

*Call for book chapter*

## **World heritage management, urban planning and sustainable tourism**

**Eds.** Kurt Luger, Greg Richards, Matthias Ripp

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Cultural heritage and cultural memory are the ‘shining stars’ in the growing field of cultural tourism. By visiting a historical site, tourists enter a space that is subject to another time. It is connected with past events, which can be located, interpreted and remembered through the examination of its symbolic order. It thus reconstructs a social framework that brings together collective memory and history, generational memory and memory in the sense of a configuration for identity formation. In the case of world heritage tourism the product incorporates elements of national or regional character, as world heritage sites are national flag carriers and major tourism attractions of their country, symbols of national identity, universally recognized.

In recent years, world heritage tourism and cultural tourism in general have contributed largely to intercultural understanding and cross-cultural encounters. In many destinations tourism creates a great number of jobs and revenues for the local population. The exponential growth in cultural tourism has caused also some negative impacts on several destinations. In particular, smaller cities and world heritage sites, located in historic centres, suffer from an overload of tourism and traffic.

Overcrowding is a visual sign of uncontrolled tourism resulting in traffic jams, pedestrian congestion in narrow city lanes and suboptimal experience of the high quality tourism product. A strict visitor management and entrance limitations to the city centres for cars and coaches may mitigate the problem. City administrators and destination managers have to acknowledge that there are definite limits to growth. Prioritizing the welfare of local residents above the needs of the global tourism supply chain is vital. Prime consideration must be given to ensuring that the level of visitation fits

within a destination's capacity. The tourism industry bears a major responsibility and has to ensure that product development achieves a balance between the optimal tourist experience and a commensurate local benefit. Therefore, tourism is part of the wider destination management system, which must also consider transport and mobility, the preservation of spaces, the local economy and housing, among other aspects of daily life. It goes without saying that carefully planned and managed tourism can make a major contribution towards the World Heritage Convention goals, preserving cultural and natural heritage, intercultural respect and appreciation.

Articles should address one or more aspects of the coherences presented above. They can either focus on case studies dealing with practical experiences or they can discuss the topic on a wider theoretical level. The aim of the publication is to contribute to a comprehensive heritage management by means of stakeholder participation, including urban and traffic planning as well as sustainable tourism.

Abstract should be sent to

[Kurt.luger@sbg.ac.at](mailto:Kurt.luger@sbg.ac.at)

UNESCO chair in Cultural Heritage and Tourism, University of Salzburg, Austria