

How Eco-Friendly Tourism Can Help Protect Traditional Heritage

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Abstract:

Sustainable tourism aspires, among other things, to restore and incorporate historically significant places into local communities so that they can continue to benefit locals, tourists, and the general public. Consequently, sustainable tourism and these archeological sites are mutually supportive. Sustainable tourism helps bring attention to the significance of cultural site preservation among local people, and tourism itself plays a big part in the physical preservation of heritage sites. It also promotes a sense of national pride and the preservation of cultural practices among the local populace.

Keywords: Cultural heritage, sustainable tourism, physical preservation, intangible preservation, archaeological sites.

1. Introduction

The potential for tourism growth to boost the balance of payments, generate income, create jobs, and enrich social and cultural lifestyles for all parts of society makes it an important goal of complete economic and social development.

An important part of sustainable tourism is restoring and maintaining historic sites so that they can continue to serve locals, visitors, and tourists by becoming an integral part of people's everyday lives and being an integral part of development projects. As a result, these archeological sites and ecotourism are mutually beneficial.

The intrinsic relevance of conserving cultural heritage makes it a significant subject among the concerns of governments globally. A people's heritage is their written record of their nation's and people's past, a tangible manifestation of their civilization's development, and the source from which subsequent generations derive their unique traits and ways of life. More generally, the political, social, economic, and architectural significance of a city's historic core must be preserved. The architectural and cultural artifacts that make up a nation's historical core make up its cultural legacy. The historical center of cities is an important part of any country's wealth, particularly when it comes to tourism. Therefore, it is necessary to preserve this center and address the problems that threaten it so it does not disappear or get absorbed into the surrounding urban development.

This conversation will start with the basic question: How much does sustainable tourism help restore and revitalize ancient sites? Part one of my intervention covered the overall concept of sustainable tourism, and part two focused on the benefits of sustainable tourism in terms of protecting cultural artefacts, so I could address this issue in its whole.

2. The General Framework for Sustainable Tourism

Sustainable tourism is tourism that fully considers its current and future economic, social, and environmental impacts, and meets the needs of visitors, the industry, and host communities. Therefore, sustainable tourism should make optimal use of environmental resources, which are a key element in tourism development; maintain essential environmental processes and help preserve natural heritage and biodiversity; respect the social and cultural authenticity of communities; preserve their built and living cultural heritage and traditional values; contribute to intercultural understanding and tolerance; ensure long-term economic viability; and provide social and economic benefits to all stakeholders that are fairly distributed, including stable employment opportunities, income-generating opportunities, and social services for host communities, thus contributing to poverty alleviation (Grabara, 2013).

2.1 The Concept of Sustainable Tourism

Assuming that visitors are cognizant of the significance of tourist attractions and behave courteously toward them, sustainable tourism seeks to maximize the utilization of these locations while minimizing negative impacts on local communities. Both parties are protected from danger by this. Sustainable tourism not only satisfies visitors' requirements, but it also protects popular destinations and boosts local economies. In addition to preserving biodiversity and ecological balance, it entails managing all resources—natural, social, aesthetic, and economic—in respect to cultural and historical values.

2.1.1 Defining Sustainable Tourism

Tourism reflects the level of civilization, social progress, and scientific advancement of nations due to its economic, cultural, political, and social dimensions. It is also a dynamic human phenomenon closely linked to the outside world and to local communities within national borders. In our modern era, tourism has become nourishment for the soul and a source of recreation for everyone. It is one of the most important and dynamic sectors in the world, capable of generating significant foreign currency revenue, reducing unemployment, and developing entire regions. For this reason, many countries have made this sector a cornerstone of their national economies, and their GDP now relies heavily on tourism activity through the revenues generated by their tourism networks. Consequently, tourism has become increasingly important in various fields.

There are many definitions of tourism. We will take the definition of the World Tourism Organization (WTO): Tourism includes the activities of people who travel to places outside their usual environment and stay there for a period not exceeding one year without interruption, for rest or other purposes. A person's usual environment consists of a specific area near their place of residence, in addition to all the places they visit regularly and frequently (Organization, Concepts, Definitions and Classifications of Tourism Statistics, Technical Manual No. 01, 10)

2.1.1.1 Definition of Tourism

Sustainable tourism is defined as "the link between the needs of tourists and the intended tourist destination, whereby existing resources are managed in a way that fulfills all the tourists' economic, social, cultural, and environmental needs, while preserving the important cultural and ecological character, biodiversity, and all the requirements of life and its systems, thus supporting the destination's

growing development opportunities." It represents the optimal use of tourist attractions by controlling the number of tourists arriving at the destination in a balanced manner, ensuring that they are aware of the importance of the tourist area and how to interact with it consciously, to prevent harm to both parties (Youssef, 2015). We can also rely on the World Tourism Organization's definition of sustainable tourism as "a tourism system that takes into account the economic, environmental, and social impacts on the communities receiving tourists" (El-Din, 2016, p. 14).

2.1.1.2 Pillars and Components of Sustainable Tourism

There are three main parts that make tourism sustainable: the economic, the social and cultural, and the natural. The following elements or parts are linked to each other: (Kaf, 2016, p. 113):

1- Economic Sustainability: This includes most businesses in the hospitality industry and investments that are part of scientific value chains.

2- Socio-Cultural Sustainability: This is shown by lowering unemployment rates, getting more women to take part in tourism activities, and bringing back to life the handicrafts and artisanal industries.

3- Environmental Sustainability: This includes biological systems and elements that come from nature or that have been changed by humans. It also includes climatic factors and the elements, potential, and changes that come with them during the four seasons. These things are turned into important parts of tourism. So, sustainable tourism can be seen in the following ways:

- For tourism-related natural, historical, cultural, and other resources to be sustainable, they need to be protected so that they can be used in the future and help the community now.

- Tourism development should be based on sustainable management principles to ensure its planning and administration.

- Tourists should make decisions regarding their visits based on environmental quality standards and criteria.

- A tourist's impression of a destination is a crucial factor in tourism promotion. Tourism revenues should benefit the local community, and efforts should be made to ensure their equitable distribution.

- The political framework for implementing sustainability is essential, containing guidelines, instructions, and regulations. Local authorities oversee the implementation of this framework through continuous and comprehensive monitoring.

2.1.2 Sustainable Tourism Goals

Sustainability in tourism is now something that tourism groups all over the world follow. It tries to have as many positive effects as possible and as few negative ones as possible. In contrast to what most people think, it is not expensive. It depends on three important factors: first, how much money the owners of tourism projects can make; second, how social the businesses are with the community and how much they use local knowledge and skills; and third, how the businesses affect the environment. As a result, these businesses are seen as part of the environment and must protect natural resources like water, energy, plants, and animals to keep them from getting worse. This makes it possible for current and future tourist facilities to work together.

2.2 Tourism Development and its Principles

When applied to tourism, sustainable management covers all types of travel. So, the rules of tourism apply to all of its parts, including the cultural, economic, social, and environmental aspects, which are all linked to sustainability. To do this, you need to find a balance between these principles.

2.2.1 Sustainable Tourism Development

In order for tourism to grow in a way that is sustainable, there are rules that make sure that the wants and needs of tourists are accommodated while also protecting natural, social, and economic resources. These are the rules:

First, there should be a visitor center that controls and organizes tourist traffic, gives them the information and direction they need, and shows them how to use tourist sites. It would be best if someone from the area was hired for this job.

Second, the importance of having laws and rules that keep the number of tourists under control, give them services and information, and make sure they are safe and secure without hurting the environment.

Third: How important it is to handle the region's natural and human resources well.

Fourth: Environmental education and awareness by teaching people in the area how important it is to protect the environment.

Fifth: Figuring out how many people the tourist spot can hold:

a) Finding out how many people the tourist spot can hold:

b) The environmental potential capacity tells us how many tourists can come without hurting the environment, wildlife, or people who live nearby.

Sixth: Integrating, raising awareness among, and educating local residents about environmental and tourism matters.

Seventh: Providing income-generating projects for local residents, such as traditional industries, crafts, and tour guide services.

Eighth: Cooperation and coordination among all sectors for the success of ecotourism, including the private sector, the government, and local residents.

2.2.2 Principles of Sustainable Tourism

The application of sustainable tourism management to all forms and types of tourism is crucial. Therefore, tourism principles encompass all aspects: environmental, economic, social, and cultural, all linked to sustainability. This can only be achieved by striking a balance between these principles. Tourism planning must be integrated within regional planning frameworks, and agencies and individuals must adhere to ethical and cultural principles. Furthermore, tourism planning must be sustainable, and the local community must be involved in the planning process and its benefits, along with the establishment of a monitoring and auditing program (Arab Organization for Administrative Development, 2007)

2.2.2.1 Integrating Tourism Planning into Regional Planning

Planning for, building, and running a tourism business should be a part of a country or region's plans for protection or long-term growth. To get the most out of tourism, planning and management should be unified and combined with help from many government agencies, private institutions, and citizens, both individuals and groups.

2.2.2.2 Agencies and Individuals Must Adhere to Ethical and Cultural Principles

Any organization, institution, group, or person must follow moral rules that show respect for the host region's culture, environment, and economy, as well as the community's traditional way of life and behavior, including its political norms.

2.2.2.3 Third: Sustainable Tourism Planning

Tourism must be planned and managed sustainably to ensure the protection and optimal economic use of the natural and human environment in the host region.

2.2.2.4 Local Community Participation in Planning and Benefits

Promoters of tourism, people who live in the host community, and the region itself should all get an equal share of the benefits. Before and during development, studies and information should be gathered on the nature of tourism and how it affects people and the cultural environment. This is especially important for the local community, who should be able to take part and be encouraged to lead in planning and development.

3.The positive aspect of sustainable tourism in preserving cultural heritage

One good thing about sustainable tourism is that it helps to protect, restore, and incorporate heritage sites into people's daily lives, as well as include them in the process of development. This makes it possible for them to do their jobs again and help both the people in the area and the historical sites. Sustainable tourism helps protect both the physical and intangible parts of cultural heritage. It does this by making people in the area more aware of how important it is to protect cultural sites, boosting national pride, and encouraging people to follow their own traditions and customs.

3.1Physical Preservation of Cultural Heritage

Heritage places are kept alive in large part by tourism. Tourists who are interested in heritage use the money they make to fix up and maintain old buildings. This makes the right people more interested in heritage preservation, use, classification, and finally, conservation.

3.1.1Providing Financial Support for Heritage Preservation

An important part of protecting heritage places is bringing people to them. Many times, heritage places are kept up by the money that tourists bring in. This money is used to fund educational programs as well as to fix up and maintain the site. Tourism also makes people more aware of how important heritage sites are, which makes more people want to protect them. But tourism can also hurt heritage sites by bringing too many people and damaging them. To protect heritage sites for the long term, it is important to manage tourism in a way that does not harm the environment.

3.1.2 Encouraging Traditional Crafts and Arts

Without a question, tourism plays a significant role in promoting traditional industries and the crafts that go along with them. Tourists are tourists who are tourists who are tourists who are tourists who are tourists. There are some local tourists who are local tourists that are selling local tourists. There are a lot of people who have made up there. There are many individuals who have recognised the local people who have recognised the local history. Countries also make an effort to host exhibits in order to support these businesses and the workers who work in them, which give many families a means of subsistence. Furthermore, most nations today relate the prosperity of traditional sectors to tourism, since they complement each other. Based on the aforementioned, it can be concluded that heritage tourism is a viable way to revitalise regional traditional industries as it can educate locals about the importance of regional traditional crafts including jewellery, clothes, copperware, and pottery. In the face of contemporary commercial items that aim to eradicate such old crafts passed down from our ancestors, figurines and mementos created from raw materials must be conserved. These goods may be promoted as safe for the environment and human health through media campaigns, partnerships with environmental protection organisations, and groups supporting rural and desert women. Additionally, supporting them is consistent with the idea of solidarity with rural societies, marginalised people, and local communities. (Adila, 2016, p. 69).

3.2 The intangible preservation of cultural heritage

Sustainable development is a big part of protecting intangible cultural heritage because it makes people in the area more aware of how important it is to protect cultural sites. It also boosts national pride and encourages people to keep up their traditions and customs.

3.2.1 Raising Awareness of the Value of Heritage

Cultural tourism brings more locals closer to their cultural sites by generating jobs in tour guiding and upkeep. For instance, both archaeological tangible substantial tangible tangible tangible tangible tangible palpable. Folk literature, music, language, and traditional food are examples of intangible cultural heritage. This type of history benefits from history tourism as well since it revitalises it via traditional crafts and other activities.

3.2.2 Strengthening Local Pride and Preserving Traditions

For people in the area, these artifacts will make them feel better about their history and the glory of their ancestors. These remains will also help them figure out who they are, where they came from, what ethnic and ethnographic groups they belong to, how much their ancestors contributed to local and global society, and what the most important historical lessons are that can be learned from these remains. These remains may remind people of a military loss caused by an outside invasion, civil unrest, natural disasters, or divine punishment, like what happened to the people of Saba and other places.

4. Conclusion

Sustainable tourism is an ever-evolving area that looks at how tourism affects people, places, and things, with the goal of encouraging responsible behavior and good results. The tourism industry can make the sector more open, fair, and strong by incorporating sustainability into its planning and

operations. This will help destinations, local communities, and visitors. Sustainable tourism development is a great way to help communities grow while also protecting local cultures, traditions, and heritage.

Tourists help keep alive traditions and skills that have been passed down from generation to generation. By doing this, local cultures can grow and thrive. Investments in tourism also bring in the money that is needed to fix up old palaces and archaeological sites so that they can be turned into hotels or museums.

In the end, this paper makes a number of suggestions. One is that everyone should be more aware of how important heritage preservation is as a part of national identity. This will help cut down on vandalism and neglect. It also suggests that heritage sites should be included in tourist routes that give locals jobs and encourage them to protect their cultural heritage.

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