

HUMANIDADES E CIÊNCIAS SOCIAIS:

Perspectivas
Teóricas,
Metodológicas
e de
Investigação

Luis Fernando González-Beltrán
(organizador)

VOL II



EDITORA
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PRÓLOGO

En este segundo volumen, volvemos a tener el enfoque sobre el ser humano en sus distintas facetas: su bienestar; su salud física y mental; los diferentes ambientes en los que despliega su acción y su interacción; su intercambio; dónde aprende; dónde se comunica; dónde ensaya nuevas formas de participar con los demás; incluso dónde busca la forma de ser más amigable con la naturaleza.

Como en el volumen anterior, invitamos a leer trabajos de diversa índole, de Humanidades y Ciencias Sociales, de varias disciplinas, con sus respectivas variantes en cuestiones teóricas y conceptuales, que responden a distintas metodologías y de investigadores renombrados en sus campos, de diferentes países, con la esperanza de que su lectura provoque un panorama más general, más completo, de la problemática de los seres humanos en sus variados ambientes, tanto naturales como contruidos.

Este segundo volumen contiene 17 textos de tópicos que no pierden actualidad, en 4 ejes temáticos, que son: a) El individuo: Comunicación, lenguaje y segunda lengua. A diferencia del volumen 1 que incluía salud y bienestar, aquí se profundiza en cuestiones lingüísticas; b) La escuela: Nuevas tecnologías. Mientras que el volumen anterior se enfocaba en cuestiones del proceso de enseñanza aprendizaje, este volumen incluye las TIC en los diferentes niveles educativos; c) La empresa: Administración y Gestión. Este eje temático es nuevo, acerca del mundo empresarial, su estilo de liderazgo, sus estrategias, las empresas familiares, el consumo y el entrenamiento de los trabajadores; y d) La comunidad: Sustentabilidad y sostenibilidad. Esta temática que incluía en el volumen 1 cuestiones de Sociología y Política ahora centra su objetivo en la Etnografía de espacios urbanos, el turismo y el Patrimonio cultural.

Esperamos que los resultados que cada investigador difundió en esta obra no agoten la curiosidad científica del lector, en cambio que aumenten la necesidad de saber más, de hacerse más preguntas, de reflexionar con mayor profundidad, y quizá hasta provocar mayor investigación.

Les deseamos a todos una agradable lectura!

Luis Fernando González-Beltrán
Universidad Nacional Autónoma de México (UNAM)

SUMÁRIO

EL INDIVIDUO: COMUNICACIÓN, LENGUAJE Y SEGUNDA LENGUA

CAPÍTULO 1..... 1

ENACCIÓN Y NEUROFENOMENOLOGÍA EN EL LENGUAJE

Roberto Aristegui

 https://doi.org/10.37572/EdArt_3007239031

CAPÍTULO 2..... 39

PROCESS TYPES OF THE TRANSITIVITY SYSTEM IN ESL CLASSROOMS

Cecilia Folasade Ojetunde

 https://doi.org/10.37572/EdArt_3007239032

CAPÍTULO 3..... 59

EL USO DE LA HERRAMIENTA PIXTON EN LA ENSEÑANZA DEL INGLÉS

Bertha Guadalupe Rosas Echeverría

Carmen Reyes Márquez

Angel David Bustos Nuñez

Elías Vicente González Herrera

 https://doi.org/10.37572/EdArt_3007239033

CAPÍTULO 4..... 68

LAS ABEJAS LABORIOSAS DE LA CASA - REFLEXIONANDO DESDE EL CUERPO

Regina Katz

 https://doi.org/10.37572/EdArt_3007239034

LA ESCUELA: NUEVAS TECNOLOGÍAS

CAPÍTULO 5..... 77

EL USO DE LAS TECNOLOGÍAS DIGITALES DE LOS ADOLESCENTES DE LA ENSEÑANZA SECUNDARIA PÚBLICA DE MONTEVIDEO-URUGUAY Y SUS BENEFICIOS. APORTES METODOLÓGICOS

Susana Lamschtein Levy

 https://doi.org/10.37572/EdArt_3007239035

CAPÍTULO 6..... 88

ENSEÑANZA DE LA MATEMÁTICA BÁSICA A TRAVÉS DE HERRAMIENTAS WEB EN INSTITUCIONES DE EDUCACIÓN DE NIVEL SUPERIOR EN MODALIDAD ABIERTA

Samuel Jiménez Abad

Itzel Natalia Lendechy Velázquez

 https://doi.org/10.37572/EdArt_3007239036

CAPÍTULO 7..... 95

LA IMPLEMENTACIÓN DE LAS TÉCNICAS DE ORGANIZACIÓN COMO ESTRATEGIA DE VINCULACIÓN DE LOS ESTUDIANTES DE PEDAGOGÍA SEA CON LOS DISTINTOS SECTORES DE LA SOCIEDAD

Itzel Natalia Lendechy Velázquez

Juana Velásquez Aquino

 https://doi.org/10.37572/EdArt_3007239037

CAPÍTULO 8..... 106

CONTENIDO PEDAGÓGICO ACTUAL: PERCEPCIÓN POR PARTE DE LOS DOCENTES

Julia Matilde Cruz-Fabara

Narcisca Cecilia Castro-Chávez

Mayra Robinson-Saona

Ruth Aracely Lopez-Litard

 https://doi.org/10.37572/EdArt_3007239038

CAPÍTULO 9..... 118

ATIVIDADES DESENVOLVIDAS NA INTERNET: CARACTERIZAÇÃO E DESAFIOS NO SÉCULO XXI

José Joaquim Costa

Jéssica Duarte

Maria João Mimoso Soares

Florbela Vitória

Ana Paula Matos

 https://doi.org/10.37572/EdArt_3007239039

CAPÍTULO 10..... 131

LIDERANÇA DE UMA EMPRESA: ANÁLISE DA EMPRESA SCEMAI

Luis Almeida
Ana Peixoto
Adalmiro Pereira
Tânia Teixeira

 https://doi.org/10.37572/EdArt_30072390310

CAPÍTULO 11.....138

DIAGNOSIS OF TRAINING NEEDS FOR AN ASSEMBLY COMPANY DEVELOPED AT THE TECN M CAMPUS INSTITUTO TECNOLÓGICO SUPERIOR

Jose de Jesus Reyes-Sanchez
Mario Alberto Garcia-Camacho
Jannet Maricela Barrientos Luján
Omar A. Guirette-Barbosa
Selene Castañeda-Burciaga

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CAPÍTULO 12145

COMPORTAMIENTO DEL CONSUMIDOR: APROXIMACIÓN EPISTEMOLÓGICA DESDE LOS ENFOQUES NATURALISTA, INTERPRETATIVO Y CRÍTICO

Javier Solano-Solano
Jean Palomeque-Jaramillo
David Zaldumbide-Peralvo

 https://doi.org/10.37572/EdArt_30072390312

CAPÍTULO 13.....158

LA TRANSFERENCIA UNIVERSITARIA COMO EXPERIENCIA DE PRODUCCIÓN DE CONOCIMIENTO: EL DESAFÍO DE TRANSFERIR AL SECTOR DE LA AGRICULTURA FAMILIAR

Gabriela Cilla

 https://doi.org/10.37572/EdArt_30072390313

LA COMUNIDAD: SUSTENTABILIDAD Y SOSTENIBILIDAD

CAPÍTULO 14.....185

PROYECTO DE RESPONSABILIDAD SOCIAL UAT-COIL Y FCAV-FDCSV

Giuseppe Francisco Falcone Treviño

Susana Gómez Loperena

Zaida Leticia Tinajero Mallozzi

Eliete Alejandra Coronado Rojano

Joel Luis Jiménez Galán

Cruz Alberto Martínez Arcos

 https://doi.org/10.37572/EdArt_30072390314

CAPÍTULO 15206

HARNESSING HERITAGE: UNRAVELING ITS IMPACT ON URBAN COMPETITIVENESS THROUGH GOVERNMENTAL POLICIES

Eko Nursanty

Lê Hồ Trung Hiếu

Djudjun Rusmiatmoko

Muhammad Fahd Diyar Husni

 https://doi.org/10.37572/EdArt_30072390315

CAPÍTULO 16218

DA INOVAÇÃO SOCIAL AO TURISMO DE INTERESSES ESPECIAIS: O CASO DA REGIÃO DE ANTOFAGASTA

Emilio Ricci

 https://doi.org/10.37572/EdArt_30072390316

CAPÍTULO 17240

UMA PERCEPÇÃO DO FAZER A FEIRA CONSTRUÍDA A PARTIR DA PRÁTICA ETNOGRÁFICA

Marina Ramos Neves de Castro

 https://doi.org/10.37572/EdArt_30072390317

SOBRE O ORGANIZADOR..... 257

ÍNDICE REMISSIVO258

HARNESSING HERITAGE: UNRAVELING ITS IMPACT ON URBAN COMPETITIVENESS THROUGH GOVERNMENTAL POLICIES

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ABSTRACT: This study examines the impact of harnessing heritage on urban competitiveness, focusing on a case study conducted in the cities of Solo and Semarang in Indonesia, as well as Ho Chi Minh City in Vietnam. The background

highlights the increasing recognition of heritage as a crucial element in urban development, contributing to economic growth, social cohesion, and cultural preservation. The research methodology employed a comparative case study approach, combining qualitative data from interviews, observations, and document analysis, along with quantitative data from surveys and statistical analysis. The case study investigated the preservation, promotion, and utilization of heritage assets in each city, examining the strategies, policies, and initiatives implemented. The findings reveal several novelties. Firstly, the effective integration of heritage with urban planning and development has enhanced the cities' attractiveness, drawing tourists, investors, and creative industries. Secondly, the revitalization of historic districts and adaptive reuse of heritage buildings have created unique and vibrant urban spaces, fostering a sense of place identity and community pride. Lastly, the collaborative efforts between government agencies, private sector actors, and local communities have emerged as critical drivers for sustaining and leveraging heritage for urban competitiveness. This research contributes to the understanding of how heritage can be harnessed to enhance urban competitiveness, offering valuable insights and recommendations for policymakers, urban planners, and heritage practitioners in these cities and beyond.

KEYWORDS: Harnessing heritage. Urban competitiveness. Case study. Place identity. Adaptive reuse.

1 INTRODUCTION

Studies conducted by Alberti (2012), Almeida (2020), Molina (2017), and Rostami (2014) have shed light on the contribution of cultural heritage to a city's competitiveness. The Motor Valley cluster in Italy, which interconnects major motor industry firms, artisans, tourism organizations, sports facilities, institutions, and both tangible and intangible cultural heritage, benefits from a self-reinforcing mechanism of competitiveness fueled by tourism flows (Alberti & Giusti, 2012). The Motor Valley cluster in Italy is a region that brings together various key players in the motor industry, such as major car manufacturers, skilled artisans, tourism organizations, sports facilities, educational institutions, and a rich cultural heritage associated with the automotive sector. This cluster experiences a positive cycle of competitiveness that is strengthened by the flow of tourists.

The presence of major motor industry firms ensures technological advancements, innovation, and economic growth within the region. Artisans contribute their craftsmanship and expertise to create unique products and preserve traditional skills related to the motor industry. Tourism organizations actively promote the Motor Valley as a destination for tourists interested in experiencing its automotive heritage. Sports facilities, such as racetracks and motorsport events, attract motorsport enthusiasts and spectators, further enhancing the appeal of the region. Educational institutions play a role in fostering research, knowledge exchange, and talent development within the motor industry.

Moreover, the Motor Valley boasts both tangible and intangible cultural heritage related to the automotive sector. Tangible heritage includes physical artifacts like historic cars, museums, and architectural landmarks, while intangible heritage encompasses traditional knowledge, skills, and cultural practices associated with the region's automotive legacy. The presence of these interconnected elements, combined with the flow of tourists who are drawn to the Motor Valley's motor industry and cultural heritage, creates a positive feedback loop. As more tourists visit the region, there is increased demand for products, services, and experiences related to the motor industry. This, in turn, drives the growth of businesses, attracts further investment, creates employment opportunities, and spurs additional tourism development. Overall, this self-reinforcing mechanism fueled by tourism flows strengthens the competitiveness of the Motor Valley cluster. The region's interconnectedness, combined with its rich cultural heritage, attracts more visitors, stimulates economic growth, and solidifies its position as a prominent destination in the motor industry.

Almeida (2020) also highlighted the pivotal role of heritage tourism in enhancing the competitiveness of destinations in general (Almeida et al., 2020). Heritage tourism

is an important market niche in the tourism industry that significantly contributes to the competitiveness of destinations. Academia has increasingly focused on the relationship between cultural heritage and tourism development, influenced by the efforts of Destination Management Organizations (DMOs) to incorporate heritage resources into tourism plans. This chapter examines how heritage tourism can impact the development of tourism products, aiming to enhance overall competitiveness by combining heritage resources with traditional advantages of the tourism sector. The chapter explores innovative combinations of heritage resources and traditional strengths to create compelling tourism experiences that increase a destination's competitiveness.

Furthermore, Molina (2017) identified three levels of incorporating cultural heritage into sustainable urban development: strategic, operational, and monitoring (Guzmán et al., 2017). The conservation of cultural heritage has proven to be beneficial for the development of cities and communities. However, academia has long recognized the need for systematic assessment methodologies that adequately consider the gap between sustainable urban development and heritage conservation. Three levels of inclusion were identified: strategic, operational, and monitoring. Two main approaches to heritage from the urban development perspective were identified: as cultural capital and as a phenomenon requiring tailored urban management. The current connections between cultural heritage and sustainability, as well as their correlations with wider urban factors. The need for a more comprehensive conceptualization and clearer correlation between cultural heritage management and urban phenomena. There is a lack of efficient tools and appropriate methodologies to effectively link cultural heritage protection with urban resources.

Rostami (2014) emphasized that heritage not only enhances the quality of life but also shapes a city's unique character, fostering a sense of belonging rooted in cultural identity (Rostami et al., 2014). the importance of sustainability in urban development and the role of built cultural heritage within this context. Here's a breakdown of the explanation:

The concept of sustainability has been widely recognized and integrated into development work since the late 1970s. It has evolved from being a mere buzzword to a pressing reality that cities worldwide must address. It is no longer sufficient to focus solely on technical aspects such as carbon emissions, energy consumption, and waste management. City sustainability now encompasses the social well-being of diverse groups residing in increasingly cosmopolitan urban areas (Lak et al., 2019).

Heritage, both tangible and intangible, is considered a significant component of a city's quality of life. It encompasses the features that give a city its unique character

and fosters a sense of belonging, which is integral to cultural identity. In essence, heritage provides social and psychological benefits, enriching human life with meaning and emotions. It enhances the quality of life, a vital component of overall sustainability (DASCĂLU, 2019).

The aim of this research is to examine the contribution of cultural heritage to a city's competitiveness, explore the role of heritage tourism in enhancing destination competitiveness, discuss the integration of cultural heritage for sustainable urban development, analyze the levels of inclusion in incorporating cultural heritage into urban development, highlight the connections between cultural heritage and sustainability, emphasize the need for a comprehensive conceptualization and clearer correlation in cultural heritage management, and address the lack of efficient tools and methodologies for linking cultural heritage protection with urban resources.

2 METHOD

This research employed a mixed-methodology approach to investigate the integration of cultural heritage into sustainable urban development in Semarang, Surakarta, and Ho Chi Minh City. The research combined both qualitative and quantitative methods to gain a comprehensive understanding of the topic.

The qualitative component of the research involved analyzing reports on urban development, management, and competitiveness. These reports served as valuable sources of information for examining the levels of inclusion in incorporating cultural heritage into urban development. The researchers conducted a systematic review of the reports, extracting relevant data and identifying common themes and patterns (Iavarone et al., 2018).

To analyze the qualitative data, the researchers followed established guidelines for qualitative analysis. They employed coding techniques to categorize and organize the data, allowing for the identification of key themes and trends. The qualitative analysis of the research findings involved synthesizing the information from the reports, identifying commonalities and differences among the cities, and drawing conclusions based on the patterns observed. Through this analysis, the researchers gained a deeper understanding of how cultural heritage is integrated into sustainable urban development in the three cities and identified the challenges, best practices, and opportunities for improvement.

3 RESULT AND DISCUSSION

This study attempted to concentrate on 9 notable examples of historic architecture from three cities: Ho Chi Minh City in Vietnam, Semarang and Surakarta in Indonesia.

Strategic, operational, and monitoring degrees of inclusion were recognized as the three tiers of this integration process, see table 1 bellow.

Table 1. The Iconic of Heritage. Cases: Semarang; Surakarta and Ho Chi Minh City.

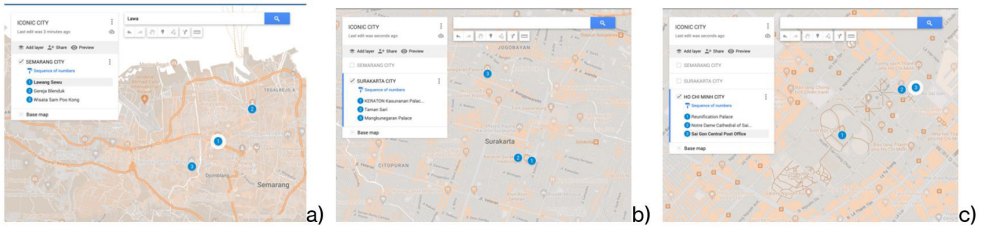
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Indonesia	Semarang	Lawang Sewu	1917
Indonesia	Semarang	Blenduk Church	1753
Indonesia	Semarang	Sam Poo Kong	1746
Indonesia	Surakarta	Keraton Surakarta (Surakarta Palace)	1745
Indonesia	Surakarta	Taman Sari Water Castle	1758
Indonesia	Surakarta	Mangkunegaran Palace	1757
Vietnam	Ho Chi Minh City	Reunification Palace	1966
Vietnam	Ho Chi Minh City	Notre-Dame Cathedral Basilica of Saigon	1880
Vietnam	Ho Chi Minh City	Central Post Office	1891

Source: Authors.

Heritage tourism plays a crucial role in making destinations more competitive. It refers to the practice of traveling to experience and explore the cultural heritage of a place (Sauarlia & Wang, 2016). The study aimed to focus on nine noteworthy examples of historic architecture from three different cities: Ho Chi Minh City in Vietnam, Semarang, and Surakarta in Indonesia. These cities were chosen as representative cases for examining the integration of cultural heritage into sustainable urban development. By analyzing these cities, the study aimed to understand how strategic, operational, and monitoring levels of inclusion are incorporated in the integration process of cultural heritage. These three levels represent different aspects of including cultural heritage in urban development and management. These three cities allow for a comparative analysis of their approaches to integrating cultural heritage. Ho Chi Minh City, Semarang, and Surakarta have distinct cultural contexts, urban dynamics, and approaches to heritage preservation and urban development.

These cities strategically incorporate cultural heritage into their urban development plans and policies. It also explored the operational aspects, such as the implementation of specific projects, initiatives, and actions related to cultural heritage preservation and utilization. Additionally, the study investigated the monitoring level, which involves evaluating the progress, effectiveness, and outcomes of the integration of cultural heritage in urban development, see figure 1 above for city maps and building locations.

Figure 1: Map of cases a) Semarang city; b) Surakarta city and c) Ho Chi Minh City.



By focusing on these three cities, the study aimed to highlight the similarities, differences, and best practices in integrating cultural heritage for sustainable urban development. The comparative analysis provides insights into how cities with diverse cultural contexts can effectively manage and utilize their cultural heritage to enhance sustainability and promote urban development.

Table 2. Competitiveness Appeal. Cases: Semarang, Surakarta and Ho Chi Minh City.

Aspect	Semarang	Surakarta	Ho Chi Minh City
Unique Appeal	Showcases cultural heritage like Lawang Sewu	Features Keraton Surakarta (Surakarta Palace)	Showcases Reunification Palace
Attracting Tourists	Blenduk Church, and Sam Poo Kong	Taman Sari Water Castle, and Mangkunegaran Palace	Notre-Dame Cathedral Basilica of Saigon
	Draws history buffs, culture enthusiasts, and those interested in local traditions and culture	Appeals to diverse types of tourists such as history enthusiasts, culture enthusiasts, and more	Attracts various tourists seeking authentic experiences
Boosting Economy	Generates economic activity through tourist spending	Contributes to the local economy through tourist expenditures on accommodations, dining, etc.	Provides economic stimulus through tourist spending on various services and products
	Promotes and protects heritage sites and traditions	Emphasizes the preservation of cultural heritage	Highlights and safeguards cultural heritage
Competitive Advantage	Unique heritage assets differentiate the city from others, enhancing competitiveness	Unique cultural attractions set the city apart from other destinations, boosting competitiveness	Historic landmarks and cultural sites offer a competitive edge

Source: Author.

Table 2 above explain heritage tourism is pivotal for destination competitiveness:

(i) Unique Appeal: Cultural heritage provides destinations with something special and

distinct. Visitors are drawn to places that offer a glimpse into their history, traditions, and local culture. By showcasing their heritage, destinations stand out from others and attract more tourists; (ii) Attracting a Variety of Tourists: Heritage tourism appeals to different types of travelers, including history buffs, culture enthusiasts, and those seeking authentic experiences. By catering to a diverse range of tourists, destinations can broaden their visitor base and reduce reliance on a single market segment; (iii) Boosting the Economy: Heritage tourism has a positive impact on the local economy. Visitors spend money on accommodations, food, transportation, souvenirs, and guided tours, providing a significant economic boost to the destination. This spending creates job opportunities and stimulates business growth; (iv) Preserving Cultural Heritage: Promoting heritage tourism often goes hand in hand with preserving cultural heritage. By highlighting and protecting historic sites, traditions, and artifacts, destinations can maintain their unique identity and attract more tourists who appreciate and value cultural heritage; (v) Competitive Advantage: Destinations that effectively promote their cultural heritage gain a competitive edge. Unique heritage assets, such as historical landmarks or traditional festivals, differentiate a destination from others. This uniqueness attracts more visitors and enhances the destination's reputation, making it more competitive in the tourism industry. Heritage tourism is pivotal for enhancing the competitiveness of destinations. It offers a unique appeal, attracts diverse tourists, boosts the local economy, preserves cultural heritage, and provides a competitive advantage. By leveraging their heritage, destinations can attract more visitors and stand out in the competitive tourism market.

In Semarang, the city's unique appeal lies in showcasing cultural heritage such as Lawang Sewu, Blenduk Church, and Sam Poo Kong. This attracts history buffs, culture enthusiasts, and individuals interested in local traditions and culture. Semarang's cultural heritage generates economic activity through tourist spending on accommodations, food, transportation, and other services. Additionally, the city's focus on preserving heritage sites and traditions contributes to maintaining its unique identity and competitive advantage.

Surakarta, also known as Solo, features attractions like the Keraton Surakarta (Surakarta Palace), Taman Sari Water Castle, and Mangkunegaran Palace. These cultural heritage sites appeal to diverse types of tourists, including history enthusiasts and culture enthusiasts. Surakarta's emphasis on preserving its cultural heritage showcases its commitment to maintaining its distinct appeal and competitiveness. Through tourist expenditures on accommodations, dining, and other activities, Surakarta contributes to the local economy.

Ho Chi Minh City stands out with its iconic attractions, such as the Reunification Palace and Notre-Dame Cathedral Basilica of Saigon. These heritage sites attract various

tourists seeking authentic experiences in the city. Ho Chi Minh City's cultural heritage serves as a significant draw for visitors and provides an economic stimulus to the local economy through tourist spending on various services and products. The city highlights and safeguards its cultural heritage, which adds to its competitive edge and prominence as a tourist destination. Take Notre-Dame Cathedral Basilica of Saigon as a typical example. The Cathedral has existed for 140 years and known as one of famous attractions in Ho Chi Minh city. Anually, the number of people visiting the Cathedral increases significantly because of its religious, artistic, and historical elements. This contributes economic values to tourism in Vietnam, compared to other countries in the world (Quynh Tran, 2023). However, the Cathedral is increasingly deteriorating due to time, climate, and the lack of awareness in the behavior of tourists regarding heritage conservation. This has led to concerns by the government of Vietnam regarding the competitiveness of this heritage in the future. Therefore, Vietnamese government has recently commenced a major renovation based on specific damaged areas and details which mentioned in a book called *"Notre-Dame Cathedral Basilica in Saigon Through the Timeline 1880 - 2015"*. The progress of its renovation shares clear and public information, which supports the local people and tourists to discern the urgency, scientific approach, and cultural values of conservating this heritage at large in the progress of urbanization. Simultaneously, maintaining the existence of Cathedral promotes the tourism development in the city (Mashari, Hieu and Liliana, 2021).

Semarang, Surakarta, and Ho Chi Minh City each possess unique cultural heritage assets that differentiate them from other destinations. These heritage sites and attractions appeal to a variety of tourists, contribute to the local economy, and help preserve the cultural heritage of each city. These elements collectively contribute to the competitiveness of these cities in the tourism industry.

At the strategic level, cultural heritage is considered in the broader planning and decision-making processes of urban development (Bontje & Musterd, 2008). This level involves setting goals, policies, and strategies for incorporating heritage into sustainable development initiatives. At the operational level, the focus is on the practical implementation of cultural heritage in urban projects and activities. This level involves specific actions, projects, and initiatives aimed at leveraging cultural heritage for sustainable development outcomes. At the monitoring level, the research examines the evaluation and measurement of the impact of cultural heritage integration. This level involves monitoring the progress, effectiveness, and outcomes of initiatives that integrate cultural heritage in urban development practices. For instance, at the strategic level, in Ho Chi Minh city, the local agencies annually exchanges with the specialized state agencies in

center in the planning and permitting of construction projects adjacent to or contiguous with protected heritage areas. This collaboration improves management, inspection, and monitoring of heritage sites to prevent, deter and remediate their infringements, encroachments, and deterioration in the progress of urbanization. These activities are required to follow Constitution 2013, Cultural Heritage Law 2001, Construction Law 2014, Bidding Law 2013, Public Investment Law 2019, and relevant by-law documents. At the operational level, as of the end of September 2019, Ho Chi Minh City possessed 172 classified cultural heritage sites, ranged from special to city level. Throughout 10 years, more than 500 billion Vietnamese Dong (more than 21 million US dollars) was allocated for the restoration and preservation of 32 heritage sites in the city (Vietnamnet, 2019). The fund continued to increase significantly to 30 million US dollars in 2020. Recently, Ho Chi Minh city established a plan of spending on cultural heritage conservation from 2021 to 2025 via Circular 71/2022/TT-BTC of Department of Finance (Mashari, Hieu and Liliana, 2021). This has proved that the city has a special attention to the preservation of cultural heritage in the progress of urbanization. At the monitoring level, the fact shows that a myriad of heritage values is still not effectively utilized and developed in the city. Simultaneously, the currently operating cultural heritage sites contribute minor revenue for the budget of Ho Chi Minh City, some of which are Cu Chi Tunnels, the Reunification Palace, and Notre-Dame Cathedral. These attractions have more attention because of their location in the heart of the city. This leads to an imbalance and disparity in the process of promoting the cultural and economic value of each heritage site. In addition, the city authority failed to be proactive in conservation efforts while depending heavily on central governmental policies. The planning process is slow without regular inspections and supervision from higher-level state agencies, especially related to the quality control of conservation projects. The coordination of state agencies among levels in the conservation and promotion of heritage values is not effective in accountability (Mashari, Hieu and Liliana, 2021).

The urban development perspective identified two main approaches to cultural heritage. The first approach views cultural heritage as cultural capital, recognizing its value as an asset that contributes to the identity, attractiveness, and economic growth of cities. The second approach sees cultural heritage as an urban phenomenon that requires tailored urban management, acknowledging the need for specific strategies and actions to protect and manage heritage resources in urban contexts.

The links between cultural heritage and sustainability pillars, which are the social, environmental, and economic dimensions of sustainability. The correlations between

cultural heritage and wider urban factors are examined, considering how heritage interacts with various aspects of urban development and urban life.

The need for a more thorough conceptualization and clearer correlation between cultural heritage management and wider urban phenomena. This suggests that there is room for improvement in understanding how cultural heritage can be better integrated into sustainable urban development practices.

The current state of practice in integrating cultural heritage for sustainable urban development. It identifies different levels of inclusion, two main approaches to heritage, and discusses the links between cultural heritage and sustainability pillars. The conclusions emphasize the need for a more comprehensive conceptualization and better correlation between cultural heritage management and wider urban phenomena to enhance the integration of cultural heritage into sustainable urban development (Rivero Moreno, 2020).

In the context of Semarang, Surakarta, and Ho Chi Minh City, heritage has assumed a vital role in urban development and serves as a strength for urban renewal strategies. These cities recognize the significance of culture in shaping prosperous, safe, and sustainable urban environments, as emphasized by UNESCO.

The historic districts within these cities have become valuable spaces that encapsulate a sense of place, reflecting the local identity and heritage (Dejan Gluvačević, n.d.). These areas have transformed into hubs for cultural tourism, attracting visitors who seek to explore and experience the rich historical and cultural fabric of the cities. The act of preserving or creating memories necessitates an active process of selective forgetting. Remembering everything would be overwhelming, if not impossible. Therefore, certain aspects that are perceived as less significant or valuable are deliberately forgotten, creating a manageable space for individual and collective memory (Boussaa, 2020).

Heritage also serves as a reflection of how these cities perceive themselves in the present. It extends beyond mere master plans and the tourism industry, carrying symbolic and political meanings. The past is adapted and modified to meet the demands of the present, with the creative aspects of culture and tradition playing a pivotal role in facilitating and maintaining the process of symbolic construction.

The novelty of this research lies in its comprehensive analysis of the role of cultural heritage in enhancing destination competitiveness. It brings together insights from multiple studies and incorporates case studies from Semarang, Surakarta, and Ho Chi Minh City. By examining the strategic, operational, and monitoring levels of inclusion in urban development, this research provides a unique understanding of how cultural heritage can be effectively integrated into sustainable planning and management.

Additionally, the research connects with UNESCO's perspective on the power of culture in creating prosperous and sustainable cities. The identification of future research needs further contributes to the novelty of this study.

4 CONCLUSION

In conclusion, while this research highlights the pivotal role of heritage tourism in enhancing destination competitiveness, there are important areas that warrant further investigation. Future research should address these gaps to deepen our understanding and inform more effective strategies for sustainable heritage tourism. To ensure the long-term impacts of heritage tourism, future studies need to assess the environmental, social, and economic consequences over time. Understanding the sustainability of tourism development will enable destination managers to make informed decisions and implement measures to mitigate potential negative impacts. Examining the perspectives and involvement of local communities is crucial for fostering sustainable heritage tourism. Future research should focus on understanding community engagement, addressing conflicts, and empowering residents in tourism decision-making processes.

Understanding visitor satisfaction and behavior is essential for developing tailored experiences and marketing strategies. Future studies should explore the motivations, preferences, and decision-making processes of heritage tourists, providing insights into evolving needs and expectations. The integration of technology and innovation in heritage tourism requires further exploration. Future research should investigate the use of digital tools, virtual reality, and interactive experiences to enhance visitor engagement with cultural heritage. Sustainable heritage management practices need to be further examined. Future studies can explore strategies for balancing visitor numbers, mitigating the impacts of mass tourism, and ensuring the long-term preservation of heritage assets.

Comparative analysis between different destinations and cultural contexts can provide valuable insights. Future research should conduct comparative studies to identify best practices and lessons learned from different heritage tourism strategies, policies, and approaches. Future research should focus on assessing long-term impacts, understanding community perspectives, studying visitor behavior, exploring technology integration, advancing sustainable management practices, and conducting comparative analysis. Addressing these research needs will contribute to the development of more sustainable and successful heritage tourism practices.

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ÍNDICE REMISSIVO

A

Actos de habla expresivos 1, 5, 7, 14, 23, 24, 25, 26, 27
Adaptive reuse 206
Agricultura familiar 158, 159, 162, 169, 172, 173, 174, 177, 181, 182
Álgebra 88, 89, 90, 91, 93, 94
Aproximación epistemológica 145

B

Background 1, 9, 15, 23, 48, 141, 206

C

Case study 66, 206
CHATGPT 118, 119, 127, 129, 130
COIL 185, 186, 187, 188, 189, 190, 192, 194, 195, 196, 197, 200, 205
Comics 59, 60, 61, 62, 63, 65, 66, 67
Comportamiento del consumidor 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 156
Comunicación y encuentros 68
Conocimiento local 158, 177, 179
Contenido pedagógico 106, 107, 108, 109, 110, 111, 112, 113, 115, 116, 117

D

Desempeños 77, 81, 85
Diagnosis 138, 139, 141, 144

E

Educación 59, 66, 67, 68, 72, 76, 77, 78, 80, 81, 84, 85, 87, 89, 93, 94, 96, 97, 105, 107, 109, 113, 115, 116, 117, 155, 156, 163, 164, 166, 167, 169, 173, 174, 179, 180, 181, 182, 183, 184, 188
Educación superior 66, 67, 88, 94, 96, 97, 163, 166, 179, 180, 183, 184, 188
Enacción 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 15, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33
Enaction 1
Enfoque crítico 145, 153
Enfoque cualitativo 62, 106, 107, 108
Enfoque interpretativo 145, 147, 150, 152
Enfoque naturalista 145, 147, 149, 150, 154

Enseñanza de Inglés 59

Escala de actividades desenvolvidas na internet (EADInt) 118

ESL Classrooms 39

Estratégia 95, 115, 131, 132, 133, 134, 135, 169, 192, 218, 224, 226, 241

Estrategias 59, 60, 63, 66, 88, 96, 108, 111, 114, 115, 117, 131, 133, 134, 135, 161, 170, 172, 175, 182, 190, 192, 197, 220, 223, 226, 236, 238, 241, 242, 245

Etnografia sensorial 240, 246, 247, 248, 254, 255

Expressive speech acts 1

F

FCAV 185, 186, 187, 188, 205

FDCSV 185, 186, 187, 188, 205

Feira 240, 241, 242, 243, 244, 245, 247, 250, 251, 252, 253, 254, 255

H

Harnessing heritage 206

Hélice Tríplice 218

Herramientas 59, 60, 61, 62, 63, 73, 88, 89, 90, 91, 92, 93, 94, 95, 96, 99, 113, 114, 115, 159, 172, 185, 186, 187, 191, 195, 197

I

Inovação social 218, 219, 220, 224, 225, 226, 227, 232, 233, 234, 235, 239

Internet 60, 80, 83, 84, 85, 86, 105, 113, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130

L

Liderança 131, 132, 133, 134, 137, 221

M

Mapa Egos 131, 133, 135, 136

Matemáticas 66, 78, 80, 88, 90, 91, 93, 94

Meaning holism 1

Mediación pedagógica 68, 69

N

Needs 138, 139, 140, 141, 144, 216

Neurofenomenología 1, 2, 4, 5, 15, 26, 29, 30, 31, 32, 33
Neurophenomenology 1, 38

O

Organization and competitions 138

P

Performative 1

Performativo 1, 11, 17, 24

Pixton 59, 61, 62, 63, 64, 65, 66

Place identity 206

Práticas curriculares 95, 103, 104

Process types 39, 41, 43, 47, 48, 49, 51, 52, 53, 54, 56, 58

Psicología del color 106, 108

R

Região de Antofagasta 218, 222, 224, 225, 226, 232, 233

Re-pensar la educación 68

RS 186

S

Santiago del Estero 158, 159, 169, 172, 180, 181, 182, 184

SCEMAI 131, 132, 133, 135

Sectores de la sociedad 95, 96, 103, 104

Sensibilidades 240, 241, 244, 248

Systemic Functional Linguistics 39, 40, 41, 46, 56, 58

T

Técnicas de organización 95, 96, 99, 103, 104

Tecnologías digitales 77, 78, 79, 80, 81, 84, 85, 87

TICS 59, 60, 66, 89, 91, 113

Training 96, 138, 139, 140, 141, 142, 143, 144

Transferencia 158, 159, 162, 163, 164, 166, 169, 171, 172, 174, 177, 178, 179, 181, 218

Transitivity system 39, 41, 43, 46, 47, 48, 49, 51, 52, 53, 54, 55, 56, 58

Turismo de Interesse Especial 218, 226, 227, 232, 234

U

UAT 185, 186, 187, 188, 189, 194, 195, 196, 197, 199, 205

Urban competitiveness 206

V

Vinculación 70, 95, 103, 104, 105, 159, 161, 162, 163, 171, 174, 175, 178, 181, 236

W

Web 68, 81, 82, 85, 88, 89, 91, 118, 119