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HOW TO PRESERVE HERITAGE ZONES WITH TOURISM

1. INTRODUCTION

A building can be a piece of art on the same level as pictures. This notion is argued by many scholars, yet a building designed in a way that can both satisfy practical needs and cause aesthetical pleasure is equal to a painting.

It is understandable that the “use” of tourism in a particular location involves the construction of services that must necessarily interact with the consumer as a tourist and after that with all people who live on that area.

Low cost air travel has changed the dynamics of tourism. It is not simply the search for the sun but often a holiday weekend or two weeks abroad cost less than the equivalent vacation at home. Everywhere one goes, the airports are packed with people travelling – Concorde type first class exclusivity has gone – mass travel has taken over.

In today’s travel environment, destinations become competitive. Governments subsidize low cost seats in budget airlines to keep them flying to less popular destinations or to keep them coming in shoulder or winter seasons. National economies compete and fight for the tourist dollar, yen, euro, yuan, crown or £ pound.

Tourism could give a help into the maintenance of architecture quality, and preserving of architectonic historical zones.

In the end the result could be good if the money spent by the tourists, could be use, to preserve that area of the city, with modern architecture or with an heritage architecture.

So what is the purpose of the tourism realm in the 21st century?

2. TOURISM AS A PRODUCT

While global tourism has grown steadily at 7% per year over the last 5 years, recent growth has been limited by the financial crisis. The UN World Tourism Organization (UNWTO) reports that it "expects 2009 international tourism [growth] to be in the range of 0 percent to a 2 percent decline." However, the UNWTO also reports that the niche markets of adventure and cultural tourism are two of the strongest segments of the tourism industry and that culture has become a component in almost 40% of all international trips.

In 2010, according to data from the World Tourism Organization (WTO), the international tourist arrivals totaled 940 million worldwide, 58 million more than in the previous year. The year 2010 reversed the downward trend of international tourist arrivals occurred in 2009, with a year-on-year growth of 6.6%, the highest recorded since 2005. In 2010, tourism activity showed global positive results on the supply side, which started a reversal of the downward trend of the tourism activity after the negative results of 2009, linked to the international economic crisis.

It means that tourism it will be one of the most important industries in the future, and architecture releases impulses to examine the regional identity as well as life style.

Starting with the basic understanding what is the product, as a good example (Kotler.1983) define product as "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization, and ideas". By this definition Kotler explains that products are not just physical objects, but also the stuff--services, persons, places, organizations, and ideas--that constitutes tourism, persons, places, organizations, and ideas--that constitutes tourism.

There are different approaches when considering the product definition in the field of tourism. Various articles, analyses tourism product definition, main components of this term and models.

Medlik and Middleton in 1973 define tourism products as a bundle of activities, services, and benefits that constitute the entire tourism experience. (Medlik and Middleton 1973:28–35)According them tourism product consists of five components: destination attractions, destination facilities, accessibility, images, and price. In later articles Middleton (1989) explains that the term "tourist product" in two different levels. These two levels differed by the experience of the tourist. One level is more "specific" experience which is that of a discrete product offered by a single business such as a sightseeing tour or an airline seat. The other is the "total" level, which is the complete experience of the tourist from the time one

leaves home to the time one returns. The "total" level is synonymous with the "components model."

Other authors, Jefferson and Lickorish (1988), offer another version of the tourism product and provides two definitions for clearer understanding and for covering the most of the meaning. First view to the tourism product is more general - a "collection of physical and service features together with symbolic associations which are expected to fulfil the wants and needs of the buyer" (Jefferson and Lickorish 1988:59) and, more succinctly, the tourism product "is a satisfying activity at a desired destination" (Jefferson and Lickorish. 1988:211).

(Smith. 1994: 582-595) suggest one more way of looking at the tourism product. In his article observes many models and definitions. As a ground of his research he suggests his own model of the tourism product but also and more important his conclusion is that the tourism product is more than the sum of its parts. He emphasizes that success of a product in meeting the needs of tourists is determined by how well each element is designed and integrated with the others. In his terms the tourism product is not a simple combination of the elements, but the result of synergistic interaction among all the components.

Differently than other authors mentioned above, Gunn is one of the few who highlighting the necessity of having a clear concept of what constitutes tourism products: "Misunderstanding of the tourism product is often a constraint in a smoothly functioning tourism system" (Gunn.1988:10). He is stating that a tourism product is fundamentally a complex human experience (not a simple, objective commodity) and that tourism product development must be an integrated process involving information services, transportation, accommodations, and attractions.

Tourism Product - It is a service that can be enjoyed by tourists from the place of origin, in a tourist destination, until returning to the house, which is supported by: tourist attractions, facilities and services, product price, accessibility support that can facilitate travel activities. (Bukart and Medlik. 1986:151)

Having this definition of Tourists Product, it can be understood as a complex package of services and products tourists receive during the time he spend in certain place or traveling from one place to another.

With this paper we intent to explain why Tourism, could help to preserve the local architectonic culture. The tourist product is produced in one place and consumed in same place.

The competition between business services serves as an instrument of exploitation of tourist products, because promotes social contributions and demonstrations of coexistence,

connoting a sense of industry of goods and services that will be organized to produce tangible and intangible assets to satisfy the local population.

The tourist product consists of activities and services related to the means of lodging, food, transportation, typical local products and leisure equipment and natural or artificial entertainment.

The results produced by the implementation of the tourist product need to be profitable for companies and individuals who dedicate time and financial investment to tourism. Through the acquisition of foreign currency derived from tourism activities, collection of taxes, the tourism activities will encourage the local, regional and national growth.

No other major economic region (Europe) has had such a wide range of support mechanisms to tourism as business and, partly as a result, mastering regulatory regimes and lobbying for change — or resistance to change — has been a large part of the business model used to rebuild old buildings, that in some areas are almost artificial, like a big playground for tourists, and not for local people.

Feeling the squeeze, post the credit crunch crisis, in a new age of austerity, the maintenance of historic cities, has been discontinued, and the degradation began to appear in buildings and on the streets, moving away, both tourists and local people.

To resolve this issue, it is suggested, in this research paper, that the money earned by the tourist activities, must be used, directly, the maintenance of these areas.

We all notice that are emerging, increasingly, concerns in the level of sustainability and pollution subjects. With these concerns, are emerging again, old traditions, old types of business, with local products, and natural local products.

We notice also that tourists like to shop in these traditional areas, like to eat and try the local food, and they try to seek to discover the local identity.

With the resurgence of traditional forms of business, which had been replaced by large franchising companies, equal on all places, people are returning, again, to live in city centers, thus keeping the memory of the place.

It is this local memory, that tourists begin to seek, they want to understand, they want to see how local people live, they want to understand the customs and traditions.

There is a new type of tourist, more cultured, which seeks to understand the cultural identities of each site.

If in the future we can return, a little to the past, we believe that the cultural identity of each country will be preserved.

Globalization, in general sense, is positive, but if we look closely, as regards the nonexistence of cultural barriers, non-existence of local politics of historical and social protection, the strongest countries in the political point and view, and together with the major international brands, can very easily invade the space of immaterial culture and material culture.

Stop thinking and reboot!

3. CULTURE VS TOURISM

3.1. Culture

The culture is a number of distinctive features characterizing spiritual, material, intellectual and emotional paradigm of a particular nation. Moreover it encourages self-identification and motivation for regional cultural performances. However, culture is not a monolithic concept; it develops with people like a living system. In some cases the evolution of a culture can be seen in the contrast with the other cultures. Its evolvement goes through interactions and exchange of ideas, values, and rituals.

Cultural diversity, which exists on the planet, makes the world more distinctive and saturated. In this case the preservation of cultural identity of a specific nation is extremely important. In the time of globalization when the frames of original cultures blur, every nation has the aim to preserve its heritage not only within the custom, traditions, and language, but also within the historical places and architectonic buildings, which bare the knowledge of a nation, its legacy, and spirit.

3.2. Tourism (Definition and point of views)

Tourism generates not only tremendous revenue, but also assists in spreading the knowledge about the country and the culture of a particular nation. It is broadly agreed that tourism has an impact on place identities. (Kneafsey, 1998: 11-112)

In the global scale, the Western culture reached its peak of dissemination, so there is a vivid contrast between the cultures of the Western world and the others. As one can admit, tourism is the vehicle of cultural exchange and the purpose to reach homogeneous cultures through meeting common people, visiting historically or aesthetically significant sites and places.

People had to use the streets, squares, markets and parks of the city regardless of these place's quality and attractiveness.

One question is started to appear; what are the changing expectations for city space?

Market research serves, Governments, as a basis for architectural project development close to the market needs as well as successful implementation of architecture in tourism marketing. Data regarding market needs, trends and opportunities, potential target groups and evaluation of users and guests concerning contemporary architecture. However, some scholars claim that tourism is an instrument of expansion. For example, some researchers while visiting Ladakh admitted crucial change before this region was visited by the Western tourists and after. They admitted that the people of Ladakh began to feel stress, loneliness, and fear of growing old, unemployment, inflation, etc., all characteristic fears of the Western society. (Reinfield, 2003: 2-3)

Some of scholars noticed that some cultures felt inferior to the Western one in cause of high technological development and its expansive nature.

While a lot of researchers raise the topic of negative consequences of mass tourism, like environmental pollution, diseases, and ruination of cultural homogeneity, it is often forgotten about the positive outcomes of its development. A number of seminal works have shown how ethnicity is represented, perceived, and reinvented through the tourist gaze. (Stronza, 2008: 244-245)

The ability of people interact with such vast quantity of different cultures is a privilege of every human being of this world. However, every nation has to develop strong connection with its cultural legacy for the purpose to preserve its roots and maintain healthy relationship with the world and environment around them. Nowadays, one can observe the positive outcome of globalization. The growing importance of traditional local cultures passed from generation to generation originates from the fact that local and regional interests are strengthened against the negative effects of globalization. (Illes, 2004: 1-2)

It builds not only the strong connection between the nation and its culture, but develops tourism and attracts more people. In some cultures tourism plays the most important role in the economic development of the country and serves as the main revenue for the majority of people.

As more and more governments recognize the contribution that travel and tourism make – or could make – to their economies and employment, they turn to change the methodologies of urban planning and protection of historical areas. The brand of a place increasingly determines where those people, capital and ideas flow. More and more cities, destinations and communities are realizing that they now need to take a strategic (versus organic) approach to developing their brand positioning in order to compete on the global stage.

Tourism activity in its different approaches must do the emphasis on accommodation capacity, guests and overnight stays, as well as the total revenue of hotel's and similar establishments classified as being of tourist interest by the Local Tourism Authority.

If we approach to a development and tourism strategy and planning a new vision of world through a lens of possibility, in order to build visions of what the future could be like, than we can identify strategies to get tourists there. We could promote an revitalization of old cities center, which are normally historical areas we can create a tourism destination brand.

4. WHAT TO DO?

4.1. The idea of reconstruction

Reconstruction and Preservation of significant historical places, architectonic buildings, their reconstruction and renewal is the part of the process to create strong and healthy relationship with the culture and roots. It is also one of the elements of enhancement of tourism and economic development. Heritage can represent intangible form, like language, traditions, and customs, and material form: archaeology, art, movable objects, architecture and landscape. (CRATerre-ENSAG, 2006: 8-9)

Preserving architectonic buildings with the further reconstruction and repairing is one of the most important elements of preservation of one's culture and staying connected to the identity of one's nation.

The idea of reconstruction of historical buildings has been discussed by a huge amount of researchers, from historians to archeologists since the creation of the first major reconstruction project at Colonial Williamsburg in 1926. (Holland, 2011: 5-6)

Each of them has their own proving arguments on what ground an architectonic building has to be preserved. There are the rules of the reconstruction, which every professional has to know, though there are cases when the process of reconstruction ruined the original idea of a building breaking the homogeneity of the historical site. Recently, there are numerous debates if the reconstruction is ethical concerning the originality of the building or it is inappropriate to change its structure or its interior or exterior design.

However, a lot of scholars forget that the majority of historical buildings were created long time ago and they required to be preserved in the good state to connect different generations by creating a strong bound with its heritage. There are also the security measures to maintain by preserving the architectonic buildings of significant importance. This could be one of the light motive to appear some tourism in historic cities, because, if the government's use this strategy, than they could win money to maintain and rebuilt that areas. Cities have

always experienced many changes during their history. Historic urban quarters have a special place in the city's history because of their cultural, historical and architectural value. They reflect the history of the city's culture and indigenous culture with their unique forms and patterns. (Kneafsey, 1998: 111-115)

Cities are often an important focal point for development based on these resources because they provide concentrations of heritage assets, infrastructure services, private sector activity, and human resources. Improving the conservation and management of urban heritage is not only important for preserving its historic significance, but also for its potential to increase income-earning opportunities, city livability, and competitiveness. (Kneafsey, 1998: 115-123)

4.2. Traditional or modern?

Several architects and planners viewed an opportunity to effect the reconstruction of old heritage areas of the cities, using money from tourism activity.

This question it is acutely relevant during the plan of reconstruction and methodology to be used, but what kind of reconstruction? Architects must plan if they will project in accordance with historical patterns and spirit of that area, or if they are going to project with new and modern shapes and layouts, with the modern framework.

At first glance, the idea of restoring according to old style may appear anti-modernist, but the idea of this research paper is to explain the concept of using funds from tourism for reconstruction of old buildings, that make part of our memories.

Nowadays, countries, cities and all heritage zones are promoting tourism in a way to develop sustainable tourism policies and practices which will make optimal respect to the socio-cultural communities and cultural costumes, that will provide, in the future, benefits for that place. At that juncture and with those benefits, they could use the money to reconstruct old heritage houses.

With this action we could keep, on one side, the memory of the place and cultural costumes, and on the other side, attract more tourists.

In 2012, tourism it was included, for the first time, in the Outcome Document of RIO+20, and as well is part of the agenda of G20 Leaders. It means that the importance of tourism in all economies is growing up faster and faster. In 2012, over one billion international tourists travelled the globe, by 2030 the number of international tourists is expected to reach 1.8 billion. (UNWTO, 2004: 1)

Countries, in my opinion, must use part of the money generated by this development, and apply it in the reconstruction of all traditional cities, in some cases because they were destroyed by the war, and in other cases just because they are very old buildings, where it is necessary to reconstruct them with a traditional layout. That's what tourists are looking for.

4.1. New methodology and sustainable layout

The global market influences the understanding of aesthetic standards.

We could say that understanding the past leads to the future, and, at the same time, to think about sustainability, we have to take into account a complex system that complements and complements between three fundamental aspects, which are; the ecological aspects, economic aspects and social aspects. Humanity has used the natural resources that the world offers to us. Nowadays, as an example; the forest is consumed faster than it is planted, not giving time for the regeneration in number and type of the tree species. As this example, this problem reaches with almost all the natural resources that we have at our disposal, causing serious problems from the point of view of sustainability of our way of life and to the world. The consumption of wood, which is one of the main elements of construction, from the point of view of architecture, is not compensated by financial costs and levels of pollution arising from transport, storage and processing in new products, on the basis of this raw material.

The industries of the developed countries consume about 75% of world energy in relation to the least developed countries, with higher population density, that only consume about 25% of the energy available. Noting a huge gap in the relationship; energy production/population Vs tourist product.

When we talk about profits it should be in the line of thinking the economic efficiency, the existing resources for a new project and the costs of their maintenance.

Within the three key elements of the triangle, as we give higher or lower importance to a specific element, the end of the idea of the product changes with the final result.

Becoming an eco-sustainable project or a sustainable project. In other words, we will combine Ecology with technology.

For the architect or designer, the project may turn to include recycled materials, reused or renovated decorative materials.

The architect will project with sustained and comprehensive spirit, in his methodology of work and in his creative process.

Today everyone talks and thinks in the problem about the global sustainability and the sustainable product.

The term sustainability it is directly connoted with the word “support”, which means; maintenance, continuation, extension, stay alive. The word support represents the idea of being able to continue to maintain.

The design of a sustainable project should be related to the exemplified table below (Fig.1)

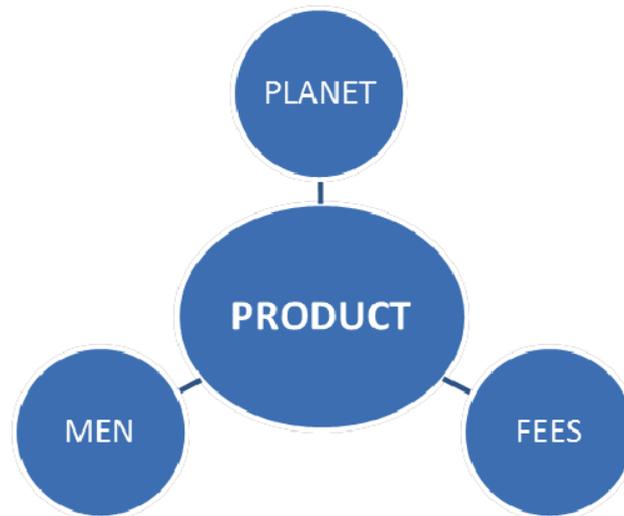


Fig.1: Product Vs Sustainability

Source: Luís Pinto, 2015

If we get a good value and the maximum use of the ecological, economic and social aspects, and if we take advantages of each one, then we will be on the right way to building an efficient business tourist methodology.

SWAT analysis, went to be a working tool which provides a better understanding about the program to be adopted and the strategies for the resolution of the less positive problems.

Retain as much grazing land as possible –integrating low environmental impact tourism with renewable energy harvesting technologies and the existing agricultural use of the terrain – in rural areas, or preserving the existing buildings in cities historical areas.

The new buildings have to be cheap to build, but unusual enough to attract international interest.

When it is possible, a solar farm can be incorporated into the landscape to neutralize the carbon footprint of tourist’s visitors as the budget allows.

Create when necessary centralized market areas selling local produce

The downtown area, of an old city, can be understood as a whole package of certain services and products for tourists and so it should be perceived as one whole product for the tourist.

The methodology that we could suggest to be used in a project at the downtown area, of an old city, itself, usually, must include a Main concept, Unifying brand, Clear structure – segmentation, and Marketing strategy.

With this methodology, we interact with people and buildings. We transform the city center in tourist product.

5. CONCLUSION

The higher value architecture and reconstruction of today is the cultural heritage of tomorrow.

Cultural heritage is the essential compound of the nation. Preserving its tangible and intangible legacy bounds all generations, together, creating the unique essence and spirit of every nation. In its own terms, keeping authentic nature of every culture preserves the diversity of the world, and the ability of every human being to learn from the other nations and cultures. In the circumstances of globalization and rapid development of mass tourism the preservation of historical sites and building, in in our opinion, plays one of the most important roles. For some people Tourism it is not, so, important to preserve the local architectonic culture, however, as the time has changed, it is time to face the truth and use digital gadgets to one's advantage.

In conclusions, the existence of the wide range of the tourism product models shows complexity of its nature, involving different levels of service. Furthermore authors module tourism product definition from different point of view, most authors have asserted that tourism product is essentially experiential - not just something that is experienced but, rather, an experience itself. Others contradicts majority tourism product definitions, since the lack of perception and clarity, in the same time they are highlighting the importance of the clear understanding tourism product as a success factor for smooth tourism and its development.

Destinations, developers and planners must understand the values and aspirations of tomorrow's consumers. They must make analyze and synthesize the importance of historical places for a tourist. The investments in infrastructure and heritage conservation that are advantageous for tourism development are also key elements of creating livable cities-in other words, improvements that support tourism also enhance residents' economic opportunities

and standard of living. Moreover, if short-term crisis actions can be aligned with the longer-term poverty and climate needs, the overall industry structure may actually be strengthened.

Architecture is a means of expression for the cultural diversity and innovative potential of a region, and tourism, as industry, directly helps to preserving of architectonic zones.

For those who are entering in the tourist industry, it is exciting to understand that tourism is at the heart of a radical transformation of the “Heritage” European industry, opening up new markets at local, national and international levels.

The tourist industry does not need to live by tariff alone, but can enable a heritage and cultural economy.

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