



## Evaluation and management of the Sustainable Heritage Tourism: the Integrated Framework Method

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### Abstract

Tourism developments in heritage landscapes require a comprehensive consideration in order to sustain the consequences of economic, socio-cultural, and environmental parameters. In recent years, these areas as a document of human history have become noteworthy, which should keep alive for present and future generations. In addition, the tourism industry has got into a wider focus because of its critical turn on historic sites. Most of the contemporary perspectives through heritage tourism based on general guidelines according to developments, events, people, urban growths and so on. There is lack of a framework with holistic approach as a key for evaluation and management of this term. This study proposes a new idea toward heritage tourism that consider nearly all socio-culture, economic, and environmental aspects. If heritage tourism notices all these terms besides conservative use, the sustainable heritage tourism is the result. Arguments through interrelation between tourism, developments, urban growths, people, and the areas led us to this question: How to evaluate and manage the sustainable heritage tourism over time and changes? To answer it this study accomplished with a holistic approach. The final proposal plan framework is an integrated model that consists of two parts: 1st one is the assessment process and the 2nd one is a strategy planning. The main purpose of this method is to guide a future planning upon the sustainable heritage tourism and improve the ability to conserve the heritage.

**Key words:** Sustainability, Heritage tourism, Evaluation, Management plan, integrated model.

### Introduction

A mankind arranged the environment according to life patterns, cultures and aspirations, the historic landscapes are a visible sign of those indexes. A critical issue towards these areas is, to remain accessible for current and future generations, and manage sustainably (Landorf, 2009). In recent years

the interest towards significant influences of tourism on historic areas has been increased. As Park (2010) mentioned that, tourism is an integrated part of national life through which, people can imagine the

national identity. In global and local scale, the tourism, historic sites, and heritage tourism have been argued over definitions, management, and sustainability (Porter, 2005). Moreover, a sustainable tourism in historic landscapes needs repeated evaluation over time and changes to protect the sense of continuity. To do so, a framework that, covers socio-culture, economic and environmental parameters is substantial. The main aim of this paper is to suggest a method for examining the sustainable heritage tourism. This is a qualitative and descriptive-analytical research. The Liman Street chooses as a case Study which locates in Famagusta City, North Cyprus. The contents of this paper are as the following: firstly, reviews through the literature according to the research question, secondly, it discusses the challenges over it, and thirdly, there is a description of the results. Findings and analysis defined sustainable tourism as a process that affects the heritage landscape and requires a repeated observation over time. So, the assessment has done over values, limitations and developments dynamics through, natural environment, built environment, and socio-culture patterns. Depends on the results of the first step, the second process which is a strategic planning fulfilled. It generated long term and short term strategies due to the previous phase. The approach toward this integrated model is holistic which, considers socio-culture, economic and environmental aspects. It is flexible and dynamic behind the changes, developments, people and urban growth. The following sections describe the aforementioned issues in detail which put forward an idea to evaluate and manage sustainable heritage tourism.

### Theoretical review

There is a wide range of concepts towards tourism