ITALIAN ESPON CONFERENCE
TOURISM AND CH FOR REGIONAL DEVELOPMENT

PLENARY SESSION 1

THEME 2: RESILIENCE OF CULTURAL AND NATURAL HERITAGE FOR SUSTAINABLE TOURISM

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PREAMBLE : CULTURE VIEWED BY THE COHESION POLICY

Culture is at the core of Europe's rich heritage and history and has an important role in enhancing the **attractiveness of places** and strengthening the **unique identity of a specific location.**

Culture and creativity can be important drivers and enablers of innovation as well as an important source for **entrepreneurship.**

Culture is a key driver for increasing tourism revenue, with **cultural tourism being one of the largest and fastest growing tourism segments worldwide.**

Culture also has an important role to play in promoting **social inclusion.**

1 CULTURAL HERITAGE

- Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values **(ICOMOS, 2002).**

- Cultural assets can be **tangible** such as the built environment, natural environment and artefacts or **intangible** such as habits, traditions, oral history, etc.

CULTURAL HERITAGE, AN INVALUABLE TERRITORIAL ASSET , PART OF THE TERRITORIAL CAPITAL
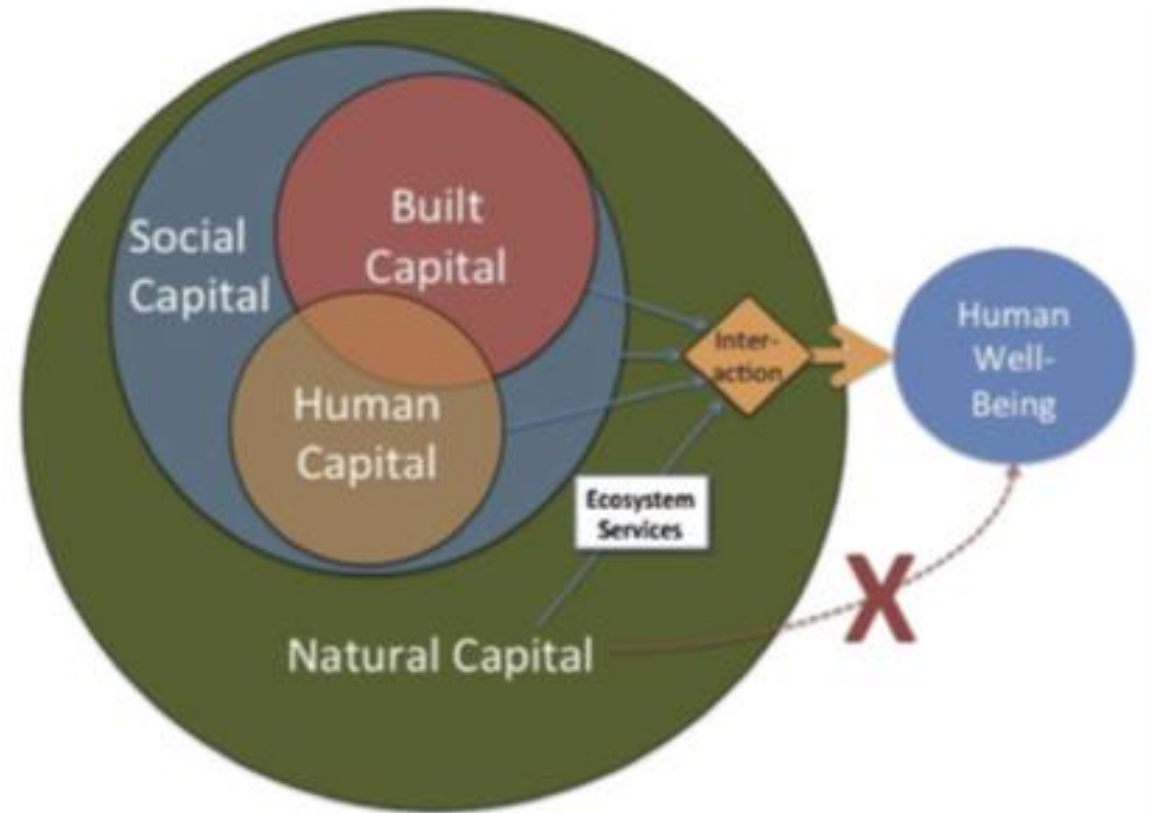

- Cultural heritage constitutes an invaluable asset from a historical, cultural, social and economic points of view.

- Therefore, it should be treasured and wisely managed in order to avoid loss of place identity, cultural and social degradation, loss of leisure and tourism opportunities, and so on..

- *Cultural heritage is a territorial asset, being part of the territorial capital of a city or region*

- *Directly linked with CH, Cultural Tourism is gaining ground : it accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering (EC, 2018).*

3 APPROACHES OF CULTURAL HERITAGE MANAGEMENT

3 APPROACHES	Key considerations	Key authority-custodian
Material-based approach	Endorsed by the *Venice Charter* (ICOMOS, 1964). Mainly an expert-driven approach, giving extreme focus on the preservation of the **material/fabric of a monument.**	Conservation of heritage is in the hands of **heritage authorities (mostly state-appointed)** and the local community is not taken into account. *Although considered to be outdated, it is still highly appreciated in Greece.*
Value-based approach	It is considered to be the current most preferred approach to Heritage Conservation, especially in the United States, Canada and Australia. Largely based on the *Burra Charter* (ICOMOS, 1999), it focuses **on the values that society (consisting of various stakeholders) ascribes to heritage.**	**The community is placed at the core of conservation.**
Living monument heritage approach	It places the **living dimension of heritage at the core of decision-making** and considers **continuity as the key theme.** It emerged about **three decades ago by ICCROM** and it was embraced mostly by the non-western civilizations. It is according to this approach that conservation is interlinked with the **sustainable development of the communities.**	It recognizes **communities as the true long-term custodians of their heritage sites** and empowers communities in the conservation and managing process, so they can benefit from their traditional (and established) values, management systems and maintenance practices.

2 NATURAL CAPITAL

- Natural capital embraces **natural resources, land and terrestrial and marine ecosystems** and is also essential for delivering **ecosystem services that underpin our economy.**

- **e.g** EU-wide Natura 2000 network of protected territories offers plenty of opportunities for ecotourism and outdoor recreational activities.

Fig. 1. Interaction between built, social, human and natural capital required to produce human well-being. Built and human capital (the economy) are embedded in society which is embedded in the rest of nature. Ecosystem services are the relative contribution of natural capital to human well-being, they do not flow directly. It is therefore essential to adopt a broad, transdisciplinary perspective in order to address ecosystem services.

OUR UNDERSTANDING OF CONSERVATION IS CHANGING

	Meaning of conservation	
Prior to the 60s	**"nature for itself"**	Humans were considered separate from the environment with areas of wilderness locked away in reserves…
Over the turn of the century	**"nature despite people"**	avoiding extinction and loss of species was our focus
	"nature for people"	the value of **ecosystem services** was recognized and explored

The focus is no longer on isolated reserve "islands" in a landscape……instead

We recognize the need to create **shared landscapes between people and nature**, with strong emphasis on maintaining ecological processes, adaptability and resilience in these **social-ecological systems**

3 SUSTAINABLE TOURISM

- Sustainable tourism can be defined as "tourism that takes full account of its **current and future economic, social and environmental impacts,** addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2005).

- World Tourism Organisation (UNWTO) emphasizes that 'sustainable tourism provides **more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues'.**

LINKING CULTURAL AND NATURAL HERITAGE AND SUSTAINABLE TOURISM

- During past years there has been a shift in the heritage discourse from the conservation- oriented approach to the **value-oriented approach**, meaning the **acknowledgement of the value of cultural and natural heritage for various spheres of life**.

- The London Declaration of the EC Conference on Sustainable Europe's Cultural Heritage (2004) stated, that 'cultural heritage has a considerable impact in many areas of economic and regional development, **sustainable tourism**, job creation, improving skills through technological innovation, environment, social identity, education and construction'. **(European Commission, 2004**).

- **Consequently, cultural and natural heritage and sustainable tourism are closely linked.** Cultural and natural heritage has a positive impact on sustainable tourism while tourism can be sustainable only if it includes more intimate interaction with the local culture and the local environment.

INTERACTIONS BETWEEN CULTURAL AND NATURAL HERITAGE AND SUSTAINABLE TOURISM

❑ The tourism potential of cultural and natural assets may support the conservation efforts. E.g eco-tourism can support biodiversity conservation providing revenues for the management of Natura 2000 sites.

❑ Natural heritage (i.e. Natura 2000 sites) presents a huge potential to attract tourists in a number of activities (hiking, biking, fishing, swimming, camping, horse riding, hunting, bird- and nature-watching etc.) (IEEP, 2009)

❑ Nature and culture tourism are often interlinked sice usually **tourists value both simultaneously or** they are **closely situated. 62% of the World Heritage Sites in the EU** are located either in, or on the border of a NATURA 2000 site or to a walking distance.

❑ Cultural and natural heritage are potentially attractive for tourists but tourist activities can create **environmental/social pressures**. Moreover, there could be **negative impacts mainly through uncontrolled flows, related land use changes,** disturbances of species, waste or pollution (IEEP, 2009). Here a **carrying capacity methodology** is absolutely necessary.

SPATIAL PLANNING APPROACHES

- **Spatial planning approaches are equally important, to achieve appropriate protection and enhancement of cultural heritage**

- **According to Kozlowski and Vas-Bowen*, buffer zone planning (BZP) is considered to be the key approach to fill the gap between conservation and wise management of the cultural heritage.**

- **Besides, lessons learnt from natural heritage areas confirm that buffer zone planning (BZP) is an ideal method for implementing gradual protection in the surrounding area of a protected space, without hampering any types of activities and development outside its bounds.**

* Kozlowski J. and Vass-Bowen N. (1997), "Buffering external threats to heritage conservation areas: a planners perspective", in *Landscape and Urban Planning*, Vol 37 (3-4), pp. 245 – 267.

SOCIAL-ECOLOGICAL PLANNING

- Social-ecological planning is an emerging discourse within the wider urban sustainability umbrella

- It assumes that cities and territories are complex adaptive systems, and where resilience principles are a promising theoretical toolbox for improving planning (Marcus & Colding, 2014).

- Synthesizing the literature on **social-ecological resilience**, Biggs, Schlüter, and Schoon (2015) put forth seven principles for **building resilience in social-ecological systems.**

- Three of them concern **system properties or processes that enhance resilience**, while the remaining four concern how systems are governed. Here, we let the first three principles guide our analysis.

- **1) managing slow variables 2) maintaining diversity, and 3) managing connectivity.**

EVOLUTIONARY RESILIENCE

- Cities and territories represent dynamic and complex socio-ecological systems.

- **According to Davoudi**, such socio-ecological systems are "**organized assemblages of humans and non-human life forms**" made of bio-geo-physical and social systems with the latter involving **complex interrelationships of economic, cultural, institutional and political order.**

- They have developed due to **natural processes in continuous interaction with social and economic pressures** and are major sources of **natural capital and biodiversity**. They also provide **a series of ecosystem services** including **cultural ones (CES),** thus being sources of inspiration, cultural and recreational values that are important for human well-being and quality of life.

EVOLUTIONARY RESILIENCE

SHE INTRODUCES THE **"EVOLUTIONARY RESILIENCE" CONCEPT** WITH KEY TERMS

THE **PREPAREDNESS**

THE **ADAPTABILITY;** AND

THE **TRANSFORMABILITY** OF THE SYSTEM.

RECONNECTION OF NATURE AND CULTURE

RESILIENCE IS ABOUT Socio-natural relationships, an attempt to pacify the relationship between societies and their natural environment (reconnection of nature and culture)

Nature and culture as an indivisible whole is an idea whose time has come !

This means that natural and cultural heritage should be recognized, understood, planned and managed together !

NATURE & CULTURE
ECHOPOLIS 2018

2018 EUROPEAN YEAR OF CULTURAL HERITAGE
#EuropeForCulture

ECHOPOLIS 2018

www.echopolis.eu

CASE STUDY 1: A MOUNTAINOUS OLD TRADITIONAL SETTLEMENT : THE ARKOCHORI
SOURCE : ECHOPOLIS 2018 PROCEEDINGS PAPER PRESENTED BY G.POZOUKIDOU (2018)

- Located at an altitude of 600m and relatively close to the city of Naoussa (8km), **it was founded in 1630 and is one of the oldest settlements in the area of Mount Vermio.** 350 registered residents (2011 census count), but only 20 of them live permanently in the settlement

In 1910 the greater area of Arkochori (1600 hectares) was bought by 16 Greek families from the Ottoman ruler. The area was divided into 16 subareas, <u>called "ikraria".</u>

- Each "ikrari" belonged to one (extended) family and a designated leader, usually the first/oldest male member of the family, was responsible for the management and exploitation of the land. The management of 16 "ikraria" as a whole entity, was based on a co-operative model.

The main activities developed were livestock farming, cheese making, logging, trade and to a very small extent agricultural activity.

- The community worked on a cooperative basis and commonly managed the valuable natural resources like water and timber

- This common management and sharing practices created a peculiar and strong sense of community and bonding to the place and impacted the spatial and functional form of the settlement.

A resilient development strategy for the traditional settlement of Arkochori: Vision & Goals

VISION: *"Reinvent the nature of the settlement with emphasis on preserving and enhancing its traditional character, aiming at economic, social and environmental resilience".*

 GOAL 1 Establish a community-based enterprise system

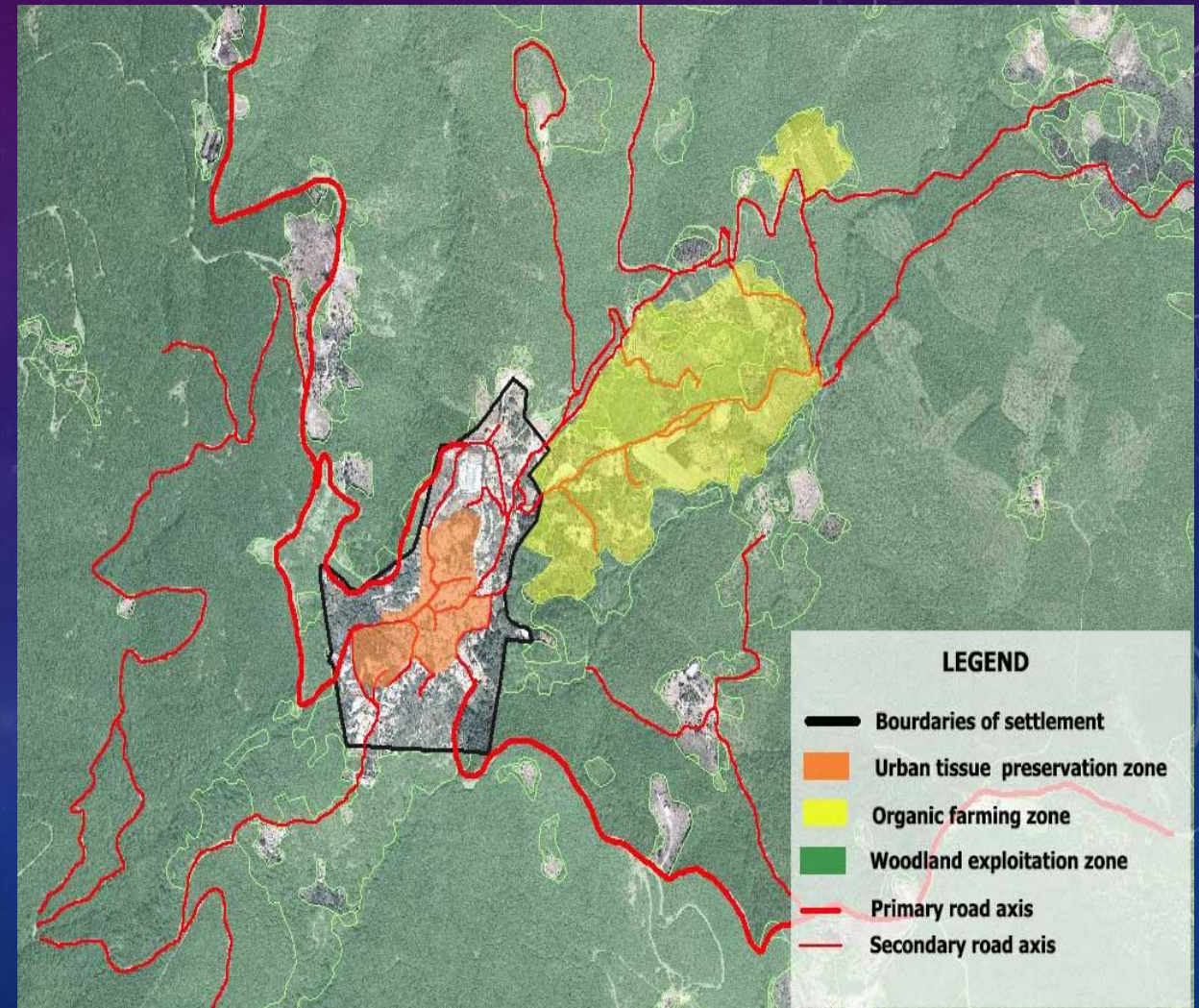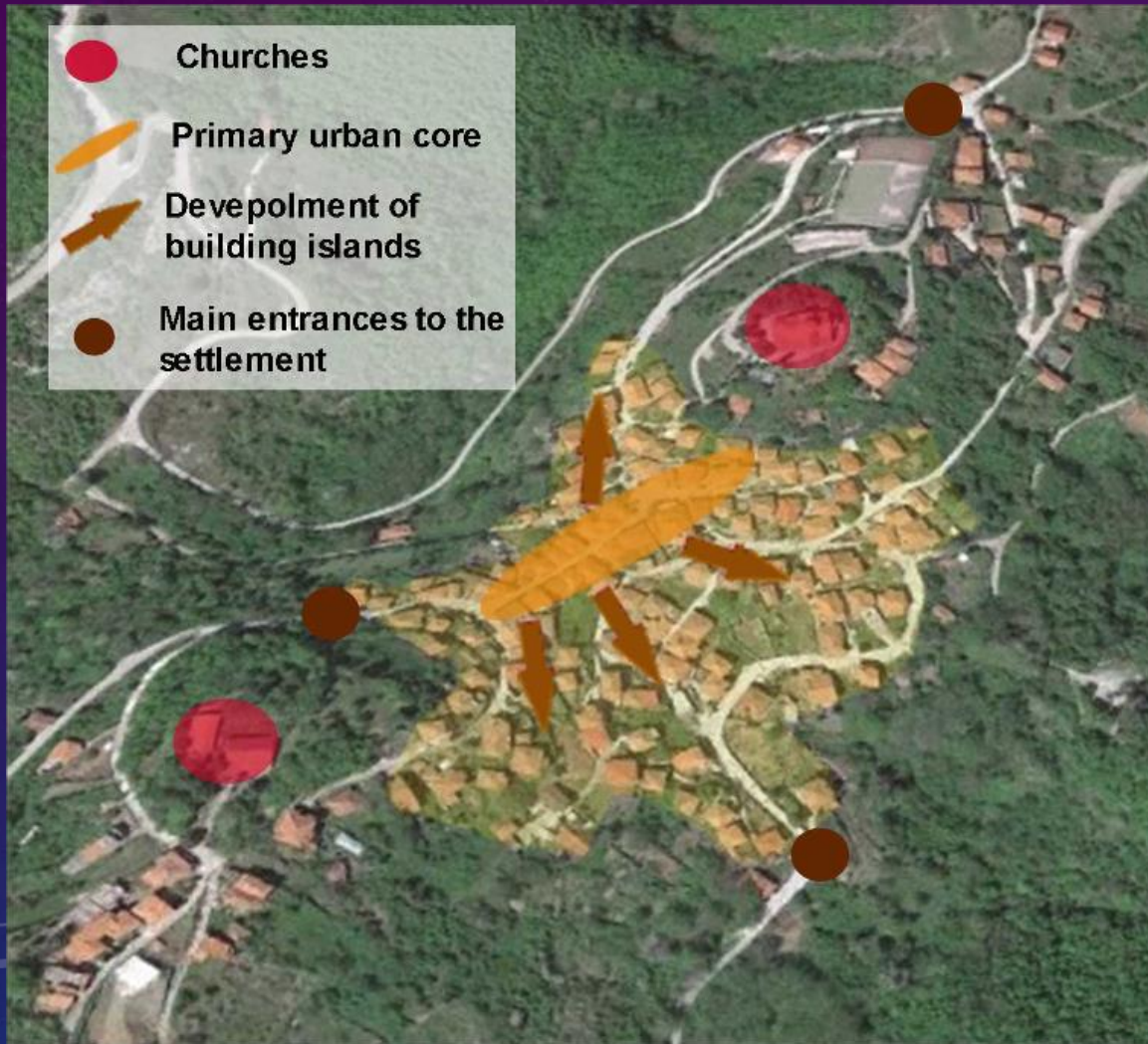 GOAL 2 Introduce diversity and redundancy of economic activities

 GOAL 3 Protect and enhance built environment incl.heritage).

 GOAL 4 Promote Community building

PROTECTION AND DEVELOPMENT ZONES

Churches

Primary urban core

Devepolment of building islands

Main entrances to the settlement

LEGEND

Bourdaries of settlement

Urban tissue preservation zone

Organic farming zone

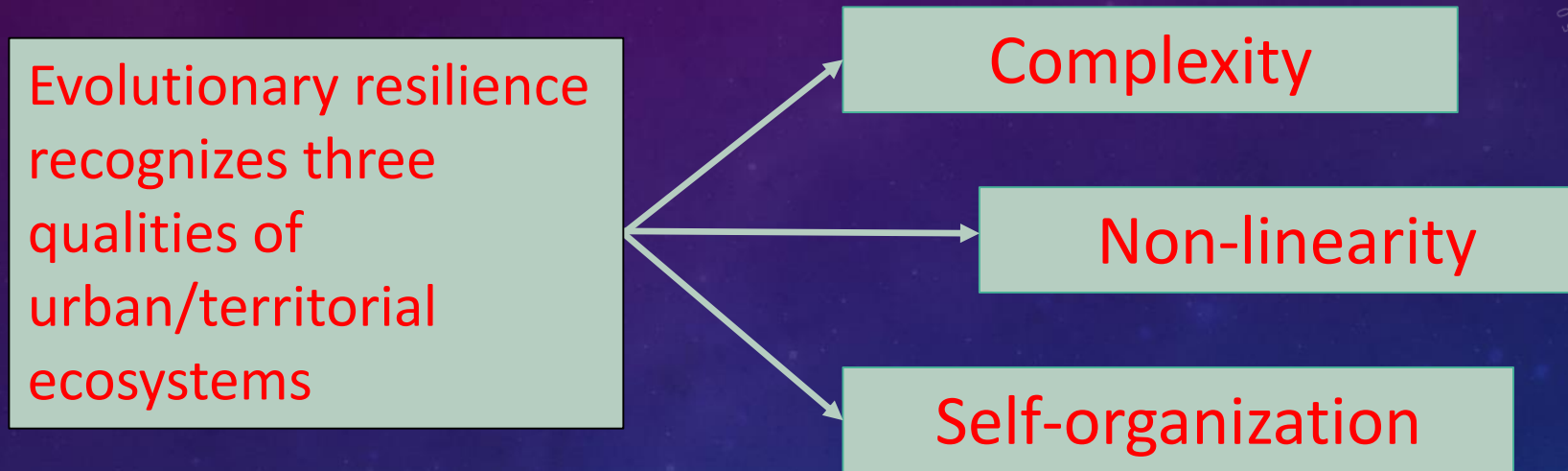Woodland exploitation zone

Primary road axis

Secondary road axis

CONCLUSIONS FROM CASE STUDY 1

Evolutionary resilience (Davoudi, 2012) offers a new and probably more appropriate framework to describe the nature and processes of agglomerations because of their complex, non-linear, and self-organising qualities.

The territorial strategy for achieving resilient development in Arkochori is inspired by its **unique community-based organizational structure** and builds upon older patterns, **by adding novel elements** that mutate and evolve the initial structural and functional organization of the settlement.

Setting the new context for territorial development : Evolutionary Resilience

Davoudi (2012) introduced the term "evolutionary resilience" as more appropriate to describe the nature and processes within cities/territories.

Evolutionary resilience recognizes three qualities of urban/territorial ecosystems

Complexity
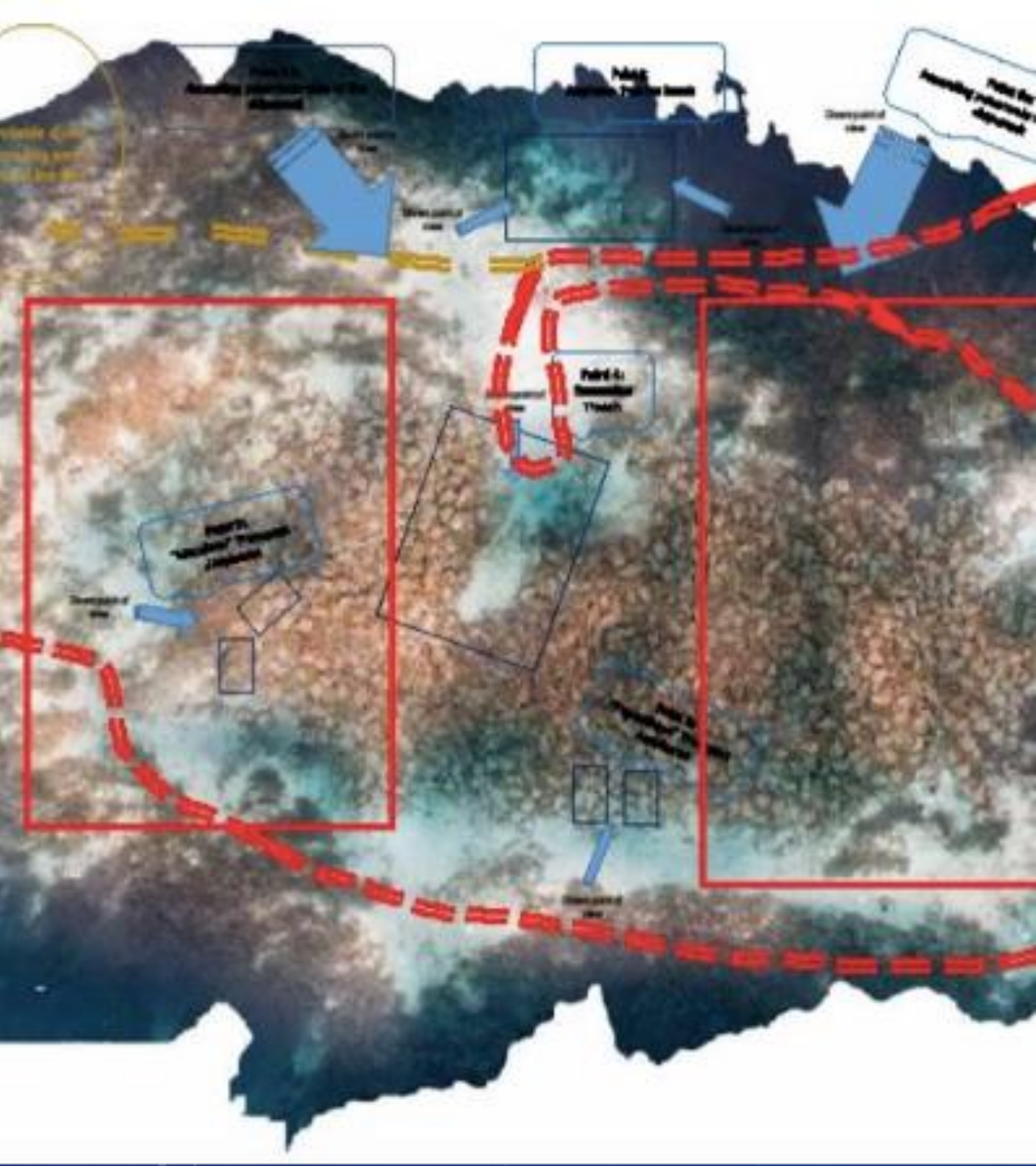
Non-linearity

Self-organization

In this perspective resilience of urban/territorial ecosystems is not just their ability to return to its normal or previous state of equilibrium but rather to "change, adapt, and, crucially, TRANSORM in response to stresses and strains"

Davoudi, S., et al. (2012). Resilience: a bridging concept or a dead end? Planning theory & practice, Vol. 13, No.2, Taylor & Francis, pp.299-333

CASE STUDY 2 INCORPORATING UCH IN MSP: TOWARDS A NEXUS OF CONSERVATION AND SUSTAINABLE GROWTH THROUGH HERITAGE TOURISM

- **Understanding, recognizing and utilizing the Underwater Cultural Heritage) as a sensitive and valuable asset in the marine space** and reconciling its preservation and promotion with the blue growth perspective, is a real challenge.

- The marine environment is gradually shifting **to a place of opportunities and an attractive space for investments on behalf of a series of both traditional and emerging actors,** a fact that can generate opportunities but also severe threats to the **Underwater Cultural Heritage (UCH).**

- The economic activities at sea **exert growing pressures on underwater archaeological heritage sites.** In the era of rapid expansion of coastal & offshore activities and of a growing demand for **alternative tourism activities UCH is still considered as burden to economic development.**

- Recently, this negative paradigm is being reversed and **MCH/UCH is considered as an opportunity for a place-based marine/maritime spatial planning** that beyond being a process for allocating the different marine uses is a **creative social process of building attractive identities for the sea**, to create **blue growth and jobs.**

UCH IN MSP AND NEW FORMS OF SUSTAINABLE TOURISM

- "UCH in MSP" endeavour can give birth to a **new form of cultural tourism**, i.e., *sustainable underwater tourism*, as one of the modern tourism industry's most dynamically developing branches, in today's global tourism market.

- **Underwater cultural tourism** will represent tourism in all aspects, and clearly, it will be far more **than just cultural heritage**. In this vein, the concept of *underwater cultural tourism* could take hold everywhere in coastal areas, whose seas host **ancient submerged resources of different kinds,** such as structures or individual objects.

TERRITORIAL/MARITIME PLANNING IN AN UNCERTAIN WORLD OF CHANGE

We live in an era of tremendous change, affecting whole communities and societies financially, socially and spatially…

- complexity of the world we live in, non-linear behavior, sudden changes, non-linear development, impossibility of controlling.

- **The COVID-19 pandemic is such a disruptive change (innovation?)**

- New planning approaches are emerging : self-organisation, adaptive planning/management, coevolution, evolutionary resilience, evolutionary governance..etc.

HOW TO BRING CULTURAL AND NATURAL HERITAGE AND SUSTAINABLE TOURISM TOGETHER AT REGIONAL LEVEL ?

THE EXPLOITATION OF CULTURAL AND NATURAL HERITAGE FOR TOURISM DEVELOPMENT AND RECREATION IS INCREASING RAPIDLY. THIS CAN BE A DRIVER AND A CHALLENGE AT THE SAME TIME

Balance between economic benefits and pressure

Pressures caused by tourism viewed under the new "Green Deal"

Conservation know-how and skills at regional level

Awareness raising, strategic long-term and assemblage thinking

Anchoring of heritage tourism in regional strategies

Digitalisation – ICT *uptake*

WE HAVE THE ARSENAL FOR IMPLEMENTATION

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and **protecting our natural habitat** will be good for people, planet and economy. No one will be left behind.

Biodiversity strategy for 2030

Protected areas - a coherent Trans-European Nature Network:

❑ • **30% of EU land** and **30% of EU seas under legal protection**, of which **1/3 under strict protection** (10% of land and 10% of sea)

❑ • It will consist of Natura 2000 sites, existing protected areas under national/regional schemes and **newly designated areas**.

❑ • All protected areas will be **effectively managed**, with clear conservation objectives and measures.

❑ • **EU Nature Restoration Plan**
• **Legally binding nature restoration targets** to be proposed in 2021

❑ Need for a coherent approach across all policies and sectors to reach **the goals of the EU Biodiversity strategy by 2030.**

❑ **Blue and green infrastructure- ecological corridors etc.**

THANK YOU FOR YOUR ATTENTION!

...AND TAKE CARE ..