

## ICOMOS ISC Cultural Tourism

International Expert Symposium

**Cultural Heritage Conservation & Sustainable Tourism**

**&**

**International Cultural Tourism Charter Review +20**

Workshop 2017

Thursday 18 - Friday 19 May, Palazzo Coppini, Florence, Italy

**CALL FOR ABSTRACTS: EXTENDED to 18th APRIL 2017** [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com).

**Registration March 16 - 10 May 2017** Life Beyond Tourism Events: **Contact - Stefania Macri**

[events@lifebeyondtourism.org](mailto:events@lifebeyondtourism.org) tel. [+39 055 284722](tel:+39055284722)

[www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)



Working alongside UNESCO and UNWTO ICOMOS International Scientific Committee (ISC) Cultural Tourism invites you to join us in celebrating ICOMOS International Day for Monuments and Sites 2017 on the theme – *Cultural Heritage & Sustainable Tourism* - chosen to coincide with the United Nations International Year of Sustainable Tourism for Development 2017(IYSTD). In addition, our meeting will further ICOMOS discussions relating to cultural tourism and the UN Sustainable Development Goals (UNSDGs) 2030. Our goal is to critically examine the present situation and current guidance with the aim of seeking new strategies for the next 20 years. We hope you will join us either by giving an oral presentation based on your submitted abstract or by joining in the conversation, or both. ICOMOS has a distinguished record of providing leadership in this field. The first ICOMOS International Cultural Tourism Charter was approved in 1976 and the second endorsed by ICOMOS General Assembly in Mexico - in 1999. ICTC's International Symposium and Workshop, Florence 2017 marks the start of the Charter Review process. Evidence in the form of current conceptual thinking, research and case studies will underpin our Charter Review and form the background to the **ICOMOS ICTC Florence Declaration 2017**.

Abstracts for oral presentations are invited on two key themes 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030. Contributions are also invited on possible revisions to the current ICOMOS International Cultural Tourism Charter that will better support sustainability agendas. Abstracts from research students and non-ICOMOS members will be considered by the ICTC organising committee. Please send a 300 word abstract with a clear title and contact details as soon as possible to [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com). (Abstracts will be published in a PDF document and circulated to all participants) **Extended Deadline for all abstracts 18th April 2017**. You will receive confirmation and an invitation to prepare either a short PowerPoint presentation, or a five minute oral presentation to be given at the roundtable session by 26<sup>th</sup> April 2017. Further information is available from [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com) ; [www.ictcfacebook.com](http://www.ictcfacebook.com) and website of the Romualdo del Bianco Foundation – Life Beyond Tourism- [www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)



**International Expert Symposium  
Cultural Heritage Conservation & Sustainable Tourism  
&  
International Cultural Tourism Charter Review +20  
Workshop 2017**

**Thursday 18 - Friday 19 May, Romualdo del Bianco Foundation, Florence, Italy**

**CALL FOR ABSTRACTS**

**DEADLINE FOR ABSTRACTS & CONTRIBUTIONS TO  
THE OPEN FORUM AT THE WORKSHOP  
5th APRIL 2017**

**Registration is open until 10 May 2017**

This important two day International Expert Symposium on *Cultural Heritage Conservation & Sustainable Tourism and ICOMOS International Cultural Tourism Charter Review + 20 Workshop* is a key event for ICOMOS & the International Scientific Committee on Cultural Tourism (ICTC) in 2017.

Working alongside UNESCO and UNWTO we are celebrating ICOMOS International Day for Monuments and Sites 2017 on the theme - *Cultural Heritage & Sustainable Tourism* - chosen to coincide with the United Nations International Year of Sustainable Tourism for Development 2017(IYSTD). In addition, our meeting will further ICOMOS discussions relating to cultural tourism and the UN Sustainable Development Goals (UNSDGs) 2030.



Our goal is to critically examine the present situation and current guidance with the aim of seeking new strategies for the next 20 years. We hope you will join us either by giving an oral presentation based on your submitted abstract or by joining in the conversation, or both. We are looking to share our expertise and place cultural heritage conservation in the forefront of thinking about the future of cultural tourism and sustainable tourism for development. Selected abstracts will be chosen for development and publication of full papers by ICTC in time for the ICOMOS General Assembly in Delhi, India, December 2017.

Peter DeBrine, Project Leader, UNESCO World Heritage Sustainable Tourism Project (WHSTP) will update us on their current initiatives. And we should recall that ICOMOS already has a distinguished record of providing leadership in this field. The first ICOMOS International Cultural Tourism Charter was approved in 1976 and the second endorsed by ICOMOS General Assembly in Mexico - in 1999. ICTC's International Symposium and Workshop, Florence 2017 marks the start of the Charter Review process. Evidence in the form of current conceptual thinking, research and case studies will underpin our Charter Review and form the background to the **ICOMOS ICTC Florence Declaration 2017**.

Abstracts for oral presentations are invited on two key themes 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030. Contributions are also invited on possible revisions to the current ICOMOS International Cultural Tourism Charter that will better support sustainability agendas. ICOMOS ICTC members and Expert Members of other ICOMOS International Scientific Committees are granted automatic acceptance. Abstracts from research students and non-ICOMOS members will be considered by the ICTC organising committee. Parallel sessions will be organised according to the number and nature of contributions.

Please send a 300 word abstract with a clear title and contact details as soon as possible to [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com). (Abstracts will be published in a PDF document and circulated to all participants) **Deadline for all abstracts 5th April 2017**. You will receive confirmation and an invitation to prepare either a short PowerPoint presentation, or a five minute oral presentation to be given at the roundtable session by 26<sup>th</sup> April 2017. Further information is available from [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com) and the website of the Romualdo del Bianco Foundation - Life Beyond Tourism- [www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)



ICOMOS ISC Cultural Tourism (ICTC)  
International Expert Symposium & Workshop  
Thursday 18th & Friday 19th May 2017,  
Romualdo del Bianco Foundation, Florence, Italy

..... **CALL FOR PAPERS** .....

**DEADLINE FOR ABSTRACTS 5th APRIL 2017**

**Registration is open until 10 May 2017**

## **Cultural Heritage Conservation & Sustainable Tourism**

### **ICOMOS International Cultural Tourism Charter Review + 20**

This important two day International Expert Symposium on *Cultural Heritage Conservation & Sustainable Tourism and ICOMOS International Cultural Tourism Charter Review + 20* Workshop is a key event for ICOMOS & the International Scientific Committee on Cultural Tourism (ICTC) in 2017. It is the official ICOMOS event celebrating the International Day for Monuments and Sites. This year's theme – Cultural Heritage & Sustainable Tourism - has been chosen to coincide with the United Nations International Year of Sustainable Tourism for Development 2017(IYSTD). In addition, our meeting will further ICOMOS discussions relating to cultural tourism and the UN Sustainable Development Goals (UNSDGs) 2030.

Our goal is to critically examine the present situation and current guidance with the aim of seeking new strategies for the next 20 years. We hope you will join us either by giving an oral presentation based on your submitted abstract or by joining in the conversation, or both. We are looking to share our expertise and place cultural heritage conservation in the forefront of thinking about the future of cultural tourism and sustainable tourism for development. Selected abstracts will be chosen for development and publication of full papers by ICTC in time for the ICOMOS General Assembly in Delhi, India, December 2017.

Peter DeBrine, Project Leader, UNESCO World Heritage Sustainable Tourism Project (WHSTP) will update us on their current initiatives. And we should recall that ICOMOS already has a distinguished record of providing leadership in this field. The first ICOMOS International Cultural Tourism Charter was approved in 1976 and the second endorsed by ICOMOS General Assembly in Mexico - in 1999 [www.icomos.org](http://www.icomos.org). ICTC's International Symposium and Workshop, Florence 2017 marks the start of the Charter Review process. Evidence in the form of current conceptual thinking, research and case studies will underpin our Charter Review and form the background to the *ICOMOS ICTC Florence Declaration 2017*.

A focus on cultural heritage conservation within the framework of sustainable tourism development and sustainable tourism for development is timely. Cultural tourism is centre stage in terms of sustainable development agendas for heritage sites. For the first time ICOMOS members - particularly those belonging to ICTC - and invited guests are afforded the singular opportunity for direct engagement with issues relating to cultural tourism and cultural heritage protection, safeguarding and conservation. Our international expert symposium and workshop offers the chance for the renewal of conceptual thinking and theoretical considerations. Evidence in the form of current research and case studies will underpin our Charter Review and form the background to the *ICOMOS ICTC Florence Declaration 2017*.

#### **Cultural Tourism in the 21st century**

Cultural tourism has experienced exponential growth and profound changes in the 21st century. Simultaneously, cultural heritage – tangible & intangible - is increasingly recognised to be at the core of quality of life across generations and boundaries. Thus far there has been scant discussion, and indeed only spasmodic piecemeal research, on the ever changing and dynamic relationship between heritage conservation – natural and cultural - and tourism development. The role of cultural heritage professionals, strategic planners, tour operators, heritage managers, and design professionals within a cultural and heritage agenda appropriated within a wave of populism, whereby decision making is increasingly in the ambit of the tourists themselves, has also not been seriously explored. Lastly, we can surely ask the question: how should we, how do we involve visitors and tourists in heritage conservation at the places they visit?

In the context of tourism, cultural heritage's value is both as an economic asset and an expression of our lived experience. Cultural exchange is the currency of cultural tourism and has the capacity to foster intercultural dialogue - a role that is becoming increasingly important in a world beset with insecurities and yet desirous of peaceful coexistence. Culture celebrates diversity and creates distinctive destinations. Cultural products and services are seen worldwide as a major driver of job creation and poverty alleviation. The nature and extent to which conservation principles have been supported or compromised by the need to accommodate an influx of tourists is less well documented.

Our evolving conceptual understanding of cultural heritage – tangible and intangible – is interwoven with mobile communities and cultural tourism products and services defining practice on the ground. Cultural tourism is an impetus and driver of cultural heritage conservation and cultural development. As a result of this very characteristic cultural tourism can be a means for local communities to reinforce their own identities, values and traditions with tangible socio-economic benefits and/ or it can prove an invasive force at a destination.

### **UNESCO & UNWTO**

Expectations are high. At an international level there is a coming together of thinking and actions. Many countries rank culture as a priority for sustainable tourism for development. Over one billion people cross international borders each year. The number is expected to reach 1.8 billion by 2030.

- UNESCO's Hangzhou Declaration May 2013 places culture at the heart of sustainable development policies. "Culture is precisely what enables sustainability – as a source of strength, of values and social cohesion, self-esteem and participation. Culture is our most powerful force for creativity and renewal." [www.unesco.org](http://www.unesco.org)
- UNWTO takes the view that "cultural heritage needs to be preserved as part of the world heritage of mankind" and... "If well planned—tourism can be instrumental in that regard". One of UNWTO's five key areas for consideration during the International Year of Sustainable Tourism for Development (IYSTD) 2017 is a focus on "Cultural values, diversity and heritage". [www.unwto.org](http://www.unwto.org)
- UNSDGs - United Nations Sustainable Development Goals 2030 includes Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all includes Target 8.9: "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products". <https://sustainabledevelopment.un.org>

### **ICOMOS International Cultural Tourism Charter**

We live in different times. Yet after almost twenty years, the ICOMOS International Cultural Tourism Charter (1999) remains relevant. This important document sets the agenda for a symbiotic partnership between tourism and cultural heritage conservation, with a strong emphasis on managing the interface between tourism and heritage (cultural & natural) as a dynamic relationship and championing community involvement in the planning processes.

ICOMOS International Cultural Tourism Charter has been influential in setting the standard for cultural tourism development during a time of unprecedented growth in world-wide tourism. In recognising the importance of tourism as a vehicle for cultural exchange, the need to provide a worthwhile visitor experience, and the ability to provide a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others, the ICOMOS International Cultural Tourism Charter presaged not only the broadening of the concept of cultural heritage and need for the promotion of authentic products and programmes but also the wide enjoyment of the heritage of others as an inclusive and no longer an elitist leisure past time.

### **Charter Review Process**

Spring 2017: Setting up of an ICOMOS & ICTC Charter Review Group

1. Assess the impacts & gather any publications relating to the Charter
2. Identifying current issues that the Charter does not address
3. Creating a framework for the future starting with *ICOMOS ICTC Florence Declaration 2017*.

### **Symposium & Workshop**

We look forward to your participation either by presenting a paper at the symposium or by engaging in the conversation during the Open Forum during the workshop. Selected papers will be published and all presentations will inform our Charter Review process - providing a robust evidence base for the *ICOMOS ICTC Florence Declaration 2017*.

Day 1 – 18th May – international symposium: formal presentations and round table discussions

## **Call for Abstracts: Cultural Heritage Conservation & Sustainable Tourism**

### **Process**

- Abstracts are invited from all ICOMOS ICTC members and Expert Members of other ICOMOS International Scientific Committees. These are granted automatic acceptance. Please submit a 300 word abstract by [5th April 2017](#).
- Abstracts from research students and non-ICOMOS members will be considered by the ICTC organising committee following the submission of all abstracts by the deadline: [5th April 2017](#).
- Either a short powerpoint presentation, or a five minute oral presentation to be given at the roundtable session will be requested once you have received an acknowledgement from the ICTC organising committee that your abstract has been accepted - [26th April 2017](#).
- Abstracts will be published in a PDF document and circulated to all participants
- Selected abstracts will be chosen for development and publication of full papers by ICTC in time for the ICOMOS General Assembly in Delhi, India, December 2017.

### **Themes for Abstracts & Oral presentations**

Whereas we welcome perspectives on all aspects of cultural heritage conservation & sustainable tourism in the cultural tourism context, ICTC is especially interested in contributions relating to two overarching themes: 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030.

We are seeking contributions that analyse, examine and enable comment on the current situation providing robust evidence in the form of theoretical considerations, research activities and case studies, all of which can take us forward towards better defining how cultural heritage conservation can play a positive role in articulating and defining sustainable tourism and sustainable tourism for development without leading to the destruction of the heritage – cultural and natural - that it seeks to promote. Contributions are also invited on possible revisions to the current ICOMOS International Cultural Tourism Charter that will better support sustainability agendas.

**Two key themes - consistent with our objectives:** 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030.

**Suggested thematic perspectives consistent with the above key themes:** i) Impact Analysis – Theory & Practices; ii) Conceptual Design - Planning Frameworks & Project Planning; iii) Cultural Dissonance, Diversity & Cultural Exchange; iv) Cultural Entrepreneurship - Inclusivity & Pro-poor agendas

- i. *Impact analysis – theory & practices:* What theoretical considerations should be taken into account? What 'measurement' or 'methodologies' could and should be used to conduct impact analyses with the goal of better scrutinization of fieldwork findings and case studies and effective outcomes capable of influencing policies and strategies. Is the development cultural heritage icons including the World Heritage brand sustainable in the tourism context taking into account holistic economic, social, political, cultural & environmental considerations?
- ii. *Conceptual design: planning frameworks & project planning* Is strategic & project planning for cultural heritage in the context of tourism influential on restoration, reconstruction, regeneration and reenactment – the physical and the virtual – authentic narrative of people and places in an era of post-truth, disneyfication and digital design. If so, is philosophical thinking sufficiently advanced to embrace success, avoid catastrophe and reflect what is actually happening on the ground?
- iii. *Cultural dissonance, diversity & cultural exchange:* Is tourism a vehicle for fostering unity in diversity, tolerance, respect, resilience and ultimately peaceful prosperity or the reverse? What tensions exist and how can these be resolved? To what extent does heritage management planning embrace these issues?
- iv. *Cultural entrepreneurship – inclusivity & pro-poor agendas:* What are the roles of cultural tourists & communities - the role of local people and visitors - in cultural heritage conservation and sustainable tourism for development at a grass roots level – range of participation and involvement - craft and creative skills training, small business start-ups, traditional & new product development?

## Time-table

April 5th 2017 – Deadline for Abstracts: All participants who would like to give an oral presentation at the international expert symposium on 18th May 2017. Please send a 300 word abstract with a clear title and contact details to [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com) as soon as possible but no later than April 5th 2017. (Abstracts will be published in a PDF document and circulated to all participants)

26th April 2017 - Acknowledgement from the ICTC organising committee that your abstract has been accepted when you will be invited to prepare either a short powerpoint presentation, or a five minute oral presentation to be given at the roundtable session. Acceptance of abstracts from non-ICOMOS participants.

18th May – International Conference 9.45 – 18.00: Registration 8.30 – 9.30 am. Formal presentations and round table discussions; 18.30 welcome drink.

19th May – Workshop – 9.00 am – 16.00: ICOMOS International Cultural Tourism Charter Review and formulation of *ICOMOS ICTC Florence Declaration 2017*.

## Costs

*Registration fees:*

|   |   |             |
|---|---|-------------|
| <b>ICOMOS Members</b>   | 2 days – including coffee & Welcome Tuscan Wine Tasting with Buffet on 18th May (excluding lunch) | <b>€ 90</b> |
| <b>ICOMOS Young Professionals</b><br>(under 35 years – sponsored by ICTC) | As above  | <b>€ 40</b> |
| <b>NON-ICOMOS Members</b>   | As above  | <b>€120</b> |
| <b>Student Observer</b>   | @€ 20 per day including coffee  | <b>€ 40</b> |

## Accommodation

If the ISCs members would like to put in practice the Life Beyond Tourism Model, they are invited to use for their hotel reservations, the on-line reservation system “Vivafirenze.it”, mentioned in the ICOMOS Resolution 42/2014 - a best practice conceived by the Fondazione Romualdo Del Bianco for Florence to guarantee an economic support to the local cultural heritage (with no extra-costs for the users), consistent with the Foundation’s philosophy named “Life Beyond Tourism” ([www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)).

Further queries – please contact [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com)

## **INTERNATIONAL CULTURAL TOURISM CHARTER Managing Tourism at Places of Heritage Significance (1999)**

*Adopted by ICOMOS at the 12th General Assembly in Mexico, October 1999.*

### **INTRODUCTION**

#### **The Charter Ethos**

At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values.

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

At a time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere. However, management of that heritage, within a framework of internationally recognised and appropriately applied standards, is usually the responsibility of the particular community or custodian group.

A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. Reasonable and well managed physical, intellectual and/or emotive access to heritage and cultural development is both a right and a privilege. It brings with it a duty of respect for the heritage values, interests and equity of the present-day host community, indigenous custodians or owners of historic property and for the landscapes and cultures from which that heritage evolved.

#### **The Dynamic Interaction between Tourism and Cultural Heritage**

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural conservation. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully.

Tourism itself has become an increasingly complex phenomenon, with political, economic,

social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of a beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities.

The natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly-managed tourism and tourism related development can threaten their physical nature, integrity and significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor's experience of the place.

Tourism should bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

ICOMOS, the International Council on Monuments and Sites, as the author of this Charter, other international organisations and the tourism industry, are dedicated to this challenge.

## **Objectives of the Charter**

The Objectives of the International Cultural Tourism Charter are:

- To facilitate and encourage those involved with heritage conservation and management to make the significance of that heritage accessible to the host community and visitors.
- To facilitate and encourage the tourism industry to promote and manage tourism in ways that respect and enhance the heritage and living cultures of host communities.
- To facilitate and encourage a dialogue between conservation interests and the tourism industry about the importance and fragile nature of heritage places, collections and living cultures, including the need to achieve a sustainable future for them.
- To encourage those formulating plans and policies to develop detailed, measurable goals and strategies relating to the presentation and interpretation of heritage places and cultural activities, in the context of their preservation and conservation.

In addition,

- The Charter supports wider initiatives by ICOMOS, other international bodies and the tourism industry in maintaining the integrity of heritage management and conservation.
- The Charter encourages the involvement of all those with relevant or at times conflicting interests, responsibilities and obligations to join in achieving its objectives.
- The Charter encourages the formulation of detailed guidelines by interested parties, facilitating the implementation of the Principles to their specific circumstances or the requirements of particular organisations and communities.

## **PRINCIPLES OF THE CULTURAL TOURISM CHARTER**

### **Principle 1**

**Since domestic and international tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed**



**opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.**

### **1.1**

The natural and cultural heritage is a material and spiritual resource, providing a narrative of historical development. It has an important role in modern life and should be made physically, intellectually and/or emotively accessible to the general public. Programmes for the protection and conservation of the physical attributes, intangible aspects, contemporary cultural expressions and broad context, should facilitate an understanding and appreciation of the heritage significance by the host community and the visitor, in an equitable and affordable manner.

### **1.2**

Individual aspects of natural and cultural heritage have differing levels of significance, some with universal values, others of national, regional or local importance. Interpretation programmes should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

### **1.3**

Interpretation and presentation programmes should facilitate and encourage the high level of public awareness and support necessary for the long term survival of the natural and cultural heritage.

### **1.4**

Interpretation programmes should present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the host community, including that of minority cultural or linguistic groups. The visitor should always be informed of the differing cultural values that may be ascribed to a particular heritage resource.

## **Principle 2**

**The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.**

### **2.1**

Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

### **2.2**

The interaction between heritage resources or values and tourism is dynamic and ever changing, generating both opportunities and challenges, as well as potential conflicts. Tourism projects, activities and developments should achieve positive outcomes and minimise adverse impacts on the heritage and lifestyles of the host community, while responding to the needs and aspirations of the visitor.

### **2.3**

Conservation, interpretation and tourism development programmes should be based on a

comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of the particular place. Continuing research and consultation are important to furthering the evolving understanding and appreciation of that significance.

#### **2.4**

The retention of the authenticity of heritage places and collections is important. It is an essential element of their cultural significance, as expressed in the physical material, collected memory and intangible traditions that remain from the past. Programmes should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of that cultural heritage.

#### **2.5**

Tourism development and infrastructure projects should take account of the aesthetic, social and cultural dimensions, natural and cultural landscapes, bio-diversity characteristics and the broader visual context of heritage places. Preference should be given to using local materials and take account of local architectural styles or vernacular traditions.

#### **2.6**

Before heritage places are promoted or developed for increased tourism, management plans should assess the natural and cultural values of the resource. They should then establish appropriate limits of acceptable change, particularly in relation to the impact of visitor numbers on the physical characteristics, integrity, ecology and biodiversity of the place, local access and transportation systems and the social, economic and cultural well being of the host community. If the likely level of change is unacceptable the development proposal should be modified.

#### **2.7**

There should be on-going programmes of evaluation to assess the progressive impacts of tourism activities and development on the particular place or community.

### **Principle 3**

**Conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.**

#### **3.1**

Conservation and tourism programmes should present high quality information to optimise the visitor's understanding of the significant heritage characteristics and of the need for their protection, enabling the visitor to enjoy the place in an appropriate manner.

#### **3.2**

Visitors should be able to experience the heritage place at their own pace, if they so choose. Specific circulation routes may be necessary to minimise impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

#### **3.3**

Respect for the sanctity of spiritual places, practices and traditions is an important consideration for site managers, visitors, policy makers, planners and tourism operators. Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community, rejecting possible theft or illicit trade in cultural property and conducting themselves in a responsible manner which would generate a renewed welcome, should they return.

#### **3.4**

Planning for tourism activities should provide appropriate facilities for the comfort, safety and well-being of the visitor, that enhance the enjoyment of the visit but do not adversely impact on the significant features or ecological characteristics.

## **Principle 4**

**Host communities and indigenous peoples should be involved in planning for conservation and tourism.**

### **4.1**

The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

### **4.2**

While the heritage of any specific place or region may have a universal dimension, the needs and wishes of some communities or indigenous peoples to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge, beliefs, activities, artefacts or sites should be respected.

## **Principle 5**

**Tourism and conservation activities should benefit the host community.**

### **5.1**

Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation.

### **5.2**

Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels, through education, training and the creation of full-time employment opportunities.

### **5.3**

A significant proportion of the revenue specifically derived from tourism programmes to heritage places should be allotted to the protection, conservation and presentation of those places, including their natural and cultural contexts. Where possible, visitors should be advised of this revenue allocation.

### **5.4**

Tourism programmes should encourage the training and employment of guides and site interpreters from the host community to enhance the skills of local people in the presentation and interpretation of their cultural values.

### **5.5**

Heritage interpretation and education programmes among the people of the host community should encourage the involvement of local site interpreters. The programmes should promote a knowledge and respect for their heritage, encouraging the local people to take a direct interest in its care and conservation.

## **5.6**

Conservation management and tourism programmes should include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators. Participants should be encouraged to understand and help resolve the at times conflicting issues, opportunities and problems encountered by their colleagues.

## **Principle 6**

**Tourism promotion programmes should protect and enhance Natural and Cultural Heritage characteristics.**

### **6.1**

Tourism promotion programmes should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately.

### **6.2**

Places and collections of heritage significance should be promoted and managed in ways which protect their authenticity and enhance the visitor experience by minimising fluctuations in arrivals and avoiding excessive numbers of visitors at any one time.

### **6.3**

Tourism promotion programmes should provide a wider distribution of benefits and relieve the pressures on more popular places by encouraging visitors to experience the wider cultural and natural heritage characteristics of the region or locality.

### **6.4**

The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded.