ENVISIONING URBAN TOURISM SUSTAINABILITY IN CULTURAL HERITAGE DESTINATIONS: A BOTTOM-UP APPROACH

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ABSTRACT

Urban tourism is mostly seen as a double-edged sword, while it is an economic basic foundation for some cities, yet it is a direct reason of the continuous environmental degradation. Therefore, the purpose of this research is to deepen the understanding of sustainable urban tourism management especially in the cultural heritage destinations, using bottom-up approach as a key aspect in the development process. For conducting the present study, the researcher will review and analyze the most relevant literature on two main axes: first, the relation between urban tourism management and the heritage trail in historical urban destinations, and second "bottom-up approach" through stakeholders' involvement and residents' attitude towards tourism. Subsequently, this paper will be suggesting a road map on how to maintain sustainability through enhancing all stakeholders' engagement in urban tourism management. Thus, the addition of this paper is to highlight strategic challenges regarding resident involvement in urban tourism management, in addition to examining critical questions concerning managerial and resident-related challenges aside from providing considerable overview to both professionals and researchers to effectively involve and collaborate with all stakeholders, aside from setting out general research avenues for future investigations.

KEYWORDS

Sustainable Urban Tourism; Heritage Destinations; Bottom-Up Approach.

1. INTRODUCTION

Quite recently, considerable attention has been paid to Tourism globally as a sophisticated paradox with multiple levels "political; economical; social; cultural; environmental and educational". Robinson (1998) believes urban tourism to be a one of the most influential multi-national activities. While Landan (1995) argues that tourism is omnipresent, adding that from a global perspective, tourism industry is obvious at geographical, ecological, and technological dimensions, as much as in the intangible activities. Moreover, travel and tourism industry is determined to be one of the largest in the world, as it records 11.7 % of world's GDP, 8% of employment, and 8% of world's export profits.' It is also asserted that the flexibility created by traveling, influences mostly everybody worldwide, where there are more than 700 million legitimate yearly passengers' arrivals (compared to 25 million in 1950) that is anticipate to be 1.6 billion by 2020' (Sheller & Urry, 2004).

However, Timothy (2009) highlights that tourism based on culture heritage aspects to be one of the largest and fastest developing fields of the global tourism. Madden and Shipley (2012) argue about Heritage trail being one attainable development strategic plan for nations in developing countries, economic supports are granted, beside that locals' conditions is improved through employment and various economic benefits, that features a better infrastructure. Therefore, historical city centers act to be the core component of the cultural heritage tourism, where visitors are attracted and concentrated in these urban destinations unevenly pressuring

these historic centers. There is a massive flow of visitors and one day trippers that are attracted by cultural heritage features in historical destinations. Whatever the reason of their visit might be, they intensively exploit of historic centers, where their activities overlap with the occupations of both locals and the surrounding urban residents.

Urban Tourism creates a great influence on the city, especially in heritage destinations. The emergence of urban tourism in heritage destinations can be either a gift or a burden, this stands upon tourism development management and processing. Many researchers were interested in the conflict arising between benefiting from tourism while conserving the cultural heritage (e.g.; Kausar, 2012; Landorf, 2009; Garrod and Fyall, 2000; Nasser, 2003), aside from international organizations (e.g. the UNESCO "WHC"). Furthermore, these critical contributions in this topic have been established since the 1980's, to ensure the growing importance of sustainable heritage tourism management. Researchers asserted that local community life quality, as much as the management and preservation of cultural heritage destinations, can be enhanced through sustainably managed urban tourism (e.g. Hughes and Carlsen, 2010; UNEP, 2005). This is basically why it can help attracting more financial aid for preservation from national and international tourism organizations, as much as governmental authorities. Also, it raises appreciation aspects of the local culture among tourists and locals (UNEP, 2005) However in the last recent years, a highly negative perspective of locals' effects on urban tourism have started to be obvious. Therefore, a lot of strategies have been established all over the world to achieve sustainable tourism management. Studies showed that planning for a long-term sustainable heritage destination management has to be considered individually, since each destination has its own variables. However, top-down approaches "where central government control policies" showed massive failure, as they do not consider most of stakeholders' participation, including local communities in urban tourism management.

On the other hand, "Bottom-up" approaches can be seen as a key aspect to urban tourism management sustainability in cultural heritage destinations, where participation influence, manipulate and form the decision-making process (Fontaine, 2005). However, urban tourism management faces a big challenge to engage all the related stakeholders. Recently, several theories have been proposed to explain and design participation processes providing various dimensions of contribution (Hatipoglu et al., 2016). Unfortunately, the absence of collaboration between institutional structures, undermines stakeholders' involvement (Hatipoglu et al., 2016). This is in addition to the lack of stakeholder perception of critical issues and their awareness of sustainable tourism fundamental (McComb et al., 2016).

Purpose: the aim of the research is to deepen understanding of sustainable urban tourism management especially in the cultural heritage destinations, using bottom-up approach as a key aspect in the development process.

Methodology/Approach: The work described in this paper adopted an approach to study sustainability of urban tourism in cultural destinations, in line with a bottom-up based hypothesis. This approach adapted will focus on two main axes: first, the relation between urban tourism management and the heritage trail in historical urban destinations, and second "bottom-up approach" through stakeholders' involvement and residents' attitude towards tourism. To be able to apply this approach, a wide-ranging set of research tasks were performed through reviewing the most relevant literature on these topics. Lastly, analysis of the discourse

was made, to identify the parameters that needed to be considered while planning for a sustainable management approach in the cultural heritage destinations

Findings: this paper will be suggesting a road map on how to maintain sustainability through enhancing all stakeholders' engagement in urban tourism management. Thus, the addition of this paper is to highlight strategic challenges regarding resident involvement in urban tourism management, in addition to examining critical questions concerning managerial and resident-related challenges and widening research platform for future investigations.

SUSTAINABLE URBAN TOURISM AND CULTURAL HERITAGE DESTINATIONS MANAGEMENT

The urban context offers variable aspects where tourism activity takes a great interest in, varying from social to cultural to physical and aesthetic. Visitors can interact with these attractions creating unique experiences in this urban form, parallel to a generally developed infrastructure for the local community and economic activated, as a non-touristic purpose. As part of this urban environment, tourists are involved in daily engagement with the host community resulting in set of consequences for all the parties involved in the equation.

2.1 Urban Tourism Background and Its Components in The Urban Context

In terms of background timeline development, urban tourism originally initiated since Greek times, as it was recorded a lot of trips between the Greek cities around the Mediterranean Sea, although the term remains almost new. Subsequently, a number of young aristocrats made long journeys visiting several European cities, triggered exclusively by cultural objectives. However, the economic decline in the western world -UK, Western Europe and Northern America- in the late 1970, showed off the massive role of tourism for the urban function as well as a catalyst to enhance the urban economies. In parallel to this, tourism and urban management received bigger attention in the 80's of the last centuries. Urban Tourism emerged by then where cities have become to be tourists' destinations. Thus, the many studies and researches in the domain of urban tourism, it is concluded how sophisticated this paradox really is and its implication in society, economy, culture and environment. In this context we can raise questions: does urban tourism exist or it is just an overlapping of various types that are found within the same urban area? Is urban tourism a new type of tourism? These questions and more disturbed many researchers. Figure (1)
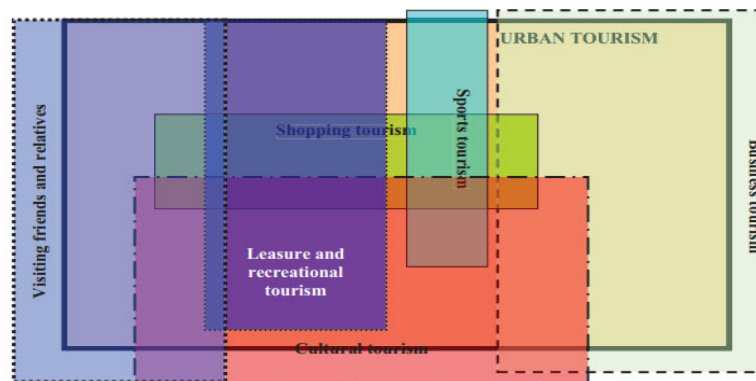

Figure 1, urban tourism interference with other forms of tourism (Source: Murgoci Stefania, 2008)

Defining urban tourism is a must to achieve sustainable management regarding this industry. First studies have shown that urban tourism is not just a sum of tourism aspects in a city, but is a distinct type that takes part in a certain urban life. However, Urban Tourism national was referred to as various number of activates and resources offered to the visitors aside from the purpose of business and other reasons. Previously, Urban Tourism was thought to be a result of population mobility, but due to the changes that took place, Cities became more of cultural centers, destinations to relax, where people meet and have various activities to spend their free time. As a result, Urban Tourism is an integral and traditionally part of the urban life not just a form of tourism. Ashworth (2011) believes that urban tourism is defined ambiguously with no methodical structure for understanding the paradox. In view of all that has been mentioned so far, one may conclude Urban Tourism represents all the attractive tourism resources desired to attract visitors and locals, where different types of tourism are overlapping and contributes to maintain a sustainable management of these urban areas.

Building on this, the two concepts of urban and tourism are joined together creating urban tourism, showing the complexity of this relationship and the mutual impact on one another. Firstly, the unique urban features of a destination as a key aspect to attract and shape tourism or leisure activities where the role of urban tourism emerges. While on the other hand, tourism itself became an instrument in shaping the urban aspect of the cities. As a result, five main factors were identified to characterize cities as tourism destinations as following:

- Highly populated urban areas, where the increased number of tourists visit friends and relatives.
- Major travel nodes that serve as gateways to other destinations.
- Commercial and industrial focal points.
- Harbor services such as education, administration center, health and others.
- Cultural, artistic, and recreational destination.

From a deeper perspective view, the urban area is always a unique experience of a destination for visitors, where it is a completely tourism product combining both the resources and facilities together, where resources form the basic interest for tourists, on the other hand, facilities are provided to elevate the experience of mainly the visitor. The spatial concept of a destination and its component is shown in figure (2)
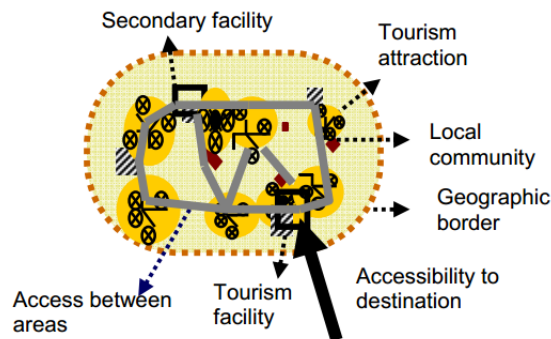
*Figure 2, Tourist destination zone planning concept (Source: N. Giriwati, R. Homma, 2013)*

Overall, destination is defined to be the attraction aspect to tourists aiming a specific city. Have a deeper perspective; Urban Design Components is classified into three main components: Primary,

Secondary and Transportation Components, more components can be determined as local community and experience that are the critical aspects that have to be provided to tourists. This is shown in the basic Tourism Components design model where attractions, accommodation, and local community can be connected by transportation and being linked to other urban areas making the destination more accessible. This urban tourism framework can be visualized in figure (3)
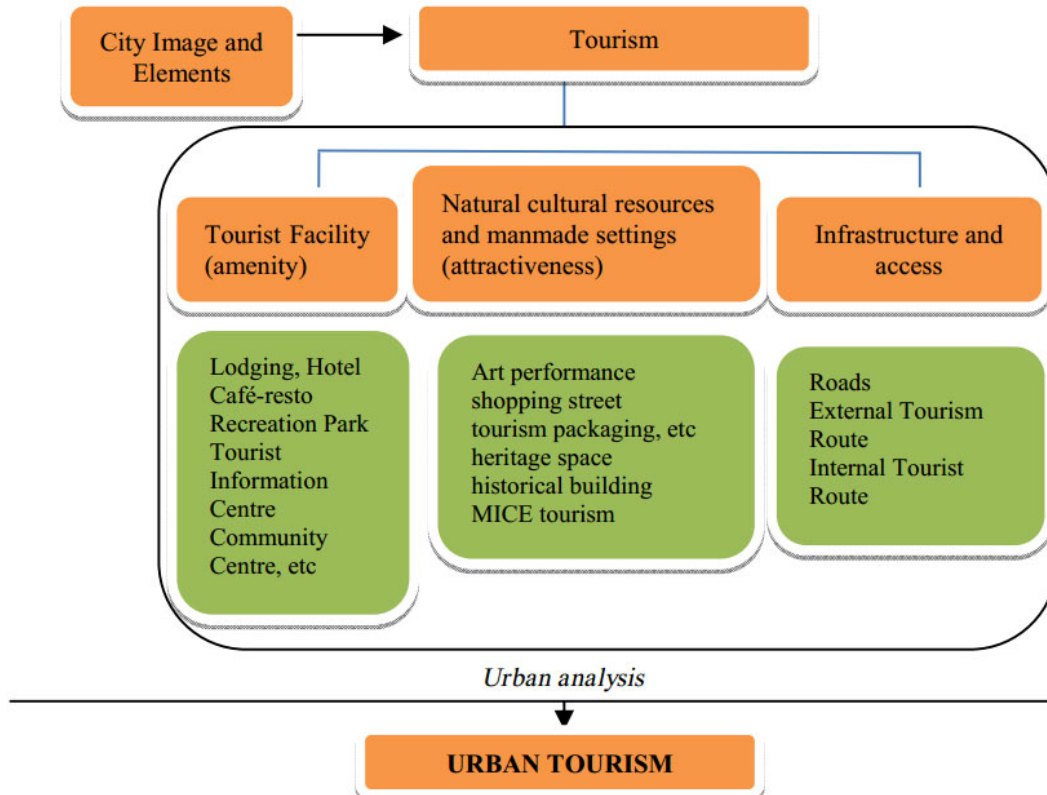
Figure 3, Framework of urban tourism. (Source: N. Giriwati, R. Homma, 2013)

The relationship between tourism and urban areas has attracted more authors to study it. Christopher Law also has his own contribution to categorize primary, secondary and additional elements of urban tourism. Firstly, "Primary Elements" defined to be cultural facilities, physical, social and cultural features and places of amusement. Secondly, "Secondary Elements" are concerned by comfort-based tourism accommodation facilities. Lastly, "Additional Elements" are designed to ease accessibility to primary and secondary elements through arranging parking places, leaflets, maps, etc. This can be visually analyzed in figure (4). From tourism marketing point of view, visitors have variable alternatives of destinations to visit. Branding the destination demands showing off the individuality of a destination, answering the question "Why should I visit this city? This individuality initiates the will of traveling in visitors, and influences their choices of an aimed destination. During the last decade earning a rank on the tourism market industry has raised the competitiveness between destinations, resulting in the range of tourism products' originality impacting both visitors and locals directly.
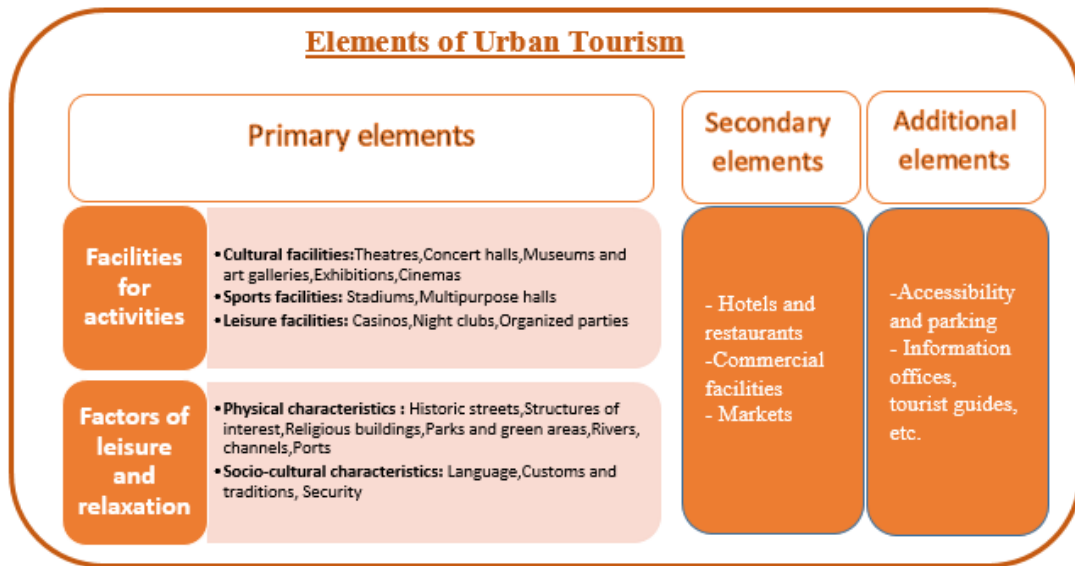
Figure 4, Urban Tourism's Elements Adapted by C.Law (Source: author contribution according to C.Law, 2002)

However, these studies were supported by many more Urban Tourism researchers, digging further in the urban tourism and its impacts on the destinations. What is noticeable in these studies, and should be mention here, is that mostly referring to and examining the Western World (UK, Western Europe and Northern America). On the other hand, less attention was given to developing countries. Therefore, it is important to see various perspectives on how urban tourism firstly appeared in developing countries, especially MENA region, compared to developed countries.

2.2 Urban Tourism Impacts and Conflicts Arising in Cultural Heritage Destinations

A large and growing body of literature has investigated Urban Tourism, which mostly contained special parts on the Urban Tourism impact on the destination. Accordingly, it was accepted that the intensity and sense of impact depends on both the unique character of the destination and the flow number of visitors. There are three main aspects of impact, physical, social, or economic, which can be felt in a negative or positive sense. Therefore, sustainable destination management maximize the positive effects of urban tourism, while on the other hand, it minimize it's the negative effects. Since then, there was a lot of hypothesis that supports the contribution of urban tourism to urban development, as a key aspect of major development and renovation processes (Pearce, 2001).

Moreover, the increase interest in studying Urban Tourism this guide to the increase of research fields. In case of tourism impact, this varies from holistic approaches focusing on sustainability of destination sites in historic cities, to more focused researches, concentrating on special aspects of the impact, for example some studies focused on the economic impact of major urban tourism attractions in heritage destinations (Herrero, et la., 2005). Furthermore, studies on the social impact were produced, ranging from the way locals perceive that type of tourism intervention, and their attitudes towards the developments. According to these studies, the destination's sustainability also requires acquiring an adequate tourist experience, therefore increased visitor

numbers' effects are also analyzed (M.popp, 2012). Where it may also lead to a feeling of overcrowd, which is normal situation in visitors' perspective. Generally speaking, quantitative studies have the bigger percentage of the studies, where it varies from analysis of different stakeholders' participation, allowing alliances, animosity and differences to be examined concerning to fields of interest. Among other issues, recent studies investigate residents' attitudes to tourism expansions, as factors that affects the feeling of congestion and its impact on the tourist experience, and urban tourism impact on changing the commercial platform.

"Tourists at various times occupy places which 'belong' to others and which carry cultural meanings for the host community" (Robinson, 2001)

Dealing with urban tourism in historic destinations especially in the MENA region (Middle East and North Africa) is often distinctive and will not comply by default with the developed countries qualities, principles and ideas, nor will local community accept urban tourism similarly. While they are known with their hospitality, when this is overburdened by large number of tourists, many feel their privacy is invaded and tourists are totally looked for as a subject of economic product. Undoubtedly, Cultural heritage destination captivate trading activities, and most likely at a local dimension, just as a manner to continue an existing tradition. Therefore, there is always a slight balance between local business activities progressing and tourist commercialism, where the destination traditional characteristics' will be threatened at best endangered and at worst destroyed.

As tourist functions invade these destinations with its neighborhoods, local residents will also leave the area by forcing them out not only as they turn to be not matching with the tourist picture. Removal of local residents from the equation has even greater social consequences, as it does not destroy social links and vital connections only, but it is also leading that destinations' identity, economy and scent may be lost. As a result of opening historic cores to tourism, destinations turned out to be a 'product', where "tourist experience" shows a great interest in the destinations authenticity. Therefore, a big conflict may rise due to the far different perspectives between locals as out dates and dysfunctional, on the other hand comes the visitors' aspect as authentic and picturesque destinations.

Subsequently, this conflict lead to local residents' desire for modernization and better sanitation, while tourists' search for a lost orient 'authenticity' seeing it as the so called the 'real' life. There are a lot of studies that agree on the big change impacting conservative communities, especially the younger generations looking up to developed communities. However, change is irresistible, as much as it comes naturally as a result of modernism, impacting local urban functions and social lifestyle.

Collectively, these studies outline the role of urban tourism impact studies, which emphasis the importance of identifying the individual characteristics of cultural heritage destination, an approach that perfectly comply with urban studies traditions. Moreover, the emergence of "Touristification" phenomenon, with more investigation on its impacts and readings from local communities' perspective, including price rises, residential displacement, loss of local traders, etc. Today, urban tourism-related studies are in great urgency of a theoretical structure that asserts the connections between urban tourism political economy and its social, cultural, and environmental impacts. Therefore, keeping a balanced connection between the conservation and the exploitation of these treasures needs a mindful concentration to preservation and rehabilitation, interpretation, and local-economic development to grantee sustainable urban tourism management.

2.3 Sustainable Urban Tourism in Cultural Heritage Destinations and The Challenges Facing It

To date various methods have been developed and introduced to measure urban tourism sustainability, especially in cultural heritage destinations, describing it to be one tangible phenomenon of the cooperation between visitors, residents, and the hosting community. Accordingly, questions are raised about the restriction of sustainability through culture heritage treasures, where he argues that the sustainability of the cultural heritage destination is granted through the postmodern urban tourism models, with their concerns for picture and authenticity (Richards, 1996). On the other hand, Hewison was concerned that conservation process might threaten the sustainability of heritage destination as a result of commodifying history, where it is shaped to grantee political and economic demands. All of these aspects create an integrated circle of development in heritage sites. Where this circle encapsulates all the growth and expansion aspects (environmental, economic, and social) under the domain of urban tourism management, to ensure their sustainability. Therefore, providing sustainability demands in this circle guarantees the local community enhancement and growth.

In the same vein, Tosun (2001) highlights urban tourism as a key aspect in any development strategy towards sustainability, as he claims that sustainable tourism should not seek its own flourishment at the cost of others. Furthermore, Hu (2007) sets six principles for granting urban tourism management, where he integrates the environment (socio-cultural and ecological) and development (both material and spiritual well-being) and most important is to maintain the integrity of the destination's human and physical resources over an unlimited time line.

- Urban Tourism must be supporting to, rather than controlling over, local economies.
- Urban Tourism must provide locals a better life quality while ensuring unique experiences to tourists and protecting the environmental functions.
- Urban Tourism must consider the reliance between guaranteeing a successful industry and sustainable management of the local assets on which it is dependent.
- Urban Tourism must adjust the needs of locals, visitors and environment.
- The tourism sector along with other sectors must collaborate to grantee the cohesion of the resources, as all fields share these environmental and cultural treasures.
- The tourism industry must deepen its considerations to the connections existing between urban destination and the broader urban environment.

Therefore, it is concluded that all principles and model's urban tourism management aimed to ensure the importance of an equitable intervention between destinations, locals, and visitors as an essential condition to grantee sustainability at cultural heritage destinations. Therefore, sustainability needs to consider the intervention between the various fields of urban tourism, defined as preservation and rehabilitation, interpretation, and local-economic progression as shown in figure (5). Firstly, "Preservation and Rehabilitation" that lie in the core of these demands, as for residents, it is about respecting the values of their daily activities and environment. Moreover, conservation plays an important role to understand the original character of a destination from a visitor perspective. Accordingly, urban tourism activities are promoted and more awareness of the local heritage is generated.
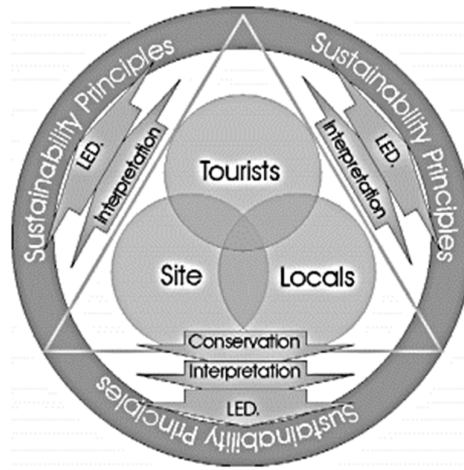
Fig. 5, Conceptual Framework for sustainable urban tourism management in heritage destinations

(Source: Khalid S. Al-hagla, 2010)

Secondly, "Interpretation" as it extends its effects more than those brought up by Stewart (1998), as he highlights the meanings of heritage destinations and most importantly, making the connection between people and destinations. On the other hand, Hall and McArthur argue that the aim of interpretation is way more than the enhancement of tourist visit impression, as it directly influences more related fields of interaction. Finally, and as the most relevant to this direct, local-economic development shows up to be a significant aspect to examine the sustainable urban management impacts, where these economic benefits are categorized into three different types: direct, indirect and induced. First, "Direct impacts" are due to local residents are directly involved in tourism industry activities as, salaries, profits and governmental benefits coming out from taxes and fees. Second, "Indirect impacts" are the result of the demands of those employed in the tourism to enhance or sustain their commercial activities - mostly consumables-. Third, "Induced impacts" are the result of increased earnings levels, as part of these earnings are re-consumed on products and services.

The main challenge claimed by the experts was the different stakeholders' perspectives, shown in figure (6). It is almost agreeable that both developed and developing countries struggle to maintain this balance, the developing countries are facing even more unique challenges. Most of these challenges are economic, due to lack of sufficient funding, creating problems in terms of heritage conservation and training. However, the absence of proactive regulations and policies taking into consideration the aspects of sustainability, is considered one of the most important challenges of sustainable urban tourism in developing countries (WHC, 2012a). Aside from this, problems concerning locals' empowerment in participatory development approach, supports stakeholders' needs aside from creating of an effective discussion and collaboration between them. Previous studies have highlighted various challenges concerning community involvement and collaboration as a key stakeholder that can be concluded to the additional expenses to the development and management processes, the identification of legitimate stakeholders and the degree of their involvement in the decision-making process. Also, the UNESCO added that locals need to be seen as partners, aside from the local governments work needs to be more unified with local residents and community to maintain sustainability at cultural heritage sites successfully.
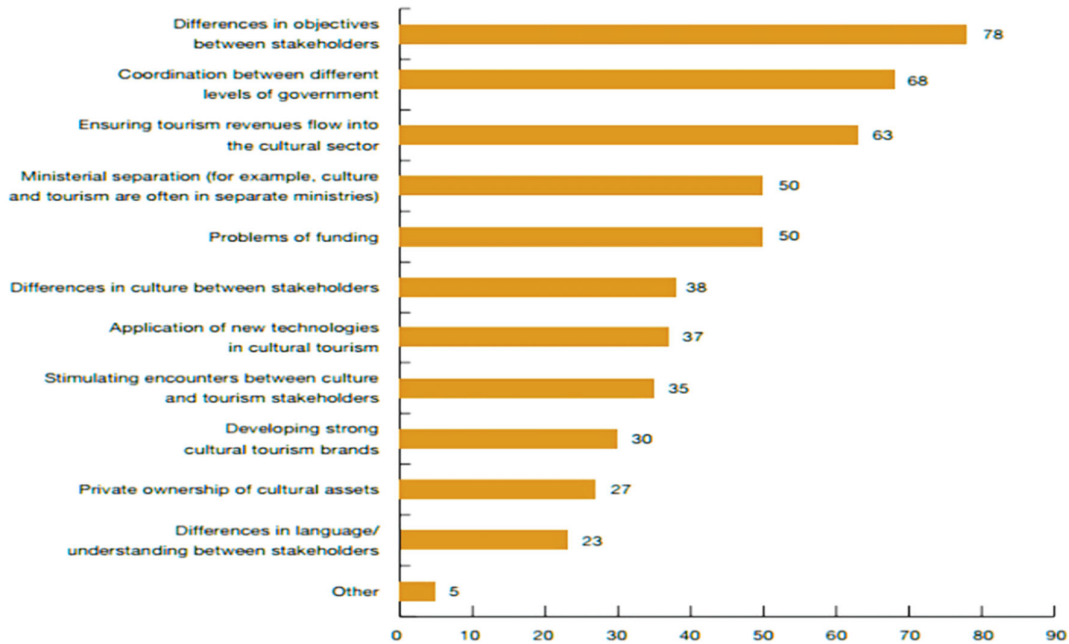
Figure 6, Main challenges to urban tourism in heritage destinations, experts' responses (%) (UNWTO, 2020)

3. BOTTOM-UP APPROACH TO ENHANCE SUSTAINABLE URBAN TOURISM IN CULTURAL HERITAGE DESTINATIONS

Since WHC announced community involvement as a fifth objective, it has become a key aspect for future sustainability development. Community involvement is a must achieving the economic benefits for the locals. However, most of the previous studies showed that locals, especially in the developing countries, gains the least benefits from the tourism industry, as a result of local authorities polices which shows little interest in their involvement. Aside from community involvement, stakeholders' collaboration has been investigated through urban tourism literature, where it lacks detailed strategies to practically archive a successful participation. Researchers highlighted stakeholders' role in all of the planning stages, allowing them to raise their issues of concern, where their opinions and expectation is considered, to minimize the future conflicts (Millar, 2012; McKercher and du Cros, 2012).

3.1 Residents' Attitude Towards Urban Tourism in Cultural Heritage Destinations

A massive number of studies was dedicated to resident's perspective, highlighting its influence. Nunkoo et al. studied 140 papers published on this topic, where most of them investigated the topic by integrating the social exchange theory. Although Davies suggested a mixed-method technique on studying this 'Sophisticated and Multidimensional Phenomenon" of tourism management and locals' perception. Since 2010, we have a handful of studies on this topic was found, despite from its popularity in the last decade. However, these studies tend to investigate particular topics.

For example, Lundberg (2017) studies the role of different residents' groups and their considerations associated to tourism management in heritage destinations, where social integration comes out to have an impact on the perceived significance of sociocultural, economic impacts and deep comprehension. However, researchers have found some common factors influencing the residents' attitude. First, negative and positive impacts are related to resident direct employment or through local economy, also the background knowledge of the destinations' heritage and the interaction with the visitors. Second, level and type of tourism management (sustainable or unsustainable). Interestingly, he claims that the more tourism activities lead to more social positive attitude. Moreover, Vargas-Sanchez et al. shows that the respectful attitude and frequency of tourists impacts communities' perceptions. On the other hand, recent studies show how residents' character has an impact on their attitude, where locals with welcoming nature have more positive perspective. Interestingly, the study showed different results to genders, as women perceived tourism more positively.

Similarly, various papers investigated level of community satisfaction and level of power in tourism management. According to Hung, there some variables that influence participation, motivation and opportunity given. Top-down local authority structure always plays important role in lack of opportunity, on the other hand, higher awareness results in more residents' participation. Furthermore, Segotal Categorized locals related to their level of participation varying from "unaware locals", "passive.observers", "uninformed locals" and "responsible locals". Set of studies highlighted the role of well-informed locals, as they not only see the expense of tourism to be lower but can also make significant contributions and effective participation in any stage of tourism management. Also, it is highlighted cities' important role in monitoring and managing their locals' attitude to their destination and tourism, through media campaigns, locals' survey aside from public meetings. Clear leadership for urban tourism management in heritage sites help creating transparency between residents through enabling them to handle these urban tourism management's challenges. Moreover, the role of knowledge locals has mediated their degree of trust in their local authorities. Therefore, beating these complications a sufficient long-term plan needs to be developed to, through adapting a customized approach for each unique case. In addition, Koutsouris (2009) emphasize the important role of stakeholders' participation to effectively co-construct an issue and its solution. In the next part, we will discuss how locals are encouraged to manage projects and its various phases through participatory approach.

3.2 Locals' Participation

A set of previous studies showed that if local governments considered locals' opinions in the early phases of management, conflicts might be resolved in time and failures might be avoided, therefore participatory approach attracted a lot of researchers. Arnstein described the spectrum of public participation ranging from a non-participatory to consultative participation, where locals act as an advisory manner. Accordingly, three vague approaches are designed to include stakeholders and the residents:

- Education "informing level", where in first level locals are informed to increase their background (academic like model).
- Dialogue "consultation level", where locals inform the decision-makers.

- Participation level, which requires a constant interactive dialogue between locals and decision-makers (online voting-online debates-decision-making-activism-consultation-campaigning-petitioning), where locals and authorities as well as decision-makers contribute so that all parties have a final say.

Figure 7 explains the change of information's flow according to level of locals' involvement
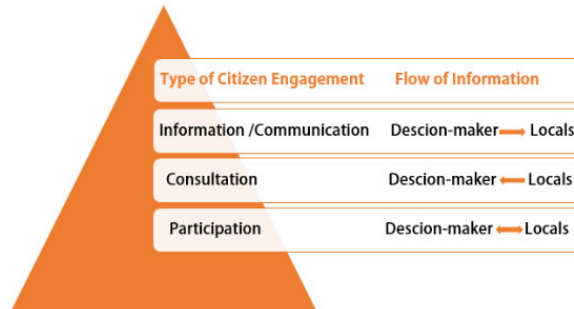
Figure 7, Type of residents' engagement and flow of information (Source: Author contribution)

Furthermore, we have to pose the question of what the aim of locals' involvement is and to which extent it can impact the community. Accordingly, various factors need to consider, such as who is invited and in which stage of management and power dynamics. Mostly, locals show interest in involvement to raise awareness, mobilize their perspective and most important comply their opinions and concerns, and this need to be considered by the local authorities. There are four types of locals: first "uninterested" unmotivated residents (socially or economically away from the circle; second "consumers" who are local community that are motivated (open to ideas and can relate to the project development); third "contributors" who are directly involved (are prepared to participate) and finally "commenter/leaders" who are intrinsically motivated (initiative and be a potential leader). Therefore, local authorities must facilitate their obstacles to grantee that all types of locals were involved and to make engagement more significant, through a mixed-method approach. However, often there are several questions on how to involve locals in an effective manner, on the other hand, authorities lack adequate communication with their local population, aside from locals' shortage of information about urban tourism. According to this, to plan a sustainable process, different elements must be considered, such as: administration, objectives, engagement stage, targeting process, techniques and cycle of information. Accordingly, seven main principals were concluded to explain the effective residents' engagement.

- The careful design and preparation of participation process, by determination of timing, fixed budgets, conditions, and representatives of residents.
- Transparency, respect and involvement for all the different stakeholders, where they must be supplied with transparent information along the phases.
- The engagement will result in an effective difference, by encouraging participation in an educative and meaningful way.
- Constant assessment of involvement quality, to enhance future applications.
- Tailoring engagement through, involving the key stakeholders, considering which form of involvement is suitable.
- Hearing and involving stakeholder of interest, issues and concerns that mean to them.
- Learning and integrating other different examples, fields and urban areas

Locals' participation comes with various benefits and flow-backs. Where benefits and advantages include mutual understanding between locals and various stakeholders, local authorities' wider insight, active locals' engagement, more responsibility and most important, building alliance between different stakeholders. On the other hand, this participation is sometimes negatively perceived, as it may be time consuming and resource wasting. Moreover, it may backfire the local authorities, if these inputs and decision empowered by local community are ignored. Furthermore, it may threaten local budget for implementing other projects.

3.3 Bottom-Up Approach Strategic Challenges

According to the previous studies, there are critical challenges on applying a bottom-up approach that will be grouped into two main types: community-related and managerial-related. First, community-related challenges, since residents' involvement, as a main stakeholder, have always been a key to achieve sustainable urban tourism especially in heritage destinations. However, motivating locals to engage in decision-making phases proved to be difficult on long-term management. First, a continuous learn about resident's behavior and attitude must be gained, in which Johannessen and Berntzen explain to be a form of democratic management that help sustain local communities. Thus, on applying bottom-up approach more question will face decision-makers, such as" How and in which capacity they would participate"," how to grantee the engagement opportunity" and even more questions. This will guide us to more important issue as faith concepts and how to expedite power to motivate participation. Therefore, local authorities must create trusted platforms for locals. Furthermore, is balancing all the factors in community involvement, raising question like, "How much marketing and branding should be taken, to grantee residents' participation?" As a result, we can have a deeper understanding of locals' preferences, attitude and engagement in urban tourism, which is essential to take critical resolutions considering who, where, how and in what way bottom-up approach can be managed.

On the other hand, there are more managerial challenges facing bottom-up approach, where level of hesitancy of local authorities sharing information and engaging locals must be addressed. These challenges are all about culture and how to facilitate structures that involve all stakeholders, raising questions as "how to foster a culture where local community's participation has a significant influence on urban tourism management?" The power dynamics play a critical role in shaping and balancing the relationship between all stakeholders and possible hinders to community involvement. Moreover, from planners' point of view we need to ask "how can the design of a tourist's heritage destinations acknowledge local community's demands? Therefore, a summary of some of the key issues and current insights are represented in Table (1).

Table 1, Key questions on bottom-up approach towards sustainable urban tourism management

Strategic Questions	Current Insights
Which residents are involved in participatory projects?	'Mini-publics'; residents with a high level of knowledge and involvement
How engaged are residents in tourism planning?	Residents are hardly involved or informed, surveys meetings, newspapers, platforms, open data projects

What are the effects of residents' engagement in tourism planning and the city?	**Higher levels of democracy, satisfaction, higher levels of engagement and sustainable communities.**
What are the barriers that prevent residents from engaging in city/tourism projects?	**Time, knowledge, costs versus benefits, trust in local government, power relations, top-down governance structures, opportunities to share information**
What are successfully strategies for engaging residents in general and in tourism planning practices?	**Democratic and participatory projects. Exercises, education-driven approaches, mix of online and offline methods, awards given.**

4. CONCLUSION, ROADMAP GUIDELINES AND FUTURE RESEARCH

The most obvious finding to emerge from this study is that maintain urban tourism sustainability at cultural heritage destinations, must consider market uniqueness, demographics, and political challenges. Regardless of the massive challenges facing urban tourism sustainability, it plays an important role in historical sites. According to the previous literature, there some critical aspects urban tourism should tackle such as:

- Provide destinations to explore and places to assist to compress their experience,
- Enable tourists to connect with locals in a balanced way,
- Providing them a deeper understanding of the destination,
- Provide them a freer environment to wander,
- Offer a perfect satisfaction experience and facilities without affecting the community.

Therefore, a sustainable urban management is a key aspect in creating unique urban tourism experience, where the tourists, the locals and the host environment are all considered. This will guide us to how to achieve this sustainability.

However, this paper emphasizes the importance of bottom-up approach in enhancing sustainable urban tourism management especially in heritage destinations. Taking in account that various stakeholders are equally engaged. Furthermore, local community involvement is a must as stated earlier, this can be through micro-scale enterprises where they can be involved in planning and decision-making phases. To conclude, on analyzing the array of challenges facing sustainable urban tourism in heritage destination, the local authorities should consider the management structure to promote sustainability principles in heritage destinations. This is because the management dimension is the central most effective aspect.

Accordingly, this paper proposes a roadmap guideline that support sustainable urban tourism especially in developing countries. This guideline is a set of multi-dimensional plan with a long-term vision for enhancing heritage destination, based on stakeholders' participation. To maintain this, it is a must to keep the balance between three aspects:

- Managerial-related aspects concerning local authorities, discussing the structure and management process to be improved.
- Community development, by suggesting aspects to enhance the economic situation and increase locals' welfare and improve the requested skills and knowledge.
- Heritage conservation, focusing reducing the negative impacts on the environment.

First, Management Related Issues guidelines:

- Maintaining a balanced and advanced stakeholders' coordination
- Constant supervision on the tourism impacts to achieve long-term sustainable strategies
- Communal advisory bodies and quality communication with stakeholders; cooperatives and non-governmental organizations
- Providing a sustainable development plan
- Building the capacity and special technical training to all the relevant power influencers
- Generating more economic welfare to locals through equitable tourism management

Second, Community Development Improvement guidelines:

- Enhancing locals' economic opportunities, while upgrading their social conditions is an essential to tackle challenges concerning the host community
- Qualifying training programs to elevate locals' awareness and enhance their field experience. These programs will build up locals' knowledge and skills, to participate effectively and appreciate heritage conservation and income–generating activities.

Finally, Heritage Site Conservation guidelines:

- Conservation must move from focusing on architecture-based to urban-based, where financial and social expansions must be deliberated aside from environmental preservation
- Cultural events and activities, to attract more tourist and enrich destinations
- Sufficient marketing and promotional measures.

In the End, more focus must be given to other issues, as uncontrollable traffic, absence of hygiene, poor infrastructure and so on. However, this study identifies that each destination got its own unique characteristics and therefore we do not have this so-called "one size fits all" aspect for the physical application. Although, we believe that the findings of this paper can benefit destinations especially in the developing countries.

Additionally, this paper also presents fields of research that merit future attention. First, research must investigate current heritage destination projects that engage locals; analyzing learned lessons, success factors, special destination context and if we can compare and benchmark destinations. Second, strategies to encourage local community participation, where we need classification to participation methods suitable for urban tourism in cultural heritage destinations. Thirdly, we need a clear insight into economic performance of community engagement, as well as cost of maintain, controlling and monitoring the structures compared to the outcome of investments. More important, what is the type of key performance indicators and return on investment to measure our success? Finally, although this paper highlights the effective role of bottom-up approach in finding creative resolutions that can sustain these various challenges and maintain suitable strategies and outcomes in the field of urban tourism, we are only at the beginning of comprehending this revolution in our research. Therefore, future studies need to tackle the aforementioned issues.

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تصور للسياحة العمرانية المستدامة في الوجهات الثقافية التراثية في ضوء النهج التصاعدي

ENVISIONING URBAN TOURISM SUSTAINABILITY IN CULTURAL HERITAGE DESTINATIONS: A BOTTOM-UP APPROACH

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الملخص

يتطرق هذا البحث بالعرض والتحليل لآليات إدارة السياحة العمرانية في المناطق الثقافية والتراثية من وجهة نظر النهج التصاعدي. في هذا الإطار، تتمحور المشكلة البحثية حول دراسة مدى الحاجة لإشراك السكان المحليين في عملية إدارة السياحة العمرانية في المناطق التراثية، وذلك بهدف تحقيق الاستدامة بالطريقة التي تضمن تحقيق التوازن بين الاعتبارات البيئية والإدارة الاقتصادية المجدية لهذه الوجهات. لتحقيق ذلك، قام الباحث بدراسة تحليله نقدية لفئتين من الدراسات السابقة في هذا الخصوص: الدراسات التي تتناول العلاقة بين إدارة السياحة العمرانية والتأثير الثقافي للوجهات التاريخية من جهة، والدراسات التي تركز على النهج التصاعدي عن طريق إشراك السكان المحليين في عملية إدارة السياحة العمرانية ودراسة سلوكهم تجاهها من جهة أخرى. من هنا، ترسم هذه الورقة البحثية خارطة طريق لكيفية الحفاظ على استدامة هذا النوع من السياحة في المناطق التراثية، وكذا التحديات التي يمكن أن تواجه أصحاب المصلحة في سعيهم لإشراك قاعدة الهرم الإداري.

أبرزت الدراسات السابقة ومجمل المناقشات عن هذا الموضوع وجود حاجة علمية لأخذ متغيرات إضافية في الحسبان مثل تفرد السوق محل الدراسة وخصائصه المميزة، تركيبة السكان الديمغرافية في منطقة معينة، والتحديات السياسية المرتبطة بالسياحة العمرانية طوال دورة حياتها. وبناءً عليه، فإن تحقيق الاستدامة في هذا النوع من السياحة بالذات يصبح منتجاً مركباً لتشابك مجموعة من العوامل الاجتماعية، قبل أن يكون نتيجة طبيعية لعوامل تجارية أو نتاجاً لاتباع نظم الإدارة الحديثة في وجهة معينة. وطالما دخلت العوامل الاجتماعية كمتغير مستقل يؤثر على السياحة العمرانية، فإن توصيات هذا البحث تركز على تبنى نهج تشاركي اجتماعي في إدارة هذه الوجهات وذلك على ثلاثة أصعدة يكمل كل منها الآخر: قواعد استرشادية متعلقة بعملية الإدارة نفسها، توصيات لتحسين تنمية المجتمع محل الدراسة، وأخيراً توصيات للحفاظ على الطابع التراثي للوجهة السياحية. من هنا، تبنت هذه الدراسة منهاجية تحليلية مقارنة لعدد كبير من الأبحاث النظرية والتطبيقية للوقوف على أبرز التحديات والحلول المقترحة في مناطق تراثية عديدة، ثم تفنيد المقترحات قياساً على تفرد حالة الدول النامية لتقديم إسهام يخدم متطلبات التنمية في هذه الدول في ظل محدودية الموارد والتحديات الجسيمة لهدف الاستدامة.

من هنا، تتمثل أهم خلاصات ونتائج البحث في ضرورة تبنى السلطات المحلية لمقاربة تنسيقية مع السكان المحليين في عملية إدارة السياحة العمرانية في المناطق التراثية. لكن هذا الاقتراب التشاركي لا يجب أن يغفل الأدوار التقليدية لمتخذي القرار وعلى رأسها الرقابة والمراجعة في محاولته لإدماج أكبر عدد ممكن من أصحاب المصلحة في عملية الإدارة. علاوة على ذلك، فإن السكان المحليين لن يشعروا بالانتماء للمنظومة الإدارية للسياحة العمرانية إلا إذا ترتب عليها تأثير إيجابي مباشر على نمط وأسلوب حياتهم. وأخيراً، تحقيق الاستدامة في الوجهات التراثية يفترض وجود تخطيط مدني متكامل لها وليس تخطيطاً عمرانياً فقط.

الكلمات المفتاحية

السياحة العمرانية المستدامة؛ الوجهات الثقافية التراثية؛ النهج التصاعدي..