

# **Heritage Urbanism as a Planning Model for Sustainable Cultural Tourism: The Cases of Cockatoo Island, Australia and St. Catherine Island, Croatia**

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## ***Abstract*—Max. 3,000 characters:**

The paper examines conflicts among the ideas of cultural heritage and tourism and argues sustainable approach to tourism planning in UNESCO World Heritage Sites.

The research introduces Heritage Urbanism as a new sustainable model - a means of achieving balance between economic health, social equity, environmental responsibility and cultural vitality - such that enhances the role of place-based identity in tourism as a local development tool, stressing that the controlled active use of cultural heritage in tourism can bring about a positive response to global competitiveness and development of a tourist site, regarding its positive influence on destination recognition and heritage revitalization. It investigates the spatial elements of highly valued and highly vulnerable scientific areas that can be included in the identification and actualization of the tourism potential as a cultural heritage places.

Three challenging issues in linking heritage and tourism from the Heritage Urbanism point of view are pointed out: 1) the criteria for protection of cultural heritage places considering uniqueness, authenticity and capability as key factors, 2) the criteria for planning cultural heritage places taking into consideration all stake holders – professionals, locals and tourists and 3) the criteria for managing cultural heritage places that provides heritage-tourism benefits and takes into consideration scenario planning and strategic forecasting.

Cultural heritage places have extensive life cycles with the need to perceive past and anticipate future longer term trends and accordingly functions in very long term dynamics. Therefore, the verification of the Heritage Urbanism model is set in the dialog between The Cases of Cockatoo Island, Australia – UNESCO World Heritage Site and St. Catherine Island, Croatia – cultural and natural resource. Both sites, being stated as brownfield areas with unique historical, architectural, anthropological and sociological significance and the associated symbolic values, serve enormous efforts to be included into a comprehensive and sustainable land use strategy which will introduce new tourism approaches that are increasing recognition of the importance of culture and heritage for both tourist and resident motivation, behavior and experiences.

The aim is to balance the tension between the preservation and change of the existing heritage touristic place and to make a contribution to the advancement of both cultural heritage and tourism scientific areas.

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***Keywords***—Cultural Heritage, Heritage Urbanism, Sustainable Tourism Planning, UNESCO WHS

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Cockatoo Island, UNESCO WHS, Australia



St. Catherine Island, Croatia