

# The Effects of Tourism on Traditional Craftsmanship for The Sustainable Development of Historic Environments

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## Abstract

Improving the quality of life and creating various economic benefits, conservation of cultural heritage can contribute to sustainable development as a concept having environmental, economic and socio-cultural aspects. Intangible cultural heritage as the chief reason of cultural diversity particularly guarantee sustainable development. In recent years, the increase in the concern about local ways of life, festivities, has motivated the conservation of intangible cultural heritage specifically, and contributed to the continuity of the implementation of traditional craftsmanship as a domain of intangible cultural heritage and guaranteed the sustainable development. The conservation of traditional craftsmanship necessitates providing the transmission of knowledge between master and apprentice and the continuity of practice. Through 20<sup>th</sup> century, rapidly changing life conditions, the demand for traditional craftsmanship has noticeably decreased causing the decrease in the number of practitioner craftsmen. It needs to regenerate the organic relationships of crafts with the changing life conditions for their conservation. Tourism can be a motivating force to regenerate interrelations with the increasing demand of tourists for traditional crafts. This paper aims to present the effects of tourism on crafts and discuss specific conservation approach focusing on the sustainable development of historic environments particularly focusing on 17 sustainable development goals highlighted within the 2030 Agenda for Sustainable Development published by United Nations General Assembly in 2015.

*Keywords: Traditional craftsmanship, tourism, conservation, historic environments, sustainable development*

## 1. Introduction

The term ‘sustainable development’ is defined as “a development that meets the needs of the present generation without compromising the abilities of future generations to meet their own needs” by the United Nations World Commission on Environment and Development in 1987. The 2030 Agenda for Sustainable Development published as resolution document by the United Nations in 2015 emphasizes the significance of the achievement of economic, cultural and environmental dimensions of sustainable development. In Hangzhou Declaration issued, the importance of cultural diversity and the need for a more holistic and integrated approach to sustainable development were emphasized for their consideration in the conservation and tourism management studies in historic environments.

The sustainability has three main aspects as “environmental, socio-cultural and socio-economic” according to the definition made by VERSUS Project1 (Correia et al., 2014: 26). The environmental sustainability aims “to respect nature, to benefit of natural and

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<sup>1</sup> It is an European project developed in the framework of the Culture 2007-2013 programme, funded by the European Commission from 2012-2014 (Correia, et al., 2014).

climatic resources, to reduce pollution and waste materials, to contribute to human health and welfare and to reduce natural hazards effects". The socio-cultural sustainability aims to protect "the cultural landscape, to transfer construction cultures, to enhance creativity, to recognize intangible values, to encourage social cohesion". The socio-economic sustainability aims to "support autonomy, to promote local activities, to optimize construction efforts, to extend building's lifetime, to save resources". When reconsidered all these aspects with historic environments, it is seen that they are significant to be considered for the achievement of the sustainable development of historic environments.

UNESCO underlines that culture needs to be considered as a significant issue in sustainable development (UNESCO, 2015). UNESCO Conventions, particularly, The UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, UNESCO Recommendation on the Safeguarding of Traditional Culture and Folklore of 1989 and UNESCO Universal Declaration on Cultural Diversity of 2001 have underscored the importance of intangible cultural heritage as a mainspring of cultural diversity and a guarantee of sustainable development. Throughout the identification process of the elements of the intangible cultural heritage of different countries, UNESCO particularly emphasizes that the heritage elements need to be compatible with the requirements of sustainable development.

The conservation of cultural heritage is a significant issue in sustainable development. With regard to the economic benefits of conservation of cultural heritage, the reuse of historic buildings, revitalization of historic environments, the increase in the number of the restored buildings increasing property values, the creation of jobs related to local building craftsmanship to be used in restoration process, the development of heritage and cultural tourism and the creation of jobs related to tourism need to be carefully considered with regard to sustainable development of historic environments (Grazuleviciute, 2006, 77). This paper aims to discuss the effects of tourism on traditional craftsmanship, to understand the sustainable aspects of crafts within the changing conditions of life, particularly focusing on the sustainable development of historic environments.

## 2. International Documents on Conservation of Traditional Craftsmanship

"Traditional craftsmanship" concretized in traditional architecture is determined as one of the domains in which intangible cultural heritage is manifested in the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage adopted by UNESCO<sup>2</sup>. The UNESCO 2003 Convention described the intangible cultural heritage with all its dimensions related with the different disciplines and explained safeguarding measures, such as, "the identification, documentation, research, preservation, protection,

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<sup>2</sup> The UNESCO 2003 Convention defines "intangible cultural heritage" as "the practices, representations, expressions, knowledge, skills-as well as the instruments, objects, artifacts and cultural spaces associated therewith- that communities, groups and, in some cases, individuals recognize as part of their cultural heritage"; and, emphasizes the domains of intangible cultural heritage as (a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;(b) performing arts;(c) social practices, rituals and festive events;(d) knowledge and practices concerning nature and the universe;(e) traditional craftsmanship".

promotion, enhancement, transmission, particularly through formal and non-formal education, as well as the revitalization of the various aspects of such heritage.” As in other elements of intangible cultural heritage, the conservation of traditional craftsmanship necessitates accurate documentation, the continuity of practice and its transmission between generations.

Within the 2003 Convention, UNESCO also established the Living Human Treasures System<sup>3</sup> for the safeguarding traditional craftsmanship, organizing craftsmen and transmitting their knowledge to new generations and encourages state countries to establish their national system. UNESCO determined that the 2003 Convention is mainly concerned with the skills and knowledge involved in craftsmanship rather than the craft products themselves; and safeguarding was discussed only on the activities of craftsmen related to producing craft and passing their skills and knowledge onto others, not to preserve craft objects<sup>4</sup>. Although the significance of the transmission process of crafts has been deeply underscored by UNESCO Living Human Treasures System, the sustainability, the usability and adaptability of crafts to contemporary life and architecture have not been discussed so much. This study tries to investigate the sustainability and the adaptability of crafts within the changing life conditions under the effects of tourism, particularly focusing on the sustainable development of historic environments.

### **3. A Holistic Approach on Traditional Craftsmanship**

“Craft” is defined as “a certain type of making in which objects are created by hand through the skilled use of tools” within the ICCROM Report (2004: 5) on craft and conservation. The craft was a term meaning every product based on hand workmanship before the Industrial Age (Sözen, Tanyeli, 2010: 329). The term ‘traditional craftsmanship’ physically reflects the skills and know-how of craftsman or artist, culturally, it possesses expressive aspects conveying various hidden meanings attributed by craftsman and local people (Karakul, 2015).

To discuss the conservation and sustainability of traditional craftsmanship concerning the sustainable development of historic environments, it needs to understand traditional craftsmanship from a holistic perspective with its constitutive elements with all tangible and intangible aspects throughout the formation and change process; and seek the ways of sustainability of this integrity into future. The holistic approach of this study is mainly based on understanding the genuine qualities created by the mutual interrelations between tangible and intangible values of traditional craftsmanship to discover the sustainable characteristics of this integrity throughout the change process of environments.

Concerning the different aspects of traditional craftsmanship, the technology and the knowledge of the local craftsmen, have the formative power on the intangible values of traditional craftsmanship concretized mainly on the craft products in a historic environment (Karakul, 2015). The integrity of traditional craftsmanship is mainly constituted by the interrelations between intangible values, like, techniques and know-

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<sup>3</sup> See <http://www.unesco.org/culture/ich/index.php?pg=00061&lg=EN>

<sup>4</sup> See <https://ich.unesco.org/en/traditional-craftsmanship-00057>

how, technics (Pultar, 1997: 27-32) and methods, skills (Ito, 2003; Akagawa, 2005), craftsmanship (Akagawa, 2005) and cultural expressions, various meanings, symbols, reflected over the craft product particular to the place; and, tangible values, like, the materials and tools used, production details in craft products, space used for carrying out and spatial characteristics, like architectural elements (Karakul, 2011).

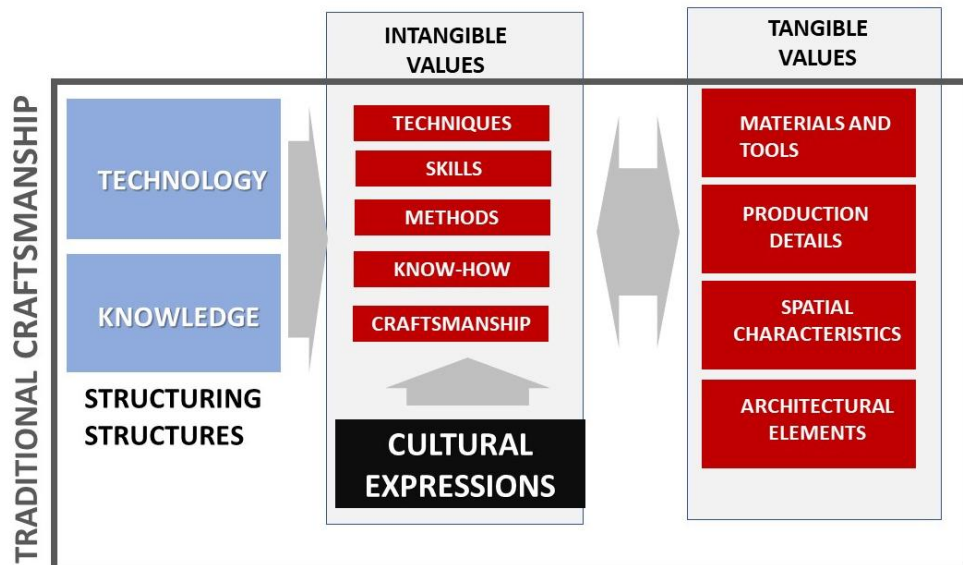


Figure 1. The constituents of traditional craftsmanship from holistic perspective

The holistic approach of this study on traditional craftsmanship can be elaborated further considering the intangible values of craft and their conservation focusing on the concepts of authenticity and creativity explained in ICCROM report on crafts and conservation (ICCROM, 2004). In the report, the aspects of intangible values of crafts are explained as know-how and skill, learning process, economic process, social dimension, religious dimension, cultural dimension, environment and space, creative process, all of which need to be considered through the conservation and sustainability of traditional craftsmanship with regard to the sustainable development of historic environments.

The most significant qualities to be considered for sustainability is the “authenticity” and “creativity” in interrelations between tangible and intangible values of traditional craftsmanship. Authenticity in crafts is related with “learning process, production process, materials, design, people and place” (ICCROM, 2004, 22). The sustainability of these aspects can be possible in traditional economic contexts or limited restoration projects, they are difficult in a wider market economy (ICCROM, 2004, 22). Creativity varying according to cultural contexts can especially be investigated through the learning process of know-how and traditional methods in crafts by master-apprentice relationship and evaluating the traditional learning process of crafts as a source of inspiration through the production of new in the present (ICCROM, 2004, 24).

Traditional craftsmanship in historic environments has a great variety of craft products, which has been constituted by various contributions of different cultures and continued for centuries. Traditional craftsmanship has been produced by the handling style of craftsmen of the local specifics, which are created by the mutual interrelations between environmental factors and cultural practices and expressions (Karakul, 2015, 2018). The diversity of traditional craftsmanship has mainly been generated by the traditional knowledge and the skills of craftsmen transmitted by the master-apprentice relationship from generation to generation. Traditional craftsmanship in historic environments, which is the product of a complex process through which craftsmen use their skills and know-how and express their creativity, can mainly be grouped into two:

- **Traditional craftsmanship related to building culture | Building Crafts** | stone masonry, timber frame system, mud-brick masonry, stone, wood, metal, glazed tile, glass, wall painting craftsmanship (Karakul, 2018)
- **Traditional craftsmanship related to living culture** | stone, wood, metal, glazed tile, glass craftsmanship, carpet-making, rug-making, cloth-weaving, writing, tile-making, ceramics and pottery, embroidery, leather manufacture, musical instrument-making, copper work, basket-making, felt-making, weaving

### **3.1 The Effects of Transformation Process on Interrelations of Tangible and Intangible Values of Traditional Craftsmanship**

Interrelations between tangible and intangible values of traditional craftsmanship in living and building culture have considerably changed under the effects of tourism, migration and the rising technological, economic and cultural interactions throughout the transformation process of historic environments. Cultural, economic and technological developments have directly affected living culture influencing the cultural practices and their relations with tangible features, mainly, spatial characteristics and architectural elements and the related furniture and craft products used in daily life. On the other hand, change in building culture, especially technology, knowledge, directly reflects on the implementation process of traditional building crafts, particularly, know-how, skills, tools and materials used. Changes in building technology are also influential in the transformation of the way cultural expressions reflect upon tangible features affecting the knowledge of masters.

The effects of the change process of historic environments over technology, the knowledge and value systems of craftsmen cause to change the selection of material and technique, mental schemata of craftsmen and reflect directly over traditional craftsmanship (Karakul, 2014). The rapid change process has created many interruptions in the genuine interrelations between tangible and intangible values of traditional craftsmanship in the traditional production process. Throughout this process, while certain crafts have been carried out continuously; some crafts have changed concerning the materials, tools used; and others have been completely disappeared.

#### **3.1.1 Continuing and Changing Crafts**

Crafts which have continued to be carried out in living culture and building culture have provided to produce craft products with limited changes. The demand of local people for craft products is considerably effective in the continuation of production

by craftsmen. This situation provides the sustainability of the interrelations of tangible and intangible values of traditional craftsmanship despite the limited changes in the use of materials, tools, and techniques. Accordingly, the continuity of traditional craftsmanship also provides their transmission to the next generations, which is prerequisite for their conservation.

The changes in living culture and value systems of local people have been mostly caused by the rising tendencies of migration due to unemployment and the uncontrolled development of tourism, particularly influencing the ways of traditional craftsmanship are carried out.

### **3.1.2 Disappeared Crafts | Interrupted Interrelations**

In historic environments, throughout the 20<sup>th</sup> century, great changes in both building culture and living culture as mentioned above caused to disappear or interrupt most of the elements of traditional craftsmanship. Due to the changes in building technology and the introduction of new building technologies and materials, traditional building crafts have nearly disappeared expect from their implementation in restoration practices. Certain elements of traditional craftsmanship related to living culture have also disappeared due to the declining demands of people in rapidly changing life styles.

## **4. Relationship between Sustainable Development and The Conservation of Traditional Craftsmanship**

As highlighted within the 2030 Agenda for Sustainable Development published by the United Nations General Assembly in 2015, the three aspects of sustainable development as social, economic and environmental are interrelated and integrated; and 17 sustainable development goals which were determined appropriate to these aspects were issued as specific means of implementation (UNITED NATIONS, 2015). Among these goals which were determined as integrated, universally applicable, taking into account different national realities, Goal 8, 11 and 12 will be discussed here with regard to their relationship with traditional craftsmanship. Goal 8 was explained as “promote sustained, inclusive and sustainable economic growth full and productive employment and decent work for all”, and emphasizes the significance of implementing policies to promote sustainable tourism that creates jobs and promotes local culture and products by 2030. Goal 11 was explained as “make cities and human settlements inclusive, safe, resilient and sustainable”, and emphasizes the significance of the integrated sustainable planning and the support least developed countries, including through financial and technical assistance, in building sustainable buildings utilizing local materials. Goal 12 was explained as “ensure sustainable consumption and production patterns”, and emphasizes the efficient use of natural resources and the significance of implementing tools to monitor sustainable development impacts for sustainable tourism creating jobs and promoting local culture and products. Considering these goals with the traditional craftsmanship, the continuity of local building tradition and craft production process is especially significant for providing sustainable development in historic environments throughout the rapid change process and the development of tourism.

## **5. Effects of Tourism on Traditional Craftsmanship and Sustainable Development in Historic Environments**

Although natural and tangible cultural heritage has been the focus of interest of tourists from past to present, living cultures, the ways of life, traditional craftsmanship have aroused interest in recent years. In recent years, together with the increase in the concern about intangible heritage elements, tourism mobility to discover the local ways of life, festivities, the traditional craftsmanship, and cultural practices accelerated. Unfortunately, parallel to the concern about intangible heritage, the separation of cultural practices from their enactors and contexts which form the basis of “folklorization”<sup>5</sup> has also emerged and become widespread all over the world.

Tourism as one of the “social dynamics causing change” (Bal, 1995, 25) causes a change in tangible and intangible heritage creating cultural, economic and technological factors. Today, the economic value attributed to the cultural heritage which is especially seen as related to the economic benefits of tourism (Orbaşı, 2000, 8) creates commercial pressures on historic centers and cause to be perceived them as leisure areas for visitors only. Thereby, historic buildings, streets are inevitably transformed into the “authentic” settings for shopping and leisure facilities. The increasing interest of visitors in external leads to the development of facade-concerned approaches to conservation and to increase new buildings imitating traditional styles. Increasing uncontrolled building activities, the wrong policies on the management of tourism have caused to damage the authenticity and integrity of historic environments and disappear the variety of ways of life and the implementation of different practices and traditional craftsmanship.

Bringing into new economic activities, tourism has emerged as an economic value in historic environments in the last years. New activities introduced to historic environments by tourism are generally being an antique dealer and tourist guide, operating pension, renting a living room for tourists; and, serving to tourists and pensions by preparing or selling local foods or the implementation the products of traditional craftsmanship and handworks. Increase in the variety of economic activities creates a need for reusing existing traditional buildings and constructing new buildings to house new activities for maintaining the authenticity of the production process of cultural practices and traditional craftsmanship. Therefore, the development of the accurate principles on the management of tourism and construction and restoration activities considering the holistic conservation approaches is critical. To develop accurate principles, it is necessary to understand and document the mutual relations between cultural practices and expressions, embodied on buildings and open areas and meanings and values attributed to them holistically and to maintain the authenticity of the production process of traditional craftsmanship.

Cultural tourism is defined in the Dictionary of Terms of Tourism as travel made for joining into the art activities like festive, folklore, theater and exhibition, for knowing past and living civilizations and cultural values and, for seeing historic places and ways of life of societies”. In ICOMOS Cultural Tourism Charter, “cultural tourism” is defined as

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<sup>5</sup> Accepting “folklorization” as a threat for intangible cultural heritage since long years, UNESCO states that the main safeguarding measure of intangible cultural heritage is to keep carrying out cultural activities and to transmit them from generation to generation in the 2003 Convention.

“a visit type in which tourists aim to discover monuments and sites contributing their maintenance and conservation”<sup>6</sup> Cultural heritage tourism (CHT)<sup>7</sup> as a branch of cultural tourism is defined as “travel directed toward experiencing local traditions, arts, and heritage while respecting the host community and its surrounding environment” (Keitumetse, 2009, 224). He also explains the components of CHT as “cultural heritage aspects such as monuments, archaeological sites, museums, and cultural experiences such as festivals and communities among others”. Cultural tourism or cultural heritage tourism is assessed as a type of tourism in which tangible and intangible values of environments can be conserved holistically by this study.

In most of environments, intangible heritage elements are mostly revitalized in the different ways of folklorization carried out separately from their original contexts. To decrease the negative effects of tourism, the determination of the significant elements of intangible and tangible heritage in environments and their consideration through tourism planning policies are especially critical. To manage tourism in historic environments and control its negative effects on tangible and intangible heritage, it is critical to adopt a holistic conservation understanding and the significance of the sustainability of the mutual interrelations between tangible and intangible aspects of traditional craftsmanship.

The accurate management of tourism is especially significant to contribute cultural, economic and environmental dimensions of sustainable development (UNITED NATIONS, 2012). The United Nations Conference on Sustainable Development in 2012 particularly underlines the importance of the promotion of investment in especially sustainable tourism, specifically, ecotourism and cultural tourism, creating inclusive economic development and job opportunities for local people, creating small medium-sized enterprises. Besides, the conference also highlights the significance of the integrated and holistic approaches to planning and building activities including the participation of local people in decision-making, supporting local authorities.

Tourism needs to be managed to contribute to sustainable development in its three dimensions, cultural, economic and environmental. From this respect, ecotourism and cultural tourism need to be developed as sustainable tourism trends facilitating to create small enterprises and job opportunities for the poor peoples and local communities and providing inclusive economic growth. It needs to promote integrated approaches in planning, design, and conservation.

Focusing on traditional craftsmanship as an element of intangible cultural heritage, as emphasized within the UNESCO Kit (UNESCO, 2015) including Intangible Cultural Heritage and Sustainable Development document, sustainable development depends on inclusive economic development, and traditional craftsmanship gains a critical role for providing the economic development in historic environments within the developments of tourism. As mentioned above, if tourism can be managed and oriented as cultural tourism, it provides to regenerate local cultural practices and traditional craftsmanship according to the needs of tourists.

Throughout the process of the sustainable development of historic environments,

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<sup>6</sup> The ICOMOS Charter on Cultural Tourism, International Seminar on Contemporary Tourism, 8-9.11.1976, Brussels, Belgium.

<sup>7</sup> The definition and its abbreviation are used by Keitumetse (2009).



considering the conservation and sustainability of traditional craftsmanship, “authenticity” and “creativity” which were significant aspects of the traditional process of production of crafts, gains importance as concepts to be redefined and sustained in the changing life conditions and the developments of tourism. The relations between tourism, traditional craftsmanship and sustainable development of historic environments can be discussed according to three sustainable development goals, **Goal 8, 11 and 12** of United Nations aforementioned.

#### **4.1 Goal 8-Inclusive economic development**

The demand of tourists for the discovery of the diversity of traditions, festive events, performing arts, skills related to traditional crafts and other areas of intangible cultural heritage generate income and create jobs for people living in historic environments providing inclusive economic developments as one of the criteria of sustainable development (UNESCO, 2015). But, if tourism cannot be managed accurately to respect intangible and tangible cultural heritage holistically considering their mutual relations; and it can cause the excessive commercial activities transforming traditional craftsmanship into merchandise; then, the conservation and sustainability of the elements of cultural heritage cannot be possible.

The accurate management of tourism which needs to be sensitive to the elements of intangible cultural heritage provides intangible cultural heritage to be a driving force for economic development and strengthening local economies and sustainable development of historic environments (UNESCO, 2015). For the living people and individuals, including poor ones, intangible cultural heritage and particularly, traditional craftsmanship can generate revenue and jobs. Traditional craftsmanship generates income both for craftsmen and their families and also for those involved in the transportation and sale of the craft products or the production of raw materials used for the production process of crafts (UNESCO, 2015).

#### **4.2 Goal 11- make sustainable cities and human settlements**

Traditional craftsmanship is also significant as a source of innovation for development and the sustainability of creativity adapting new materials and tools into the production process of crafts throughout the change process of historic environments (Karakul, Bakirer, 2018). In case of the scarce of the raw materials of crafts, the skills and know-how of the craftsmen can create new solutions for needs, providing the transmission process of the knowledge of crafts into new generations, maintaining creativity and creating sustainable human settlements.

Appropriate to the sustainable development goal 11, for building sustainable buildings utilizing local materials, the continuity of the practice of production of traditional craftsmanship by craftsmen and the practitioner local people is significant. The “traditional wisdom”<sup>8</sup> highlighted as one of the issues of ecological and sustainable architecture by Steele (2005: 6-7) can be defined as rational and creative building solutions of craftsmen and use of local materials and traditional construction techniques

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<sup>8</sup> In his extensive study about ecological architecture, Steele (2005: 6-7) develops this previous definition by elaborating it into eight issues, specifically, “resource equity, embodied energy, global community, economics, renewability, traditional wisdom, institutional change and technology”.

(Karakul, 2016). It needs to be considered as a significant aspect to be considered for sustainable development. Tourism also accelerates the conservation and restoration activities in historic environments providing the continuity of the local building masters using local building materials, techniques and tools.

### **4.3 Goal 12- ensure sustainable consumption and production patterns**

The continuity of the practice of traditional craftsmanship is also significant for providing the efficient use of natural resources as building materials and raw materials for craft production, and providing sustainable development. The authenticity of the production process of traditional craftsmanship could also be achieved more easily by using the natural building and raw materials, use of traditional techniques and tools and handmade production, conforming to the demands of tourists coming for cultural tourism. The increase in restoration practices introduced by the developments of tourism contributes to the continuity of the traditional building craftsmanship using natural and local building materials and techniques. Contrary to the mass production of crafts, the demand of cultural tourists on handmade products produced by traditional techniques and materials accelerates the production process of the products of local traditional craftsmanship.

## **5. Discussion and Conclusions**

Traditional craftsmanship gains a critical role for providing sustainable development in historic environments concerning the inclusive economic development, sustainable cities, sustainable production patterns. The study put forward an investigation about the relationships between tourism, traditional craftsmanship and sustainable development of historic environments focusing on the international documents issued related to the subject, particularly focusing on 17 sustainable development goals highlighted within the 2030 Agenda for Sustainable Development published by United Nations General Assembly in 2015.

Traditional craftsmanship is affected positively or negatively with regard to the different management policies of tourism developed by countries directly affecting the sustainable development of historic environments. The accurate management of tourism contributes to the sustainable development of environments increasing the implementation of craft products to afford the increasing demand for tourists on traditional craftsmanship. The demand of tourists for the discovery of the diversity of traditions, festive events, performing arts, skills related to traditional crafts and other areas of intangible cultural heritage generate income and create jobs for people living in historic environments providing inclusive economic developments as one of the criteria of sustainable development

Tourism also accelerates the conservation and restoration activities in historic environments providing the continuity of the activities of local building masters using local building materials, techniques and tools and making environments sustainable. Contrary to the increasing trend of mass production of crafts, the demand of cultural tourists on handmade products produced by traditional techniques and materials, accelerates the production process of the products of local traditional craftsmanship.

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