the contrast with the other cultures. Its evolvement goes through interactions and exchange of ideas, values, and rituals. Cultural diversity, which exists on the planet, makes the world more distinctive and saturated. In this case the preservation of cultural identity of a specific nation is extremely important. In the time of globalization when the frames of original cultures blur, every nation has the aim to preserve its heritage not only within the custom, traditions, and language, but also within the historical places and architectonic buildings, which bare the knowledge of a nation, its legacy, and spirit.

Tourism generates not only tremendous revenue, but also assists in spreading the knowledge about the country and the culture of a particular nation. It is broadly agreed that tourism has an impact on place identities. [1]

In the global scale, the Western culture reached its peak of dissemination, so there is a vivid contrast between the cultures of the Western world and the others. As one can admit, tourism is the vehicle of cultural exchange and the purpose to reach homogeneous cultures through meeting common people, visiting historically or aesthetically significant sites and places.

People had to use the streets, squares, markets and parks of the city regardless of these place's quality and attractiveness.

One question is started to appear; what are the changing expectations for city space?

Market research serves, Governments, as a basis for architectural project development close to the market needs as well as successful

implementation of architecture in tourism marketing. Data regarding market needs, trends and opportunities, potential target groups and evaluation of users and guests concerning contemporary architecture. However, some scholars claim that tourism is an instrument of expansion. For example, some researchers while visiting Ladakh admitted crucial change before this region was visited by the Western tourists and after. They admitted that the people of Ladakh began to feel stress, loneliness, and fear of growing old, unemployment, inflation, etc., all characteristic fears of the Western society. [2]

Some of scholars noticed that some cultures felt inferior to the Western one in cause of high technological development and its expansive nature.

While a lot of researchers raise the topic of negative consequences of mass tourism, like environmental pollution, diseases, and ruination of cultural homogeneity, it is often forgotten about the positive outcomes of its development. A number of seminal works have shown how ethnicity is represented, perceived, and reinvented through the tourist gaze. [3]

The ability of people interact with such vast quantity of different cultures is a privilege of every human being of this world. However, every nation has to develop strong connection with its cultural legacy for the purpose to preserve its roots and maintain healthy relationship with the world and environment around them. Nowadays, one can observe the positive outcome of globalization. The growing importance of traditional local cultures passed from generation to generation originates from the fact that local and regional interests are strengthened against the negative effects of globalization. [4]

It builds not only the strong connection between the nation and its culture, but develops tourism and attracts more people. In some cultures tourism plays the most important role in the economical development of the country and serves as the main revenue for the majority of people.

As more and more governments recognize the contribution that travel and tourism make – or could make – to their economies and employment, they turn to change the methodologies of urban planning and protection of historical areas. The brand of a place increasingly determines where those people, capital and ideas flow. More and more cities, destinations and communities are realizing that they now need to take a strategic (versus organic) approach to developing their brand positioning in order to compete on the global stage.

Tourism activity in its different approaches must do the emphasis on accommodation capacity, guests and overnight stays, as well as the total revenue of hotel's and similar establishments classified as being of tourist interest by the Local Tourism Authority.

If we approach to a development and tourism strategy and planning a new vision of world through a lens of possibility, in order to build visions of what the future could be like, than we can identify strategies to get tourists there. We could promote an revitalization of old cities center, which are normally historical areas we can create a tourism destination brand.

### **The idea of reconstruction**

Reconstruction and Preservation of significant historical places, architectonic buildings, their reconstruction and renewal is the part of the process to create strong and healthy relationship with the culture and roots. It is also one of the elements of enhancement of tourism and economical development. Heritage can represent intangible form, like language, traditions, and customs, and material form: archaeology, art, movable objects, architecture and landscape. [5]

Preserving architectonic buildings with the further reconstruction and repairing is one of the most important elements of preservation of one's culture and staying connected to the identity of one's nation.

The idea of reconstruction of historical buildings has been discussed by a huge amount of researchers, from historians to archeologists since the creation of the first major reconstruction project at Colonial Williamsburg in 1926. [6]

Each of them has their own proving arguments on what ground an architectonic building has to be preserved. There are the rules of the reconstruction, which every professional has to know, though there are cases when the process of reconstruction ruined the original idea of a building breaking the homogeneity of the historical site. Recently, there are numerous debates if the reconstruction is ethical concerning the originality of the building or it is inappropriate to change its structure or its interior or exterior design.

However, a lot of scholars forget that the majority of historical buildings were created long time ago and they required to be preserved in the good state to connect different generations by creating a strong bound with its heritage. There are also the security measures to maintain by preserving the architectonic buildings of significant importance. This could be one of the light motive to appear some tourism in historic cities, because, if the government's use this strategy, than they could win money to maintain and rebuilt that areas. Cities have always experienced many changes during their history. Historic urban quarters have a special place in the city's history because of their cultural, historical and architectural value. They reflect the history of the city's culture and indigenious culture with their unique forms and patterns. [7]

Cities are often an important focal point for development based on these resources because they provide concentrations of heritage assets, infrastructure services, private sector activity, and human resources. Improving the conservation and management of urban heritage is not only important for preserving its historic significance, but also for its potential to increase income-earning opportunities, city livability, and competitiveness. [8]

### **Traditional or modern?**

Several architects and planners viewed an opportunity to effect the reconstruction of old heritage areas of the cities, using money from tourism activity.

This question it is acutely relevant during the plan of reconstruction and methodology to be used, but what kind of reconstruction? Architects must plan if they will project in accordance with historical patterns and spirit of that area, or if they are going to project with new and modern shapes and layouts, with the modern framework.

At first glance, the idea of restoring according to old style may appear anti-modernist, but the idea of this research paper is to explain the concept of using funds from tourism for reconstruction of old buildings, that make part of our memories.

Nowadays, country's, cities and all heritage zones are promoting tourism in a way to develop sustainable tourism policies and practices which will make optimal respect to the socio-cultural communities and cultural costumes, that will provide, in the future, benefits for that place. At that juncture and with those benefits, they could use the money to reconstruct old heritage houses.

With this action we could keep, on one side, the memory of the place and cultural costumes, and on the other side, attract more tourists.

In 2012, tourism it was included, for the first time, in the Outcome Document of RIO+20, and as well is part of the agenda of G20 Leaders. It means that the importance of tourism in all economies, is growing up faster and faster. In 2012, over one billion international tourists travelled the globe, by 2030 the number of international tourists is expected to reach 1.8 billion. [9]

Countries must use part of the money generated by this development, and apply it in the reconstruction of all traditional cities, in some cases because they was destroyed by the war, and in other cases just because they are very old buildings, where it is necessary reconstruct them with a traditional layout. That's what tourists are looking for.

## **Summary**

The higher value architecture and reconstruction of today is the cultural heritage of tomorrow.

Cultural heritage is the essential compound of the nation. Preserving its tangible and intangible legacy bounds all generations together creating the unique essence and spirit of every nation. In its own terms, keeping authentic nature of every culture preserves the diversity of the world, and the ability of every human being to learn from the other nations and cultures. In the circumstances of globalization and rapid development of mass tourism the preservation of historical sites and building, in my opinion, plays one of the most important roles. For some people Tourism it is not, so, important to preserve the local architectonic culture, however, as the time has changed, it is time to face the truth and use digital gadgets to one's advantage.

Destinations, developers and planners must understand the values and aspirations of tomorrow's consumers. They must make analyze and synthesize the importance of historical places for a tourist. The investments in infrastructure and heritage conservation that are advantageous for tourism development are also key elements of creating livable cities-in other words, improvements that support tourism also enhance residents' economic opportunities and standard of living. Moreover, if short-term crisis actions can be aligned with the longer-term poverty and climate needs, the overall industry structure may actually be strengthened.

Architecture is a means of expression for the cultural diversity and innovative potential of a region, and tourism, as industry, directly helps to preserving of architectonic zones.

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