

UNIT 2.3

ARCHITECTURAL HERITAGE – PROTECTION AND NEW USES FOR TOURISM

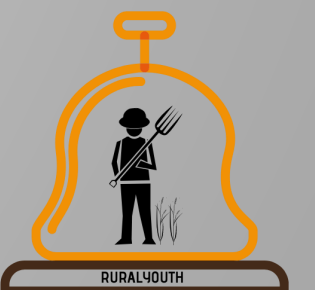
MODULE 2: ARCHITECTURE & RURAL TOURISM

OBJECTIVES

In Unit 2.3 you will learn about local development and innovative ways for developing the rural areas.

Keywords:

- Architectural heritage
- Tangible heritage
- Intangible heritage
- Heritage interpretation



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the tangible and intangible values of architectural heritage



Understand the strategies of heritage valorisation



Understand the term Heritage interpretation and its importance for tourism



TOPICS

1. Architectural Heritage in rural tourism
2. Tangible heritage
3. Intangible heritage
4. Heritage interpretation

Architectural Heritage in Rural Tourism



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The UNESCO 1972 World Heritage Convention indicates as cultural heritage monuments, group of buildings and sites, outstanding universal value from the point of view of history, art or science.



A historical building is a complex system of spaces, volumes, materials, surfaces, constructive aspects, actual and past functions and configurations, degradation, etc. The whole is the result of a continuous historical process of modification and transformation.

An architectural heritage can be interpreted as an “artifact”, where its elements are witnesses of constructive cultures and of events occurred during the life of the building.

An architectural heritage are monuments of artistic, historic or scientific interest – buildings to be protected and preserved.

Architectural heritage has great potential to motivate visits to some tourism destinations.

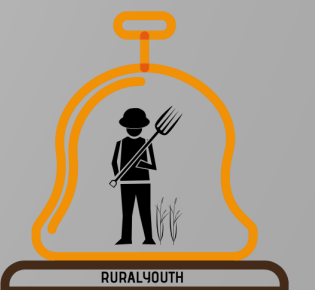


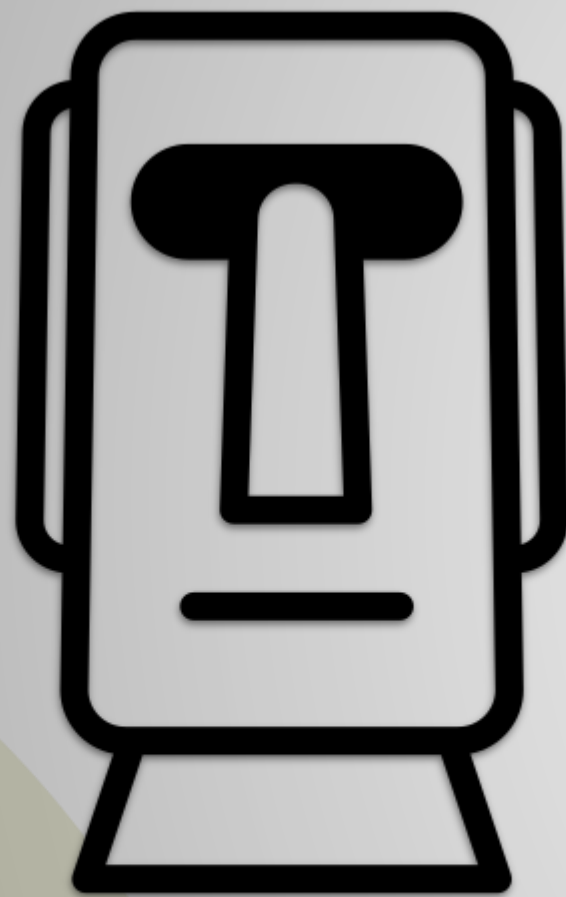


When we care about preserving our architectural heritage, we are saving the stories of those who lived in those buildings, and we honor the memory of what they represent. Preserving historical buildings comes with another great benefit, as they help boost property values of any surrounding real estate.

More than ever, architectural heritage everywhere is at risk from a lack of appreciation, experience and care. Some have already been lost and more are in danger. It is a living heritage and it is essential to understand, define, interpret and manage it well for future generations.

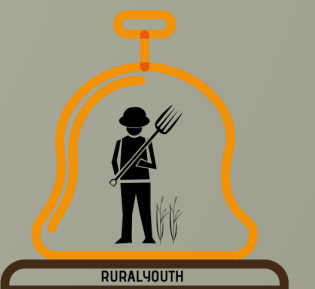
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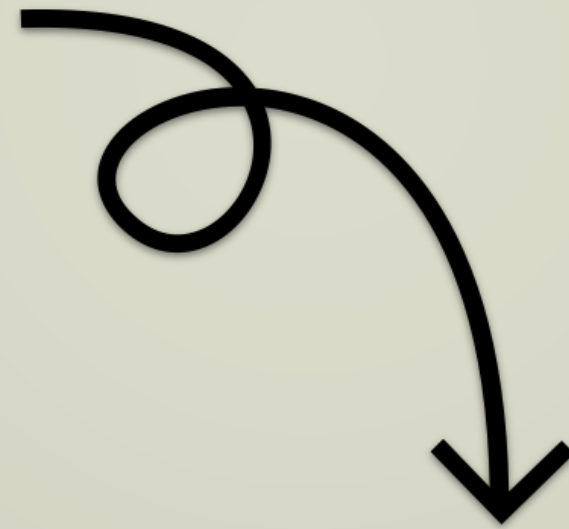


Objects of historical and cultural heritage, being an important asset of the rural environment. The historical and cultural heritage significantly influence the development of tourism in rural areas. Reviving local cultural values – the historical and cultural heritage promotes economic development. Among main types of tourism, historical and cultural tourism occupies one of leading places.

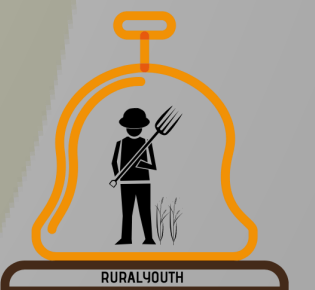
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LET'S LOOK AT SOME EXAMPLES



Created by Muhammad Ridho
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EXAMPLES OF RURAL ARCHITECTURAL HERITAGE:



Created by Ian Rahmadi Kurniawan from Noun Project

Archeological sites, excavations, ruins of old settlements in rural landscapes



Created by Vectors Market from Noun Project

Castles, manor houses in rural landscapes



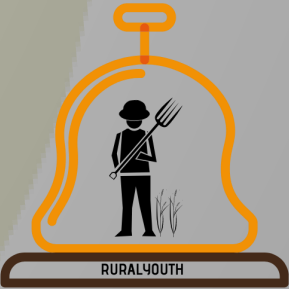
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Vernacular architecture of traditional rural houses



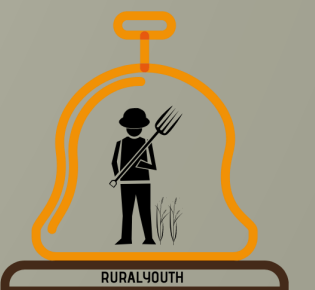
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Mills, farms, barns and other objects documenting the technical heritage of rural landscapes



A people without the knowledge of their past history, origin and culture is like a tree without roots.

– Marcus Garvey



Tangible Heritage

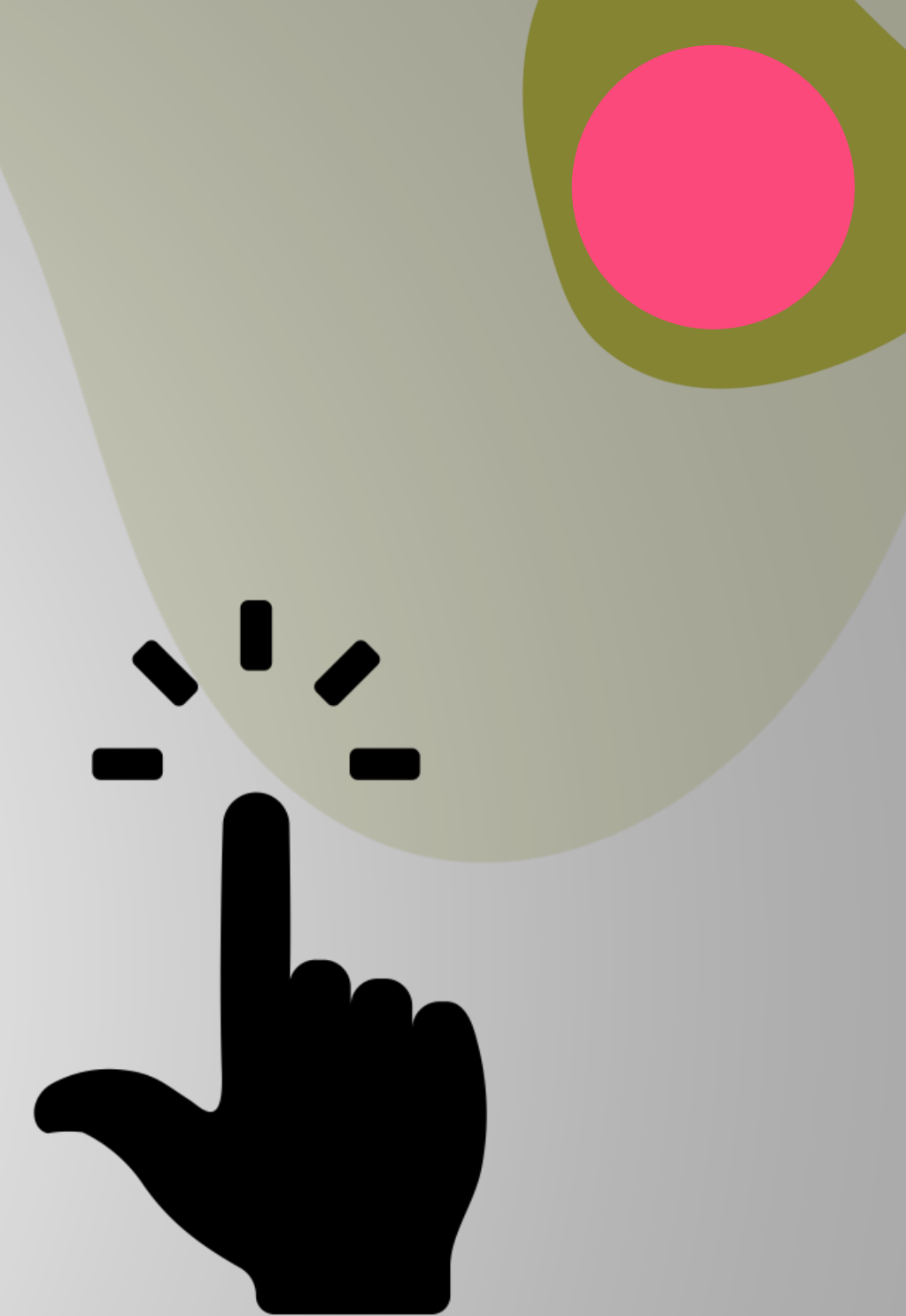


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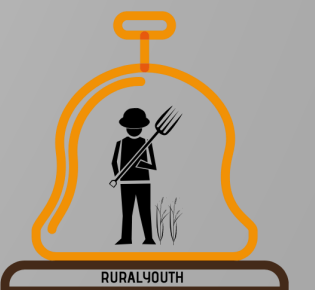
Tangible Cultural Heritage refers to physical artifacts produced, maintained and transmitted inter-generationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society.

Tangible cultural heritage refers to things that we can store or physically touch.

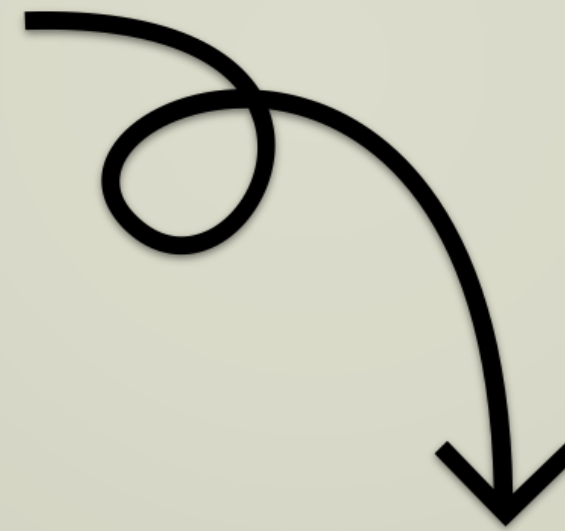
Examples of tangible cultural heritage include immovable heritage - architecture, monuments, buildings, and also movable heritage – traditional clothing, tools, or artwork.



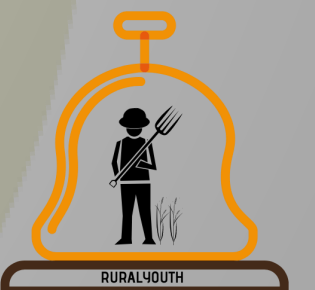
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LET'S LOOK AT SOME EXAMPLES OF TANGIBLE ARCHITECTURAL HERITAGE



Created by Muhammad Ridho
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EXAMPLES OF TANGIBLE ARCHITECTURAL HERITAGE:



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Monuments:

architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;



Created by Dinosoft

Groups of buildings:

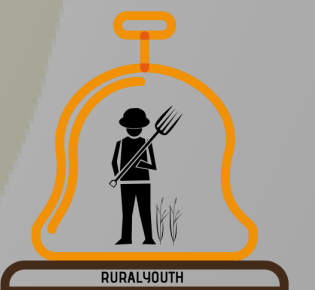
groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;



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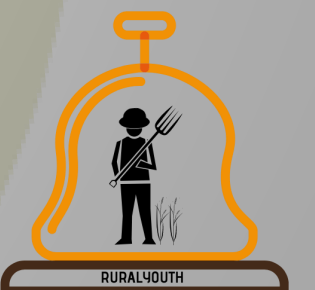
Sites:

works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.



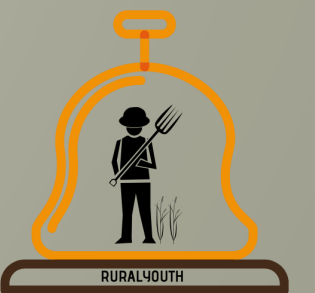
Cultural heritage reflects and shapes values, beliefs, and aspirations of people. A comprehensive framework for the preservation of cultural heritage including cultural sites, old buildings, monuments, shrines, and landmarks that have cultural significance and historical value is needed to affirm our identity and integrity, and to define people's national identity.

It is recognized that the preservation of heritage buildings has environmental sustainability benefits. Conserving heritage buildings reduces energy usage associated with demolition, waste disposal and new construction, and promotes sustainable development.



We have received a heritage of craftsmanship, of aesthetics, of taste, of identity. Our brands have the beauty to preserve and perpetuate it.

– Antoine Arnault



Intangible Heritage



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Cultural heritage does not end at monuments and collections of objects.

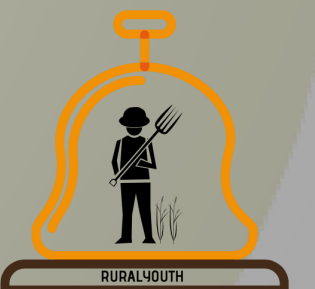
Many parts of culture, are intangible, including for example song, music, dance, drama, skills, cuisine, crafts and festivals. They are forms of culture that can be recorded but cannot be touched or stored in physical form, like in a museum, but only experienced through a vehicle giving expression to it.

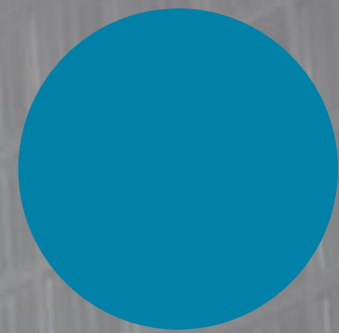
Intangible heritage includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, or the knowledge and skills to produce traditional crafts.

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An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.

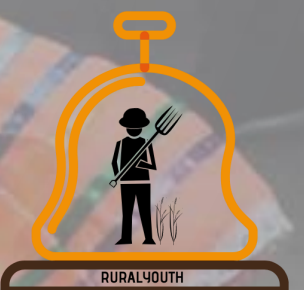
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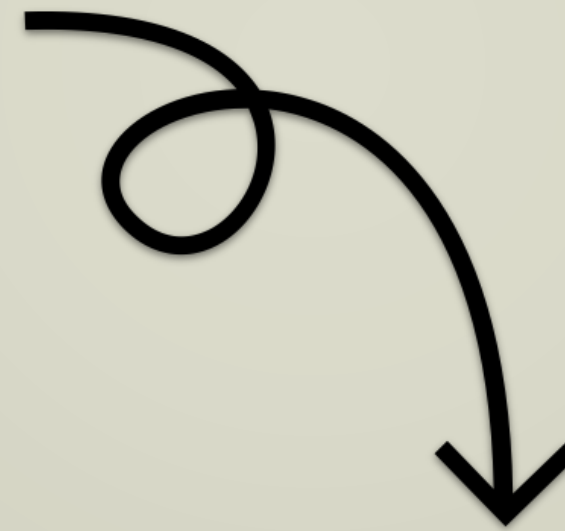


UNESCO's 2003 Convention for the Safeguarding of the Intangible Cultural Heritage proposes five broad 'domains' in which intangible cultural heritage is manifested:

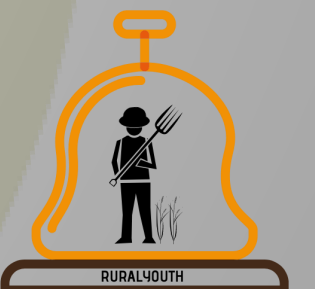
- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
- Performing arts;
- Social practices, rituals and festive events;
- Knowledge and practices concerning nature and the universe;
- Traditional craftsmanship.



LET'S LOOK AT SOME EXAMPLES OF INTANGIBLE HERITAGE



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RURAL4YOUTH

EXAMPLES OF INTANGIBLE HERITAGE:



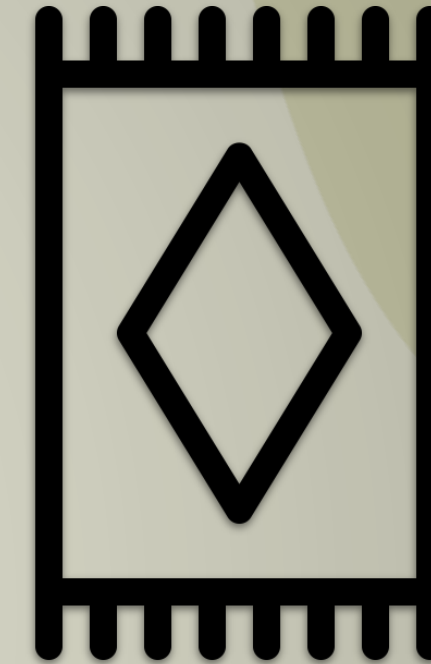
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Food heritage:
An increasing number of food-related nominations are being submitted for inscription on the UNESCO heritage list.



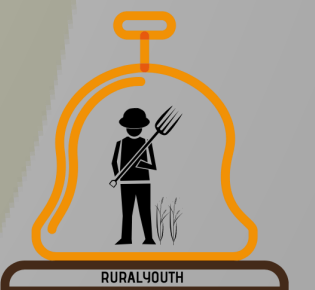
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Dance heritage:
The UNESCO lists of intangible cultural heritage also include a variety of dances, often associated with singing, music and celebrations, from all over the world.



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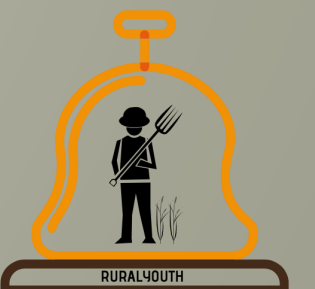
The tradition of carpet-making belongs to skills of traditional craft.





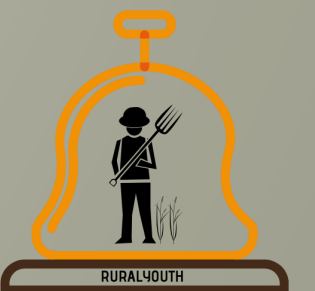
Opera singing is in every way of inestimable value; a real heritage for all mankind that has been reached over centuries of studies, attempts, flights of the spirit.

– Andrea Bocelli



Happiness is a very proud word of our whole cultural heritage.

– Erich Fromm



Heritage Interpretation



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Heritage interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.

Heritage interpretation refers to all the ways in which information is communicated to visitors to an educational, natural or recreational site, such as a museum, park or science centre.

Heritage interpretation may be performed at dedicated interpretation centres or at museums, historic sites, parks, art galleries, nature centres, zoos, aquaria, botanical gardens, nature reserves and a host of other heritage sites. Its modalities can be extremely varied and may include guided walks, talks, drama, staffed stations, displays, signs, labels, artwork, brochures, interactive audio-guides and audio-visual media.

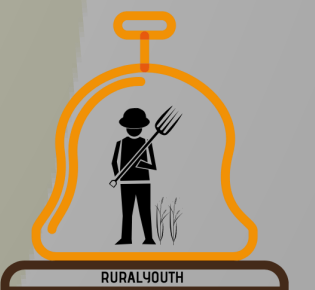


Heritage interpretation serves to facilitate the achievement all of these purposes: it aims to enrich experiences, stimulate activity and widen knowledge. Interpretation is a method for helping visitors understand the character of the place, explaining its meanings, providing experiences and provoking emotions.

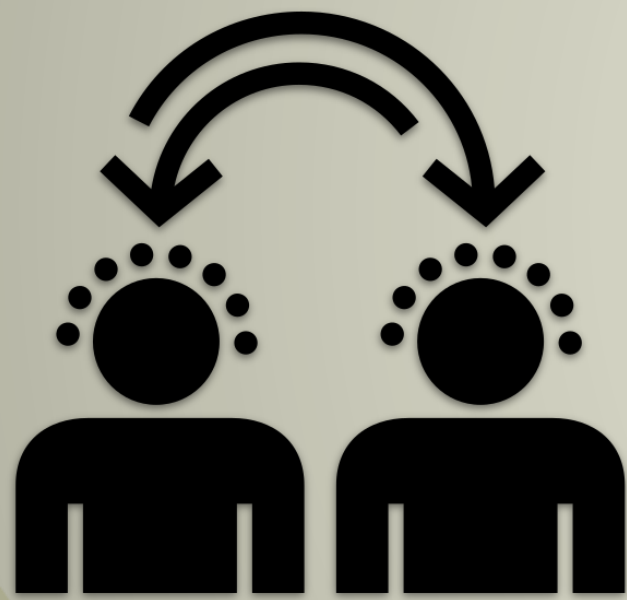
Heritage interpretation enhances the visitor experience.



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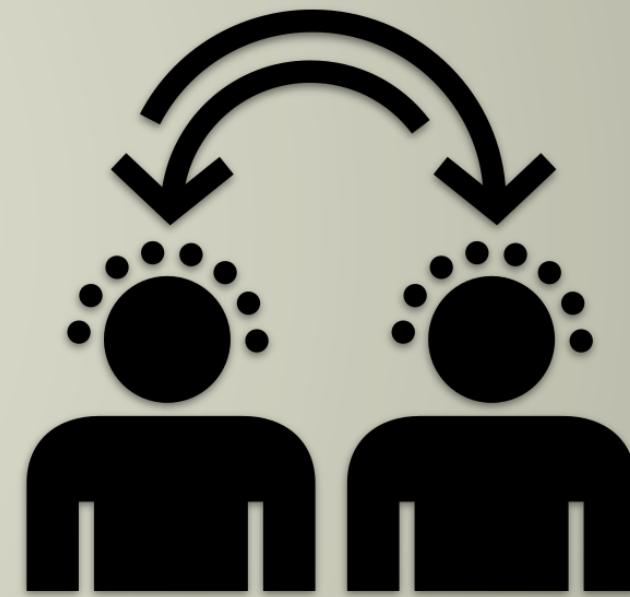
Heritage interpretation is important for rural tourism.
It strengthens the attractiveness of a site and can lead to
economic benefits for the rural area.



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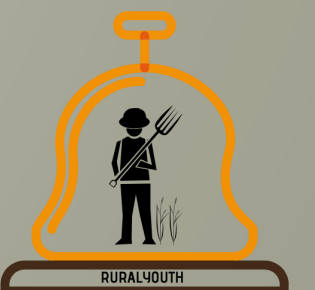
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A people's relationship to their heritage is the same as the relationship of a child to its mother.

– John Henrik Clarke





**SURF
TO FIND OUT
MORE**



Watch the video and broaden your horizon about Tangible and Intangible Heritage!



Watch this document on tangible and intangible heritage!



Learn about the stories of protection and inheritance of historic and cultural heritage!

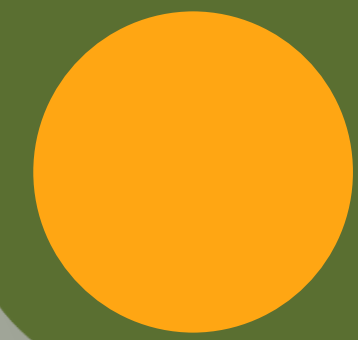


To understand world heritage interpretation and presentation you can watch this lesson!



Learn from webinar on heritage interpretation!

MATCH THE PARAGRAPHS!



Tangible Cultural Heritage refers to ...

... physical artifacts produced, maintained and transmitted inter-generationally in a society.

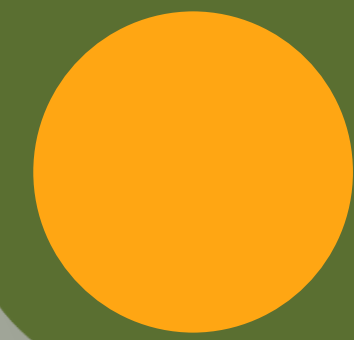
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... but cannot be touched or stored in physical form.

They are forms of culture that can be recorded ...

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MATCH THE PARAGRAPHS!



Intangible heritage includes ...

... helps with intercultural dialogue, and encourages mutual respect for other ways of life.

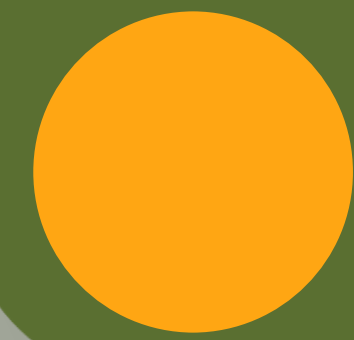
An understanding of the intangible cultural heritage of different communities ...

... traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, or the knowledge and skills to produce traditional crafts.

Heritage interpretation is an educational activity which aims ...

... to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.

MATCH THE PARAGRAPHS!



Heritage interpretation may be ...

... to understand the character of the place,

. Interpretation is a method for helping visitors ...

... varied and may include guided walks, talks, drama, staffed stations, displays, signs, labels, artwork, brochures, interactive audio-guides and audio-visual media.

The tradition of carpet-making ...

... belongs to skills of traditional craft.

TEST YOUR KNOWLEDGE!

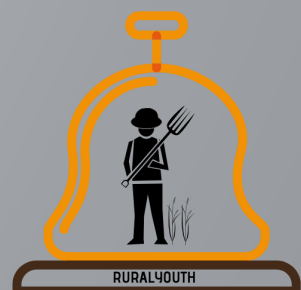


1- Which one is can be counted as a local tangible heritage?

- A.) Folk songs.
- B.) Farm houses.**
- C.) Traditional dances.
- D.) Festive events.

2- Which one below can be counted as a local intangible heritage

- A.) Oral traditions and expressions.
- B.) Traditional craftsmanship.
- C.) Local cuisine.
- D.) All of above.**



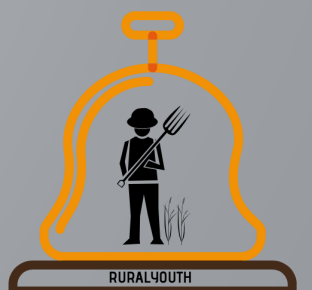


3- Which one below is a good strategy for local heritage interpretation?

- A.) Guided walks.
- B.) Audio-guides.
- C.) Interactive exhibitions.
- D.) All of above**

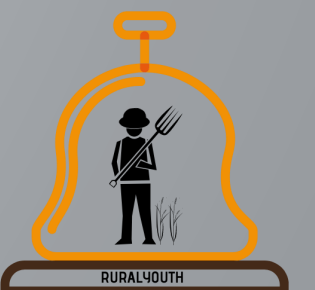
4- Which one below is an example of movable tangible heritage?

- A.) Wind mill
- B.) Traditional clothes**
- C.) Castle
- D.) Archeological site.



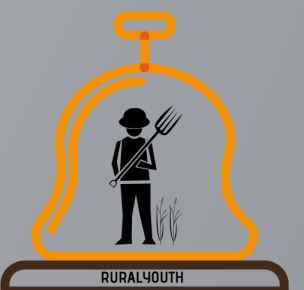
5 - Which one below is an example of immovable tangible heritage?

- A.) **Wind mill**
- B.) Traditional clothes
- C.) Dances
- D.) Historical books.



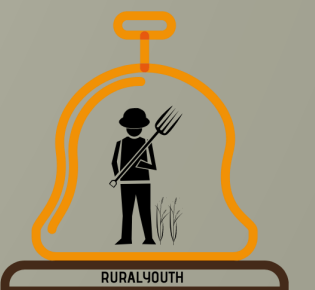
DISCUSSION

1. Do you have an ideas for interpreting local cuisine heritage?
1. Do you think that local entrepreneurs in tourism are able to maintain and preserve the local intangible heritage?



People are becoming more and more aware of how the dominance of development and business is altering their lives and, in particular, their own heritage.

– Robert Redford



SUMMARY

- In this unit, you have learned about historical and cultural heritage and its importance for tourism in the rural areas.
- Can you find any examples of historical or cultural heritage in your country? Is it an important asset for the rural environment?
- In Unit 2.4, you will learn about innovative ways of contemporary architectural development in rural areas.

