Cultural heritage as a resource for sustainable tourist sites

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Abstract: The article deals with issue of the way preserving cultural heritages and encouraging society actively take part in this activity, which is the one of the priorities development of tourism industry in the country.

Key words: Tourism, principles of preserving, cultural tourism, social groups, phenomenon, historic environment.

Introduction

The definition of tourism is a trip from one destination to another for twenty four hours to one month. It has a great impact on our lives. There are several political and reasons behind it, tourism is now viewed as an economic development necessity and is quickly emerging as one of the basic development tools at all levels of government. So, the majority of countries are highly interested to boost this sphere to attract more travelers and investments not measuring their potential. The new phenomenon of travelling in pursuit of leisure, culture and the quest of knowledge about alien lands connotes the concept of tourism. When it comes to cultural resources, our natural and cultural resources are the engine that drives the tourism industry. People travel to see how other people live, to experience their neighborhoods, and to understand the natural environments that define their existence. We have to demonstrate our cultural and natural heritages in accessible way in order to make their trip enjoyable. Architectural monuments must be preserved in the historical context. Different social groups value the objects of the past in different ways. Preservation and protection of these buildings is a new phenomenon.

Conservational principles of cultural heritages

People value this historic environment as part of their cultural and natural heritage. It reflects the knowledge, beliefs and traditions of diverse communities. It gives distinctiveness, meaning and quality to the places in which we live, providing a sense of continuity and a source of identity. It is a social and economic asset and a resource for learning and enjoyment. Cultural heritages mostly divided into three types: initial model and purpose of building, remodeling and converting existing buildings into appropriate to period and traditions place and last one is mostly religious, peculiar heritages. Everyone should have the opportunity to contribute his or her knowledge of the value of places, and to participate in decisions about their future, by means that are accessible, inclusive and informed. Historical or cultural relics is an irreplaceable part of history. Because of that, if we change it in any way shape or form, then the value and authenticity of the relic is lost. Therefore, it is necessary to strictly comply with the rulings of the Cultural Heritage Law regarding the heritage sites. For relics (archaeological relics) unearthed when building socio-economic works, a heritage management agency must be notified to help solve the problem of conservation and development [1].

Reasons for sustainable development in active culture conservation

When tourism is identified as one of the key economic sectors of the country, the requirement for sustainable tourism development associated with heritage value conservation

becomes more urgent than ever [5]. The national tourism development model needs to be planned for the long term through the rational, effective and humanistic usage of our natural and cultural resources left by our pioneers, the success of which should not be measured only by profit, but also by the future benefits we might get [2]. In addition, to ensure the sustainability of non-renewable resources, economic projects, cultural objectives should also be approved. Furthermore, in order to ensure balance of immediate economic interests and long-term cultural goals and regulate future projects better, a clear set of institutionalized rules for investment activities and economic development should be realized [3]. More specifically, in the state of Virginia in America, a study showed the contrasting differences in the spending of tourists at a site where they there is no heritage activities, compared to a site that had heritage activities. The result is that visitors stayed for longer, visited more places. It also showed that visitors would be more likely to spend 2.5 times more than visitors. In the world, this trend is also observed, as heritage visitors stay for more days and they spend more. From this, it is clear that it would have a very positive impact on the local economy [6]. Biltmore is a great estate located in North Carolina; whose management also commissioned a study of its financial impact to the local area. The results are clear: 760 jobs, $215 million to the locals, $5 million in taxes, $9.5 in direct payroll, and $8.4 million in indirect payroll. A more shocking figure was also discovered, that for every $1 that tourists spent at Biltmore, they also spent $12 elsewhere locally, whether it was a hotel, restaurant, gas station, retail store, etc. Biltmore not only drew in customers for the local heritage site, but consequently for the local area as well [7]. Heritage is an irreplaceable tourism resource, and in order to address the relationship between heritage conservation and sustainable tourism development, it is necessary to respect the original heritage [8]. In the past, many legacies have been restored and renewed without respect to the original, leading to the distortion of the heritage. Today, scientists have introduced the concept of “active conservation”. This helps to not only preserve the inherent values of the heritage, but also promote those values and bring them to life. To apply this concept in the real world however, heritage workers must work in close collaboration with tourists [9]. Tourism development projects associated with heritage exploitation must have careful planning and consultation from heritage experts to assess in detail the full impact of tourism to the heritage, thereby ensuring proper measures can be taken to control the impacts at the suitable level. When planning tourism spaces, it is also crucial to not exceed the maximum capacity of the site so as to not damage the environment and its resources [3]. Then, the number of tourist (both domestic and international) will increase as a result of the reasons mentioned above.

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