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Remembrance and Renovation: Cultural Heritage Tourism in the Northern Philippines

Jenna Rochelle ‘18 and Sam Pack, Ph.D.

In what ways does tourism impact cultural heritage? What are the goals, barriers, and predictions of various stakeholders as they participate in and respond to the tourism industry?

Critical Heritage Preservation theory asserts that the preservation of some heritage over others is not accidental or natural (Rico 2015). The ways in which varying groups and governmental organizations interact with the cultural heritage tourism industry are central to the preservation of the heritage on tour. My research interrogates the responses of stakeholders to the impact of tourism on cultural heritage in both the rural and urban context, highlighting their actions, goals, and barriers. Baguio and Batad, two tourism hotspots in the Cordillera region of the Philippines, embody the challenges associated with creating a “fun” tourist experience while safeguarding cultural heritage. Baguio is lovingly referred to as the “summer capital of the Philippines,” but its promotion of an indigenous cultural mishmash and neglect of colonial heritage has incited several community members into action. This action has revealed a lack of central planning and conflict over what constitutes heritage preservation. Idyllic Batad is home to the UNESCO World Heritage Ifugao Rice Terraces, but the economic viability of the terraces has resulted in their abandonment and degradation, slowly eroding the reason for the region’s heritage tourism. The community’s efforts to develop infrastructure are frustrated by limitations imposed by governmental and international organizations. In both Baguio and Batad, there is a glaring lack of communication and oversimplification that stakeholders face as they work to preserve (or pervert) heritage.

Cultural heritage tourism as a primary source of economic growth

Tourism is a threat to cultural heritage

- The preservation of cultural heritage is not possible without human intervention
  - Human intervention often leads to the perversion of the very heritage that is in need of preservation
  - This perversion results from a lack of communication between stakeholders and is reflected in varied perspectives on the current state of Baguio and Batad
- Implications for other countries that utilize cultural heritage tourism as a primary source of economic growth
  - Holistic tourism plan
  - Interest groups must work in tandem

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