Chapter 14
Expanding Perspectives in Tourism, Cultural Heritage and Urban Regeneration

Takamitsu Jimura and **Nicholas Wise**

Abstract This concluding chapter considers some research directions and expanding perspectives for researchers who are looking to align research in the areas of tourism, cultural heritage and urban regeneration. Each of the themes outlined in this chapter is closely associated with multiple aspects of tourism, cultural heritage and urban regeneration such as spaces and places for the supply and demand sides of tourism, tangible and intangible cultural heritage, and the past, current and future of historical spaces and urban regenerations. Ten key themes emerged from this book and we encourage authors writing across these areas to consider these as points of reflection to take new ideas forward given the holistic research avenues in tourism, cultural heritage studies and urban studies, independently or inter-dependently.

Keywords Tourism · Cultural heritage · Urban regeneration

14.1 Introduction

The chapters presented in this collection all highlight the links between tourism, cultural heritage and urban regeneration. Prior to writing, we, editors, did not suggest contributors to follow any specific theoretical framework or adopt a certain approach when they develop their chapters. Instead, we encouraged contributors to identify and utilise theoretical underpinnings and approaches that were most significant and relevant to the particular cases they examined. This helps our readers and fellow researchers realise the connections and wider transferability of research that helps connect the areas this book brings together. Moreover, this interpretive stance and inductive approach was appropriate and effective for this co-edited book comprising of chapters that deal with diverse case studies from different regions of the world. By bringing together contributors with several different disciplinary and cultural backgrounds, this collection could critically examine interrelationships between the

T. Jimura (✉) · N. Wise
Liverpool John Moores University, Liverpool, UK
e-mail: T.Jimura@ljmu.ac.uk

N. Wise
e-mail: N.A.Wise@ljmu.ac.uk

collection's three main pillars: tourism, cultural heritage and urban regeneration. This enables us to explore how 'spaces' utilised for various purposes of human activities have been changing in their historical settings. We do hope that this collection could provide the reader with various viewpoints towards the analysis and understanding of dynamic interactions between tourism, cultural heritage and urban regeneration. The following section reviews the content of each contribution and presents key themes appeared through this process.

14.2 Key Themes Emerged

By understanding the content of each chapter and the whole picture of this collection, diverse key themes have emerged with regard to the interrelationships between tourism, cultural heritage and urban regeneration. All of these main themes are also associated closely with multiple aspects of tourism, cultural heritage and urban regeneration such as spaces and places for the supply and demand sides of tourism, tangible and intangible cultural heritage, and the past, current and future of historical spaces and urban regenerations. Subsequent sub-sections go over the contents of chapters referring to the three pillars of this book.

14.2.1 Tourism

It is evident from this collection that a wide variety of cultural heritage has been utilised for tourism purposes, mainly as man-made tourism resources. This is echoed by one of the widely accepted contemporary tourism phenomena, emergence and development of 'new' types of tourism. New types of tourism can be understood as an antonym of traditional types of tourism. Traditional types of tourism cover rather limited variety of people's interest and attraction factors such as seaside resorts and festivals. They are usually well associated with the concept of mass tourism and have been implemented, typically, as package holidays. However, new types of tourism, often bracketed as niche tourism, have appeared to meet more personalised and specialised needs that differ by tourist than those of mass tourists. This shift in the main stream of tourism is pointed out well by scholars (e.g. Novelli 2005; Marson 2011; Shoval 2018). The word, niche tourism, derived from a marketing term, 'niche marketing'; and, niche tourism can be categorised into macro-niches and micro-niches (Novelli 2005). The concept of niche tourism and two different kinds of niches are confirmed in the chapters in this collection as follows, macro-niches and micro-niches, respectively:

- Chapter 2—Music and blues music
- Chapter 3—Drink and beer
- Chapter 4—Sport and football

- Chapter 5—Heritage and World Heritage
- Chapter 6—Heritage and historic district
- Chapter 7—Festival and winter festival
- Chapter 8—Festival and ethnic/religious festival
- Chapter 9—Festival and religious festival
- Chapter 10—Sport and Olympics and Paralympics
- Chapter 11—Heritage and World Heritage
- Chapter 12—Dark (tourism) and genocide
- Chapter 13—Heritage and historic district

As can be implied from the above, the macro-niches (and micro-niches) of tourism products overlap each other. Nowadays, the number of places in the world that can be comprehended as a tourist destination is countless with new destinations emerging in the tourism market every year. This means that many tourist destinations have similar destination portfolios, particularly with regard to their attraction factors. This is especially true in the highly globalised era like today.

Considering the arguments above, key themes stem chiefly from the investigation of tourism at the destinations looked at in this collection and its relationships with cultural heritage and urban regeneration are as follows:

- Increase in highly personalised and specialised interests and needs different by tourist, and
- Uniqueness of destination portfolios peculiar to or prominent in each tourist destination.

14.2.2 Intangible Cultural Heritage

First, it is confirmed from several chapters that intangible cultural heritage can play an important role in revitalising local communities, enhancing local economy, developing tourism and/or facilitating urban regeneration. Of various kinds of intangible cultural heritage, the power and potential of festivals or events are evidenced in five chapters. Regarding events and festivals, a wide range and scale of events and festivals are discussed in this collection and each festival celebrates something important and unique to a certain locality. Zang et al. (Chap. 3) confirm the potential of local festivals featuring local beverage culture, beers, as a powerful tourism resource of Qingdao, Shandong in China. On the other hand, the main characteristics of local festivals Wall (Chap. 7) examines are winter magic and mystery in severely cold climate and culture of indigenous people, Metis, in relation to urban regeneration and visitor attractions in Edmonton, Alberta in Canada. The link between a specific culture and a certain festival confirmed in Wall's contribution can also be verified in the chapter by Melis (Chap. 8), which looks at the Beltane Fire Festival in Edinburgh, Scotland in the UK. The festival can be understood as a pagan festival that has been celebrated as revival or reinvention of ancient Celtic rituals. Although this festival

is criticised because the festival's playful nature may deviate it from its original purpose, the festival is still valued as embodiment of local culture and an appealing tourism resource. Saha and Khare (Chap. 9) also take up a festival associated with a certain religion. Kumbh Mela is a Hindu festival held in four different Indian cities. They explore the effectiveness of geographic information system (GIS) to enhance pilgrims' accessibility to bathing activities and their safety at an urban regeneration site in Ujjain City during the festival. With regard to preparations and urban narratives associated with mega-sporting events, Jimura (Chap. 10) looks at the 1964 and 2020 Tokyo Olympic and Paralympic Games in Japan and examines how these mega-events utilised existing cultural heritage and triggered spatial transformation and urban regeneration in Tokyo. Tokyo 2020 is expected to rejuvenate Tokyo, and the whole of Japan is working together to prepare for and be able to accommodate Japan's inbound tourism boom. Holding mega-events can be perceived as a great honour for local residents who support the events (Hiller 1998). Festivals and events can also function as tourism resources that can attract visitors domestically and internationally, and this would enable local people to rediscover and revalue cultural heritage their community have and foster their pride in their place of residence (Jimura 2019). Wise (2016) also points out that local inhabitants' pride in place is a significant intangible advantage of tourism-led and event-led regeneration, which is a chance for people to embrace new opportunities.

Jimura's chapter signifies the meanings of sports as well as events as intangible cultural heritage for the historical place in relation to tourism and urban regeneration. Such magnitude of sports is also endorsed by Uvinha et al. (Chap. 4). They examine football as a key element of Brazilian culture and history, and discuss how this intangible cultural heritage has been functioning as a nucleus of development and renovation of football stadium and museum in São Paulo. Their chapter also demonstrates the importance of Brazil's national sport, football, and its relevant facilities in shaping and enhancing national culture and identity and in developing and fostering domestic tourism. Like sports, music is also intangible heritage that could have a solid association with a certain place such as Merseybeat and the United Kingdom and reggae and Jamaica, and could have a power to develop tourism and enhance urban regeneration. Hensall (Chap. 2) clearly demonstrates the capability of Blues music, which can play a central role in changing the faces of downtown Clarkdale; and, discusses how this type of intangible heritage having a strong bond with a specific place is also well embedded in the tourism industry. As the discussion so far indicates, intangible cultural heritage includes what normal people enjoy in their everyday lives such as sports and music. The centre of Zhang et al. (Chap. 3) is a drink, beer, and this is also part of ordinary people's daily lives. The beer heritage Qingdao has conserved works as a driving force for urban regeneration of this Chinese city, reusing existing buildings and structures for fresh purposes and involving a wider audience such as tourists through beer festivals and a host of tourism opportunities linked to the Tsingtao brand and brewery. In addition, intangible cultural heritage includes human behaviours and actions more broadly. Chapter 6 by Spirou et al. investigates a predominantly African-American neighbourhood in Atlanta, Georgia, Sweet Auburn, by looking at the transformation of the living environment and the

civil rights movement that defines the history of this neighbourhood. Spirou et al. shed light on the historical changes that have unfolded in places and discuss how this once rather neglected neighbourhood of Atlanta is valued and revitalised through the recognition by the National Trust for Historic Preservation based on the neighbourhood's connections with local residents and the civil rights movement. The dignity of human beings can be enhanced through their own actions and activities such as civil rights movements, but can also be severely damaged by their actions and activities. Tyner (Chap. 12) focuses on such a negative aspect of people's behaviours through genocide in Cambodia that occurred between 1975 and 1979 and reveals an ironic situation the country currently has. Although the genocide occurred mainly in rural areas, many of the sites commemorating the victims are located in urban areas. This signifies rural areas that are actually closely associated with the tragic event have been neglected, whilst urban areas that have many war-related sites have experienced urban regeneration and have enjoyed their prosperity as destinations of dark tourism. The nature of such war-related heritage is usually contested and the use of this kind of heritage for tourism purposes can be criticised as commoditisation of tragic events. On the other hand, the motivations and aspirations of 16 countries belonging to the Southern African Development Community (SADC) is the focus of Sifolo (Chap. 13). Through the SADC, an inter-governmental organisation founded in 1992, these nations have been working together to develop their economy, utilising cultural heritage they have and adopting inclusive tourism as a development tool. However, this chapter also exposes their challenges in reconciling different motivations and aspirations each key stakeholder has, although such challenges must be overcome or at least mitigated to attain cross-border benefits coming from development of cultural heritage tourism and urban regeneration in a sustainable manner.

Here, we can summarise the key themes that emerged chiefly from the investigation of intangible cultural heritage and its relationships with tourism and urban regeneration as follows:

- Power of festivals and events
- Potentials of ordinary people's everyday cultures, and
- Implications of humans' thoughts and behaviours.

14.2.3 Tangible Cultural Heritage

The key themes that emerged through the examination of intangible cultural heritage are also well related to tangible cultural heritage. It is evident from the chapters that both types of cultural heritage can affect or can be affected by tourism activities and/or urban regeneration. First, what we can identify from this collection is that intangible cultural heritage is often embedded in tangible cultural heritage in the forms of, for example, historic buildings at micro-level and/or urbanscapes at macrolevel through the processes and measures aiming to conserve cultural heritage and/or to revitalise certain places through tourism development and/or urban regeneration.

Through such procedures and means, the aforementioned tangible cultural heritage has been enhancing or changing its meaning and purpose internally and its faces and appearances externally. As can be seen from the collection, particularly from Chaps. 2–7, 10 and 11, these changes can be positive and/or negative for historical places. Overall, Chaps. 2–4, 6, 7, 10 and 11 indicate that the spaces in historical places have been conserved and/or revitalised through urban regeneration making the most of their cultural heritage and tourism. In relation to this, for example, Chap. 11 by Wise is insightful. This chapter looks at Mostar in Bosnia and Herzegovina, focusing on Stari Most ('Old Bridge'). The bridge had been serving for local people as an iconic structure and as their symbol until it was destroyed during the Bosnian War in November 1993. Through this incident, local people lost not only their tangible cultural heritage but also their emotional support. (Re)construction of Stari Most was conducted between 2001 and 2004, and the bridge and its surrounding area was listed as a World Heritage site in the following year (2005) as Old Bridge Area of the Old City of Mostar. Such activities for revival and valuing of Stari Most helped local residents to enhance their identity and regain their pride in this tangible cultural heritage. These activities could also shine the bridge again as the city's key visitor attraction.

Chapter 5 by Michelson et al. discusses tangible cultural heritage of Tallinn, its medieval old town. This heritage has played a crucial role in enhancing the city's worldwide recognition and image, for example, through the listing of the old town as a World Heritage site. This indeed has made a good contribution to an increase in business and investment opportunities and tourism development. However, the high level of popularity of the place can also trigger social issues such as gentrification and commercialisation of historical space as evidenced in this chapter. On the other hand, Chaps. 12 and 13 tell us the issues associated with wider communities across the country (Chap. 12) and the national borders (Chap. 13). Chapter 12 demonstrates a serious disjuncture within Cambodia. Intangible cultural heritage such as people's memory of genocide exists in rural areas and it works as the origin of tangible cultural heritage such as war memorials. However, these properties and sites are often located in urban areas, and act as a driving force for tourism development and urban regeneration. On the other hand, the rural areas are neglected and do not receive enough attention and opportunities for tourism and regeneration. Chapter 13 signifies the challenges an inter-governmental organisation, SADC, faces. As the official website of SADC shows, "Towards a Common Future" is the organisation's slogan (Southern African Development Community 2019). Due to the dissimilarities in the degrees and varieties of cultural heritage portfolios, tourism practices and tourism-led urban regeneration amongst 16 member states, SADC does not seem to have successfully motivated all key stakeholders to pursue the common benefits for all of the 16 member states. To achieve this objective, SADC and its member states need to be united in making the most of their tangible cultural heritage, including pilgrimage routes and cultural villages, as catalysts for tourism development and urban regeneration in a harmonised and effective manner.

Now, we can recap main themes appeared chiefly from the investigation of tangible cultural heritage and its relationships with tourism and urban regeneration as follows:

- Intrinsic value of existing buildings, structures and districts as visual representations of unique cultures
- Internal changes of existing buildings, structures and districts such as the changes in their meanings and purposes (e.g. transition from places for production to those for consumption, shift from community purposes to tourism purposes), and
- External changes of existing cityscapes and landscapes such as the emergence of new structures (e.g. creation of tourist spaces, development of business districts).

14.2.4 Urban Regeneration

Urban regeneration is a significant contemporary phenomenon that can be observed across the globe as endorsed by the chapters in this collection. Dynamics and ever-changing nature of urban landscapes surrounding us also need to be noticed. According to Roberts (2017, 18), for instance, urban regeneration is "comprehensive and integrated vision and action which seeks to resolve urban problems and bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change or offers opportunities for improvement". In relation to this definition, it could be stated that urban regeneration occurs not only in modern places but also in historical places, which is one of the main focuses of this collection. For historical places, conservation and management of cultural heritage are particularly important. In the real world, for instance, UNESCO adopts the concept of the Historic Urban Landscapes (HULs) in the context of World Heritage, and views it as a vital concept for the management and conservation of cultural heritage in the current urban context (Jimura 2019). HULs concern the magnitude of both past and current urban dynamics with interactions between the build and natural environment; the role of contemporary architecture; and, the economics and altering role of urban areas, highlighting the local process that involves non-local stakeholders such as tourism and urban development (Jimura 2019). Thus, it is fair to say that historical places would change their faces, considering the past, present and future of the places, utilising cultural and natural environment of the places, and involving various internal and external stakeholders. This point endorses both tourism and cultural heritage are crucial factors for urban regeneration, and can be confirmed in all the chapters in this book.

In light of the discussion above, key themes generated primarily from the enquiry of urban regeneration at the destinations examined in this book and its interplays with tourism and cultural heritage are as follows:

- Clear vision for the future of historical places based on respect for the past and understanding of the present, and
- Fair reflection of interests and concerns of key stakeholders in the planning and implementation stages.

14.3   Possible Future Directions for Research

To conclude, the 10 key themes that emerged in the previous section can evidence close interplays amongst tourism, cultural heritage and urban regeneration. We encourage authors writing across these areas to consider these as points of reflection to take new ideas forward given the holistic research avenues in tourism, cultural heritage studies and urban studies, independently or inter-dependently.

Tourism, cultural heritage and urban regeneration need to be beneficial for external stakeholders as well as internal stakeholders by making the most of advantage of each. For example, the level of conservation of cultural heritage can be enhanced and the use of heritage can be maximised by functioning as a key driver for tourism development and main tourism resource. This implies that the cultural heritage can be financially and socially sustainable by generating economic benefits for historical places and raising awareness amongst local people and tourists. However, it should also be noted that the original meanings and purposes of cultural heritage can be damaged or totally lost, and/or its appearance may be changed, if its value is neglected or overlooked. Cultural heritage, often together with tourism, can play a leading role in realising urban regeneration.

Nowadays, such heritage and/or tourism-led regeneration can be confirmed in many different regions of the world as this collection testifies. Here, it is vital for us to review the essence of urban regeneration. As cited above, urban regeneration can be defined as "comprehensive and integrated vision and action which seeks to resolve urban problems and bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change or offers opportunities for improvement" (Roberts 2017, 18). In light of this definition and also confirmed from this collection, urban regeneration should aim to create ideal spaces and places for local inhabitants, workers and tourists. All of these three types of people are important for urban regeneration. However, especially the views of the first two, particularly those of local residents, should be respected in both planning and implementation phases of urban regeneration. That is because urban regeneration should serve a long-term improvement in the economic, physical, social and environmental state of an area where people live, work and come as Roberts (2017) suggests, and the area is home of local inhabitants.

In light of this point, possible future research, for example, may compare and contrast the opinions of local people, workers and tourists towards urban regeneration in a historical place in order to identify any important gaps amongst them. It is also ideal if such research is conducted as a longitudinal survey which looks at urban regeneration in the historical place at three different times namely planning, ongoing and completed stages of urban planning in order to find out how the views of the aforementioned three groups of people have changed over time.

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