

IMPROVE MANAGEMENT OF TOURISM IN HISTORIC SITES ON THE BASIS OF PROTECTING THE VALUE AND ATTRACTIVENESS OF A PLACE

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ABSTRACT

The tourism may be explored in the fields of natural scenery, cultural landscapes, Cultural Heritage, and historical monuments etc. Thus, the subject of historical monuments will be one of the objectives in tourism. But, from modern attitudes, the value preservation is deemed as one of the today approaches in conservation of historical monuments and role of audiences is assumed very noticeable in its formation so that the audience is considered as an important and influential in decision-making for restoration. Given that the site attractiveness of a historical monument also forms based on role and presence of audience, the present article is intended to acquire the mutual relationship among value preservation and site attractiveness in improvement of tourism industry on historical sites. Based on the results came from several studies, the criteria of authenticity, integrity, and identity are considered as the main formative parameters in the field of value preservation and physical protection, regional function, and economic value and serve as the constituent criteria attractive location in historical sites, which are mutually related according to role of audience in conservation. As a result, it may be implied that with respect to today important position of audience in modern conservation, the tangible and intangible concepts in conservation of historical monuments may act as an important factor to pay more attention to historical monuments and development of tourism in sites.

KEYWORDS: value protection, attractiveness, historical sites, tourism

INTRODUCTION

Conservation of historical monuments is one of the important topics in developing tourism industry for cultural heritage (Hazen, 2009:170). Conservation of monuments has been subjected a lot of changes and development in classic world to the present modern world (Matero, 2000). The attention was mainly paid to conservation of physical form of the monument in classic world and the relevant practitioners for conservation activity have specially noticed to this issue (Munos Vinos, 205:112). But, with starting modern world, conservation during the second half of twentieth century was tended to value-driven conservation for special position in the process of conservation (Avrami et al., 2000:11). The subject of values preservation was noticed in the past as well but it has been always kept behind formative conservation of them.

The subject of value preservation is deemed as one of the important factors in reaction of audience to historical monument. Principally, attractiveness represents the reaction of audience to values of historical monuments (Shirazian, 2013:4). Perception of values in a historical monument causes attraction for the audience and paying attention to the given monument for tourism is no longer proposed only from physical dimension but it represents the values along with addressing the physical dimensions of the monument to attract audience to a historical monument (Mason, 2002). Therefore, paying attention to subjects of value-preservation will have special position in subject of attractiveness of site and recognition of value-driven preservation and its creating parameters in conservation and restoration processes will act as important factor in creation of attraction in a historical site and developing tourism industry in that site. This article is also intended to acquire the relationship between two subjects of value-driven preservation and attractiveness of a monument in promotion of tourism industry.

This question is proposed: can values preservation and their symbols act as a factor in improving level of attractiveness of a historical monument to develop tourism industry or is the formative conservation only adequate? Is there any

relationship among value preservation and attractiveness? And how can attractiveness act along with value preservation?

Conservation in modern world

The modern and classic attitudes about conservation will be examined at the beginning of this topic and the position of value-driven preservation in guarding from historical monuments will be explored. Conservation is an effort made to prevent from destruction. This process includes all efforts, which conserve the life of our natural and cultural heritage. It is aimed to present the human and artistic messages given by the monuments to the persons, who use them or look at them with surprise (Feilden, 1982:3). Accordingly, conservation is a trend for acquiring of survival for cultural properties to present and future civilization (Agnew and Demas, 2000:60). These concepts have formed mainly according to conservation of physical form of the given monument in classic world in which form conservation has been the first concern in preservation (Mason, 2002). But rather than principles of conservation from physical form and structure of historical monuments one can refer to newer concepts, which have formed according to addressing intangible dimensions and coverage the life of historical monument (Matero, 2000).

The concept of conservation was changed and transformed in classic world and a different interpretation was proposed about conservation. The concepts on which the initial charters of conservation such Athens charter (1931) and Venice charter (1964) were focused, have addressed limitedly the aesthetic values of monument. But at the beginning of twentieth century, attitudes toward quantitative conservation were transformed. The subject of conservation included two groups: aesthetic aspect of conservation and new aspect of scientific conservation (Munos Vinos, 2005). It was based on this attitude that the subject of conservation started formation based on value-driven concepts little by little and primarily it formed according to aesthetic values, which had been slightly addressed in classic conservation.

Afterwards, at the second half of twentieth century many crucial developments and changes formed regarding conservation and conservation was shown in two important groups. In modern world of conservation, conservation comprises of value-driven and functional conservations. The value protection is closely related to functional attitudes. Here, criterion is a group of values, which are considered by a group of people for a certain object. The pivotal idea in value-driven conservation is that in order to make decision about conservation, firstly the values of an object that considered by the people should be explored (Munos Vinos, 2005). In this approach, role of human and audience of historical monument is proposed as an important and effective role in decision making about conservation and the audience can play a role in making decisions about conservation. It was at this time that the recognition and manifestation of values were considered as important and addressed by them by formation of paying attention to community of audiences to subject of conservation.

In addition, the functional attitude is focused on that the more physical functions should be also addressed in conservation rather than considering aesthetic and historical functions of heritage cultural artifacts: Does it attract tourist? Does it have any owner for economic value? (Avrami *et al.*, 2000) This concept emphasizes on role of audience in conservation to some extent since decision making may form based on attitude of audience. Overall, when functional and value-driven conservations are explored; the presence and role of audience is played up as usual (Vesthiem *et al.*, 2001). Looking at subjects of attractiveness in tourism from functional perspectives includes paying attention to physical preservation, topic of economic return, and sectorial use toward historical sites. One can look at a monument about conservation when the audience can perceive the justification regarding conservation. Namely, the socioeconomic subjects of the given monument should be noticed by the audience along with its physical use.

Moreover, it can be mentioned that all of conservation related activities are done to preserve the values exist in the historical monument and this value will form the conservation order-preference of the given monument (Jokilehto, 2006) and it causes attraction among audiences. This type of attitude about conservation achieved special position at second half of twentieth century so that it was specifically noticed in codification of charters, treaties, and instructions about concept of value-driven conservation and position of audience.

Value Protection, site attractiveness, and position of audience in international conservation documents and rules

As it mentioned, since 1980s and with publishing Burra Charter (1984) the value- related subjects regarding conservation of historical monuments and landscapes were seriously noticed by international communities. It may be implied of course that the first signs of this subject started in 1972 with publication of UNESCO Declaration and conservation of intangible cultural heritage. The paradigm of conservation of cultural heritage during previous period before modern era formed according to supportive activities from the landscapes and monuments through attitude of changing the damaged sites by means of intervention methods in order to make longer lifetime of cultural properties (Jokilehto, 1998).

In first charters and recommendations it has been further emphasized on preservation of authenticity and historical values of architectural structure and materials but from Burra Charter the basic attention was developed to site and platform and cultural and social outlook of audience enters in this field with creating concept of conservation and it developed this concept so that in documents and charter which have been published, especially in two recent decades including New Zealand ICOMOS (1993), NARA documents o Authenticity (1994), Burra Charter, and ICOMOS Charter (2003) and (2008), a dramatic development was created in definition of principles and use criteria of sites as some sources for economic and social growth in communities with respect to attitude of society and position of audience to create value for monuments. As usual, term '*site*' has been used instead of '*place*' in Burra Charter since term '*place*' includes a wider semantic range for cultural heritage and it does not comprise of physical properties but consists of the cultural and value- driven features, which are more strongly related to the place. One can refer to a factor called '*space*' in place formation as well. If space strikes something in mind of audience, and revives his/ her memoirs, and or makes certain sense it is converted from a objective phenomenon into a subjective thing and it is placed within audience's mentality and it is called place (Ghasemi Isfahani, 2004:72). Place is a space with value and conceptual load (Madanipour, 2010:32). Therefore it can be mentioned that the space consists of form (structure) and function of monument and place comprises of the existing space and concepts in the given monument. Space includes the physical dimensions and place covers the value-driven dimensions.

Function + Structure = Space

Space + Concept = Place

Thus, place not only defines and interprets a certain location, but also refers to a content in which it is located and encompasses and acts as a factor to form it. In fact, identity of any place and space is not only related to its physical shape, but also more importantly concerned with its conceptual content and this is the content that emphasizes on identity of founder and owner and user in addition to identity of its place as well (Naghizadeh, 2001:662).

The development trend of paying attention to subjects of value protection started along with influential role of audience since 1993. In Burra Charter, it has been referred not only to notice valuation of monuments, but also to influence of people in trend of determination of values in the area of the given cultural heritage and it transparently defines the relationship between cultural values and the cultural heritage and it expresses in this regard: this instruction may be used for any type of place with cultural values including natural, local, and historical places with cultural value (Burra Charter, 1999-2002). What it can be implied by analysis on international rules and treaties, is that the subject of identifying the audiences and recognition of their requirements regarding conservation of historical monuments has drawn a lot of attention during two recent decades. In subject of conservation of historical monuments, the requirements of visitors should be also addressed so that recognition and introduction and preservation of values in a historical monument are crucially important to create attraction among the audiences.

Value protection creating parameters

Some of effective factors have been identified and analyzed in axiology of the given monument based on the documentations derived from international charters, resolutions, and regulations. These components consist of authenticity, integrity, identity, and significance. Although these components are assumed as subgroups for value, they are also effective elements in conservation of a monument. Authenticity is directly related to values. In fact, authenticity creates value, but valuation varies based on place, time, and community (Talebian, 2005:95). Authenticity may propose value- driven criteria for judgment about values in many historical areas. Authenticity means the scale of sincerity, degree of fact, and serves as perfect and comprehensive level that should be perceived as a relative concept

(Stolve, 1995:393). Authenticity will be present usually in direct relation with three types of preservative interventions: restoration, displacement, and renovation, validation, action independently, uniqueness, and originality. The meaning of integrity is one of challenging concepts in axiological topics. This concept is closely interrelated to subjects of authenticity as well and some cases of conservation, integrity is proposed as a substitute for authenticity. But, integrity means inclusion, perfection, purity, and being perfect physically and free of any damage or intrinsic defect (Talebian, 2005:121). But, sometimes word 'integrity' has been also employed instead of authenticity in international charters. Athens Charter has used term integrity in this way: The integrity of cultural heritages shall be preserved in area of historical monuments and they shall be duly cleaned and presented (Athens Charter, 1931).

Identity means personality (character), substance, being, and existence (Amid, 1995). The theories of psychologists about identity were proposed at early 1970s. These theories deem identity as one of the attributes of personality and that is a feeling that human possesses about survival of his/ her mental life and sense of unity and unification that s/he has always versus variable circumstances outside in the mental states (Klaynberg, 1993:11). It can be implied from this perspective that s/he has allocated a certain position to the audience in his/ her mind and mentality and in this way the subject of value achieve its position. Accordingly, when the subject of value is proposed in relation to conservation of a cultural heritage monument can be dealt with from perspective of audiences and recognition of audiences and from this point of view identity of audience and formation of his/ her personality is crucially important in social platform.

Regarding conservation and identity, Alexander (2002:457) argues that due to primitive trend of their construction but only concomitance and accompaniment of necessities is deemed important. In this sense, Walter Bohr believes that identity is the same as small and big differences, which cause recognition of a site and legibility of environment and creates sense of attachment to the give environment (Ghotbi, 2008:81). Therefore, identity will be closely related to axiology and audience's attachment to the environment that should be taken into consideration in conservation. Hence, the relationship among value-driven conservation and its parameters can be generally summarized as follows (Fig 1).

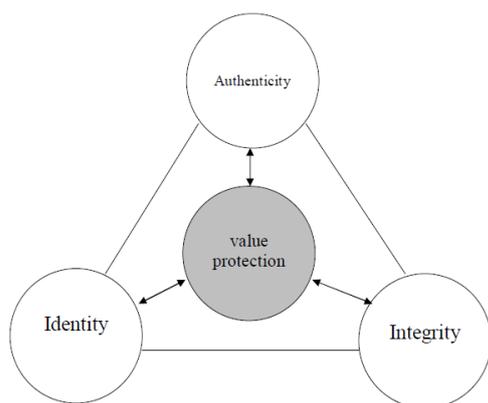


Fig 1- relationship among value-Protection and parameters

Effective parameters in attractiveness

The subjects of value-drive conservation and its position were analyzed in previous sections and in second section it will be dealt with exploration of attractiveness subjects and their manifestations in conservation since acquiring of relationship between two concepts of value- driven conservation and attractiveness are assumed as one of the important

objectives in this article. Attraction is the reaction of audience to values of historical monument and also attractiveness may be considered as the basis for relationship of human with historical monuments. Thus, perceiving this concept directly depends on trend of recognition, conservation, restoration, repair, and introduction of monuments, particularly in cultural- economic relationship between communities with historical monuments (Shirazian, 2013). This concept is expressed as meaning of attractive for anything or anyone that may extremely draw attention of people in Dehkhoda Thesaurus (Dehkhoda, 1998). Attractiveness is exactly the same thing that influences and amuses the audiences and causes them to visit and to know more about the monument and or to spend cost for conservation of it. Hence, attractiveness is supposed as the main factor in entry of monument to economic cycle of community on the one hand and conservation of it on the other hand (Shirazian, 2013:12). Therefore, the site attractiveness of historical monument may be decreased or increased with and or without human intervention.

One can identify the efficient elements in site attractiveness with analysis on international charters, resolutions, and rules. The factors such as conservation of form (structure), sectorial function of monument, and the resulting economic value along with these values will be the foremost factors in site attractiveness. On many occasions, creation of a function in historical monument will further preserve it since due to the given function, audience will deem important to conserve that monument. When a function is allocated to the conserved monument it can cause it to enter into economic cycle and it will be followed by economic return for it. Thus, sectorial function and formative conservation will be important in creation of attractiveness.

Attractiveness is introduced under the sub-criteria of physical conservation, economic value, and sectorial function. But the sectorial function is mainly aimed at creation of potential for economic productivity of the given site gain for a historical monument so that to cover the values. However, preservation of values and importance and prominence of historical area should be preferred to all affairs as the foremost principle in reconstruction of historical settings all the times. Therefore, the subject of value- driven conservation will be directly related to it in attractiveness of the given monument. Recognition and perception of values in the monument will contribute to its conservation.

Therefore, the relationship among attractiveness and its parameters can be generally summarized as follows (Fig 2).

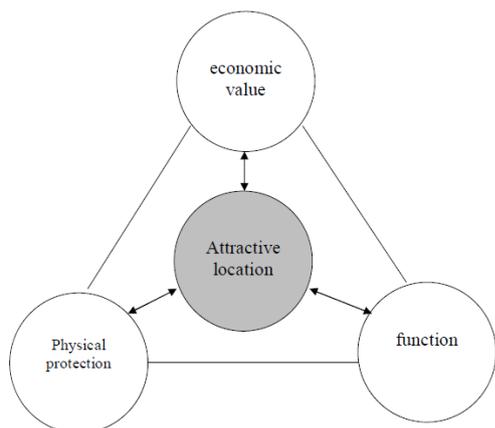


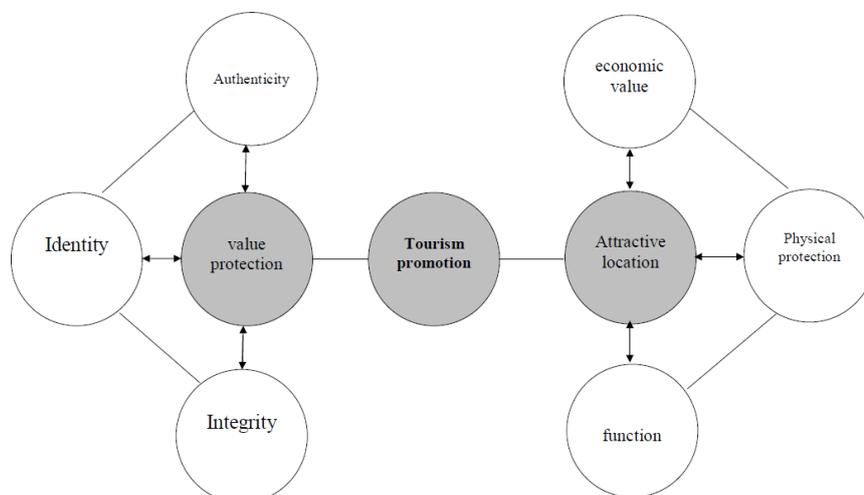
Fig 2- relationship among attractiveness and parameters

Reuse of historical of structures and creation of new space with respect to criteria of authenticity, integrity, and identity is noticed as the foremost drive in value-driven conservation plans. In addition, the paramount items discussed in subject of attractiveness will be physical conservation, economic value, and sectorial function. Accordingly, the platform of sectorial function of a monument will justify the given physical conservation as the producer of efficiency of economic value of the site and all three items justify the attractiveness.

Relationship among site attractiveness and value protection in developing tourism

Audience and tourism are noticed in treating with group of historical sites during recent years (Collins, 1993:42) and the most efficient conservation of cultural heritage values in special zones should be based on study of recognition of

visitors' characteristics (Huh & Uysal, 2004:182). Therefore, it is seen that the role of audience is highly noticed in implementation of conservation for historical sites and cultural heritage zones. The audience may play essential role in presentation of values and creation of relationship among conservation ad value. There are various types of visitors in cultural heritage sites and any efficient conservation requires knowledge and awareness that originates from inclination and interest of visitors in certain objects (Moscardo et al, 2001:23). Unfortunately, today the archeological site may not attract people's interest since the importance and their latent values have not been developed in them. Thus, these sites are only noticed and addressed by archeologists, conservation practitioners, and those groups, who have knowledge in this regard (Erturk, 2006:343). Hence, it is observed that lack of recognition and or non- preservation of values have caused many historical sites to be overlooked by the audiences and to lose their attractiveness. According to the conducted studies, parameters of authenticity, identity, and integrity may be deemed as formative for value protection. These three parameters will form the values in a historical site ad with introducing and recognition of them among audiences and considering their restoration in conservation and repair operation one can create value protection that causes the audience to pay due attention to historical site. Based on the studies, regarding site attractiveness, the impact of some parameters such as conservation of monument structure, preservation of functions among audiences, and the existing economic return in a monument will play essential role. Hence, value- driven conservation is related to intangible concepts and attractiveness with tangible concepts. Creating relationship between tangible and intangible concepts in a historical monument may implement conservation process for it optimally. When the given monument has been totally conserved and the existing concepts in it may be perceived and identified it can develop tourism and lead to its attractiveness (Fig 3).



CONCLUSION

Consequently, audience will be deemed as one of very important factors in subject of conservation of historical monuments and plays essential role in this regard. Based on quality of treatment with a monument and rate of perceiving its concepts, the audience can guard the historical monuments. It has been emphasized on position and role of audience in making decision about conservation in the fields of conservation in modern world. The important point is to pay attention to values and position of audience in this sense. As it observed in the field of value- driven conservation that forms with reliance on the latent values in the given monument, the parameters of identity, authenticity, and integrity are effective. Only formative conservation is not proposed in this attitude and it is also dealt with conservation based on intangible concepts. On the other hand, the factor that is deemed as very important related to site attractiveness of the given monument in order to draw attention by audience. Some elements such as formative (structural) conservation, sectorial function, and economic return of historical monument will be assumed as important factors in site attractiveness among audiences. The audience tries to keep something that is valuable and attractive for him/ her. As a result, value- drive conservation and site attractiveness of a historical site will be mutually related to

conservation activity so that the existing tangible and intangible concepts in sites in relation to audience should be preserved for better guarding of the historical monument and this causes the given monument to draw more attention of audience and from this perspective it will be led to growth and enhancement of tourism industry in communities.

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