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TOURiBOOST

**REORIENTING TOURISM EDUCATION
WITH DIGITAL, SOCIAL AND INTERCULTURAL COMPETENCES
TO SUPPORT LOCAL STAKEHOLDERS
TACKLE STRATEGIC INNOVATION IN HERITAGE TOURISM**

**KA2 - COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES
KA203 - STRATEGIC PARTNERSHIPS FOR HIGHER EDUCATION**

M01: HERITAGE TOURISM INDUSTRY

PART 01: CULTURAL HERITAGE

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Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://www.touriboostproject.org/>

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1. CULTURAL HERITAGE

Temple of Athena, 500 BC, Paestum (Poseidonia) , Italy



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Principles

Heritage tourism is a knowledge-based activity, and local heritage is valued only if it possesses a widely recognized identity. Cultural heritage encompasses everything from prehistory to modern times with tangible, intangible and natural cultural heritage attractions.

Tourism, and heritage tourism in particular is the business of attracting and servicing the needs and visitor expectations. Anyone who is traveling away from home, even if only for day, is considered a tourist or visitor. People travel for many reasons, the most popular of which are for a vacation, business, or to visit family and friends. Natural and cultural heritage sites, including scenic landscapes and revitalized historic towns, are now major components of the world's tourism assets, representing a large and increasing source of business for the tourism sector. Furthermore, many of the most outstanding sites are inscribed on the UNESCO World Heritage List. Research has shown that interest in the environment, culture and heritage is a primary motivation for a large number of travelers, and is consistently growing as a market sector.

Heritage Communication adds value by building the understanding and emotional attachment that enhances any tourism experience. It will assist in capturing the imagination of the visitor, sparking what may become a life-long social, emotional or intellectual connection.

Rolf Jensen published a book called 'The dream society'. The most important means of production in the future will be narratives, myths, legends, - that is the dream component. There is

a story for every product already, and that story determines to a large extent the image and thus the value of the product. So, eventually, even the product will become of secondary importance. People throughout their existence have been looking for food shelter, stories and legends. The demand for a story is an integral part of what it means to be human. That is expressed in what we wear, what we want to look like, the kind of homes we live in what we eat and the kind of holiday we take. These are all components of the story that we want to tell about ourselves, of the story that we live.

On the other hand, the rise of the creative class is a fact nowadays. In Europe, the percentage of the labor force employed in the creative fields has risen spectacularly during the 21st century. Today it is estimated that around 30% of the labour force is concentrated in science, technology, engineering, info-tech, bio-tech, arts, music, culture, design, architecture, the knowledge based professions: law, health, care, and finance. Those are people that add innovation to the rest of the industries.

In addition, we are facing the rise of the experience economy. In their insightful book, Joseph Pine and James Gilmore observe that people, consumers, destination visitors are coming to favor the consumption of experiences over traditional goods and services.

Experiences are the fourth economic offering, as distinct from services as services are from goods: when a person buys a service he buys a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time enjoying a series of memorable events that a company stages – as in a theatrical play – to engage him in a personal way.

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1.1. Definitions

The UNESCO World Heritage Centre defines "heritage" as "our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage is irreplaceable sources of life and inspiration"

(<http://whc.unesco.org/en/about>).

The concept of heritage has expanded beyond famous monuments, major museums and spectacular landscapes into every aspect of daily life and community memory. Heritage places presented to tourists now include archaeological sites, historical and continuing religious centers, former industrial works and defensive complexes, railway and water transportation corridors, historic battlefields and places of confinement and punishment, abandoned or neglected historic urban quarters are revived and enlivened with new uses, memorials and monuments multiply and historic exploits are re-enacted. Natural heritage places are increasingly being opened for general visitation by parks authorities. Twentieth century buildings and urban ensembles are as popular as classical or medieval sites. Physical heritage is complemented by all forms of traditional and popular culture, including language and literature, music and dance, rituals and festivals, cuisine and the culinary arts, oral

traditions and customs as well as popular sports.

To facilitate this consumption, access by tourists and visitors to natural and cultural heritage sites needs to be facilitated through the development of tourism products such as transportation, travel providers and interpretation programmers.

Heritage places with the potential to facilitate the development of tourism products share a number of common features:

- They are interesting and/or unique and can tell a story.
- They are known beyond the local heritage community.
- They lend themselves to being promoted and presented.
- They have an established or potential reputation as "must sees" in the tourism sphere.
- They are accessible and can be managed to absorb visitation without adverse impact.

Tourists can readily explore the places and engage with it at a personal level. They provide an enticing tourism experience with quality and authenticity.

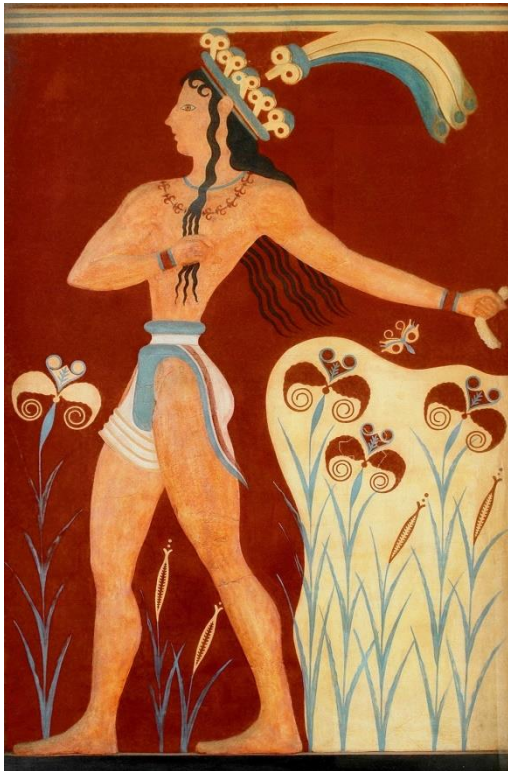
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1.1.1. Heritage

Heritage is an open definition: from the monumental remnants of the past it has expanded to intangible and spiritual dimensions, to modern and post-modern industrial monuments. The documentation of the past, symbolic representations of the cultural systems, aesthetic values embodied in tangible and intangible expressions of a culture are also parts of the Cultural Heritage Environment.



Cultural heritage is not just about the past; it is about the present and the future. It is the countryside, village, town or city in which we live, work or choose to visit, and can be what gives a place its character, shapes our perceptions and gives people a sense of place. Historical monuments testify presence and activities of humanity in space and time, constituting a dynamic source of information, a systems approach to historical memory and cultural disclosure of entire civilizations, groups and individuals, who left indelible traces in the history of humankind.

Heritage in its tangible, intangible and spiritual form is clearly associated with place and time. It produces the place's image through its historical and contemporary credentials and provides an important incentive for tourism. The sum of all heritage resources in a specific place and time, its natural and man-made assets, which represent the cultural wealth and values of a given society accumulated over time. This process is dynamic and involves the duty to safeguard it from any interruptions.



Fig. 1: Prince of the Lilies, Minoan Civilization, Late Copper Age
Fig. 2: Minotaur, Herakleion Museum, Crete
Source: Author

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1.1.2. Cultural Heritage

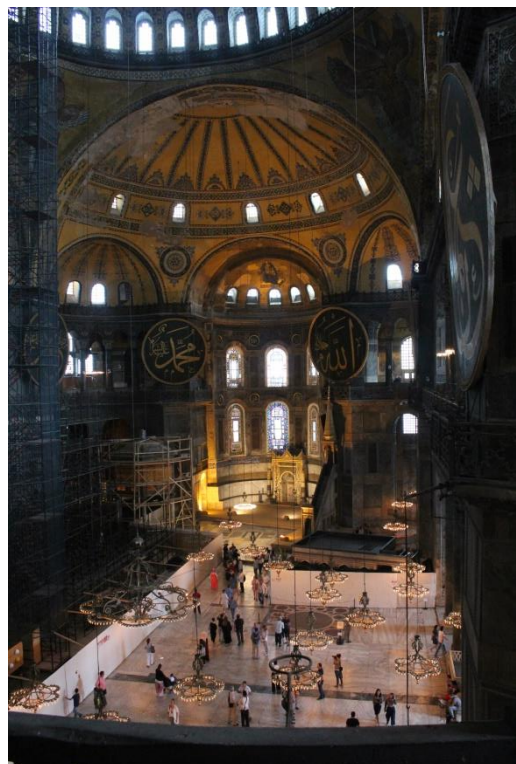
Cultural Heritage is a term used to embrace all the historic aspects of our environment, be they archaeological sites, historic landscapes, standing buildings, parks and gardens, semi-natural environments such as wood, heath and moor, or historic land uses such as industry, farming, defence, communications and even tourism. It is the environment created over thousands of years through the cultural and economic activities of the people who settled on the land.

Cultural Heritage is one of mankind's greatest resources. From prehistoric monuments to modern industrial heritage, it is a uniquely rich and precious inheritance. But it is about more than bricks and mortar. It embraces the landscape as a whole, both urban and rural, and the marine archaeology sites around our shores. It shows us how our own forebears lived. It embodies the history of all the communities who have made their home in this country. It is part of the wider public realm in which we can all participate.

Source: Author



Fig. 3-5: Aghia Sophia Museum, Istanbul, Turkey
Mosaic Representation of Byzantine Emperor Constantine Monomachus, Aghia Sophia Museum, Istanbul, Turkey
Aghia Sophia Museum, Istanbul, Turkey
View from the 2nd Floor



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1.1.3. The Cultural Heritage Environment

The Cultural Heritage Environment

encompasses natural and cultural resources as well as the interaction between man and nature: human settlements, industry, agriculture, communications, defence and religion, and even less tangible cultural concerns like class, gender, status and symbolism, aesthetics and spirituality are expressions of the most diverse Cultural Heritage Environments. These expressions are physically preserved in archaeological features from hill-forts to industrial landscapes, from historic townscapes to gardens or field boundaries, from great houses to farm buildings and cottages.

This whole range of cultural elements within the landscape is now commonly referred to as the Cultural Heritage Environment. Art cities, “cultural districts” and other types of cultural landscapes can be included in this category, like cultural routes which may extend well over regional boundaries to determine an element of integration and cohesion between regions of Europe. This category focuses on the interaction of different cultural elements and on their spatial pattern. There is no physical address but rather an induced “delimitation” of a territory coming from the recognition of a “common cultural element” over the physical space. Historical monuments testify presence and activities of mankind in space and time, constituting a dynamic source of information, a systems approach to historical memory and cultural disclosure of entire civilizations, groups and individuals, who left indelible traces in the history of mankind.

The Cultural Heritage Environment includes the natural, intangible and man-made heritage. They both comprise finite resources, which are at risk from inappropriate development.



Fig. 6: Sile Light House, Sile, Turkey
Source: the MIS/ETC/2619 ALECTOR Project Record

Fig. 7: Million Stone, Entrance of Yerebatan



Cistern, Istanbul Source: the MIS/ETC/2619 ALECTOR Project Record

The Million was used to be the starting points of all roads reaching to Constantinople and the origin point used for the calculation of the distance to other cities. It has the same function

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as the **Milliarium Aureum** in Rome. It was erected by the Roman Emperor **Constantine I** in the 4th century and was signaling the start of **Via Egnatia**.

With continuous human activity through the ages, the inherited world comprises virtually all aspects of urban, rural and coastal landscapes. It embodies and reflects the mix over time of cultures and communities and their engagement with the landscapes in which they live(d). It covers the whole spectrum of natural evolution, interactions of man and nature, human creations from the largest towns, to temples, fortifications, palaces and cathedrals, to rural and coastal landscapes and the very smallest signposts and standing stones.

It is a physical record of what places are, how they came to be, their successes and failures. It is a collective memory, containing an infinity of stories, some ancient, some recent: stories written in marble, stone, and brick, wood and steel, glass and porcelain; stories inscribed in World Heritage Monuments, fortifications and palaces, cultural landscapes and historic cities, gardens, field patterns, hedgerows, features of the countryside, rural and coastal landscapes, designed and industrial landscapes.

The Cultural Heritage Environment comprises after all past traces of human existence. It includes evidence for past environments, archaeological sites, historic buildings and the historic aspects of the wider landscape. These assets are unique and, once damaged or destroyed, cannot recover or be re-created. They are valuable for their own sake, as repositories of evidence for human activity over millennia; for their contribution to landscape character, sense of place and community identity; and as an economic asset which underpins leisure and tourism.

European history is a gradual accumulation of movement and arrivals, new stories attaching themselves to the old ones. Urban, rural and coastal landscapes reflect the layering of experience and develop their own distinctive features. Its protection has to be balanced against the demands of a modern society where changes become ever more rapid.

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Table 1: Heritage Classes

- Natural Cultural Heritage
- Tangible/Manmade Cultural heritage
 - Built Environment
 - Objects and Collections
 - Man-Nature Interaction: Cultural Landscapes
- Intangible/Spiritual Cultural Heritage
 - Customs and Traditions
 - Rites and Beliefs
 - Languages: Oral and Written
 - Oral histories

As people's lives come to be less constrained by beliefs, traditions and customs and more subject to individual choices, the importance of cultural heritage is reflected in those choices. As other ties are broken, people are increasingly defining themselves - for good or ill - by the places where they live. Where the Cultural Heritage Environment is nurtured and harnessed for good it creates real social and economic benefits offering everyone desirable and attractive places to live.

Fig. 8: UNESCO enlisted Temple of Apollo Epicurius, Greece

Source, D. Papathanassiou-Zuhr, 2004

Fig. 9-10: Mr. Pál Rácz Gold-laurate Violinmaker master

Source: <http://paganinimusic.hu/en/about-me/>

Fig. 11: Pyrgi Traditional Settlement in Chios, Greece

Tomato drying process

Source, D. Papathanassiou-Zuhr, 2007



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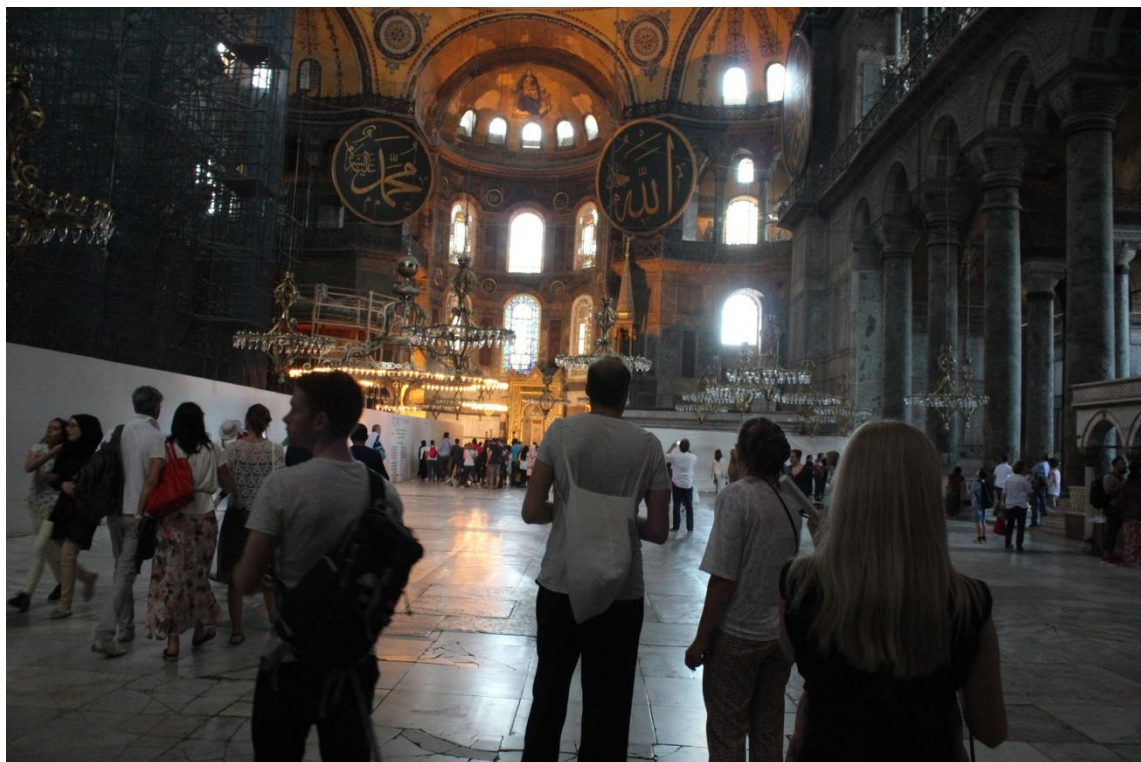
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The inherited world has a dual character: natural environment and man-made creations with astonishing interactions. Precious and irreplaceable in most cases, it contributes to personal and collective identity, implicated in what we think and how we act: by structuring identities, it creates societies. By enabling the recipients understand themselves and appreciate others, it safeguards environmental and cultural diversity. The Cultural Heritage Environment includes entities we wish to preserve both from natural and built environment as well intangible goods with spiritual, historic, religious, ideological values; it is an instrument which gives humankind the chance to escape oblivion by intermediating among past, present and future.

Historic monuments and landscapes bear distinctiveness and authenticity in the foremost intrinsic sense: The (post-modern) human need to find archetype civilizations to identify with, to discover common origin and roots, rendered heritage places to a major

fame destinations. A place becomes authentic, distinctive and familiar into the visitors' eyes, if it has its own stories, character, style, history, people, and culture that reflect both sense and quintessence of the place. Historic places are therefore valued because they offer people the opportunity for knowledge, refreshment, excitement or contemplation. This Cultural Heritage Environment is something from which we can learn, something from which our economy benefits and something which can bring communities together in a shared sense of belonging. With sensitivity and imagination, it can be a stimulus to creative new architecture and design, a force for regeneration and a powerful contributor to people's quality of life.

But this environment is fragile. Successive policies throughout Europe aim to protect the Cultural Heritage Environment: Buildings are listed and archaeological sites scheduled. Substantial public funding is available for repair and refurbishment. A complex web of relationships has been established between the many



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national and local bodies, which care for the treasures of the past and make them accessible to millions of people from home and abroad. At the start of a new century it seems timely to revalorize Europe's Cultural Heritage

Environment as an inheritance to next generations.

Fig. 12: Aghia Sofia Museum Interior, Istanbul, Turkey
Source: Author

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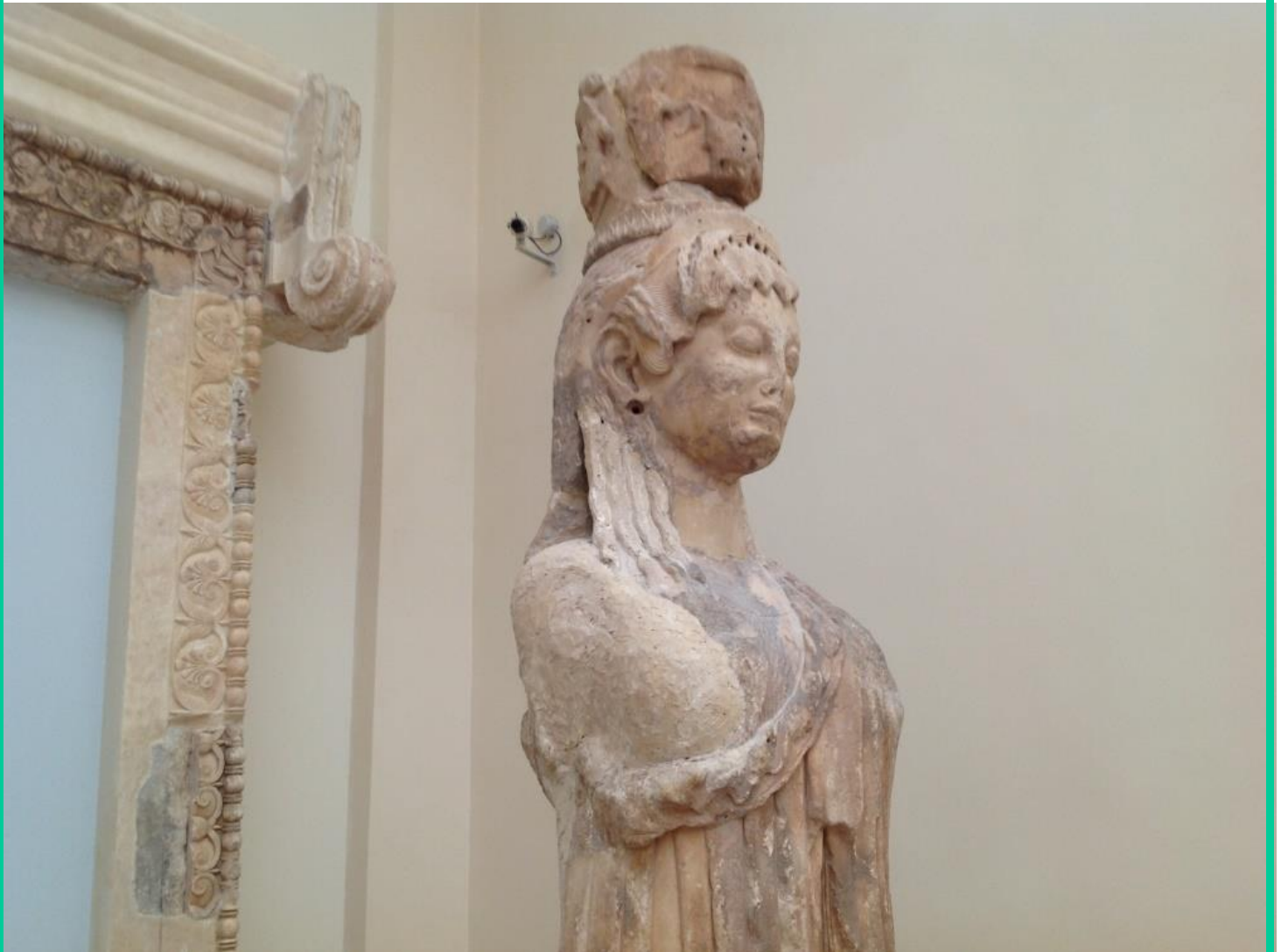
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1.1.4. Authentic Heritage

Heritage tourism is a knowledge based activity and local heritage is valued, only if it possesses a widely recognized identity. Cultural heritage encompasses everything from prehistory to modern to modern times with tangible, intangible and natural cultural heritage attractions. However in peripheral and remote destinations this diversity is more difficult to be communicated to different target publics as it is subjected to different assessments, run by separate,

complicated and bureaucratic systems in each country. Lacking the common denominator for assessing heritage significance means that heritage issues may fail to carry the weight they should in wider policy debates.

Experiencing the “authentic” is a well-known travel incentive at global level. Cultural experiences therefore build the determinant for repeat visitations. With Europe being the world's no 1 tourist destination with a market share of 52%,



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-only in the decades 1970-1990 cultural tourism increased 100%-, major attractions are archaeological sites, ruins, museums, architecture, famous buildings, historical cores of cities and entire cities, art galleries, monuments, festivals, special events, religious pilgrimages, language and literatures tours, etc.

Scholars define heritage tourism as a phenomenon principally based on tourist's motivations and perceptions rather than on specific site attributes, underlying the fact that heritage tourism is a social phenomenon, and as such should not be arbitrarily reduced to the sole presence of tourists in places categorized as heritage/historic places. It is important to understand that there is a difference between *heritage tourists* and *tourists at heritage places* mainly because heritage places are at the same time multiple attraction poles for those who wish to learn, to experience the past, to entertain themselves, to relax and shop. Although international conventions identify heritage from the point of view of supply neglecting demand side stays heritage tourism relates to the demand rather than the artifacts presented. Undeniably the artifacts *seu ipso* cannot stimulate to traveling, unless the potential visitor attributes to them certain values, signifies them with certain meanings. Apart from economic values heritage assets possess also non-use values, which allow them together with attached meanings to enter the tourism market:

people value the existence of heritage items even if they do not consume its services directly (existence value), wishing to preserve the option of possible future consumption (option value often related to their willingness to pay (WTP), and strive to bequeath the assets to future generations (bequest value). The example of tourism as a multi- sectoral activity may shed light in how to use cultural values for development in the best possible way: Visitors, who do not dispose of time and information, do not benefit the local economy. Time lack and informational gaps disable them to consume quality tourist goods. Visitors treat destinations as differentiated only if their products are heterogeneous and offer unique experiences at different levels: they may choose to visit a country because of cultural affinity, or because they attach meanings and values to certain attractions. They may be attracted by the quality of nature or by a range of diverse activities, or the quality of services offered at destination level. Several supply-side related factors such as quality, resources, destination environment, infrastructure, and value can influence the tourist's intention to opt for a destination.

Fig. 127: WHS, Delphoi, Greece
Source: D. Papathanasiou, 2005

**The price for experiencing a heritage site is what visitors pay.
The value is what they receive.**

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2

HERITAGE ASSETS

Cultural heritage sites and places represent a huge and varied collection of human creation across the entire globe and the entire span of human history. With the enormous growth of knowledge, increasing mobility and the increased accessibility of travel there is widespread curiosity about other places and a huge demand to visit and personally experience other societies.

As a result the vast majority of cities, towns, villages and settled landscapes experience some form of tourism activity.

Cultural heritage sites and places include: tangible, intangible and spiritual heritage.

Fig. 17: Historic Sanctuary of Macchu Picchu, Peru,
Source: UNESCO



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2.1 Natural Heritage

Natural heritage includes wild life, habitats and natural monuments, man-nature interaction sites such as parks, powerful, uncommon, contemplative, sacred cultural landscapes, theme parks, battlefields, protected areas and resorts. Natural heritage may comprise many different categories of sites which demonstrate natural significance, occasionally allied with cultural values of significance for the local communities. Even though, the exact categorization of natural sites is not always an easy task considering that in most of the cases they encompass a wide range properties and attributes, the three following categories appear as more prominent.

A. Physical and biological formations or groups of such formations. This category may include sites like:

- Barrier Reefs (The Great Barrier Coral Reef in North-East Australia);
- Highlands (The Central Highlands of Sri Lanka);
- Fossil Sites (Pobiti Kamani in Bulgaria, Wessex Formation in Great Britain);
- Meteor Impact Sites (e.g. The Vredefort Dome meteorite astrobleme in South Africa).

B. Geological and physiographical formations and precisely delineated areas that constitute the habitat of indigenous or threatened species.

This category may include sites like:

- Landforms (valleys, plateaus, mountains, gorges, plains, hills and ridges, loess, Aeolian

landforms or glaciers, e.g. Vikos Gorge in Greece);

- Marine & Coastal formations (fjords, peninsulas, bays, coasts, archipelagos, seas e.g. Greek Archipelago);
- Water Bodies (lakes, lagoons, deltas, estuaries, falls and occasionally river systems e.g. The Danube Delta from Romania);
- Volcanic Sites or Volcanic Islands (Santorini Island in Greece);
- Caves (the Caves from the Apuseni Mountains in Romania).

C. Distinctive natural sites or precisely delineated natural areas of immense value from the point of view of science, conservation or natural beauty.

This category includes protected areas according to existing national or international legislation:

- Protected Areas in International Level: World Heritage Sites (UNESCO); Wetlands of international importance according to the Ramsar Convention (e.g. Comana Natural Park, Romania); Biosphere Reserves (UNESCO, Man and Biosphere, e.g. Delta Dunării Biosphere Reserve); Specially Protected Areas of Mediterranean Importance (e.g. The Palm Islands Nature Reserve in Lebanon)
- Protected Areas in European Level: Natura 2000 sites (Special Protection Areas – SPAs; Sites of Community Importance - SCIs); Biogenetic Reserves (Council of Europe, e.g. Forvie and Muir of

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Dinnet in Scotland); Euro-diploma Sites (Council of Europe, e.g. The Bialowieza and Belovezhskaya Pushcha National Parks in Poland);

- Protected Areas According to National Legislation.

National Parks are usually legally protected and publicly managed for a combination of ecosystem conservation and public recreation. They tend to be important tourism attractions, providing educational and recreational opportunities for visitors. They are usually heavily promoted by the national parks management agency and typically provide a combination of publicly and privately managed tourism activities, often under very strict quality control guidelines. Visitor access tends to be permitted, although often under controlled conditions. Heritage interpretation and presentation of their natural values is a strong feature of most national parks.

Activities and attractions offered in National Parks and Reserves are: Mountaineering, Cycling, Speleology, Hiking Trails, Fishing, Water sports, Skiing, Cross country skiing, Scientific, Mountain Biking, Cultural attractions, Bird watching, Mammal watching and Horse riding.

Beautiful mosaic-landscapes, made up of alpine pastures, grasslands and groves, streams, orchards and forests,

some of them ancient, full of life. One can also find wilderness areas that shelter large mammals such as the brown bear and the lynx – extinct in other European countries – the chamois, the wild boar, wolves or birds such as great owls, eagles, hawks and many others.



Fig. 13: Mara – Cosău – Creasta Cocoului Ecotourism Destination (www.ecologic.org)

Natural heritage places have an important part to play in modern tourism, both international and domestic.

Natural heritage precisely refers to all those living components and intangible features related to natural environment and the countryside, which are broadly diversified as biodiversity (fauna and flora) and geo-diversity (geology and landforms) and demonstrate natural significance in terms of their scientific, aesthetic and conservation value.

UNESCO¹ defines as natural heritage entities such as:

¹ UNESCO (United Nations Education, Science and Culture Organization) had been founded after The Second World War, the Constitution being adopted at the London's Conference in November 1945 and applied since 4 November 1946 by 20 states (The United Kingdom, New Zealand, Saudi Arabia, South Africa, Australia, India, Mexico, France, Dominican Republic, Turkey, Egypt, Norway, Canada, China, Denmark, USA, Czechoslovakia, Brazil, Lebanon and Greece). It has his headquarters in Paris, France, but it has also 73 actives sub-offices from various world's countries. UNESCO has 191 member states (October 2003) and 6 associated states. Romania is a UNESCO member since 27

July 1956. The organization's goal is to contribute to world's peace and security collaborating between nations in education, science, culture, and communications in order to succeed a respect's stabilization up against universal justice, for the justice's rightness and the laws and the concepts of the free human being, irrespective of race, sex, language or religion. One of the UNESCO's mission is to maintain a list of places from the world's heritage. These places are important natural and historical speaking, whose conservation and salvation are important for the world's.

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- natural features consisting of physical and biological formations, which are of outstanding universal value from the aesthetic or scientific point of view;
- geological and physiographical formations and precisely delineated places which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;
- natural sites or precisely delineated natural places of outstanding universal value from the point of view of science, conservation or natural beauty" (2005, article 2). Living and non-living nature comprises dynamic, ecological processes, earth processes and evolutionary processes and the ability of ecosystems to be self-perpetuating.



Fig. 13: Serengeti National Park, Tanzania
Source: UNESCO

Fig. 14: Great Himalayan National Park, India
Source: UNESCO

The natural features and pristine condition of the environment and other inherent features of national parks, including the wildlife, are important attributes affecting the quality of the visitor experience. Simply enjoying and experiencing the contrast to modern urban environments is an important visitor motivation in most types of parks.

Fig. 15: Keoladeo National Park and Bird Sanctuary, India
Source: UNESCO

Fig. 16: Monarch Butterfly Biosphere Reserve, Mexico
Source: UNESCO

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2.2 Tangible heritage

Tangible heritage includes heritage assets from the man-made environment (built environment) like sites, museum and collections:

- real owned estate assets (fortresses, palaces, castles, monuments, and museums, memorial houses);
- products of archaeological exploration and excavations conducted on land and under water;
- antiquities such as tools, pottery, inscriptions, coins, seals, jewelry, weapons and funerary remains, including mummies;
- items resulting from the dismemberment of historical monuments;
- materials of anthropological and ethnological interest;
- items relating to history, including the history of science and technology and military and social history, to the life of peoples and national leaders, thinkers, scientists and artists and to events of national importance;
- items of artistic interest, such as: paintings and drawings, produced entirely by hand on any support and in any material (excluding industrial designs and manufactured articles decorated by hand);
- original prints, and posters and photographs, as the media for original creativity;
- original artistic assemblages and montages in any material; works of

statuary art and sculpture in any material;

- works of applied art in such materials as glass, ceramics, metal, wood etc.;
- manuscripts and incunabula, codices, books, documents or publications of special interest; items of numismatic (medals and coins) and philatelic interest;
- archives, including textual records, maps and other cartographic materials;
- photographic films, sound recordings and machine-readable records;
- items of furniture, tapestries, carpets, dress and musical instruments;
- zoological, botanical and geological specimens. (Recommendation concerning the protection of movable cultural property, adopted by UNESCO in Paris, 28 November 1978).

Suggested Articles:

[The treasures of Troy, on display in Russia](#)

[Top Kapi Palace: Armory Collection](#)

[The Vatican Museums: Works you can't miss](#)

[The Uffizzi Gallery: Works you can't miss](#)

Suggested Video

[The Parthenon Marbles in the British Museums: Video Explanation](#)

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Fig. 18: Memphis and its Necropolis. The Pyramid Fields from Giza to Dahshur. Author: Geoff Steven
Source: UNESCO

Source: [Berlin, Ägyptisches Museum](#).

Fig. 19: Nofretete

Suggested Videos

[Ancient Egypt](#)

[The Faces of the People](#)

Suggested iBooks

[Egypt with Zahi Hawass](#)



In conformity with the Council of Europe's definition, the expression 'architectural heritage' shall be considered to comprise the following properties:

- all buildings and structures of conspicuous historical, archaeological, artistic, scientific, social or technical interest, including their fixtures and fittings;
- homogeneous groups of urban or rural buildings conspicuous for their historical, archaeological, artistic, scientific, social or technical interest which are sufficiently coherent to form topographically definable units;
- sites - the combined works of man and nature, being areas which are partially built upon and sufficiently distinctive and homogeneous to be topographically definable and are of conspicuous historical, archaeological, artistic, scientific, social or technical interest'. (Council of Europe, Convention for the Protection of the Architectural Heritage of Europe, Granada, 1985).

Suggested Article

[Contribution of Europe's Rural Areas to the 2018 Year of Cultural Heritage](#)

Suggested Report

[Rural Cultural Heritage in Europe: From past to present](#)

Suggested Video

[European Cultural Heritage Year 2018](#)

Fig. 23: German Farmhouses from Black Forest to Alsace



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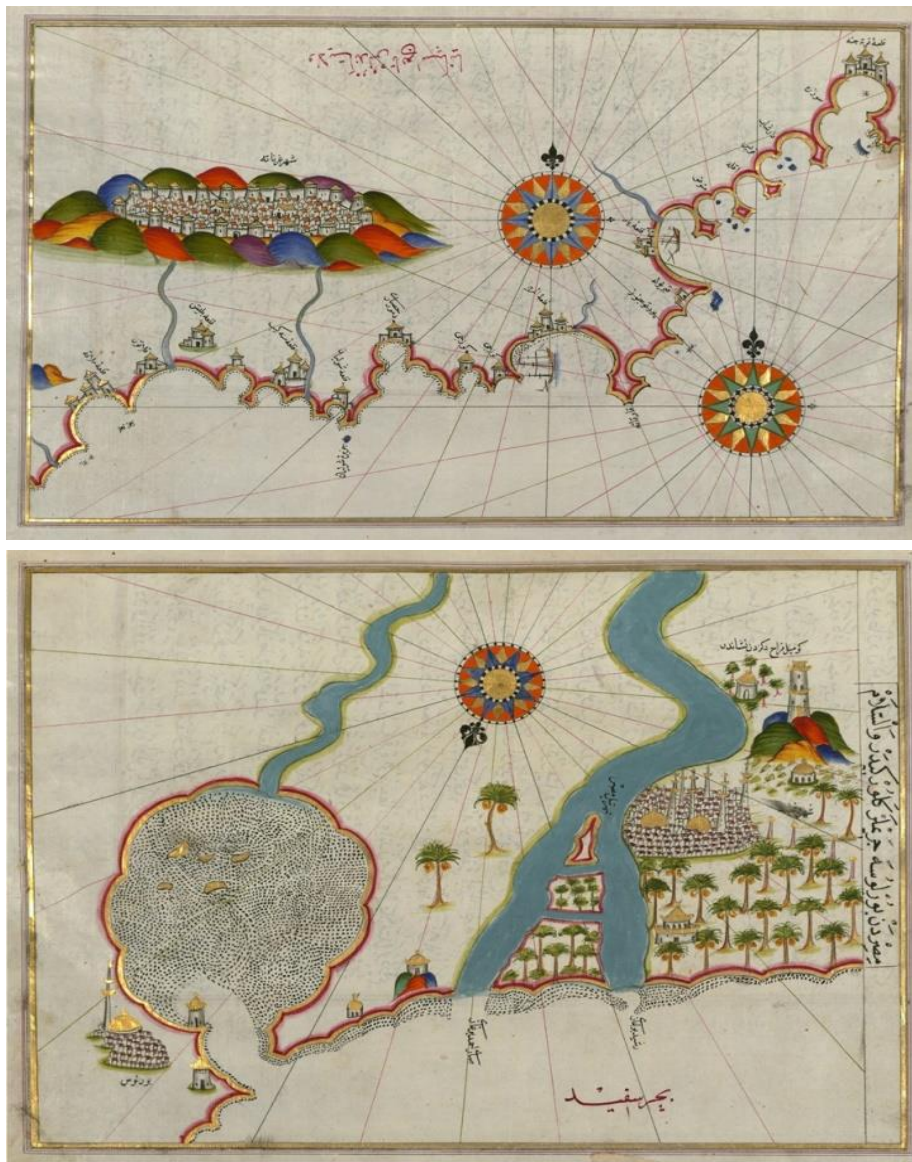
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2.3 Intangible heritage

In 2003 UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage, which defines 'intangible cultural heritage' as: "The practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artifacts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation

to generation, is constantly recreated by communities and groups in response to their environments, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity."

The "intangible cultural heritage" is manifested inter alia in the following fields:



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(a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;

(b) performing arts;

(c) social practices, rituals and festive events;

(d) knowledge and practices concerning nature and the universe;

(e) traditional craftsmanship.

Fig. 24-25: The Maps of Piri Reis, Granada and the Nile

Source: <https://publicdomainreview.org/collections/the-maps-of-piri-reis/>

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2.3.1. Lifestyles and Traditions

The wide spectrum of continuing traditions in host destinations provides interesting opportunities for tourism. It enables tourists to gain a deeper or more holistic understanding of the social characteristics of a destination or site.

Continuing traditions are manifested in live performances, festivals, events, storytellers and local markets are expressed through the daily life and activity of the host population. Tourists often talk about “absorbing” the local culture. Simply attending local events Performing arts and festivals is often more satisfying than the special “cultural performances” staged just for tourists.

Fig. 26: Whirling Dervishes

Source:

<http://www.yamatours.com/mevlanawhirlingdervish.html>

Social practices, rituals and festive events are habitual activities that structure the lives of communities and that are shared by and relevant to many of their members. They are significant because they reaffirm the identity of those who practice them as a group or a society and are closely linked to important events. Social, ritual and festive practices may help mark the passing of the seasons, events in the agricultural calendar or the stages of a person's life. They are closely linked to a community's worldview and perception of its own history and memory. They vary from small gatherings to large-scale social celebrations and commemorations.



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2.3.2. Human Languages

Languages reflect a community knowledge and linguistic wealth acquired in thousands of years. Linguistic diversity is the pillar to promote intercultural relations, ensuring that languages serve as a bridge between cultures and mentalities.

Customs, rituals, genealogies, legends, recipes and techniques still rely largely on oral transmission.

Literature is the principal gateway to knowledge of values, the aesthetic

sense and the imagination in every culture.

Literary tours - many operators are offering special tours related to literature: an example is "the Da Vinci Code Tour".

Producing the place identity by establishing place narratives, literature becomes one of the celebrated means to advance cultural consumption.

Suggested Video

[The Significance of the Rosetta Stone](#)

Fig. 27: [The Rosetta Stone](#)

Source: British Museum



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