Abstract: The paper examines the dialog between cultural and natural heritage and tourism, and advocates sustainable approach to tourism planning in cultural landscapes. The study is based on the theory models of heritage tourism sustainable planning that act as a catalyst for tourist attractiveness and the recognisability of the destination. From the spatial-planning point of view, the competitiveness of the destination is based on the cultural experience of unique spatial units and on the regional quality of the environment and landscape, which recognize how the interaction between tourism and heritage can promote quality of the destination as a place to live, work and invest.

Models of heritage tourism sustainable planning imply the harmony and balance between the global tourism standards and the preservation of the cultural identity of the destination. They are comprised of two main components: an autochthonous place and its cultural and socioeconomic characteristics and viable tourism scenario and its sustainable cultural product.

A case study is carried out on the Croatian Island of Mljet, the oldest National Park in the Adriatic, the island which combines myths, legends and cultural historical processes from the stone age, the periods of Illyrians, the Greeks, the Romans, the Slavs, Republic of Dubrovnik, Austro-Hungarian empire, up to the present times.

The research, based on the all stakeholder visual perception questionnaire, proves that the heritage tourism sustainable planning models must support the development of tourism without jeopardizing the spatial and socioeconomic characteristics of both natural and anthropogenic features of the area and without creating social or economic difficulties for the local community. At the same time, they must be possible to regulate the visitor capacity which is consistent with the image of the destinations’ lifescape and with the quality of the cultural tourism experience of the visitors.

Key words: heritage tourism, cultural landscapes, sustainable planning, lifescape
Landscape, Tourism and Sustainability

The European Landscape Convention (2000) defines ‘landscape’ as an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors. Any discipline concerning landscapes is therefore inevitably bound to acknowledge the importance of public perception and integrate it in their actions. Landscape has been one of the most important types of locations in environmental protection. It is through landscape that one can understand about the origin, identity and about who we are. For many countries, in addition to aspects of architecture and settlement, landscape could play a significant role in determining the identity of the place. This definition reflects the idea that landscapes evolve and change over time, because of being acted upon by natural forces and human beings. Change in the landscape challenges the landscape perceptions of residents, part-time residents, visitors and potential investors, who have different expectations concerning what the landscape should be like and what it should be used for. This evaluation involves ultimate users and their participation as main agents, it underlines the significance of their evaluation and their shaping influence on the rest of the subjective constructs with respect to these environments. Responsibility towards a landscape in this context would include respect for the local population and culture, from the perspective of a landscape’s ecological and aesthetic values as well as its economic–tourist worth.

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and heritage are increasingly used to promote destinations and enhance their competitiveness and attractiveness. Many places are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalization. It can be defined as the activity, enabling people to experience the different ways of life of other people, thereby gaining first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance, which remain from earlier times. This interest is profound and requires a certain level of skill, knowledge, conditioning, or experience. Therefore, cultural tourism has implemented an educational value - a desire or an ability to perceive and learn about a place and its characteristics.

According to the Brundtland Report, sustainable development is a development that meets the needs for the present without compromising the ability for future generations to meet their own needs. Furthermore, it is recognized as having a great potential for bringing landscape conservation, tourism and economic development into a balanced and constructive relationship, as it is acknowledged that the neglect of important economic and social dimensions of landscape has in many cases led to the

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1 Jacobsen, Steen, 2007
2 Mrda, Bojanić, 2016
3 Soini et al., 2011
4 Rodriguez-Darias et al., 2016
5 Farid, 2015; McCain, Ray, 2003
6 OECD, 2009
7 Stebbins, 1996
8 The definition is discussed in detail according to a few principles. The first principle is environmental sustainability to maintain the ecological processes, biological diversity and biological resources. Furthermore, the other principle is social and cultural sustainability to maintain social and cultural identity in tourism sites. Finally, the last principle is the economic sustainability, which is important to help the efficiency of economy and to support future generations (Brundtland Report, 1987).
irreversible decay and destruction of heritage assets\textsuperscript{9}. More specifically the sustainable tourism is to: make optimal use of environmental resources; respect the socio-cultural authenticity; and ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders.

**Models of heritage tourism planning**

Vacationscapes described as developing tourist areas\textsuperscript{10} are primarily connected with the image of uniformity, the lack of identity and the mono-functional tourist activity directly connected to the mass tourism concept. These homogenous tourist areas lack diversity in history, culture and natural assets. The perception of tourism has changed over time and there is no longer interest in such isolated tourist areas. New trends in tourism introduce the desire for acknowledging and respecting one’s identity.

Majority of exquisite landscapes, are now becoming the touristscapes\textsuperscript{11}. ‘Touristed landscapes’\textsuperscript{12} or touristscapes are described as places which get large number of tourists but which, in the end, are spaces in which people live and which have other functions, tourism being only one of them\textsuperscript{13}. A touristscape is planned mainly for locals and primarily because of these local attributes (nature, culture, or other) interesting and appealing to tourists. The touristscape is identified as a cultural landscape within its lifescape, strongly opposing the concept of a tourist bubble\textsuperscript{14}.

In tourism development, the value and attraction of a space are important for maintaining and preserving the natural landscape, cultural beauties, and assets\textsuperscript{15}. Comparing the ideas of landscape and tourism, it can be concluded that landscape is, in fact, a basic resource for the development of tourism and that tourism always manifests itself in a space that contains certain natural and social attractiveness\textsuperscript{16}. Consequently, the disappearance of the basic resource in situ is the inability for further ‘exploitation’. This means that if you violate the core values and characteristics of the resource - the landscape, not only will the degree of attractiveness of the area decrease, but also the tourism itself will disappear.

This research introduces heritage urbanism as a new sustainable model - a means of achieving balance between economic success, social equity and environmental preservation - such that enhances the role of place-based identity in tourism as a local development tool, stressing that the active use of cultural landscape in tourism can bring about a positive response to global competitiveness and development of a tourist site, regarding its positive influence on destination recognition and heritage revitalization. According to that, the aim of moving towards sustainability is not to have passive stagnation and conservation, or do what the market demands - the goal is to achieve a dynamic, integrated and, most importantly, democratic and collaborative planning process of socio-environmental changes. It is necessary to have sound spatial planning that would ensure the control of environmental impacts and the social structure of society, and carefully exploit resources of inherited landscape.

In that way, the concern for cultural landscapes should be upgraded from basic conservation and protection to the higher level of heritage planning and management. From the spatial-planning point of view, it is highly important to integrate the possible scenarios of recognition of heritage places’ identity into the planning process. Therefore, the need of landscape evaluation processes is being promoted by this

\textsuperscript{9}Loulanski, Loulanski, 2015
\textsuperscript{10}Gunn, 1972
\textsuperscript{11}Mrđa, Bojanić, 2016
\textsuperscript{12}Cartier, Lew, 2005
\textsuperscript{13}Metro-Roland, 2011
\textsuperscript{14}Mrđa, Bojanić, 2016
\textsuperscript{15}Samsudin, Maliki, 2015
\textsuperscript{16}Mrđa, 2015
research by using a strategy that includes developing complementary attributes to the island Mljet’s traditional image of the ‘sun and beach’ destination and adapting it to more nature and cultural tourism models, thus improving the positioning of the island in the international tourism market. The aim is to explore the landscape perceptions of ultimate users at the heritage-tourism interface, and in this way, examine the relationship between these two concepts.

**Landscape perception and evaluation - the Island of Mljet**

Mljet (Lat. *Melita*) is the most southerly and easterly of the larger Adriatic islands of the Dalmatia region of Croatia. The oldest National Park in the Adriatic includes the western part of the island, Veliko jezero, Malo jezero, Soline Bay and a sea belt 500m wide from the most prominent cape of Mljet covering an area of 54 km$^2$\textsuperscript{17}. The island combines myths, legends and cultural historical processes from the Stone Age, the periods of Illyrians, the Greeks, the Romans, the Slavs, Republic of Dubrovnik, Austro-Hungarian Empire, up to the present times.

\textsuperscript{17} Duplančić Leder et al., 2004
### Fig. 2 - List of analysed tourist zones on the island of Mljet

<table>
<thead>
<tr>
<th>No.</th>
<th>City / Municipality</th>
<th>Name of the tourist zone</th>
<th>Cultural or natural heritage protection</th>
<th>State of the tourist zone</th>
<th>State of the implementation</th>
<th>Photography from the site</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-M-1</td>
<td>Mljet</td>
<td>Gomna Prijepolje 1</td>
<td>+ a particularly valuable area - a natural landscape / cultivated landscape</td>
<td>not active</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>M-M-2</td>
<td>Mljet</td>
<td>Gomna Prijepolje 2</td>
<td>+ a particularly valuable area - a natural landscape / cultivated landscape</td>
<td>not active</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>M-M-3</td>
<td>Mljet</td>
<td>Sulunara</td>
<td>+ a particularly valuable area - a cultivated landscape / protected significant landscape</td>
<td>not active</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>M-M-4</td>
<td>Mljet</td>
<td>Prohanka Luka</td>
<td>+ a particularly valuable area - a cultivated landscape</td>
<td>not active</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>M-M-5</td>
<td>Mljet</td>
<td>Dabino Polje</td>
<td>+ a particularly valuable area - a cultivated landscape</td>
<td>active</td>
<td>comp</td>
<td></td>
</tr>
<tr>
<td>M-M-6</td>
<td>Mljet</td>
<td>Kamp Sumiholjka</td>
<td>-</td>
<td>not active</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

In landscape planning and assessment studies, evaluation of visual landscape character is often based on assessment of physical characteristics of landscapes also known as landscape perception. Perception is the process in which information is derived through senses, organized and interpreted. It is an active process which takes place between the organism and environment.

The purpose of the heritage urbanism model is to make an inventory of all available options for improving cultural identity of specific cultural landscapes. Landscape analysis is used to describe cultural coherence and context in different investigation areas, the ones preserved, and the ones overdeveloped. The research process of the heritage urbanism methodology comprises two stages:

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18 Kaplan, Kaplan, 1978

19 Swensen, Jerpasen, 2008
Factors of heritage identity
The first stage is based on acknowledging the factors of heritage identity. The result can be a static model of significance - factors of aesthetic, historic, and/or natural values - with difficulty of conceiving of the landscape’s cultural dynamics and socioeconomic characteristics.

Therefore, here we determine the distinctive features of cultural landscape using the selected examples of 6 tourist zones (Fig.2) provided in the spatial plans for the island of Mljet. These tourist zones are areas planned for tourism development (Fig.1).

The following is to map and recognize the cultural landscape identity factors on the selected zones, which can show that even these zones, amended to be built up and become tourist superstructure, have certain heritage and social value and need to be planned within the site-specific criteria. It is done by fieldwork and taking photographs as surrogates to the real cultural landscape.

Sustainable tourism scenario
The role of the heritage urbanism model is to identify and classify specific heritage characteristics, which are then compared against the evaluation criteria. The selected photographs are compared with each other in a form of questionnaire, with the aim of determining permissible development interventions in the tourist area, and the needed level of cultural product. Based on the evaluation criteria, respondents give their statements about cultural landscape values and potentials to control and coordinate the professional tourism planners’ opinion and make data tribunal.

To ensure the effective planning and management of future landscapes it is therefore necessary to understand how people perceive their environment (and changes in it) and to have public support. Tourists can discover places unsuspected - many times strangers need to introduce the places to the inhabitants. Therefore, the evaluation procedure is established within the framework for public opinion pooling - visitors, local community, city government, tourist associations, etc., pursuant to which the given objective evaluation conclusions for heritage as a tourism resource are taken.

The concept of sustainable development is widely interpreted as a need to achieve sustainability concurrently within environmental, economic, social and cultural spheres. Natural complexity is largely represented by forest remnants and by an unbuilt area. Cultural and social complexity is intimately linked to the diverse human use of resources and to a wide spectrum of land use. Economic complexity is linked to the diversified use of local resources. Therefore, evaluation criteria are based on the state of: authentic heritage scenery (cultural vitality); authentic natural landscape (environmental responsibility); sense of a socio-cultural setting (social equity), and activation of a site for tourist use (economic health).

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20 Stephenson, 2008
21 Vos, Meekes, 1999
22 Farina, 2000
Due to results of evaluation of analyzed tourist zones (Fig. 3) most of the zones are harmonized with the surroundings due to cultural vitality and environmental responsibility assessment, but there are still ones that are not harmonized with surroundings or are unappropriated areas for future tourism superstructure development. Both harmonized and not harmonized zones have certain tourist potential but they need different individual tourism development approach due to socio-cultural setting. Heritage urbanism here anticipates individual approach of tourism development and introduces tourism development in a form of revitalization of heritage.

**Conclusion**

In the end, the complex relationship between tourism and landscape is revealed in the tension between preserving the character of the existing landscape and change. This tension between the levels of ‘conservation’ and ‘exploitation’ forms the central argument for tourism planning.

The symbiosis of tourism and landscape nowadays has become the major objective in the management and planning of tourist areas. This process must respect, protect and upgrade landscape, culture and identity. On the other hand, landscapes always change because they are the expression of the dynamic interaction between natural and cultural forces. Moreover, landscape is not a picture that can be conserved\(^\text{23}\). Therefore, landscape changes pursuant to tourism are a threat, a negative evolution, because the current changes are characterized by the loss of diversity, coherence and identity of the existing places. New touristic elements and structures are introduced which look alike everywhere\(^\text{24}\).

To survive, tourist destinations must be globally competitive as well as locally recognized. Special features, attractiveness and spatial identity together with the characteristics of a tourist destination are the benefits underlying tourist offer and demand. Uncontrolled and unplanned tourism activities lead to the

\(^{23}\) von Haaren, 2002

\(^{24}\) Antrop, 2005
reduction or disappearance of certain specificities, attractiveness, and spatial identity. This emphasizes the necessity for implementing new methods for affecting the viability and competitiveness of a tourist destination’s physical attractiveness[^25].

**Bibliography**


[^25]: Mrđa, BojaničObadŠćitaroci, 2014

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ICOA1657: MODÈLES DE DÉVELOPPEMENT DU TOURISME PATRIMONIAL DURABLE: LE CAS DE L’ÎLE DE MLJET

Sous-thème 01: Intégrer le patrimoine et le développement urbain durable en engageant Diverses communautés pour la gestion du patrimoine

Session 2: Le management, documentation
Lieu: Stein Auditorium, India Habitat Centre
Date et heure: 13 Décembre, 2017, 14:00 – 14:15

Auteur: Ana Mrda, Hrvoje Caric, Bojana Bojanic Obad Scitaroci

Ana Mrda est titulaire d’un doctorat et chercheur post-doctorante à la Faculté d’architecture de l’Université de Zagreb, auteur de plusieurs études et conférences axées sur le développement touristique et la protection du patrimoine naturel et culturel.

Résumé: Cette contribution examine les rapports entre le patrimoine culturel et naturel et le tourisme. Elle préconise une approche durable pour le développement touristique dans les paysages culturels.

L'étude est basée sur les modèles théoriques de planification durable pour le tourisme patrimonial qui agit comme catalyseur de l’attractivité et de l’identification de la destination touristique. Concernant la localisation, la compétitivité de la destination est basée sur l’expérience culturelle d’entités spatiales exceptionnelles et sur la qualité de l’environnement et du paysage régional ; ces données tiennent compte de l’interaction entre tourisme et patrimoine qui peut promouvoir la qualité d’une destination comme lieu de vie, de travail et de loisir.


L’île croate de Mljet, le plus ancien parc national de l’Adriatique, représente un cas d’école. Elle combine mythes, légendes et développement historique et culturel depuis l’âge de la pierre, les périodes illyriennes, grecques, romaines, slaves, de la république de Dubrovnik, de l'Empire austro-hongrois, jusqu’à nos jours.

La recherche, basée un questionnaire reflétant la vision de tous les intervenants, prouve que les modèles de planification durable d’un tourisme patrimonial doivent prévoir le développement du tourisme sans porter atteinte aux caractéristiques spatiales et socio-économiques tant naturelles qu’humaines de la zone envisagée, et sans susciter des difficultés sociales ou économiques pour la communauté locale. En même temps, ces modèles doivent permettre une régulation du nombre de visiteurs compatible avec l’image du cadre de ces destinations et avec la qualité de l’expérience de tourisme culturel des visiteurs.

Mots-clés: tourisme patrimonial, paysages culturels, planification durable, cadre de vie