

# Heritage tourism

Benefits and risks

# Benefits

- Pride of place
- Cultural pride
- Self respect
- Continuation of traditions tangible and intangible
- Continuity of craft skills and artisanship
- Local trade opportunities
- General interpretation of place
- Revenue
- Potential for reinvestment in cultural asset

# Paradigm

- A good site of Outstanding Universal Value
- Authenticity
- Integrity
- Good management
- Good planning
- Informative and accurate interpretation
- Visitor control
- Good security
- Maintenance
- Advantage for local artisanship and trade
- Revenue reinvested in cultural asset

# Risks and challenges

- Natural disaster, seismic, flood, fire
- Conflict, iconoclasm
- Looting, theft, poor security
- Excessive uncontrolled visitation
- Poor management
- Poor planning
- Inappropriate development
- Lack of funding and investment
- Corruption

# Excessive visitation

- Cambodia: Ankor





# Excessive visitation

- Cambodia, Ankor



# Pilgrimage



# Mitigating risks

- Disaster planning and management
- Risk assessment
- Retrofitting
- Management planning
- Conservation planning
- Site development planning
- Visitor control
- Reinvestment of revenues into the heritage assets



# New trends, emerging risks

- Looking for appropriate sites to spread the load of tourist attention
- Attracting tourism to districts and locations where the tourist will stay longer
- Accepting projects that are tourist and revenue driven, rather than led by ethics and good practice
- Brief case study: Jordan, Qsar Halabat

# Qsar Halabat 2002



# Qsar Halabat 2009





# Qsar Halabat





# Qsar Halabat



# Qsar Halabat



# Qsar Halabat

