

# THE LANDSCAPE

## AS KEY TO RESILIENT CULTURAL TOURISM STEWARDSHIP

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## OBJECTIVE OF THE INTERVENTION

- This intervention underlines the pivotal role of the landscape to cultural tourism development and analysis.
- It proceeds from a discussion of the centrality of landscape to tourism and builds its argument for the crucial relationship of cultural tourism with the landscape
- towards sustainable, multifunctional, participatory cultural tourism, landscape and local/regional development, more generally
- and in light of the uncertain future of the post-COVID 19 era.



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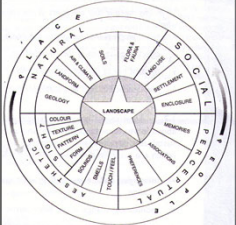
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## ON LANDSCAPE



- Landscape, as a concept and as a human construct, synthesizes all aspects and parameters of our surrounding space, both natural/physical and cultural/symbolic, tangible and intangible (European Landscape Convention, Council of Europe, 2000, 1 (1) P38)
- It represents a most useful terrain/ grounds for various types of planning and a comprehensive medium for natural and cultural resource protection, management, promotion, consumption and, generally speaking, every human intervention in space & society.
- Primarily, landscape is the source of (human) livelihood and humans' medium of interrelating with our world(s)—at a practical/functional level, at a sociocultural level, at a psychological/existential level etc.



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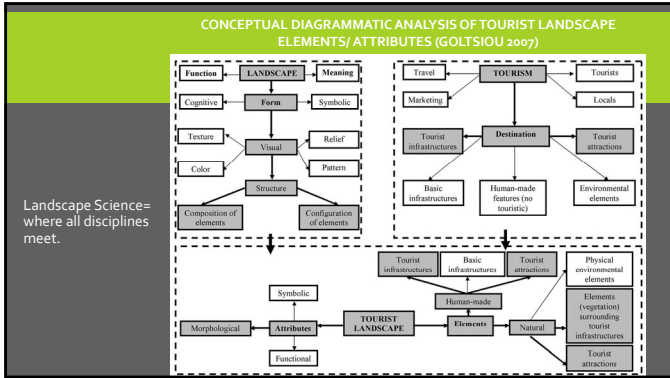
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Landscape Science= where all disciplines meet.

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## LANDSCAPE FOR TOURISM



By bringing together humans and their cultural imprint on the land, landscape becomes an indispensable and readily amenable and accessible receptacle for cultural tourism:

- as a tourist attraction in itself;
- as the stage and backdrop for the development of tourism;
- as a container and source of tourism resources and attractions;
- as a means for promoting tourism;
- as a tool for studying tourism; and
- as a medium for developing an understanding and appreciation of a destination.

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## TOURISM AND LANDSCAPE: AN ESSENTIAL RELATIONSHIP

*"...landscape constitutes a most significant geographical medium in the analysis of relationships that develop between tourist and visited location. It represents the first and most enduring medium of contact between tourist and prospective or consumed place of travel; through acquired photographs, it becomes a traveler's lasting memoir. Tourist landscapes, moreover, through promotion, sustenance and transformation of their specific functions, are among the most significant and conflictual cultural grounds in the formation of place/ tourist/local identity and the negotiation of development" (the Landscapes of Tourism Model, Terkenli, 2000, 2014).*

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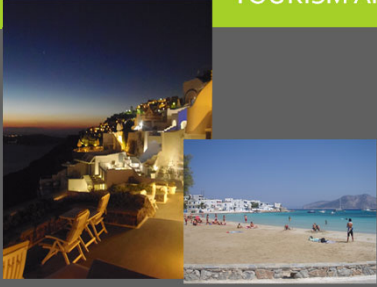
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### TOURISM AND THE LANDSCAPE



- The significance of landscape for tourist experiences at a visited destination is well-established in Tourism Science; there cannot be tourism without landscape, and no landscape is such without a viewer/ observer:
- the landscape becomes a mirror and a stage of all human activity and thought/perception on the land and can be 'read' as the heritage repository of the societies that have inhabited it, or anyway inscribed their culture on it, but also experienced and enjoyed, 'sold' and 'bought' it for tourism purposes.

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### LANDSCAPE & CULTURAL TOURISM



- All types of landscapes may potentially hold interest for some type of cultural tourist.
- However, certain types of landscapes, in certain parts of the world and certain time periods, tend to evolve as much more significant poles of cultural tourist attraction, than others.

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### THE PARTICULARITY OF LANDSCAPE



- Furthermore, as landscape represents a common good and collective right and responsibility, it may draw and mobilize local societies towards mutually beneficial goals, including the development of various types of cultural tourism.
- Such goals are obviously best undertaken on the basis of the principles of locality, sustainability, multifunctionality, identity and participatory governance—crucial to the new world of post-COVID-19 challenges and prospects.
- These principles stem from and refer to the nature of the landscape itself and create/ enhance cultural tourism possibilities, while safeguarding the destination and its resources, so that both tourism is sustained and the landscape continues to supply all those cultural tourism attractions ad infinitum (i.e. walking paths, local products, gastronomy and wine, traditional feasts & festivals, etc.).

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### FOR THE POST-COVID 19 ERA

Very significant vis-à-vis the difficult circumstances in which the world will regroup and regenerate in the post-COVID 19 era, in terms of provision by the landscape:

- of the essential resources for economic survival and prosperity
- of reaffirmation of cultural identity and continuity
- of solace, inspiration and therapy (well-being)
- of social cohesion and participatory governance of both tourism and landscape/landed resources
- of (cultural) tourism opportunities without the initial need for excessive investment in tourism infrastructure development
- of local/regional ownership/ control of the supply side of (cultural) tourism and its cultural/natural/landscape/human resources (in order to avoid tourism monocultures and dependencies)



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### CONCLUSION



- Landscape may thus be key not only to resilient, locally-beneficial and democratically stewarded cultural tourism, but ensure the continuity of all other landscape functions (i.e. production, transportation and communication, social services, etc. – ELC), since all of the latter are, or may be, highly interconnected with the landscape and with cultural tourism itself.
- Identifying the contribution of the specific landscape elements and properties to the articulation and development of cultural tourism will aid in the determination of landscape functionality for tourism purposes (preferences of various visitor groups), sustainability (natural/environmental carrying capacity, preferred types of tourism), and measurability (demand and supply prices, levels of tourism development in the region).

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### 3 GUIDING PRINCIPLES

1. Integrated planning and management of landscape and cultural tourism, engaging all stakeholders (tourism and landscape), at various scales.
2. "Community underwritten" and deliberative decision- and policy-making, at various levels (local/ regional, national etc.), incorporating tourism factors and interests.
3. Bottom-up, democratic, sustainable, active public engagement and participation in landscape governance, covering the needs of its users.

THANK YOU



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