

# The Increase in Sustainability Level of Heritage Tourism Through the Dynamic Planning Model

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**Abstract**— Tourism developments in heritage landscapes require a comprehensive consideration in order to sustain the consequences of economic, socio-cultural, and environmental parameters. In recent years, these areas as a document of human history have become noteworthy, which should be kept alive for present and future generations. In addition, the tourism industry has considered through a wider focus because of its critical turn on historic sites. Most of the contemporary perspectives through heritage tourism, are based on general guidelines through the management of developments, events, people, urban growth and so on. There is a lack of a key layout with a holistic approach for evaluation and management of this issue. This study proposes a new idea toward heritage tourism that evaluates the socio-culture, economic, and environmental aspects. If heritage tourism notices all these terms besides conservative use, the sustainable heritage tourism is the result. Arguments around interrelation between tourism, and mentioned subjects lead to this research question: How can heritage tourism be investigated and managed in order to increase the level of sustainability? This study was undertaken to introduce a method which is flexible and variable and depends on the heritage site values, limitations, and development capacity. It consists of two stages: first is the assessment process and the second is a strategic planning. The main purpose of it is to guide future planning upon the sustainable heritage tourism concept and the improvement in heritage conservation.

**Index Terms**— Dynamic planning, Heritage landscape, Sustainability level, Tourism.

## 1 INTRODUCTION

Mankind arranged the environment according to life patterns, cultures and aspirations, the historic landscapes are a visible appearance of those indexes. A critical issue towards these areas is, to remain accessible for current and future generations, and manage sustainably (Landorf, 2009). In recent years the interest towards significant influences of tourism on historic areas has been increased. As Park (2010) mentioned, tourism is an integrated part of national life through which people can imagine the national identity. In global and local scale, the tourism, historic sites, and heritage tourism have been argued over with respect to definitions, management, and sustainability (Porter, 2005). Moreover, a sustainable tourism in historic landscapes needs repeated evaluation over time and changes. To do so, a framework that covers socio-culture, economic and environmental parameters is substantial.

The main aim of this paper is to suggest a method for examining the sustainable tourism in historic sites. This is a qualitative and descriptive-analytical research. LIMAN Street, located in Famagusta City, North Cyprus is chosen as a case study. The contents of this paper are as follows: firstly, the literature is reviewed according to the research question; secondly, the challenges over it are discussed, and thirdly, there is a description of the results. Findings and analysis defined sustainability as a process that affects the site and requires a repeated observation. So, the assessment has been done over values, limitations and developments dynamics through natural environment, built environment, and socio-culture patterns. Depending on the results of the first step, the second process which is strategic planning took place. It relies on the previous procedure in order to present long term and short term strategies. The approach of this integrated model is holistic, considering socio-culture, economic and environmental aspects. It is flexible and dynamic behind the changes, developments and urban growth. The following sections describe the aforementioned issues in detail, which put forward an idea to evaluate sustainable heritage tourism.

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## 2 THEORETICAL REVIEW

There is a broad range of concepts towards tourism developments in historic landscapes. The definitions and ideas about this issue have changed over time and revolutions. For example, early perspectives focused on it as essentially economic activity. Tiesdell et al., (1996) described it as a new controversial issue, taking advantage of historical setting's characteristics to bring out new uses. Moreover, it is the reason of changes in culture and social patterns (Meethan, 2003). According to Timothy and Boyd (2003), the historic environments have both cultural and natural connotations in the context of tourism. It is also considered as a strategy for visitor education, management and income regeneration (Davies, 2004). There is an increasing interest towards the impact of tourism on historic landscapes (Landorf, 2009), which stems from the growth in the number of visitors in these areas. Rodwell (2012) also mentioned the tourism industry as a motivational factor in historic sites, that causes resiliency and dynamicity. On the other hand, due to the sensitive context of these landscapes, the human use should be managed and controlled constantly. This illustrates a significant role of the tourism on maintenance and promotion of the historic areas. Tourism is also perceived as the most likely mechanism for conservation of heritage (Marschall, 2011). This proves its substantial character through protection flow in historic areas.

Another fundamental parameter that is related to tourism is sustainability. According to sustainable developments and sustainable use, there are a variety of documents and theories that bring out principles. For example, WCED, (1987), Agenda 21 (1992), Johnson (1993) and Brundtland Report. The Shar-

play report (2000) outlines the following principles through sustainable development:

(1) Holistic planning and strategic decision-making; (2) Preservation of essential ecological processes; (3) Protection of human heritage and biodiversity; and (4) Growth that can be sustained over the long term plan. As mentioned by Bramwell & Lane (1993) and Basigo (1999), it is the equity between the economic, environmental and social dimensions over time and integrating each dimension in one dynamic global system. Most models of sustainable development include stakeholder collaboration, as a core of the development process (Landorf, 2009). In 2012 a world heritage convention reported the last agendas and definitions. According to this, a sustainable use is to ensure the protection of the values and culture, the participation of stakeholders, being aware of adverse impacts of changes and human use.

Therefore, sustainable tourism represents an array range of definitions and discussions. For instance, Mowforth (2003) described sustainability through the 3rd world of tourism. He noted that sustainable tourism is an interdisciplinary subject that is affected by socio-cultural, environmental and economic factors. Sustainability aspects mask the life quality of the locals, visitors, careful use and management of tangible and intangible resources (WTO, 1996). Also, it was defined by the World Tourism Organization (WTO) in 1998 as a form of tourism "that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future . . . leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems" (Keyser, 2009). Pedersen (2002) noticed the sustainability as an important issue towards managing tourism. Sustainability of both heritage and tourism has been identified by Loulanski (2011) as a compound value with multiple dimensions: physical, social, economic, cultural and environmental. Sustainable development is the outcome of interconnections between tourism and socio-economic and ecological factors (Arthur, 2006). So, a sustainable tourism affects all the above-mentioned features in historic areas. Therefore, in these areas the evaluation over the site management and especially tourism is fundamental. To do so, this research was done in order to propose an integrated model which consists of procedures that cover socio-culture, economic, and environmental aspects.

### 3 RESEARCH AIM AND METHODOLOGY

A review of literature brings out the challenges according to sustainable heritage tourism. As mentioned, this subject impacts on socio-culture, economic and environmental aspects. This study tries to evaluate a sustainable heritage tourism with a new perspective. This point of view, observe this issue through values, limitations and developments dynamics of tourism on the natural-built environment and socio-culture patterns. To do so, the above criteria should be observed concisely. It examines approximately most of the tangible and intangible features in detail. According to the assessment results and findings, the next procedure is a strategic planning.

This recommends strategies and policies with long-term vision and short-term action plans. They are limited due to the complexity of sustainable tourism term in historic areas.

This paper assumes the impacts of sustainable tourism on the historic sites then, improve the positive influences and decrease the negative ones through the strategies. Therefore, it determines as the term that affects the natural-built environment and socio-culture patterns. The suggested process is dynamic and flexible towards urban developments, social needs, economic, government, stakeholders and so on. This is a qualitative, descriptive and analytical research. Presentation of documents led to the research question, then analyzing and observation through the case study examine the proposed model.

### 4 CASE STUDY

The selected area in which observations took place, is LIMAN Street in Famagusta Walled City, North Cyprus (Figure 1,2). This area was chosen due to several reasons: (1) It is located at the focal point of the Walled City; (2) There are diverse functions that can be mentioned as attractions for tourists; (3) There is a church, a part of the wall and some landscapes that are a symbol of history and culture. The historical buildings and monuments are connected to each other through the restaurants, cafes, and shops. To refurbish the heritage landscape a couple of projects took place. For example, a United Nations Development Program (U.N.D.P) funded a project that renovated the "Bandabuliya" (which means covered market). The renovation of the "Bandabuliya" did not increase patronage for restaurants and shops in the building. According to Akortor (2012), the people living in the Walled-City do not like its present function. The observations illustrated that this street has the highest number of visitors and tourists. But, there is limited evaluation and consideration towards the management of it. So, along with the research question, the analysis of the location took place and the findings are described.

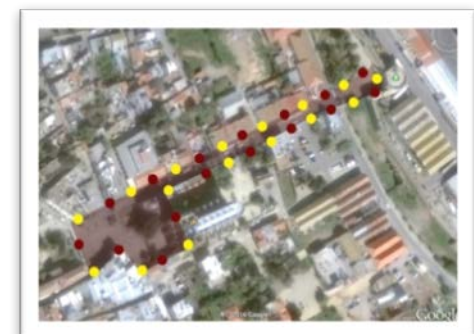


Figure 1: Walled city of Famagusta North Cyprus  
Figure 2: LIMAN street

## 5 RESULTS

### 5.1 Assessment of the Case Study

In this section, the analysis through the case study has been described. The assessment process examined the values, limitations, and developments dynamics through the natural environment, built environment, and socio-culture patterns. As mentioned, the main goal of this study is to evaluate the sustainable heritage tourism. So, these terms are considered towards LIMAN Street that is in the walled city of Famagusta, North Cyprus. The above patterns mask most of the tangible and intangible terms. To be more precise, the natural environment analysis is the observation of Fauna, flora, air, water, and pollution. Then, the built environment studies the physical environment, aesthetic, urban amenities and qualities. Finally, the socio-cultural patterns consider the tourists, stakeholders, traditions, life patterns, behaviors, rules, government, and so on. This part of the evaluation procedure tries to observe almost all criteria concisely, in order to bring out the results as basic data for the next process. The following Table (1) shows the estimation through the case study. The outcomes are toward the surveys, interviews and site observation upon diverse times and days.

Table 1: The assessment table

Assessment Criteria	Values	Limitations	Development Dynamics
<b>Natural environment</b>	-Mediterranean climate -Presence of greenery -Mediterranean Sea	-No access to the seaside -Decay of natural environment	-The greenery - Sea access
<b>Built environment</b>	-Historical core of the city -Evidence of past culture and tradition -Mix-Uses of the district -Well defined public space	- Limited area for future developments - Incompatible design within new and old - Inadequate lighting - Car parking problem - Lack of Urban amenities - Lack of information center	-Existence of spaces which can be improved - Presence of tourist attraction factors such as historic buildings and facilities
<b>Socio-culture patterns</b>	-A shared culture -Public participation	- Lack of social activities - Transportation system - Transportation system	-Tourism potential -Socio-cultural activities

### 5.2 Strategic Planning

The strategic planning with holistic approach is proposed as a new method behind management of the sustainable heritage tourism. It works as a guideline towards the conservation of the area's tangible and intangible characteristics as evidence of human history. It also covers mostly all social, cultural, economic, and environmental parameters, hence, this could lead to enhancement of the sustainable heritage tourism. The findings through the evaluation of the case study navigate to long term and short term strategies. A long term plan is a solution to consider social, cultural and economic dimensions. On the other hand, a short-term project is approximately proposed through physical and environmental aspects. The most important results of sustainable heritage tourism are organizational partnerships, conservation, economic development, tourism numbers and public participation. Therefore, in order to gain the terms, a frame that includes all above features with the flexible character and holistic approach has been suggested. It considers all aforementioned terms, so the strategies are limited.

Table 2. Long term and Short term strategies

Long term strategies	Short term strategies
(1) Set up a long-term management framework (2) Considering conservation and protection principles according to the historic monuments, buildings and landscape (3) Evaluate economic term during time and changes (4) Motivate stakeholders to participate (5) Develop the governmental organizations (6) Organizations partnerships (7) Bold the focal points of the site	1) Socio-cultural activities (2) Measuring the ecosystem capacity through developments and changes (3) In situ observations (4) Hold out different events for tourists and locals (5) Mixed-use of spaces

### 5.3 Sustainable Heritage Tourism Concept

This study endeavors to set up a framework that creates a balance between changes, developments, people and urban growth in historic areas. It first considers the value, limitations, and developments dynamics through the natural environment, built environment and socio-cultural patterns. The interconnection of these criteria leads to sustainable heritage tourism. This means sustainable use, tourism use, and conservative use toward the heritage landscapes. Due to the sensitivity of the historic context, planning and management of these landscapes need comprehensive evaluations over time, and changes. Therefore, in order to regenerate the sense of continuity, a holistic and dynamic approach that includes the assessment process and the strategic planning could improve the sustainable heritage tourism. This concept behind the term

finally lead to appropriate consequences. Moreover, it covers approximately the most tangible and intangible features of the historic area.

In previous sections, first the area was evaluated through different items, then long term and short term strategies were suggested via the assessment results. This mixed model could assist governments, organizations and the private sector about conservation and regeneration issues. Whereas the target of this research is to propose the process for observing the heritage tourism, and enhances the level of sustainability. To do so a framework was drawn to show the interconnection towards socio-cultural, economic, and environmental criteria. This is a flexible and dynamic process; it means through urban growth, changes, and developments this model work. Figure 3 is the schematic visualization of the whole process. The model illustrated that the process is reversible and flexible and the division of evaluation criteria is based on the holistic approach. The combination of the first and second procedure, firstly it causes sustainability and regeneration of socio-cultural, economic, and environmental features. Secondly, the sustainable heritage tourism is improving. If this concept took place behind each heritage landscape, it could develop the sustainability use and human use. Furthermore, this flow conserves and regenerates the identity and history of prior generations.

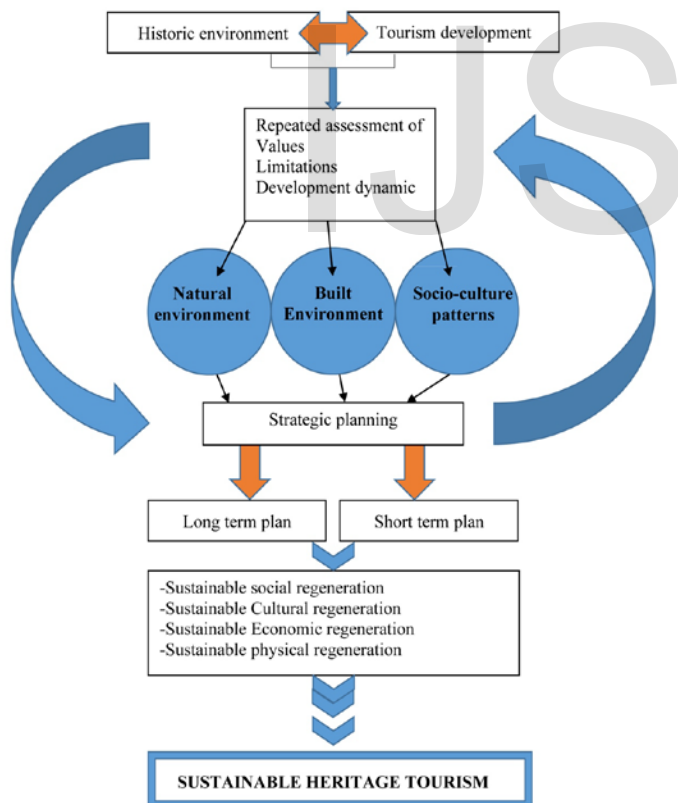


Figure 3. Sustainable heritage tourism concep

## 7 CONCLUSION

The theoretical investigations and debates through sustainable

heritage tourism, define this issue as a complicated one. There are some general guidelines through heritage landscapes and tourism use. But due to sensitivity of this issue the detailed and precise framework for evaluation and management over changes, developments, human use, events, and urban growth is critical. So, LIMAN street in Famagusta Walled City was selected as a case study for observation and consideration through the proposal method. It consists of two sections: (1) assessment of natural environment, built environment and socio-culture patterns (2) strategic planning. The concept examines all social, cultural, economic and physical dimensions at the same balance to bring about regeneration and conservation. The final outcome is an integrated model that approximately covers all mentioned criteria. This point of view through sustainable heritage tourism considered all impacts through time and changes. So, sustainable heritage tourism is defined as a subject with a wide range of influences, but its level is variable. This proposal attempts to enhance these effects upon the holistic, dynamic, and flexible idea.

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