



Università di Foggia



HR EXCELLENCE IN RESEARCH

**Dipartimento di Economia**

**Università degli Studi di Foggia**

**WORKING PAPERS**

---

**Heritage. New perspectives for  
tourism development and  
management**

Francesco Contò, Biagio Di Iasio, Alessandra Conte

Quaderno n. **02/2015**

Quaderno riprodotto dal  
Dipartimento di Economia  
nel mese di Aprile 2015

Authors only are responsible for the content of this preprint.

---

Dipartimento di Economia, Largo Papa Giovanni Paolo II, 71121, Foggia (Italy)

## **Abstract:**

Heritage is created by a recognition of the value in what ancestors left behind and it is commonly understood to encompass three major entities: material culture, natural environment and human environment. The aims of this work is to stimulate discussion about built heritage as a resource for tourism. The relationship between heritage and tourism is well documented (Ashworth,2000; Garrod and Fyall, 2000) and it is generally assumed that culture and tourism are interdependent (Ashworth, 1993). This is particularly so with regard the positive impact of built heritage on tourism industry. But what it means to built heritage for tourism development? Heritage encompasses landscapes, historic places, sites and built environments, but it also includes biodiversity, collections, past and continuing cultural practices, knowledge and living experiences (ICOMOS). Our work aims at underlining the irreplaceable and the foundation role of heritage for development of each locality and community focusing on tourism development and management. On the other hand, the paper gives insight about what development of tourism means for a destination/locality/community in terms of economic development and management of cultural heritage resources.

Classification-JEL: O18

Length: 12 pages

Keywords: Heritage; Heritage management; Tourism economics; Tourism development; Tourism market.

Creation-Date: 2015

## **Bibliography**

*American Planning Association. Community Character: How Arts and Cultural strategies Create, Reinforce and Enhance Sense of Place, (2011).*

*A manual for interpreting Communitiy Heritage for Tourism; Canadian Universities Consortium Urban Environmental Management Project, (2000).*

*Canadian Tourism Commission.. Packaging the Potential: A Five-Year Business Strategy for Cultural and Heritage Tourism in Canada. Ottawa: CTC, (1999).*

*Conference Board of Canada. Valuing Culture: Measuring and Understanding Canada's Creative Economy. Ottawa: Conference Board of Canada, (2008).*

*Cultural and Heritage Tourism: A Handbook for Community Champions; Federal*

*Provincial Territorial Ministers of Culture and Heritage Canada, (2012)..*

*Cultural Tourism – Making it work for you: A Strategy for Cultural Tourism in Ireland. Fáilte Ireland [www.failteireland.ie/Business-Supports/Tourism-Sector-Development](http://www.failteireland.ie/Business-Supports/Tourism-Sector-Development)*

*Fiona Tuck: The historic environment and cultural heritage skills survey; Creative & Cultural Skills Industries, Essex, (2012).*

*Gail Hall: Selective World Scan of Tourism & Hospitality Education and Training Frameworks; Report to the Canadian Tourism Human Resource Council, 2006.*

*Heritage Tourism Alliance of BC. BC Heritage Tourism Standards, (2011).*

*Hill, Kelly. Social Effects of Culture: Exploratory Statistical Evidence. Ottawa: Hill Strategies Research Inc., (2008).*

*Institute of Museum Services, National Endowment for the Arts, National Endowment for the Humanities, President's Committee on the Arts and Humanities. Cultural Tourism in the United States: A Position Paper for the White House Conference on Travel and Tourism, (1995).*

*International Council on Sites and Monuments. International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance. Mexico: ICOMOS 12th General Assembly, (1999).*

*Jamieson, The challenges of sustainable community Cultural Heritage Tourism, (2000).*

*Jansen-Verbeke and Licvois, “Analysing heritage resources for urban tourism in European Cities”, (1999).*

*Jennifer Stange et al: Tourism Destination Management – Achieving Sustainable and Competitive Results; International Institute for Tourism Studies, (2009).*

*Johan, N., & M. Joppe. Cultural-Heritage Tourism: Review of Existing Market Research, (2005).*

*Matthias Beyer: Tourism Planning in Development Cooperation: A Handbook; Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), March 2014.*

*Ontario Ministry of Tourism. Travel Activities and Motivations of Canadian Residents: An Overview, (2007).*

*Ontario Ministry of Tourism. Travel Activities and Motivations of US Residents: An Overview, (2007).*

*Paul E. Whitelaw et al.: Training needs of the hospitality industry; CRC for sustainable tourism Pty Ltd, (2009).*

*Richards, Greg. ATLAS Cultural Tourism Survey 2007 Summary Report, (2008).*

*Robinson, M., & D. Pickard. Tourism, Culture and Sustainable Development. France: Culture and development section, UNESCO, (2006).*

*Sustainable and competitive tourism – New funding opportunities for local and regional authorities; Committee of the Regions, June 2014.*

*Telling Our Stories - An Interpretation Manual for Heritage Partners; Lancaster County Planning Commission, (2007).*

*Texas Historical Commission. What is Heritage Tourism?, (2011).*

*The Supply of Cultural Skills and Training Research; AC Nielsen for New Zealand Ministry for Culture and Heritage, (2008).*

*Vaugeois, N., C. Stone. Welcome! A How To Manual to Enhance Community Signage and Visitor Experience. Nanaimo: Tourism Research and Innovation Project, (2007).*

*World Tourism Organization and European Travel Commission. City Tourism and Culture – The European Experience, (2005).*