



Riksantikvarieämbetet
National Heritage Board of Sweden

Cultural Heritage Tourism

Strategy 2005–2007

Introduction

Since the mid-1980s, the National Heritage Board has been actively engaged in cultural tourism and forcefully developed its own activities in the 1990s at a number of the properties in its care. In the same period, tourism and the tourist trade have grown in scope in Sweden as well as in the world at large and become an increasingly important trade, including a number of trades and companies and to many regions it now constitutes a major source of income. Cultural heritage tourism has become a growing part of the development of tourism. The unique cultural historical values that can be found in the physical environment may be seriously damaged from wear in many countries where tourism has grown out of control. Local lifestyle patterns and cultures have difficulties asserting themselves and to keep their uniqueness in a world of ever-increasing globalisation. In October 1999 the 107 members of ICOMOS signed an “International Cultural Tourism Charter”. The document emphasises the ethical rules for tourism adopted by the members of WTO the same year, subsequently signed by the general assembly of the UN in December 2001.

In the document four overall goals for cultural heritage tourism have been laid down:

- To make the cultural heritage accessible to the public/local population and visitors.
- To develop and pursue the activity with respect for local cultures and patterns of living.
- To create a dialogue and balance between the interests of preservation and the users.
- To contribute to the long-term and careful use of the cultural heritage.

2 It is the task of the National Heritage Board to work along the guide-

lines set down by ICOMOS and to keep a dialogue with native producers and consumers of cultural heritage tourism in order to support and develop good examples of application and partnership.

The suggested strategy for the work of the National Heritage Board with cultural heritage tourism will thus form the guideline for planning the work over the coming years within the work branch *Public work*. The strategy documents of the National Heritage Board; *Cultural heritage in the years 2004–2006 (Kulturarv i tiden 2004–2006)*, the National Heritage Board’s: *Analysis of the World Around 2003 (Omvärldsanalys 2003)* and the final document from the project *Agenda Cultural Heritage.2004 (Agenda kulturarv 2004)* constitute with the goals for national cultural politics and national cultural environments the overall framework and guidelines of the public activity.

Background

The role of the National Heritage Board within cultural tourism has changed during the last two decades. In the 1980s the National Heritage was the driving force in the work of reviving various cultural environments (special funds were set aside for efforts to vivify sites in the country). At the same time the Board was one of the instigators of the Cultural Tourism Project, which was carried out during three years in the mid 1980s and in its turn led on to a new large national project in cultural tourism, namely the Swedish Cultural Heritage (Svenskt kulturarv), today a well functioning marketing organisation for museums and cultural heritage institutions all over Sweden including the sites of visit of the National Heritage Board. The organisation is financially independent on account of the so-called Cultural Heritage Card. In the 1990s, the National Heritage Board invested heavily on information and public-directed activities

– several of the properties belonging to the National Heritage Board developed into well-visited sites, like the World Heritage Birka/Hovgården, the fortified farm Glimmingehus, the ancient fort of Eketorp on Öland, Alvastra monastery ruin, the rune stone at Rök and the mounds of Old Uppsala. Internationally, cultural tourism grew in these two decades in a correspondingly fast tempo and this form of tourism is today a very important part of the program for regional growth all over Europe.

Several parties proposed a desire for a national centre of issues on cultural tourism and in 2002 the National Heritage Board initiated a mapping of the needs and proposed a placing of such a centre at Östersund (*Kulturarvet – utvecklingsområde för svensk turism. Nuläge och åtgärdsprogram*. RAÄ [*The Cultural Heritage – Field of Development in Swedish Tourism. Present situation and measures proposed*] 2002)

The fast development of cultural tourism has brought to the fore the need for special university courses in tourism. Many universities and colleges invest in courses and Master programmes in interpretation and management focussing on the cultural heritage. Tourism education aiming at the cultural heritage are found at Umeå University (Museer och turism, 20 university points), at the college at Kalmar, at Campus Helsingborg and at the college on Gotland. At the Linköping University, the course “The Cultural Heritage” of 60 points has been given for a number of years. The Linköping University introduced in 2004–2005 a programme of education of 160 points entitled: “Natural and Cultural Heritage and Tourism”, where the emphasis is on cultural environment pedagogy and the tourist products, i. e. on the content. Additionally there is the two-year KY (Qualified Trade) education cultural tourism in the commune of Lidköping, which has been given since 1997.

The tasks and responsibilities of the National Heritage Board as regards the cultural heritage tourism

Following the goals set up by the Parliament for the national cultural policy (Government Bill 1996/97:3) the National Heritage Board shall strive to secure the freedom of press and the access for everyone to participate in cultural life. It is necessary to promote the multiplicity, the desire for learning and international cultural exchange to enable the culture to stay a dynamic, challenging and unrestrained force in society. The cultural heritage is part of this force and it is our mission to facilitate the preservation as well as the use of the cultural heritage in society. The overall aim of the national cultural politics is to increase social equality through participation and dialogue.

The government has added cultural environment aims to the overall goals for the national cultural politics (Bill/prop. 1998/99: 114):

- A protected and preserved cultural heritage
- A sustainable society with good and stimulating environments and the work with the cultural environment as a driving force in the switch-over
- Everybody’s understanding, participation in and share of the responsibility for their own cultural environment
- National and international solidarity and respect for the cultural heritage of various groups

Cultural heritage tourism makes up but part of the line of business of the National Heritage Board called *Public work*. The National Heritage Board also practices an extensive mediation work, where communication and dialogue regarding the values and meanings of the cultural heritage are continuously held with citizens and authorities. The aim for the public work is according to the letter of regulations

to “increase the understanding of the public, its participation in and taking responsibility for the cultural heritage and to improve the accessibility of information on the cultural environmental values”.

The vision of the National Heritage board

The National Heritage Board shall make the cultural heritage urgent

Reflecting over and taking part in the cultural heritage shall be made to feel important. We shall be able to understand, interpret and relate to the physical traces of the activities and lives of people. The historical dimension of all activity in the present and for all planning of the future shall be made obvious.

The National Heritage Board shall make the cultural heritage accessible

It shall be made possible and easy for all groups of people, regardless of sex, age, ethnicity, class and level of education to take part of the cultural heritage in all its shifting forms. The environments and landscape sections where the cultural historical values have been emphasised shall be easily accessible to visit, comprehend and understand.

The National Heritage Board shall make the cultural heritage usable

It shall be natural to see the cultural heritage in all its shifting aspects as a societal resource promoting regional development, sustainable environment and good health.

The aims and purposes of the National Heritage Board with cultural heritage tourism.

In working with cultural heritage tourism, the National Heritage Board has had three starting points:

- First, following the instruction for the National Heritage Board (SFS 1997:1171) “to *care for* and *show* the cultural environments and cultural heritages placed under the administration of the authority”... (§9)
- Secondly in concordance with the aims for the public activities to *work for an increased dialogue and participation* about the cultural heritage for all citizens
- Thirdly, the National Heritage Board has *a sector responsibility for handicap issues* related to the area of administration of the Board. The National Heritage Board shall “within the framework of this responsibility be gathering, supporting and initiating In relation to other parties”. People shall be able to profit by the cultural heritage regardless of physical or mental restrictions

There are also tasks and aims such as “strengthening the cultural heritage in the regional development” and to “contribute to the achievement of the aims of the regional development policy.” In these contexts the use of the cultural heritage as a tourist product within the tourist trade is also central as a starting point.

The strategy of the National Heritage Board for cultural heritage tourism

To bring forth good examples

The National Heritage Board shall pursue a work directed to the public in accordance with the directives and cultural political goals laid down by the Government and the Parliament. The public work shall maintain a high quality and by setting good examples contribute to develop the work with cultural tourism in the country.

THIS MEANS THAT:

The National Heritage Board shall develop and improve the public work at a selection of its own properties in particular concerning the mediation of the cultural historical content and the forms of increased accessibility in all its aspects. The Board's visiting objects shall provide good examples of how cooperation between public administration and the agents of tourism can be developed and deepened.

To maintain a continuous dialogue with the surrounding world

The National Heritage Board shall work from a general point of view with all issues concerning the use of the cultural heritage in various public ways – popular education or commercial – and to create requirements for a successful cooperation.

THIS MEANS THAT:

The National Heritage Board shall maintain a continuous dialogue with leading representatives of the users of the cultural heritage, i.e. the organisations, associations and congregations which represent the public and its interests. The National Heritage Board shall furthermore maintain a continuous exchange of information and

discussion with the representatives of the tourist business, i.e. with branch organisations and companies on central as well as regional levels in tourism and to work for the establishment and maintenance of sustainable and long-term partnership relations between public administration and representatives of the branch.

To enhance the awareness of the use of cultural heritage and history

The National Heritage Board shall initiate and support research and the build-up of knowledge which gives us new perspectives on and deepened knowledge of how cultural heritage is defined and valued.

THIS MEANS THAT:

The National Heritage Board shall in its public work aspire to vivify how cultural heritages evolve and are maintained. The Board shall also keep the issues alive by exhibitions, guided tours from a cultural environmental pedagogical view, debates and to conduct discussions on the creation and use of history in writing.

To contribute to regional development

The National Heritage Board shall work for the cautious use of the cultural heritage and the cultural environment in regional and local development so long-term and tenable economic development is made possible and the role of the cultural heritage in the regional development is emphasised.

THIS MEANS THAT:

The National Heritage Board shall cooperate with central organisations to bring forth examples of and knowledge of prudent use of the cultural heritage. In this work, the National Heritage Board shall together with other leading agents incite research and development

projects that will deepen the knowledge of the cultural heritage use and the prerequisites for cultural heritage tourism. The Board shall be moulding public opinion and contribute to enhance the awareness of the values of the cultural heritage and the protection of those in the tourist business.

To incite renewal and development of method

In cooperation with representatives of the tourist trade, the National Heritage Board shall work for the emergence of new forms of use of the cultural heritage, forms which enriches and deepens the experiences of the cultural environment without damaging or ruining its cultural historical values.

THIS MEANS THAT:

The National Heritage Board shall incite the development of forms of cooperation and good partnerships between the managers of cultural environments and agents of the tourist business. The Board shall contribute to make the cultural environments accessible and enable them to be used for a number of artistic and cultural expressions.

To create cooperation and respect

The National Heritage Board shall participate in the discussion about how the cultural heritage can become a resource for tourism at central, regional and local levels and to bring forth good examples of “preservation usage” of the cultural heritage. Cultural heritage tourism is a practice where the interests of people and the tourist business must be met in a positive and respectful way.

THIS MEANS THAT:

The National Heritage Board shall deal with issues concerning the usage of cultural heritages in a manner which creates fruitful meetings and where a dialogue with the users is presupposed and maintained. Protective restrictions shall always be motivated and possible alternatives offered.

Prerequisites

In the *Omvärldsanalys för [Analysis of the world around for] 2003* (p.8), the National Heritage Board states that “to transfer a market ideology on public activity which is meant to result in public utilities such as the preservation and usage of the cultural heritage has already, however, proved problematic, since i.a. a strict commissioner – executor relationship not always is at hand./.../ The consequences of operating the different parts of the cultural heritage care after market economical principles ought thus to be clarified and analysed, especially with regard to how the interests of the public and society shall be met”.

In the work with cultural heritage tourism, the National Heritage Board shall clearly mark the task for the public activity, note and clarify the differences between public administration and commercial tourist trade and in addition strive to even out the costs and incomes related to cultural tourism. The National Heritage Board is an authority responsible for the sector of cultural heritage tourism, and shall as such follow up product development work with cultural tourism, support this work and contribute to a long-term and environmentally conscious usage of the cultural heritage in the various branches of the tourist trade.

Partners in collaboration

Working with cultural heritage tourism, the National Heritage Board shall cooperate with central authorities and organisations working with issues of tourism; the *Turistdelegationen*, *Sveriges Rese- och Turistråd*, the communes and county councils of Sweden, regional associations and the national authorities to which tourism constitutes an important field of activity (Naturvårdsverket, Glesbyggsverket, NUTEK and others). Contacts and agreements of collaboration with representatives and interested parties of the tourist trade are self evident in the National Heritage Board's public work on its own sites of visit.

The National Heritage Board shall partake in international cultural historical networks and organisations and also take part in the work of SIDA, UNESCO and ICOMOS to support and further cultural heritage tourism in the world.

The National Heritage Board's work with properties and sites of visit

The National Heritage Board manages and administers 144 properties for the government. Among these some have developed more than others as sites of visit, mainly due to the large investments in newly built museums, program activities and pedagogy. Birka/Hovgården in Lake Mälaren, Glimmingehus in Scania and the mounds of Old Uppsala are in the present day three places where the National Heritage Board has personnel employed on a round-the-year basis and conducts public activity in its own management. There are in addition some ten sites of ancient monuments at which different kinds of public efforts have been made to make them accessible and to mediate their cultural historical values. Some of the activi-

ties at these properties are today managed by private entrepreneurs and/or by county museums. The Kivik grave in Scania is shown and tended to by an owner of café on the site and Kalmar county museum is the main administrator of the ancient fort of Eketorp on Öland. The National Heritage Board has initiated collaboration projects with local and regional agents at the Mälsåker palace, the castle ruin of Visingsborg and the stone setting Ales stenar in Scania to develop the sites, also beneficial to the regional development.

The National Heritage Board intends to work for a collaboration settlement around the activities and public work to be entered at several government administered properties. This presupposes penetrating discussions and negotiations with local and regional agents in public administration, associations and private enterprises as well as long-term planning and a unified outlook where value is concerned.

The properties administered by the National Heritage Board must maintain a high quality regarding care, maintenance, preservation efforts and public activity. They shall provide good examples and arenas upon which debate and discussion on maintenance ideology, development of method and critical scrutinising of history usage can and shall be held. Thereby they shall also be the windows/portals of the National Heritage Board in society and make the authority visible to the public.