

# HERITAGE, POPULATION AND TOURISM: CHALLENGES FOR SUSTAINABILITY

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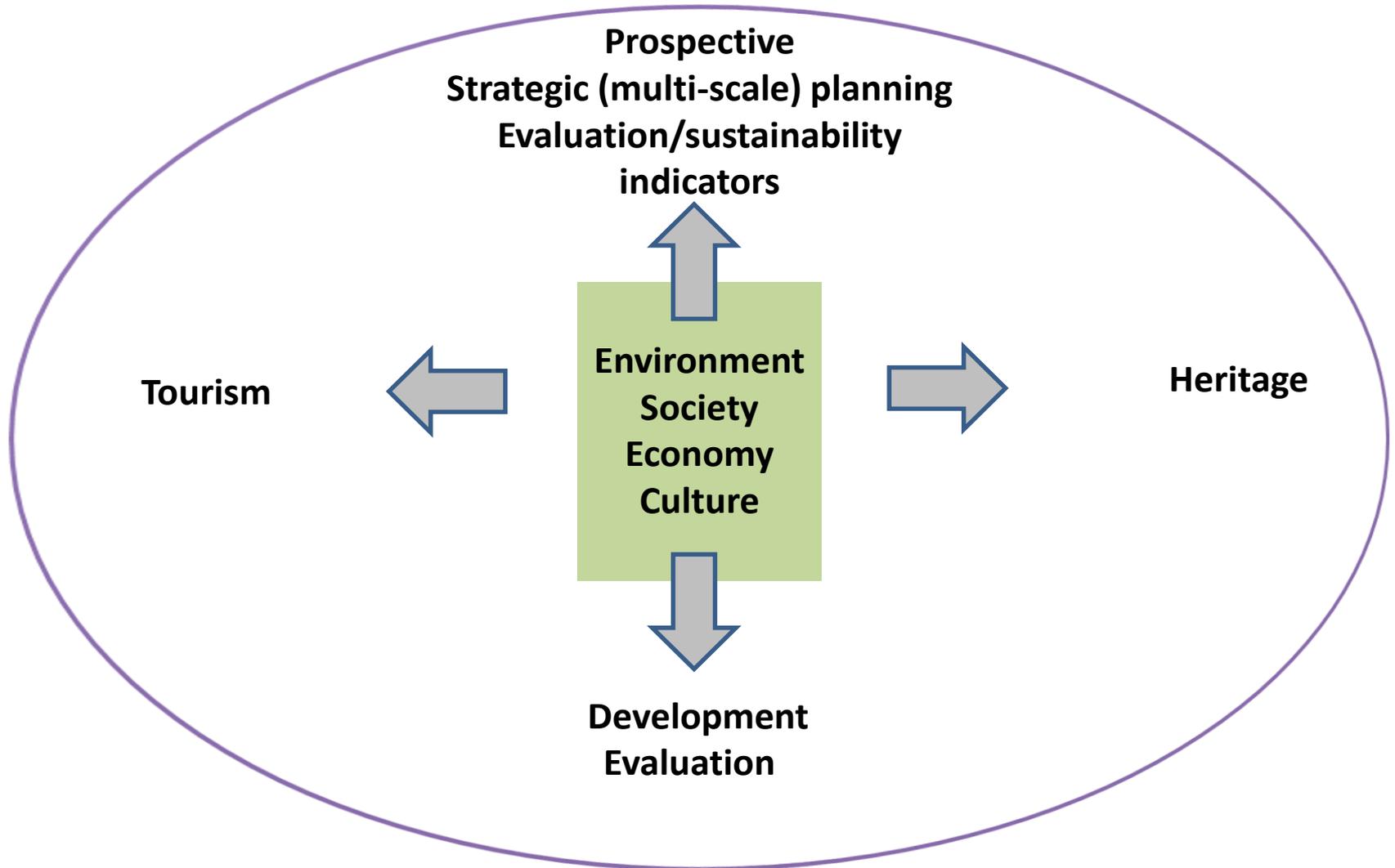
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## Conceptual framework

- ✓ The operational concept of **heritage** incorporated into national legislation (for the Portuguese case) or the legal framework applicable to situations analysed in other countries or regions
  - heritage values may only prevail through their active recognition on behalf of society and attracting the common interests of institutions, persons and communities in their protection and value enhancement
  
- ✓ The term of **population**, in recognition of the relations ongoing between a vast set of persons and their dynamic configurations and a territory, whether from a geographic, administrative or, in a certain way, from an identity based point of view
  
- ✓ The concept of **tourism** beyond identifying one of the main drivers of cultural exchanges spans both the opportunity and the need for the involvement of the population alongside the scope for host community initiatives focused on highly varied tourism attractions such as places, landscapes, phenomena, objects, persons, expressions of culture, equipment and services
  
- ✓ the **sustainability** of managing heritage or heritage processes and actions, as well as of tourism programs or products, incorporates the capacities of these processes to foster local development across the **environmental, social, economic and cultural dimensions**



## Public policies, heritage and tourism

- ✓ Public policies integrating heritage and tourism and actually able to generate local development opportunities need to be both **transparent** and **inclusive**
- ✓ The **population** should be informed as to the resources available and involved right from the phase of diagnosis and surveying the priorities and ensuring **active participation in the definition of strategies and objectives, endogenous to their territory**
- ✓ The **management of heritage** and the **running of museums** stand out, among many other areas, as a field of action favourable to nurturing the **involvement and participation of local inhabitants**, taking into consideration the changes and reconfigurations in these same populations

The heritage and the inherently resulting initiatives prove interdependent with the economy, however, this pillar of sustainability may not be perceived to the detriment of the others

It falls to the state and **public powers and policies**, as well as **citizen involvement**, to **ensure long lasting, value generating structures**



In order to help in defining priorities and the means needed to invest in heritage and participative and sustainable tourism, **multi-disciplinary teams should draft sustainability indicators**

## Population and tourism development

➤ Local population participation – and host community involvement – becomes doubly important to the various cultural heritage, landscape safeguarding and value enhancement programs

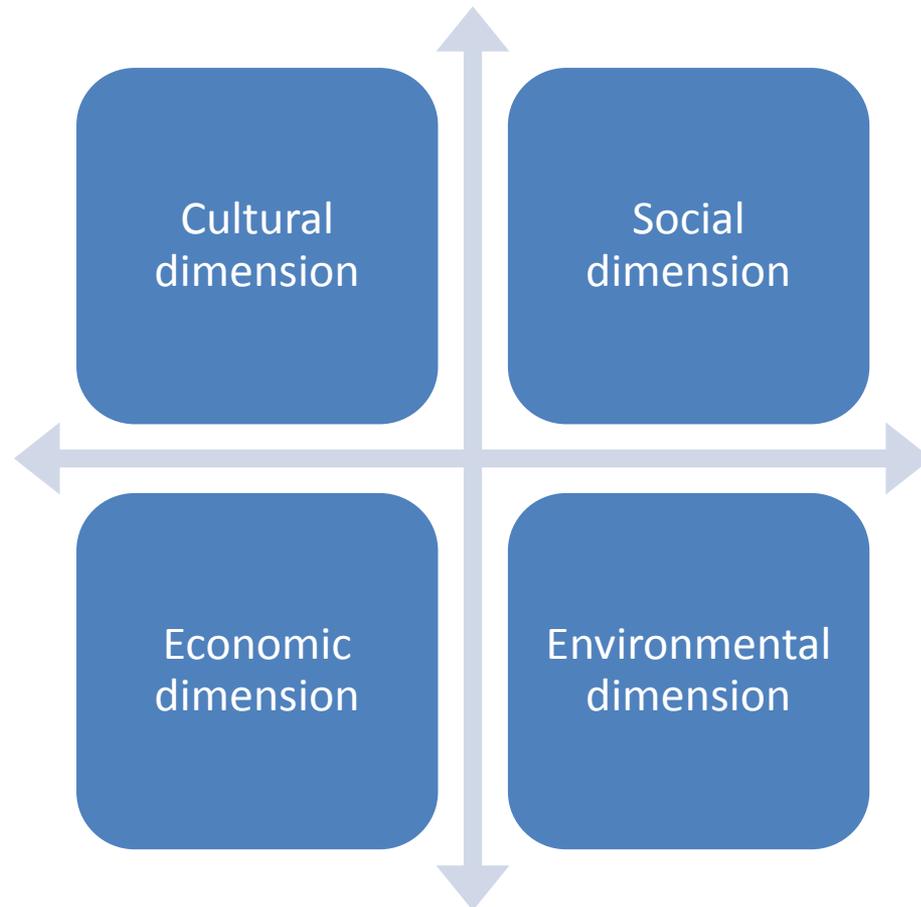


Beyond the involvement of the public administrative services, this requires the private sector, schools and professional training centres, as well as universities

## **Challenges to sustainability**

- ✓ The recognition of the role of the population within the scope of sustainable tourism
- ✓ The capacity for public investment to align with the strategies and objectives defined for the medium and long term
- ✓ An appropriate legal framework and its respective practical application
- ✓ The training of professionals and the suitability of their profiles to innovation in these sectors, multi-scale planning, local development and integrating the participation of populations

An **operational concept of heritage sustainability interconnected with tourism**  
- topics of reflection:



## An **operational concept of heritage sustainability interconnected with tourism**

-topics of reflection:

### Within the **cultural dimension**:

- ✓ respect for the diversity of the values of individuals, social groups, populations and peoples
- ✓ incentives for the processes of change that incorporate the specific characteristics of the producing communities, holders or beneficiaries of heritage

### Within the **social dimension**:

- ✓ inclusive heritage and tourism
- ✓ acting in the service of improving the quality of life of the respective population
- ✓ serving to reduce social differences and ensure public access
- ✓ participative management

## An **operational concept of heritage sustainability interconnected with tourism**

-topics of reflection:

Within the **environmental dimension**:

- ✓ respect for the surrounding environment
- ✓ contributing towards the protection and conservation of ecosystems, hydric resources and local biodiversity and integrated into every dimension of development

Within the **economic dimension**:

- ✓ long lasting operational means and processes
- ✓ transparent management models
- ✓ financial resources / investment (public and private) necessary to attaining the objectives and a pre-condition for safeguarding and preserving, scientific knowledge and the interpretation and communication of heritage assets
- ✓ access to science and technology

Thank you

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