Anna Trono
Valentina Castronuovo
Petros Kosmas *Editors*

Managing Natural and Cultural Heritage for a Durable Tourism

Springer

Managing Natural and Cultural Heritage for a Durable Tourism

Anna Trono • Valentina Castronuovo
Petros Kosmas
Editors

Managing Natural and Cultural Heritage for a Durable Tourism

Springer

Editors
Anna Trono
Department of Cultural Heritage
University of Salento
Lecce, Italy

Petros Kosmas
Faculty of Tourism Management,
Hospitality and Entrepreneurship
Cyprus University of Technology (CUT)
Paphos, Cyprus

Valentina Castronuovo
Department of Linguistic-Literary,
Historical-Philosophical and Legal
Studies (DISTU)
University of Tuscia
Viterbo, Italy

ISBN 978-3-031-52040-2 ISBN 978-3-031-52041-9 (eBook)
https://doi.org/10.1007/978-3-031-52041-9

© The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer Nature Switzerland AG 2024
This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.
The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.
The publisher, the authors, and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Switzerland AG
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

Paper in this product is recyclable.

Foreword

In an era where the world seems to spin faster each day, where technology propels us into the future with breathtaking speed, there exists a timeless realm that serves as the cornerstone of our identity and shared human experience. This realm, composed of the complex tapestry of natural landscapes and the echoes of ancient cultures, forms the heart of our heritage. It is a legacy passed down through generations, a reservoir of wisdom and inspiration that reminds us of who we are as tourists, as tourism developers, and as tourism scholars. It also reminds us of our commitment to sustainability and of our responsibility to preserve natural and heritage resources.

In *Managing Natural and Cultural Heritage for a Durable Tourism*, the reader embarks on a journey that bridges the past and the future, the local and the global, the tangible and the intangible. This profound exploration delves into the symbiotic relationship between heritage and nature on the one hand and tourism on the other, offering insights into how we can responsibly manage and thoughtfully engage with these precious assets to ensure their preservation and enrichment.

Heritage, be it the towering cathedrals that pierce the sky or the delicate ecosystems that cradle life, is a repository of lessons. It teaches us about adaptation, resilience, and the complex interaction between humans and their environment. It is a collection of stories that disclose to us the secrets of our ancestors, their triumphs, struggles, and innovations. Simultaneously, heritage sparks our creativity, inspiring us to find novel solutions to contemporary challenges by drawing on the timeless wisdom embedded in these treasures.

Tourism, the relatively modern phenomenon that connects cultures and builds bridges across continents, has the potential to either safeguard or endanger these delicate treasures. The environmentally and/or culturally responsible traveler should become a custodian of heritage, learning from it and experiencing it while contributing to its safeguarding. Conversely, uncontrolled tourism can inadvertently wear away the very essence of what makes these sites so attractive, turning them into sheer glasses for transient consumption.

Thus, the book explores the delicate balance that must be kept to ensure that our heritage and natural spaces are both cherished and preserved. It demonstrates how communities, governments, and travelers can work hand in hand to protect these fragile spaces, fostering a form of tourism that is enriching for the visitor and at the same time is sustaining for the host. Furthermore, the book glimpses into various

case studies where innovation and tradition merge to create a harmonious blend of cultural appreciation and ecological stewardship.

The chapters comprising this book serve as a compass for those navigating the complex landscapes of heritage and nature management and tourism. They remind us that our actions today shape the stories we tell tomorrow. As we tread the path of durable tourism, we must remember that our steps resound through time, leaving footprints for future to follow.

In *Managing Natural and Cultural Heritage for a Durable Tourism*, we find ourselves at the crossroads of exploration and conservation, of respect and curiosity. With each chapter, we take a step closer to understanding that in preserving our heritage and natural assets, we are sowing the seeds of a vibrant future—a future where generations yet unborn can walk in the footsteps of their ancestors and marvel at the richness of the world we share.

Let this book be an invitation and a call for action for all who turn its pages. As we embark on this journey, let us remember that heritage and nature are not a relic of the past; they are a living testament to our resilience, our creativity, our shared humanity, and our endless pursuit of sustainability. May we be inspired and educated by this volume to be stewards of our legacy, weaving the threads of past and future into a tapestry that celebrates the intricate beauty of our world.

Bon voyage.

Department of Geography & Environmental Studies
University of Haifa
Haifa, Israel

Yoel Mansfeld

Contents

1 **Introduction** 1
Anna Trono, Petros Kosmas, and Valentina Castronuovo

Part I Theory and Methodology

2 **Heritage Tourism, Wellbeing and Quality of Life: Tourist and Destination Perspectives** 17
Dallen J. Timothy

3 **The Connection Between Cultural and Natural Heritage. Ex Ante Evaluation Methodologies for Sustainable and Durable Tourism** 31
Valentina Castronuovo

4 **Culture as an Instrument of Local Development** 45
Daniel H. Olsen

5 **Future Changes and Challenges for Post-Covid-19 Tourism** 57
Anna Trono

6 **The Future of Sustainable Tourism and Beyond** 71
Silvia Grandi

7 **Beyond Neoliberal Tourism: A Critical Review** 85
Petros Kosmas and Aggeliki Vatikioti

8 **World Heritage Sites and the Local Stakeholder's Participation Mechanism: An Exploratory Study** 99
Alicia Orea-Giner, Laura Fuentes-Moraleda, and Nuria Elisa Morère Molinero

9 **Intangible Heritage: A Fluid Concept** 113
Eugenio Imbriani

10 **Can Tourism and Heritage Be Mutually Sustainable? Anthropological Perspectives on the Role of Local–Global Governance in Heritage Tourism Development** 125
Michael A. Di Giovine

Part II Governance and Management of the Natural and Cultural Heritage

11 The Cultural Landscape and the Role of Stakeholders in Enhancing Regional Quality for Sustainable Tourism 143
Anna Trono

12 Governance Analysis of the Coffee Cultural Landscape (Colombia) for Sustainable Tourism (2011–2022) 157
Edna Rozo, Clara Inés Sánchez Arciniegas, and Nancy Rocío Rueda Esteban

13 Government and Local Communities in Participatory Processes Toward Sustainable Management of World Heritage Sites 173
Maria Irene Prete and Pamela Palmi

14 Regenerative Tourism: New Perspectives for Italian Inland Areas . . 189
Carmen Bizzarri and Roberto Micera

15 Cross-Border Heritage Routes and Areas: An Important Element of Regional Sustainable Tourism 203
Tomasz Duda

16 Systems Thinking: The Consciousness of Pilgrims and Locals on the Camino de Santiago. 219
Tadeja Jere Jakulin

17 European Cultural Routes for Alpine Cultural and Natural Heritage 235
Silvia Beltramo

18 Strategic Approach to the Reconnection of Natural and Cultural Heritage for Sustainable Tourism: The Case of the Brač Island in Croatia 253
Iva Tolić Mandić, Sanja Tišma, and Daniela Angelina Jelinčić

19 Gamification as a Strategy to Educate About Cultural Heritage and Develop Sustainable Cultural Tourism 271
Fiorella Custodero

Part III Tourism and Participation Governance in Cultural Heritage Management: Some International Practices

20 Participatory Digital Heritage as an Integrated Sustainable Tool for Informative Interpretation of the Past: Umm Qais, Jordan. 287
Gehan Selim

21 The Role of Governance in Managing UNESCO WHSs. The Case of the Trulli of Alberobello, a UNESCO World Heritage Site in Italy 305
Anna Trono

22 Participatory Governance Models to Manage World Heritage Sites. Innovative Management Bodies from the Natural Site of the Chaîne des Puys-Limagne Fault Tectonic Arena and the Cultural Landscape of the Causses and the Cévennes 321
Camille Castelain

23 Proposals of "Open Air" Tourism, Associated with Scientific Investigation in the Wild, Ready as Psychological Health Care in the Period of Covid 2019 Pandemic 337
Genuario Belmonte, Rosario Balestrieri, Francesca Cornelia Santacesaria, and Carmelo Fanizza

24 White City Black Flag: Responding to Overtourism Through Artistic Hosting 351
Anat Litwin

25 Managing Buddhist Cultural Heritage for Tourism in India 365
Kiran Shinde

26 Development a Deeper Understanding of Visitors' Sentiments Towards Natura 2000 Protected Areas: Evidence from Online Reviews 383
Petros Kosmas, Antonis Theocharous, Evripides Christodoulou, Hristo Andreev, Petros Giannoulis, and Maria Panagopoulou

27 Management of Protected Areas: Challenges and Changes Affecting the Protected Marine Area of Porto Cesareo (Puglia Region), Italy 401
Anna Trono

Conclusions: From the Current to the Future Management of Natural and Cultural Heritage 417

Index 425

List of Figures

Fig. 3.1 Dimensions and set of indicators of the ex ante evaluation framework. (*Source:* Author's own elaboration on the literature review) 35

Fig. 5.1 International Tourist Arrivals, World and Regions. (Source: World Tourism Organization (UNWTO), data collected in January 2023 (publishes 01/17/2023)) 59

Fig. 5.2 Cooperation platform for the co-implementation of the Transition Pathways for Tourism. (Source: European Commission, 2022, p. 42) 64

Fig. 6.1 UN Sustainable development goals – SDGs and its icon. (Source: UN, 2015) 73

Fig. 8.1 Map of the landscape. (Source: Paisaje de la Luz, 2021) 104

Fig. 10.1 Primary jobs of anthropologists surveyed. (Source: Di Giovine (2017)). * Linguistic anthropologist (1), cultural heritage lecturer or consultant 128

Fig. 10.2 Opinions on tourism's impact on heritage sites. (Source: Di Giovine, 2017) 129

Fig. 11.1 Unauthorised residential buildings in Italian regions in 2022 and in Puglia 2011–2022. (Source: Istat, 2012–2023). 147

Figs. 11.2 and 11.3 Second homes along the beach in the resorts of Porto Cesareo and Casalabate. (Source*:* Photographs, our presentation) 148

Figs. 11.4 and 11.5 Landscape with olive trees before and after the devastation wrought by the Xylella fastidiosa bacterium. (Source: Photographs, our presentation) 149

Fig. 12.1 Geographical conformation of the Colombian Coffee Cultural Landscape. (*Source*: Paisaje Cultural Cafetero, 2022a on https://paisajeculturalcafetero.org.co/areas-del-pcc/) 159

Fig. 12.2 Model of public–private management in the PCCC. (*Source*: Paisaje Cultural Cafetero, 2022b) 160

Fig. 12.3 Historical milestones in tourism development. (*Source*: Author's elaboration) 162
Fig. 12.4 Participatory governance as a cycle. (*Source*: Author's elaboration on Furtado da Silva et al., 2012) 165
Fig. 12.5 Scopes of governance in the PCCC. (*Source*: Author's elaboration on didactic material for the master's degree in tourism planning and management) 166

Fig. 16.1 Subject in the modelling process. (*Source:* Author's own elaboration) 222
Fig. 16.2 Simple reinforcing and balancing CLD models. (*Source:* Author's own elaboration) 224
Fig. 16.3 The wonderers of Camino: the dinner with the locals and other pilgrims on the way. (*Source:* Photo courtesy Zmagoslav Brezovnik) 227
Fig. 16.4 The walkers and wanderers of Camino de Santiago. (*Source:* Photo courtesy Ingrid Čerček) 228
Fig. 16.5 The watchers at Finisterra, the extension of the Camino de Santiago. (*Source:* Author) 230
Fig. 16.6 CLD model of dependencies among "Camino" parameter. (*Source:* Author's own elaboration) 230

Fig. 17.1 Facts and Figures Routes4U project. Activities and studies carried out in the project. 2019. (*Source:* https://rm.coe.int/1680966edc) 238
Fig. 17.2 Sun Mountain, Walser toponym of the Sonobierg alp m. 1926 in Valle Anzasca (Staffa di Macugnaga). (*Source:* Author) 239
Fig. 17.3 Monviso Valleys (Piedmont, Italy). Alpine village with houses along the slope of the mountain. (*Source:* Author) . . . 241
Fig. 17.4 Maira Valley, Elva (Piedmont, Italy). Alpine lodges. (*Source:* Author) 241
Fig. 17.5 CIPRA. Website Living Labs project. (*Source:* https://www.cipra.org/it/alpmonitor) 244
Fig. 17.6 Commonlands Middle-Lands Community Map. (*Source:* http://www.comuniterrae.it/) 247

Fig. 18.1 Map of Island Brač. (Source: Association of Brač Island. Available at https://bracudrugahr.wordpress.com/o-bracu-opci-podatci/) 258
Fig. 18.2 Number of tourist arrivals on Brač by months. (Source: Tourist Board. Split-Dalmatia County, 2023) 259

Fig. 19.1 Dale's cone of experience. (*Source*: Dale, 1946) 274

Fig. 20.1 Processing various stages of point-cloud models. (*Source*: Author's own elaboration) 294
Fig. 20.2 Developmental phases of processing the point-cloud model of the Western Theatre. (*Source*: Author's own elaboration) 296

Fig. 20.3 Drone-mounted aerial photography and filming. (*Source*: Author). 297
Fig. 20.4 Illustration of the level of photographs used for a single photogrammetry model, including the level of details. (*Source*: Author's own elaboration) 298
Fig. 20.5 Processed point-cloud model. (*Source*: Author's own elaboration) 300
Fig. 20.6 Processed point-cloud model for the whole site from different perspectives. (*Source*: Author's own elaboration) 300
Fig. 20.7 Rendered point-cloud model for parts of the site. (*Source*: Author's own elaboration) 301

Fig. 21.1 The region of the Murgia dei Trulli and the Valle d'Itria. (*Source:* Author's own elaboration) 309
Fig. 21.2 Landscape of the Valle d'Itria. (*Source:* Ornella Galasso, Valle d'Itria Local Action Group (LAG)) 310
Figs. 21.3 and 21.4 Dry-stone dwellings with pointed roofs decorated with various signs. (*Source:* Fiorella Custodero). 311
Fig. 21.5 Alberobello WHS recognised by UNESCO. (*Source:* Author's own elaboration) 312
Fig. 21.6 The new paving in the monumental area of the trulli. (*Source:* Author) 315

Fig. 22.1 Map of the different protected and labelled areas intersecting the CPFLTA. (*Source:* author's own elaboration and Eric Langlois) 328
Fig. 22.2 Map of the protected areas intersecting the CC's cultural landscape. (*Source:* AVECC 2011). 330
Fig. 22.3 Representation of local actors' mobilisation in the application process and management of the CPFLTA. (*Source:* Author's own elaboration) 331
Fig. 22.4 Representation of local actors' mobilisation in the application process and management of the CC. (*Source:* Author's own elaboration) 332

Fig. 23.1 Left, naturalistic excursion of the master course of fundamental ecology, University of Salento, in Southern Albania. (*Source:* Genuario Belmonte). Right, participants in the Migrandata project while collecting entomological data. (*Source:* Rosario Balestrieri) 341
Fig. 23.2 Group of birdwatchers in an urban park in Turin (Italy). (*Source:* Riccardo Alba). 344
Fig. 23.3 Left, observation of cetaceans in their natural environment during Res-Tourism activities carried out by Jonian Dolphin Conservation. Right, sperm whale (*Physeter macrocephalus*) watching in the Gulf of Taranto. (*Source:* Jonian Dolphin Conservation). 347

Fig. 24.1 The Resident-City game, co-created by Anat Litwin and Sally Krysztal, Textile, embroidery, handmade playing cards, found objects, wooden table, chairs. *Source:* Yael Shmidt 361
Fig. 25.1 Map showing the Buddhist pilgrimage circuit. (*Source:* Buddhist train (n.d.)) 369
Fig. 25.2 Example of Sarnath and Kushinagar to show the archaeological setting of the Buddhist heritage sites. (*Source:* Author) 371
Fig. 25.3 Different styles of international monasteries in Buddhist sites. (*Source:* Author) 374
Fig. 26.1 The geographical boundaries of Akamas. (*Source:* Author's own elaboration) 385
Fig. 26.2 An example of the systematic structuring of the textual content into coherent thematic axes. (*Source:* Author's own elaboration) 386
Fig. 26.3 Word frequency of the reviews for activities in Akamas. (*Source:* Author's own elaboration) 390
Fig. 26.4 Word frequency of the reviews for the sites. (*Source:* Author's own elaboration) 390
Fig. 26.5 XGBoost model summary using Shapley values for Akama's sites. (*Source:* Author's own elaboration) 393
Fig. 26.6 XGBoost model summary using Shapley values for Akama's activities. (*Source:* Author's own elaboration) 394
Fig. 27.1 Marine Protected Areas: bringing health, productivity and resilience to our ecosystems. (*Source:* https://themedfund.org/en/marine-protected-areas/) 406
Fig. 27.2 Marine Protected Area of Porto Cesareo. (*Source:* Author's own elaboration) 407
Fig. 27.3 Specially Protected Areas of Mediterranean Importance (SPAMIs). (*Source*: Author's own elaboration on http://www.rac-spa.org/sites/default/files/doc_spamis/spamis2016.pdf) 408
Fig. 27.4 Palude del Capitano protected marsh (Sant'Isidoro, Nardò). (*Source*: Author) 409
Fig. 27.5 Porto Cesareo. Marina and fishing boat dock. (*Source*: Author) 411

List of Tables

Table 3.1 Ex ante evaluation framework indicators for the development of sustainable tourism plans 36

Table 6.1 Keywords in sustainable tourism approaches 74

Table 8.1 Online qualitative survey design 103

Table 13.1 A strategic marketing model of WHS aimed at sustainable development. 176

Table 13.2 Benefits and limits of negotiated planning 182

Table 13.3 Characteristics of the different forms of negotiated planning 184

Table 15.1 Responses from respondents surveyed along the Griffins' Route. 211

Table 15.2 Examples of cross-border cultural and natural heritage routes in marginal areas of Europe 213

Table 18.1 Potentials and challenges of cultural and natural heritage of the Island of Brač 262

Table 18.2 SWOT analysis of cultural and natural heritage of the Island of Brač 263

Table 18.3 Inclusion of tourism in strategic documents relevant for Brač . . . 265

Table 22.1 Intentional and effective WHS' governance arrangements 325

Table 25.1 Number of visitors at key Buddhist sites, 2017. 372

Table 26.1 Akamas view and activities 388

Table 26.2 Topics top words and name assigned 391

Table 26.3 Akamas sites corelation analysis. 392

Table 26.4 Pearson corelation for Akamas activities 393

Introduction

1

Anna Trono, Petros Kosmas, and Valentina Castronuovo

1.1 Navigating Nexus: Sustainable Tourism and Heritage Preservation in a Changing World

Tourism is not a monolithic entity but a complex intertwining of experiences, interactions and impacts that evolve with the tides of societal, economic and technological changes. In the contemporary era, the dialogue surrounding tourism has transcended beyond its economic repercussions to encompass a broader spectrum of environmental and societal impacts. The evolving concept of durable tourism emerges from the critical discourse on sustainability, offering a renewed perspective that seeks to juxtapose natural and cultural heritage conservation within the broader realm of tourism development. This compendium aims to interrogate and elucidate the multifaceted interplay between heritage management and sustainable tourism practices through a series of empirical and theoretical explorations.

The World Heritage Sites (WHS) are a testament to this intricate relationship, embodying the quintessence of unique cultures and natural landscapes. However, the path towards achieving a sustainable management of these sites is often strewn with challenges, some ubiquitous while others contextually unique. As we stand at the crossroads of a globalized world and localized identities, the narrative of durable

A. Trono (✉)
Department of Cultural Heritage, University of Salento, Lecce, Italy
e-mail: anna.trono@unisalento.it

P. Kosmas
Faculty of Tourism Management, Hospitality and Entrepreneurship,
Cyprus University of Technology (CUT), Paphos, Cyprus
e-mail: petros.kosmas@cut.ac.cy

V. Castronuovo
Department of Linguistic-Literary, Historical-Philosophical and Legal Studies (DISTU),
University of Tuscia, Viterbo, Italy
e-mail: valentinacastronuovo@unitus.it

© The Author(s), under exclusive license to Springer Nature Switzerland AG 2024

A. Trono et al. (eds.), *Managing Natural and Cultural Heritage for a Durable Tourism*, https://doi.org/10.1007/978-3-031-52041-9_1

tourism entwines with the threads of sustainability, community engagement and innovation. Natural and cultural and heritage management forms a cornerstone in this dialogue by providing a lens through which humanity can envision, engage with and enhance the tourism landscape while preserving the very essence that produces the uniqueness of each destination.

As a general rule, travel has become a popular activity that is accessible to the majority of the population in recent years. In recent years, low-cost carriers have increased their presence, resulting in a 40% reduction in airfares (Dresner et al., 1996). While restrictions on cross-border movement have been lifted, travel has become increasingly easy. The cruise ship industry has also experienced significant growth. Technological innovation and social media interaction have also contributed to the increase in tourist flows. While these developments have resulted in a number of benefits for tourism, they have also created a number of challenges, including overcrowding in a number of urban, island and rural tourist destinations. Initially, the overcrowding of large numbers of tourists primarily affected smaller tourist destinations due to increased demand that far exceeded their capacity. Furthermore, the over-concentration of tourist flows in particular tourist destinations contributed to a decrease in tourist demand in other corresponding destinations.

1.2 Navigating the Complexities and Paradoxes of Neoliberal Tourism

During the period between 2000 and the onset of the pandemic crisis, there was an exponential increase in tourists, which posed challenges for the cities that were forced to accommodate the increased number of visitors outside of their own capacity. Tourism has experienced a rapid growth that has demonstrated that when tourism is not managed properly and unchecked, damage and disruption can result (Staniscia, 2020). WHS are being threatened by the number of visitors to these areas, posing a threat to the sustainability of these sites.

As tourists disrupted the social fabric of the cities, the quality of life of the residents began to deteriorate. New terms such as “overtourism” and “tourismophovia” (Huete & Mantecón, 2018; Egresi, 2018; Ghidouche & Ghidouche, 2019; Barrado-Timón & Hidalgo-Giralt, 2019; Kosmas & Vatikioti, this book, Chap. 7) have begun to appear, which have different meanings from those associated with “carrying capacity” and “overcrowding”. Considering both the feelings of locals and tourists, a distinction is made in terms of negative experiences (Duignan et al., 2022). Rooted deeply in the era of neoliberal capitalism, destinations have experienced an unparalleled influx of visitors, giving rise to the phenomena of overtourism. This surge in tourist numbers is symbiotically connected to urban processes in contemporary metropolises such as “gentrification” or “touristification” (Schmude & Namberger, 2022; Gotham, 2005; Janoschka et al., 2014; Gravari-Barbas & Guinand, 2017; Quaglieri Dominguez & Scarnato, 2017). Historically rich and culturally vibrant urban neighbourhoods or even coastal areas, once overlooked, now find themselves

in the limelight. As they gain popularity, an influx of tourists and affluent residents transform these spaces, displacing long-term residents and altering the area's socio-cultural fabric. This metamorphosis presents a dichotomy: while revitalization can be beneficial, it also raises questions about who these changes benefit and at whose expense.

The topic of short-term rental platforms like Airbnb, Booking.com, etc., and their impact on housing markets and local communities has indeed attracted a great deal of scholarly attention and debate. The key points that are highlighted are that their operation is causing an out-migration displacement of local residents, a shortage in housing supply and a rise in prices in the real estate. The multifaceted phenomenon described by Cocola Gant (2016) is the result of a "snowball phenomenon" associated with a phenomenon of "super-gentrification", which has the effect of displacing residents not encountered in a conventional gentrification process (Gravari-Barbas, 2017). The new tourist trend of "live like a local" has resulted in several neighbourhoods being more "remote" and therefore more likely to attract new projects because they are more likely to be considered as investment opportunities (Gravari-Barbas & Guinand, 2017).

Drawing from the "right to the city", these transformations lay bare the underlying tensions (Harvey, 2013, 2015). As tourism becomes an agent of urban change, the battle lines are drawn. Residents, as well as tourists, grapple with the evolving identity of these places (Olsen, this book, Chap. 4). At the heart of this lies the question who does the city belong to? In examining these complexities, this exploration endeavours to unravel the intricate dance between tourism, gentrification and the very soul of urban spaces.

These hordes of tourists, while generating revenue, often strip a place of its authenticity, eroding the very essence that once attracted visitors. The surge of neoliberal tourism, characterized by market-driven policies and deregulation, while propelling rapid growth, has fostered conditions ripe for overtourism and under-regulated exploitation of natural and cultural heritage. This precarious scenario threatens not only the sustainability of tourism, but the very heritage assets it relies upon.

Tourism, traditionally viewed as an elixir for economic woes, has become an increasingly contentious issue in recent years. Although it offers a lifeline for many countries' economies by bolstering their tourism sectors as a mechanism to foster economic resilience, particularly those still affected by the 2007–2008 economic crisis (UNWTO, 2012), its unchecked proliferation under a neoliberal paradigm raises concerns. Neoliberalism has significantly influenced the dynamics of modern tourism, fostering rapid expansion at the expense of socio-environmental impacts (Kosmas & Vatikioti, this book, Chap. 7).

Numerous destinations were always well-known for their beautiful landscapes and/or their high standard of tourist infrastructure. There is, however, a large contrast between this and the quality of work in the tourism industry, which has been considered as the "dark side" of that favourable image. It is important to note that while tourism contributes significantly to employment, a large portion of workers' labour and lives are precarious, since in most instances, working conditions do not

adhere to basic principles of decent work. The Sustainable Development Goals (SDGs), established by the United Nations 2030 Agenda, present a comprehensive roadmap for global development priorities, with an aim to eradicate poverty, protect the planet and ensure prosperity for all (UN, 2015). SDG 8, specifically, focuses on promoting sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all. Objective 8.9 which deals with tourism in particular encourages the formulation and execution of policies that foster sustainable tourism, which drives job creation and at the same time, champions local culture and products. The essence of this objective underscores the delicate balance between amplifying tourism-driven economic growth and ensuring that this growth is sustainable, both in environmental terms and in terms of the quality of employment it offers. It appears, however, that there may have been an oversight regarding the quality of employment in the tourism and hospitality sector (Ioannides et al., 2021). According to the United Nations World Tourism Organization (UNWTO), indicators set for measuring progress in this area appear to fall short of providing a comprehensive perspective on the employment landscape in tourism. The UNWTO's indicators measure only the percentage of workers employed in the tourism sector, both overall and by gender (Bianchi & de Man, 2021). However, they do not explicitly indicate whether the jobs in the tourism sector tend towards the precarious end of the employment spectrum or whether they are or not "decent".

With the pandemic of COVID-19, the tourism debate gained further momentum (Trono et al., 2022; Trono & Castronuovo, 2022). A sector experiencing exponential growth suddenly faced unprecedented challenges more than other sectors, exposing its vulnerabilities from the strong impact of sudden shocks and crises (Lovelock & Lovelock, 2013; Glaesser, 2006; Kosmas & Vatikioti, this book, Chap. 7), particularly within the neoliberal economic framework. In fact, the decline in GDP with the restrictions produced by the COVID-19 pandemic has been greatest for tourism-dependent economies (Li et al., 2023; Gössling & Schweiggart, 2022). Presented with such unforeseen circumstances, the tourism model we have come to know had to be discussed in terms of its sustainability and resilience.

1.3 Redefining Tourism: Viabilities of a New Paradigm

Among these consequences are the erosion of natural landscapes and the dilution of cultural heritage, as well as the emergence of economic disparities within local communities. The ramifications extend beyond mere economic downturns, into a realm of re-evaluating, re-structuring and re-imagining sustainable tourism practices. The call for re-definition is critical and a reflection of the externalities birthed from excessive tourism growth, often seen in the dilution of cultural authenticity, strain on natural resources and societal discord.

Contemporary challenges have prompted the discussion of unsustainable tourism growth, anchored in theoretical approaches that critically evaluate the longevity and sustainability of the prevailing growth models (Saarinen, 2018). The degrowth theory, developed as a result of the turmoil of the 2007–2008 economic crisis,

provides a crucial framework for navigating this conversation (Andriotis, 2018). Essentially, the theory advocates a paradigm shift from the perpetual expansion of the global economy to the conscious downscaling of production and consumption, which is harmoniously aligned with both societal and environmental needs and limits. Fletcher et al. (2019) extend this conceptual framework to the tourism sector and propose the concept of "detourism". Nonetheless, an alternative economic development paradigm should be embedded within the tourism sector as a matter of theory. Even if degrowth is not globally embraced or implemented, only in some cases such as in Venice (Milano, 2017), the incorporation of some of its policies can arguably pivot the trajectory to a more sustainable economic future (Mingotto et al., 2022). A critical aspect of such perspectives is that they expose how the existing economic system often sacrifices environmental and societal futures for profit (Sweezy, 2004; Foster et al., 2011; Apostolopoulou & Adams, 2015; Fletcher et al., 2019).

Throughout the flow of this discussion, this book seeks to provide a comprehensive understanding of these diverse yet interconnected approaches, as well as a theoretical and practical framework for addressing sustainable tourism development in an era that requires urgent revaluation and innovative approaches. Following the UNWTO's global guidelines, tourism's recovery and recalibration would be powerful drivers for achieving Agenda 2030's objectives. Nowadays, there is a trend towards a climate-conscious tourism model that is imbued with responsibility (Gössling & Higham, 2021; Legrand & Nielsen, 2017). This vision is supposed to champion public health, biodiversity conservation, climate resilience and mitigation, social inclusion, circular economic principles, robust and efficient governance and sustainable financial management. Far from merely being setbacks, many vulnerabilities exposed in the tourism sector could serve as catalysts for recalibrating global economic and environmental policies. Adroitly navigating these issues can spark recovery strategies that resonate far beyond the tourism model, creating a stronger and more resilient community on the planet.

Due to the COVID-19, new paradigms of engaging with nature have emerged, as evidenced by the rapidly increasing interest in outdoor recreational activities, open-air tourism and scientific investigations in nature-based tourism activities (Belmonte et al., this book, Chap. 23). This narrative explains how the apparent challenges of the pandemic were inadvertently instrumental in catalysing a shift towards sustainable tourism, enabling a more intimate and informed interaction between human and nature. As well, the new tourism concept embodies a symbiotic relationship between scientific exploration and tourism, creating a conducive environment with meaningful experiences and interactions for both tourists and locals.

1.4 Sustaining the Stories: Integrating Natural and Cultural Heritage for a Durable Tourism

In the post-COVID-19 era marked by unparalleled connectivity, the relationship between tourism and heritage emerges as both a nexus of opportunities and a realm of responsibilities. In light of this consideration, this book aims to dissect the

current landscape of managing cultural and natural heritage for durable tourism. Through an array of theoretical and empirical lenses, the chapters herein navigate through the multi-faceted dimensions of this discourse. Throughout the book, an analysis of the evaluation methods used to guide projects towards the harmonization of natural and cultural heritages for sustainable territorial development can also be found. In addition to providing a potential evaluation framework, it also provides a framework for assessing the status quo of territorial heritage, which is meant to pave the way for interventions that will contribute to the growth of sustainable and responsible tourism in a region.

This book encapsulates an intricate journey through varied geographies, methodologies and natural and cultural narratives. Informed by strategic linkages between natural and cultural heritage, these frameworks seek to illuminate pathways for holistic, climate-aware growth (societal, cultural and economic), all anchored in sustainability. It is an earnest academic endeavour to distil insights and best practices, aiming to shape a resilient, sustainable and inclusive tourism present and future.

For this reason, the current book provides a theoretical framework that addresses conceptual, methodological and policy issues related to the linking of natural and cultural heritage as a sustainable tourism solution. The role of mixed heritage in territorial development is discussed, along with an analysis of how sustainability has evolved and its impact on tourism practices and policies. A series of approaches – net-zero, circular economy, net-positive and regenerative tourism – are presented as possible guides to an effective ecological transition that emphasizes sustainable use of natural and cultural systems (Grandi, this book, Chap. 6).

Special emphasis is placed on the role and commitment of local and international bodies, such as UNESCO, in the conservation of the world's cultural and natural heritage. As well as on the responsibilities of Member States and public and private stakeholders regarding the future challenges of conservation and accessibility of WHS. Innovative participatory governance bodies can enable the involvement of local communities in the sustainable management of WHS (Castelain, this book, Chap. 22). A critical element of the book is the examination of the role and potential involvement of stakeholders in a new sustainable tourism management policy, including their potential participation in decision-making and management. A critical aspect of rethinking cultural and social reproduction is avoiding the commodification of local cultures, which undermines the authenticity of the destination and disrupts the delicate balance between tradition and modernity (Trono, this book, Chap. 11). A number of actions should be considered in order to better integrate local communities and stakeholders. Local communities could be better engaged in the decision-making process through the development of mechanisms to acknowledge and incorporate diverse traditional knowledge and practices, tailoring development plans to specific communities and spatial and political contexts, emphasizing and preserving intangible cultural heritage more fully (Olsen, this book, Chap. 4).

Ensuring the sustainability and longevity of cultural and natural heritage, both tangible and intangible, requires not only government intervention at international, national and local levels. But also, and above all, a participatory consensus

involving all local stakeholders. Efficient governance of cultural and natural heritage implies the active involvement of all stakeholders in all aspects – from conservation to management – together with a responsible stable organization according to a holistic design. The development of stakeholder networks and their proactive participation highlights the importance of their decision-making power in the planning and development of a new tourism based on the principles of inclusiveness, solidarity and responsibility. In this sense, tourism is defined as a conscious socio-economic sector that is perceived as having a two-way nature: supply and demand, guests and visitors, play an important role in shaping a significant cultural dimension and contributing to the creation of a resilient and self-sustaining community. To put it another way, sustainable means that it is able to endure for a long period of time and to positively evolve over time, as illustrated by the case of Madrid (Spain), which has been recognized as a UNESCO World Heritage Site for Cultural Landscape in July 2021 (Giner et al., this book, Chap. 8).

Cultural and natural heritage are thus seen as key elements of the identity and uniqueness of territories, capable of contributing to people's wellbeing and health, as well as to environmental, cultural, social and economic regeneration. However, the "patrimonialization" of these assets requires planning strategies that are subject to a high degree of uncertainty and that must be subject to appropriate ex ante evaluation and constant monitoring (Castronuovo, this book, Chap. 3).

At the same time, anthropological insights become particularly germane in this conversation (Di Giovine, this book, Chap. 10). Their role as vanguards for descendant communities is often illustrated by both critical examination of tourism paradigms and certain historic preservation tenets. Through engagements with ICOMOS's International Committee on Cultural Tourism and extensive interactions with anthropological tourism scholars spanning diverse geographies and ideologies, a chapter in this book presents a rich tapestry of insights. Anthropological perspectives, which are often viewed with scepticism against mainstream tourism models, offer insight into the dialectic between tourism, heritage conservation, human rights and community welfare. This book is also concerned with the concepts of culture, folklore and tradition in the context of the debate raging within the anthropological community over the definition of intangible cultural heritage (Imbriani, this book, Chap. 9). In a world reshaped by the COVID-19 pandemic, such discourses hold the promise to recalibrate tourism and preservation endeavours towards more sustainable outcomes.

The sustainable management of WHS is an emerging focus within this schema. Sites that embody global heritage and identity require a nuanced approach that values participatory processes, involving stakeholders ranging from governments to local communities (Prete & Palmi, this book, Chap. 13). By leveraging a destination marketing approach, an investigation of collaborations between public and private actors has been conducted for the preservation of WHS. This collective book presents various types of planning agreements, including territorial agreements and projects in heritage sites. The intricate relationship between participatory processes, stakeholder collaboration and sustainable management highlights the plethora of

challenges and opportunities faced by heritage site preservers (Castelain, this book, Chap. 22).

For instance, Marine Protected Areas (MPAs) form a crucial facet of this narrative. Frequently regarded as bastions of marine conservation, they serve as indicators of our planet's health as well as a source of unparalleled biodiversity. They have emerged as integral components of marine conservation. In this book there is a chapter that discusses the critical role MPAs play, focusing on the azure waters of the Mediterranean, known for their biodiversity and historical importance. A particular focus has been placed on the Porto Cesareo Marine Protected Area in southern Puglia (Trono, this book, Chap. 27). Located in a region that has been scarred by rampant urbanization and unauthorized development, this MPA represents the delicate balance between conservation and human-centred development. Through a close examination of this protected area, the reader can identify its indigenous assets and examine strategies that can lead to sustainable tourism development in this study area that has been marred by past missteps.

Europe, with its rich historical tapestry, has emerged as one of the leading protagonists in the sustainable tourism narrative, creating a vast network of routes that reflect the rich cultural and natural heritage of this continent. Involving regions with shared heritage narratives. The cross-border tourism pathways, particularly those that traverse areas remote from major tourist hubs, offer a unique opportunity for developing sustainable heritage tourism. As a result of the collaborative management and promotion of such shared heritage realms, modern tourism is reshaping and ensuring the socioeconomic development of regions in a sustainable manner.

In a labyrinthine network of routes, the European tapestry of cross-border heritage tourism offers a resilient model that emphasizes shared cultural legacies transcending geopolitical boundaries. During the era of the COVID-19 pandemic, international travel protocols became increasingly complex. Regional heritage corridors emerged as viable alternatives, promoting local socio-economic development and facilitating cross-cultural interactions (Duda, this book, Chap. 15).

In the enchanting isles of Brač, Croatia, the confluence of natural and cultural heritage awaits a harmonized strategy to unfold its potential for sustainable tourism (Jelinčić et al., this book, Chap. 18). The discourse on reconnecting the cultural and natural heritage delineates the imperatives of integrated strategic frameworks, community engagement and informed management practices to forge a durable and enriching tourism narrative.

Furthermore, it appears that Beltramo's chapter (this book, Chap. 17) which analyses several European projects devoted to the Alpine region supports the conclusion that natural and cultural heritage can lead to the creation of an overall satisfaction for a substantial number of responsible tourists. It has already become necessary to promote the concept of responsible tourism, considering the need to empower the local communities, which is a form of two-way awareness on both the supply side and the demand side, among hosts and guests, imbued with explicitly cultural content (Tinacci Mossello, 2014).

The tourists select destinations based on their quality as well as their desire to enrich their personal lives. Developing a systems thinking consciousness opens the

possibility of conscious co-creation among humans in relation to the environment, the economy and social environment in order to benefit a more sustainable society and the future of our planet.

Heritage tourism, namely pilgrimage, roots travel and archaeology-based tourism can enhance travellers' and host communities' wellness and quality of life (Timothy, this book, Chap. 2). In Chap. 16 of this book, Jakulin presents the results of two recent in-depth interviews with several Slovenian pilgrims on the Camino de Santiago. The findings provided the basis for constructing a Causal Loop Diagram (CLD) within the System Dynamics framework and the recognition of the overland pilgrim's systemic consciousness.

In the discussion that this book initiates, the notion of unsustainability plays a central role, particularly in the manifestation of overtourism in global cities. This emergence has had many consequences, including ecological destruction, gentrification, dilution of cultural heritage and socioeconomic inequalities. Art and sustainable tourism are emerging as a nexus in this evolving landscape. As a result of its inherent capacity to provoke thought, foster dialogue and reimagine realities, contemporary art can play a crucial role in promoting sustainable interventions in response to overtourism. This book contains a case study, based on a "White City Architecture" WHS, Tel-Aviv-Yafo, highlighting the transformative potential of Artistic Hosting (AH), a pioneering microresidency model (Litwin, this book, Chap. 24). Through the rethinking of the home as a hub for cultural, social and urban engagement, AH stands in stark contrast to neoliberal paradigms that often exacerbate the adverse effects of tourism.

Multilevel governance is treated as a complex and diverse dimension of intervention (Castronuovo, this book, Chap. 3). The implementation of sustainable tourism practices leads to the involvement of all stakeholders, with significant challenges: high real-time costs and delayed benefits that often fail to meet the expectations of public–private networks working together for a common goal, as well as for individual purposes. In the context of tourism and regional development, the development of novel business models, the management of heritage sites through joint ventures and the formation of effective collaborative networks are all major challenges. In Chap. 14, Bizzarri et al. describe an interesting model of "regenerative tourism" for inland areas in Italy.

This complex interplay between heritage, tourism and local engagement is the enchanting landscape Murgia dei Trulli of Alberobello in Italy's southern Puglia region, with these unique limestone dwellings that have graced the UNESCO WH list (Trono, this book, Chap. 21). Besides its iconic conical roofs and whitewashed walls, Alberobello serves as a prime example of how heritage can be seamlessly integrated with modern tourism if a robust collaborative framework is enacted.

Colombia's Coffee Cultural Landscape is a shining example of the fusion between heritage and tourism (Rozo et al., this book, Chap. 12). This UNESCO World Heritage Site, comprising 47 municipalities within four departments of the Andean belt, displays commitment to socio-economic development, appreciation of cultural heritage and environmental protection. With its strategic management plan, which has been developed collaboratively between the public and private sectors,

the Coffee Cultural Landscape of Colombia exemplifies how heritage and tourism can be intertwined to enhance community wellbeing, environmental sustainability and economic growth.

In India, the exploration of Buddhist cultural heritage for tourism offers a dazzling display of how a profound spiritual philosophy, rooted in the ancient soils of the subcontinent, manifests as an important pillar for modern tourism. In managing and promoting Buddhist heritage in a rapidly modernizing society, the juxtaposition of rich historical narratives, architectural marvels and a living tradition highlights the complexities involved in managing and promoting Buddhist heritage. An examination of the multilayered interactions among diverse stakeholders is provided in this case study in order to shed light on the difficult governance structures underpinning the sustainable management of these heritage sites (Shinde, this book, Chap. 25).

Culture heritage tourism is also experiencing a digital renaissance in a world where digital technology is rewriting the rules of human interaction. The support of digital tools to expand the functions of mixed heritage and to connect people to both global and local awareness of sustainable tourism also appears to be central. In this context, augmented reality and the metaverse are explored as useful tools for normalizing knowledge and conscious learning.

A consideration of participatory digital heritage through the lens of Umm Qais in Jordan illustrates the crucial role that digital platforms play in documenting, preserving and promoting the heritage of cultural and architectural significance (Selim, this book, Chap. 20). Besides acting as a repository of historical narratives, the digital medium can be used to connect communities with their pasts as well as tourists with the rich tapestry of local traditions. Innovations such as gamification promote engagement, education and enthrallment for both locals and tourists by transcending conventional paths of heritage tourism management (Custodero, this book, Chap. 19). Based on the analysis of case studies, it appears that game design elements can be integrated with nongame contexts to contribute to the enhancement of cultural heritage narratives and to foster a holistic learning environment. The application of the Internet of Things (IoT) within this context enhances the dissemination and interaction with cultural heritage, thus creating new pathways for sustainable tourism.

Conclusively, an array of chapters in this book explores the aforementioned intricate realms. From exploring the anthropological perspectives in the post-COVID era and sustainable management of WHS, to unravelling the stories and impacts of cross-border heritage routes in Europe. These ensuing pages aim to navigate through these multidimensional perspectives, aiming to delineate strategies, share insights and ultimately, contribute to shaping a future where tourism is not merely an economic tool, but a symbiotic entity that nurtures and is nurtured by its natural, cultural and social surroundings.

This book encapsulates an intricate journey through varied geographies, methodologies and cultural narratives. All converging on the pivotal theme of managing cultural and natural heritage for durable tourism in a world irrevocably altered by COVID-19. By developing insights and best practices, it seeks to shape a resilient, sustainable and inclusive present and future for tourism.

References

Ait-Yahia Ghidouche, K., & Ghidouche, F. (2019). Community-based ecotourism for preventing overtourism and tourismophobia: Algerian associations' viewpoints. *Worldwide Hospitality and Tourism Themes, 11*(5), 516–531.

Andriotis, K. (2018). *Degrowth in tourism: Conceptual, theoretical and philosophical issues*. CABI.

Apostolopoulou, E., & Adams, W. M. (2015). Neoliberal capitalism and conservation in the post-crisis era: The dialectics of "green" and "un-green" grabbing in Greece and the UK. *Antipode, 47*(1), 15–35.

Barrado-Timón, D. A., & Hidalgo-Giralt, C. (2019). Golden hordes or mere barbarians? Discourses on tourism, touristification, and tourismophobia in Madrid's Lavapiés neighborhood. *Boletín de la Asociación de Geógrafos Españoles, 83*. https://doi.org/10.21138/bage.2824

Bianchi, R. V., & de Man, F. (2021). Tourism, inclusive growth and decent work: A political economy critique. *Journal of Sustainable Tourism, 29*(2–3), 353–371.

Dresner, M., Lin, J. S. C., & Windle, R. (1996). The impact of low-cost carriers on airport and route competition. *Journal of Transport Economics and Policy, 30*(3), 309–328.

Duignan, M. B., Everett, S., & McCabe, S. (2022). Events as catalysts for communal resistance to overtourism. *Annals of Tourism Research, 96*, 103438.

Egresi, I. (2018). Tourists go home! Tourism overcrowding and" tourismophobia" in European cities (Can tourists and residents still co-habitate in the city). In *Conference proceedings [co]habitation tactics imagining future spaces in architecture, city and landscape*, TAW2018 International Scientific Conference from 20th to 23rd September 2018, POLIS University, pp. 701–714.

Fletcher, R., Murray Mas, I., Blanco-Romero, A., & Blázquez-Salom, M. (2019). Tourism and degrowth: An emerging agenda for research and praxis. *Journal of Sustainable Tourism, 27*(12), 1745–1763.

Foster, J. B., Clark, B., & York, R. (2011). *The ecological rift: Capitalism's war on the earth*. Nyu Press.

Gant, A. C. (2016). Holiday rentals: The new gentrification battlefront. *Sociological Research Online, 21*(3), 112–120.

Gant, A. C. (2021). Holiday rentals: The new gentrification battlefront, Sociological Research Online, https://doi.org/10.5153/sro.4071

Glaesser, D. (2006). *Crisis management in the tourism industry* (2nd ed.). Butterworth/Heinemann.

Gössling, S., & Higham, J. (2021). The low-carbon imperative: Destination management under urgent climate change. *Journal of Travel Research, 60*(6), 1167–1179.

Gössling, S., & Schweiggart, N. (2022). Two years of COVID-19 and tourism: What we learned, and what we should have learned. *Journal of Sustainable Tourism, 30*(4), 915–931.

Gotham, K. F. (2005). Tourism gentrification: The case of New Orleans' Vieux Carre (French Quarter). *Urban Studies, 42*(7), 1099–1121.

Gravari-Barbas, M. (2017). *Super-gentrification and hyper-tourismification in Le Marais, Paris. Tourism and gentrification in contemporary metropolises: International perspectives*. Routledge.

Gravari-Barbas, M., & Guinand, S. (Eds.). (2017). *Tourism and gentrification in contemporary metropolises: International perspectives*. Routledge.

Harvey, D. (2013). *Rebel cities: From the right to the city to the urban revolution*. Verso.

Harvey, D. (2015). The right to the city. In *The city reader* (pp. 314–322). Routledge.

Huete, R., & Mantecón, A. (2018). El auge de la turismofobia¿ hipótesis de investigación o ruido ideológico? *PASOS Revista de Turismo y Patrimonio Cultural, 16*(1), 9–19.

Ioannides, D., Gyimóthy, S., & James, L. (2021). From liminal labor to decent work: A human-centred perspective on sustainable tourism employment. *Sustainability, 13*, 851. https://doi.org/10.3390/su13020851

Janoschka, M., Sequera, J., & Salinas, L. (2014). Gentrification in Spain and Latin America – A critical dialogue. *International Journal of Urban and Regional Research, 38*(4), 1234–1265.

Legrand, W., & Nielsen, R. S. (2017). Climate-conscious identity and climate-adaptive innovations in hospitality. *Advances in Hospitality and Leisure, 13*, 63–78.

Li, S., Ma, S., & Zhang, J. (2023). Building a system dynamics model to analyze scenarios of COVID-19 policymaking in tourism-dependent developing countries: A case study of Cambodia. *Tourism Economics, 29*(2), 488–512.

Lovelock, B., & Lovelock, K. (2013). *The ethics of tourism: Critical and applied perspectives*. Routledge.

Milano, C. (2017). *Overtourism and Tourismphobia: Global trends and local contexts*. Ostelea School of Tourism and Hospitality.

Mingotto, E., Manente, M., & Tamma, M. (2022). The challenge of future for the post-covid tourism in the city of Venice. In A. Trono, T. Duda, & J. Schmude (Eds.), *Tourism recovery from COVID19: Prospects for over and undertourism regions* (pp. 109–122). World Scientific Serie Publication Book.

Quaglieri Dominguez, A., & Scarnato, A. (2017). The Barrio Chino as last frontier: The penetration of everyday tourism in the dodgy heart of the Raval. In M. Gravari-Barbas & S. Guinand (Eds.), *Tourism and gentrification in contemporary metropolises: International perspectives*. Routledge.

Saarinen, J. (2018). Beyond growth thinking: The need to revisit sustainable development in tourism. *Tourism Geographies, 20*(2), 337–340. https://doi.org/10.1080/14616688.2018.1434817

Schmude, J., & Namberger, P. (2022). From "Overtourism" to "tourism over"? The development of selected market segments in times of COVID-19 with the example of Germany. In A. Trono, T. Duda, & J. Schmude (Eds.), *Tourism recovery from COVID-19: Prospects for over and undertourism regions* (pp. 147–157). World Scientific Serie Publication Book.

Staniscia, B. (2020). Tourism and sustainability in the historic city of Rome: Challenge or threat? In V. Higgins & D. Douglas (Eds.), *Communities and cultural heritage* (pp. 146–156). Routledge.

Sweezy, P. M. (2004). Capitalism and the environment. *Monthly Review, 56*(5), 86.

Tinacci Mossello, M. (2014). Prospettive di sviluppo del turismo sostenibile. In A. Trono, M. Leo Imperiale, & G. Marella (Eds.), *In viaggio verso Gerusalemme. Culture, Economie e Territori* (pp. 273–281). Congedo.

Trono, A., & Castronuovo, V. (2022). Reorganisation of businesses and processes and development of policies for safely emerging from the Covid-19 pandemic in Italy. In C. N. Silva (Ed.), *Local government response towards Covid-9 pandemic* (pp. 341–362). Springer.

Trono, A., Duda, T., & Schmude, J. (Eds.). (2022). *Tourism recovery from COVID19: Prospects for overtourism & undertourism regions*. World Scientific Serie Publication Book.

United Nations. (2015). *Transforming our world: The 2030 agenda for sustainable development*. United Nations, Department of Economic and Social Affairs.

UNWTO. (2012). *G20 recognizes travel & tourism as a driver of economic growth for the first time and commits to work on travel facilitation*. Retrieved February 10, 2023, from https://www.unwto.org/archive/global/press-release/2012-06-20/g20-recognizes-travel-tourism-driver-economic-growth-first-time-and-commits

Anna Trono, professor of Political and Economic Geography, is an experienced researcher in tourism, environmental problems and urban planning in EU Countries. These skills and competencies have been acquired during the study visits as academic visitor at the Geography Departments of The London School and Political Science and Glasgow university. In the last twenty years she has focused her research on environmental heritage, cultural routes and cultural/religious tourism.

She has published numerous papers and books on these themes, many of which in connection with large-scale projects involving international universities and under the aegis of EU research programs and inter-university accords. As chief scientist or work-group member, has worked on the preparation and management of about thirty international (EU) research projects.

Her international academic activities included so far participation in more than seventy international conferences also as keynote speaker. She organized numerous national and international workshops and International conferences on socio-economic problems and European regional

policies, environmental issues, cultural and religious tourism. She is Member of steering committee of GU-CGoG Steering Committee (International Geographical Union-Commission Geography of Governance) (2016–2024), and of European Cultural Route Project "The European Routes of Emperor Charles V" and of European Association of Vie Francigene Europe.

In the years 2014-2022 she was delegated to represent the University of Salento in the Scientific Council of the UNESCO network / UNITWIN "Culture -Tourism – Development" led by IREST – the Sorbonne – Paris 1.

Petros Kosmas holds the position of Lecturer at the Department of Hotel and Tourism Management (HTM) within Cyprus University of Technology (CUT). Complementing this role, he serves as an assistant coordinator and dedicated researcher at the Research Centre for Social Science and Regional Development "HERACLITUS", nestled within CUT. His academic qualifications include a PhD and a Master's degree in Sustainable Development from Harokopio University of Athens (HUA), Greece. In addition, he represents both the Research Centre "HERACLITUS" and the Department of HTM of CUT on the UNITWIN-UNESCO NETWORK "*Culture, Tourism, and Development*" led by the Université Paris1 Panthéon-Sorbonne. His research pursuits are guided by a profound interest in the Political Economy of Tourism, wherein he explores the intricate dynamics at play within this multifaceted industry. Furthermore, his work involves a meticulous assessment of tourism-related externalities, shedding light on their far-reaching impacts. Additionally, he delves into the critical examination of precarious employment structures within the hospitality and tourism sector, contributing invaluable insights to this field.

Valentina Castronuovo is Phd in Tourism Geography. She is a researcher in tourism, cultural heritage, environmental and, more generally, in cultural and tourism development for the local contexts.

She has been collaborating with the chair of Geography of Tourism in the Department of Cultural Heritage at the University of Salento since 2014. She has participated by invitation in international and national conferences and workshops, among the last: the International conference "Energy, beauty, participation: cultural heritage adaptive reuse as driver of circular regeneration and sustainable regional development", held in Naples on 12–13 June 2022, and the 1st Cultural Routes Academic Workshop organized by the European Institute of Cultural Routes, in cooperation with the University Network for Cultural Routes Studies, held online on 9 December 2022. She has worked as a cultural planner for both private and public entities.

She is a member of the working group A.Ge.I (Association of Italian Geographers) "Territorial Reorganization and Local Development" for the study of local development experiences and the configuration, in this context, of the concept of local identity. She is a scientific reviewer for national and international journals, and she is the author of contributions and articles in journals, books, projects and research reports, published both internationally and nationally.

Part I

Theory and Methodology

Heritage Tourism, Wellbeing and Quality of Life: Tourist and Destination Perspectives

2

Dallen J. Timothy

2.1 Introduction

Quality of life (QoL) and wellbeing are not synonymous, but they are closely related and overlap a great deal conceptually. Psychologists, sociologists and healthcare professionals typically view QoL as an objective measure of wellness, contentment and life satisfaction, whereas wellbeing is more subjective and based on people's perceptions of their life conditions. Tourism has the potential to enhance the wellbeing and QoL of tourists through impactful and satisfying travel experiences, self-discovery and connections to place (Benckendorff et al., 2009; Yi et al., 2022). It can also improve destination residents' QoL through economic and social development, improved standards of living, community solidarity, better job satisfaction and political empowerment (Chi et al., 2017; Timothy, 2007; Uysal et al., 2012).

As many observers have argued, tourism can be a significant mediator of QoL both for travelers and for the destinations that host them (e.g. Devereux & Carnegie, 2006; SonwabileHenama et al., 2016; Uysal et al., 2012). This goes beyond mere economic implications such as employment; it also includes improved standards of living in other areas such as health care, education, better infrastructure and technological advancements, all of which tourism can help stimulate in destination communities. One specific type of tourism, heritage tourism, has some unique characteristics that enhance individuals' wellbeing through travel experiences and destinations' wellbeing as they host this increasingly important tourism niche. This chapter examines the important role of heritage tourism in enhancing the quality of life and wellbeing of tourists and the communities they visit. It focuses on three types of heritage tourism to highlight QoL, namely pilgrimage (a devout form of religious tourism), roots or genealogy tourism and archaeology-based tourism.

D. J. Timothy (✉)
School of Community Resources & Development, Arizona State University, Phoenix, AZ, USA
e-mail: dtimothy@asu.edu

© The Author(s), under exclusive license to Springer Nature Switzerland AG 2024

A. Trono et al. (eds.), *Managing Natural and Cultural Heritage for a Durable Tourism*, https://doi.org/10.1007/978-3-031-52041-9_2

2.2 Tourism, Cultural Heritage, Wellbeing and Quality of Life

Many macro factors contribute to people's wellbeing and QoL. Common examples include good-quality healthcare, education and literacy, access to clean water and nutritious food and equal opportunities for advancement in society. Many of these features are underscored by the UN's Sustainable Development Goals and are common measures of a country's Human Development Index. Micro-level socioeconomic variables also contribute much to people's quality of life. For example, research has shown that spiritual wellbeing or a belief in the divine can in fact increase not only a person's subjective wellbeing but also a community's measurable QoL (Counted et al., 2018; De Souza, 2009; Kreitzer, 2012; Koburtay et al., 2023; Sawatzky et al., 2005). This line of research often points to faith, religious practices, belief in an afterlife, veneration of deity and general spiritual wellness as being important energies in helping people restore their mental health, heal physically, or cope with life's tragedies, including the death of a loved one.

Cultural heritage encompasses tangible representations of past human activities and intangible practices and lifestyles. It may be dormant and extinct, or it may be living and dynamic. Heritage is a broad concept that denotes an inheritance from the past and is comprised of those objects, traditions, values, places and narratives that we inherit from the past, value and utilize in the present and desire to pass on to future generations (Graham et al., 2000; Gravari-Barbas, 2020; Timothy, 2021). Heritage tourism, or the use of the past as a tourism asset, has the potential to support the parallel notions of wellbeing and QoL, as travellers connect with the past, especially their own past, in a way that helps them cope with the crises of the present and firmly root their own identities (Ashworth & Tunbridge, 2012; Gravari-Barbas, 2018; Levi & Kocher, 2009; Lowenthal, 1998, 2015; Timothy, 2018). Other elements of wellbeing, including but not limited to peace, hope, joy, social solidarity and enhanced personal identity, are frequently lauded as outcomes of different types of heritage tourism (Butler et al., 2014; Chen & Chen, 2013; Fu et al., in press; González, 2008; Jew, 2015; Lev Ari & Mittelberg, 2008; Shankar, 2015; Timothy, 2014, 2018).

Heritage destinations benefit from tourism not only through employment opportunities and economic diversification (Bonet, 2013) but also through a certain level of community solidarity as residents unite to demonstrate to tourists what is most important to them (SonwabileHenama et al., 2016). Similarly, cultural heritage-based tourism often utilizes symbols of national identity, which can help construct and maintain a sense of national distinctiveness and assist in nation-building through solidarity, emotional connections to home, and collaborative development efforts (Ashworth & Tunbridge, 2012; McKercher & Ho, 2012). Additionally, heritage tourism has the potential to help develop more creative economies, improve place image and sense of place by enhancing the distinctive characteristics of a place, and contribute significantly to urban and rural regeneration (Ginting & Wahid, 2015; Murzyn-Kupisz, 2012; Timothy, 2012).