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## **AlmaTourism**

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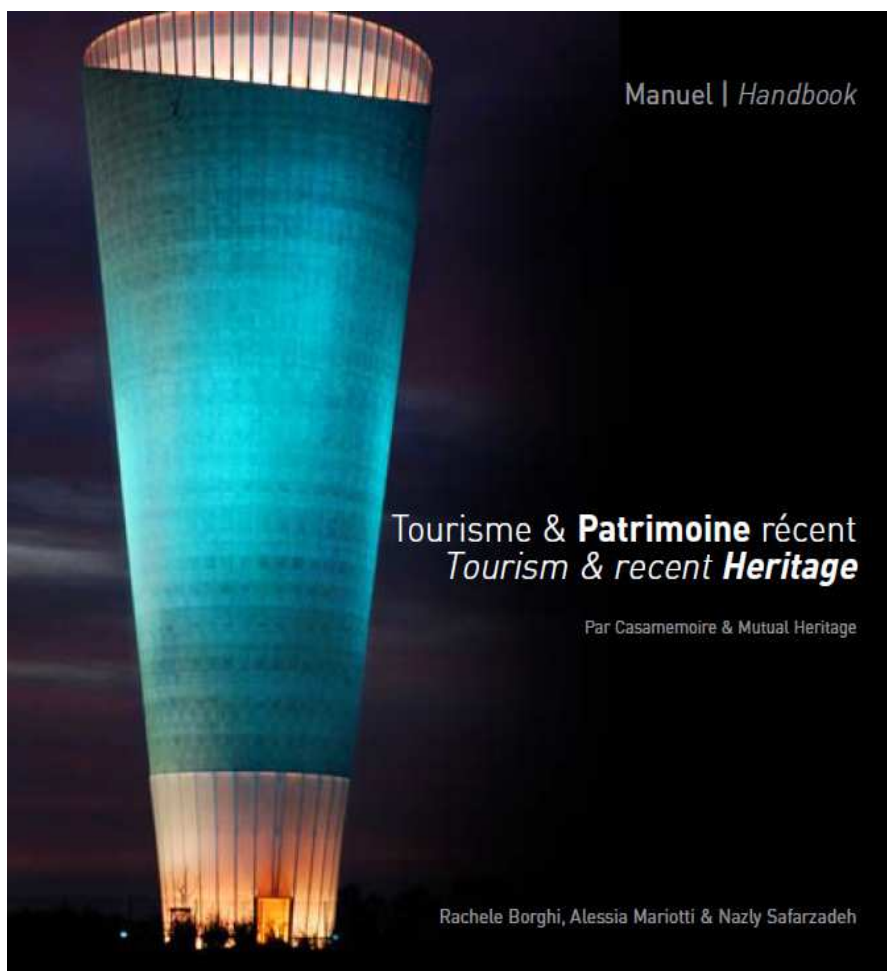
This bilingual (French and English) publication is a useful result of the project: “Mutual Heritage from historical integration to contemporary active participation” which involves five countries, France, Italy, Morocco, Palestinian Authority and Tunisia. This activity is part of Euromed Heritage 4, the programme funded by the European Union to facilitate the appropriation by people of their own national and regional cultural legacy through easier access to education and knowledge on cultural heritage and for mutual understanding between the people of the Mediterranean region.

This precise handbook is organized to provide a useful tool addressed to potential players in the domain of heritage tourism rising to the challenge of enhancing heritage.

The central point of this handbook is the partnership between Tourism and Heritage. The authors accept and adopt this concept as is explained in the introduction because: “Heritage and its enhancement are part of a symbiotic ecosystem which only exists if they are integrated with one another. No legacy becomes heritage if it is not enhanced in the eyes of the social environment that recognizes it as such. [...] We must remember that heritage is a contemporary social construction and that our duty is to constantly “reinvent it”. [...] It is a systemic approach to heritage and to tourism that bonds them to the life of a city and to the development of places and sites which allow for a virtuous interaction and a pertinent cooperation. To further simplify the concept, heritage without tourism is “poor” because it is only available to a limited community, and tourism without heritage is “poor” because it can be relocated and is transferable”(p.20-21). The topics covered in this text are developed in a chosen area of intervention set on a the Mediterranean geographical region and to the last two century historical period.

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The manual starts with a *Background* section. Two essays that give an elaborate prospect of both tourism and heritage in their connections and contexts. The first by Maria Cardeira da Silva, professor of Anthropology and an expert of tourism in Morocco, presents the term tourism in its domain variables and developed paradigms by social sciences. While the second paper by Michel Kneubühler, a freelance consultant and lecturer in cultural policies expert in heritage site interpretation, reflects on the relationship between tourism and heritage mentioning the numerous resources, support and networks available in the development of tourism around heritage sites. An interesting and practical section follows in the manual. A series of enquires that easily answer at pertinent *Frequently Asked Questions*, on themes and items around heritage, for instance: How can tourism help to enhance heritage? or What is sustainable tourism? This create an achievable section and a fruitful tool clarifying a number of concepts and providing data. Furthermore indexing, identifying and defining most pertinent activities of international organizations active in heritage

tourism. The *Tools* section offers empirical instruments that can be applied to analyze the addressing fields. In this sense how to evaluate the impact of tourism on the environment, how to best manage heritage sites and exemplifying with a template a recommended structure of a project design. The fourth part of the book *Success Stories and Best Practices*, contains recent case-studies on performed projects about heritage sites. For example to introduce some of this experiences: Genoa's Water Front: an experiment in urban Re generation (Italy 1992), The Artistic Proms of the Casablanca Festival 2010 (Morocco 2010), Sustainable tourism and participation of local Communities (Palestine 2011). The activities are described and detailed in a delineation of the projects and sometimes includes interviews of key actors. A *Focus on* section illustrates the university programme "Global Perspectives on Tourism and Cultural Diversity" a one semester activity on cultural tourism offered by the Leisure Department of the InHolland University. Finally the handbook also provides a valuable glossary section of the words used in its texts. Positively this well structured work can be considered a helpful instrument for scholars and players that are interested to research and work for the enhancement of the combination Tourism-Heritage field.