



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

M02: ATTRACTON PLANNING **PART 02: SIX INTRINSIC QUALITIES**

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CONTENTS

CONTENTS	2
1 SIX INTRINSIC QUALITIES	5
1.1 Archaeological Intrinsic Quality.....	6
1.2 Cultural Intrinsic Quality	7
1.3 Historic Intrinsic Quality	9
1.4 Natural Intrinsic Quality.....	12
1.5 Recreational Intrinsic Quality.....	16
1.6 Scenic Intrinsic Quality	18

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1

SIX INTRINSIC QUALITIES

Illustrative of the evolution of human societies, the heritage environment consist of art cities, cultural routes and heritage trails, cultural districts and other types of cultural landscapes, customs and traditions, collections and material culture as well. Heritage embraces the landscape as a whole, urban and rural, geological and marine testifying presence and activities of mankind in space and time, constituting a dynamic source of information, a systems approach to historical memory and cultural presentation of entire civilizations, groups and individuals, who left indelible traces in the history of mankind.

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 among other factors a heritage place's historic environment to a must see visitor attraction.

As a gradual accumulation of culture the heritage environment is a vital learning source for both locals and visitor, benefits the economy, gives communities identity, can be a stimulus to innovative cultural expressions, creative new architecture and design, a force for regeneration and a powerful contributor to people's quality of everyday life. All heritage should be accessible in its diversity to both local population and visitors. Realizing its full potential as an economic and cultural

resource, is the main gain for local communities.

TOURIBOOST defines the intrinsic qualities of heritage assets as distinctive features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area and may develop unique opportunities for intellectual and emotional connections to cultural consumers. Intrinsic qualities arise from the particular combinations of distinctive features and stories of heritage assets that define their character, interest and appeal.

Such heritage assets provide the Local Interpretive Project's drawing power and interest for travellers. A heritage asset can be natural, such as a gorge, mountain or lake; or it may be the result of human activity, such as a historic building, battle site, or well-designed parkway.



Fig. 1: Konya Archeological Museum, Roman Sarcophagoi 4th century

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1.1 Archaeological Intrinsic Quality

Archaeological qualities involve physical evidence of historic or prehistoric human life or activity that is visible and capable of being inventoried and interpreted. Archaeological heritage assets are identified through ruins, artefacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past. A precondition for archaeological quality is the presence of physical remains. For a heritage asset from the built environment to have archaeological quality that is significant enough to merit designation, it shall have:

- The heritage assets must have **scientific significance**, and not commonly found throughout a region or in other places across the country.
- The physical evidence must be **visible** and capable of being inventoried and interpreted. Visitors must be able to experience and learn about the past through **direct contact**.

If the evidence is not visible, the asset cannot be designated for its archaeological quality, even if it has great scientific significance. If a site is visible but extremely fragile and sensitive to disturbance, as is often the case, careful management is necessary to prevent damage to or loss of these heritage assets. Often, archaeological sites will illustrate different intrinsic qualities. For example, archaeological evidence may support Local

Interpretive Project stories based on historic or cultural intrinsic qualities. Through the archaeological intrinsic quality, communities can creatively promote and responsibly protect their archaeological heritage assets. Therefore the Local Attraction Plan recognizes the fragility of these heritage assets and it could be more appropriate on a case by case evidence not promote a site given its precarious nature.



Fig. 02: Troy, Turkey

Troy, with its 4,000 years of history, is one of the most famous archaeological sites in the world. The first excavations at the site were undertaken by the famous archaeologist Heinrich Schliemann in 1870. In scientific terms, its extensive remains are the most significant demonstration of the first contact between

Source, UNESCO
<https://whc.unesco.org/en/list/849>

civilizations of Anatolia and the Mediterranean world. Moreover, the siege of Troy by Spartan and Achaean warriors from Greece in the 13th or 12th century B.C., immortalized by Homer in the Iliad, has inspired great creative artists throughout the world ever since.

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2018-1-TR01-KA203-058344

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1.2 Cultural Intrinsic Quality

Cultural qualities of heritage assets are connected to the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced.

TOURIBOOST recognizes the importance of cultural activities along a route as well as natural and built landscapes. Cultural heritage assets can also include distinctive communities such as ethnic groups or concentrations of craftspeople and events, traditions, food or music. Because cultural qualities are not necessarily expressed in the landscape, these attributes may present special challenges in the Local Attraction Plans (LAP).



Fig. 03: Sufi Whirling

Culture encompasses all aspects of a community's life, and it may be difficult to decide what to include and what not to include when collecting information about a community. The Local Attraction Plan (LAP) looks especially for these aspects:

- **Geography** – settlement patterns; climatic influences on building styles; place names, stories and legends
- **Economy** – occupations; products; training; yearly cycles; land-use patterns; material culture
- **Community Life** – civic and religious buildings; institutions; customs and rituals, especially aspects of immigrant culture
- **Domestic Life** – households; housing styles; food; gender and age roles; family traditions
- **Artistic Genres** – folklore; music; customs; legends; architecture; dance, drama, games, music, visual and other arts; crafts; dress and costumes

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<https://touriboostproject.org>

In addition the Local Attraction Plan (LAP) looks to identify activities or features that illustrate the area's historic or contemporary culture or suggest how it may develop in the future. A special festival, a distinctive manufacturer of goods, and an unusual farm or village might be significant cultural heritage assets. Cultural qualities often overlap with other intrinsic qualities.

Cultural interpretation of the present-day continuation of historic rituals might enhance a Local Attraction Plan (LAP)'s historic or archaeological quality. The relationship of people to the natural environment or the ways they recreate both may be aspects of cultural quality.

Architecture and land management practices are expressions of culture, and they define some scenic landscapes. The Local Attraction Plan (LAP) looks to describe:

- unique or significant historic (archeological and recent history) features that exist in or near the area. This might include historic buildings, structures, or features that are still in use but are important to the area. The description should include the size, age, and condition of these features.
- unique or significant people (and their stories) who may have had a notable influence on this area

Fig. 04: Wonder Dear, Hungary



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2018-1-TR01-KA203-058344

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1.3 Historic Intrinsic Quality

Historic qualities of heritage assets encompass legacies of the past that are distinctly associated with physical elements

The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

The historical stories told by the Local Pilot Projects range from specific events to broad movements and illustrate the range of possibilities for interpretive themes.

Fig. 05: Queen Elisabeth, the I. had nowhere to put her 3.000 dresses



of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past.

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2018-1-TR01-KA203-058344

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Historic qualities may derive from the Local Interpretive Project's association with a specific set of events, and the progression of historic evolution. Local communities can also use a consistent or an evolving historical story that links together diverse events and time periods. For instance, a Local Interpretive Project might interpret the historical development of a battle, major historic events or locally attached processes like farming, a specific industry, or a particular social or political movement.

The Local Attraction Plan's (LAP) historic quality depends on the connection among the individual heritage assets in the territory. The Local Interpretive Project must contain enough features to create a coherent story. Although an individual structure or place may have great historical significance, a roadway cannot achieve good interpretive opportunities based only on the existence of one site, or it can also be the opposite case.

Rather, the historic story should provide a link among heritage assets at various points along the territory of the Local Interpretive

Project and a means of interpreting these heritage assets to the visitor. In many cases, the historic qualities of an area are closely linked to its scenic, cultural or natural qualities.

For example, traditional architecture and settlement patterns often reflect historical development. They are also, however, expressions of culture and lifestyle as well as being key attractions for travelers. A less obvious example of multiple values is a scenic road through narrow valleys and mountain gaps; whilst the beauty of the landscape can be easily appreciated the historic importance as of the transportation route and vital links among small communities, could remain hidden, unless properly interpreted.

The Local Interpretive Project shall also look to describe historic or cultural issues and the evolution of assets such as changes in the operation of ancient sites and buildings, aging sites or buildings, maintenance, stabilization, or preservation and protection concerns. If the historic qualities are interpreted with present day concepts and comparisons, then it is more like to offer a vivid experience and raise curiosity and awareness.

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to support local stakeholders tackle strategic innovation in heritage tourism

2018-1-TR01-KA203-058344

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Fig. 06: Modena, The Cathedral



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2018-1-TR01-KA203-058344

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1.4 Natural Intrinsic Quality



Natural qualities apply to those features in the natural heritage environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation and wildlife. Protected areas are well recognized for their vital role in protecting our natural environment and cultural heritage, and in bringing social benefits in terms of the physical, mental and spiritual health of individuals and the community. For a natural heritage asset to have archaeological quality that is significant enough to merit designation, it shall have:

Fig. 07: David Cornelisz. de Heem (1663-1718) - Nature morte aux fruits sur une table

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2018-1-TR01-KA203-058344

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- To meet the criteria for natural quality, the asset shall contain natural features that are **representative, unique, irreplaceable or distinctly characteristic** of the area. A rural landscape, for instance, may have great scenic quality based on its natural environment. This outstanding beauty may be related to unusual characteristics of the flora and fauna and the microclimate or simply to the aesthetics of the landscape.
- Natural heritage assets that contribute to the Local Interpretive Project's natural quality must be visible. The fact that a Local Interpretive Project might provide access to natural features that are unusual or distinctive would not be relevant to the natural quality determination if the cultural experiences cannot visualize them. TOURIBOOST places great emphasis on the visual experience of nature within a Local Interpretive Project.
- Visible natural heritage assets should be relatively undisturbed by human activity. Some Local Pilot Projects include areas that exhibit great natural beauty but which are managed or used in some way by humans, such as rangeland or managed forests.



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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://touriboostproject.org>

- The degree to which these landscapes may have been altered from their state before the arrival of human populations is an important consideration for including the assets in the Heritage Register. Some other Local Pilot Projects pass through areas that have substantial evidence of human activity but also contain natural heritage assets of outstanding significance. The importance for the selection of natural heritage assets in the Local Attraction Plan (LAP) is their ability to evoke primary impression of coming into contact with great natural beauty and grandeur.

Protected areas also bring measurable direct and flow-on economic benefits to local, regional, state and national economies. These economic benefits are a key enabler for communities to function and prosper, allowing them to build social cohesion, social capital and healthy communities. In this respect Local Pilot Projects look to:

- Describe the major natural heritage assets of the area, including predominant flora or fauna and major ecosystems of the area; the geographic setting including geology, topography, watersheds, or major bodies of water; and any climate or weather factors that affect area heritage assets and visitation.
- Explain any rare, unique, threatened, or endangered natural heritage assets or species in the area (e.g., the lowest elevation of aspen trees in the region, the only virgin forest of Europe, the home of the endangered bird foot violet, or the only place to see 2 billion years of geologic history).

- Describe natural resource practices and issues at or near the site. These might include wildlife management (population, migration, hunting, disease), timber management (fire, prescribed burning,

timber cutting), water or watershed management (reservoir drawdowns, river flushes, threats to watershed), mining or resource extraction (gas, oil, minerals), or endangered species (transporting invasive species such as Pacific fish or mussels in the Mediterranean Sea as a result of the traffic of large crude oil cargo vessels etc).

- Discuss threats to the health of natural ecosystems and species such as water pollution, air pollution, invasive species of flora or fauna, or noise levels. This may also include public safety concerns such as national security issues.
- Report current land use issues such as encroachment, private/exclusive uses, in-holdings, misuse, abuse, and over-use.
- Describe other issues in the Pilot Project Area or in the surrounding area about which visitors should be informed (i.e., hazardous land or water areas), from direct observations and photographs of vandalism, graffiti, and litter; from staff interviews and discussions, visitor feedback, citizen input, and government agency mandates; in research reports, inspection reports, and preservation documents or plans for historic or cultural heritage assets.

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2018-1-TR01-KA203-058344

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Fig. 08: Slovenia, Lake Cercnica: Appearing and Disappearing

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2018-1-TR01-KA203-058344

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1.5 Recreational Intrinsic Quality

Recreational qualities involve both indoor and outdoor recreational activities directly associated with the natural and cultural elements of a heritage area. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, swimming, skiing, kayaking, rafting, boating, fishing, and hiking to agritourism and adventurous activities to

name but a few examples. For example driving a road is not a recreational activity per se, but may qualify as a recreational experience, if the great scenic beauty and provides for interpretive experience opportunities. Outdoor recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.



Fig. 09: Hiking, Black Forest, Germany

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2018-1-TR01-KA203-058344

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TOURIBOOST defines recreational quality broadly, encompassing all sorts of outdoor recreation activities that are dependent on natural and cultural elements of the landscape. In addition to active outdoor recreation pursuits, recreation can include passive activities such as driving for pleasure, wildlife viewing or quiet enjoyment of an area's natural beauty. Because of its breadth of activities and heritage assets, recreational quality may be the most inclusive of the intrinsic qualities defined for the Local Pilot Projects. The Local Attraction Plans (LAPs) offer abundant recreational opportunities. However, not all support designation for recreational quality. The determination of recreational quality depends on mainly two factors:

- The Local Attraction Plan's (LAP) recreational assets should be area-significant. How well do the individual heritage assets draw visitors and cultural consumers from outside the immediate area? National parks, Unesco sites or world-class ski resorts might support outstanding recreation within the interpretive context, whilst local hiking trails, ski areas, beaches or golf courses probably would not.
- The Local Interpretive Project should clearly distinguish between the heritage asset (value) and the recreational activities in proximity of heritage resources.

- The Local Interpretive Project should provide visual access to the significant recreational assets. A ski area accessible from the road but not visible road is though not less important than a river that runs along the road or a major trail.

Local Pilot Projects Describe shall describe social or recreation issues at the area, such as safety, security, crowding, user conflicts, vandalism, capacities, or need for stewardship. As appropriate, it may be useful to note the nature, frequency, and/or severity of occurrence, such as accidents, deaths, injuries, or vandalism, as well as whether or not there may be seasonal or temporal variations in the occurrences.

Fig. 10: Symposion, Krater, Attica, 5th B.C.



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2018-1-TR01-KA203-058344

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1.6 Scenic Intrinsic Quality

Scenic quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic Local Interpretive Project Area. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and the built environment—contribute to the quality of the Project's visual environment.

This intrinsic quality is the most difficult to inventory as it is the most subjective. What is beautiful? When is one view or scenic landscape more beautiful than another? Similar to other intrinsic qualities, scenic quality is determined by how the individual heritage assets contribute to the overall quality. Heritage assets are scenic features, primarily views and vistas, or elements such as the design of an architectural landscape, a heritage site and its surroundings.

A scenic quality is based on significant scenic views and the absence of features that detract from the overall image of the

road. Regardless of the specific type of views, Local Pilot Projects should evaluate the presence of three im characteristics for this intrinsic quality.

- Scenic features and views should be frequent enough to give a sense of continuity along the Local Interpretive Project Area, like the Knight Street in the Mediaeval Town of Rhodes, or the natural heritage trails in the Black Forest. Conversely, a Local Attraction Plan with a few dramatic views interrupted by commonplace landscapes or nondescript urban development is unlikely to have significant scenic quality.

Fig. 11: Pindos Sierra, Greece, Dragon Lake



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2018-1-TR01-KA203-058344

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- Scenic features should relate to each other, creating a coherent image of the Local Attraction Plan. The way in which the Pilot Project Area relates to its environment is also important to the

sense of coherence. Scenic qualities of a mountainous landscape and scenic qualities of a coastal landscape may build an interpretive ensemble by following the natural topography of their distinctive landscapes.

- A variety of views enhances a Local Interpretive Project's scenic quality. For example, the changing perspectives of mountain scenery from a rural road winding through the valleys and over passes is more interesting than a single view seen continuously from a road traveling in a coastal line without scenic intervals.

- Variety can also be a function of seasonal changes: some landscapes vary dramatically at different times of the year, which often enhances their attraction for visitors. In regards to heritage sites and the built environment the more intriguing the landscape narrative is, the more demanding is the task of interpretation.



Fig. 12: Ortakoy Mosque, Istanbul

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Fig. 13: Parliament, Hungary



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