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6. Encouraging the involvement of local people in the management and preservation of sites of cultural significance.¹
7. Studying the economic aspects of cultural tourism development and the means of creating (economically, culturally and environmentally) sustainable tourism.
8. Establishing systems for effective monitoring of the economic, cultural and ecological sustainability of tourism development projects and strategies.

1. In keeping with the new approach expressed in the revised (1998 and 2000) *Operational Guidelines* to the UNESCO's Convention on the Protection of the Cultural and Natural Heritage (16 Nov. 1972).

- d) Infrastructural issues of tourism development, including the need for an integrated system of planning and policy-making at government level.
- e) The ways in which tourism development related to sites of cultural importance and historic towns/cities can be provide mutual benefits for the cultural heritage and the tourism economy but may also be potentially destructive or damaging to the cultural heritage resource.

The authors wish to conclude with some proposals for the future development of cultural tourism in IR Iran that will aid in the development of cultural tourism in IR Iran in a sustainable manner. These are as follows.

1. Enhancement and promotion of the cultural heritage, including innovative ways of presenting sites and monuments, approaches to safeguarding/ promoting intangible heritage etc.
2. Encouraging the sharing of ideas and experience over best practice an environment conducive to preserving/ safeguarding tangible and intangible heritage while allowing access to sites of cultural importance.
3. Supporting the conservation of the historic fabric of cities such as Tehran where much pre-20th century architecture is being lost.
4. Assisting in the development of standards of best practice for the management and protection of sites of cultural significance, taking into account also the intangible values associates with those sites and traditional/local customs and know – how.
5. Making contacts with international and / or regional networks of professionals in relevant fields to exchange information and experience and facilitate exchanges of such professionals between IR Iran and other countries.

implementation involve major policy shifts and changes in planning and management strategies, it also implies a level of public participation in policy making that is unusual. There are also legislative and administrative implications that flow from its implementation.

There is a tendency for countries to focus on ecological sustainability rather than on longterm sustainable development and far an over-dependency on tourism as an engine for development. Indeed, the objective may become sustaining tourism itself with little attention being given to other sectors of the economy. This is problematic since a variety of economic, social and political factors can be seen as essentially *non-sustainable* over a broad canvas. For this reason, sustainable development objectives are of most relevance to local and small-scale tourism development projects.

Conclusion

It is clear that IR Iran has a significant cultural heritage resource-base that itself to the development of cultural tourism in the country. This has the potential to provide important economic benefits both to the country and to the local communities associated with areas rich in cultural heritage and other cultural attractions. It also has potential to increase the amenity of historic towns and cultural sites and to improve the living standards of local people in these areas. However, when seeking to develop cultural tourism in IR Iran there are certain important issues to be taken account of that include the following.

- a) The need to take account of the impacts of developing cultural tourism on the fabric of the cultural heritage and on local communities in historic towns and the localities surrounding heritage sites.
- b) The wider economic importance of developing Iran's non-oil and the economic impact of tourism development, both domestic and international tourism.
- c) The need to create economically, culturally and ecologically sustainable tourism development.

resources in such a way as to fulfil economic, social and aesthetic needs while, at the same time, maintaining cultural integrity, essential ecological processes and biological cultural integrity, essential ecological processes and biological diversity. Sustainable tourism is vital for the protection and preservation of the natural and cultural environment on which tourism depends and the goals of sustainable tourism include the following.

- A greater awareness of the contribution that tourism can make to the environment and the economy.
- Improving the quality of life for the local community.
- Providing the visitor with a high quality experience.
- Maintaining the quality of the environment.

In Order to achieve sustainable tourism development, a balance must be found between public and private sector planning in order to ensure that the principles of sustainable development are incorporated into development plans at all levels. In order to achieve the sustainable development of tourism, the following conditions are *inter alia*.

- A nationwide institutionalized framework for sustainable tourism.
- Effective cooperation between government bodies (and other organizations) with responsibility for areas related to sustainable tourism (environment, cultural heritage and tourism, transport, economy etc.)
- Protection of the resource base (ecological, environmental and cultural) and a reduction in the environmental impact of tourism.
- Good environmental systems for tourism activities that affect the resource base.

Thus the implementation of sustainable development in the area of tourism requires the interaction of government organs and order bodies to a degree previously unknown and the establishment of some specialized institution for its achievement. Not only are there does its

principles underlying sustainable development.¹ Its language is generally obligatory and it can be viewed as having provided endorsement for sustainable development as a policy objective on both national and international levels.²

The Declaration is divided into substantive elements (Principles 3 to 8) and procedural elements (Principles 10 to 17). One can express the main substantive elements of sustainable development as follows:

- integration of the environment with the economy;
- equity (i.e. meeting the basic needs of the poor and equity across generations);
- environmental protection whereby any disruption to biological diversity or the regenerative capacity of nature should be avoided;
- the sustainable utilization of natural resources;
- future generations should have the possibility of achieving similar or better living standards; and
- the participation of stakeholders in decision-making processes.

The implementation of sustainable development requires governments to engage directly with the notion by integrating it as a norm in public decision-making and by ensuring the adoption of appropriate policies. This can affect government activities in a wide range of areas (such as transport, health care, regional regeneration, environmental protection etc).and includes tourism development.

Sustainable tourism

The underlying principle of sustainable tourism development is one that equates tourism development with ecological, social and cultural responsibility. It is envisaged as leading to the management of all

1. Principle 3; for example, reads: "The right to development must be fulfilled so as to equitably meet the developmental and environmental needs of present and future generations."

2. The Declaration represents a compromise between the interests of developed and developing States and, given its 'package deal' character, must be taken a whole. Thus it reflects a real international consensus of States on the need for generally agreed norms of international environmental protection.

apply more effectively existing knowledge relating to sustainability to the planning and development of the tourism infrastructure. It is necessary to adapt monitoring, planning and management techniques to local requirements guided by an understanding of the conditions, needs and development prospects of those communities.

Three types of sustainability are significant for achieving sustainable tourism development. The first of these is *ecological sustainable* that requires that non-renewable resources are not used faster than they can be replaced by renewable substitutes, that renewable resources are not used faster than they can be replenished and that pollutants are not released into the biosphere faster than it can process them. The second is *social and cultural sustainability* that ensures development increases peoples control over their lives, is compatible with the culture and values of local people and strengthens their sense of community identity. The third is *economic sustainability* that ensures development is economically efficient and resources should be managed in such a way that they can support future generations.

The notion of sustainable development

The notion of sustainable development was first articulated internationally in the 1987 Brundtland report¹ that defined it as: development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition clearly sets out two essential features of sustainable development – the establishment of a fundamental link between the well-being of present and future generations and environmental protection. Both of these are placed firmly at the center of any consideration of achieving sustainable tourism development.

The 1992 Rio Declaration and its associated action plan, Agenda 21, is the main international instrument setting out the objectives and

1. Report of the world commission on Environment and Development (WCED) at p.43.

the Germany example shows the reach of the economic and other benefits accruing from a lively cultural heritage sector that attracts tourism and other business interests and these may well go beyond the simple calculation of earning versus maintenance costs. Indeed, a purely financial assessment of the value of cultural tourism leaves out the improvement in local amenity that often accompanies the development of services for such tourism.

Sustainable tourism development

Much has been written about 'eco-tourism' and cultural tourism in recent years and they have become much-abused concepts in the tourism industry, often inappropriately exploited as a marketing gimmick rather than a cohesive notion. (Page, Dowling, 2002) For this reason, it is necessary to examine cultural tourism in terms of the broader concept of sustainable tourism that can be measured against international standards of sustainability.

The question as to how truly sustainable tourism development can be achieved and how the approach can be applied¹ to the context of IR Iran will have implications *inter alia* for policy-and decision-making processes, institutional frameworks, planning and management, legislation and regulations.² A fundamental premise of sustainable tourism is that the tourist sector should be planned and managed in a sustainable manner that can bring long-term economic benefits and can contribute to poverty reduction, resource conservation and cultural preservation. It remains a major challenge to the tourism industry to

1. The Un Summit on Sustainable Development, Johannesburg, Sept. 2002. Calls in paragraph 41 of its Final Declaration on governments to promote Sustainable tourism development and eco-tourism... in order to increase the benefits from tourism resources for the population in the host communities while maintaining the cultural and environmental integrity of the host communities and enhancing the protection of ecologically sensitive areas and natural heritage.

2. Agenda 21, the action plan of the UN Conference on Environment and Development, Rio de Janeiro, 1992 sets out the goal in terms of national implementation of sustainable development as to "improve or restructure the decision-making process so that consideration of socio-economic and environmental issues is fully integrated and a broader range of public participation is assured. At chapter 8, para.8.3.

A 1995 study conducted in Switzerland estimated that the cultural and historic value of historic buildings(both private and public)in that country was 117 billion Swiss Francs(without the land value added).It was further estimated that an annual investment of 1.3% of its total value _i.e.1.5 billion Swiss francs _was required to maintain this heritage .In 1993,15% of all renovation work in Switzerland concerned historic buildings and thus has an economic importance for the building industry as well as a sustaining effect on the economy as a whole. Tourism employed over 250,000 Swiss in 1990 with a further 135,000 employed in related sectors. Gross income from tourism in 1992 was ca. 21.8 billion SF, representing approximately 6.2% of GNP, with many tourist spots featuring historic monuments and historic sites and towns playing a decisive factor(at over 20%) in tourists, choices of destination.

In Germany ,cultural heritage as a whole is an important economic factor with the dissemination and protection of cultural heritage generated an annual domestic income of 50.2 billion in the late 1980's .Thus the culture sector as a whole is comparable in importance to other sectors of the economy such as energy or food. The annual market in skilled tradespersons for the renovation and restoration of historic buildings was estimated in Germany to be 10.12 billion DM in 1995 dealing with 900,000 listed monuments. Furthermore, businesses are now taking account of the existence of historic monuments in deciding their locations and thus the protection of cultural heritage has become an attractive and profitable branch of the economy. It is clear that the importance of cultural tourism associated with cultural heritage sites in Europe has done much to raise public awareness and appreciation of the value and importance of this sector.

It is important to note that, although the economic impact of tourism is significant, it dose not always compensate for the costs of protection and preservation, with 69.7% of participants to an international colloquy in 1991 stating that reported revenue from cultural tourism did not cover maintenance costs.¹ On the other hand,

1. International Colloquy of world Heritage Towns held by UNESCO in Quebec, Canada, 1991.

that company managers and employers have to cope with different demand in the market, and this encourages the development of new relationships among them since technologies and the quality of services offered have to be adapted to meet them.¹ In short, staffs need to acquire new skills and so they must receive diversified in-service training.

A further effect of tourism is to create inflation. This phenomenon which eventually reaches all sectors of economic activity appears when great hopes of wealth are kindled by a marked up-turn in demand and essentially concerns non-renewable resources such as land and labor. Furthermore, hopes of tourist development can spark of speculation locally. In the short-term, the inflationist spiral fuelled by speculation benefits the local population-wages rise, business profits rise and small property owners find it easier to sell their homes and commercial premises. In the long-term, however, price rises are detrimental to the whole population and especially to the least advantaged groups in society. The cost of housing increases as does the cost of services catering to the local population.

However, the up-keep of the cultural heritage associated with cultural tourism revitalizes traditional crafts and ensures that they are passed onto future generations as a source of skills and business. It should also be mentioned that tourism can extend to municipalities beyond historic towns and cities and can stimulate the regional economy by boosting demand for food and industrial goods, thus stimulating the agricultural and industrial sectors. Some statistics relating to the economics of tourism associated with cultural heritage in Switzerland and Germany are a useful indication of the potential importance of cultural tourism to the tourism as a whole.²

1. Report submitted by the Spanish delegation to the IVth European Conference of Ministers responsible for the cultural heritage, Helsinki, 30 – 31 May 1996. Council of Europe documents MPC – 4 (1996) 17.

2. Taken from reports submitted by the Swiss and German delegations to the IVth European Conference of Ministers responsible for the cultural Heritage, Helsinki, 30 – 31 May 1996. Council of Europe documents MPC – 4 (1996) 16 and MPC – H (1996) 10.

production system of the locality. To catalogue such risks, any crisis such as war, civil war, fear of terrorist attack or natural disaster can have a dramatic downward effect on the numbers of tourists, for example, after September 11 2001.¹ In the few months leading up to the US –led invasion of Iraq in March 2003, the tourism industry in the Middle East and in particular the States bordering Iraq has been badly hit. The on-going conflict in Occupied Palestine- a region extremely rich in archeological and religious culture heritage – has led to many historic cities becoming no-go areas for tourists. For these reasons, it is always vital to diversify sources of income and not to rely too heavily on tourism income alone. (Bull, 1996).

Tourism also significantly changes the labor market in a tourism destination. The spinoff benefits for the economy are direct and encourage job creation. In addition to jobs in activities directly related to provision of services to tourists (hotels, restaurants, leisure and recreational activities, transport etc.), jobs are also created indirectly in businesses supplying goods and services to the sector (construction industry, catering businesses, repair companies etc.). Jobs are also induced in activities necessary to maintain the population that lives from tourism. It is estimated that for every job directly created by tourism, there are 1.6 indirect jobs and 1.5 induced jobs created. (Witt and Witt, 1990)

This increase in job vacancies locally in tourist-related activities stimulates the labor market in two ways. (Lundberg, Stavenga and Krishnamoorthy, 1995). First, it increases the number of people who are able to work and thus helps various social groups, such as young people and women who may otherwise have serious problems finding work and gaining access to the labor market. Tourism also helps to develop human capital of towns and cities. Tourists are not a uniform social group and require a variety of goods and services. This means

1. The largest ever drop was in the number of tourists to the USA and to New York and Washington in particular – two of the main tourist destinations in the USA. This caused many economic problems for the economy of the tourism sector as a whole and a number of big names in the tourism business were forced to file for bankruptcy as a result.

The carrying capacity is a multi-dimensional notion that involves social, economic, cultural and environmental factors and operates on different geographical levels_ single attraction, locality, city etc. cultural heritage is an important element for establishing the carrying capacity of cultural tourism destination such as heritage cities and towns.

Economic impacts of cultural tourism

In general, tourists are big consumers of goods and services and their presence injects life into a variety of economic sectors, creating wealth and jobs for the local economy. In economic parlance, consumption is regarded as an engine factor for stimulating the economy and streaming new life into those economies that have been in recession. For this reason, consumption modifies the commercial structure of tourist towns and cities by encouraging the emergence of new establishments and pushing old ones to the sidelines. This affects the job structure and has both advantages and disadvantages since many traditional jobs are lost but there is an overall increase in the number and variety of jobs available in the economy as a result of tourism as a new field of activity.

Tourism requires amenities and an infrastructure that have to be built at some stage to answer this need. In order to do so, private entrepreneurs and promoters have to pay taxes levied on building permits, on the licenses for opening establishments and for conducting the economic activities. In this way, in addition to directly raising the income level of the local population through wages and the income from businesses, tourism also boosts the local authority revenues. Therefore, in future, local authorities will have a major role to play in stimulating tourism-related activities from which their citizens will greatly benefit.

Tourism development can result in the economic revitalization of historic towns. However, this can also have its down side when economic activity is excessively dependent upon this sector which is extremely sensitive to economic trends and it runs a serious risk as a drop in tourist numbers or spending can cause acute crisis in the

consequence for local people is Mdina in Malta. (Bassevain, 1993). Here, 200 local residents face up to 750,000 visitors annually and they feel exploited with no return in economic or socio-cultural terms.

There are certain practical steps that can be taken and methods employed for meeting visitor needs at heritage sites that the following management strategies. First, attracting visitors by creating a distinctive profile for the site, hosting exhibitions and special events, select marketing and adding shops and other service facilities. Second, detaching or diverting visitor attention away from popular sites or in such a way as to reduce damage to these sites through the provision of special paths and the highlighting of certain areas of the site.¹ Third, educational and information activities through the introduction of interactive exhibit² designed to appeal to a wide audience using visual appeal, entertainment and new communication technologies.³ Finally, historic re-enactments, special performances and staff dressed in period customs can provide much entertainment and thus commercialization of the heritage attraction.

It is crucial that any development of culture tourism should avoid the traditional “sun, sea and sand” model of mass tourism that have been responsible for devastating much of the natural resource-base and culture fabric of the southern Mediterranean coastline. A new model must be found that is predicated on the notion of sustainable development and should respect the local society and avoid conflict between the use it makes of cultural heritage and the role it plays in the local community. One essential strategy for achieving a sustainable tourism development base on the assumption that local growth can be limited to the “tourist carrying capacity” of the area.

1. A good example of the latter is the site management system in place at the archaeological site of ancient Troy (Trura) in W. Turkey

2. However, the simple provision of signs in several languages (such as English and Japanese) at popular sites is an even more basic and necessary move to improve site presentation.

3. Examples of such exhibits are to be found at the Jorvik Center in York and the National Maritime Museum in London (Both UK).

- a greater awareness (on both sites) of the value of cultural diversity.

Possible negative impacts might be:

- increased pressure on services and the possible reduction of amenity as a result;
- site-use conflicts over cultural, environmental and economic issues;
- conflict over preservation and access;
- raised cost of living and displacement of the traditional local residents;
- cultural drift and the commodification or distortion of traditional crafts, performances products, and other culture manifestation;
- undermining local traditions and ways of life; and
- regional disparities between more and less successful regions. (Craik, 1995).

If the likely social and cultural impacts of tourism are considered from the start and they are fully monitored from the start and throughout process of tourism development, tourism has the potential to enhance the amenity of the destination and secure the support of the local population. Indeed, tourism that understands the needs and aspirations of locals and seems ready to integrate into the local community at the destination can make a positive contribution to the quality of life at the destination. However, it is vital that social and cultural issues must be defined as a part of the tourist resource and therefore incorporated into the development and processes of tourism management.¹ An extreme example of where the development of an historic town as a cultural tourism attraction has had a very negative

1. The Revised Plan of Action for International Co-operation on Tourism management in Heritage Cities (UNESCO, 2000) notes at point 5 that: "Recognising that, in the situation of heritage cities, sustainable tourism development is closely related to the sustainable development of heritage cities, and therefore it becomes a priority for local authorities to formulate and implement proper cultural tourism policy in partnership with the private sector, and with the participation of citizens

many other forms of tourism and that “culture” tourists are one of the easiest groups for the country to attract.

However, it must be borne in mind also that tourism is rapidly becoming a dominant culture industry and one that packages and markets destinations as culture products. Tourists perceive tourism itself as a culture experience. Tourism and the presence of tourists transform the culture of the destination in both positive and negative ways and have a wide range of culture consequences for the destination. Some elements of traditions and cultural production of a destination society will inevitably become commodified¹ as a part of tourism experience. It can also play an important role in revitalizing the local culture or serve to degrade or debase it.²

For these reasons policy-makers must be made aware of the potential negative as well as positive impacts of tourism development in order to find ways of minimizing the former and maximizing the latter. Such positive and negative impacts may be as follows:

Potential positive impacts of tourism include:

- enhanced service and amenities in the area;
 - increased expenditure for the conservation of sites visited;
 - new employment opportunities;
 - provision of local training;
 - the maintenance of local communities;
 - providing a market for local traditional products and industries;
 - broadened culture experience through intercultural impact;
- and

1. Although commodification is not necessarily a bad thing, policy – makers must beware of the potential damage to and distortion of local cultural traditions as a result.

2. Forms that commodification can take include the development of a local souvenir industry based on traditional cultural products the way in which traditional festivals or performances are transformed to suit the needs of the industry and the creation and packaging of heritage sites and attractions.

social significance of the cultural environment places new demands on environmental policy for the preservation and promotion of cultural heritage.

Cultural tourism is an important factor in many local, national and regional economics and one that can play an important role in development if well managed. It is, however, very much a question of how well cultural tourism is managed whether these benefits are realized or the physical character, integrity and significant characteristics of the cultural heritage resource-base are degraded through its development. If well managed, cultural tourism should benefit local communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. It can also have the positive effect of up-grading underused or deteriorating local resource and leading to the culture revitalization of historic towns and cities, thus improving local amenity for both visitors and the host community.

The increasing social and economic importance of the culture environment (historic buildings, sites, culture landscapes etc.) has led to increased demands being placed upon it and thus new policies need to be developed. The growing importance of cultural tourism is amply illustrated by two polls conducted for *Travel and Leisure* magazine in 1982 and 1992 respectively. (Alzva, etal). In these polls, 50% of those responding in 1992 found cultural, historical or archeological sites important as opposed to 27% in 1982 and 48% in 1982 found culture attractions important in comparison with 88% in 1992.

The above poll shows that there was a dramatic increase in the importance of culture as a travel motivator during the 1980s to 1990's and that culture tourism is thus becoming an increasingly important factor for tourist destinations involved in developing their culture capital to attract more international visitors. In the case of IR Iran, this is particularly true since the nature of the society and of the cultural resource base together mean that cultural tourism (mainly associate with cultural heritage) is both more acceptable to the host culture than

In the Final Communiqué from the Third Round Table of Ministers of Culture held by UNESCO in Istanbul in September 2002, the important role that intangible cultural heritage can play in fostering truly sustainable development is emphasized:

"laying the foundations of true sustainable development requires the emergence of an integrated vision of development based on the enhancement of values and practices involved in the intangible cultural heritage. Alik(*sic*)cultural diversity, which stems from it, intangible cultural heritage is a guarantee for sustainable development and peace."

Thus it is clear that one of the ways in which governments can ensure that their development policies are sustainable by safeguarding intangible cultural heritage and employing those elements of traditional knowledge ,practices and innovation that contribute to achieving sustainability. This is particularly true of a country such as IR Iran that has a rich resource in terms of intangible cultural heritage that can be exploited for tourism and in areas such as agriculture.

Given the importance of cultural heritage to niche cultural tourism and the impact that tourism (of any type) can have on the local culture and cultural traditions, intangible culture heritage is an important issue to consider in relation to sustainable tourism. Furthermore, intangible cultural heritage can provide traditional customs, know-how and practices that contribute directly to the preservation of the resource base of tourism, be it the natural or the cultural heritage.¹

Cultural tourism

Cultural tourism is the expression of the dynamic interaction that exists between tourism and cultural heritage. Tourism has the ability to take on board the economic characteristics of the cultural heritage and use these for the conservation of that heritage through generating funding, public awareness-raising of the value of the heritage and influencing public policy. Furthermore, the growing economic and

1. It should be noted that this resource base can be understood in cultural, economic or environmental terms.

Intangible cultural heritage

It is often the associated intangible values of a site or monument that make it interesting to tourists while intangible heritage is, in some cases, itself a subject of cultural tourism.

The importance of this aspect of cultural heritage for cultural tourism need to be further explored as do the impacts on tourism on it. Tourism can both be beneficial to the continued practice of much intangible heritage (and its material expression) by creating a market/audience for it but this can also lead to its commodification and distortion.

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Intangible cultural heritage shall be understood here in terms of definition employed by UNESCO¹ for operational and normative purposes. This reads:

“For the purposes of this Convention, the “intangible cultural heritage” means the practices and representations—together with their necessary knowledge, skills, instruments, objects, artifacts and places—that are recognized by communities and individuals as their intangible cultural heritage, and are consistent with universally accepted principles of human rights, equity, sustainability, and mutual respect between cultural communities. This intangible cultural heritage is constantly recreated by communities in response to their environment and historical conditions of existence, and provides them with a sense of continuity and identity, thus promoting cultural diversity and human creativity [the cultural diversity and creativity of humanity.]”

1. Drafted over two meetings of a Restricted Drafting Group held at UNESCO Headquarters in March and July 2002 for a Preliminary Draft convention for safeguarding Intangible Cultural Heritage.

Governments and other policy-makers also bear a responsibility to the historic environment that goes beyond simply preventing the destruction of cultural heritage and involves actively caring for it, maintaining it in good physical condition while also making it readily accessible for study, recreation and tourism. Cultural heritage should ideally be in active use as an integral part of the community and material asset that makes a positive contribution to economic prosperity and quality of life.

However, cultural heritage is very vulnerable to the negative effects of wholesale tourist development and so this must be carried out sensitively and with an awareness of the needs of the heritage. Since tourism benefits directly from the cultural heritage that it exploits, it is logical that it should take care of this heritage and develop strategies that are compatible with its preservation. Furthermore, despite the close linkage that exists between cultural heritage and tourism, local authorities tend to show very little active interest in or commitment to it.¹ One possible mechanism for preserving the cultural fabric of cultural tourism destinations is to employ the "polluter pays" principle whereby tourism taxes or licences are used to fund preservation. This is based on the principle that tourists benefit from the site or building(s) in question and should therefore pay for this privilege.

Cultural heritage also has a further characteristic that is of relevance to this paper. It can be in itself a lesson in sustainable production and consumption patterns, such as in the reuse of old building materials in the renovation of historic buildings and the use of traditional techniques and materials that have been proved over generations. Cultural heritage management can also serve to show how to handle the built environment in a way that minimizes the overall environmental impact. In order to put this into practice, it is necessary to employ a complex "environmental budget" to questions such as whether to demolish rather than preserve an historic building, thus adding a wholly new dimension to the intellectual and emotional arguments for preservation.

1. This Statement made in relation to Switzerland. Taken from the Swiss delegation's report presented to the IVth European conference of Ministers responsible for cultural Heritage, Helsinki, 30 – 31 May 1996

Examples of this would be the use of traditional materials and construction techniques, agricultural methods and water use.

Cultural Heritage and Cultural Tourism

Cultural heritage as a resource

Heritage is abroad concept that the convers the natural as well as the cultural environment¹ and encompasses landscapes ,historic places, sites and built environments, cultural practices and knowledge.It also forms part of the common heritage of humankind and,as such ,belongs in the broadest sense to all people .This places an obligation on all governments to safeguard and preserve this heritage as far as possible, for example by ensuring that tourism development based on the cultural and naturar heritage resource-base has as little negative impact on it as possible.One primary goal of heritage management is the raising of public awareness of its significance and the promotion of the need for its conservation,both to visitors and the host community.² This is a duty that can be plased on those who are involved in the marketing and selling of cultural tourism destinations.

Culture and cultural heritage have therefore become major forces in economic revitalization in urban areas with an historic fabric and potentially for rural areas surrounding sites of cultural significance. Cultural heritage has a value for contemporary use wich can further local development. Stimulate traditional local activities and develop new ones.It can also contribut towards the economic revival of regions and cities through the income generated by cultural tourism.However, it is important that the fabric of cultural heritage be sustainably managed and that, as far as possible, traditional uses for historic buildings be maintained.

1. As in UNESCOs 1972 Convention for the protection of the cultural and Natural Heritage

2. ICOMOS International cultural Tourism Charter-Managing Tourism at Places of Heritage Significance states: "Reasonable and well – managed physical, intellectual and / or emotive access to heritage and cultural development is both a right and aprivilege. It brings with it a duty of respect for heritage values, interests and equity of the present – day host community.

seeking a more mass tourism product will clearly be central to such plans.

The enormous wealth of archaeological and historic remains in Iran from many periods and civilizations means that the country easily lends itself to cultural tourism. Furthermore-if we take a broad interpretation of the term 'cultural tourism'-the continuing interaction between the Iranian and Islamic elements of the culture of the country can also be part of cultural experience of tourists to IR Iran. For visitors from other parts of the Islamic world, there is also important pilgrimage element in visitin IR Iran , itself also a form of cultural tourism.

Indeed, cultural heritage in a broad sense is a valuable resource for the growing tourist industry worldwide. The experience of the past ways of life, historic buldings and monuments, heritage sites, museums and other culturals and lifestyles have all become parts of the cultural heritage 'industry'. In order to maintain a quality tourism experenice and product, managers of heritage sites and cultural attractions must adapt to meet contemporary visitor needs. A balance must be struck between the visitors' right of access to the world's cultural heritage and managing that access in ways that do not damage the fabric of the heritage and thus reduce the positive experience for the visitor. (Boniface, 1995).

When looking at the development of tourism in any context, there are several potentially positive and negative impacts on the resource base and the local culture and society that need to be taken into consideration.¹ The promotion of cultural tourism in IR Iran must therefore aim to build on the positive impacts while minimizing the negative ones.

Policies for development of cultural tourism should also take into account the principles and objectives of sustainable development, although it is not always easy to find compatibility between tourism and sustainable development. It is worth noting that intangible cultural heritage, in particular traditional know-how and skills provide and object lesson in sustainable methods of production and consumption.

1. Discussed below in more detail at p.

Cultural Heritage and Sustainable Tourism Development

By: Nasserali Azimi¹ and Janet Blake²

Introduction

In the Third Development Plan for Iran (1999-2004), a high priority was placed on developing non-oil sources of income and tourism was highlighted as one area of the economy for development. The development of niche tourism, such as eco-tourism or cultural tourism, is clearly in tune with public policy in IR Iran given the emphasis now placed on developing non-oil income and the identification of tourism as an important source of such income. In view of the Islamic character of the Iranian society and system, such niche forms of tourism that attract visitors who are readier to accept the codes of dress and behaviour required in the country than tourists

1. National Center for Scientific Research (IR Iran) and Iranian National Commission for UNESCO.

2. Environmental Sciences Research Institute (Legal Group), University of Shahid Beheshti, Ir Iran and school of Law University of Glasgow (UK).