

UNESCO LABEL – PROMOTER A CULTURAL TOURISM DEVELOPMENT

Iordache Maria Carmen

Ph. D. Senior Lecturer

Constantin Brâncoveanu University Pitesti, Faculty Of Management Marketing in

Economic Affairs Rm. Vâlcea,

e-mail: iordache72@yahoo.com

Abstract

The uniqueness and importance of World Heritage is universally recognized throughout the world and this is causing the transformation of areas of heritage elements holding the top tourist destinations. It is essential to learn not only how to bring out the best of these elements of heritage, but also how to manage this new status could not be sensitive.

The paper aims to show the relationship between culture and tourism, to highlight its role as a promoter of UNESCO World Cultural identity and analyze the importance of UNESCO criterion in developing and promoting cultural tourism.

Keywords: culture, tourism, cultural tourism, World Heritage, UNESCO

JEL Classification: L83, M20, R11

1. Introduction

We may say that the relation culture – tourism is a biunivoque relations goods and cultural products are promoted mostly through tourism and the touristic offer includes, in most cases, cultural attractions.

The tourism economy has a direct connection with the territory, the place where culture and cultural diversity are expressed. The many facets of the territorial patrimony (human, natural, cultural) make up image, attractivity, location and production of the tourism industry...”

No matter how we approach this connection tourism-culture, in a wider or more restricted sense, it is important that it exists, and it develop, in a generally profitable way for both fields and the most eloquent form of manifestation of the interaction between these two is the “**cultural tourism**”.

The research methodology is based on three main steps: identification literature, selecting it, corroborating and synthesizing data. Literature in review is based on a series of research largely conceptual, international studies that show a fundamental theoretical guidance on cultural tourism and heritage elements UNESCO. Research methods focus on conceptualization and description of cultural tourism and heritage elements UNESCO, requiring close examination of this concept given the opportunities they offer tourist destinations.

I selected literature depending by content, focusing on elements such us: meaning of tourism, culture, heritage elements UNESCO and I have analyzed to identify points of interaction between them. Later identification and analysis of the conceptual framework based on literature and / or examples I have outlined UNESCO label impact in terms of tourism, the areas that are found elements that might be useful makers of a tourist destination. .

2. Connection culture – tourism. Cultural tourism

Two significant tendencies regarding traveling will dominate the touristic market in the next years:

- mass marketing is replaced by “one - to one” marketing, with specialized touristic products in accordance with the individual customer’s motivations/reasons;
- a bigger and bigger number of visitors became those tourists who place culture – arts, patrimony and other cultural activities as main reasons for traveling.

According to the new tendencies of tourism market, cultural tourism appears as an important **niche market**. Expressing an increase rate of 10-15% yearly, the cultural – tourism represents 1/5 from the tourism market. While the cultural tourism is far from being considered a new phenomenon, the extension of the cultural tourism and the new forms of culture which can be consumed are new indeed. Beyond a peripheric attraction

added to the travel itineraries, culture has become more and more a catalyser for the experience of a journey on the whole.

The definitions of the cultural tourism are not few. According to The World-Wide Tourism Organization (WTO) *“the cultural tourism refers to a segment of the tourism industry which emphasizes mainly the cultural attractions. Those attractions are varied and they include: performances, museums etc. In developed areas, cultural attractions include museums, orchestra performances, plays. In less developed areas they may include traditional rituals, religions rituals, popular art or cultural – folkore events”* [4].

European Association for Tourism and Leisure Education (ATLAS) defines cultural tourism as: *“persons’ traveling towards cultural attractions for from the usual living place, with the intention of getting new information and experiences which should satisfy their cultural needs”* [14].

Another concept defines the cultural tourism as being *“that activity which determines people to explore or to experiment different ways of living reflecting social, religious and traditional customs.”*

A widely accepted definition of the cultural tourism is that of White House Conference on Travel and Tourism, namely: *“the cultural tourism is the tourism directed to the experiment of arts, cultural patrimony and special characteristics of a place”* [10].

No matter how many ways of defining the cultural tourism, the researchers of this field are obliged to admit that the cultural tourism is the domain with the fastest growing from the tourism industry.

The cultural tourism proves to be extremely profitable. No matter if there are visits to the museums, participations to art festivals, cultural shows, things, historical monuments or patrimony, the genuine cultural attractions educate, raise the intellectual level and create high spirits to the tourists world over.

The cultural tourism is among the “new” forms of tourism which claim to be less injurious than the mass tourism. The “cultural” tourists taking part in this form of tourism describe themselves as being “thinking tourists” and they are more attentive, more sensitive and more constructive in behaviour.

The same another identifies a series of characteristics of the cultural tourism, which we show here [12]

→ tourist’s flows are characterized by their own customers who can be specialized in certain themes (capable of walking impressive distances in order to surprise another facet of their passion) either attracted by cultural or occasional which is usually of a majority and they are holiday to rest and enjoy themselves visiting the anthropic sights from the place

→ participants’ affiliation to superior socio-professional categories or with medium or high level of education pupils, students, intellectuals and that’s why its mass character is uncertain

→ tourist’s cultural rituals are quite different, varying from visiting museums and monuments with the aim of knowing their patrimony to their simple using, as a setting for ludic experiences (for example going to a café or a bar situated close to a patrimony objective)

→ the “cultural” tourists have a higher income than the ordinary ones and they spend more than an average tourist

→ urban population who travel longer periods of time is preponderant in making tourist’s flows

→ there is a difference of cultural rituals according to sex: women are more attracted by plastic arts and architecture dominating cultural tourists movements; men prefer technical and scientific sites, traditions and popular arts

→ generally speaking there is a preference for cultural sites on the outside, ruins attracting more visitors than many well – kept monuments.

Cultural experiences may be distinguished by the mental and behaviour specific of some peoples. Therefore, the investigation made in France, the main destination of world cultural tourism, shows a certain superficiality of the Spanish, a preference of the Germans for the Roman art and the Middle Ages, North – Americans’ wish to find their cultural roots, the attraction of the Danish for villages, the interest of the British for discovery of monuments and places which remind of French – English relations, while the Italians prefer sanctuaries and cult places [18].

During the last years, the forms of practicing cultural tourism have diversified very much taking the form of linguistic accommodation or gastronomical tourism.

The enrichment of the cultural tourism offer can be realized under the pressure of two factors: public demand, more curious and more exacting and local communities’ attitude which want to get benefits through cultural activities they finance.

The efficiency of the cultural tourism is the most reduced of all types of tourism, but its development has a series of advantages referring to the fact that the demand is stable, solid and it doesn’t take into account fashion as it happened with the balneo - climateric tourism.

3. UNESCO – the promoter of world’s cultural identity

UNESCO (United Nations Education, Science and Culture Organization) had been founded after The Second World War, the Constitution being adopted at the London’s Conference in november 1945 and applied since 4 november 1946 by 20 states (The United Kingdom, New Zealand, Saudi Arabia, South Africa, Australia, India, Mexic, France, Dominican Republic, Turkey, Egipt, Norway, Canada, China, Denmark, USA, Czechoslovakia, Brazil, Liban and Greece). It has his headquarters in Paris, France, but it has also 73 actives sub-offices from various world’s countries.

UNESCO has 191 member states (october 2003) and 6 asociated states. Romania is a UNESCO member since 27 July 1956.

The organisation’s goal is to contribute to world’s peace and security collaborating between nations in education, science, culture, and communications in order to succed a respect’s stabilization up against universal justice, for the justice’s rightness and the laws and the concepts of the free human being, irrespective of race, sex, language or religion [2].

One of the UNESCO’s mission is to mentain a list of places from the world’s heritage. These places are important natural and historical speaking, whose conservation and salvation are important for the world’s community.

The declared objective is to contribute to the world’s peace and collaboration between nations in culture, ecology, education and science. The UNESCO’s goal is primary democratic and humanitarian: respect for people, justice, rightness, equality and equal rights irrespective of race, ethnicity, religion or social status.

The fact is that the initials of this organisation appear all the time in the descriptions of world’s tourism places, destinations or major objectives. This happend because in 1972 the UNESCO’s member states initiated a move that was following the creation of an objective and places list with a major value for the cultural, natural and historical world’s identity. The main reasons respecting the necessity of an international initiative for heritage’s conservation were connected with the deterioration or destruction danger, the insufficient conservation standard at national level because of the resouces’s lack and also the collective efforts’s need for conserving the heritage, important for the entire humanity [UNESCO, 1972].

The UNESCO world heritage is composed by natural and cultural objectives of worldwide importance which need to be conserved at all costs for the future generations. The idea of monuments’s conservation under the aegis of UNESCO within ONU appeared in 1954, moment when Egipt was constructing the Aswan barrage which could have flooded the Abu Simbel complex. The UNESCO campaign had success, the Abu Simbel complex had been moved and it generated others salvation campaigns for the monuments that were in danger. In 1972 ”The Convention for world heritage protection” was signed at the General Conference in Stockholm.

The monuments selection in order to entry in the UNESCO world heritage is made taking into account a lots of criteria, belonging to two big groups, cultural and natural [9].

Table nr.1 World Heritage Structure

Cultural Heritage	Cultural Heritage
<ul style="list-style-type: none"> - Monuments: architectural works of monumental sculpture and painting, elements or structures of archaeological nature, inscriptions, cave dwellings and the elements that have outstanding universal value from the point of view of history, art or science; - Assemblies: building ensambles, isolated or grouped, which, because of their architecture, unity and their integration into the landscape, are of outstanding universal value from the point of view of history, art or science; - Sites: works of man or the combined works resulting from the actions of man and nature, and areas including archaeological lands have outstanding universal value in terms of historical, aesthetic, ethnological or anthropological. 	<ul style="list-style-type: none"> - Natural monuments consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view; - Geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened animal and plant species that have outstanding universal value from the point of view of science or conservation; - Natural sites or precisely delineated natural areas that have outstanding universal value from the point of view of science, conservation or natural beauty.

Source: [9].

First of all, for a monument to be included on the UNESCO list, it must be a work of art that reflects the genius of human creativity, and which represents an important step in the development of architecture, monumental arts or's urban [1] to be a witness a single or even exceptional living or extinct civilizations [11]; to be an exceptional example of building or architectural ensemble and landscape which illustrates a significant stage in human history [5] is an extraordinary example of a traditional human settlement representative of the culture, especially when it becomes vulnerable to irreversible changes [16]. It also must be directly or

tangentially associated with events or traditions, with ideas or beliefs, with artistic and literary universal relevance. This latter criterion is rarely used and only in connection with other aspects and values [8].

Today, UNESCO has 191 state members, and the lists of the Global Heritage localized in 157 countries include 962 protected regions, out of which 745 cultural, 188 natural and 29 mixed.

Table No. 2 Distribution of UNESCO World Heritage objectives worldwide

Zone	Natural	Cultural	Mixed	Total
North American and Europe	68	417	11	496
Asia and Oceania	55	148	10	213
Africa	39	48	4	91
Arab States	5	67	2	74
Latin America and the Caribbean	36	91	3	130
Sub -Total	203	771	30	1004
Less duplicates*	15	26	1	42
Total	188	745	29	962

Source [19].

* Because many sites belong to more than one country, duplicates exist when counting them by country and within a region.

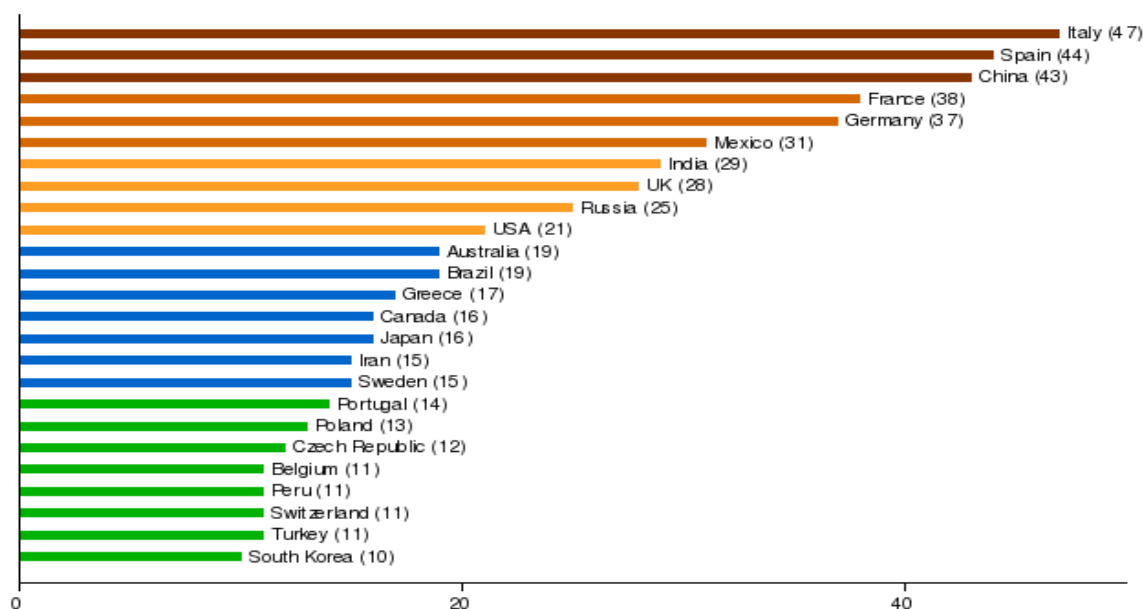





Fig.no.1 Territorial division








Note: this overview lists only countries with ten or more World Heritage Sites.

- Brown: nation with 40 or more heritage sites
- Light brown: nations with 30 to 39 heritage sites
- Orange: nations with 20 to 29 heritage sites
- Blue: nations with 15 to 19 heritage sites
- Green: nations with 10 to 14 heritage sites

The UNESCO Criterion is extremely important in terms of tourism - the cultural and historical, and reputation of a country increases the number of its objectives recognized.

Table No. 3 Top 10 countries with UNESCO World Heritage objectives

Country	Natural sites	Cultural sites	Mixed sites	Total sites	Geographic zone
 Italy	3	44		47	Europe & North America
 Spain	3	39	2	44	Europe & North America
 China	9	30	4	43	Asia-Pacific

 France	3	34	1	38	Europe & North America
 Germany	3	34		37	Europe & North America
 Mexico	4	27		31	Europe & North America
 India	6	23		29	Asia-Pacific
 United Kingdom	4	23	1	28	Europe & North America
 Russian Federation	10	15		25	Europe & North America
 United States of America	12	8	1	21	Europe & North America
Total	188	745	29	962	157 State Parties

Source: [19].

UNESCO World Heritage Decisions often have a large economic stake as ranking sites unblock funding to facilitate their conservation work and bring an increasing number of tourists. The main challenge, however UNESCO conservation areas at risk from lack of care, the practice of uncontrolled tourism and development of economic activities with devastating consequences on the environment.

The UNESCO purpose is the protection, preservation and conservation of monuments inscribed on its lists.

4. UNESCO important criteria in the development and promotion of tourism

Historical sites, architectural and archaeological are the foundations of a particular type of tourism, heritage tourism, a part of the cultural tourism market booming now in Europe, and where there is fierce competition. As characteristic of the postmodern period, historical heritage is a valuable resource that produces great migrations and motivated cultural tourism. Compared to the industrial age, postindustrialism reduces labor time and expands programmatic leisure that can not be realized except through leisure education and rehabilitation. Increasing population brings to life another passenger contribution of those who have completed their work and want to enjoy active after retirement. People start to look for their "roots" and to strengthen family ties with the younger generation by real pilgrimage to the places where they came from ancestors or / and in places that can offer quality authentic cultural experiences .

The cultural tourism products / heritage tourism through historical representations is possible by recreating urban and architectural images that provide new highly valued life experiences actual travel consumer.

The importance of cultural heritage which is part of UNESCO in the development and promotion of tourism is important by many factors. [3]:

- economic, representing an important resource for tourism and culture;
- socio-cultural, being a decisive factor in establishing the identity of a tourist destination
- educational, providing people information about the evolution of human life and the environment.
- political, being used to promote certain political values and ideas.

Tourism can help promote the idea of UNESCO heritage conservation elements in different ways [6-13]:

- firstly, it can generate funds for conservation of heritage, it makes use of the economic value of heritage.

- secondly, the tourism could contribute to raising awareness of the conservation of heritage, attracting the world's attention on the importance of maintaining them for future generations.

- finally, the tourism is one of the most important means of cultural exchange, allowing visitors to know the areas with unique cultural meaning.

By declaring natural or cultural objectives as UNESCO World Heritage led to a significant increase in the tourism for the region, this labeling contributing to improving the competitive position of the destination.

1. The designation of a UNESCO World Heritage attracted an intense attention from the media, including large reports in the international press. Thus the public awareness increased on its existence and the certification area with a separate cultural identity. For example, Offenhäuser (2003), spokesman of the German UNESCO Commission stated that, in 2002, only German newspapers issued 12,200 articles about UNESCO heritage elements.

2. World Heritage status has made it easier for the region to find sponsors to promote cultural projects and to encourage active involvement of local communities and other stakeholders in heritage management, improving regional cooperation and communication between different organizations (Scherer, Johnsen & Strauf 2005). The first big "investment" was made to UNESCO in Egypt in 1959 when they were donated about 80 million dollars to preserve the archaeological site of Answan.

3. Tour marketers immediately speculated the certificate of quality recognized internationally and have turned the region into a brand logo as a symbol by using audio-visual. [7]. This may influence the choice of

destinations by the tourist potential and can attract new market segments and a higher volume of expenditure. [15], thus changing the structure of visitors from the previous period [16].

4. The number of visitors is increasing, by the appearance of professional tourist information centers, offering media and promotion well done. A common feature of advertising campaigns in these areas is that they are set to go beyond the use of traditional materials such as brochures, posters, letters and embedding mass electronic media such as DVDs, the internet and virtual tours. For example, the Austrian concept aims to adopt a thematic approach and sell land visitors by offering a package "Austrian World Heritage".

5. The increase in tourism generated by this marketing-oriented lead to higher occupational rates. This is especially important during periods of weakness, when reservations are few. A marketing campaign focused on a program that does not depend on climatic conditions in the long term can help reduce seasonal fluctuations and periods extending traditional visits.

6. By developing new tourism products in the area, tour guides, whether self-employed or working for tour operators, these are particularly important in giving life the heritage and cultural diversity. They can leave a lasting impression on tourists and have the potential to create valuable pictures, true and holistic destination and host crops that are then mentioned in tourist homes. Guides are also able to lead groups of tourists to various objects and places that have the most touristic benefits.

7. For those involved in providing tourism services on site, there is an education that provides an understanding of different cultures and different cultural sensibilities of both tourists and local communities in the destinations where they work. With this comes the need for the tourism sector employees to be aware of the particular issues and development challenges that might confront local communities. This is without doubt the best pursued through travel companies and hotels as employers, although this in itself may require some initial education among companies in terms of the value of such initiatives.

There can be no doubt that World Heritage is a great and unique attribute that can make a city or region to be observed on the market and generate high demand of tourists.

UNESCO World Heritage objectives are certainly ideal places for authentic encounters with art, culture and history. However, efforts should be made to make those visits even more than experience.

5. Conclusions

Heritage tourism is a branch of tourism oriented towards the cultural heritage of the destination and requires a trip to experience the places and activities that are authentic, stories and people of the past and present.

As the studies foresee a constant growth, the tourism is an increasingly important factor in planning and managing the UNESCO World Heritage, taking into account the known advantages: fees for visitors, concessions and donations that can provide funds for restoration and protection; tourists can be recruited as friends of a heritage object and can help generate international support, tour operators and hotel chains may play an important role in the management of a heritage object through financial contributions or their customer training for responsible tourism. Therefore tourism can promote and preserve the cultural identity of an area and the label "Unesco heritage" leads to the scale of tourism by raising awareness of the existence of the tourist destination.

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