SUSTAINABLE TOURISM AND HERITAGE
ENHANCING AND PLANNING TOOLS

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Thanks to everyone...
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Message from the Rector of the University

The year 2017 has a special meaning for the Universitat Politècnica de València because we accomplish 20 years since the official Tourism studies were created. During this time, we have put together the teaching staff who have met the academic needs of this degree, as well as other studies that have incorporated tourism subjects into their curricula. We have also created a core team of researchers who, coming from different schools and with different backgrounds, have joined efforts to give an integrated perspective in their contributions to tourism research which, moreover, has been recognised at the international level.

Furthermore, this year 2017 has been declared by the United Nations as the 'International Year of Sustainable Tourism for Development'. For this reason, the World Tourism Organization has invited governments, institutions and organisations to discuss, reflect on and contribute to issues such as: inclusive and sustainable economic growth; employment and poverty reduction; resource efficiency, environmental protection and climate change; cultural values, diversity, and heritage; and mutual understanding for peace and security.

The Universitat Politècnica de València has willingly accepted this challenge and joins this celebration in the way in which an academic institution knows best; this is contributing to the knowledge transfer to society and, in particular, to tourism managers. This book is the best answer our university could give to such an important requirement. Sustainability, as it could not be otherwise, has been present in all areas of this work because it is understood that no other model of tourism development can guarantee the conservation and protection of environmental and cultural resources, as well as social and economic progress of destinations.

The themes suggested by the World Tourism Organization have been the inspiration of this book. However, it should be noted that, following a rigorous methodology, efforts have been made to ensure that the proposed tools are easy to apply to real-life needs and situations and, therefore, presented in both printed and digital format so that they can serve as a practical tool for planning and management.

The research group that has prepared this book is endorsed by a prestigious international career in the area of tourism enhancement of natural and cultural heritage. It is constituted of professors and researchers of long careers in our university, headed by Dr. Viñals and Dr. Teruel who have accompanied the development of Tourism studies and research since its beginnings in 1997. They are joined by Dr. Morant and new researchers such as Dr. Alonso-Monasterio, and MSc. Martínez-Sanchis and MSc. Mayor who have been master students of this university and have greatly contributed to research tasks in Tourism and Heritage.

We are honoured, therefore, that this book contributes to the good name that Spain has in international tourism scientific forums; but, above all, we are pleased to put this book within reach of all types of users who can benefit from the contents and learnings to guide the good work of all those who aspire to provide enjoyment and memorable and quality tourism experiences to the people.

Dr. Francisco J. Mora Mas
Rector of the Universitat Politècnica de València
Foreword

In the field of scientific-social research on the tourism planning processes, there is a growing interest in analysing the role of the tourism heritage enhancement as the basis either for new products or as a key aspect for reinventing consolidated destinations. Such developments must take into account the new consumer paradigms within the context of the processes carried out in the tourism system and which place special emphasis on the use of culture, nature, landscape and the identity of the territory for tourism purposes.

The importance of heritage, as a starting point for the creation of tourism products and satisfactory experiences for the user, has been stressed by a great deal of research over the last few decades. Most of these studies have focused on proposing work methodologies conducive to the integration of the resources within the production configuration process. As a result, different instruments and methods for diagnosing the tourist potential have been proposed, most of which are generally geared towards tourism development plans and clearly of an applied nature. In addition to the guidelines for planners on the way to perform an inventory of tourism resources and classify them for operational purposes (OMT, 1979), as well as the classic texts on tourism planning (Gunn, 1994), there have also been studies focused specifically on making an inventory of tourism resources and assessing them, which is information of undeniable value to managers, planners and researchers (Bote, 1990; Leno Cerro, 1993). In every case, the aim is to analyse and determine the tourism and recreational potential by means of methodologies focused on carrying out inventories of resources, which are considered the raw material of the destination or product (López Olivares, 1998). A turning point came with the transition from making inventories or catalogues of resources, as the basis for diagnosing the potential of a site, to the analytical assessment of resources, taking into account other factors such as the facilities or the accessibility to the existent resources. Even more important is the fact that these inventories were drawn up bearing in mind the consumers' preferences, which has made it possible to develop tourism potentiality indexes for different territories, something that is of undeniable interest to tourism planners.

Heritage resources, in particular, are understood as a core element of the tourism system and their assessment is one of the key actions to be carried out in the planning of the activity, which is increasingly more frequently performed on the basis of the premises of the sustainability and competitiveness of tourist destinations (López Olivares, 2013). The integration of heritage resources within the tourism dynamics can be an opportunity to promote their social dimension, whether this integration is performed through efficient management, and the sustainable use and protection of its values are guaranteed. In this regard the number of relevant studies based on the tourism planning for heritage destinations has risen steadily since the 1990s (Trottoño Vinuesa and Trottoño Torralba, 2007).

The planning of tourism sites requires a change of attitude on the part of public and private stakeholders, as well as among the consumers themselves in order to lay down a set of principles of sustainable development and to preserve the resources that uphold the activity and ensure its competitiveness. Hence, the usual ways of working can be summed up as follows:

a) Change in tourists' attitudes, by introducing behaviours that direct the tourism experience towards more sustainable models.

b) Arranging the resources so as to be able to deal with the pressure from tourism, which entails the risk of making tourism sites and resources increasingly more artificial.
c) Development and application of methods and techniques for managing and controlling visitors, by means of tools that allow monitor the flows of demand and regulate visitation.

d) Support measures in aspects concerning the education and awareness-raising of all the stakeholders in the tourism system. This is a promising subject but with results that are expected to be seen in the medium and long term.

Grounded on this view of the sustainable development of tourism and its relationship with heritage, this book can be understood on the basis of three fundamental aspects. The first is the nature and function of heritage in today’s society and the sense of the experiences as part of leisure and tourist motivation. The second is related to the boom of new typologies of tourism and leisure which are related to the revaluation of cultural heritage from experiential perspectives. The third aspect deals with the necessary management and social use of heritage, and the subsequent opportunity afforded by tourism to recover, enhance and activate heritage elements from the sustainability and conservation perspectives. This is why new techniques that allow heritage to be integrated within tourism are especially useful.

The book directed by Dr. Viñals, in collaboration with five other authors from the same team, systematises years of experience and research work applied to very different geographical contexts and settings, ranging from World Heritage sites to protected natural areas and wetlands and coastal zones, in which this group has made relevant contributions in relation to working methods and tools. This has led to the development of operational tools for enhancing heritage for tourism purposes, of undeniable usefulness and applicability in the processes of tourism planning on a wide range of different spatial scales.

From the paradigmatic point of view, the work includes and is upheld by the academic contributions related to the concept of the sustainable development of tourism. It therefore aims to help tourism be understood as an instrument for the conservation and management of heritage and to make further progress in methods to prevent undesirable impacts or effects. At the same time, it also intends to foster the tourism as a means to improve the quality of life for the residents in the destination areas, as the main goal to be obtained from carrying out this activity.

One of the most notable and interesting parts of this book is the systematisation of fourteen inventory worksheets, with comments and instructions on how to use them, based on the selection of certain key elements in the diagnosis and planning for tourism purposes.

The worksheets that make up the first part of the text focus on the different types of resources and elements of tourism offerings; this provides a good framework of analysis for diagnosis, which is the starting point of planning. One of the elements selected for these inventory worksheets is landscape, which is understood as a scenic resource that is of value as a heritage asset. Similarly, climate and its elements are granted a relevant role in enhancing the value of tourism. This block of inventory worksheets, dealing with resources and the supply system, is completed with others referring to facilities and tourism product and services providers, in an attempt to capture the value chain and components of tourism activity.

A second block of inventory worksheets consists of some of the tools that intervene in planning for tourism, such as heritage interpretation and carrying capacity. A growing amount of value is attributed to heritage interpretation due to its being the tool that allows communication with the public, as well as making the meanings of the heritage asset known, generating feelings and emotions (Urry, 2008) and thus increasing the quality of the tourist experience (Rico Cánovas, 2014). Yet the work also includes other elements that are essential to develop a sustainable model of planning, such as incorporating the perspective of analysis from the demand side, together with communication, understood here as the promotional facet of a destination, within the context of the Information Society. In short, it is an especially useful model of
inventory worksheets, due to its predominantly practical nature, which makes it a perfectly valid tool for the diagnosis of tourism.

Within a context that contains many theories referring to the tourism dimension of heritage, together with the dissemination of specific studies and experiences, the key contribution of this work is focused on its innovative approach, based on a system of inventory worksheets for the assessment of heritage from an integrated perspective. It also represents an approach to heritage and its management as a resource for satisfying the tourist experience, through a tool for enhancing and planning sites and elements of the natural and cultural heritage by means of tourism based on a sustainable point of view.

From the instrumental and applied aspect, it is therefore a way to contribute to the promotion of the processes involved in launching tourism in places that have potential and must be planned in a rational way. This is the case, for example, of the creation of new products within the framework of initiatives and formulas for renovating, qualifying and diversifying long-standing tourist destinations. To sum up, the work can be expected to become a reference in matters concerning the interactions among heritage, tourism and territory, owing to its importance as an integrated system of inventory worksheets that make up a practical and operational tool for the diagnosis of the potential and planning for tourism.

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The present work aims to provide a series of practical tools that can be useful in various processes of tourism enhancement and planning of natural and cultural heritage sites and/or elements, with a future vision of long-term sustainable development.

The reasons that have guided the development of this book are based on the need to manage tourism from a heritage conservation and protection perspective, from the recognition of the importance of heritage as a driver for local development, and from the need to create responsible tourist products that are respectful of their natural, cultural and social environment. Moreover, it is looking for providing tourists with a satisfactory, memorable and quality experience in the destination.

Apart from the given reasons, it was perceived a need to analyse in an integral way the relations between the different fields of action of tourism, territory and heritage, as well as to clarify the processes, and even the terminology, around management and tourism enhancement of destinations, especially heritage ones. These aspects have long been identified as necessary by the World Tourism Organization (UNWTO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Council of Monuments and Sites (ICOMOS), the International Union for Conservation of Nature (IUCN) and by many other international organisations on a repeated basis, although in reality the consolidation of these aspects still seems a distant goal. On the other hand, the irreversible emergence of new technologies in tourism and heritage sectors has been highly considered, beyond traditional technological commercialisation tools. Current technological changes directly reach consumers and heritage itself; and this has to be taken into account when planning and managing tourism in heritage environments.

The book presents practical tools applicable to various studies, such as those for diagnostics of tourism potential of a site, strategic and operational plans, tourist product development, tourism indicators and evaluation systems, tourism communication plans, among others.

Target audience for this manual are planners and managers of protected areas or heritage sites, local managers, tour operators, local communities, tourism development stakeholders, tourism consultants, members of non-governmental organisations, tourism and heritage researchers, as well as tourism students and of other disciplines related to heritage and tourism resources.

The principles that have guided the development of these tools have been: sustainability, adaptability and flexibility, prioritisation and sequencing, quality of information, participation and updating.

Sustainability because the essence of this principle lies in the conservation and protection of heritage resources, and this is fundamental in order to develop tourism destination in the long-term.
Adaptability and versatility are explained by the fact that the proposed tools are generic and flexible and can be considered as a complete system to be used entirely, or partially adapted in regional or local planning processes, applying specific tools to enhance singular attractions.

Prioritisation and sequencing are principles that have to do with the order in which the application of the tools is approached.

Quality of information is a basic principle linked to the usefulness, veracity and applicability of these tools. Therefore, it is always emphasised the importance to refer to primary sources of documentation or corroborated documents.

Participation is a transversal principle necessary so that all stakeholders know the work that is carried out first hand and then they are able to bring their points of view and to discuss from the outset all aspects that may be of direct interest to them. Therefore, in addition to a specific worksheet on the subject, it is recommended to use it transversally in the tools application processes.

Updating is fundamental in a work of this type since tourism planning and management are very dynamic processes that require permanent evaluation to be able to make the right decisions. Therefore, monitoring results and updating data should be considered a necessary task that is part of regular programming. In this sense, in addition to its presentation in hard copy, this book facilitates a link through the website of the Universitat Politècnica de València, from which editable digital formats of the sheets can be downloaded, so that each user can access the worksheets directly from the QR code or URL that appears in the credits page. This application has a limited but sufficient extension for each response field and allows including graphic materials in the corresponding sections.

Regarding the scientific contribution of this work to the academic field, it should be noted that the concepts and contributions are the result of research and teaching experience of the Tourism research group of the Universitat Politècnica de València, who has over twenty years of experience developing tourism projects in countries of very different geographic realities. A vast number of concepts and data has been handled, as it is usually in the case of tourism enhancement of the heritage, and tourism planning and management studies. The greatest merit of this work has been to systematise, interrelate all this information, and present it in an orderly way so that it can be used efficiently.

This handbook includes fourteen worksheets on various aspects of tourism enhancement and planning. A practical way to use it is to take the corresponding worksheet to the topic to be developed and to follow the suggestions on the information to be collected in the different sections. A worksheet must be completed for each element analysed. Collected data have not only descriptive value but also prescriptive so they are useful to make diagnostics and strategic and operational proposals. Each worksheet is preceded by an introduction that explains how to fill in the different sections, clarifies concepts and establishes the usefulness of the worksheet in the context of sustainable tourism enhancement and planning. At the end of each introduction, a selection of specific further readings is provided.

It is important to note that in order to facilitate an assessment in relation to collected data, it is possible to value some answers on a rating scale from 1 to 5. As a result, the sum of the values obtained from various sections can be used to address the tourism diagnosis. In other sections where ratings are presented with multiple response options, without quantitative value, these are listed with letters.

Contents of the worksheets are very exhaustive in some cases, but it must be recalled that a good tourism analysis requires addressing a huge amount of information of very diverse nature and with many nuances. The level at which each subject can be treated will depend on many factors, but the worksheet intents to provide an overview of the most relevant elements,
factors and variables in order to conduct a prescriptive diagnostic of a site, attraction or tourism destination. For this reason, it is also important to consider the interrelationship that exists between the various worksheets.

Information required to complete the worksheets can be obtained from fieldwork, bibliographical and documentary references and interviews with stakeholders, and, in some cases, subsequent expert analysis will be required.

Different worksheets can be grouped into two large blocks. A first block refers to elements of the tourism offer and which includes, firstly, the inventory worksheets of attractions (natural, cultural, landscape and climate), facilities, service providers, recreational activities and tourist products, and heritage interpretation.

The second block incorporates tools more directly linked to planning such as the worksheet on potential and actual tourism demand, participatory processes, recreational carrying capacity and communication.

Finally, there is a compilation on recommended bibliography referring to tourism enhancement and heritage planning to guide the work of readers.

It only remains to express the enthusiasm, emotion and determination with which this work has been carried out and to invite all interested people who at the moment have this book in their hands to read it with critical spirit, to use their tools and to improve them with time, and to share their reflections and achievements, as this is the way in which science is constructed.

If it were like that, our objective as university researchers and lecturers would be satisfied.

THE AUTHORS
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