

Dođal ve Kltrel Mirasın Korunması Gerekliliđi ve Bu Alanda Yapılması Gerekenler

zet: *Son zamanlarda, Dnya Turizm rgtnn (WTO) yaptıđı arařtırmalarda kltr turizmine karřı duyulan ilginin olduka arttıđı sonucu ortaya konulmuřtur. Kltr turizmi ierisinde dođal ve kltrel mirasımıza karřı gsterilen ilgi de yıllar ierisinde arpıcı bir artıř gstermiřtir. Bu amala, "kltr turizmi" olarak tanımlanan ve alternatif turizm trleri ierisinde en kapsamlısı olan turizm eřidine karřı duyulan ilginin artması nedeniyle alıřmamız kltrel ve dođal mirasın korunması ve bu konuda srdrebilirliđin sađlanması amacıyla yapılması gerekenleri ele almaktadır. Hazırlanan alıřma,  kısımdan oluřmaktadır: İlk kısımda, kltrel ve dođal mirasla ilgili turist talep ve aktiviteleri incelenmiřtir; ikinci kısımda kltrel ve dođal mirasın korunması gerekliliđi ve son kısımda da, dođal ve kltrel mirasın gzetilerek srdrebilir turizmin geliřmesinde alınması gereken koruma tedbir ve stratejileri ele alınmıřtır. University of Leicester, 2004*

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Why should natural and cultural heritage be preserved and how can it be achieved?

In recent years, the demand on cultural and natural heritage has created an increasing awareness of cultural tourism. According to the latest market surveys by the World Tourism Organisation (1999) alternative forms of tourism has been booming. This essay covers one of the most common alternative forms of tourism known as 'cultural tourism'. Since cultural tourism is a great market in the tourism industry, this essay concerns preserving natural and cultural heritage to develop sustainable tourism. It is divided into 3 sections, firstly, typical tourist activities in natural and cultural heritage will be examined, secondly, the necessity of preserving natural and cultural heritage will be discussed and finally, in order to develop sustainable tourism, preserving strategy in natural and cultural heritage will be considered.

First of all, it is necessary to make a definition of natural and cultural heritage. According to the European Commission Tourism Unit (2002, p:15,16), "natural heritage is taken in its broadest sense and covers not only the wildlife and habitats of a particular area, whether protected or not, but also its geological features and landscapes.... such as, lakes, rivers for water sports, deep valley for cross county skiing, walking or bicycling, cliffs for rock climbing. Cultural heritage encompasses any cultural expression transmitted from the past and inherited by the present day society" In other words, heritage is a broad concept that includes natural and cultural environment such as, landscapes, historic places, and ancient cities.

In recent years, tourism has become a complex phenomenon, which can be either an opportunity or a threat with regard to culture. Natural and cultural heritage

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has become major tourism attractions. Therefore, it is essential to explain common motivating factors in cultural tourism. According to the World Tourism Organisation (WTO), “physical well-being and health, discovery, intellectual stimulation and education, enjoyment of unspoilt nature and beautiful scenery, contact with people from different background and cultures or simply just adventure and excitement” are common motivating factors in cultural tourism. Tourists seem to look for different attractions and activities. Cultural tourism includes many activities such as, visiting nature reserves and parks, general sightseeing, wildlife viewing, participating in festivals, concert, learning about local history, art and heritage. If these activities are planned carefully, both sides of the tourism sector - consumers and local authorities- perceive a deep pleasure. However, a number of additional factors come into mind when dealing with natural and cultural heritage, thus, it is important to explain why the natural and cultural heritage is important.

According to the European Commission Tourism Unit (2002 p: 30), natural and cultural heritage needs to be protected due to three reasons: firstly, “they exist because of history and geography and can not be created easily in the short term”, secondly, “cultural and natural attractions are mostly a public resource, tourists rarely have to pay to see nature and most of the culture”, thirdly, “damage to natural and cultural resources is extremely difficult to measure,..., there is no universal formula for determining carrying capacities for sites”, finally, “the pricing structure of heritage- based tourism is not as clear as in other forms of tourism”.

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With regards to risks associated with cultural tourism, it is very difficult to measure the effects of tourism on the national economy precisely, but the tourism income has an important role for the balance of payments and country's national income, also the natural and cultural heritage has always been one of the main engines, which has turned the wheels of tourism. However, today there is a great deal of discussion about cultural tourism, whether it is beneficial or not or how much it should be controlled. According to Patrick Duffy (1994, p:80-81), one side is interested in the financial effects of tourism, a very large amount of money becomes available in a short period of time and it can be used for development or constructions of heritage themes. This side's supporters are "interested in the development of heritage for tourism – not for any intrinsic value which heritage has for the community, or its identity and probably without much reference to the sustainability of the product." The other side's supporters want to conserve and preserve the heritage. This side opposes the others for cultural and ecological reasons, for example damaging the integrity of the cultural or natural heritage. Stephan Smith has a more optimistic view (1994 p: 83) "tourism can be a positive force for the preservation of local sites, festivals and cultural activities." Therefore, it could be argued that, the problem is perhaps the interpretation of the heritage, if it realizes as a part of tourism sector, then, as Smith said, tourism can be used as a useful devise for the preservation of cultural and natural heritage.

Natural and cultural heritage is the main resource on which the future of the tourism industry depends. Therefore, protection of these values should be an important key for marketing tourism so it is necessary to discuss why it is important

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to be aware of how cultural tourism might be effecting the environment.

Furthermore, unspoilt natural environment is a key attraction for tourists; human beings need unspoilt world to reconnect them with the natural system that we are all depending on. In addition, when long-term effects of cultural tourism is considered, if measures of preserving natural and cultural sites were not applied, it would be difficult to see them as the same beauty in the future. The long-term success of tourism sector depends on environmental protection and sustainability of projects. Natural and cultural heritage belongs to all people and all of us have a right and responsibility to understand and conserve its universal values. However, it is important to explain who deals with these universal values.

With regard to dealing with the world's universal (natural and cultural heritage) values, UNESCO, The World Tourism Organisation (WTO), The World Trade and Tourism Organisation (WTTO), The World Bank and some Non Government Organizations (NGO's) have an important role. For example, UNESCO's objective is to devise strategies for the long-term preservation of cultural heritage. As stated in their web site (www.unesco.org) one of the purpose of its is to provide tourism policy for sustainable cultural tourism, "i.e. strategies which respect cultural identities, protect and enhance the heritage and contribute to local government for better promotion and knowledge of cultural heritage among national and international tourists and for constructive intercultural exchanges between the local population and tourists." Also, The National Trust could be another example, which deals with them. The purpose of The National Trust is to conserve countryside and heritage and preserve the environment for future generations. As has been shown from the examples, all the organisations related with cultural tourism aim to protect

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natural and cultural heritage to develop sustainable tourism. Thus, it is necessary to give some suggestions about how this process can be achieved.

The programmes for protection and conservation ought to emphasize the importance of heritage. Natural and cultural heritage has an important role in modern life so programmes should be understood and applied by local community. Natural and cultural heritage includes two different features. One of them is having universal and intangible importance and the other one is having financial importance. International tourists usually deal with the aspects of universal importance; on the other hand, local authorities deal with the aspects of financial importance.

Since local authorities seem that they do not want to lose their tourism potential and income, they are likely to ignore the importance of preserving heritage so each member of local community should perceive the importance of preserving programme. Therefore, preservation programmes ought to represent the importance of heritage and explain the past and present diversities. Also, host communities, in other words, the local societies, should take part in the preservation and conservation activities, this motivation seems to encourage them to protect their heritage more carefully and consciously. Before planning preserving programmes, it is necessary to respect rights and interests of host community. However, conservation and tourism planning programmes should satisfy the visitor's feelings and expectation. For example, if they feel themselves at their own places, the tourism income appeals to increase and the conscious of preserving cultural heritage seem to improve instantaneously.

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Thanks to marketing cultural tourism, host community seems to find job easily and it helps them to increase their standard of life. Therefore, a significant proportion of the revenue derived from tourism should be allotted for the protection and conservation policies. On the other hand, policy makers, planners, researchers, designers, architects, tourism operators of the local community should do their best and explain the importance of sustainable tourism to the local community and visitors. It could be argued that the main objective of preserving programme ought to promote natural and cultural heritage to maintain sustainable tourism. As Professor Krippendorf (1994,p:89), who is regarded as the father of 'sustainable tourism' said, " it is not a question of how much ecology can the economy stand, but rather how much economy can ecology stand?" According to him, this plan requires application of the five R's principle to achieve sustainable tourism: "**Refuse of pollute, Reduce pollution, Reuse of products and materials and Recover (e.g energy)**". By the formulas of his five "R", reserving and protecting natural and cultural areas will be easy. It is important to underline that again; excessive or poorly managed tourism might be harmful for the tourism revenue.

In conclusion, since cultural tourism has raised people's awareness, this essay has focused on preserving natural and cultural heritage. As has been shown above, the natural and cultural heritage has become main tourism attractions and also tourists would like to experience different type of tourist activities. Apart from sea, sun and sand, nowadays visitors prefer to visit natural and cultural sites in all over the world. Thus, natural and cultural heritage is the main resource on which the future of tourism

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industry depends. Therefore, protection of these values seems to be an essential key for marketing tourism. However, some people don't have the same opinion, they are only interested in the financial aspects of tourism. Indeed, tourism has a major role on the economy. However, because of the features of natural and cultural heritage, it is necessary to protect them in order to maintain sustainable tourism. When long-term effects of tourism is concerned, it is necessary to realize that cultural tourism is a tourism product and this product needs to be preserved for next generations. The long-term success of tourism sector seems to depend on environmental protection and sustainability of projects in this sector. Since local authorities or host communities do not want to lose tourism revenue, preservation programmes should highlight to the importance of heritage and be applied by host communities and visitors. Furthermore, it is significant to become aware of visitor's expectation; excessive preservation programmes might cause to lose the tourist, for this reason, achievement of this process seems to depend on the interactions between the anticipation of visitors and local communities.

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