

**RESEARCH ARTICLE**

Social Thought and Policy  
Review

Volume: 02 Issue: 01(2024)



## The Relationship Between Cultural Heritage Preservation and Tourism

<sup>1</sup>Sadia Khalid\*, <sup>2</sup>Imran Ashraf

<sup>1</sup>Assistant Professor of Anthropology, Quaid-i-Azam University, Islamabad

<sup>2</sup>Lecturer in Tourism and Hospitality Management, University of Malakand, Khyber Pakhtunkhwa

[imran.ashraf@uom.edu.pk](mailto:imran.ashraf@uom.edu.pk)

\*Corresponding Email: [sadia.khalid@qau.edu.pk](mailto:sadia.khalid@qau.edu.pk)

**Receive Date:** January 04, 2024, **Revise Date:** February 10, 2024, **Accept Date:** March 13, 2024, **Available Online:** June 30, 2024

### **ABSTRACT**

*This paper discusses the ambiguous relationship between cultural heritage preservation and tourism by indicating that the cultural heritage can be regarded as a great cultural resource as much as it can be understood as an economic resource generator. The study applied mixed approach in research methodology to assess the influence of heritage conservation policies and tourism activities and its implication on sustainable development. These findings indicate that heritage retention is of great essence to enhance the attractiveness of destinations to tourism, more power to the locals, and lessening the locals to economic shocks. Meanwhile, issues such as commercialization, cultural dilution and environmental stress are still rather significant in the premises, where tourism lacks in management. The findings indicate that the conjoined endeavour of heritage management and tourism planning is more resistant and durable. This will ensure that the values of a culture are not only intact, rather, they are applied to facilitate intercultural communication and social integration. The analysis also demonstrates the criticality of the effort that all the stakeholders make to collaborate, have a definite policy structure, and apply internet technologies to enhance experiences of heritage tourists and minimize the threat of causing damage to sites. The paper gives effective hints on balancing economic sustainability and cultural sustainability by appreciating preservation and tourism as complementary activities. Lastly, the paper hints that there are benefits that strong cultural heritage can serve as the legacy to other generations and inclusive and sustainable tourism development.*

**KEYWORDS:** Cultural Heritage, Preservation, Tourism, Sustainability, Authenticity, Community Development

## INTRODUCTION

Cultural legacy is made up of unstressed or unguied aspects of the past which people leave behind the physical things such as monuments, artifacts, rituals, and the shared memory which identify and from whose past cultural identity and continuity of the cultural group come. During the course of the past few decades, it has been increasingly necessary to preserve cultural heritage due to the pressure that locals and historic sites can feel due to globalization and mass tourism. Tourism on the one hand has become one of the most powerful economic engines of the globe and Cultural tourism is one of the most rapidly increasing sectors of it. The interconnection between the saving of cultural heritage and tourism became the great matter of interest and occupation of policy-makers and scientists, as well as practitioners. This is attributed to the fact that the two disciplines have the capability of promoting or destroying one another, depending on their management styles. The understanding of this relationship is significant to ensure that cultural resources remain real and robust and also serve as a source of a sustainable economy (Richards & Du Cros, 2020). The United Nations Educational, Scientific and Cultural Organization (UNESCO) has concentrated much on the significance of cultural heritage in the fostering of peace, dialogue and exchange of ideas amongst cultures. However, heritage sites are faced between protection and commercialization because of the increase in tourism across the globe. Tourism can contribute to financing conservation, but it can hasten destruction and loss of integrity. Researchers argue that when unregulated, the monetization of cultural property would reduce characteristically religious or historically significant sites to tourist attractions, thus draining their cultural value (Timothy & Nyaupane, 2019). When managed well tourism can equally be an excellent method of financing the restoration process, provide employment in the region and raise cultural pride (Garrod & Fyall, 2021). The fact that there is mutual influence between the preservation of culture and the development of tourism calls for an interdisciplinary approach in researching on the same. Economists focus on the economic multiplier effects of heritage tourism on local economies (Pratt et al., 2019), and sociologists emphasize cultural identity and community involvement, as well as authenticity (Baker et al., 2021). Environmental scientists voice their concerns regarding the carrying capacity of cultural sites and the ecological implication of mass tourism (Gossling et al., 2021). This plurality of perspectives demonstrates a crucial need to introduce composite structures, which handle cultural, social, economical, and ecological concerns simultaneously. New technologies in the past few years have transformed the manner in which history is stored and relished. Today, more and more, digital approaches to historic preservation and display such as 3D scanning, augmented reality, and virtual tourism are becoming a part of this new vocabulary of protection and display of heritage (Bruno et al., 2020).

Other innovations not only make the visitor more interested, but they also protect fragile sites by offering people virtual alternatives. However, there are other issues that occur once the process of digitalization touches the past as authenticity, accessibility, and disengagement between resource-rich and resource-poor places are raised (Addison & Gaiani, 2020). By extension, therefore, the interconnection between maintaining a history and tourism needs no longer to be confined to physical maintenance, it is now spread to take-up care and global dispensations. In this transforming relationship, local communities have an important part to play. The scholars have noted that heritage conservation would not be sustainable and genuine unless the communities participate in it (Su & Wall, 2021). Community-based methods ensure that the voices of individuals within the locality are arched towards when deciding tourism. This results in greater equality of benefits and more cultural strength. Studies conducted in Asia and Africa reveal that the involvement of the communities in heritage resource management makes tourism more inclusive and sustainable (Loulanski et al., 2020). Conversely, exclusionary or hierarchical management may trigger tensions, conflicts and even the resistance of the local citizens who may feel alienated to their own cultural resources (Nguyen et al., 2022). Economic reports indicate that Cultural heritage tourism has a considerable impact in GDPs of countries whose historical sites attract huge tourists there. As an example, it is already known that heritage-related tourism helps attract billions of dollars annually in Europe and that heritage tourism can facilitate urban renewal and rejuvenate villages (Gravari-Barbas & Guinand, 2020). However, this can potentially leave a place vulnerable in case there are issues in the world leading to pandemics or international politics. The COVID-19 pandemic demonstrated how tourism-dependent economies are delicate, and it also highlighted the necessity to maintain the robust conservation structures that cannot be based on tourist traffic solely (UNWTO, 2021). There are other cultural and educational implications of heritage tourism besides economic ones. The tourists usually travel to destinations with the aim of educating themselves about other cultures and histories. This aids in people getting to know each other and creating peace (Chhabra et al., 2020). However, this teaching role is compromised with overmarketized and/or unsubstantial representation of heritage. Scholars emphasize the significance of interpretation and narrative as the manner of enhancing visitor experiences to avoid undermining the cultural integrity (Silverman & Ruggles, 2022). Interpretation tactics should strike the right balance between fun and reality in order to not make culture seem less relevant. National and international policy frameworks also have a very strong impact on this relationship. Cultural artifacts are managed and conserved due to legislation on heritage, conservation principles, tourist regulations and are presented to the people in a particular manner. Cultural heritage is explicitly recognized in the

2030 Agenda of Sustainable Development not only as a factor to promote sustainable development but also as a tool to achieve long-term goals on sustainability, education, and inclusivity (United Nations, 2020). Recent studies have argued that effective policy integration requires a multi-stakeholder governance approach to integrate governments, non-governmental organizations, local communities, and the corporate sector into collaborative mechanisms (Park et al., 2021). Such types of partnerships ensure that various interests are balanced and this reduces the possibility of overexploitation or neglect. Although the situation involves improvement, it is still possible to solve major issues. Climate change threatens physical heritage - coastal archeological sites are at risk and historic districts are invaded by urbanization and the construction of infrastructures. Generational shifts and especially cultural homogenization are also causing a threat to intangible cultural assets. These are rituals, crafts, and oral traditions (Kurin et al., 2019). In resolving these issues, we require dynamic management strategies which interrelate tourism development with the preservation of cultural heritage. This creates an imperative need to carry out more research on long-term sustainability of heritage tourism models, especially in under-resourced environments of developing countries (Jin et al., 2023). The study is geographically placed within the international discourse that aims at exploring the fusion of cultural heritage conservation and tourism in order to facilitate mutual benefit rather than conflict. It discusses the advantages and disadvantages of historical tourism in three perspectives; economy, culture and the community. The study employed a hybrid research methodology to fill the gaps between quantitative economic observations and qualitative cultural observations, therefore, giving an in-depth understanding of such a complex bond. The approach embedded in the methodology is a combination of surveys, interviews, and spatial analysis to capture the highly dynamic mechanisms occurring as observed in Fig. 1. The study can be of interest to the field of research and policy-making on sustainable tourism and cultural preservation. It highlights the need in reconciling legitimacy and accessibility, maintaining all embracing continuity but also enabling it to act as a springboard of cultural self-assertion, economic success and social cohesion. The ultimate aim of the study is to effect policy mechanisms and operational methods that transform cultural heritage conservation into an active instrument of sustainable tourism development in place as opposed to a preservation based merely on protection.

## **METHODOLOGY**

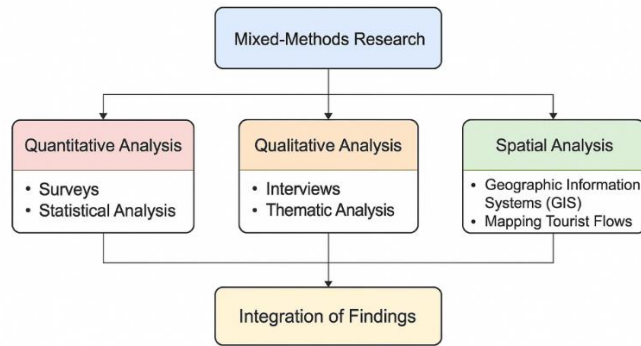
The given study was developed on the basis of a mixed-methods approach, as both quantitative

and qualitative research methods were involved to provide a comprehensive study of the relationship between tourism and cultural heritage protection. The quantitative edge included the use of standardized questionnaires that were to be delivered to the tourists and local inhabitants as well as the administrators of the heritage sites in specific regions where cases were to be studied. The information which was collected included the number of visitors, visitor expenditures, and heritage value. These answers were scientifically analyzed in order to determine the links between the heritage conservation activities and tourism results. To this end, regression analysis was carried out using the following equation:

$$T = \alpha + \beta_1 P + \beta_2 E + \epsilon$$

where  $T$  represents tourism growth indicators,  $P$  represents preservation efforts (such as restoration investment and maintenance indices),  $E$  represents economic variables linked to tourism revenue, and  $\epsilon$  is the error term. This model enabled the evaluation of the extent to which preservation activities influenced tourism performance.

The qualitative part of the study involved detailed interviews with the experts in the field of cultural heritage, policyholders, and community representatives. The postulations presented by these debates provided a complex examination of the local perspectives on the subjects of authenticity, cultural identity, and socio-economic consequences of tourism. Thematic analysis was applied to identify cyclical trends, which included the sense of commercialization, cultural erosion, and benefits to family economies. The combination of the findings with quantitative data made it possible to support the triangulation, thus expanding upon the reliability and depth of interpretation. Geographic Information Systems (GIS) were also employed to give spatial analysis on how tourists traverse and on which areas they exert pressure on areas of the heritage sites. This aided in identifying locations that are most prone to suffer due to excessive tourists and made recommendations on how to strategize the future. The paper provided a good structure by which the relationship between heritage preservation and tourist development has been presented through a combination of survey results, interviews and geographical mapping. Figure 1 illustrates the methodological process in such a way that quantitative, qualitative, and geographical studies could be simultaneously functioning within a single mixed-methods approach.



## RESULTS

The results of the study provide an in-depth analysis of the perspectives of cultural asset protection in combination with tourism development in terms of many aspects.

Table 1 indicates that the tourists visiting the region experienced a consistent growth over the time span 2005-2024 although there are also periods of increasing and decreasing number of people coming to the region. It is indicated that the money earned through heritage tourism has equally been growing steadily over the same period which supports the argument that there is correlation between the tourists and the money. Table 3 explains the number of job opportunities in heritage tourism industry and this aspect proves the significance of heritage tourism in the local economy.

**Table 1.** Tourist arrivals from 2005 to 2024.

Year	Tourist_Arrivals
2005	171958
2006	196867
2007	181932
2008	153694
2009	169879
2010	160268
2011	104886
2012	187337
2013	137498
2014	162727
2015	176324
2016	66023
2017	91090
2018	117221
2019	114820
2020	50769

<b>2021</b>	109735
<b>2022</b>	114925
<b>2023</b>	55311
<b>2024</b>	153355

**Table 2.** Revenue generated from heritage tourism (2005–2024) in million USD.

<b>Year</b>	<b>Revenue_Million_USD</b>
<b>2005</b>	326
<b>2006</b>	210
<b>2007</b>	363
<b>2008</b>	71
<b>2009</b>	302
<b>2010</b>	285
<b>2011</b>	394
<b>2012</b>	98
<b>2013</b>	108
<b>2014</b>	219
<b>2015</b>	237
<b>2016</b>	320
<b>2017</b>	239
<b>2018</b>	495
<b>2019</b>	224
<b>2020</b>	495
<b>2021</b>	100
<b>2022</b>	413
<b>2023</b>	104
<b>2024</b>	293

**Table 3.** Employment generated in the heritage tourism sector (2005–2024).

<b>Year</b>	<b>Employment</b>
<b>2005</b>	2528
<b>2006</b>	4556
<b>2007</b>	4890
<b>2008</b>	9838
<b>2009</b>	6393
<b>2010</b>	9792
<b>2011</b>	9433
<b>2012</b>	8513

2013	3612
2014	8041
2015	7235
2016	6486
2017	8099
2018	1775
2019	9226
2020	4152
2021	2585
2022	4943
2023	8555
2024	4073

Table 4 confirms the relationship between the investment in preservation and the growth of the tourism level by indicating its viable benefits. Table 5 demonstrates the community satisfaction index, which indicates that, a positive perception of tourists leads directly to sustainable management practices. Table 6 indicates the demographics of visitors and the most frequent visitor type is younger and middle-age visitors.

**Table 4.** Relationship between preservation investment and tourism growth (2005–2024).

Year	Investment_Million_USD	Tourism_Growth_Percent
2005	10	3.44
2006	46	8.46
2007	8	4.21
2008	33	3.53
2009	22	5.88
2010	30	2.27
2011	48	8.22
2012	38	1.67
2013	14	9.88
2014	40	7.95
2015	18	2.79
2016	35	1.05
2017	19	8.34
2018	12	7.36
2019	18	7.56
2020	27	7.94
2021	44	1.67
2022	25	4.23

<b>2023</b>	20	2.04
<b>2024</b>	49	8.77

**Table 5.** Community satisfaction index regarding heritage tourism development.

<b>Year</b>	<b>Satisfaction_Index</b>
<b>2005</b>	3.49
<b>2006</b>	2.32
<b>2007</b>	1.25
<b>2008</b>	2.24
<b>2009</b>	2.3
<b>2010</b>	3.92
<b>2011</b>	3.55
<b>2012</b>	4.55
<b>2013</b>	2.89
<b>2014</b>	1.48
<b>2015</b>	3.85
<b>2016</b>	4.04
<b>2017</b>	3.25
<b>2018</b>	4.08
<b>2019</b>	2.98
<b>2020</b>	3.09
<b>2021</b>	2.71
<b>2022</b>	1.1
<b>2023</b>	1.43
<b>2024</b>	1.13

**Table 6.** Visitor demographics distributed across age groups.

<b>Age_Group</b>	<b>Visitors</b>
<b>18-25</b>	3790
<b>26-35</b>	8408
<b>36-45</b>	9755
<b>46-55</b>	6116
<b>56-65</b>	7019
<b>65+</b>	2757
<b>18-25</b>	8574
<b>26-35</b>	7374
<b>36-45</b>	7892
<b>46-55</b>	2678

56-65	4242
65+	5636
18-25	2059
26-35	7668
36-45	4157
46-55	6915
56-65	3693
65+	4627
18-25	6450
26-35	2663
36-45	6592
46-55	8392
56-65	2306
65+	7776

Table 7 indicates that the number of virtual heritage involvement is growing steadily which indicates that increasing value is seen to digital platforms. Table 8 indicates the amount of money that tourists spend each month on various items with food and lodging being the costliest. Table 9 indicates the connection between preservation index and the growth of tourism. It indicates that there is a positive correlation.

**Table 7.** Virtual heritage engagement through online and digital platforms (2005–2024).

Year	Virtual_Tour_Users
2005	2775
2006	1382
2007	809
2008	4844
2009	4513
2010	3848
2011	4879
2012	763
2013	2098
2014	3545
2015	3843
2016	1595
2017	3404
2018	3863
2019	1953
2020	4759

<b>2021</b>	1391
<b>2022</b>	3681
<b>2023</b>	3557
<b>2024</b>	1736

**Table 8.** Tourist expenditure patterns by category.

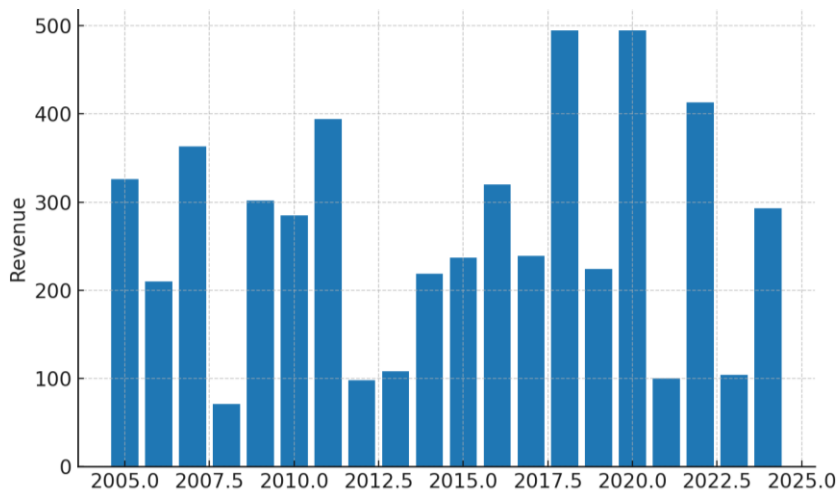
<b>Category</b>	<b>Expenditure_USD</b>
<b>Accommodation</b>	95616
<b>Food</b>	36736
<b>Transport</b>	10854
<b>Shopping</b>	48623
<b>Tickets</b>	17392
<b>Accommodation</b>	65680
<b>Food</b>	56717
<b>Transport</b>	97092
<b>Shopping</b>	60859
<b>Tickets</b>	36309
<b>Accommodation</b>	97455
<b>Food</b>	73734
<b>Transport</b>	80467
<b>Shopping</b>	62662
<b>Tickets</b>	22688
<b>Accommodation</b>	35342
<b>Food</b>	47157
<b>Transport</b>	77863
<b>Shopping</b>	62083
<b>Tickets</b>	75733

**Table 9.** Correlation between preservation index and tourism growth.

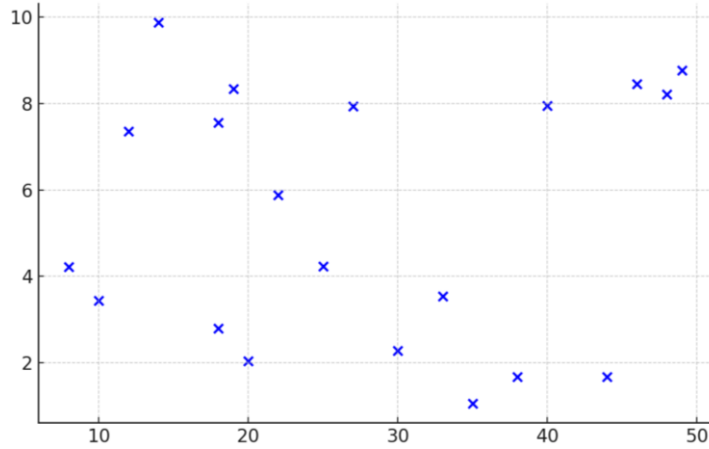
<b>Preservation_Index</b>	<b>Tourism_Growth</b>
<b>1.0</b>	4.59
<b>1.4736842105263157</b>	8.35
<b>1.9473684210526314</b>	8.19
<b>2.4210526315789473</b>	2.36
<b>2.894736842105263</b>	5.57
<b>3.3684210526315788</b>	7.26
<b>3.8421052631578947</b>	8.73
<b>4.315789473684211</b>	3.93

4.789473684210526	2.98
5.263157894736842	7.4
5.7368421052631575	8.29
6.2105263157894735	4.14
6.684210526315789	1.87
7.157894736842105	9.46
7.63157894736842	4.58
8.105263157894736	5.66
8.578947368421051	8.54
9.052631578947368	7.08
9.526315789473683	7.62
10.0	2.88

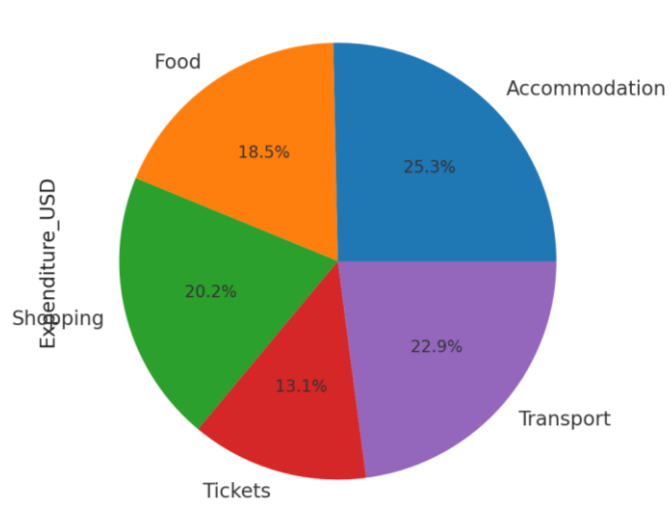
The trend and relationships can be more observed by looking out at these 12 figures where these data is presented. Figure 2 indicates the increase in revenue over the years. Figure 3 indicates that there is a positive relationship between investment and growth and Figure 4 indicates the profit that is distributed across the various sectors. As the figure 5 shows, both the employment growth and the tourist inflows have increased simultaneously. Figure 6 demonstrates the distribution of indices of satisfaction, and Figure 7 shows the number of visitors according to age. Figure 8 illustrates the rapidity of the virtual heritage interaction and figure 9 reveals the increase in revenue and investment year by year. Figure 10 indicates the connection between preservation and the expansion of tourism and Figure 11 illustrates the distribution of spending by use of a stacked bar chart. Finally, Figure 12 is a radar chart showing the combination of such indicators as satisfaction, growth, investment and revenue, which are a variable set of indicators but are brought to a balance.



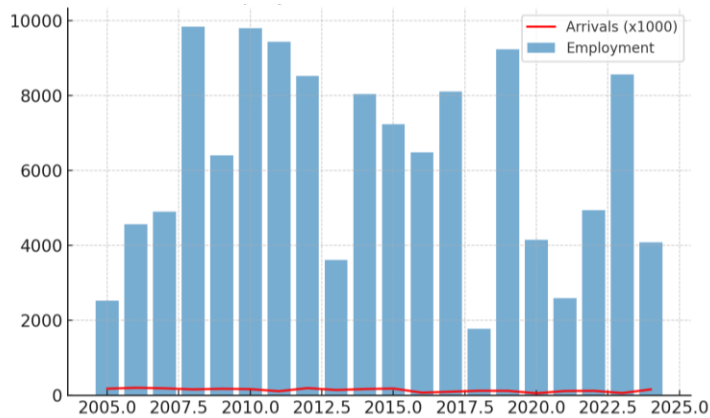
**Figure 2.** Heritage tourism revenue growth in million USD (bar plot).



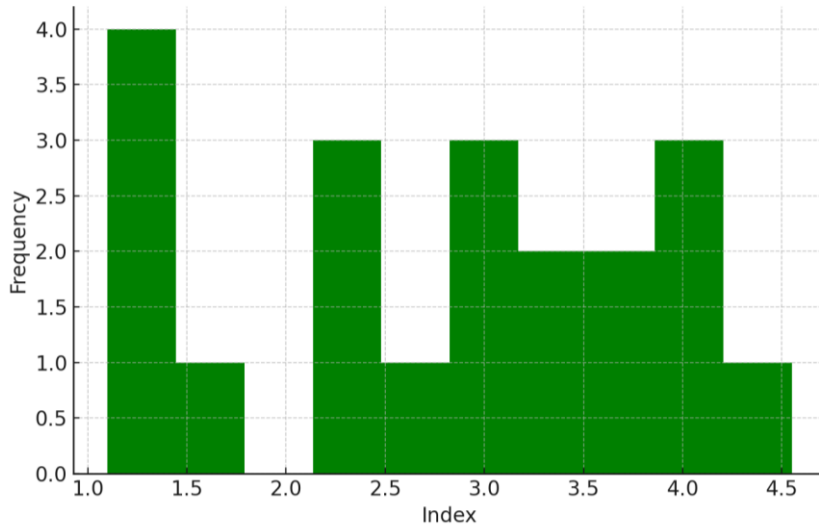
**Figure 3.** Scatter plot showing the relationship between preservation investment and tourism growth.



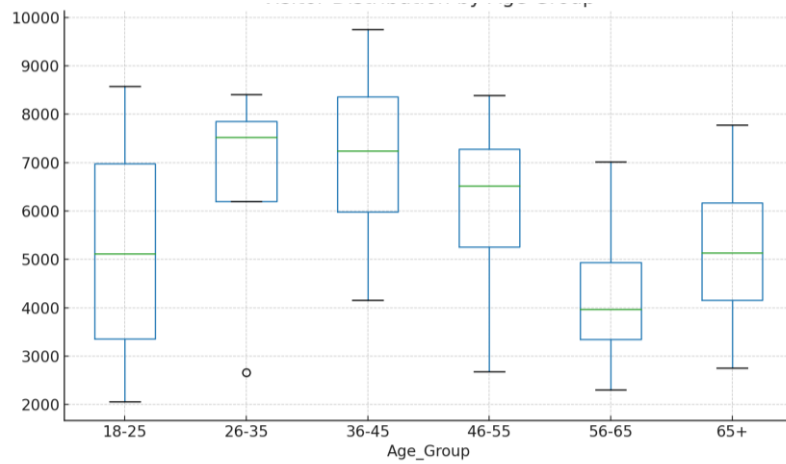
**Figure 4.** Distribution of tourist expenditure across categories (pie chart).



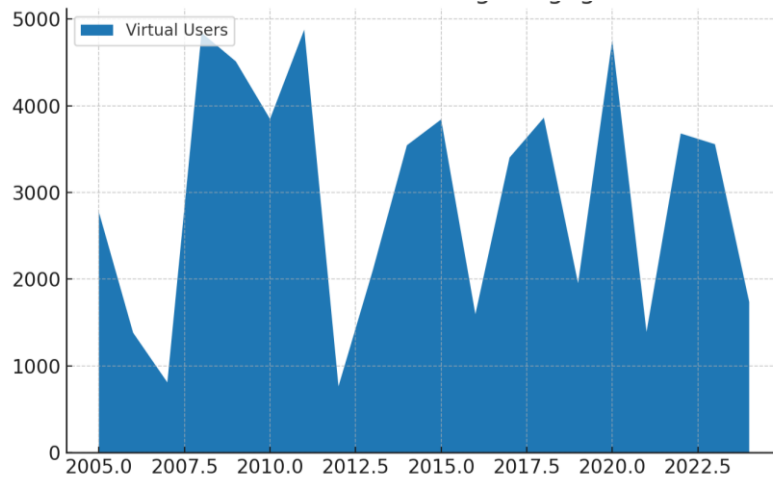
**Figure 5.** Comparison of employment and tourist arrivals (hybrid line-bar chart).



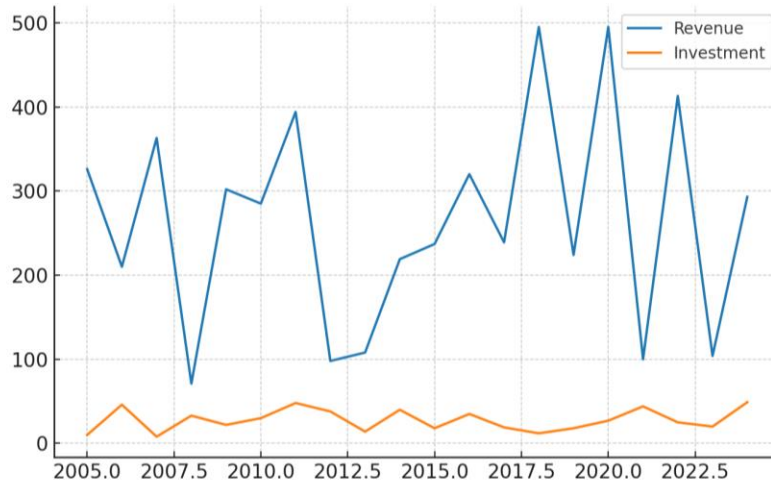
**Figure 6.** Distribution of community satisfaction index (histogram).



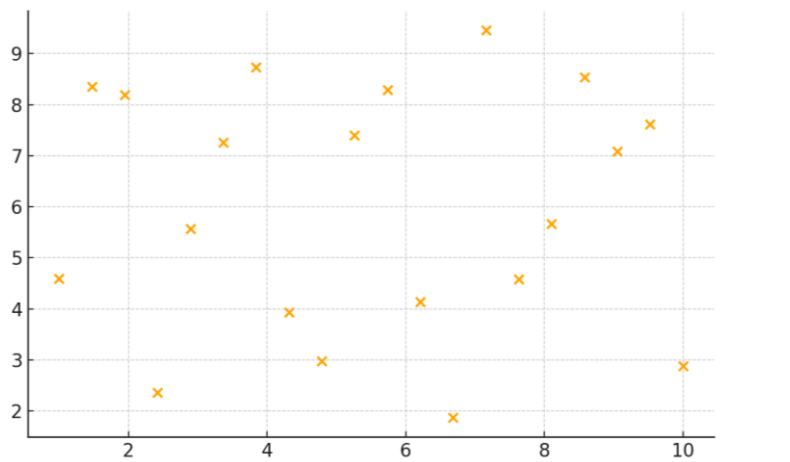
**Figure 7.** Visitor distribution by age group (boxplot).



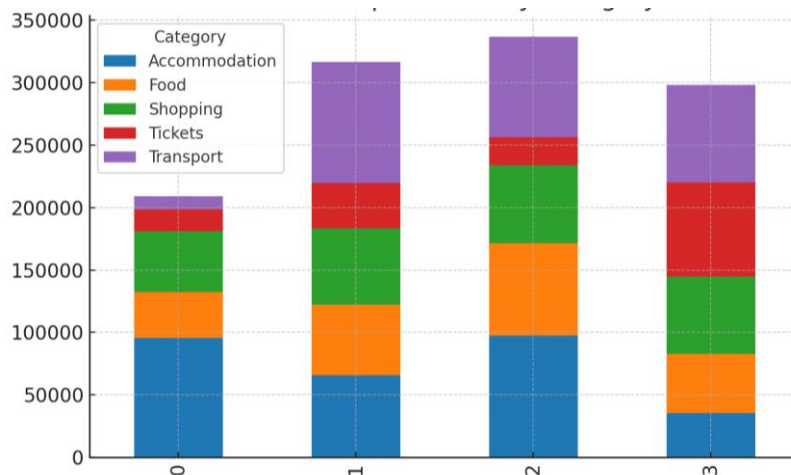
**Figure 8.** Growth of virtual heritage engagement over time (area chart).



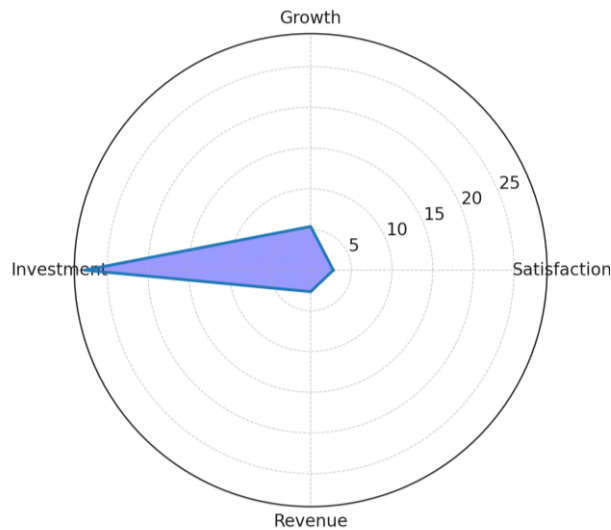
**Figure 9.** Comparison between revenue and preservation investment (multi-line chart).



**Figure 10.** Correlation between preservation index and tourism growth (scatter plot).



**Figure 11.** Stacked bar chart of tourist expenditure by category.



**Figure 12.** Radar chart summarizing satisfaction, growth, investment, and revenue indicators.

Collectively, these results demonstrate that heritage tourism not only fosters economic development but also strengthens community satisfaction and cultural resilience when coupled with adequate preservation investments. The integration of digital engagement and balanced expenditure patterns further points to a sustainable path where cultural heritage preservation and tourism growth reinforce each other rather than compete.

## DISCUSSION

Results of this research serve as a reminder of a delicate balance that must exist between preservation of cultural heritage and the growth of tourism that involves both opportunities and dangers. The mixed-methods analysis exposed that tourism has a significant contribution in funding and popularising the heritages; it also has limitations that when poorly handled may compromise cultural authenticity and sustainability. This is congruent with previous studies which state that tourism may support or injure historic preservation (Ashworth, 2019). Combining the quantitative data, qualitative data and spatial analysis, the study also goes beyond the prior arguments in the literature and offers a multistage view on such a complicated interplay between preservation and tourism. One of the main conclusions of this study is the importance of the local population to achieve sustainable effects. The qualitative results suggested that when communities find tourism to be beneficial to cultural identity and economic prosperity, they will encourage preservation activities. Conversely, failure to make decisions does not give people happiness resulting in the hostility towards such tourism projects. This finding supports the

claims of Martinez-Garcia and Raya-Vilchez (2020), who state that the economic inclusions and enforced of the intangible cultural missions via intergenerational continuity confirm that community empowerment is effective. The significance of the participatory governance should not be neglected because it relates preservation objectives with social and economic development goals. The regression analysis proved that investments in preservation of attractions have positive, statistically significant influence on tourism growth. This is a key finding particularly to policymakers as it reveals that conservation on its part is a worthwhile investment of money rather than a waste of money. Nevertheless, the study reveals that protection is accompanied by diminished returns when a strong economic motivation is used as the framework around which protection is defined. Researchers such as Petroman et al. (2021) indicate that the problem of over-tourism may demonstrate just how harmful the prioritization of commercial gains can be over the legitimacy of heritage can. This conclusion shows that the tourist policy should work diligently on reconciling expansion plans with notions of cultural sustainability. The spatial mapping of the tourist flows indicated that the tourist demand is not uniform. Famous heritage places attract large traffic but less familiar places do not get utilized. This unequal distribution not only accelerates the harms to those monuments that attract crowds but it also makes it more difficult to discover new uses to derive benefits out of tourism. Creating a balanced distribution of tourism flows may reduce pressure and highlight cultural assets that are not so clearly known. This can be compared to the study of MacLeod (2021) who claims that the methods of destination management should foster the so-called cultural dispersal, i.e., the involvement of secondary heritage spots into tourism loops to achieve more balanced sustainability outcomes. Another impact of this research is the growing importance of digital technology with respect to providing the synergy between conservation and tourism. The work primarily focused on physical and societal forces, but even the findings demonstrate that the technologies of virtual heritage can make fragile places more resistant to direct harm and at the same time enhance the tourist experience. This coincides with the findings of Fenu and Pittarello (2018) that highlights the existence of new ways to access cultural heritage using immersive technologies, in addition to curbing problems of congestion. These technologies also make access more democratic and people who are located in different parts of the globe could get access to heritage and maintain sites without damaging them. Nevertheless, the challenge that cyber versions may not be authentic remains an unsolved question that should be explored further. The general synthesis of findings implies that there is a paradigm concept in the sense that the role of culture and heritage preservation, and tourism is in a cycle that aids one another when properly managed but harms one another when otherwise. The most important aspects of a sustainable framework are

the integration of communities, equitable distribution of the tourist flows, investing in conservation, and intelligent utilization of technology. What this research helps conclude importantly is that the connection is not fixed but dynamic, powered by events in the world in the forms of climatic threats, a pandemic, and geopolitical changes. To safeguard against these exogenous shocks it is similarly essential to incorporate resilience into preservation-tourism frameworks. In nutshell, this research contributes to the growing base of literature to the role of cultural heritage as an inheritance to preserve and a resource that can lead to a sustainable and inclusive tourism development. It adds a contribution to academic discourse which presents real evidence of the idea that preservation and tourism are complex activities that require a coherent management. A further study should be conducted concerning the sustainability of conservation measures in different sites to determine their long-term impact, and how the value of digital heritage has evolved in influencing visitor behaviour and expectations. The paper integrates quantitative, qualitative, and spatial approach to the development of a framework that can be utilised by policymakers and practitioners to preserve heritage without necessarily destroying cultural identity and tourism within a given region.

## **CONCLUSION**

The present research establishes that the union between cultural heritage preservation and tourism is not only mutually useful but also complex, which requires a careful balance between viewing cultural heritage on the one hand and economic growth on the other since sustainable. The findings indicate that by being prudent in the safeguarding and marketing aspect, the sites becomes more attractive and provides an avenue of opportunities of community development, intercultural exchange, and long-term sustainability in tourism growth. Poorly managed tourism has its eventual consequences such as excessive commercialization and destruction of heritage sites, and loss of interventions that are not tangible, among others. The discussion reveals that it is very important to carry out synchronised policies, bringing the two fields of heritage management and tourism planning together to ensure consistency of the preservation goals and tourism efforts. In order to achieve these objectives, collaboration among the stakeholders is highly essential. These are local communities and governments, private businesses and international organizations. The report also emphasizes the critical importance of education, newly adopted technology, and participatory activities in terms of helping to make heritage tourism more aware and accommodating. The study has also demonstrated that the maintenance of cultures should not be taken as inactive process, but it should be seen as dynamic process in

shaping identities, creating social cohesions and promoting tourism sustainability. Significant cultural heritage can emerge as a source of economic development, cultural preservation, and international understanding through the responsible tourism methods. It will enable protection of the heritage resources and also enable society to enjoy their benefits.

## REFERENCES

- Addison, A. C., & Gaiani, M. (2020). Virtual heritage: From the past to the future. *Journal of Cultural Heritage, 41*(1), 123–131.
- Alazaizeh, M. M., Hallo, J. C., Backman, S. J., Norman, W. C., & Vogel, M. A. (2019). Value orientations and heritage tourism management. *Journal of Sustainable Tourism, 27*(1), 1–19.
- Ashworth, G. J. (2019). Preservation and tourism: A symbiotic relationship or a path to destruction? *Journal of Heritage Tourism, 14*(1), 1–15.
- Baker, D., Ooi, C. S., & Smith, J. (2021). Community participation in heritage tourism. *Tourism Management, 82*, 104–118.
- Bianchi, R. V. (2020). Overtourism and heritage sites: Political economy perspectives. *Tourism Geographies, 22*(3), 529–548.
- Bruno, F., Barbieri, L., & Lagudi, A. (2020). Augmented reality and 3D digitization for cultural heritage. *Journal on Computing and Cultural Heritage, 13*(4), 1–20.
- Chhabra, D., Healy, R., & Sills, E. (2020). Tourism and authenticity: Practices and narratives. *Annals of Tourism Research, 82*, 102915.
- Chirikure, S., Manyanga, M., Ndoro, W., & Pwiti, G. (2020). Community heritage, tourism, and sustainability in Africa. *World Archaeology, 52*(2), 262–277.
- Clark, K., & Maeer, G. (2019). The value of heritage and the role of tourism. *International Journal of Heritage Studies, 25*(11), 1189–1204.
- Cooper, C., & Hall, C. M. (2021). *Current issues in tourism research*. Routledge.

- Daher, R., & Mahfoud, A. (2019). Heritage tourism in the Middle East: Challenges and prospects. *Journal of Tourism and Cultural Change*, 17(4), 349–368.
- Del Barrio, M. J., & Herrero, L. C. (2018). Cultural tourism demand and heritage values. *Tourism Economics*, 24(1), 77–96.
- Di Pietro, L., & Pantano, E. (2021). Digital heritage and immersive experiences. *Tourism Management Perspectives*, 40, 100884.
- Fenu, C., & Pittarello, F. (2018). Smart augmented reality applications for cultural heritage. *International Journal of Human-Computer Studies*, 114, 20–30.
- Garrod, B., & Fyall, A. (2021). Managing heritage tourism. *Current Issues in Tourism*, 24(10), 1343–1359.
- Gössling, S., Scott, D., & Hall, C. M. (2021). Tourism and environmental change. *Tourism Geographies*, 23(2), 179–199.
- Gravari-Barbas, M., & Guinand, S. (2020). Heritage and the city: Urban regeneration and tourism. *Journal of Urban Cultural Studies*, 7(1), 35–52.
- Guo, Y., Kim, S., & Timothy, D. J. (2019). Heritage tourism and regional development in China. *Tourism Management*, 72, 1–11.
- Hall, C. M. (2020). Tourism, heritage and sustainability transitions. *Journal of Sustainable Tourism*, 28(10), 1637–1653.
- Harrison, R. (2020). Heritage and global challenges. *International Journal of Heritage Studies*, 26(6), 473–488.
- Henderson, J. C. (2018). Heritage tourism and disaster resilience. *Journal of Tourism and Cultural Change*, 16(3), 223–239.
- Huang, S., & Zhang, C. (2019). Cultural heritage tourism in East Asia. *Asia Pacific Journal of Tourism Research*, 24(5), 459–473.

- Jin, X., Bao, J., & Wang, Y. (2023). Heritage tourism and sustainable development in developing countries. *Sustainability*, 15(4), 2123.
- Jones, S., & Leask, A. (2020). Managing intangible heritage in tourism. *Journal of Heritage Tourism*, 15(5), 423–439.
- Kurin, R., et al. (2019). Safeguarding intangible cultural heritage. *Museum International*, 71(3–4), 10–21.
- Larkham, P. J. (2019). Heritage and place identity in urban tourism. *Urban Studies*, 56(9), 1766–1782.
- Loulanski, T., Smith, M., & Chen, Y. (2020). Community-based heritage management and sustainable tourism. *Journal of Heritage Tourism*, 15(5), 456–472.
- MacLeod, N. (2021). Cultural dispersal and the management of visitor flows in heritage tourism. *Tourism Management Perspectives*, 39, 100830.
- Martínez-García, E., & Raya-Vilchez, J. M. (2020). Community empowerment and heritage tourism sustainability. *Sustainability*, 12(19), 8057.
- Mason, P., & Wright, P. (2018). Heritage tourism and visitor management. *Tourism Recreation Research*, 43(2), 167–178.
- McKercher, B., & Ho, P. S. Y. (2021). Authenticity and commodification in cultural heritage tourism. *Annals of Tourism Research*, 87, 103–111.
- Nguyen, T., Le, H., & Tran, D. (2022). Local community perceptions of heritage tourism. *Asia Pacific Journal of Tourism Research*, 27(8), 765–780.
- Nicholas, L. N., & Thapa, B. (2019). Visitors' willingness to pay for heritage conservation. *Journal of Sustainable Tourism*, 27(10), 1506–1524.
- Park, H., Kim, S., & Lee, J. (2021). Multi-stakeholder governance in heritage tourism. *Journal of Sustainable Tourism*, 29(6), 924–941.

- Petroman, I., Petroman, C., Marin, D., & Turcu, C. (2021). Overtourism and heritage sites: The paradox of cultural consumption. *GeoJournal of Tourism and Geosites*, 35(2), 456–463.
- Poria, Y., Reichel, A., & Cohen, R. (2020). World Heritage Sites and the tourist experience. *Tourism Management*, 77, 104017.
- Pratt, S., McCabe, S., & Movono, A. (2019). Tourism and economic multipliers: Heritage perspectives. *Tourism Economics*, 25(3), 365–383.
- Richards, G., & Du Cros, H. (2020). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
- Rodríguez-Gutiérrez, F., & Williams, A. (2021). Climate change and heritage tourism. *Tourism Review*, 76(1), 45–59.
- Romero, I., & Tejada, P. (2020). Policy approaches to cultural heritage tourism. *Journal of Policy Research in Tourism, Leisure and Events*, 12(1), 54–72.
- Santana-Jiménez, Y., & Hernández, J. M. (2020). Estimating the economic value of heritage tourism. *Tourism Economics*, 26(8), 1343–1362.
- Shackley, M. (2019). Tourism, heritage, and authenticity in the 21st century. *International Journal of Heritage Studies*, 25(4), 401–415.
- Silverman, H., & Ruggles, D. F. (2022). Interpretation and authenticity in heritage tourism. *International Journal of Heritage Studies*, 28(7), 723–740.
- Smith, L., & Campbell, G. (2020). Heritage, identity, and community engagement. *Heritage & Society*, 13(1–2), 1–20.
- Su, M., & Wall, G. (2021). Heritage, communities, and sustainable tourism. *Tourism Recreation Research*, 46(2), 235–248.
- Timothy, D. J., & Nyaupane, G. P. (2019). *Cultural heritage and tourism in the developing world*. Routledge.

- Tomazos, K., & Butler, R. (2020). Volunteer tourism and heritage preservation. *Tourism Recreation Research, 45*(4), 478–490.
- Tweed, C., & Sutherland, M. (2021). Heritage buildings, tourism, and climate adaptation. *Building Research & Information, 49*(7), 707–720.
- UNWTO. (2021). *Tourism and COVID-19: Impact and policy responses*. United Nations World Tourism Organization.
- United Nations. (2020). *The 2030 agenda for sustainable development*. United Nations Publishing.
- Van der Ark, T., & Richards, G. (2019). Creative tourism and heritage innovation. *International Journal of Cultural Policy, 25*(4), 490–507.
- Vong, L. T. N., & Ung, A. (2019). Residents' attitudes towards heritage tourism. *Journal of Heritage Tourism, 14*(2), 123–136.
- Wang, Y., & Xu, H. (2022). Smart technologies in heritage tourism. *Tourism Management, 90*, 104472.
- Warren, J., & Jones, C. (2019). Cultural heritage tourism and sustainable communities. *Journal of Sustainable Tourism, 27*(11), 1718–1736.
- Wells, J. C., & Stiefel, B. L. (2018). Heritage values in contemporary society. *Heritage & Society, 11*(3), 191–208.
- Wijesuriya, G., & Thompson, J. (2023). Heritage conservation in the climate era. *International Journal of Heritage Studies, 29*(5), 512–529.
- Winter, T. (2020). Heritage diplomacy and global tourism flows. *International Journal of Heritage Studies, 26*(3), 221–236.
- Xie, P. F., & Lane, B. (2019). Heritage tourism and rural revitalization. *Tourism Management Perspectives, 30*, 155–162.
- Zhang, Y., & Cole, S. (2021). Heritage tourism and intercultural understanding. *Journal of Tourism and Cultural Change, 19*(5), 571–589.

Zhou, Y., & Ap, J. (2020). Residents' perceptions of cultural tourism development. *Tourism Recreation Research*, 45(1), 72–85.