

ICOA1657: MODELS OF HERITAGE TOURISM SUSTAINABLE PLANNING: THE CASE OF THE ISLAND OF MLJET

Subtheme 01: Integrating Heritage and Sustainable Urban Development by engaging diverse Communities for Heritage Management

Session 2: Management, Documentation

Location: Stein Auditorium, India Habitat Centre

Time: December 13, 2017, 14:00 – 14:15

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

Ana Mrda, Ph.D., is postdoctoral researcher at the Faculty of Architecture in Zagreb, and the author of several scientific and conference papers dealing with the topics of tourism development and natural and cultural heritage protection.

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 protection¹. 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 place². 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 for³. 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 worth⁴.

Cultural tourism is one of the largest and fastest-growing global tourism markets⁵. 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 globalization⁶. 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 experience⁷. 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 needs⁸. 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

¹ Jacobsen, Steen, 2007

² Mrđa, Bojanić, 2016

³ Soini et al., 2011

⁴ Rodríguez-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 assets⁹. 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 areas¹⁰ 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 touristscapes¹¹. 'Touristed landscapes'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 them¹³. 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 bubble¹⁴.

In tourism development, the value and attraction of a space are important for maintaining and preserving the natural landscape, cultural beauties, and assets¹⁵. 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 attractiveness¹⁶. 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

⁹Loulanski, Loulanski, 2015

¹⁰Gunn, 1972

¹¹Mrđa, Bojanić, 2016

¹²Cartier, Lew, 2005

¹³Metro-Roland, 2011

¹⁴Mrđa, Bojanić, 2016

¹⁵Samsudin, Maliki, 2015

¹⁶Mrđa, 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 km²¹⁷. 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.

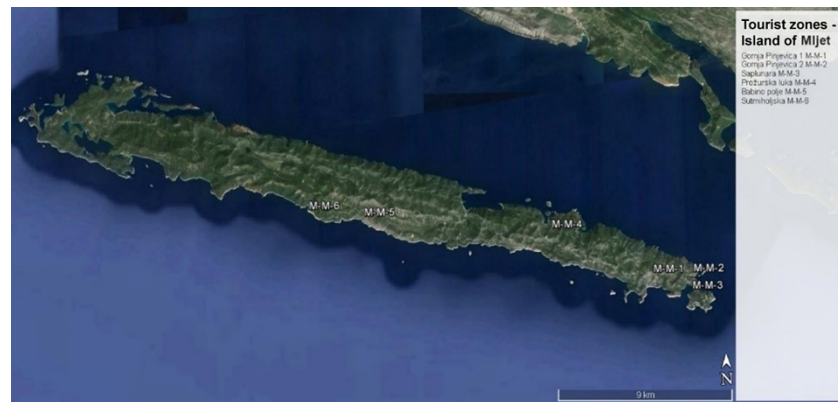


Fig.1- Map of analyzed tourist zones on the island of Mljet.

¹⁷DuplančićLeder et al., 2004







No.	City / Municipality	Name of the tourist zone	Cultural or natural heritage protection	State of the tourist zone	State of the implementation	Photography from the site
IN SPATIAL PLAN			SITE CONDITION			
M-M-1	Mljet	Gornja Pinjeвица 1	+ a particularly valuable area - a natural landscape / cultivated landscape	not active	-	
M-M-2	Mljet	Gornja Pinjeвица 2	+ a particularly valuable area - a natural landscape / cultivated landscape	not active	-	
M-M-3	Mljet	Saplunara	+ a particularly valuable area - cultivated landscape / protected significant landscape	not active	-	
M-M-4	Mljet	Prožurska Luka	+ a particularly valuable area - a cultivated landscape	not active	-	
M-M-5	Mljet	Babino Polje	+ a particularly valuable area - a cultivated landscape	active camp	-	
M-M-6	Mljet	Kamp Sutmiholjska	-	not active	-	

Fig.2- List of analysed tourist zones on the island of Mljet

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 environment¹⁸.

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 areas¹⁹, the ones preserved, and the ones overdeveloped. The research process of the heritage urbanism methodology comprises two stages:

¹⁸ Kaplan, Kaplan, 1978

¹⁹ Swensen, Jerpasen, 2008

- Factors of heritage identity

The first stage is based on the 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 dynamics²⁰ 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 support²¹. 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 resources²². 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).

²⁰ Stephenson, 2008

²¹ Vos, Meekes, 1999

²² Farina, 2000

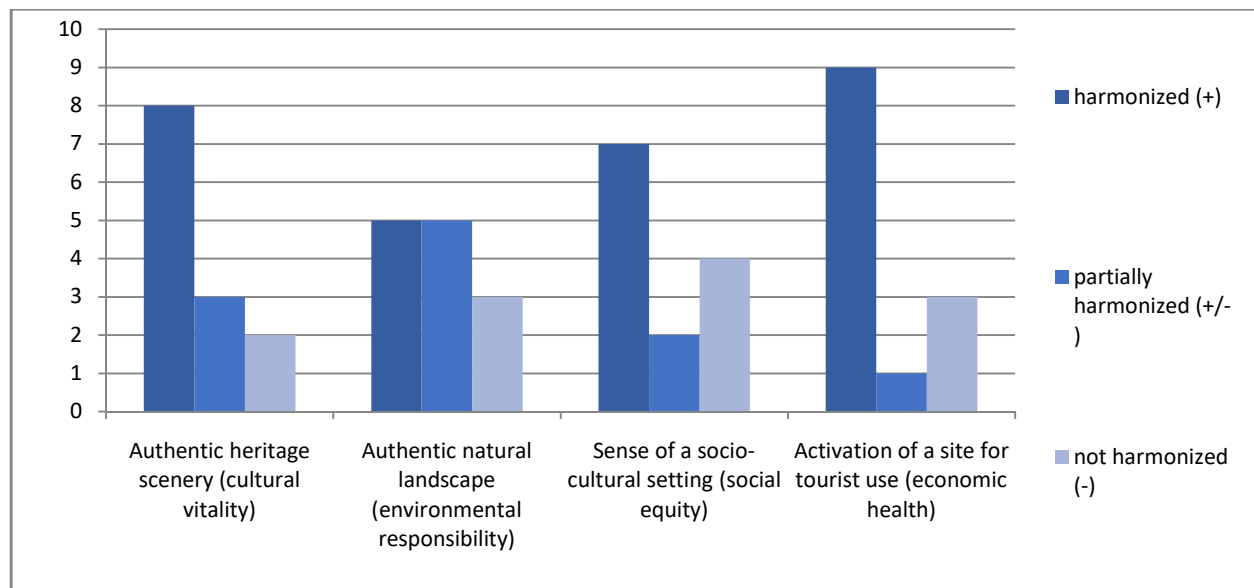


Fig.3- Results of evaluation of tourist zones on the island of Mljet

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 conserved²³. 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 everywhere²⁴.

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 attractiveness²⁵.

Bibliography

1. Antrop M. (2005). "Why landscapes of the past are important for the future". *Landscape and Urban Planning*. 70. p. 21-34.
2. Cartier, C. and Lew, A. A. (2005): *Seductions of Place: Geographical Perspectives on Globalization and Touristed Landscapes (Critical Geographies)*. London and New York: Routledge.
3. DuplančićLeder, T., Ujević, T., Čala, M. (2004): Coastline lengths and areas of islands in the Croatian part of the Adriatic sea determined from the topographic maps at the scale of 1 : 25 000. *Geoadria*. 1. p. 5-32.
4. Farid, S.M. (2015). "Tourism Management in World Heritage Sites and its Impact on Economic Development in Mali and Ethiopia". *Procedia - Social and Behavioral Sciences*. 211. p. 595-604.
5. Farina A. (2000): "The Cultural Landscape as a Model for the Integration of Ecology and Economics". *BioScience*. 50. p. 313-320.
6. Gunn, C. A., (1972.): *Vacationscape - designing tourist region*. Austin: The Univ. Of Texas.
7. Jacobsen, J. and Steen K. (2007): "Use of landscape perception methods in tourism studies: A review of photo-based research approaches". *Tourism Geographies*. 9. p. 234-253.
8. Kaplan, R. and Kaplan, S. (1978): *Humanscape: Environments for people*. Belmont, Calif: Duxbury Press.
9. Loulanski, T. and Loulanski, V. (2015): "The sustainable integration of cultural heritage and tourism: a meta-study". *Journal of Sustainable Tourism*. 19. p.837-862.
10. McCain, G. and Ray N.M. (2003). "Legacy tourism: the search for personal meaning in heritage travel". *Tourism Management*. 24. p.713-717.
11. Metro-Roland, M. M. (2011): *Tourists, Signs and the City: The Semiotics of Culture in an Urban Landscape*. Farnham, England: Ashgate Publishing
12. Mrđa, A. (2015): 'Method for Determining Tourism Carrying Capacity in Spatial Planning', PhD, University of Zagreb, Faculty of Architecture, Zagreb.
13. Mrđa, A. and BojanićObadŠćitaroci, B. (2014): "The Importance of the Concept of Tourism Carrying Capacity for Spatial Planning - Previous Research, Development and Methodological Approaches". *Prostor*. 22. p. 212-227.
14. Mrđa, A. and BojanićObadŠćitaroci, B. (2016): "Heritage touristscapes: a case study of the Island of Hvar". *Annales-AnalizaIstrske in MediteranskeStudije-Series Historia et Sociologia*. 26. p. 553-572.
15. OECD. (2009). The Impact of Culture on Tourism. [Accessed October 4, 2016]. [<http://www.oecd.org/cfe/tourism/theimpactofcultureontourism.htm>]
16. Rodríguez-Darias, A., Santana-Talavera, A., Díaz-Rodríguez P. (2016). "Landscape Perceptions and Social Evaluation of Heritage-Building Processes". *Environmental Policy and Governance*. Wiley Online Library.
17. Samsudin, P. Y. and Maliki, N. Z. (2015): "Preserving Cultural Landscape in Homestay Programme towards Sustainable Tourism: Brief critical review concept". *Procedia - Social and Behavioral Sciences*. 170. p. 433-441.

²⁵Mrđa, BojanićObadŠćitaroci, 2014

18. Soini, K. and Vaarala, H., Pouta, E. (2012). "Residents' sense of place and landscape perceptions at the rural–urban interface". *Landscape and Urban Planning*. 104. p. 124-134.
19. Stebbins, R. A. (1996). "Cultural Tourism as Serious Leisure". *Annals of Tourism Research*. 23. p. 948-950.
20. Stephenson, J. (2008): "The Cultural Values Model: An integrated approach to values in landscapes". *Landscape and Urban Planning*. 84. p. 127-139.
21. Swensen, G. and Jerpasen, G. B. (2008): "Cultural heritage in suburban landscape planning: A case study in Southern Norway". *Landscape and Urban Planning*. 87. p. 289-300.
22. von Haaren, C. (2002): "Landscape planning facing the challenge of the development of cultural landscape". *Landscape and Urban Planning*. 60. p. 73-80.
23. Vos, W., Meekes H. (1999): "Trends in European cultural landscape development: perspectives for a sustainable future". *Landscape and Urban Planning*. 46. p. 3-14.

List of Figures

Fig.1- Map of analyzed tourist zones on the island of Mljet.	4
Fig.2- List of analysed tourist zones on the island of Mljet.....	5
Fig.3- Results of evaluation of tourist zones on the island of Mljet	7

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.

Les modèles de développement durable du tourisme patrimonial impliquent une harmonie et un équilibre entre les standards du

tourisme mondial et la préservation de l'identité culturelle du lieu. Ils réunissent deux composantes principales : une localisation spécifique avec ses caractéristiques culturelles et socio-économiques et un scénario de tourisme viable accompagné d'un bilan culturel durable.

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