

HOW CULTURAL HERITAGE CAN POSITIVE INFLUENCE TOURISM THE MEMORY OF PLACE

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Abstract

The purpose of this article is to show how architects, planners and local authorities can create their own language interpretation and application of formal relations, at the same time; they developed their rehabilitation programs and promotional tourism, which transposes the analysis of the cultural landscape to the formal development of each program unit.

The designation of cultural heritage results of the configuration analysis in History, Geography and Architecture in direct relation to the phenomena that arise. And tourism can contribute substantially to the financial maintenance of monuments, and also to help public support created for conservation policies.

And all organizations such as World Heritage Cultural Landscape, ICCRDM and ICOMOS, help define the purpose of the question. The heritage depends on a phenomenological and sociological interpretation related then with History of Architecture, with the goal of understanding the cultural heritage.

The main conclusion of this article is to emphasize that the factors which will determine the new heritage, and also influence Tourism, are defined by population, lifestyle and economy. Therefore they are important factors to achieve successfully interventions and programs, public or private.

Keywords: Heritage, Tourism, Memory, Place

Introduction

Our reading and comprehension of architecture remain intertwined, with architecture history always supported in Art History tradition, oblivious of social analysis and social and historical identity. Therefore, it is almost impossible to analyze both the memory and the place without comparing them to natural and cultural landscapes, heritage and architecture.

Architecture, art, literature, philosophy and history have always determined broad and deep domains.

The purpose of this article is to demonstrate how natural and cultural landscapes and also heritage can positive influence tourism.

How natural and cultural landscapes and also heritage can positively influence tourism

The designation of natural and cultural landscape results from the analysis of configuration at History, Geography and Architecture in direct relation to the phenomena that arise.

The heritage can be divided into four groups, monuments, places, historic cities and Natural and Cultural Landscapes. It's important highlight what Choay (2000, 87) refer, 'Magic power of the concept of heritage. Transcends the barriers of time and taste'.

Christian Norberg-Schulz, in *Genius Loci - Towards a Phenomenology of Architecture* states the importance of place, and how can establishing its character and its essence, without forget the population. How often people identify themselves is done according to the places and defines the identity concept. As Norberg-Schulz referred the meaning of genius loci as a result of three fundamental ideas: identity, history and tradition (NESBITT, 2008, 457). Identity is determined by the location, the general spatial configuration and the characteristic link of each place. History demonstrates the impossibility of a place, the surroundings, be subject to continuous change. Finally the tradition is the result of the union between identity and history of the place.



Fig.1-What influence heritage

Maurice Halbwachs regarded space as 'a reality that lasts: our impressions succeed, each other, nothing stays in our spirit, and would not be possible understand that we could recover the past, if it does not retain, in fact, the material environment that surround us' (1990, 143). For this Sociologist memory corresponds to a selective representation of the past, which is never exclusive of the individual alone, but this included in a familiar, social and national context.

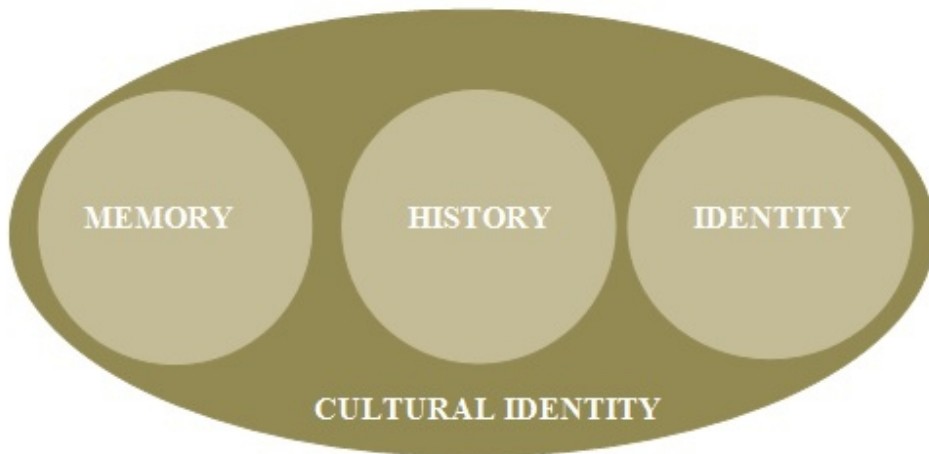


Fig.2-What defined cultural identity

As Naumov (2014, 73) refers 'it remains unclear whether authenticity reflects the history, heritage and cultural identities of local societies or it only concerns certain attributes of the past which are promoted and interpreted for tourism purposes', I think it is important to try to preserve the cultural identity of each place and avoiding the 'collective amnesia'.

Some authors (Assmann 1995, 125-135; Huyssen, 1995) when analyse contemporary societies to describe the "collective amnesia" as the lack of emotional connection to the references of the past, due to the distance and alienation of the past.

Newby (1994, 208) in his article 'TOURISM Support or threat to heritage?' show a diagram a relationship between tourism and heritage. We decided to redesign and present, because his reading is very direct and sums up quite well the relationship between the two elements.

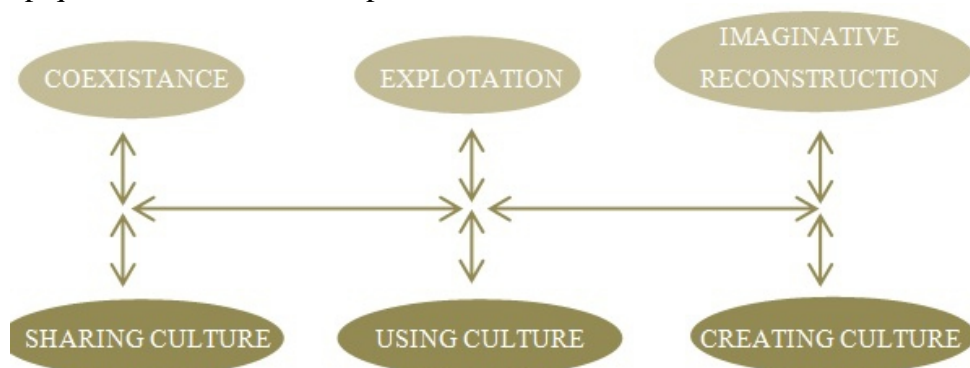


Fig.3- Relationship between tourism and cultural heritage

This is why it becomes important to define properly the intervention strategies proposed when you intend to make available the natural and cultural heritage for tourism.

Currently the real situation of the market and consequently the tourism product, the new trend is highly oriented to the revaluation of cultural heritage, territorial identity, local promotion and branding. The cultural heritage becomes the main reason for tourists choose your destination, enable the tourism sector against global economic crisis and promote development.

Weaver (2000) considers that the market can evolve in two different ways, the first corresponds Sustainable Mass Tourism (SMT), resulting in a high flow of tourists, allowing a immediate development, or the second hypothesis Alternative Development Type (ADT) where the development of a touristic destination is voluntarily held back in order to preserve the natural balance, creating a socio-economic niche, where tourist activities are granted only to a small elite.

It is therefore important that you try to frame the different intervention proposals in the natural and cultural heritage, using as an example, national brands fitting in International programs.

In the National panorama, there are three major brands, which value and distinguish this heritage. The brands are divided into "Historical Villages of Portugal", "Villages of Portugal" and "Schist Villages", rural villages with touristic potential, which respect and preserve the history and traditions of its architecture, culture and customs. Through the promotion and preservation of the rural heritage and local and regional endogenous resources, they intended to provide a return to origins, assuming the commitment to improve the rural population quality of life and to revive the experiences and the Portuguese rural tradition. Reflecting itself in the increase of economic values, through tourism, through territories that already have other values: human values, ecological values and the values of tradition.

In the International panorama, European Network of Village Tourism is a project that aims to develop, in a sustainable manner, a quality touristic offer in the rural areas, whose genesis is in the concept of Village Tourism (Rodrigues, Rodrigues, 2009). This network involves five European countries being these, Finland (8), Italy (8), Poland (1), Portugal (14), Romania (1) and implements in 32 villages. Being Portugal the coordinating country of the project, through the Tourism Region of Évora.

The European Network of Village Tourism, won the Prix Ulysses Award 2007 for Innovation in Tourism for NGOs, awarded by the World Tourism Organization - which includes five European regions, Alentejo, Lapland, Trentino, Arad and Lomza.

The added value of this network is to allow approach and analyse a set of points that define a economical feasible management and business model and simple to perform, in order to promote their development. Partly trying to avoid what Cohen (1979) states, where the sectors, public and private typically define different goals, and usually at different scales.

Conclusion

Although tourism can be seen as a cultural and social change agent, Salazar and Porter (2004, 2) refer ‘In many cases, tourism has been identified as both a force for cultural enrichment or rejuvenation and the loss of cultural integrity’. It’s important to remember this duality, and only highlight the positive part.

As researcher and advisor of several dissertations on this topic, I always try that the proposed intervention projects be true and also respect the tradition and heritage. For these two factors to coexist, interventions should not mimic the existing, but to date the intervention. We must not hide when it was intervened, because then, we will commit the next and future generations’ perspectives about heritage. While ensuring sustainable proposals, either in construction, economic and social terms.

Tourism is undoubtedly a positive factor both for national, regional or local development, but we should try be selective, not just turn our natural and cultural heritage, in some mega amusement park.

The methodology that I always propose it is the SWOT analysis, finding the strengths and weaknesses, the weaknesses and opportunities for the definition of a positive strategy, where the memory of the place is preserved and where tourism is the positive attraction element, in heritage protection.

In fact, the Rural Heritage will survive while collective memory lasts, because it also depends on the identity, and without identity there is no sense of belonging because belonging to a place means to have an existential support base in an everyday concrete sense. (NORBERG-SCHULZ *apud* NESBITT, 2008, 459)

In the Portuguese context, we cannot allege that the future of Rural Heritage Portuguese will be provided exclusively for tourism, because Modern tourism proves that people have great interest for new experience in different places, though, it seems, this is also one of reasons to the today decline. (NORBERG-SCHULZ *apud* NESBITT, 2008, 455). But we cannot consider tourism, natural and cultural, as a significant factor for rurality problemsalvation.

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