

# CULTURAL TOURISM TOWARDS COMMUNITY DEVELOPMENT

- Maximising the positive effects of the instrument

Ph.D Research Proposal

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# 1 Introduction

## 1.1 Cultural Tourism towards Community Development

Rapid growth of population and its concentration in cities around the world constitute a crucial element affecting the long-term outlook for humanity. Systems of cities have become the world's social, economic, cultural and political matrix. In 1970, 35 percent of all people lived in urban areas and now, in the year 2000, that percentage has been predicted to exceed 50 percent. Poverty, environmental degradation, lack of urban services, degeneration of existing infrastructure, and lack of access to land and adequate shelter are among the main areas of concern.

Development also poses a threat towards our built heritage, one of the bearers of our identity and social history. It is certain that great caution is imperative in order to protect the remains of our heritage from physical degradation caused by the ever so often negative impacts of incautious development. Times have changed and with it follow new generations and values. Heritage sites are also attracting tourists and generators of tourism revenues.

Although the term *Cultural Tourism* is used in many broad ways, it is considered along more pragmatic lines that Cultural Tourism is central to preservationist's work, as it is the most valuable asset in their field. Proper management of Cultural Tourism ushers the conservation community into the realm of sustainable development by placing the preservationists in the position of being able to help local communities achieve socio-economic benefits.

If Cultural Tourism is to be an effective tool towards Community Development and human settlements development then it is necessary to co-ordinate the agendas, efforts and expertise among representing parties. But the path, if not carefully planned, is fraught with pitfalls, and often leads to painful cultural dislocations that engender more problems than are solved. This challenge has to be met by expanding the much-touted adherence to multidisciplinary work to allow not only participation of social scientists and economists, but of the local population itself in the management decision making process.

The purpose of the second United Nations Conference on Human Settlements (Habitat II) was to address two themes of equal global importance: "Adequate shelter for all" and "Sustainable human settlements development in an urbanising world". The product was the Habitat Agenda. This document can also be seen in a multidisciplinary viewpoint, allowing it to affect a variety of sectors, given its general issues and guidelines.

The Habitat Agenda presents not only substantive human settlement issues but also strategies for achieving sustainable human settlements development and these strategies should be looked upon further. The Agenda contains strategic objectives which help to define the roles of, and relationships among, various partners' groups in working collectively toward sustainable human settlements. These can be summarised as: (the numbers within brackets show where it is taken from the Agenda).

### **National and local implementation**

Member States have committed themselves to implementing the Habitat Agenda through a decentralised system of action planning and programming [37]. Within this system, it is the actors who are found mostly at the community level in the public, private and non-profit sectors who will determine success or failure in improving the conditions of human settlements [56].

### **Partnerships**

"Partnerships among countries and among all actors within countries from public, private, voluntary, and community-based organisations, the co-operative sector, non-governmental organisations, and individuals are essential to the achievement of sustainable human settlements development and the provision of adequate shelter for all and basic services." [33] This Habitat Agenda principle underlies the call for increased co-operation at the national level [107], for innovative co-operative approaches at all levels [199] and for pooling of resources, internationally [209].

### **Enablement**

As with partnerships, enablement is an explicit strategic objective of the Habitat Agenda and is intended to create the conditions for full mobilisation of resources, for women and men to exercise their individual rights and responsibilities equally and for organisations to interact, network and build partnerships [59], [178].

### **Participation**

"Given the magnitude of the challenges that human settlements pose, society must value and take advantage of the wisdom, knowledge and skills of every person." [100]

One of the intended results of the enabling strategy is increased participation in human settlements development processes. Participation, or civic engagement, require the establishment and strengthening of participatory mechanisms which will ensure that all voices are heard in identifying problems and priorities, setting goals, exercising legal rights, determining service standards, mobilising resources and implementing policies, programmes and projects [181]. ]

### **Capacity building**

Partnerships may be strengthened and participation made more effective through capacity building [33].

In recognition of this principle in the Habitat Agenda, Member States commit themselves to capacity-building at the national and local levels in order to induce civic engagement and broad-based participation in human settlements development [45].

Support may be aimed at strengthening the roles of local authorities, community organisations and non-governmental organisations in critical areas of participatory planning, programme design, implementation and evaluation, economic and financial analysis, credit management, research, information, advocacy and networking [237].

#### **Networking and information flow**

Gaining access to tools, expertise and experience requires systematic access to information. As populations grow, interest groups become more geographically diffuse and must rely on information technology and networking for effective dialogue and informed participation. Member States therefore commit themselves to promoting equal access to reliable information at all levels, utilizing modern communication technology and networks [49]. Networking is recognized as an essential component of the enabling strategy [59] and, in fact, as the foundation for capacity-building and institutional development [178].

Can these strategic objectives be translated into the context of Cultural Tourism? As the International Council on Monuments and Sites (ICOMOS), a board with some of the most competent experts of the world in the area of conservation and preservation, write in Brussels, in the 1976 *Charter of Cultural Tourism*;

*Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites...*

*...This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.*

During the 1987 meeting of the ICOMOS General Assembly in Washington, DC, the so called “Washington Charter”, the members concerned themselves with historic urban areas and noted how important it is to;

*...promote the harmony of both private and community life in these areas and to encourage the preservation of those cultural properties, however modest in scale, that constitutes the memory of mankind.*

These charters of the ICOMOS reveal a direction towards the work of Habitat, although not with same original objectives. This is clearly pointed out as the former chairman, Robert Collins of the ICOMOS International Committee on Cultural Tourism, admitted that the nature of tourism has changed and the ability of cultural resources managers to influence corporate and governmental decisions has changed (ICOMOS, 1996). Until recently the charter of 1976 has been the main operational ICOMOS charter when it comes to Cultural Tourism and influenced and/or frustrated many working in the field. In October 1999 an updated charter called *Managing tourism at places of significant heritage* was ratified and it was developed according to the demand of new cultural resource perspectives. However, in the realities of market driven tourism.

It is now to be seen if and how these strategies will change practice and attitudes among those who are supposed to be concerned. A common complaint among heritage preservationists has been that the revenues of tourism are destined to what authorities consider more pressing development concerns. Except in rare occasions conservationists have never been quite able to tap the tremendous resources generated from tourism in a way that will assist the conservation endeavour effectively (ICOMOS, 1996). It has been frustrating to many conservationists to see that other human needs take precedence over cultural sites, even if it is acknowledged that guaranteeing the survival of these revenue-generating heritage assets will play an important role in the well-being of future generations. This form of distrust affects multidisciplinary co-operations negatively.

Another effect that opposes the collaboration of Cultural Tourism towards Community Development is the ignorance from the tourist perspective. Replacing the intense human interaction between visitor and resident, modern day cultural tourists must be largely satisfied with the sometimes fragmented, quick visual reference of “been there, done that”. This condition has placed a heavy burden on the conservation community already, and now in particular towards multidisciplinary co-operation since it is now the heritage sites, and not communal living that have the greatest, occasionally the only, impact on the tourist.

The response to this effect within tourism management has been “responsible tourism”. This would include Ecotourism, Green Tourism, Soft Tourism, Cultural Tourism and even Sustainable Tourism. However there is still doubt that responsible tourism really leads to Ethical Tourism. We would expect, on the face of it, that tourism activity or type, that claims to be more responsible occurring in locations protected for conservation purposes, should represent responsible tourism at its best. However, there is opportunity for considerable criticism of both activities and location, whilst also some room for cautious optimism (Joynson, 1998).

In determining the causes of urban dysfunction and in monitoring progress toward achieving sustainable human settlements, including living heritage sites, it is increasingly necessary to rely on effective tools to analyse the performance of urbanities, within countries and on a world-wide basis. It is also necessary to have accurate and timely data on key policy variables and performance indicators which measure urban conditions and changes. Most major economic aggregates which might measure the health of the urban economy, such as city product, investment or trade, are not available. This is also accounted for in the case of Cultural Tourism. Other data which might measure the condition of the population, infrastructure and the environment, are available in some places but not others and are seldom collected in a consistent international framework. Data

which measure the internal spatial structure of the city, its economy and the distribution of opportunities, are not collected in many parts of the world.

It must be possible to make appropriate impact assessments of the effects of Cultural Tourism, be it on the process, product or procedure and study if it really promotes what the strategies and projects predict, in particular concerning sustainable development.

### **1.2 Statement of the Problem**

The positive effect, which Cultural Tourism claims in a theoretical context, is embedded with complications and pitfalls and in serious cases counterproductive results. It is due to the complexity of the task together with an often-impatient optimism for results, that disappointments are seen.

Conservationists find it difficult to tap the resources generated from tourism in a way that will assist the conservation endeavour effectively and this creates scepticism among conservationists to work with tourism in a sustainable manner, towards sustainable Community Development and multidisciplinary systems in general. This lack of understanding, greed and misbelieve is equally distributed among all the actors within the Cultural Tourism system, creating a series of sub-problems to be solved.

Planners and preservationist are limited in their conventional authoritative roles, both in maximising outcome and outreach.

Furthermore, revenues generated from tourism can easily be drained or directed through inappropriate channels imposing a situation of dependency that can be compared to pure charity in its negative form. These are not, as the commonly misconceived, pure economic management issues, but need be addressed in a deeper understanding and distribution with the complete context in hand.

### **1.3 Research Objectives**

Highlighting contemporary trends critical to the co-operation between the actors and acts of Cultural Tourism and in particular towards Community Development.

Develop tools for appropriate impact assessment of Cultural Tourism within social aggregates and in particular to the need of Community Development. A comparison should be made to contemporary Environmental Impact Assessment techniques, developed to monitor sustainability.

And, to identify direct and enabling strategies that optimise positive effects generated by the relationships within Cultural Tourism and between Cultural Tourism and Community Development. This work includes the comparison and highlighting of the specifics in various best practices' working agendas' objectives and strategies.

### **1.4 Research Questions**

Is it possible to combine the objectives within and of Cultural Tourism and Community Development to equilibrium with positive effects considering contemporary trends?

What are the combining/contradictory factors?

What potentials, assets, threats and weaknesses are active in the current practices?

### **1.5 Hypothesis**

It is hypothesised that:

There is a great potential of the residents living in / or surrounding touristic/historic sites to work in partnership with the government (central and local), NGO's and the private sector to plan and implement, directly or progressively in order to improve their living conditions towards a sustainable Community Development. In this sense they would be allowed to function as a catalyst bringing the objectives of the urban planners, tourism managers, authorities and preservationists into common grounds. This could be studied by identifying what has already been done to:

- Stimulate partnership for more effective resource mobilisation as well as investment at the international level and at national level.
- Enlist the participation of key actors, men and women at the global, national and local levels .
- Focus on the capacity building and strengthening of local institutions.

Thereafter it is possible to find the right channels for an introduction of Cultural Tourism. Tourism strategies, facilities, ethics and economics on the implementation level must correspond to the kernel of developing society.

By documenting best practices and harnessing all available technology, plans, ideas and information, it is possible to develop new solutions and strategies crucial to a positive sustainable Cultural Tourism, in particular towards community development.

## **2 Significance of the Study**

International tourism represents an immense, temporary migration of population. It is now the third largest item in the world trade, besides the oil and automobile industries, accounting for more than seven per cent of all world exports. Together, international and domestic tourism account for 12 per cent of world GNP (Harrison, 1992: 4). In 1994, 6,5 per cent of the world's workforce was employed in tourism activities, while internationally, tourism

generated 528 million arrivals and 321 billion dollars in receipts. This further secures its trend towards becoming the primary international economic activity now during the beginning of this century (Raphael, 1994). We live in a world at change. Rapid urbanisation in a developing context faces many social challenges. Population growth, increase of rural migrants, crumbling infrastructure and rampant real estate speculation are all examples of factors in many cities. Inner city cores are increasingly ghettoised, out of different reasons, and in order to revitalise, save the heritage and create an economic base, there is an enormous pressure on states and governments.

The new global society focuses on the exchange of information. The information and technological society creates a demand for structures providing rapid decisions and solutions. In the process of a more and more democratised global society, old communistic and dictatorship societies are opening up. Through international co-operations at many levels it has become natural to e.g. look upon the globe as one market. In general, people are more educated, have more money, work more intensely and have shorter vacations. This demands easily consumed experiences, immediate overviews and a hard tourist environment (Hultén and Wouters, 1997).

*Diffusing opportunities in and gain from tourism modestly, be it on ethnic, linguistic, cultural or regional grounds, may protect elite investments more surely than favouritism or monopolies*

(Richter, 1992: 46)

It is in this context that sustainable methods and strategies have to assure the safeguarding of a number of issues suffering if not protected and managed properly.

### 3 Methodology

This study will use three mayor investigation methods:

1, A literature revue will be done to document existing best-practices cases, theory and approaches in the field related to Tourism in general and on Cultural Tourism in specific, also, Community development approaches including Implementation of Habitat Agenda, Partnership structures, Enablement strategies, Capacity building methods and Networking systems.

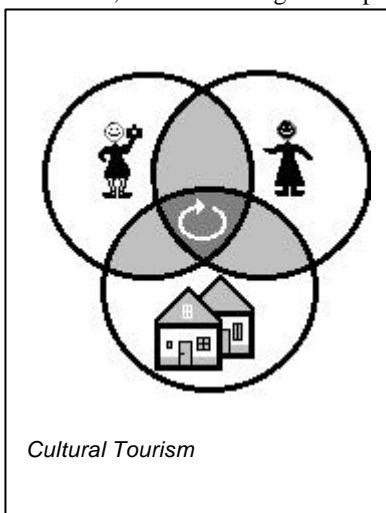
2, Through a series of comparative case studies, identify, describe, explain and explore field-related cases. For further reading please refer to Robert K. Yin *Case study research – Design and Methods*. Partly this case survey stage will be carried out as a partnership co-operation between the candidate and local and national institutions active in the field.

The criteria for judging the quality of the research findings have to represent a logical set of statements and therefor apply to logical tests and tactics.

| tests              | case study tactics   | phase of research in which tactic occurs          |
|--------------------|--|---|
| construct validity | -use multiple sources of evidence<br>-establish chain of evidence<br>-have key information review draft<br>case study report | data collection<br>data collection<br>composition |
| internal validity  | -do pattern-matching<br>-do explanation building<br>-do time series analysis   | data analysis<br>data analysis<br>data analysis   |
| external validity  | -use replication logic in multiple-case studies  | research design                                   |
| reliability        | -use case study protocol<br>-develop case study database   | data collection<br>data collection                |

Yin, 1994

3, During a previous case study by Hultén and Wouters 1997, a model was developed to read the environment and interactions of Cultural Tourism in Salvador da Bahia, Brazil. It is through development and expansion of this model, model thinking and expansion to a comparative case study that system analytical generalisation will be possible.



This first model is theoretically explained and we can find following conclusions:



Conservable or preservable physical environments are trading assets, interacting, interpreting and adapting, to some extent, to;

- tourism as an active act,
- the socio-cultural and economic facts of the concerned indigenous population,
- the process related Socio-cultural tourism.



Tourism as an active act is trading assets, interacting, interpreting and adapting, to some extent, to;

- conservable or preservable physical environments,
- the socio-cultural and economic facts of the concerned indigenous population,
- the process related Living City concept.



The socio-cultural and economic facts of the concerned indigenous population are trading assets, interacting interpreting and adapting, to some extent, to;

- conservable or preservable physical environments,
- tourism as an active act,
- the process relate heritage-tourism.

## 4 Expected Output

A published book that will describe, explain and explore the potentially positive relationship within Cultural Tourism as tool for Community development.

# References

ICOMOS

1976 *Charter of Cultural Tourism*,  
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Hultén Sara and Wouters Bernard

1997 *A story of superficial memories – The trinity of architecture, socio-culture and tourism in Salvador da Bahia, Brazil*. Department of Architecture and Development Studies, Lund University, ISSN 1402-6953

Raphael, Marios

1994 Foreword to *The Sociology of Tourism*, ed. Apostolopoulos, Leivadi and Yiannakis, 1996, Routledge, London. ISBN 0-415-13508-7.

Richter, Linda K.

1992 *Political instability and tourism in the Third World in Tourism and the Less Developed Countries*, ed. David Harrison, Belhaven Press, London.

Skulberg, Per

*The Importance of Heritage in Discover the Opportunity*, Industry Canada and Canadian Heritage Canada. ISBN CH4-1/10-199 SE.

Yin, Robert K.

1994 *Case Study Research – Design and Models*, Sage Publications ISBN 0-8039-5662-2

# Appendix

## Appendix 1: Proposed Time Frame

| Activity   | Year 1 | Year 2  | Year 3  | Year 4 |
|--|--------|---------|---------|--------|
| Registration, consultation with supervisor and finalisation of research proposal | **     |         |         |        |
| Literature Survey  | *****  | *****   |         |        |
| Following of Compulsory/ pre-doctoral courses                                    | **     | **      |         |        |
| Preparation of Field work  | **     |         |         |        |
| Field work preparatory and complementary   | ****   | ****    | **      |        |
| Data Analysis and Compilation  | **     | **** ** | **** ** |        |
| Draft Thesis Preparation   |        | **      | *****   | *      |
| Final thesis submission, correction and defence                                  |        |         |         | *****  |
| Lecturing part-time  | **     | **      | **      |        |

## Appendix 2: CV

**Name:** Wouters, Bernard Willem  
**Place of birth:** Danderyd, Sweden  
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**Perm. Address:**  
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**Civil status:** Single  
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**E-mail:** sarabernard@hotmail.com

**Profession:** Architect, Lecturer

**Main fields of specialisation:** Community Development and Urban Planning issues

**Mother tongues:** Swedish and Dutch

**Other languages:** 4 for fluent, 3 for good, 2 for fair and 1 for basic

|                  | Read | Write | Speak | Underst. |
|------------------|------|-------|-------|----------|
| English          | 4    | 4     | 4     | 4        |
| French           | 3    | 2     | 4     | 4        |
| German           | 3    | 2     | 2     | 3        |
| Spanish          | 3    | 2     | 3     | 3        |
| Portuguese       | 3    | 1     | 3     | 3        |
| Khmer, Cambodian | -    | -     | 2     | 2        |

**Driver's Licence:** Passenger car

**Computer skills:** Microsoft office, Adobe ArchiCad, Illustrator and Photoshop, AutoCAD r14

### Education

1985 - 1988, High school: **Program of Technical Science, Building Construction** at Nacka and Åsö Gymnasium, Stockholm, Sweden.

1989 - 1990, Royal Institute of Technology: **School of Construction Engineering**, Stockholm, Sweden.

1990 - 1997, Lund Institute of Technology (LTH), Lund University: **School of Architecture**, Sweden.

Including : (1) 1994 Jan - June, *Inst. of Applied Aesthetics, LTH. Construction, Deconstruction, Reconstruction.* Contemporary architectural methodologies.

(2) 1994 Sept - Dec, *Norwegian Institute of Technology, Trondheim.* On site studies. Safeguarding the urban structure of Patan Monument Zone, Kathmandu Valley Nepal, World Heritage Site. Introduction course: Urban Structure in Shahjahanabad, Delhi India.

(3) 1995 Jan - Aug, *Architecture and Development Studies, LTH.* On site studies. NHA XANH - Green Housing, in collaboration with Hanoi Architectural Institute, Vietnam. Profile of the project "Agenda 21".

(4) 1995 Sept - Dec, *Department of Architecture II, LTH.* Cityspace – Dwellingspace, Architectural and urban relationships in terms of functional and aesthetic aspects.

#### Master Thesis:

1996 Jan - 1997 June. *Examiner Prof. Lars Reuterswärd, made in collaboration with Sara Hultén and published at Architecture and Development Studies, LTH.*

*Named:* A Story of Superficial Memories - the Trinity of Architecture, Socio-Culture and Tourism in Salvador da Bahia, Brazil.

*The dissertation is a critical remark on contemporary attempts aiming for holistic, multi-disciplinary solutions in general, and the merging of conservation, community development and tourism industry in a post-colonial city-core in particular.*

#### Extra Courses:

1994, *Through Nordplus Scholarship, Norwegian Institute of Technology; Prof. Hans C. Bjønness, studies in Delhi. India.* Preservation Strategy for Historical Cities.

## **Work experience**

**2000 Jan –**, *Department of Architecture and Development Studies, Lund University. Architecture in Multi-culture – Tanzania* **Lecturer/Studio Master.**

**1999 Oct – Nov.** *Japan International Cooperation Agency in Cambodia, Country Profile on Gender and Development and Women in Development in Cambodia,* **Consultant.**

**1999 Jan – June,** *Department of Architecture and Development Studies, Lund University. Collaboration project between Lund University and Hue University of Science, incl. field-studies in Hue Vietnam,* **Lecturer/Studio Master.**

Activities: Program co-facilitator incl. lectures series, guest lectures and studio-work in Sweden and Vietnam.

Promoting a group of 20 architecture students in defining realistic projects in Hue City, Vietnam. With particular support in the fields of community development, environmental issues, health issues, public awareness programs, cultural tourism and locally initiated small-scale upgrading.

**1998 March – Oct,** *UNDP/UNCHS/HABITAT project work “Urban Poor and squatter communities in Phnom Penh”, Phnom Penh, Cambodia,* EU-funded **Architect, Community Development Advisor.**

Main activities included: Infrastructure, community upgrading and relocation projects through: Capacity building in collaboration with local counterparts, providing technical support to local NGOs, preparing documents for contracting and in situ-work, minor accounting and administration work. A side activity included the preparation and assessment of information in order to facilitate work for an external evaluation team and a workshop to outline the future project program.

**1997 June – 1998 March,** *BACON AB, Stockholm,* **Construction and Site Supervision.**

Practical design including hand-on work with architectural and construction / building details during the construction phase of a modern villa in the outskirts of Stockholm

**1997 Feb,** *Ministry of Internal Affairs, Stockholm,* **Theme index systemisation** for Habitat II documents and Istanbul declaration. **1996 Aug – Sept,** *Markus Andäng AB, Lund,* **Construction and Restoration work.** **1994**

**June – July,** *Lännersta Bygg AB, Stockholm,* **Construction work.** **1993 Oct – 1994 Feb.** *Abelardo Gonzales Arkitektbyrå AB, Malmö,* **junior Architect.** **1989 Oct – 1990 June,** *Lars Forsby Arkitekt AB, Stockholm,* **junior Architect.** 1989 – Various minor projects for building permits and architectural consultations.

## **Guest lectures/workshops**

1999 Aug. 4-10, *Royal University of Fine Arts in Phnom Penh, Cambodia, Facilitator during summer school workshop for Young Professionals sponsored by Asian Coalition for Housing Rights, main focus on Urban poor development.* 1998 Jan - Feb, *Department of Architecture and Development Studies, LTH. Lecture series on System Analysis and Socio-architecture.* 1997 Nov, *Institute of Town and Regional Planning, NTNU, Workshop in street analysis, Seminar on sustainable ecological urban planning.* 1997 Sept, *Department of Building Function Analysis, LTH, Lecture on Living in Developing Countries.* 1997 Feb, *Department of Architecture and Development Studies, LTH. Seminar on Vietnam studies.* 1995 Nov, *The day of Vietnam at the Centre of South and South East-Asia, Lund University,* **Lecture on Waste and Censure.**

## **Competitions**

1996 Oct, First price; regional competition GHAAS, new function and design of an old Granary in Eslöv. 1997 April, Second price; design proposal for remodelling part of School of Architecture in Lund. Both were done in collaboration with Sara Hultén.

## **Study/work travels**

1999 June – 2000 Jan, Cambodia. 1999 Feb – April, Vietnam. 1998 Feb – Dec, Cambodia, Thailand, Malaysia, Laos. 1996 Feb – July, Brazil, Bolivia, Peru. 1995 Feb – Aug, Vietnam, China, Hong Kong, Philippines, Indonesia. 1994 Sept – Dec, (Norway), India, Nepal. 1992 June – 1993 June, Morocco, Gambia, Guinea-Bissau, Guinea. 1988 June – 1989 Sept, Cape-Verde Islands, Brazil, Paraguay, Uruguay, Argentina, Chile, Bolivia, Peru, Ecuador. 1987 June – Sept, Turkey, Pakistan, India, Sri Lanka. 1975 – 1977 As a child I lived three years in Algeria, while my father worked as supervising site manager. Various travels in Europe.

## ***Referees***

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