

The Role of Heritage in Achieving Sustainable Development and Promoting the Tourism Sector

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Abstract:

The aim of this paper is to highlight the role of cultural heritage and the importance of the civilizational legacy in Algeria in achieving sustainable development in the tourism sector and its role in preserving environmental systems. The research concludes with several important findings and recommendations, including the necessity of adhering to heritage as it strengthens citizenship, deepens the sense of identity and humanity. Heritage connects the past with the present and establishes the future, instilling civilizational values in the younger generation. To ensure the continuity of this heritage and its transfer to future generations, it must be preserved and developed according to a contemporary strategy, reshaped in a new form that aligns with modern requirements and embraces a technological perspective.

Keywords: Cultural heritage, sustainable development, tourism development.

Introduction

Heritage is the memory of the nation; it forms its reference point and reflects its history and civilization. It is one of the essential pillars that positively influences the economic development system, highlighting national identity, and is considered one of the facets of sustainable development. Therefore, heritage must be given attention, as it is a developmental necessity that provides the fundamental elements needed for sustainable tourism development and its advancement. Heritage plays a significant role in attracting tourists, and there is a close relationship between heritage and sustainable development, especially in the

tourism sector. Cultural heritage is a source of economic income for any country due to its connection with attracting tourists. It contributes to economic development and helps preserve environmental systems. Heritage sites play a key role in creating a tourism culture based on an awareness system that encourages tourism through civilized behaviors, such as preserving these heritage achievements, maintaining them, and developing them.

Research Problem:

Since heritage represents one of the fundamental elements of cultural identity for peoples, communities, and nations, the following problem can be posed: How can cultural and

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civilizational heritage be used to enhance sustainable tourism development? What is the future strategy

for benefiting from heritage? What are the mechanisms for developing it to achieve sustainable development?

Research Objectives:

The importance of this research lies in highlighting the significance of heritage, as it contributes to preserving national identity and strengthens cultural belonging. It also emphasizes the effective role heritage can play in achieving sustainable development in the tourism sector, its role in preserving environmental systems, and advancing the tourism industry. Tourism serves as a bridge for communication between cultures and the knowledge of nations and peoples. Furthermore, tourism revenues can contribute to economic growth.

Research Methodology:

To address the research problem and achieve the desired objectives of this paper, the descriptive-analytical method was followed. The descriptive tool was used to review the theoretical framework of sustainable tourism development, and the analytical tool was employed to study and analyze some economic and social indicators of the tourism sector.

1-Thus, the structure of this research paper is divided into two sections:

Section 1: Definition of key concepts and terms related to the research.

Section 2: Heritage and its importance in achieving sustainable development.

1. First Section: Definition of Key Concepts and Terms in the Research

It was necessary to clarify the terms used

in this research by defining some key concepts, such as the concept of heritage and the concept of sustainable development.

1.1 Subsection One: Definition of Heritage in Language and Terminology

Heritage has been defined in many different ways, with scholars differing in their definitions depending on their fields of study and methodologies. As a result, heritage has multiple definitions that vary according to its type and the fields in which it is applied.

First Branch: The Concept of Heritage in Language

The word "inherit" « heritage » is derived from the concept of inheriting. It is a characteristic of Allah, the Almighty, who inherits the earth and everything upon it,

remaining after everything else perishes. "Allah is the best of inheritors," meaning that He remains after everything else passes, and all that belonged to others will return to Him alone, without partners. The term "inherit" refers to the passing of property, status, or legacy from one

to another, particularly after someone's death. It is used in different contexts: for instance, "inheritance" refers to what is passed on after someone dies.

In Islamic terminology, the word "heritage" refers to what remains from one's ancestors or predecessors, especially in terms of cultural, intellectual, and material wealth. This concept has been used historically to describe the cultural and intellectual inheritance passed down through generations. As used today, the concept of heritage finds its

reference in modern Arab thought and its specific concepts, not in external frameworks.

Second Branch: Heritage in Terminology

Heritage refers to the collection of legacies passed down from previous generations (parents and grandparents) to the current one. These legacies can be material, such as tools, equipment, and their methods of production, or intangible, such as customs and traditions that are practiced.

However, there are foreign terms that can carry the meaning of heritage in the modern sense, such as the word "culture" (Culture) and "epistemic" or "episteme"

The Modern Arabic Dictionary defines the term heritage as everything left behind by the ancestors in terms of scientific, artistic, and literary works, whether material, such as books, monuments, etc., or intangible, such as views, patterns, and cultural habits passed down from one generation to another. These are considered valuable for current traditions and the culture of the present era.

It is notable that the scope of what is considered heritage greatly expanded in the second half of the 20th century. Originally, heritage was seen as individual landmarks and buildings, like places of worship or fortresses and castles, considered independent sites with no relation to the surrounding natural landscapes. Today, there is general recognition that the entire environment is

influenced by its interaction with humanity, and thus, it qualifies as heritage.

The World Heritage Convention, defined by UNESCO in 1972, describes heritage as "what humanity has created through its practices in a given location over the years, whether tangible or intangible."

Heritage is a fundamental element of cultural identity for peoples, communities, and nations. It encompasses a vast array of both material and immaterial aspects, expressing the intellectual, cultural, and civilizational achievements of society. It also serves as a record that preserves the values and uniqueness of nations, distinguishing them from others. Heritage is divided into material heritage, which includes cities, villages, buildings, tools, and homes, and intangible heritage, which

includes language, beliefs, knowledge, customs, and more.

Based on this, the concept of heritage has begun to play an important role in economic growth and driving sustainable development. The concept of heritage has also become central in contemporary intellectual discourse. This is reflected in the words of a contemporary thinker, who stated that heritage has become "used in our contemporary discourse in a constructive

manner, linking revival to a consciousness of self, especially as a form of defense mechanisms. Heritage, for the revival and the thought of revival, even today, plays a positive role."

2.1 Subsection Two: Definition of Sustainable Development and Tourism Development

First Branch: The Concept of Sustainable Development

Sustainable development is defined as "providing the facilities and services to meet the needs and desires of tourists, and also includes some of the impacts of tourism, such as creating new job opportunities and new revenues."

The Food and Agriculture Organization (FAO) of the United Nations defines it as "the management and protection of the natural resource base, and directing technical and institutional changes in a way that ensures the continued satisfaction of human needs for both current and future generations. It protects land, water, and genetic plant and animal resources, and does not harm the environment. It is characterized by being technically appropriate, economically

viable, and socially acceptable."

Sustainable development requires a collective will arising from clear goals to be achieved socially, economically, and scientifically. It necessitates a strong drive for civilizational achievement. Above all, there must be a collective conviction that places our knowledge, values, architectural, and artistic heritage in its rightful place, giving us our identity while at the same time opening us with dignity to global human achievements, allowing us to benefit from them without embarrassment.

Sustainable and balanced tourism development is defined as development that begins after a complete scientific study and planning, within the framework of integrated planning for economic, social, and environmental development

within the entire country or any region of the state. It gathers the components of tourism development, including natural and cultural attractions, or both.

Second Branch: Definition of Tourism Development

The European Union for Environment and National Parks defined it in 1993 as an activity that preserves the environment, achieves economic and social integration, and enhances the architectural environment. It is also defined as development that meets and satisfies the needs of tourists and current communities while ensuring benefits for future generations. Furthermore, it is development that manages resources in a way that achieves economic, social, and aesthetic benefits while preserving cultural unity, maintaining ecological

processes, biodiversity, and essential life components.

Based on the "Agenda 21" adopted during the conference held from June 1 to 3, 1992, by a decision of the UN General Assembly (Resolution 44/288 dated December 22, 1989), known as the Earth Summit, which clarified the concept of sustainable development more precisely, the World Tourism Organization prepared a specific agenda for the travel and tourism sector

titled "Towards Sustainable Development Accompanied by the Environment." This agenda explains the role of tourism in achieving sustainable tourism development.

Tourism represents a bridge of communication between peoples, nations, and communities, allowing for the

exchange of knowledge and different human cultures. It contributes to economic revenues, and through it, economies grow, flourish, and develop. Many countries consider tourism an economic resource like oil and gas, generating developmental profits. Through tourism, these countries have risen economically to the status of developed nations.

Second Topic: Heritage and Its Role in Achieving Sustainable Development

1.2 First Requirement: The Importance of Heritage

Heritage holds a significant place in our lives and plays a major role in various social, economic, tourism, cultural, and security aspects. It helps promote peace among all by enhancing mutual trust and

shared knowledge.

Importance of Heritage in Tourism: Heritage facilitates cultural exchange between peoples, and it also stimulates tourism. This happens through the acquisition of experiences and knowledge among individuals, which in turn has a positive impact on the economy and fosters harmony between different peoples.

Connection with Heritage: Holding onto heritage nurtures a sense of citizenship, reinforces belonging, deepens the feeling of identity and humanity, and strengthens the bond between the present and the past.

Heritage and Cultural Tourism: Heritage encourages the development and

organization of cultural tourism in a way that aligns with the Arab and Islamic traditions of the community. It enhances the vitality of architectural heritage and its preservation by encouraging companies, entrepreneurs, and businesspeople to invest in its economic development.

Heritage Reflects Societal Values: Heritage expresses the values and standards of a society, such as historical values reflecting deep knowledge that shows the human depth of that civilization. It also includes aesthetic values, which relate to proper taste, scientific values through the knowledge it offers about the development of heritage, and social values, which give heritage great importance in terms of religious, cultural, and national significance.

Heritage's Contribution to Tourism Development: Heritage helps advance tourism development by highlighting and restoring historical and archaeological sites, ensuring their rehabilitation and continued importance.

Material and Immaterial Heritage: Both material and immaterial heritage play a key role in achieving sustainable development. They contribute to tourism revenues, grow the tourism sector,

2.2 Second Requirement: The Role of Heritage in Achieving Sustainable Development

Caring for heritage is a necessity dictated by life's requirements and historical dimensions. We must work to enhance and develop heritage by reading and

analyzing its components and tapping into its creative potential for preservation. Since the environment plays a significant role in sustainable development, we must consider heritage's contribution to achieving environmental sustainability.

Heritage represents the collective memory of nations and is the true witness to the history and civilization of a people. Therefore, constant renewal of heritage is necessary to achieve sustainable development, using modern methods and technologies. This ensures integration between sustainable development and heritage. Regardless of the various educational approaches for heritage planning and transmission, all of these efforts must be interpreted within the broader framework of sustainable development.

Thus, there must be a renewal of methods and mechanisms for transmitting heritage to future generations, aiming to introduce it, document, and protect it. These values must be instilled in future generations. The protection of cultural heritage involves maintaining monuments, historical sites, and landmarks without alteration or modification that would undermine their essence, preventing their theft, destruction, or deterioration, because they continuously diminish due to neglect, plundering, and modern development.

Reviving heritage, as part of the cultural component, involves discovering, preserving, and restoring it using scientific methods, collecting, highlighting, and studying it, and registering it to make

heritage known and detailed. In some cases, it is necessary to reuse it in a beneficial way and encourage the re-utilization of valuable heritage elements.

Utilizing heritage in the most effective ways, documenting it, and valuing it serves tourism and leads to sustainable development, positively affecting economic growth. Therefore, we must highlight the significance of heritage within tourism development projects. Many countries have relied on their heritage as part of their sustainable development, using it to boost tourism and foster economic innovation and diversity.

Cultural heritage can significantly contribute to environmental tourism because tourism acts as a bridge of

communication between different peoples, fostering the exchange of knowledge and human cultures among nations. Environmental tourism helps create connections and knowledge exchange between people, and is a crucial factor in satisfying tourists' desires to learn about countries through visits to archaeological sites, historical places, and cultural landmarks. Thus, the importance of cultural heritage carriers in communities must be emphasized, and they should be trained to become cultural heritage educators and advocates in their societies, strengthening relationships between heritage communities and institutions involved in heritage research.

Engaging with cultural heritage in all its forms positively impacts life. Preserving it encourages sustainable tourism, creates

job opportunities, contributes to social economy development, and fosters sustainable growth. It enhances productive efficiency when integrated as a core element in political strategies and plans. Therefore, planning, developing, and managing tourism must be part of regional or national sustainable development strategies. Tourism planning and management should be an integrated and collaborative process between government agencies, private institutions, and citizens—both groups and individuals—to maximize benefits.

Therefore, a strategic tourism plan should be developed to achieve a balance in development while preserving the environment, focusing on environmental energy. This contributes to satisfying individuals' and communities' understanding of civilizations,

experiencing different peoples, and learning about their customs, traditions, and arts. The key tourism attractions are among the material foundations of tourism, encompassing the main components and pillars of the tourism product, as tourism is a service basket on both the supply and demand sides.

The role of heritage in achieving sustainable development is also evident through the advancement of the tourism sector and the flourishing of economic development. It contributes to the Gross Domestic Product (GDP), which impacts the labor market by increasing employment opportunities and improving individuals' living standards. The strategic tourism development plan should align with the strategic planning approach adopted by any country, as this strategy is

an important component of a broader vision. It is closely linked to the process of sustainable development, aiming to achieve tourism growth that meets economic goals, diversifies, and increases GDP, all based on the principles of sustainable development.

Conclusion:

In conclusion, the essence of this research paper can be summarized through both results and recommendations. We find that heritage reflects the identity of a nation and its historical and cultural footprint. Therefore, it is essential to reinstate the value of cultural and historical heritage, ensuring its protection from environmental misuse, while also preserving and restoring it on scientific grounds without altering or

diminishing its essence. Cultural heritage is a driving force for sustainable development, enabling communities to control their growth and progress.

It is important to encourage and organize cultural tourism in a way that aligns with the customs and traditions of the Arab and Islamic community, which will further enhance the vibrancy of heritage and provide greater awareness of our diverse cultural heritage. This must be done while taking measures to protect and safeguard it, as well as implementing a cultural heritage map that preserves its components. We must also focus on fostering heritage awareness among future generations by highlighting the economic, social, environmental, and political value of diverse heritage.

To maintain the role of heritage in sustainable development, it is crucial to adhere to international frameworks for sustainable development, promote media awareness through advertisements and social media, and increase international and national workshops and conferences to educate future generations about cultural heritage.

The Algerian legislator has given significant attention to cultural heritage through Article 122 of the Constitution, which outlines the areas of protection of cultural and historical heritage and the measures that local communities should take to preserve it, including preventive steps in line with the Law 04/98 concerning heritage.

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