

The Role of Interpretative Strategies for Sustainable Tourism

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Abstract

According to the World Tourism Organization, sustainable tourism leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (UNEP, 2002).

Sustainable tourism can be seen “as a tool for conservation and sustainable development” (Ceballos-Lascurain, 1998, p 8.) of the built environment. The role of its interpretation is “to make people more aware of the places they visit, to provide knowledge which increases their understanding and to promote interest which leads to greater enjoyment and perhaps responsibility”, (Herbert, 1989, p. 191). In this sense interpretation considers both tangible and intangible elements and plays an important role in preserving and maintaining cultural heritage, promoting and motivating people toward a more ethic, educative and sustainable purposes, evoking unique images in tourists’ minds.

Tangible components, both natural and built, are firstly considered as heritage; in fact in the UNESCO World Heritage Convention (Paris 1972), cultural heritage was formed by monuments, groups of buildings and sites, while natural and geological sites were considered as natural heritage. According to the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (Paris 2003), “the intangible means the practices, representations, expressions, knowledge, skills that communities, groups and individuals recognize as part of their cultural heritage.” Unfortunately, there is still a lack of understanding of the intangibles and their enhancement for tourism strategies (Mitsche, et al., 2009).

The aim of this paper is to illustrate, through case studies, how interpretative strategies related to intangibles can enhance sustainable tourist development.

Keywords: *Interpretative strategies, sustainable tourism, cultural heritage*

1 Introduction

Tourism is an economic growth engine with particular focus at the regional level, but its national impact is also significant (Jackson, Houghton, Russell, & Triandos, 2005; Sharpley). But, if tourism importance is significant at a national level, at a regional level this sector is presented as an essential tool in regional development and economic growth, believed to be one of the weapons to avoid desertification and economic stagnation, especially in the inner regions (Opperman, 1993).

The addressing of tourism development strategies towards sustainability becomes a competitive lever for a destination and can characterize the system's supply, also in the international market. For these reasons, tourism can contribute significantly to achieving stable levels of economic growth and employment, social progress and compatibility with the needs of each individual and of a degree of protection of the environment that results in exploitation of resources.

Tourism is now a growing economic sector, which sets the basis of its "production process" primary limited resources and in need of forms of protection: natural attractors, artistic and cultural activities.

Often the development of strategies for the cultural enhancement are not connected to strategies of tourism enhancement: this leads to a general failure of a destination. This two dimensions must be considered together in order to have the territory development and the creation of wealth, because the aim of the strategy is to have a whole cultural and tourism enhancement of the destination.

From the cultural point of view, the development of tourism destinations can not ignore the prevailing non-economic purposes (dissemination of culture, heritage conservation, enhancement of the values of cultural identity and belonging); then from the economic and development point of view, it is driven by economic objectives, required by many stakeholders on the basis of individual strategies. This shows that the processes of exploitation of tourism and culture, while having different characteristics, must be considered together.

The aim of these collaboration is the enhancement of the meaning of heritage, through a deeper analysis of its characteristics and the development of actions of destination positioning. So the tourism enhancement of a territory rich in cultural heritage must be based on the deep knowledge of the specific resources of a place and on involving the local institution in its management.

This paper is articulated as follows. Next section introduces the role of interpretative strategies at theoretical level. Section 3 illustrates three European case studies which are able to show how interpretative strategies related to intangibles can enhance sustainable development in tourist destinations. Finally, section 4 draws some conclusions and way further.

2 Interpretative Strategies, Cultural Heritage and Sustainable Tourism

Today more than ever a large number of people can afford and choose among many alternatives. It is therefore essential to provide for and govern all the possible impacts that tourists are able to produce on territories and on the overall balance of the communities and residents.

In general, tourism activities generate economic benefits for local communities, but they can also have negative impacts. Indeed, the phenomenon of tourism can have an ambivalent aspect: from one side it can be an instrument for the economic development of the regions concerned, it can increase the knowledge for tourists and become a source of social cohesion, but on the other side it can cause environmental degradation and create cultural standardization in host communities.

The importance of the link between culture and development is receiving greater recognition from development agencies and specialists. Culture is seen increasingly as an instrument for development, as a mean to promote and sustain economic progress, and can give meaning to our existence. It can generate revenues through tourism, crafts and artefacts and contribute to the sustainable development of a region and a country. It is acknowledged that culture influences people's behaviour, their contribution to the process of economic development, their social development and their well-being (UNESCO, 1995).

The analysis of socio-cultural factors that affect the behaviour of the tourist has revealed a new sensitivity and a new request for environmental and cultural values. Nature, art and culture of the place are factors increasing the attractiveness of a destination, and can bring to new form of tourism that seeks in the trip and vacation an high level of quality of life.

Tourism programmes should encourage the training and employment of guides and site interpreters from the host community to enhance the skills of local people in the presentation and interpretation of their cultural values.

Individual aspects of natural and cultural heritage have differing levels of significance, some with universal values, others of national, regional or local importance. Interpretation programmes should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

Developing interpretative strategies in close cooperation with the community can help to avoid alienating local people who may otherwise feel their cultural identity is being misrepresented. The feeling of sense of place and the strong spirituality and identity which traditional people have for their land is not easily conveyed to visitors. For the local community, memory, attachment and symbolism are often of primary importance. In contrast, visitors may seem to

diminish local values by being attracted to the unfamiliar, exotic and picturesque. Interpretation and education programmes, when developed in close cooperation with the community, can help prevent a devaluation of traditional local values. (UNESCO, 2009).

According to Kerr (2006), a destination brand is defined as a "...name, symbol, logo, word or other graphic mark that both identifies and differentiates the destination; furthermore it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of destination experience". For this reason, interpretive strategies are playing an increasingly important role for the preservation and enhancement of local cultural heritage.

Since tangible heritage sites are often the locations for celebrations in which intangible heritage performances take place, interpretation plays an important role in experiencing places and combines both tangible and intangible aspects of the place. This experiential consumption enables destinations to brand and position themselves with unique selling points (USPs). (Prentice, 2006) Developing an interpretative strategy through the evaluation of a destination's cultural heritage, exploring not only its physical representation but also its intangible elements by destination management, its cultural heritage stakeholders and citizen representatives, does not only enable destination to unlock its unique potential but also creates a sense of place that local communities can identify and relate to. (Copeland, & Delmaire, 2004)

For destinations, this means that interpretation can be used to enhance a positioning strategy (e.g. by the use of elements such as stories). Interpretation enables destinations to produce varied and more distinctive unique selling points which can be created through experiences of or familiarity with the destination. An interpretative strategy uses the tangible and intangible aspects of a destination to provide key themes about that destinations offer to visitors. Thus, an interpretative strategy enhances a destination positioning strategy, making it both more distinctive and flags uniqueness. (Ritchie and Crouch, 2000; Mitsche et al., 2008).

Figure 1 shows the cycle of the interpretation of cultural heritage. Visitors should receive variety in their tourism experiences. These should be controlled by good physical systems guidance to give opportunities to interact with the interpretation or to participate in the interpretation process. In order to have an effective interpretation of cultural heritage, visitors' expectations must be satisfied by cultural performances, through experiences related to learning and entertainment.

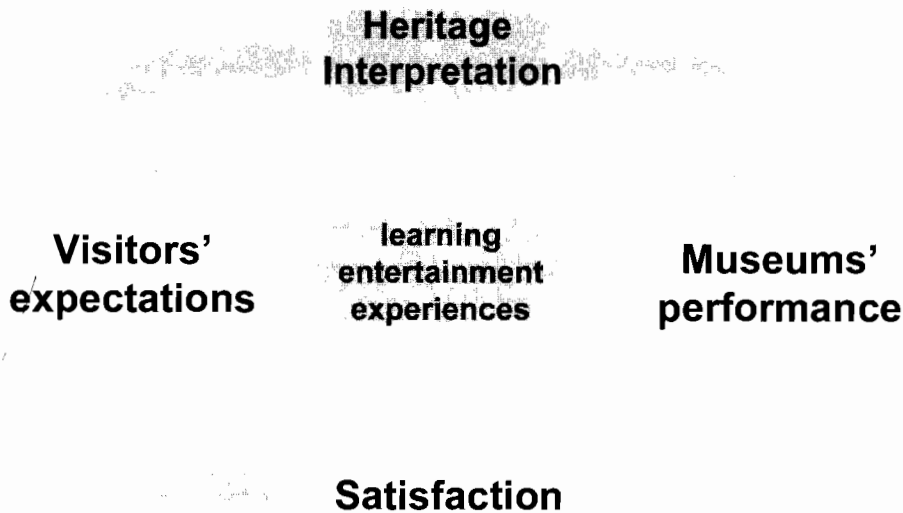


Figure 1. The cycle of heritage interpretation (Source: ISAAC - Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations FP6-IST-2006-035130 2007)

In the next section a number of case studies and examples will be illustrated in order to show the role that interpretative strategies have in enhancing cultural heritage and in creating good practices of sustainable tourism.

3 Case Studies

The case studies illustrated in this section are:

- The Cinque Terre, a UNESCO site in Italy;
- Genova, the tourism development strategy of the city which include the UNESCO site of Palazzo dei Rolli;
- Amsterdam, the tourism development strategy of the city
- Leipzig: the urban regeneration strategy of the city.

3.1 The Cinque Terre in Italy

The First case study is a natural park and a UNESCO site. This example illustrates the work which has been done by the research team of SiTI Research centre of Politecnico di Torino and Compagnia di San Paolo (www.siti.polito.it) in order to support the management activity of the Park Agency who is currently managing the park.

The Cinque Terre (Five Lands) are composed by five small towns situated in the eastern part of the Liguria Region. In 1997 this site has been listed in the UNESCO World Heritage List because "The Cinque Terre Riviera is a cultural landscape of exceptional value, that represents a cultural site of outstanding

value, representing the harmonious interaction between people and nature to produce a landscape of exceptional scenic quality that illustrates a traditional way of life that has existed for a thousand years and continues to play an important socio-economic role in the life of the community.” (UNESCO,1997).

The study aimed at promoting actions and programmes for the enhancement of the cultural and socio-economic (besides environmental) potentialities of the territory within the Regional Park of Porto Venere (UNESCO site). Such actions will be centred on the integration between the various competences and the identification of technical and experimental solutions sustainable at economic, technical, procedural and management level.

The management plan of this site, from a broad perspective, focuses on the cultural enhancement of resources in a logic of autonomy of local economies and is concerning three main aspects of the Park’s territory: (i) accessibility (tourism, urban and rural), (ii) knowledge of the territory (analysis of the building activity, management of the rural heritage, rehabilitation of the landscape), and (iii) value (analysis of the buildings’ values, analysis of the cultural-tourism supply). All these aspects have been combined in a unique management plan useful to highlight the critical elements and to ensure the economic feasibility of the strategy for the Park Agency.

The research investigated some key components and attributes of the place:

- The landscape, characterized by a strong cultural roots and the main source of tourist attraction
 - Accessibility as a basic element for the management of tourist flows and agricultural production
 - The services provided by the Park in order to increase participation in cultural tourism, (tourism demand spread over several periods of the year and reduce daily visits)
- The type of catering seen as a factor of cultural discovery sites
- The cost that visitors are willing to pay to maintain the current conditions or to vary them.

The results obtained by the administration and processing of questionnaires included the verification of the aspirations of visitors in the comparison of the area, its landscape, cultural values, natural and local products. Were identified so the main potential and criticality of the territory in relation to the theme of cultural tourism.

This analysis has highlighted some critical aspects, including the lack of knowledge of the protected landscape and its unique characteristics and typical (preference for mixed cultures instead of monoculture of vines on the terraces) and a reduced interest in the design elements that may change the actual shape of the landscape (use of existing trains to access the site).

This indicates that the land, landscape and typical values related to them have not been correctly interpreted and reported, and proper communication of the universal value of the site is one of the operations to be implemented if you want to find out to tourists elements of merit and excellence of the territory of the local landscape and heritage.

3.2 The ISAAC case studies: Genova, Amsterdam and Leipzig

ISAAC stands for Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations, and is a project of the Sixth Framework Programme of the European Union. Its mission is to promote the diversity and wealth of European cultural heritage by increasing the interest of tourists and citizens in visiting and experiencing European cultural tourist destinations and their riches, in both virtual and real terms.

The main partners of the ISAAC Project are:

- FORSCHUNGSZENTRUM KARLSRUHE, Institute for Technology Assessment and Systems Analysis (FZK-ITAS) - COORDINATOR
- University of Nottingham, School of the Built Environment
- University of Sunderland, School of Arts, Design, Media & Culture
- Department of Spatial Economics VU University Amsterdam
- FEEM – Fondazione Eni Enrico Mattei
- POLITO – Politecnico di Torino, Casa-Città Department
- VU-Spinlab, Vrije Universiteit Amsterdam, Spinlab, Faculty of Earth and Life Sciences
- University of Naples ‘Federico II’ DCBBA, Department of Conservation of Architectural and Environmental Assets
- City of Leipzig
- City of Amsterdam
- Municipality of Genova

The project's specific aim is to develop a novel user-friendly and user-relevant Information and Communication Technology (ICT) Platform, which offers rich and integrated electronic services and contents for the benefit of different categories of users such as tourists, local residents, decision-makers and managers before, during and after a real visit of cultural sites and objects in urban tourist destinations.

As a result, ISAAC supports the building of a multi-stakeholder community of private and public stakeholders – destination and business managers, IT providers, citizens and tourists – for experiencing and managing European

cultural heritage in tourist localities. This will also help building the European identity by creating awareness and empathy for local heritage and amenities (www.isaac-project.eu).

Workshops have been conducted in the cities of Amsterdam, Leipzig and Genova with the aim to develop an interpretative strategy in order to demonstrate to the cities that, independent from their previous tourism marketing experience, they benefited from including interpretation in their marketing efforts. All partner cities benefited regardless of the previous level of their development of their positioning strategy. Each city started with a different focus but over time they all focused on a specific theme where they put in all their interpretation effort to be able to integrate interpretation, independently telling hidden treasure stories of their city.

3.2.1 Genova case study

Genova is a city that has changed a lot in the last few years: from a city based on an industrial port to a major tourism attraction in Italy offering a unique mix of cultural heritage and a young, lively, eventful atmosphere. It is a town rich in contrasts and has a modern soul inside a “body” containing many historical and cultural heritage. You only need to take a few steps to find yourself immersed in its glorious ancient past or walking on a path made of new daring symbols of a town explicitly turned towards facing the future. The historic centre has returned to the splendour of its past, after being neglected for so long. The Palazzo Ducale, the Palaces of Rolli via Garibaldi Strada Nuova are a UNESCO World Heritage Site.

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis developed by the ISAAC research team has revealed that the material and immaterial urban beauties risk to remain seated and silent in the rich Italian cultural tourism panorama without a strong cultural tourism strategy.

Genova's primary expectation is to be able to promote its services to citizens and its heritage to national and international tourists through a social web IT environment. The city's main objective is to attract more national and international tourists and to offer advanced IT cultural promotion to tourists and citizens. This is accomplished through the availability of a complete set of e-services developed in conjunction with the ISAAC project and by their integration in the city's tourism and culture portals.

As key attributes of the attractions participants individuated the unique urban atmosphere. The today city's positioning strategy is based on the Aquarius and the waterfront whilst in future they should become the point of departure to discover the centre. Smaller attractions could be better integrated into the city's position strategy (i) by creating urban attractions also for the families, (ii) by implementing art and culture, gastronomy; (iii) by putting together events, cultural attractions and naturalistic experience (i.e. urban trekking, Genoa “of” the sea and “in” sea etc.).

A weak spot and a big problem of the local culture is that the population does not have a general attitude to host tourist populations and there is a lack of coordination and networking among public and private urban actors. Tourist managers exceeding in self-promotion and the local economy suffers.

Some starting points to reach future tourism outputs are:

- to consider the “Palazzo dei Rolli” heritage, listed by UNESCO, not just as monument to promote in itself but more as neuralgic point of larger urban and regional socio-economic systems;
- to empathize the role of the sea in the tourism urban life as unique resource basically linked to its historic value in discovering other cultures;
- to make a creative use of the Genova’s intricate city centre structure by the branding of self-planned paths through which the tourist can discover both the museums and the characteristic atmospheres;
- to focus on new cultural tourism targets (young people, young families, elderly people who feel young) by offering an innovative urban image (the city of cultural interaction, new technologies helping tourists, new tendencies in eating and sleeping etc.).

Genova is a city with a “multilayered” history: the city of stratified buildings, the city of sea, the city of music (Paganini, singer-songwriters). The most potent experiences that are being offered to visitors concern its urban atmospheres, such as the smells of the fish markets together with the smells of new commerce imported from immigrants during the last years in the historical centre

The workshops’ findings for Genova has played an interesting role in defining an appropriate strategy for the Genoa’s cultural tourism, contrasting the weaknesses and threats highlighted in the SWOT analysis. The main hidden treasure discovered through the workshop is actually the sea. The paradox is that cultural tourism linked to the aquatic theme is at the same time the main attraction of the city: both the Aquarium and the Galata museum of the sea work very well in this context. But participants stressed the necessity to re-discover the sea further, as resource both for activities on it, but also as a departure point to visit the historical urban centre and the surrounding mountains with its “Rolli palaces”, a UNESCO heritage in the city centre, a unique cultural focal point.

Overall, the sea and the “Rolli palaces” emerged as the two main stories, linking them not only in its physical space but also a re-thinking of traditional and quite hidden concepts of its particular features in relationship with the individual perception of the city, e.g. getting lost. (Mitsche et al., 2008; 2009).

These bigger/material attractions could be better integrated through new technologies with the smaller/immaterial ones:

- by creating urban attractions also for families (that is a missed target until now, apart for the just-one-day visit to the Aquarium);
- by implementing art and culture, gastronomy etc.;

- by creating thematic events and (virtual) communities of interest keeping in touch also after the visit of the city;
- by putting together events, cultural attractions and naturalistic experience (i.e. urban trekking, Genova “of” the sea and “in” sea etc.).

It is clearly anticipated that this aims to replace the image of the city as the capital of an “old” county where Genova is visited mainly for its climatic conditions in winter. Connecting these past and present perceptions of the city, Genova is noticeably an example that heritage is not frozen in time, but constantly re-invented and lived in.

3.2.2 Amsterdam case study

The identification of Amsterdam’s main attractions is dominated by its tangible heritage. Museums are on the top of the list, followed by canals (either as attractive feature or in terms of services provided on them), the red light district, but also naming the city’s architecture and its historical buildings. The intangible features identified are the city’s culture and the (unspecified) mentality of its inhabitants. Key attributes combine both the appreciation of Amsterdam’s intangible cultural heritage – foremost its atmosphere, but also the freedom the city provides. The more tangible attributes emerged are the village-like compactness, and offering new and fun experiences as it is seen as being like an open-air museum offering direct experience of its cultural heritage.

However, when asked Amsterdam’s key attributes for tourists, Attraction Managers’ and civic representatives’ focus less on city’s intangible cultural heritage than Tourism and Destination Managers. They primarily point tangible features, foremost Amsterdam’s historic environment and its compactness that makes it a walk able city. Only secondarily do they draw attention to more intangible aspects such as the freedom the city provides and its friendly atmosphere with inhabitants who all speak English.

Stories being told to tourists about Amsterdam are composed of a complex amalgam of tangible and intangible aspects of the city. The most potent strand of experiences was seen as moving to a compact historical space, on both land and water. This contains both a guided “exploration and interpretation” and an “unguided exploration”. In this sense a theme of hidden treasures emerged.

Like Tourism and Destination Managers, Attraction Managers and civic representatives mainly see the unique images and symbols that Amsterdam offers to tourists as being made up of tangible aspects of the city: its canals, houses, and bridges; its combination of new and old architectural styles; its museums and architectural set pieces. And, again like Tourism and Destination Managers, a few also draw attention to more intangible and symbolic aspects: the city’s free atmosphere and diversity. Attraction Managers and civic representatives most frequently identify the city’s free atmosphere and its open-mindedness, followed by its cosy, compactness as the aspects characterising Amsterdam that tourists can recognise and feel connected with.

In the three workshop that were developed in Amsterdam, came out two main strategies: a “guided tour through a diverse and living history” and a “non-guided tour – build your own Golden Age, her and now”. There was a strong support towards tours, and the routing mechanisms used to underpin these, as effective vehicles for integrating the diverse range of attractions and other elements of cultural heritage that the city has to offer. They also see tours as structuring devices that can both extend the range of attractions that tourists may visit and as a potent method of adding enhanced meaning – in the form of cultural heritage interpretation – to tourists’ experiences whilst they follow the routes provided.

Two important provisos need to be added to attraction managers’ endorsement of tours and routing as methods for enhancing the city’s offer of cultural heritage. First, they have queried the city’s emphasis on virtual tours and have suggested that equal stress should be placed on developing and integrating other supporting materials using a wide range of non-digital media. Second, some, at least, have questioned whether such tours and routes should be pre-structured by the city and tourism service providers. Instead, they have suggested, that potential visitors should be provided with the option – with the capability supported by the necessary e-services functionality – to tailor their own tours to meet their own wishes and desires.

3.2.3 Leipzig case study

The third partner city of ISAAC Project is Leipzig. Its main focus was to explore opportunities for their specific cultural heritage related to the ‘Gründerzeit’, as part of its urban regeneration using tourism as one means to commodify its physical conservation but also its new use, capturing the spirit of the past time but also the present, its conservation process. From the outset of the workshops a lack of definition of ‘Gründerzeit’ emerged, suggesting for Leipzig has to establish a concept of ‘Leipziger Gründerzeit’ as a buzzword by stressing its special connection with the city, the civic society and with cultural heritage.

The main attributes of Leipzig that were mentioned during the workshops are space, splendour, opulence, solidity, dynamic development, modernisation, vibrancy, variety and a certain contrariness or individualism relating both to buildings and an attitude to life. Regarding the architecture of the Gründerzeit, the coherent, multifaceted and diverse types of architecture was emphasised as a means through which visitors can experience history. The architecture of the Gründerzeit includes preserved working class areas, residential quarters, representations of typical buildings of the time and mansions. Further attributes relate to Leipzig as an old and significant European fair and exposition city and its magnificent creations of German historism period. Easy accessibility and different means to discover the city (discoverer-friendly) by car, bus, tram, bike or waterway – “green spaces to discover the architecture” have been highlighted as positive attributes.

During the third workshop, four main stories were identified for telling to visitors. They include the restoration of the cultural heritage of the Gründerzeit of Leipzig, city of music, technical achievements and the Bourgeois City.

It was seen in particular interesting telling stories, connecting between the past and the present to enable visitors to make emotional and personal connections to the everyday settings of both domestic and working life in the late 19th and early 20th centuries. Moves could be made to ensure the integrity of any particular definitions of 'Gründerzeit' mobilised as part of an interpretative strategy, especially ensuring that the term is understood to refer variously to a period of time, a material landscape and a way of life.

The interpretive strategy should also emerge with some thought about how Leipzig is positioned within networks and flows of German, European and worldwide tourism. Increasingly. An interest in the Gründerzeit is unlikely to be independent of a broader interest in cultural tourism, in architecture and in artistic movements of the past. It is therefore likely that a proportion of the potential tourist market for Leipzig is not especially interested in Leipzig in and for itself, other than as another city in Germany/Central Europe. Arguably, enthusiasts will make the pilgrimage to the sites that interest them with only minimal enticement: the much harder group of people to attract are the general cultural/heritage tourists building their travel biographies or careers through their lives. The challenge becomes how to ensure the Leipzig becomes a part of such imagined 'essential' itineraries.

4 Conclusive remarks and way forward

This paper has analysed through case studies the importance of interpretive strategies for the tourist and cultural enhancement of an area or a city.

In the three ISAAC case studies interpretative strategies have played a major role. In the case of Genova, the ISAAC Project has led to the creation of a new destination positioning of the city, and allowed it to propose itself as both uniquely and inherently interesting city and as one of most important European cultural heritage tourist-historic site, integrated into more complex itineraries.

In Amsterdam the introduction of interpretative strategies for the tourism enhancement has supported the urban marketing effort. The city has developed new virtual tours, in order to integrate the various range of attractions and other elements of cultural heritage that the city offers. The tours can also be seen as structuring devices that can both extend the range of attractions that tourists may visit and as a potent method of adding enhanced meaning – in the form of cultural heritage interpretation – to tourists' experiences whilst they follow the routes provided.

Finally, in the case of Leipzig, the urban regeneration process has been strengthened by the development of interpretative strategies. The rediscovery of an historic past period has shown how the intangibles aspects of cultural heritage

need to be communicated to potential visitors alongside the tangible elements, in order to conserve and pass feelings, emotions and spirits joined to the material heritage.

Compared with the above, the case of Cinque Terre is different as it has not gained by an interpretative strategy. However, the study, developed by the SIT1 research centre, has focused on procedures and relationship between territory, natural and cultural resources, typical products, enhancement elements particularly referred to the UNESCO site. The aim of the management plan is to provide a better management of the site based on the integration between the various competences and the identification of technical and experimental solutions sustainable at economic, technical, procedural and management level, in order to have final actions centred on the cultural asset enhancement. The use of interpretive strategies that are able to inform tourists about the local traditional values and enable them to identify and experience them directly, it's certainly a road that the Park Authority could put in place to guide, manage and rehabilitate streams tour; then through the communication and the identification of the universal value of the place, tourists will visit and experience it in a more responsible and sustainable way.

Analysis of the four case studies reveal the importance that intangibles pay in the development of unique positioning strategy for tourism destinations at city or region level, improving competitiveness. They enable communities to discover and connect with their heritage and to protect and sustain their heritage value. Next steps of this comparative study is directed toward the analysis of all the following questions:

- how cultural heritage can become a driver for territorial development and a factor of protection of the local identity and tourism attraction;
- which roles and process let to the transformation of a region or a city in a tourism destination,;
- which impacts (social, cultural, economic, on the environment) can be generated by a bigger presence of tourism due to actions of enhancement.

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