

Cairo University
Faculty of Urban & Regional Planning
Department of Urban Design

Sustainable Cultural Heritage Tourism
(A proactive approach for introducing sustainability to
historical areas of developing countries)

Thesis submitted in fulfilment of master's degree
requirements

by

Zainab Mohamed Nabil Abd El-Badie.

Supervisors

Prof. Dr. Soad Youssef Bashandy
Professor of Urban Design

Dr. Hesham El-Barmelgy
Department of Urban Design

2011

Acknowledgements

I am deeply grateful to God that He gave me the will and the strength to finish this project after years of study and research.

Preparing this thesis, I have received a constant assistance and encouragement of many people. On top of these comes Dr Soad Bashandy for her being so supportive of my ideas. Special thanks should go for her for her help, comments and advice that did facilitate the thesis completion.

Moreover, special thanks should go to Dr Hisham Elbarmalgy, who helped me in countless ways, demonstrating patience and extraordinary support. His respective and remarkable role in the editorial preparation does deserve praise, as he critically went through my earlier drafts. To him, I am grateful for every useful and detailed comment.

Big thanks go as well to all staff members at INP and to all my friends for their motivation, encouragement and understanding. Most importantly, I would like to express my sincere gratitude to Dr Salwa Moursy and Dr A. Hossam Nagaty, who offered supportive environment and motivated me whenever I lost hope.

My sincere thanks and appreciation go first and foremost to my family members who have been very understanding, tolerant and flexible. As always, they have been a renewable source of encouragement and support.

Lastly, I offer my regards and blessings to all of those who supported me in any aspect during this thesis completion.

Abstract

Tourism is a large industry that witnesses a huge increase in its volume. This increase in numbers has been accompanied by intense trends characterizing demand on products and destinations, community participation, and sustainability requirements. Cultural Heritage Tourism is a growing market which offers new opportunities for the economic revival of historical cities, mainly found in the developing world. It also brings challenges to those cities.

These challenges are twofold as the increasing pressure created by globalization and informatization. These twin forces have changed and been expected to produce more change for humanity than any previous era in history. They will magnify the socio-culture impacts of tourism and threat the culture assets of heritage cities. On the basis of current situations, new outline and attitude are necessary to create livable and sustainable heritage cities to preserve local values and meet international demands.

The objective of this thesis is to reach a framework for sustainable culture heritage tourism in heritage cities within the context of the developing countries. It goes to the heart of what can sustainable culture heritage tourism offer to heritage cities and at the same time developing of the tourism industry itself.

The thesis stresses cultural heritage tourism ongoing opportunity. It moreover covers the challenges facing our culture heritage, and highlights the urgent need for a sustainable approach to face development pressures. The main purpose of this thesis is the preparation of a framework for creating sustainable cultural heritage tourism to help facing the urgent need for reform in the way cultural heritage is developed and managed.

The proposed framework relies on various theoretical approaches that are devoted to achieve sustainable tourism in heritage cities, and produce the ground for planning and conservation of heritage cities. In the process of generating those criteria, the thesis draws on theoretical studies, analyses and feedbacks from international organization and practical case studies. The final step was a study to verify the ability of the framework to achieve its goal.

Table of content

ACKNOWLEDGEMENTS

ABSTRACT	III
----------------	-----

LIST OF TABLE	VII
---------------------	-----

LIST OF FIGURE	X
----------------------	---

INTRODUCTION.....	ERROR! BOOKMARK NOT DEFINED.
-------------------	------------------------------

Research Theme	Error! Bookmark not defined.
Scope of Research:	Error! Bookmark not defined.
The literature Review:	Error! Bookmark not defined.
Research Questions:	Error! Bookmark not defined.
Research Objectives:	Error! Bookmark not defined.
Research Strategy:.....	Error! Bookmark not defined.

CHAPTER 1: CULTURE AND CULTURE HERITAGE

1.1 INTRODUCTION	1
1.2 DEFINITIONS	1
1.2.1 Culture	1
1.2.2 Cultural Heritage	4
1.2.3 Cultural Heritage as Tourism Destination	7
1.3 APPROACHES TO HERITAGE CITIES CONSERVATION.....	11
1.3.1 Previous Approaches of Heritage Cities Conservation.....	11
1.3.2 Application of conservation approaches in Historic Cairo	13
1.3.3 Proposed Approach.....	15
1.4 CONCLUSION.....	23

CHAPTER 2: CULTURE HERITAGE CONTEMPORARY SITUATION

2.1 INTRODUCTION	25
2.2 GLOBALIZATION AND INFORMATIZATION	26
2.2.1 Globalization and Informatization Impacts on Culture Heritage	28
2.2.2 Opportunity Offered by Globalization	39
2.2.3 Conclusion	40
2.3 TOURISM IMPACTS ON CULTURE HERITAGE CITIES	41
2.3.1 Environmental Impacts of Tourism	42

2.3.2 Physical Impacts of Tourism	43
2.3.3 Economic Impacts of Tourism.....	45
2.3.4 Socio- Cultural Impacts of Tourism	47
2.3.5 Conclusion	52
2.4 CULTURE HERITAGE IN THE DEVELOPING COUNTRIES	53
2.5 CONCLUSION.....	55

CHAPTER 3: CRITERIA OF SUSTAINABLE CULTURE HERITAGE TOURISM

3.1 INTRODUCTION	56
3.2 CRITERIA PROPOSED BY WORLD ORGANIZATION	57
3.2.1 World Tourism Organization (UNWTO)	57
3.2.2 United Nations Educational, Scientific and Cultural Organization (UNESCO).....	61
3.2.3 International Council on Monuments and Sites (ICOMOS)	64
3.2.4 Tourism Industry Association of Canada(TIAC).....	71
3.2.5 European Union	73
3.3 PROPOSED SUSTAINABLE CULTURE HERITAGE CRITERIA.....	75
3.4 CONCLUSION.....	78

CHAPTER 4: SUSTAINABLE CULTURE HERITAGE TOURISM CASE STUDIES

4.1 INTRODUCTION.....	80
4.2 CASE STUDY SELECTION CRITERIA	81
4.3 INTERNATIONAL CASE STUDIES	83
4.3.1 Bhaktapur, Nepal	83
4.3.2 Hoi An, Vietnam.....	88
4.3.3 Lijiang, China	93
4.3.4 Luang Prabang, Lao PDR	97
4.3.5 Kandy, Sri Lanka	100
4.3.6 Vigan, Philippines.....	105
4.3.7 Levuka, Fiji.....	109
4.3.8 Melacca, Malaysia	113
4.3.9 Petra, Jordan	117
4.4 LOCAL CASE STUDY AGA KHAN PROJECT	121
4.4.1 Introduction.....	121
4.4.2 Project Recommendation and Actions	122
4.5 DEVELOPING COUNTRIES PROPOSED SUSTAINABLE CULTURE HERITAGE TOURISM CRITERIA	126
4.6 CONCLUSION.....	129

CHAPTER 5: PROPOSED SUSTAINABLE CULTURAL HERITAGE TOURISM FRAMEWORK

5.1 COMPOSING THE FRAMEWORK	132
5.2 VERIFYING THE FRAMEWORK	134
5.2.1 Building the Matrix.....	135
5.2.1 Using the Framework Matrix to Verify the Sustainability Benefits	136
5.2.2 Developing Countries restriction effect on the framework	150
CONCLUSION.....	152

CHAPTER 6: FINDINGS AND RECOMMENDATIONS

6.1 INTRODUCTION.....	155
6.2 REVIEW OF THE RESEARCH AIM AND OBJECTIVES OF THE STUDY	155
6.3 THE RESEARCH THEORETICAL AND MAIN FINDING	156
6.3.1 Finding.....	158
6.3.2 Findings Regarding the Proposed Sustainable Culture Heritage Tourism Framework.....	161
6.4 RECOMMENDATIONS.....	167
6.4.1 Further Research.....	168

REFERENCE	170
------------------------	------------

APPENDIX 1 CULTURE DEFINITION	186
--	------------

APPENDIX 2 CULTURE HERITAGE ROLE IN CULTURE SURVIVAL.....	192
--	------------

APPENDIX 3 DIFFERENT LIFE CYCLES OF HISTORIC AREA	195
--	------------

APPENDIX 4 CULTURE HERITAGE PROTECTION APPROACHES	202
--	------------

APPENDIX 5 TOURISM'S CONTRIBUTION TO CULTURE HERITAGE CITIES	205
---	------------

APPENDIX 6 WORLD HERITAGE SITES SELECTION CRITERIA.....	209
--	------------

APPENDIX 7 FRAMEWORK ANALYSIS TABLES	210
---	------------

List of Table

TABLE 1.1: CLASSIFICATION OF CULTURE HERITAGE.....	6
TABLE 1.2: TYPES OF CULTURAL HERITAGE DESTINATIONS.....	10
TABLE 1.3: DEVELOPMENT CONCEPT AND CULTURE HERITAGE PRESERVATION POLICIES.....	12
TABLE 1.4: EVALUATION OF PROJECTS INTEGRATION WITH CULTURE HERITAGE CITIES DIMENSION.....	14
TABLE 2.1: NEGATIVE IMPACTS IN EACH CASE STUDY	54
TABLE 3.1: WORLD TOURISM ORGANIZATION (UNWTO) RECOMMENDATION (IMPACTS AND ACTIONS)	58
TABLE 3.2: UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO) RECOMMENDATION (IMPACTS AND ACTIONS).....	62
TABLE 3.3: INTERNATIONAL COUNCIL ON MONUMENTS AND SITES (ICOMOS) RECOMMENDATION (IMPACTS AND ACTIONS)	66
TABLE 3.4: COMPARING BETWEEN THE DIFFERENT ORGANIZATION SUGGESTIONS IN EACH SECTOR OF CRITERIA OF SUSTAINABLE TOURISM	75
TABLE 3.5: SUSTAINABLE TOURISM CRITERIA ACCORDING TO THE DIFFERENT ORGANIZATIONS	76
TABLE 3.6: SUSTAINABLE TOURISM CRITERIA THAT TAKE MORE ATTENTION	77
TABLE 4.1: SELECTION CRITERIA FOR THE NINE CASE STUDIES	82
TABLE 4.2: INCOME THRESHOLDS FOR ESTABLISHING STAGES OF DEVELOPMENT	83
TABLE 4.3: BHAKTAPUR PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS	87
TABLE 4.4: HOI AN PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS.....	91
TABLE 4.5: LIJIANG PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS.....	96
TABLE 4.6: LUANG PRABANG PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS.....	99
TABLE 4.7: KANDY PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS	103
TABLE 4.8: VIGAN PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS.....	107
TABLE 4.9: LEVUKA PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS.....	111
TABLE 4.10: MELACCA PROPOSED SUSTAINABLE ACTIONS AND THEIR SUCCESS	115

TABLE 4.11: KEY PERFORMANCE INDICATORS FOR THE PROJECT	119
TABLE 4.12: THE DIFFERENT PROPOSED CRITERIA TO EVERY CASE STUDY	127
TABLE 4.13: COMPARING THE SUSTAINABILITY CRITERIA PROPOSED BY THE WORKED ORGANIZATION AND THE CASE STUDIES AND THE CONTROL STUDY FOR EGYPT	128
TABLE 5.1: THE FRAMEWORK MATRIX	137
TABLE 5.2: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATIONS OF UNWTO	139
TABLE 5.3: SUSTAINABILITY CRITERIA AND THEIR BENEFIT IN SOLVING IMPACTS AFTER APPLYING THE RECOMMENDATIONS OF UNWTO.....	140
TABLE 5.4: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATIONS OF UNWTO AND UNESCO.....	142
TABLE 5.5: SUSTAINABILITY CRITERIA AND THEIR BENEFIT IN SOLVING IMPACTS AFTER APPLYING THE RECOMMENDATIONS OF UNWTO AND UNESCO.....	143
TABLE 5.6: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO AND ICOMOS	145
TABLE 5.7: SUSTAINABILITY CRITERIA AND THEIR BENEFIT IN SOLVING IMPACTS AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO AND ICOMOS.....	146
TABLE 5.8: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO, ICOMOS AND THE PRACTICAL CASE STUDIES.....	148
TABLE 5.9: SUSTAINABILITY CRITERIA AND THEIR BENEFIT IN SOLVING IMPACTS AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO, ICOMOS AND THE PRACTICAL STUDIES	149
TABLE 5.10: THE FRAMEWORK MATRIX UNDER THE CONSTRAINT OF THE CONTEMPORARY SITUATION FOR THE DEVELOPING COUNTRIES	151
TABLE 6.1: REVIEW OF THE RESEARCH AIMS AND OBJECTIVES	155
TABLE A: ACTIVITIES, INTERACTIONS, AND EMERGENT TENSIONS RELATING TO THE CONSTRUCTION OF HERITAGE AT VARIOUS SCALES OF SOCIAL ORGANIZATION...	191
TABLE B : THE STAGES OF NEIGHBORHOOD CHANGE: THE EVOLUTION OF THE LIFE-CYCLE THEORY, 1935 TO 1975	197
TABLE C: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATION OF UNWTO .	211

TABLE D: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATION OF UNWTO AND UNESCO.....	212
TABLE E: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATION OF UNWTO, UNESCO AND ICOMOS	213
TABLE F: THE FRAMEWORK MATRIX AFTER APPLYING THE RECOMMENDATION OF UNWTO, UNESCO, ICOMOS AND THE PRACTICAL CASE STUDIES.....	214

List of figure

FIGURE (I): TYPES OF CULTURE HERITAGE IN EGYPT.....	ERROR! BOOKMARK NOT DEFINED.
FIGURE (II) : RESEARCH METHODOLOGY.....	ERROR! BOOKMARK NOT DEFINED.
FIGURE (III) : RESEARCH STRUCTURE.....	ERROR! BOOKMARK NOT DEFINED.
FIGURE 1.1: CULTURE DEFINITION.....	4
FIGURE 1.2: CLOITRE CORDELIERS ST. EMILION	8
FIGURE 1.3: TYPES OF DESTINATIONS.....	9
FIGURE 1.4: CULTURE HERITAGE TOURISM APPROACH CONCEPT	16
FIGURE 1.5: SUSTAINABLE TOURISM APPROACH CONCEPT	17
FIGURE 1.6: SUSTAINABLE TOURISM APPROACH CONCEPT	18
FIGURE 1.7: 3 ASPECTS WITH 3 DIMENSIONS AND AT DIFFERENT SCALES.....	22
FIGURE 1.8: THE INSUFFICIENCY DIFFERENT APPROACH FOR PLANNING OF HERITAGE CITIES	24
FIGURE 2.1: COMPOSING THE NEGATIVE IMPACTS CHECK LIST METHODOLOGY	25
FIGURE 2.2: AMR IBN AL-AS MOSQUE.....	33
FIGURE 2.3: DIFFERENCE BETWEEN MOBIL SHOP AND A TRADITIONAL SHOP "TRABISH SHOP" .	37
FIGURE 2.4 : GLOBALIZATION AND INFORMATIZATION IMPACT ON CULTURE HERITAGE CITIES..	41
FIGURE 2.5 : THE TOURISM IMPACT ON CULTURE HERITAGE CITIES	52
FIGURE 2.6: GROUPING THE NEGATIVE IMPACT OF GLOBALIZATION, INFORMATIZATION AND TOURISM	55
FIGURE 3.1: THE PROPOSED SCHAT FRAMEWORK COMPOSITION METHODOLOGY	56
FIGURE 3.2: THE DEGREE OF IMPORTANCE OF EACH GROUP OF CRITERIA.....	77
FIGURE 4.1 : CASE STUDIES LOCATION.....	80
FIGURE 4.2 : BHAKTAPUR, NEPAL LOCATION MAP	83
FIGURE 4.3: BHAKTAPUR CULTURE HERITAGE SITE	84
FIGURE 4.4 : THE MAP OF BHAKTAPUR, NEPAL.....	85
FIGURE 4.5: HOI AN, VIETNAM LOCATION MAP.....	88
FIGURE 4.6 : HOI AN CULTURE HERITAGE SITE	89

FIGURE 4.7 : LIJIANG, CHINA LOCATION MAP	93
FIGURE 4.8 : LIJIANG-CANALES.....	93
FIGURE 4.9 : MOON EMBRACING PAVILION AND JADE DRAGON SNOW MOUNTAIN.....	94
FIGURE 4.10 : LUANG PRABANG, LAO PDR LOCATION MAP	97
FIGURE 4.11: WAT XIENG THONG, BUDDHIST TEMPLE AT ROYAL PALACE IN LUANG PRABANG.....	97
FIGURE 4.12: KANDY, SRI LANKA LOCATION MAP	100
FIGURE 4.13 : KANDY CITY	100
FIGURE 4.14 : SRI DALADA MALIGAWA AT KANDY, SRI LANKA	101
FIGURE 4.15 : VIGAN LOCATION MAP.....	105
FIGURE 4.16: VIGAN'S CULTURE HERITAGE	106
FIGURE 4.17 : LEVUKA, FIJI LOCATION MAP	109
FIGURE 4.18: BEACH STREET - LEVUKA'S MAIN STREET FACING THE PACIFIC OCEAN	109
FIGURE 4.19 : SACRED HEART CHURCH, BEACH STREET	110
FIGURE 4.20: MELACCA, MALAYSIA LOCATION MAP	113
FIGURE 4.21 : MELACCA CULTURE HERITAGE	114
FIGURE 4.22: PETRA, JORDAN LOCATION MAP.....	117
FIGURE 4.23: PETRA CULTURE HERITAGE	117
FIGURE 4.24: AGA KHAN PROJECTS IN CAIRO EGYPT	122
FIGURE 4.25: AGA KHAN PARK IN CAIRO EGYPT.....	126
FIGURE 4.26: THE DIFFERENCE BETWEEN THE INTERNAL ORGANIZATION AND THE PRACTICAL CASE STUDIES	129
FIGURE 5.1: THE PROPOSED SCHATZ FRAHM FRAMEWORK VERIFICATION METHODOLOGY	131
FIGURE 5.2: BUILDING VERIFICATION MATRIX SKETCH	135
FIGURE 5.3: PROPOSED ORDINARY SCALE	138
FIGURE 5.4: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO	141
FIGURE 5.5: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO AND UNESCO	144

FIGURE 5.6: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO AND ICOMOS	147
FIGURE 5.7: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO, ICOMOS AND THE PRACTICAL CASE STUDIES	150
FIGURE 5.8: THE SITUATION WITHOUT SUSTAINABILITY	152
FIGURE 5.9: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO	152
FIGURE 5.10 THE SITUATION AFTER APPLYING THE RECOMMENDATION OF UNWTO AND UNESCO	153
FIGURE 5.11: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO AND ICOMOS	153
FIGURE 5.12: THE SITUATION AFTER APPLYING THE RECOMMENDATIONS OF UNWTO, UNESCO, ICOMOS AND THE PRACTICAL CASE STUDIES.....	154
FIGURE 6.1: SUSTAINABILITY CRITERIA COVERED BY UNWTO.....	161
FIGURE 6.2: SUSTAINABILITY CRITERIA COVERED BY UNESCO.....	162
FIGURE 6.3: SUSTAINABILITY CRITERIA COVERED BY ICOMOS	162
FIGURE 6.4: SUSTAINABILITY CRITERIA COVERED BY TIAC	163
FIGURE 6.5: SUSTAINABILITY CRITERIA COVERED BY EUROPEAN UNION	163
FIGURE 6.6: THE DIFFERENT INTEREST OF EACH ORGANIZATION	165
FIGURE 6.7: SUSTAINABILITY CRITERIA COVERAGE PERCENTAGE FOR THE PRACTICAL CASE STUDIES	165
FIGURE 6.8: THE DIFFERENT BETWEEN THE CURRENT SITUATION AND THE SUSTAINABLE ONE	166
FIGURE 6.9: SUSTAINABLE CULTURAL HERITAGE TOURISM REQUIREMENTS AND BENEFITS ...	168
FIGURE A: MANIFESTATION OF CULTURE	187
FIGURE B : EXAMPLE FOR DIFFERENT CULTURE EXPRESSION.....	189
FIGURE C : DIFFERENT LAYERS OF CULTURE	190
FIGURE D: DIFFERENT ARCHITECTURE ELEMENTS FOR DIFFERENT CULTURE IN HISTORIC CAIRO	193
FIGURE E: HYPOTHETICAL TOURIST AREA LIFE CYCLE	199
FIGURE F : SCENARIOS OF TOURISM DEVELOPMENT	200

FIGURE G: THE INTERACTIONS BETWEEN THE THREE COMPONENTS OF THE MINIMAL MODEL	
.....	201
FIGURE H : THE PROCESS OF TOURISM-BASE URBAN REGENERATION.....	205

Introduction

Introduction

Research Theme

Tourism is one of the largest industries in the world, if not the absolute largest. The World Trade Organization (2010) estimated that tourism contributes to economic activity worldwide by 5%. Tourism contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect). Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services.

In spite of occasional shocks, international tourist arrivals have shown virtually uninterrupted growth: from 25 million in 1950, to 277 million in 1980, to 438 million in 1990, to 681 million in 2000, and to the current 880 million (UNWTO, 2010). As growth has been particularly fast in the world's emerging regions, the share of emerging and developing countries in international tourist arrivals has steadily risen from 32% in 1990 to 47% in 2009, and been expected to reach 1.6 billion by 2020. On the other hand, the emerging and developing countries recorded an average annual growth rate of 5.7% and received about 47% of the international tourist arrivals in 2009 (UNWTO, 2010). Moreover, cultural heritage tourism has recently emerged as a promising vehicle for economic development for many communities across the world (GWU, 2004). According to UNESCO, cultural and natural heritage tourism is 'the most rapidly growing international sector of the tourism industry'. Although international data on the size of this market are hard to come by, the OECD and the UNWTO report that in 2007, cultural tourism accounted for 40% of all international tourism (898 million), up from 37% in 1995 (538 million) (OECD, 2009).

Clearly, tourism is growing, thus it will have an increasing impact on destinations. In the UNWTO report entitled "Tourism: 2020 Vision", the World Tourism Organization (UNWTO) predicts that cultural tourism will be one of the five key tourism market segments in the future. This organization notes that growth in this area will present an increasing challenge in terms of managing visitor flows to cultural sites (UNWTO, 2010).

This brings a very important challenge which is ensuring that tourism does not destroy the cultural heritage and historical sites that attract visitors in the first place.