

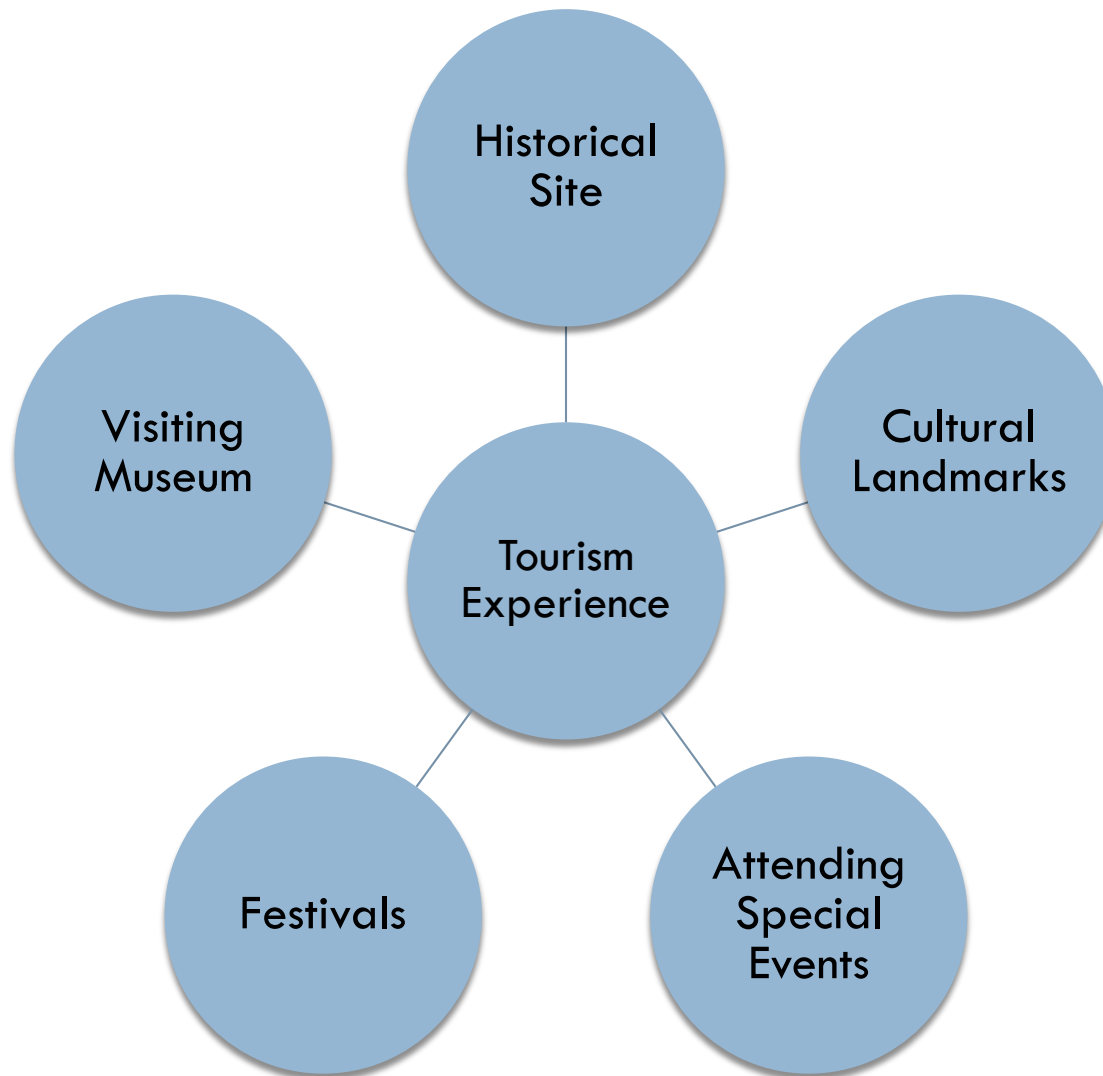
CULTURAL TOURISM

CHAPTER 1: INTRODUCTION (P.1-9)

Cultural Tourism

- Chapter 1: Introduction (P.1 -9)
 - ▣ Defining Cultural Tourism
 - ▣ Key issues: Linking Cultural Heritage Management and Tourism Management

Introduction of Cultural Tourism



Introduction of Cultural Tourism



Cultural Elements



Tourist



Community



Destination

Introduction of Cultural Tourism



Introduction of Cultural Tourism



Cultural Tourism

Niche Activity

Small Number of Tourists

Better Educated

Protect and Conserve the cultural and heritage assets

Defining Cultural Tourism

- Positive sides
 - ▣ Increased a powerful and economic to expand conservation activities
- Negative sides
 - ▣ Increased visitation, overuse, inappropriate use, etc.

Introduction of Cultural Tourism

Cultural Tourism can achieve 2 objectives :-

- Cultural Heritage Management
 - learning about conservation and of cultural heritage assets
- Tourism Management
 - market appeal, commercial viability of products

Defining Cultural Tourism

- Four Broad Categories :-
 - Tourism-Derived Definitions
 - Motivational Definitions
 - Experiential or Aspirational Definitions
 - Operational Definitions

Tourism-Derived Definitions

(McIntosh and Goeldner 1990; Zeppel 1992;
Ap 1999)

- Special Interest Tourism
- Cultural Form (attraction/destination)
- Attracting the tourists/motivating people to travel

Tourism-Derived Definitions

Zappel and Hall 1999

- People
- Places
- Cultural Heritage

Tourism-Derived Definitions

Richards 1996c

- Tourism-Derived Definitions
- The temporary movement of people

Goodrich 1997

- Business Perspective Conception
- Development and Marketing of various sites or attractions for foreign and domestic tourists

Motivational Definitions

World Tourism Organization (WTO)

- Movements of person essentially for cultural motivations
- Study Tours, Performing arts and cultural tours, festivals, etc

Experiential or Aspirational Definitions

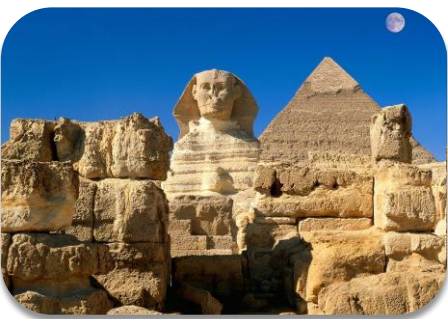
- Experiential activity + Aspirational elements
- Experiencing or having a contract of differing intensity with the unique social social heritage and special character of the places

Experiential or Aspirational Definitions

- To become educated and entertained tourists
- To learn about the community
- To learn about the significance of a place with the local community, its heritage, natural or cultural landscape (cultural based tourism)

Operational Definitions

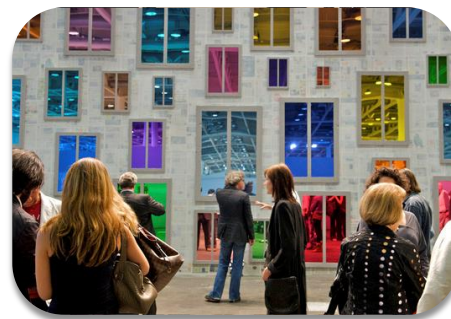
- The participation in any one of an almost limitless array of activities or experience
- Cultural tourism includes visits to ... (cultural tourist with cultural activity)



Historical
Tourism



Ethnic Tourism



Arts Tourism



Museum
Tourism

Conceptualizing Cultural Tourism – A Thematic Approach

- Interrelationships between 4 elements of Cultural Tourism
 - Tourism
 - Use of Cultural Heritage Assets
 - Consumption of Experiences and Products
 - The Tourist

Tourism

- Cultural Tourism is a form of Tourism based on sounds, Commercial Tourism Reasons (first), Cultural Heritage Management Reasons (second)
- Tourism Activity, it will attract the tourists, who know little about the significance of the assets being visited
- Successful Cultural Tourism Products must be shaped with this type of visitor in mind

The Use of Cultural Heritage Assets

Tangible Assets

Intangible Assets

Historical Places

Past and Continuing Cultural Practices

Encompassing Landscape

Knowledge

Natural/Cultural Environments

Living Experience

The Use of Cultural Heritage Assets

- To identify and conserve the extrinsic values or significance to a community
- The value assets group such as user groups, tourists, traditional owner, and other local residents, How?

Consumption of Experience and Products

- Cultural Tourists want to consume a variety of cultural experience
- Cultural heritage assets must be transformed to cultural tourism products
- A cultural or heritage Assets represents the uncommodified that is identified for its intrinsic values as well as represents as asset that has been transformed or commodified specifically for tourism consumption

The Tourists

Cultural Tourists

- Motived to travel for deep learning, experiential or self-exploration
- To travel exclusively for cultural tourism reasons
- Type of tourists and destinations
- The tourists information and their expectation

The Key Issue: Linking Cultural Heritage Management and Tourism Management

- The balance between Tourism and Cultural Heritage Management between :-
 - ▣ The consumption of extrinsic values by tourists and
 - ▣ Conservation of the extrinsic values by cultural heritage managers
- Integration and partnerships can be achieved only if each side develops a stronger understanding of how the other views the assets, values them, and seeks to use them

The Key Issue: Linking Cultural Heritage Management and Tourism Management

- The conservation sector, consists of :-



Local
Residents



Tourists



Government



Tourism
Industry

ANY QUESTIONS?

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