

## I. Economic Development and Wellbeing / Desarrollo económico y bienestar

### 1. NO POVERTY (SDG# 1) / SIN POBREZA (SDG# 1)

*(Author: Dominique Vanneste, KU Leuven University, Belgium)*

Cultural and heritage tourism are very labour intensive and therefore important for generating jobs and income. Moreover, many tasks in tourism can be fulfilled by people with limited education and training limited capital such as for guiding, small scale accommodations, production and sale of souvenirs etc. Tourism is considered to be more gender neutral than many other economic sectors, creating a high number of jobs and opportunities for entrepreneurship for women. Tourism can thus be considered an instrument for poverty alleviation and promoted as such by national policies and international institutions (e.g. World Bank). This does not imply that tourism has no downsides, on the contrary.

*// El turismo cultural y patrimonial requiere mucha mano de obra y, por tanto, es importante para generar puestos de trabajo e ingresos. Además, muchas de las tareas del turismo pueden ser realizadas por personas con una educación y formación limitadas, como por ejemplo el guiado turístico, el alojamiento a pequeña escala, la producción y venta de souvenirs, etc. Se considera que el turismo es más neutral desde el punto de vista del género que muchos otros sectores económicos, ya que crea un gran número de puestos de trabajo y oportunidades de emprendimiento para las mujeres. Por lo tanto, el turismo puede considerarse un instrumento para aliviar la pobreza y ser promovido como tal por las políticas nacionales y las instituciones internacionales (por ejemplo, el Banco Mundial). Esto no implica que el turismo no tenga inconvenientes, sino todo lo contrario.*

#### TARGET 1: WH Committee

- \* Promote, among States Parties, serial nominations that link major sites with lesser known sites that can be thematically linked.
- \* Promote greater relationships between WH sites and the local communities, by including them as a stakeholder.

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM) & TARGET 3: UNESCO

- \* Stimulate actively, national, regional and local applicants to go beyond WH Sites through linkages with lesser known sites or integration of such sites in serial nominations.

#### TARGET 4: Governments/State Parties

- \* Avoid top-down approaches and support bottom-up initiatives.
- \* Provide adequate resources for conservation of heritage.
- \* Support financially and politically, better monitoring systems notably by including local authorities, NGOs and local communities.

#### TARGET 5: Local Authorities

- \* Support the local communities, mainly as brokers and guides, through a participatory process towards sustainable heritage tourism development.
- \* Promote the opportunities for heritage tourism, without disregarding negative impacts that can be prevented through better policies and consultations.

- \* Provide support beyond projects, by continuous support of local/social entrepreneurship.

#### TARGET 6: Tourism industries

- \* Go beyond quantitative generation of jobs and income but covering the whole spectrum of social entrepreneurship.
- \* Provide training, particularly on-the-job, thus creating transferable skills that support heritage conservation and management.

#### TARGET 7: Universities

- \* Focus on the role as initiator of participative processes involving all members of the community.
- \* Clear out ownership issues by research.

#### TARGET 8: Schools

- \* Provide vocational training

#### TARGET 9: Media

- \* Create an honest picture of tourism that highlight opportunities as well as problems.
- \* Put the poor in the picture but avoid voyeurism or stigmatization.

#### TARGET 10: NGOs

- \* Focus on the role as initiator of participative processes involving all members of the community.
- \* Stimulate social entrepreneurship.
- \* Stimulate processes of awareness on the presence of heritage resources, sustainable commodification, project development and setting-up monitoring systems.

## **2. GOOD HEALTH AND WELL-BEING (SDG# 3)/ BUENA SALUD Y BIENESTAR**

***(Author: Silvia Aulet, University of Girona, Spain)***

How can heritage tourism contribute to the well-being of local communities and of the visitors? The role of heritage tourism is important in raising awareness of nutritionally sound diets, hygiene, protective health measures, and health care combining traditional approaches with contemporary medical methods. This can be enhanced with access to clean water (SDG # 6) and adequate sanitation. Planning for pandemics & disasters through policy directives & mechanisms to help the tourism business and local communities in times of disasters).

The emergence of the global pandemic caused by COVID19 has led us to question many issues related to health but also to our style of life. WHO defines health as a complete state of physical, mental and social well-being, and not just the absence of diseases or illnesses, and in 2013 spiritual health was recognized as a fourth dimension. According to some health academics, we are entering a new phase in health that requires a more holistic approach based on inclusive narratives, the promotion of social trust and the need of having meaningful lives. Tourism and heritage can play an important role in this. Need for new approaches however does not imply the abandonment of basic care and safety measures.

*//¿Cómo puede contribuir el turismo patrimonial al bienestar de las comunidades locales y de los visitantes? El papel del turismo patrimonial es importante en la concienciación sobre dietas nutricionalmente sanas,*

*higiene, medidas de protección de la salud y atención sanitaria combinando enfoques tradicionales con métodos médicos contemporáneos. Esto puede mejorarse con el acceso al agua potable (ODS nº 6) y a un saneamiento adecuado. Planificar para las pandemias y las catástrofes mediante directivas políticas y mecanismos para ayudar a las empresas turísticas y a las comunidades locales en tiempos de catástrofes).*

*La aparición de la pandemia mundial causada por el COVID-19 nos ha llevado a cuestionar muchas relacionadas con la salud, pero también con nuestro estilo de vida. La OMS define la salud como un estado completo de bienestar físico, mental y social, y no sólo la ausencia de enfermedades o dolencias, y en 2013 se reconoció la salud espiritual como una cuarta dimensión. Según algunos académicos de la salud, estamos entrando en una nueva fase de la salud que requiere un enfoque más holístico basado en narrativas inclusivas, la promoción de la confianza social y la necesidad de tener vidas significativas. El turismo y el patrimonio pueden desempeñar un papel importante en este sentido. Sin embargo, la necesidad de nuevos enfoques no implica el abandono de las medidas básicas de atención y seguridad.*

#### TARGET 1: WH Committee

\* Promote awareness among States Parties for the need to give access to all, notably to local inhabitants, of resources such as clean water and energy, and not only to tourism facilities for visitors, as tourism should be seen as a development tool.

#### TARGET 3: UNESCO; & TARGET 5: Local Authorities

\* Promote deeper reflection on how tourism can contribute to health and well-being, both including residents and visitors.

#### TARGET 3: UNESCO; & TARGET 5: Local Authorities & TARGET 7: Universities

\* Promote social values of tourism.

#### TARGET 3: UNESCO; & TARGET 5: Local Authorities & TARGET 7: Universities

\* Promote the role of heritage in education, and use heritage (and heritage tourism) as a tool for bringing culture closer to visitors and residents.

#### TARGET 3: UNESCO; & TARGET 5: Local Authorities & TARGET 7: Universities

\* Promote spiritual values of heritage (specially in cultural landscapes and religious sites).

#### TARGET 3: UNESCO; TARGET 6: Tourism industries

\* Promote tourism for healthier ways of life, through traditional knowledge, food, linked to the practice of physical activities and sports.

#### TARGET 3: UNESCO & TARGET 4: Govts/State Parties & TARGET 5: Local Authorities; & TARGET 6: Tourism industries

\*Heritage is safe. Promote health and safety measures in heritage sites (booking systems, adequate management tools)

#### TARGET 7: Universities

\*Promote a deeper reflection on how tourism can contribute to health and well-being, both for residents and visitors.

### **3. BUILD RESILIENT INFRASTRUCTURE, PROMOTE SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION (SDG#9) / CONSTRUIR INFRAESTRUCTURAS RESISTENTES, PROMOVER LA INDUSTRIALIZACIÓN SOSTENIBLE Y FOMENTAR LA INNOVACIÓN**

***(Authors: Norberto Santos with Claudete Moreira, Carlos Ferreira e Luís Silveira, University of Coimbra, Portugal)***

*Nowadays tourism should be considered a wellbeing asset, not only for those who travel. To foster a better society, tourism must be seen as part of our daily life. To this end, tourism stakeholders must innovate and have the capacity to adapt to an ever-changing market, always respecting the host communities.*

*Technological-digital innovation in terms of heritage qualifies and enriches the tourism experience. An array of smart technologies can thus play a key role in reaching such a goal, especially after this catastrophic COVID-19 pandemic.*

*// Hoy en día el turismo debe ser considerado un activo de bienestar, pero no sólo para los que viajan. Para fomentar una sociedad mejor, el turismo debe considerarse parte de nuestra vida cotidiana. Para ello, los agentes turísticos deben innovar y tener la capacidad de adaptarse a un mercado en constante cambio, respetando siempre a las comunidades de acogida.*

*La innovación tecnológica-digital en materia de patrimonio cualifica y enriquece la experiencia turística. Así pues, un conjunto de tecnologías inteligentes puede desempeñar un papel fundamental para alcanzar dicho objetivo, especialmente después de esta catastrófica pandemia de COVID-19.*

#### TARGET 1: WH Committee

- \* Promote a new interpretation of the UNESCO Conventions on Heritage, fully committed to the aims of the SGDs, including for the world heritage sites and intangible cultural heritage.
- \* Develop ideas through international contests for Inclusive Tourism: gender equality, access to citizens with disabilities.

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM)

- \* Use of social networks to promote tagging on second-level attractions, thus distributing visitation across territories and avoiding over-tourism.

#### TARGET 3: UNESCO

- \* Create policies to promote the redefinition of air transport technologies: fewer airports, fast aircraft hubs, fast trains and express buses, implementing new, innovative transport infrastructure.
- \* Support the development of domestic technology, research and innovation in developing countries, including guaranteeing a favorable political environment for, inter alia, industrial diversification and adding value to commodities.
- \* Create programs for the development of sustainable Start-ups in a greener future for tourist destinations through smart tourism solutions (Accessibility, Digitalization, Sustainability, Cultural Heritage and Creativity).
- \* Promote Inclusive Tourism in any public or collective facilities: gender equality, access to citizens with disabilities.

#### TARGET 4: Govts/State Parties

- \* Reduce disparities between regions in terms of R&D, allowing for safe accommodation, infrastructure capable of withstanding disasters and sustainable production.
- \* Accelerate the promotion of low carbon strategies by promoting multi-modal mobility in urban areas and between regions less than 500 km away.
- \* Define strategies for the promotion by States Parties of visits to WHS, recreating tourism products throughout the country.
- \* Develop quality, reliable, sustainable and resilient infrastructures, including regional and cross-border infrastructures, to support economic development and human well-being, with a focus on the principle of fair and-access for all.
- \* Increase the access of small-scale industrial companies and other companies in developing countries to financial services, including affordable credit and their integration into value chains and markets.
- \* Report situations of tourism stakeholders that, in their activity, compromise the quality of life of local populations, the poor treatment of human resources, and the existence of situations with harmful environmental impacts.
- \* Promote Inclusive Tourism in any public or collective facilities: gender equality, access to citizens with disabilities.

#### TARGET 5: Local Authorities

- \* Update the infrastructure and retrofit industries related to tourism to make them sustainable, with greater efficiency in the use of resources and greater adoption of clean and environmentally friendly technologies and industrial processes, with all countries acting according to their respective capacities.
- \* Optimize the use of high-quality information technology. Physical structures with sensors, smart devices and big data management focused on a specific geographic area, allowing visitors to be distributed according to the load capacity.
- \* Develop strategies for the distribution of visitation flows in the territories or at the attractions, avoiding over-tourism: technological systems that identify visiting points with changes to other attractions; visitation fees for visitation (airport, cruises, ...); promotion of second-level attractions through priority marketing strategies.
- \* Promote DMOs with AI technologies to make travel suggestions based on past travel experiences.

#### TARGET 6: Tourism industries

- \* Update infrastructure and adapt industries directly or indirectly related to tourism to make them sustainable, with greater efficiency in the use of resources and greater adoption of clean and environmentally friendly industrial technologies and processes, with all countries acting according to their respective capabilities.
- \* Accelerate the promotion of low carbon strategies by promoting multi-modal mobility in urban areas and between regions less than 500 km away.
- \* Increase access to financial services, including affordable credit, for small industrial and other enterprises in developing countries and their integration in value chains and markets.
- \* Promote sustainable tourism products (water saving, selective waste practices, priority use of solar energy, mobility assisted by artificial intelligence, integrated transport in driverless and eco-friendly circuits).

- \* Promote pet-friendly accommodation.
- \* Develop applications for virtual travel agents at home – intentional travel catalogue (VR glasses with a 360° view and hearing of the place you are going to visit) in order to increase awareness and knowledge before the visit.
- \* Promote availability of augmented reality technologies that help to familiarize oneself with a destination before arrival.
- \* Promote Destination Management Companies with AI technologies to make travel suggestions based on past travel experiences.
- \* Promote inclusive tourism in any public or collective facilities: gender equality, access to citizens with disabilities.
- \* Develop intelligent information/alert/monitoring systems to manage and route flows of visitors to less risky and/or less sought-after sites.
- \* Make tourism a driver of social innovation (e.g. empowering tourism communities, promoting multigenerational involvement, mobilizing socially disadvantaged groups, voluntary/temporary special interest tourism 'communities' based on social media/online networks).

#### TARGET 7: Universities & TARGET 9: Media

- \* Increase significantly access to information and communication technologies and strive to provide universal and affordable access to the internet in the least developed countries by 2030.

#### TARGET 7: Universities

- \* Strengthen scientific research, improve the technological capacities of industrial sectors in all countries, in particular developing countries, including, by 2030, stimulating innovation and substantially increase the number of research and development workers per 1 million people, and public and private spending on research and development.
- \* Foster entrepreneurship to create sustainable and innovative businesses.

#### TARGET 8: Schools

- \* Promote development of Inclusive and Smart projects.
- \* Promote training of students in map reading and geographic literacy.
- \* Promote emphasis on defining pros and cons between indigenous and alien communities.
- \* Promote appreciation of critical spatial thinking.

#### TARGET 7: Universities & TARGET 8: Schools

- \* Promote emphasis on discussions on asset and social value versus tourism value.

#### TARGET 9: Media

- \* Promote tourism marketing to enhance understanding and appreciation for authenticity (avoidance of standardisation, 'mcdonaldisation', 'cocacolonisation').
- \* No Fake News.
- \* Promote and publicize places, facilities and destinations that value sustainability.

\* Disseminate micro-trips and slow travel through programmes that recognize these qualities in the tourist offer.

#### TARGET 10: NGOs

\* Reduce the great disparities between developing regions by promoting actions for safe accommodation, disaster-resistant infrastructure and sustainable production.

\* Promote volunteer networks.

\* Promote travel with social / ethnic purpose.

### **4. TOURISM AND HOST COMMUNITIES / TURISMO Y COMUNIDADES LOCALES**

**(Author: Yoel Mansfeld, University of Haifa, Israel)**

Every host community is different in terms of its attitude towards tourism development in its actual and perceived "living spaces". This calls for a tailor made study of the host community's unique characteristics, to be used as a database for a tailor made tourism planning solution. Such planning approach will guarantee optimal support by the local community to planned tourism interventions.

There are four types of host community engagement with tourism starting with complete apathy through minor interaction, community based and up to community centered involvement. These engagement levels should be fully recognized and documented in tourism planning processes, allowing host communities the flexibility to change their attitude and level of engagement towards its development and operation. This will synchronize the host community's attitude towards tourism based on the impact of tourism on locals' standard of living and quality of life.

*// Cada comunidad anfitriona es diferente en cuanto a su actitud hacia el desarrollo del turismo en sus "espacios vitales" reales y percibidos. Esto exige un estudio a medida de las características únicas de la comunidad de acogida, que se utilizará como base de datos para una solución de planificación turística a medida. Este enfoque de planificación garantizará un apoyo óptimo de la comunidad local a las intervenciones turísticas planificadas.*

*Hay cuatro tipos de compromiso de la comunidad anfitriona con el turismo, empezando por la apatía total, pasando por la interacción menor, hasta la participación centrada en la comunidad. Estos niveles de compromiso deben ser plenamente reconocidos y documentados en los procesos de planificación turística, permitiendo a las comunidades anfitrionas la flexibilidad de cambiar su actitud y nivel de compromiso hacia su desarrollo y operación. Esto sincronizará la actitud de la comunidad anfitriona hacia el turismo en función del impacto del turismo en el nivel y la calidad de vida de la población local.*

TARGETS 1: WH Committee & 2: Advisory Bodies (ICOMOS, IUCN & ICCROM) & 3: UNESCO & 4: Govts/State Parties & 5: Local Authorities.

\*Recognize host communities as a full-fledged stakeholder that may affect tourism and can be affected by tourism. Hence, potential and actual host communities should be involved and heard in any platform engaged in formulating tourism policies, tourism planning, tourism development and operation of tourism and hospitality installations.

TARGET 1: WH Committee & 3: UNESCO

\* Understand better, host communities which are seldom a monolithic entity, thus, their attitude towards tourism development may be complex, differential and, therefore, needs careful prefeasibility study.

TARGET 1: WH Committee:

\* Monitor tourism interventions in residential spaces and the consequential emergence of local attitude toward tourism development and operation which is a dynamic phenomenon that may change over time. Therefore, monitoring tourism practices should be put in place to make sure local support in tourism prevails.

TARGET 1: WH Committee & TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM) & TARGET 5: Local Authorities

\* Introduce in any planned, developed and operating tourism projects, host communities for local tourism training and education and "relative sustainability", as many potential host communities feel reluctant to support tourism that utilizes their leisure, recreational, natural and sociocultural assets. Tourism education may foster locals' appreciation of hosting values while relative sustainability is achieved when sustainability standards are determined "bottom up" by the host community and are based on attainable sustainable goals at the local level.

TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM) & TARGET 5: Local Authorities

\* Promote careful prefeasibility studies regarding host communities because they are seldom a monolithic entity, thus, their attitude towards tourism development may be complex and different.

TARGET 6: Tourism industries & TARGET 10: NGOs

\* Recognize host communities as a full-fledged stakeholder that may affect tourism and can be affected by tourism. Involve and hear potential and actual host communities in any platform engaged in formulating tourism policies, tourism planning, tourism development and operation of tourism and hospitality installations.

TARGET 10: NGOs

\* Recognize, and fully document in tourism planning processes, the different engagement levels with tourism (starting with complete apathy through minor interaction, community based and up to community centred involvement) allowing host communities the flexibility to change their attitude and level of engagement towards its development and operation. This will synchronize the host community's attitude towards tourism based on the impact of tourism on locals' standard of living and quality of life.

## II-Equity, Peace and Social Justice, Fraternity and Solidarity /

## Equidad, Paz y Justicia Social, Fraternidad y Solidaridad

### 5. GENDER EQUALITY (SDG 5) / IGUALDAD DE GÉNERO

*(Authors: Céline Tastet & Nacima Mohamdi, Paris 1 Panthéon-Sorbonne University, France)*

*While World Heritage Sites must be exemplary in terms of conservation, management, research, they have a role to play in addressing social justice issues. Among them, gender equality is a crucial topic to look at in tourism because, according to the UNTWO, more than half of the worldwide workforce in this industry are*

women. This fact seems to indicate that tourism offers opportunities to women. However, when ~~we~~ looked at it closely, it can be both: a vector of social and economic integration as well as a means to maintain disparities.

In order to promote gender equality through tourism in WHS, it is necessary to:

- 1) develop knowledge to understand and measure the situation, as a basis for action,
- 2) encourage women to take the lead in tourism and give them more visibility,
- 3) actively promote gender equality.

//Si bien los sitios del Patrimonio Mundial deben ser ejemplares en términos de conservación, gestión e investigación, tienen un papel que desempeñar en el tratamiento de las cuestiones de justicia social. Entre ellos, la igualdad de género es un tema crucial a tener en cuenta en el turismo porque, según la UNTWO, más de la mitad de la mano de obra mundial de esta industria son mujeres. Este hecho parece indicar que el turismo ofrece oportunidades a las mujeres. Sin embargo, si lo miramos de cerca, puede ser ambas cosas: un vector de integración social y económica, así como un medio para mantener las disparidades.

Para promover la igualdad de género a través del turismo en los PSM, es necesario

- 1) desarrollar conocimientos para comprender y medir la situación, como base para la acción,
- 2) animar a las mujeres a tomar la iniciativa en el turismo y darles más visibilidad,
- 3) promover activamente la igualdad de género.

#### TARGET 1: World Heritage Committee & TARGET 2: Advisory Bodies

\* Include information about gender equality in WH Nomination files and periodical reports.

#### TARGET 3: UNESCO & 5: Local Authorities & 8: Schools

\* Address and increase awareness about women's issues by developing programs dealing with girl's work, discrimination, harassment...

#### TARGET 3: UNESCO & 7: Universities

\* Create a Chair on Women and WHS.

#### TARGET 4: Govts/State Parties

\* Create and develop special training for women allowing them to enter the tourism industry and get access to qualified jobs.

#### TARGET 4: Govts/State Parties & 5: Local Authorities & 6: Tourism industries

\* Promote equal accessibility by addressing security issues on site and on the journey.

#### TARGET 4: Govts/State Parties & 5: Local Authorities

\* Promote the women's implications in heritage in tourism speeches.

#### TARGET 4: Govts/State Parties & 5: Local Authorities

\* Promote parity between men and women in tourism institutions (tourist offices, local communities, ministry...).

TARGET 5: Local Authorities

- \* Develop interpretation for equal access to WHS.

TARGET 5: Local Authorities & 6: Tourism industries

- \* Promote “Work to ensure that women’s tourism businesses can become formalized, if they wish to be, and contribute to women’s financial inclusion.” (Global report 2019).

TARGET 5: Local Authorities & 6: Tourism industries

- \* Fight clichés by working on realistic female tourist imaginaries.

TARGET 6: Tourism industries

- \* Promote equality and parity in the recruitment and salary for workforce and decision-making level jobs between women and men.
- \* Develop interpretation for equal access to WHS.
- \* Promote the women’s implications in heritage in tourism speeches.

TARGET 9: Media

- \* Promote and give visibility to women-led initiatives in tourism.

TARGET 10 NGO

Address and increase awareness about women’s issues by developing programs.

## **6. PEACE & JUSTICE (SDG #16) / PAZ Y JUSTICIA**

**(Author: Fekri Hassan, French University of Egypt, Egypt)**

*How can tourism be a means of peace? How can it contribute to fight injustice? To protect vulnerable populations and indigenous peoples and their heritage? How can tourism contribute to safeguarding heritage during conflict?*

*Tourism has the potential to contribute to world peace, and through appropriate management and ethical tourism, to address current realities such as globalization, social exclusion, migration, conflicts, terrorism, prejudices and poverty. Tourism is the fourth largest industry in the global economy. However, key challenges must be addressed if peace-enhancing benefits from this industry are to be realized.*

*// ¿Cómo puede el turismo ser un medio de paz? ¿Cómo puede contribuir a luchar contra la injusticia? ¿A proteger a las poblaciones vulnerables y a los pueblos indígenas y su patrimonio? ¿Cómo puede contribuir el turismo a salvaguardar el patrimonio durante los conflictos?*

*El turismo tiene el potencial de contribuir a la paz mundial y, a través de una gestión adecuada y un turismo ético, de hacer frente a realidades actuales como la globalización, la exclusión social, la migración, los conflictos, el terrorismo, los prejuicios y la pobreza. El turismo es la cuarta industria de la economía mundial. Sin embargo, es necesario abordar los principales retos para que esta industria aporte beneficios que contribuyan a la paz.*

### TARGET 1: WH Committee

- \* Ensure widespread dissemination of WH Policy document on World Heritage and sustainable development.
- \* Translate WH Policy document on World Heritage and sustainable development to tools and guides for promoting issues of social justice, peace and equity at WH sites.
- \* Use WH Policy document on World Heritage and sustainable development in capacity building, especially article 17 on Inclusive social development, 18, Contributing to inclusion and equity, and 21, respecting, consulting and involving indigenous peoples and local communities. 23. Achieving gender equality, and 24, inclusive economic development for tourism professionals, tourist business, and local communities, 28, fostering peace and security, 30, ensuring conflict prevention, and promoting a human rights-based approach in the management of WHS.

### TARGET 3: UNESCO

- \* Recognize and strengthen the role of tourism using the UN human rights-based approach.
- \* Promote WH sites and other tourist destinations as loci for reconciliation, conflict resolution, peace-making, cross-cultural exchanges, and inclusive development strategies. Such sites provide a unique opportunity where people of diverse cultural backgrounds come into physical contact – an opportunity to overcome stereotypes, overcome post-conflict grievances, and redress adverse post-colonial legacies

### TARGET 4: Governments

- \* Promote places, exhibitions and interpretations that reveal intercultural exchanges.
- \* Provide events that reveal global solidarity.
- \* Encourage promotion of interpretations that provide an understanding of world social history and roots of inequity not as a means for hate but as a means of reconciliation in a new world of global connections.
- \* Impose a levy from tourism revenues, with the proceeds to be directed to poverty alleviation through creation of job opportunities, education and health in order to ensure social justice and equity. The proposition of such a levy was supported by the Gleneagles meeting of the G8 countries in 2005. France and Germany have since planned a pilot for the idea). It is suggested that such a levy could raise as much as \$10 billion through a mere \$1 levy per ticket). The European Union has also supported the initiative as one way to ensure that European Union members attain the benchmarks for development assistance required under the Millennium Development Goals.
- \* Governments need to concentrate on evidence-based policy to maximize the benefits of tourism.
- \* Encourage investments in infrastructure and human capacity, the development of comprehensive national strategies, the adoption of robust regulatory frameworks, mechanisms to maximize in-country foreign currency earnings, and efforts to reduce crime and corruption.
- \* Support Ethical Tourism through a coherent national strategy and robust laws.
- \* Highlight the social values that should govern tourism development.

### TARGET 4 & 5: Governments and local authorities

- \* Ensure that Governments have a key role to play so that tourism is fair, responsible, attentive to community needs and potentials, and that it does not encourage exploitation of host local communities, or debase their cultural, or exclude them altogether and that tourist operators comply with the

regulations of equity (gender-based), children, youth and the elderly. In many cases governments and local authorities have to establish laws, legal binding policies and regulations to this effect, to monitor and ensure compliance with such regulations and laws.

\* Ensure that Governments adopt measures for ethical, socially responsible tourism, promoting justice, equity and peace by embedding these aims in the training of tourism human resources by going beyond tokenistic public participation and support the strong influence of local government authority in local governance structures.

#### TARGET 6: Tourism Industry

\* Provide a travel experience that will offer genuine possibilities of forming meaningful relationships with people of different cultures.

\* Provide an opportunity to experience first-hand what other people are doing to create new life possibilities for themselves and others.

\* Promote use of local accommodation and infrastructure. As far as possible the services of locally-owned and operated companies will be given priority.

\* Avoid tourist interpretations, exhibits and tours which degrade or debase the native cultures.

\* Give opportunities for local people to develop a real presentation of their culture with pride and dignity.

\* Encourage travellers to observe standards of decency and inform them behaviour offensive to local people will not be tolerated.

\* Encourage use of local goods and products and avoid imports of goods and services that undermine local economies.

\* Encourage tourism firms to support research for a better understanding of their stakeholders with the aim of ensuring that their business practices benefit a fuller range of stakeholders than the narrow ones of shareholders and customers.

\* Avoid consumption regimes adverse to local cultures and adverse to local economic development.

\* Identify and engage as tourism industry lead bodies to seek the broader political questions that impinge on tourism.

\* Redefine tourism to focus on the rights of local communities and a rebuilding of the social capacities of tourism and to place tourism within its appropriate context of global mobilities, human well-being and sustainable futures.

\* Promote peace and stability in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

#### TARGET 7: Universities

\* Encourage more cross-fertilization and sharing of ideas and research across the paradigm divides.

\* Encourage researchers to locate the practical implications of their research.

\* Communicate across boundaries of disciplines for research groups to enhance the synergy for an ethical tourism attentive to issues of social justice, and for equity and peace, understanding of social dynamics to enhance a sense of belonging, emancipation, reconciliation, solidarity, diversity and sustainability.

\* Encourage a pedagogy of peace integrating a range of perspectives from scholars from many disciplinary backgrounds, NGOs, tourism industry operators and community, all united by an interest in critical approaches to understanding peace through tourism.

#### TARGET 8: Schools

\* Provide curriculum materials and events promoting interpretations that provide an understanding of world social history, cultural diversity and connectivity of cultures as well as roots of inequity not as a means for hate but as a means of reconciliation in a new world of global connections, and to emphasize that we are not slaves of the past but the custodians and actors in a world in the making – a world we are all face a common destiny.

#### TARGET 9: Media

\* Ensure familiarity of principles of social justice, equity and peace in tourism by media professionals through workshops and events.

#### TARGET 10 : NGOs

\* Promote ethical tourism involving social justice, equity and peace. Work with state and local governmental authorities as well as tourism operators and local host communities to ensure dissemination of knowledge, adherence to human rights, building capabilities, distributive justice, recognition, representation, and democracy.

\* Implement measures to diffuse the causes of injustice that undermine world peace such as inequities in living standards and educational opportunities, racism, discrimination and stereotypes, disparity between high income and low-medium countries in political power and representation, exploitation of rural communities, marginalization of minorities and top-down governance, policy and planning.

\* Invest and expose structurally embedded injustices (including those related to historical racism and colonialism).

\* View tourism in terms of social justice, peace and equity and not solely in terms of investment incentives, destination planning, and the measurement of economic impacts.

\* Continue to research basic issues of ethical tourism with a view to encouraging better tourism practices.

#### TARGET 11: Communities

\* Promote opportunities to understand and appreciate cultural differences, the virtues of diversity, the potential benefits of tourism, and ethics of reciprocity and respect.

\* Articulate and advocate environmental justice concerns to express views as grassroots communities essential to the achievement of sustainable change.

#### ALL TARGETS

\* Reverse the logic of corporatized tourism which is based on exploitation and commodification of all factors of production including people, cultures and environments at the expense of host communities.

## **7. HOW CAN TOURISM CONTRIBUTE TO FRATERNITY AND SOLIDARITY? / ¿CÓMO PUEDE CONTRIBUIR EL TURISMO A LA FRATERNIDAD Y SOLIDARIDAD?**

**(Author: Noel Salazar, KU Leuven, Belgium)**

*The often-used labels '(Global) North' vs. '(Global) South' are maybe not the most useful in understanding and effectively tackling the many inequalities on our planet. Yes, there are historical inequalities, closely*

*related to centuries of colonial extractivism, that have shaped totally skewed relationships between various regions of the world. For a long time, the development of international tourism followed the path that these historical connections had carved, with tourists and tourism service providers from ex-colonial powers using their economic advantage to 'use' former colonies as their touristic playground. These practices continue until this day. However, the way contemporary tourism is structured is much more complex, with many more 'players' in the field than used to be the case. In order to develop tourism in a more balanced relation between various sending and receiving regions and countries, particularly ones that are marked by economic inequalities, it is crucial to factor in the changed context of tourism today. It is equally important to take into account that inequalities exist at all levels, not only at the macro level between world regions but also between countries, between provinces, between cities, between communities, between households and within families. Taking this complex context into account, the concept of World Heritage tourism, if planned carefully and respectfully, offers truly unique opportunities to bring people closer together, with increased solidarity as one of the potential outcomes.*

*// ¿Cómo puede contribuir el turismo a la fraternidad y la solidaridad?*

*Las etiquetas tan utilizadas de "Norte (global)" frente a "Sur (global)" quizá no sean las más útiles para entender y abordar eficazmente las numerosas desigualdades que existen en nuestro planeta. Sí, existen desigualdades históricas, estrechamente relacionadas con siglos de extractivismo colonial, que han configurado unas relaciones totalmente sesgadas entre las distintas regiones del mundo. Durante mucho tiempo, el desarrollo del turismo internacional siguió el camino que estas conexiones históricas habían labrado, con turistas y proveedores de servicios turísticos de las antiguas potencias coloniales que aprovechaban su ventaja económica para "utilizar" las antiguas colonias como su patio de recreo turístico. Estas prácticas continúan hasta el día de hoy. Sin embargo, la forma en que se estructura el turismo contemporáneo es mucho más compleja, con muchos más "actores" en el campo de lo que solía ser el caso. Para desarrollar el turismo en una relación más equilibrada entre las distintas regiones y países emisores y receptores, sobre todo los marcados por las desigualdades económicas, es fundamental tener en cuenta el nuevo contexto del turismo actual. Es igualmente importante tener en cuenta que las desigualdades existen a todos los niveles, no sólo a nivel macro entre regiones del mundo, sino también entre países, entre provincias, entre ciudades, entre comunidades, entre hogares y dentro de las familias. Teniendo en cuenta este complejo contexto, el concepto de turismo del Patrimonio Mundial, si se planifica de forma cuidadosa y respetuosa, ofrece oportunidades realmente únicas para acercar a las personas, con el aumento de la solidaridad como uno de los resultados potenciales.*

#### TARGET 1: WH Committee

Promote World Heritage tourism as a leverage for intercultural exchange and learning.

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM)

Develop opportunities at and around World Heritage sites that create stronger connections between people (residents as well as visitors) and the environment (which includes natural as well as cultural elements).

#### TARGET 3: UNESCO

Create policies and instruments that facilitate tourism activities at and about World Heritage sites that stress human fraternity and solidarity.

#### TARGET 4: Govts/State Parties

Respect the spirit of the World Heritage Convention and work out World Heritage policies that stress the universality of the sites rather than promoting them as mere national icons.

#### TARGET 5: Local Authorities

Make people living and working at and around World Heritage sites aware of the universal value of the sites. Develop initiatives and activities that strengthen the solidarity between residents and visitors.

#### TARGET 6: Tourism industries

Promote World Heritage tourism as a leverage for intercultural exchange and learning. Make tourists aware of the various inequalities that may exist between them and local residents, offering concrete initiatives to address these and strengthen solidarity.

#### TARGET 7: Universities

Conduct more interdisciplinary research on the role of heritage tourism in promoting global solidarity and fraternity among people.

#### TARGET 8: Schools

Allow local students to experience what intercultural exchange feels like by setting up activities that allow them to interact with tourists at and around World Heritage sites.

#### TARGET 9: Media

Focus more on the potential of World Heritage sites for international solidarity and fraternity. Showcase positive examples and best practices of intercultural exchanges at World Heritage sites.

#### TARGET 10: NGOs

Develop targeted programmes that make strategic use of World Heritage to enhance international solidarity.

## **8. PARTNERSHIPS FOR THE GOALS (SDG #17) / ALIANZAS PARA LOS OBJETIVOS**

***(Author: Fekri Hassan, French University of Egypt, Egypt)***

Tourism besides its economic benefits, is undoubtedly a social force in host countries and has a role to play in the making of a new world guided by the SDGs. In order to achieve its latent potential, so far untapped, it is imperative to create partnerships among key stakeholders who are inexorably linked in a system of mutual relationships.

Much of tourism development is predicated on the successful working of organizations alignment in the form of partnerships or “networks”

*// El turismo, además de sus beneficios económicos, es sin duda una fuerza social en los países de acogida y tiene un papel que desempeñar en la creación de un nuevo mundo guiado por los ODS. Para aprovechar su potencial latente, hasta ahora inexplorado, es imprescindible crear alianzas entre los principales interesados que están inexorablemente vinculados en un sistema de relaciones mutuas.*

*Gran parte del desarrollo del turismo se basa en el buen funcionamiento de la alineación de las organizaciones en forma de asociaciones o "redes".*

## ALL TARGETS

- \* Create and strengthen partnership between key stakeholders such governments, international organizations, host communities, civic society, syndicates, unions, universities, research centers, and clubs.
- \* Ensure empowerment of host local communities and their full engagement in tourism projects from planning to implementation and monitoring.
- \* Work toward the establishment of a Civic World Tourism Organization CWTO (consisting, in addition of representatives of tourism professionals and NGOs of scholars, concerned intellectuals, philosophers, writers, artists, historians and multidisciplinary experts. This may consist of an alliance with other partnerships and Civic reorganizations such as the Tourism Interventions Group.
- \* Strengthen alliance with the World Social Forum. The World Social Forum is a visible manifestation of global civil society bringing together non- governmental organizations, advocacy campaigns, and formal and informal social movements seeking international solidarity, fairness and democracy for creating an alternative to neoliberalism. The World Social Forum is pluralistic and diverse providing an open space for stimulating decentralized debate, reflection, exchange of experiences and initiation of action proposals.
- \* Work with the International Council of Tourism Partners (ICTP) which is a travel & tourism coalition of destinations and stakeholders to ensure the fulfilment of sustainable tourism, green growth, sharing knowledge, community wellbeing and investment in local tourist jobs (<https://ictp.travel/about/>).
- \* Support The Global Sustainable Tourism Council (GSTC) which is an independent NGO, which establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. The GSTC Criteria form the foundation Accreditation for Certification Bodies that certify hotels/accommodations, tour operators/transport providers, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services; but provides an accreditation program through its partner ASI/Assurance Services International to accredit Certification Bodies.
- \* Initiate networking with the Association of European Airlines, the Airports Council International, the Asia Pacific Travel Retail Association, the Association of Asia Pacific Airlines, the Duty Free World Council, the International Air Transport Association (IATA), the Pacific Asia Travel Association and the Tax Free World Association, in order to disseminate information on sustainable tourism, poverty alleviation, environmental justice, social tourism, ethical tourism, and measures to overcome adverse effects of climate change.
- \* Encourage a pedagogy of peace, ethical, sustainable, social tourism, integrating a range of perspectives from scholars from many disciplinary backgrounds, non-governmental organizations, tourism industry operators and community, all united by an interest in critical approaches to understanding peace through tourism.
- \* Improve governance through partnerships of host communities, host governments, local authorities, tourist industry and foreign stakeholders.

- \* Undertake Tourism Networks and stakeholder analyses using different approaches to assess their efficacy and returns to partners (see March, R. and Wilkinson, I., 2009. Conceptual tools for evaluating tourism partnerships. *Tourism management*, 30(3), pp.455-462.)
- \* Assess sustainable tourism partnerships on the basis of number of dimensions including: constituency, objectives, membership, outcomes, diversity, geographic scale, legal basis, locus of control, and size, and time frame. This can establish a successful models of tourism partnerships.
- \* Ensure partnership between NGOs, scholars, museums, and local communities to ensure integration of tourism, natural heritage, intangible cultural heritage, architectural, archaeological and historical heritage, living heritage, arts and crafts, contemporary creative cultural activities. Successful partnerships will require a repositioning of the relationship of culture to other tourism operators to move beyond 'what can you do for me?' with sponsorships, memberships and donations, to also include 'what can I do for you?' given the profile and importance of the cultural tourist. Knowing what culture has to offer and communicating it effectively to potential partners in the tourism industry may therefore help to move their perception of donations and sponsorships away from philanthropy and toward investment.
- \* Establish a set of criteria to assess contributions of partnerships for greater respect for culture, heritage, and/or traditions; improved quality of environmental conditions; social benefits to local communities; and improved economic viability of host communities.
- \* Encourage partnerships that take into consideration the complexity of informal economic relations, and the particular power relations at play in local tourism policy formation and change.
- \* Ensure participation of partnerships in disseminating information on sustainable, social, equitable, ethical tourism.
- \* Create partnership between tourism industry and academics, students and curricula instead of outdated, haphazard, poorly focused, poorly funded initiatives. There is now an imperative for community engagement and curriculum relevance.
- \* Ensure that the ethos of sustainable, ethical, social tourism is based on partnership with unions and organizations of tour guides, natural park operators and heritage professionals.
- \* Create partnerships between development banks, environmental NGOs and ecotourism consulting firms in order to channel financial and technical resources to local communities with hopes that tourism can become a tool for alleviating poverty, elimination of hunger, sustainability, equity and social justice, combatting climate change, green growth, and access to clean water.
- \* Foster innovation-oriented public-private partnerships for developing smart ICT-enabled tourism services at destination level.
- \* Encourage tourism planning partnerships that encourage greater inclusiveness and participation. Use may be made of hybrid participation practices, such as by combining varying collaborative and consultative approaches either at the same time or consecutively at different stages. Another approach can be to assist the parties that are not directly engaged in a partnership to build their own institutional capacities and self-confidence, which may or may not be intended to promote their future involvement in the partnership. Such assistance might be directed in particular to those groups that are socially and economically marginalized.
- \* Support Rural Tourism Partnerships (RTP) research and practice to engage with mobility as actively thought about and articulated and as something that is entangled in the flow of daily living. This will help in better appreciating the context within which RTPs operate and the influence of a range of mobility

perspectives on their structural parameters and operational dimensions which in turn determine actors' (dis)engagement with partnership working.

### III- Environmental conservation / Conservación ambiental

#### 9. CLEAN WATER (SDG # 6) / AGUA FRESCA

*(Author: Fekri Hassan, French University of Egypt, Egypt)*

Fresh water is a renewable resource, but it is also finite. Around the world, there are now numerous signs that human water use exceeds sustainable levels which are worsening on account of global climate change and a growing world population, as well as increasing rates of water consumption per person. As we approach the next century, more than a quarter of the world's population, or a third of the population in developing countries live in regions that will experience severe water scarcity. The nature and geographic focus of growing water scarcity are identified. Groundwater depletion, low or non-existent river flows, and worsening pollution levels are among the more obvious indicators of water stress. In many areas, extracting more water for human uses jeopardizes the health of vital ecosystems.

*// El agua fresca es un recurso renovable, pero finito. En todo el mundo, hay un gran número de señales que indican que el uso humano de agua excede los niveles sostenibles, lo cuales, empeoran debido al cambio climático y al aumento de población mundial con el consecuente aumento de consumo de agua por persona. A medida que nos acercamos al próximo centenario, más de un cuarto de la población mundial, o un tercio de la población de los países en vías de desarrollo viven en regiones que experimentarán una severa escasez de agua. El foco natural y geográfico del aumento de la escasez está identificado. El agotamiento del agua subterránea, la baja o inexistente corriente de ríos, y los crecientes niveles de contaminación son los más obvios indicadores del estrés acuático. En muchas áreas, extraer más agua con uso humano pone en peligro la salud de los ecosistemas.*

#### TARGET 1: WH Committee

- \* Work word creating a binding water and tourism policy to provide guidance to governments, tourist industry, and other stakeholders concerning appropriate water management at tourist destinations, application of safe extractive and distributive water technologies, maintenance of water and sewage infrastructures, equitable water availability to safeguard the need of host communities at World heritage sites, ensure integrity and vitality of ecosystems including aquatic ecosystems, and minimize water pollution.
- \* Enhance capacity building in managing water resources at heritage tourist destinations through courses, lectures, workshop, and the media (see recommendations to UNESCO).
- \* Establish a partnership similar to that of World Heritage Partnerships for Conservation Initiative (PACT) in order to increase awareness, mobilize funds, and implement activities through creative and innovative solutions concerning water management at WH sites related to tourism as a supplement to the Policy Document for the Integration of a Sustainable Development Perspective (2015) as mentioned in article 19, ii.
- \* Sponsor pilot water management projects at touristic WHS.
- \* Encourage the valorisation of water heritage sites, such as "qanats" and establish water heritage itineraries to highlight water management in the past and to promote educational interpretations of water conservation and appropriate management of surface runoff, groundwater, rivers and springs.

\* Sustainable, ethical, socially committed heritage management, inclusive of tourism. This applies to all themes related to the SDGs.

### Target 3. UNESCO

\* Advocate in ensuring appropriate water management at tourist destination without jeopardizing the needs of local communities for clean water, water for agricultural and other subsistence activities or the needs of local ecosystems. UNESCO World Heritage Center should lead in this domain by strengthening a viable partnership with UNESCO's Intergovernmental Hydrological Programme (IHP) which is the only intergovernmental freshwater initiative institutionalized in the UN system and The World Water Assessment Programme (WWAP), which is a UNESCO programme that produces the periodic World Water Development Reports (WWDR) through UN-Water.

\* Lead in Tourism and Water education encouraging water scientists to advance scientific knowledge for better management of water resources at tourist destination and to increase knowledge on water and tourism issues through courses, lectures and workshops, and tours aimed

at tourism professionals, decision-makers, media professionals, and tourist host communities.

### TARGET 4. Governments

\* Engage in proactive water management in water scarce tourism destinations given the expected changes in global precipitation patterns due to climate change.

\* Provide best practice water management regulations Policy for infrastructure maintenance and renewal Management, water consumption, pollution, use of greywater, recycling water documents and guidebooks.

\* Encourage water harvesting as a primary source of potable water.

\* Maintain groundwater aquifers.

### TARGET 5: Local Authorities

\* Ensure adherence to best practices.

\* Ensure that distribution and water systems are efficient.

### TARGET 6: Tourism Industry

\* Take leading role in Improving efficiency and management of water management.

\* More incoming tourists will increase income and welfare, but this phenomenon will also induce a change in the productive structure, with a decline in agriculture and manufacturing, partially compensated by an expansion of service industries. Tourism business has to take into consideration not just increasing the efficiency and management of water in hotels, but also introduce measures to ensure that water used for tourists is a part of an integrated water management strategy that includes uses of water in agriculture and water needed for the integrity of ecosystems.

### TARGET 7: Universities

\* Introduce a segment of a course on water and tourism in all undergraduate and undergraduate programs.

\* Promote research on improving water conservation, management and use of new technologies to reduce water consumption, reduce pollution, recycle water, protect ecosystems, and ensure water

availability for agriculture and industry. Promote research on new efficient water management technologies.

#### TARGET 8. Schools

\* Produce and disseminate children books on water scarcity and methods to reduce water consumption and pollution and to better manage water resources.

#### TARGET 9 Media

\* Strengthen the role of the media in communicating information on water scarcities, water treatment methods, conservation and appropriate water management technologies not only in tourism but in general. The particular situation of water and tourism requires special attention in tourist magazines and travel pages in newspapers and travel shows on TV. Articles can show best cases of water usage in tourist destinations and in hotels and resorts.

#### TARGET 10: NGOs

\* Play a major role to ensure that tourism will not be outcompeting locals for access to water leading especially to women suffering more in multiple ways. NGOs can play a major role in advocating this challenging issue.

\* Work with governments, tourism business and local communities to ensure better water management ensuring equity, integrated water management, reduce pollution, reduce consumption and maintenance of water infrastructures.

#### ALL TARGETS

\* Enhance communication and knowledge sharing to cope with the vulnerability of the social-ecological systems (SES) due to numerous characteristics. User groups are highly diverse, transient and stratified. This, in combination with weak governance systems and the economic power of the tourism industry, interact to affect declining water resources and the iniquitous impact of this. Need to ensure feedback loop to the institutional structures that would help enable appropriate responses from the user groups or governance system.

\* Enhance stewardship of water resources.

\* Engage in ensuring a balance of water consumption between tourists and local communities in low or mid-income countries. The disparity between tourist water use and that of locals is also greatest in low or mid-income countries. Industrialized countries, in contrast, are characterized by high tourism water efficiencies, with no apparent discrepancy in water use between tourism and non-tourism users. \* Demonstrate corporate social and environmental responsibility, noting that around the Mediterranean Sea seasonal water demands from the tourism industry increase annual water demand by an estimated 5%-20%.

\* Support for Ecotourism to help promote conservation, poverty reduction and sustainable water management when adequate enforcement and benefit-sharing mechanisms are in place.

### **10. CLIMATE ACTION (SDG# 13) / ACCIÓN CLIMÁTICA**

*(Author: Zachary Jones, Politecnico di Milano, Italy)*

Recent studies have shown tourism to be responsible for up to 8% of total global greenhouse gas emissions, with transport being a major contributor. Emphasis should shift to encourage local/regional tourism through more sustainable travel modes to immediately reduce the industry's overall impact.

Developing more regional travel habits can also increase the appreciation, valuing and knowledge of local cultural heritage that are too often under recognized.

*// Estudios recientes han mostrado que el turismo es responsable de hasta el 8% de las emisiones globales de gases de efecto invernadero, siendo el transporte el mayor contribuidor. El énfasis debe ser derivado a promover el turismo regional/local a través de medios de transporte más sostenible para reducir el impacto de la industria. Desarrollando más el hábito de viajar regionalmente puede aumentar también la apreciación, el valor y el conocimiento del patrimonio cultural regional comúnmente infravalorado.*

#### TARGET 1: WH Committee

\* The WH Committee can develop a set of sustainability criteria for inscribed properties to rank them according to their overall carbon footprint and efforts put in place to promote sustainability, reduce waste and contribute to circular economies.

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM)

\* Raise awareness about the direct threats to tangible and intangible heritage from climate change driven fires, floods, droughts, desertification and ocean acidification and initiate campaigns similar to those of the World Wildlife Fund to raise consciousness and personal responsibility to reduce overall tourism impact and to choose the most sustainable options.

#### TARGET 3: UNESCO

\* Increase collaboration between UNESCO, UNWTO and UNDRR to develop strategies focused on the tourism industry's contribution to climate change to develop initiatives aimed at reducing global carbon emissions and meet a set of future benchmarks of reduced carbon footprint.

#### TARGET 4: Govts/State Parties

\* Promote a shift away from 'fast tourism' to instead cultivating a culture of 'slow tourism' just as the 'slow food' movement has developed in recent years that prioritizes quality and sustainability over speed and low cost. Governments can subsidize reduced carbon forms of transport while increasing carbon taxes for airfare as well as increasing carbon offsetting measures. They can also fund research focused on increasing the efficiency of transport and mobility as well as reducing the carbon emissions from air travel.

#### TARGET 5: Local Authorities

\* Shift from a sole focus on increasing tourism in already highly visited areas to more diffused networks of towns and regions that can spread out tourists and reduce the concentration of negative impacts of mass tourism in certain locations. These strategies should be developed in cooperation between a range of stakeholders, including cultural heritage experts to promote lesser known sites and develop local/regional itineraries for visitors to follow that align with existing event and cultural activities.

#### TARGET 6: Tourism industries

\* Shift focus to attract more regional or national audiences rather than international as visitors can avoid potential disruptions due to unpredictable climate change related events. Tourism industries can develop offers that incentivize lower carbon travel and promote the 'journey' as part of the experience, highlighting the additional sites that can be experienced as part of a 'slow' tourism approach that encourages fewer overall trips, but which are longer in duration and promote greater engagement with destinations and increased valuing of cultural heritage sites.

#### TARGET 7: Universities

\* Fund research on developing more efficient transport models while also studying new models of local/regional and slow tourism to understand how these approaches can contribute to circular economy models, reduce inequalities and work towards ending poverty.

#### TARGET 8: Schools

\* Increase education on the contribution of tourism travel to global carbon emissions and reinforcing individual actions, like reducing travel and avoiding air travel, that can make a significant global contribution.

#### TARGET 9: Media

\* Increase attention given to the impending global climate crisis and the contribution of the tourism industry to these trends and the alternative approaches available.

#### TARGET 10: NGOs

\* Cooperate with national and regional cultural heritage organizations in promoting and raising awareness about lesser known heritage areas to national audiences to encourage tourism while also adopting a set of sustainability criteria to promote the most sustainable sites.

#### TARGET 11: TOURISTS

\* Shift focus from distant destinations to discovering the local and lesser known sites closer to home that can be just as interesting and/or beautiful but which are not as internationally visible. They can pledge to reduce their overall number of trips choosing to instead travel less, but for longer periods of time to lower their carbon footprint.

### **11. SPATIAL PLANNING AND DESIGN GUIDELINES / PLANIFICACIÓN ESPACIAL Y DIRECTRICES DE DISEÑO**

***(Author: Carmelo Ignaccolo, Massachusetts Institute of Technology, USA)***

Enhancing the sense of place through design: Good design respects the resource, achieves conservation outcomes, reflects community values and is instrumental in telling the story. It is not just about form and function but also about invoking an emotional response from the visitor.

*// Mejorando la sensación del lugar a través del diseño: Un buen diseño respeta el recurso, consigue como resultado la conservación, refleja los valores de la comunidad y es un instrumento para contar una historia. No se trata de forma y funcionalidad sino en generar una respuesta emocional del visitante.*

#### TARGET 3: UNESCO

Generate an evaluation system to measure the quality of urban design interventions in the surroundings of WHS. This tool can be used as a tool to measure the right architecture and urban "fit" of any facility specifically dedicated to attracting tourists (souvenir shops, hotels, transit stations, etc.).

#### TARGET 4: Govts/State Parties

Generate a shared online platform to exchange ideas and good practices on design guidelines for WHS. Government authorities will foster a positive environment for the tourism sector and for meaningful local participation in the sector.

#### TARGET 5: Local Authorities

Draft design guidelines to serve as an effective and useful tool to enhance and support tourism developments to be environmentally, culturally and socially appropriate and at the same time

economically viable. These guidelines can be presented as a "Catalogue of Design Strategies" for City authorities interested in assessing and monitor the visual effects of tourism onto the built environment of cities.

#### TARGET 7: Universities

Develop tactical urbanism interventions in collaboration with local authorities with the aim of experimenting on how public spaces could offer better integration between local communities and tourists.

#### TARGET 10: NGOs

Involve local communities in Participatory Design Strategies, in the design concept phase and implementation.

## **12. INFRASTRUCTURAL UPGRADING FOR TOURISM MUST BENEFIT THE LOCAL INHABITANTS / LA MEJORA DE LAS INFRAESTRUCTURAS TURÍSTICAS DEBE BENEFICIAR A LOS HABITANTES LOCALES**

***(Author : Minja Yang, RLIIC/KU Leuven Emeritus; ex-UNESCO)***

The economic and political values of World Heritage Sites have led to many well-intended development of tourism infrastructure, be they site interpretation centres, hotels, gift shops, restaurants, as well as in the improvement of roads, rail, airport infrastructure, water, electricity, telephone/internet, to sewages and waste treatment facilities, and to health services, etc. Huge financial investments are made to support the growing tourism sector generating employment and wealth but often at the detriment of the site's authenticity and integrity, as well as the well-being of the local inhabitants. Integrated planning for physical infrastructure as well as for social infrastructure and services must ensure that the local inhabitant benefits as well as for the visitors in enjoying the heritage sites and understanding the way of life of the local inhabitants. Integrated multi-sectoral planning is more than ever, needed as we strive to attain the SDGs through a new development paradigm.

*// Los valores económicos y políticos de los Lugares Patrimonio de la Humanidad han llevado a un bien intencionado desarrollo de la infraestructura turística: desde centros de interpretación, hoteles, tiendas de regalos, restaurantes hasta la mejora de carreteras, vías de tren, infraestructuras aeroportuarias, agua, electricidad, teléfono/internet, alcantarillado y tratamiento de residuos y sanidad, etc. Para apoyar el desarrollo turístico se han realizado grandes inversiones financieras generando riqueza y empleo, pero en detrimento de la autenticidad del lugar y su integridad, al igual que el bienestar de los habitantes locales. Los planes integrados tanto para estructuras físicas como las sociales y de servicios deben asegurar el beneficio la población local al igual que la del visitante a la hora de disfrutar de el patrimonio y entender el modo de vida de los habitantes locales. Un plan multisectorial integrado es más que nunca una necesidad en el esfuerzo de alcanzar los ODS a través de un nuevo paradigma de desarrollo.*

#### TARGET 1: World Heritage Committee

\* Promote among States Parties to the WH Convention, Integrated planning for WH Sites and surrounding territory for the improvement of physical and social infrastructure as well as social services including tourism related facilities and services, to ensure that new constructions or conversion of historic buildings to accommodate tourism does not undermine the authenticity and integrity of the site.

\* Reiterate to States Parties the need to carry out Heritage Impact Assessment (HIA) along with Environment Impact Assessment (EIA) on any public or private works in the core and buffer areas of heritage sites at the project development phase that may negatively impact of the heritage value (tangible and intangible) of the site to avoid costly change of project design at a later stage.

\* Support States Parties with Technical Assistance from the WH Fund or other multilateral or bilateral development aid sources in integrated planning, HIAs and EIAs.

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN, ICCROM) & TARGET 3: UNESCO:

\* Improve HIA principles and methods which still remain too general, by developing HIA criteria applicable to different types of heritage sites and for various categories of public and private works (e.g. mining, dam, road, telecommunications, renewable energy and other public infrastructure, to hotels, parking lots, shopping malls etc.) that can be adopted by the WH Committee and States Parties to the Convention;

\* Establish in consultation with national expert organisations, a “label” or certification for companies deemed to be technically qualified to carry our HIAs

\* Promote the training of State Party organisations and local authorities as well as independent experts in integrated planning methodologies and HIAs

#### TARGET 3: UNESCO

\* Work more closely with universities, research entities, NGOs, Governments and Local authorities for them to carry out more in-depth studies and analyses of cases where infrastructure projects have damaged or threatened the heritage values, and the subsequent remedial measures taken so that the compendium of case studies can be enriched for the benefit of all, particularly of States Parties.

#### TARGET 4: Governments/States Parties & TARGET 5: Local Authorities

\* Establish under laws and regulations to ensure that heritage conservation and valourisation, as well as tourism development becomes part of the integrated urban and territorial planning systems.

\* Ensure that tourism facilities do not cause the demolition of the historic fabric and that all new constructions be carried out in accordance with the UNESCO Recommendation on the Historic Urban Landscape (HUL) approach.

\* Support local authorities through financial and technical assistance to ensure integrated planning and capacity in supervising HIAs carried out for public and private works.

#### TARGET 5: Local Authorities

\* Establish Heritage Units or Departments in the local government, staffed with qualified persons to oversee public and private works that may affect heritage values (tangible and intangible) and to advise private property owners of business entities on ways and means to promote the conservation and enhancement of heritage while beneficial for tourism.

\* Establish site interpretation centres that didactically present heritage as an important component of the territorial assets of the locality;

\* Facilitate closer collaboration between local authority entities, NGOs, local inhabitants and the tourism industries for ensure that integrated planning for facilities and services benefit all stake holders.

#### TARGET 6: Tourism Industries

- \* Collaborate proactively with local authorities, universities, expert entities, NGOs and local inhabitants in the development of a heritage-friendly integrated plan that reflects the needs of the tourism industries.
- \* Develop and promote a heritage tourism “label” that takes into consideration the local and universal heritage values which the tourism association can discern to hotels, restaurants, shops etc which adhere to heritage conservation and enhancement objectives.

#### TARGET 7: Universities

- \* Develop greater research and action capacities to support Governments, local authorities, NGOs and local communities in heritage conservation and heritage tourism related matters that have practical and immediate benefit while pursuing at the same time academic objectives.

#### TARGET 8: Schools

- \* Promote teaching of heritage and tourism as part of geography, history and social science studies as well as under environmental sciences, to instil interest and support for integrated planning.

#### TARGET 9: Media

- \* Promote public interest and understanding in heritage conservation issues and sustainable tourism principles through entertaining yet educative programmes and articles, thus fulfilling its vital role as the main public education provider.

#### TARGET 10: NGOs

- \* Serve as a bridge between the voices of the people and Government, local authorities, universities, private sector entities and international organisations, so that the interests and concerns of the local communities can be better presented and represented vis-a-vis these bodies of power and authority.
- \* Engage in capacity-building and public education activities, in collaboration with universities and schools to empower local communities, particularly the poor to ensure that their voices are heard in the path towards a world with the universal values of the SDGs.

## **IV-Intellectual Development, Conservation and Valorisation of Heritage / Desarrollo intelectual, Conservación y valorización del patrimonio**

### **13. QUALITY EDUCATION (SDG # 4) / EDUCACIÓN DE CALIDAD**

***(Author: Lorenzo Cantoni, Silvia De Ascaniis & Nadzeya Kalbaska, USI – Università della Svizzera Italiana, Switzerland)***

*Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”, has major applications when it comes to many links between tourism, heritage and education.*

*// Asegurar una educación de calidad e inclusiva y promover oportunidades de aprendizaje para toda la vida y todo el mundo, este tiene una mayor aplicación cuando se trata de los vínculos entre turismo, patrimonio y educación.*

#### TARGET 1: WH Committee

\* Ensure that WHS (as well as ICH) are considered major opportunities to learn and respect cultures and related skills/practices. In particular: declarative knowledge: OUV is clearly communicated and understood; skills: all skills needed to protect, preserve, communicate should be taught and learned by locals and visitors; attitudes: a respectful and sustainable attitude is promoted through education (involves everybody: locals and visitors).

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN)

\* Make sure to list knowledges and skills needed to protect and communicate.

#### TARGET 3: UNESCO

\* Promote policies and instruments that facilitate tourism activities at and about World Heritage sites, which stress learning of cultures and of sustainability issues.

#### TARGET 4: Govts/State Parties

\* Promote that relevant OUV, ICH and sustainable tourism issues are learned and taught at all educational levels. In particular ensure higher-education level programs related with cultural/heritage Tourism and sustainable Tourism.

#### TARGET 5: Local Authorities

\* Promote vocational training and continuous high quality Life Long Learning when it comes to knowledge, skills and attitudes needed to protect and communicate OUV and ICH.

#### TARGET 6: Tourism industries

\* Promote and develop in-service training / Life Long Learning for the concerned professionals.

#### TARGET 7: Universities

\* Create and update cultural/heritage Tourism related programs, with a focus on (inter)cultural communication/mediation and on sustainability issues. Use all training tools to reach different audiences, leveraging also on the flexibility of digital technologies through eLearning and MOOCs - Massive Open Online Courses.

#### TARGET 8: Schools

\* Include Tourism as a dedicated topic, to promote better understanding of it, and more respectful and sustainable practices. Link tourism and cultural heritage to all relevant taught subjects (e.g.: History, Geography, Economy, Languages, Philosophy, etc.)

#### TARGET 9: Media

\* Provide informal learning opportunities through educational programs and when covering Tourism related issues.

#### TARGET 10: NGOs

\* Develop educational offers focused on specific issues. Cultural/Heritage Tourism needs nowadays to leverage on all available Communication Technologies. In particular they can help (ABCDE): to ensure a wider Access to quality information and services; to Better and enrich the experience of visitors while at the destination; to Connect them with locals and the heritage itself; to Dis-intermediate some

relationships between prospects and local businesses (hence ensuring larger benefits of tourism for the local community); to Educate and up-skill all concerned professionals.

#### **14. HOW CAN TOURISM CONTRIBUTE TO COMBATTING ILLICIT DIGGING AND ILLEGAL TRADE IN PROTECTED HERITAGE RESOURCES? / ¿CÓMO PUEDE EL TURISMO CONTRIBUIR A COMBATIR EL COMERCIO ILEGAL DE BIENES PATRIMONIALES?**

*(AUTHORS: Nuria Morere, Juan Manuel Bermúdez and Helena Domínguez Universidad Rey Juan Carlos, Madrid, Spain)*

Cultural heritage is at the forefront of current armed conflicts and must also be at the forefront of political and security responses to crises. Cultural heritage is endangered by deliberate destruction to generate substantial economic resources through illicit trafficking and by damage that is always voluntarily caused to identities in conflict territories. It is the responsibility of all levels to intervene in a coordinated manner to prevent this targeted destruction.

*// El patrimonio cultural se encuentra en el primer plano de los conflictos armado y debe estar también en primera línea de las respuestas políticas y sociales frente a las crisis. El patrimonio cultural se encuentra en peligro de la deliberada destrucción para generar sustanciosos recursos económicos a través del tráfico ilegal y a través de daño que siempre es voluntariamente causado a las identidades en territorios de conflicto. Es una responsabilidad a todos los niveles intervenir de una forma coordinada para prevenir esta destrucción.*

##### TARGET 1: WH Committee

Address issues owing to cultural heritage becoming the one of the main causes of current war, conflicts, thus must be at the forefront of political and security responses to crises. Cultural heritage is endangered by deliberate destruction to generate substantial economic resources through illicit trafficking and by damage that is always voluntarily caused to identities in conflict territories. It is the responsibility of all levels to intervene in a coordinated manner to prevent these targeted destruction.

- More agility in decisions.
- More forcefulness in interventions.
- Ability to warn states so that they act on the lines to avoid damage to cultural heritage.

##### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM)

Promote the vision and management of cultural landscape and archaeological heritage as a unit, noting that archaeological heritage generates a cultural landscape in its interaction with nature. Therefore the destruction of archaeological vestiges goes beyond the cultural issue and refers to the entire environment:

##### TARGET 3: UNESCO

Intervene more forcefully against the destruction of heritage given its global role but also for the coordination between states. UNESCO should have a more active role and greater involvement based on the recent Resolutions of the Security Council of the United Nations (2199; 2347). It must give its technical and financial support to countries or territories, in armed conflict.

- More active role of the UNESCO concerning the heritage in danger.

- Technical and financial support and control by UNESCO.
- Creation of tools to intervene.
- Apply greater pressure on states that support looting, destruction of heritage.
- Global alert plan on-destruction of heritage in conflict.

#### TARGET 4: Govts/State Parties

- \* Apply the commitments and conventions that refer to the protection of heritage.
- \* Develop and applicate national legislation on cultural heritage (archaeology is a regional or national competence), against plundering and illegal trafficking of works of art and antiques, beyond international recommendations.
- \* Intervene in auction houses.
- \* Commit that archaeological heritage is not a weapon of war by all states.
- \* Commit to a post-war recovery through tourism.
- \* Coordinate with local communities and with socioeconomic sectors.

#### TARGET 5: Local Authorities

- \* Support local archaeological heritage.
- \* Integrate women in the most traditional areas as active agents in the transmission of cultural heritage through local craftsmanship and local practices.
- \* Create updated catalogues of cultural heritage to prevent their potential damage and loss in conflict areas.
- \* Promote projects of visit and preservation of less-known cultural resources, such as underwater cultural heritage.
- \* Develop and implement training plans and programs for the heritage tourism sector and antiques.
- \* Establish interpretation centers of local cultural heritage in small towns as a means for generating employment and understanding among the local population.
- \* Protect cultural heritage (precincts for archaeological sites, storage areas for specific items, interpretation centers) to promote sustainable urban development related to cultural infrastructure.
- \* Promote use of new technologies for the protection and enhancement of cultural heritage among local inhabitants and visitors.

#### TARGET 6: Tourism industries

- \* Plan for joint collaboration with governments acting on heritage at the end of the war.
- \* Create an accreditation (seal) involving governments, travel agencies, hotels, tourist routes, media, universities, schools, etc.
- \* Promote tourism of lost antiquities. Creation of an itinerary/route of lost antiquities, with a strong link to awareness rising.

\* Collaborate with local archaeological companies that know the context and raise awareness among locals.

\* Support collaboration networks in tourism

#### TARGET 7: Universities

\* Engage in partnership between European research organisms and countries with cultural heritage in danger to launch initiatives for the protection and promotion of the heritage (heritage mapping projects, mobile museums).

\* Offer training of tourism students with a specialization in archaeological or lost heritage tourism through specific courses (Bachelor, Masters, PhD programs). Collaboration with different related departments (Economy, Sociology) to analyse the importance of heritage to develop local economies.

\* Promote management consulting activities to advise about archaeological and tourist initiatives, focusing on protection and a good resource use of the cultural heritage.

\* Launch a research group with outreach activities to educate and raise awareness at different levels of society, through talks and engagement activities.

\* Interdisciplinary approach

#### TARGET 8: Schools

\* Promote collaboration between educational agents and publishing houses to include in textbooks, sections about cultural heritage, and illicit trafficking in cultural goods.

\* Promote use of new information technologies in schools in cooperation with public and private initiative (e.g. museums, and tourism organizations) for the digitalization of cultural goods (with a national and international scope) to bring heritage closer to new generations,-

\* Train professors in the importance of cultural heritage and its diversity worldwide, to incorporate in the curricula at primary and middle schools, along with ethics and shared values, as an advocate of cultural and religious diversity nowadays.

\* Organize educational workshops related with Antiquity, cultural heritage and expressions of intangible heritage of each region (“Science days”), to arise consciousness.

\* Introduction of new technologies

\*

#### TARGET 9: Media

\* Disseminate successful examples of wealth management in Europe and ways of implementation in the Middle East. Active involvement of the press (TV, written press, radio, internet) on the dangers of looting and the wealth generated by heritage conservation in tourism. Cartoons developed on this subject. Documentaries.

\* Create an app to find out about lost heritage and the proposed route to get to know it (linked to accreditation, seal)

\* Establish SN for young people. Ambassadors on cultural heritage awareness.

\* Establish Mondays for culture.

\*Promote use of symbols pulled out of the archaeological heritage in Media, through the elaboration of promotional videos, or "logos" based on the archaeological heritage, as a tourist claim.

#### TARGET 10: NGOs

\* Create NGOs for the protection of cultural heritage, specifically with actions in training of professionals, cultural workers, museum managers, teachers.

\* Promote collaboration with already established gender NGOs to take advantage of their infrastructure and establish joint actions. Strong involvement of women in this new heritage protection activity. New jobs.

### **15. HOW TO IMPROVE TOURIST MANAGEMENT AND HERITAGE INTERPRETATION IN MUSEUMS? / ¿CÓMO MEJORAR EL MANEJO DEL TURISMO Y LA INTERPRETACIÓN PATRIMONIAL EN MUSEOS?**

**(Authors : Nuria Morere & Laura Fuentes, URJC, Madrid, Spain; Carmen María Ramos, Universidad Tres de Febrero, Buenos Aires, Argentina; Lia Bassa, Budapest Metropolitan University, Hungary)**

Museums are sites for preserving, presenting tangible/intangible heritage related to build or natural heritage sites aimed to establish dialogues with the public, which is increasingly done by involving the view of the visitors as well of the local inhabitants, thus enhancing understanding of local attractions. This can be more effectively conveyed by using personalized new technologies.

*// Los museos son lugares para la preservación, presentando el patrimonio tangible/intangible o los sitios naturales para establecer un diálogo con el público, este se realiza involucrando la vista de los visitantes al igual que la de los locales, mejorando el entendimiento de las atracciones locales. Este puede ser más efectivo haciendo combinado con el uso de las nuevas tecnologías personalizadas*

#### TARGET 1: WH Committee

\* Promote the redefining of "carrying capacity" of visitors to museums and WHS, which in many cases are open-air museums.

\* Balance face-to-face and use of digital tools to publicize heritage online, without overloading and with the possibility of obtaining budgetary resources for paid services that help offset the decline in ticket sales; encourage virtual presentations partly for attracting and informing tourists.

#### TARGET 3: UNESCO

\* Strengthen cooperation with civil society, especially the local communities, to tackle poverty and inequality, marginalization of communities and groups, climate change, energy use and waste production, conservation of species and habitats, and all this through a collaborative agenda with a great breadth of vision.

\* Join other actors, beyond the States Parties, for a greater promotion of sustainable development.

#### TARGET 4: Govts/State Parties

\* Strengthen support for museums as part of cultural and natural heritage protection and enhancement and at the same time for their social and educational function (ICOM Definition, 2007), as an integral part of the SDGs which Governments have all endorsed. Governments are responsible for the

presentation/safeguarding/maintenance of the countries' tangible / intangible heritage which can be supported by the introduction of recent technological developments and new educational methods.

#### TARGET 5: Local Authorities

\* Strengthen relations between museums and local authorities. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to achieve broad collaboration and to establish consensus. Policy frameworks and governance are necessary to foster sustainable development models.

#### TARGET 6: Tourism industries

\* Strengthen cooperation between museums, heritage sites and the tourism industry - accommodation, travel agencies and tour operators- It is important to promote various forms of sustainable tourism, the good use of environmental resources, maintaining ecological processes and biological diversity and respecting the sociocultural authenticity of the host communities, promoting stable and dignified jobs.

#### TARGET 7: Universities

\* Collaborate with museums, in study plans, research, training plans, among others.

#### TARGET 9: Media

\* Analyse the use of new digital tools to strengthen the role of the media across various platforms to disseminate proper information on built, natural, tangible and intangible heritage and collections, as well as on local awareness and identity, and to expand audiences and regulate museums and sites' loading capacity.

#### TARGET 10: NGOs

\* Enhance the role of NGOs to support the social and cultural role of museums, especially in relation to the local values and population. Their objective is increasingly important, and it is necessary to offer the aspect of civil society / communities, beside the official aspect of the States on what is wanted / should be protected / conserved / spread. Awareness raising in a multicultural experience on a total social level is an essential way for producing memories of the stay in a museum to be positive, rich and everlasting.

## **16. BETTER INCLUSION OF THE INTANGIBLE ASPECTS OF THE WORLD HERITAGE / MEJOR INCLUSIÓN DE LOS ASPECTOS INTANGIBLES DEL PATRIMONIO MUNDIAL**

*(Authors: Anna Trono, M. Irene Prete, Pamela Palmi, University of Salento, Italy)*

Intangible aspects of the World Heritage bring together various dimensions of World Cultural Heritage assets. They constitute an important opportunity to discover other valued and distinctive resources of the hosting region (events, arts, museums, etc.). Intangible aspects of WH entail new opportunities for local development, multiplying the tourists' motivations to visit a destination and the possibilities to link heritage to other factors of environmental, cultural and economic interest. Tourism, moreover, can play a role to recognize and enhance authenticity and identity of intangible heritage, and can contribute to establish an economic and social value of intangible heritage also for the local community. The major concerns stem from risks of "folklorisation", commodification and commercialization of heritage and the denaturalisation of the related goods and services offered. This requires awareness-building among the local communities so that appropriate actions can be taken to ensure that intangible heritage continues to maintain its social value while being developed as an economic asset.

*// Los aspectos intangibles del patrimonio mundial traen consigo varias dimensiones del activo del patrimonio cultural mundial. Constituyen una importante oportunidad para descubrir otros valiosos y distintos recursos de la región local (eventos, arte, museos, etc.). Los aspectos intangibles del PM implican nuevas oportunidades para el desarrollo local, multiplican la motivación del turista de visitar un destino y la posibilidad de conectar el patrimonio con otros factores de interés ambiental, cultural y económico. Además, el turismo puede jugar un papel para reconocer y promover la autenticidad e identidad del patrimonio intangible además de contribuir a establecer un valor económico y social también para la comunidad local. La mayor preocupación nace del riesgo de "folklorización", comodidad y comercialización del patrimonio; la desnaturalización de los bienes descritos y servicios ofrecidos esto requiere una construcción de una conciencia entre las comunidades locales para que puedan tomar acciones apropiadas para asegurar que el patrimonio intangible continúe manteniendo su valor social mientras se desarrolla capital económico.*

#### TARGET 2: Advisory Bodies (ICOMOS, IUCN & ICCROM)

- \* Encourage efforts to review, formulate and put into practice, national legislation to protect the intellectual property rights of communities with regards to ICH related products; prevent the sale of sacred and culturally significant artefacts; introduce tax exemptions for socially responsible tourism businesses
- \* Consider if the Intangible Heritage Tourism (IHT) can create opportunities for the local population to increase their income and improve their standard of living."

#### TARGET 3: UNESCO

- \* Encourage interaction among people and cultures: intangible heritage tourism should stimulate cultural diversity by the free flow of ideas

#### TARGET 4: Govts/State Parties

- \* Build and maintain cooperation and involvement of all the institutions, by the creation of a network of alliances at several levels of government, with public and private actors.

#### TARGET 5: Local Authorities

- \* Identify stakeholders and key-players to establish-participation and partnership mechanisms.
- \*Take into account stakeholder's opinions include their different feedback into management, product development, marketing and business strategies
- \* Build a strong network of cultural and economic interests among public authorities and local stakeholders and a synergy among public and private sectors"

#### TARGET 6: Tourism industries

- \* Define better tourism products; ICH assets may be developed as cultural tourism products by:
- \* Forming cultural spaces or purpose-built facilities as venues to showcase ICH;
- \* Linking attractions to produce a themed set for stronger market appeal;
- \* Creating new tour routes, circuits or heritage networks;
- \* Using existing circuits or reviving networks, such as pilgrimage routes; and/or

- \* Using or reviving festivals and events.
- \* Addressing the tourist interest not only in one intangible cultural product, but also in its territorial context, thereby characterizing the product on a number of levels
- \* Identifying and understanding residents and tourists' motives, preferences, expectations and desires in order to improve their loyalty and satisfaction
- \* Investigating oscillating trends of this market sector and proposing new models of fruition and consumption
- \* Promote the advertising and sale of ICH-related products through official outlets and licensed retailers (e.g., museums, airports and hotel shops), with apposite displays;
- \* Combining and stimulating other types of tourism (gastronomic, environmental, active, and creative) which can be seen as a strategic resource for local development.
- \* Assuring that heritage tourism guarantees large profit margins for local companies and the regional economy.
- \* Assuring intangible heritage tourism employment and associated income in developing countries not radically alter traditional customs.

#### TARGET 7: Universities

- \* Promote research and monitoring systems in assessing the performance and sustainability of ICH tourism products to ensure their responsible management. Monitoring systems must be created to evaluate whether goals have been reached. Research must be strengthened to achieve successful management, marketing and delivery of engaging experiences for visitors, while at the same time safeguarding living intangible heritage.
- \* Engage in teaching and investing in new professional profiles and specific professional figures in the field of heritage tourism.
- \* Engage in drawing up projects in which studies of the region and the dynamics of tourism, together with the use of innovative technologies, are combined with knowledge of the market, the commitment and capacity of the enterprises involved.

#### TARGET 8: Schools

- \* Balance education and entertainment.
- \* Engage in teaching fun and educational games - designed for different age groups – on themes relating to intangible heritage.

#### TARGET 9: Media

- \* Explore the potential of social media to transfer information from cultural to urban levels (e.g., in terms of transport, mobility, accommodation, security, etc.).
- \* Improve and encourage the use of social media management and networks to reach rapidly a wide audience.

#### TARGET 10: NGOs

- \* Create and maintain a network that enables good governance of intangible cultural tourism while respecting the values of sustainability.

\* Promote tourism organization and management of the intangible heritage involving a citizens' committee.

## **17. BUILD RESILIENT MARKETING AND BRANDING HERITAGE SITES / CREAR MARKETING Y BRANDING RESILIENTE PARA LOS SITIOS DEL PATRIMONIO**

*(Author: Eli Avraham, University of Haifa, Israel)*

The last two decades have seen a growing understanding of the need to integrate image marketing into the management aspects of heritage sites in order to reach new target audiences, prepare the sites for future crises and promote sustainability. Despite this understanding, however, there is still no satisfying use of existing knowledge in the fields of marketing, branding and image crisis management within the heritage studies domain. In order to save resources and manpower and to increase the efficiency of the sites and destinations' marketing process for the future, there is need to integrate the image/marketing/branding component into strategic management and to promote the concept of "sustainable marketing".

*// Las últimas dos décadas han visto un entendimiento creciente en la necesidad de integrar marketing de imágenes como uno de los aspectos de la gestión de lugares patrimonio para alcanzar nuevas audiencias, preparar los sitios para futuras crisis y promover sostenibilidad. A pesar de este entendimiento, no existe todavía un uso del conocimiento existente en los campos del marketing, branding y gestión de crisis de imagen junto el domino de los estudios de patrimonio. Para ahorrar en recursos y fuerza humana y aumentar la eficiencia de los lugares patrimonio y procesos del futuro del marketing de destinos, es necesario integrar el componente imagen/marketing/branding en la gestión estratégica y promover el concepto de marketing sostenible.*

### TARGET 3: UNESCO

- \* Relate to the marketing image component when thinking about the strategic management of heritage sites.
- \* Develop ideas for possible indexes and metrics that will help measure the success and failure of proper marketing management of heritage sites.
- \* Develop ideas and provide tools on how to integrate an image marketing component while building a strategic plan and vision for these sites.
- \* Create forums for sharing and gathering information and best practices for managing crises and image threats that occur at heritage sites and might prevent audiences from consuming the sites;
- \* Promote a convention to emphasize the importance of developing heritage sites in the periphery and sites related to minorities and marginalized groups, as well as promoting accessibility for people with disabilities to these sites.
- \* Ensure that international conventions and agreements place emphasis on sustainable marketing and the prevention of over-tourism.

### TARGET 4: Govts/State Parties

- \* Promote strategic thinking regarding the relationships between heritage sites and the marketing and image strategy of each country, and how the image of heritage tourism sites in each country is perceived, while promoting the preservation and sustainability of these sites.

- \* Create of national forums under the management of the state, whose role is to encourage cooperation and information sharing between marketers of heritage sites and local authorities;
- \* Promote thinking on preparation for tourism crises at the national level while encouraging managers and marketers to prepare plans for dealing with expected image crises.

#### TARGET 5: Local Authorities;

- \* Establish an image committee whose role is to promote strategic thinking of the locality while integrating and consulting with representatives of the local community, the tourism industry; the central government; and emphasizing preservation and sustainability.
- \* Raise awareness of the importance of the city's image and its existing and potential heritage attractions, as well as allocating resources for the marketing of the site and strategic management of its image, while constantly checking compliance with pre-defined goals.
- \* Create local DMOs in charge of collaboration and information provision among the urban heritage attractions.
- \* Prepare of crisis management plans and crisis response teams at the local level.
- \* Ensure that there is a connection between the projected heritage image of the locality and the day-to-day reality in the there. In this respect make sure to promote the image and self-pride of residents.

#### TARGET 6: Tourism industries

- \* Promote a strategic plan for managing each attraction, including building a vision, branding, determining of key values and clear metrics and indexes, to achieve the strategic goals.
- \* Identify players and stakeholders who affect the image of a given heritage attraction and maintaining continuous contact with them.
- \* Prepare media plans and image repair strategies for dealing with expected image crises for each attraction.
- \* Analyse the characteristics of the various target audience members, how they perceive the attraction, their key values and proper management of these audiences, as well as customer retention, and create different campaigns for each target audience.
- \* Identify-marketing and promotion strategies for the traditional and new media, as well as strategies to use in public relations, promotions, events, advertising and new media.
- \* Promote the media image and public image of the site.
- \* Create a mechanism for identifying issues that concern the target audience members (insecurity, fears, and concerns) and responding quickly to these issues.

## **18. TOURISM AND WH VALUES / TURISMO Y VALORES DEL PATRIMONIO MUNDIAL**

***(Authors: Dolors Vidal & Silvia Aulet, University of Girona, Spain)***

How can tourism contribute to a better education? How education can improve tourism practices? How can better education be achieved through tourism? How can heritage tourism contribute to critical and creative thinking? How can tourism contribute to the promotion and to the sustainability of values of

knowledge, wisdom, sociality, aesthetics, emotional fulfilment appreciation of nature, among others that make life enjoyable and meaningful.

WH OUV has to coexist with local values that can be cultural (architecture, art, history...), social, spiritual, to mention some. The construction of narratives should include local values and should find the tools to transmit them and raise awareness.

*// ¿Como el turismo puede contribuir a mejorar la educación? ¿Cómo la educación puede mejorar las prácticas turísticas? ¿Cómo se puede conseguir una mejor educación a través del turismo? ¿Como el turismo patrimonial puede contribuir al pensamiento crítico y creativo? Como el turismo puede contribuir a la promoción y la sostenibilidad de los valores del conocimiento, sabiduría, sociedad, riqueza emocional, apreciación por la naturaleza entre otros que hacen de la vida más entretenida y llena. El patrimonio mundial ha coexistido con los valores locales que pueden ser culturales, sociales, espirituales entre otros. La construcción de narrativas debería incluir valores locales y encontrar herramientas para transmitirlos para hacer crecer su conciencia.*

#### TARGET 1: WH Committee

- \* Include in OUV of WH Sites different values that should be taken into consideration.
- \* Ensure that WH policies promote knowledge and better understanding of global values and that heritage can play a role in the promotion of sustainability.
- \* Strengthen values related to intercultural dialogue, as WHS can be the meeting point of different people with different origins and backgrounds.

#### TARGET 3: UNESCO

- \* Promote Values related to intercultural dialogue as WHS can be the meeting point of different people with different origin and backgrounds.
- \* Recognize the role of tourism in the intercultural dialogue and see tourism as a tool for transmitting the main values, to both, local and residents, with the help of appropriate interpretation tool.
- \* Promote Intergenerational values, that heritage and tourism can bring together.

#### TARGET 4: Govts/State Parties

- \* Establish policies and guidelines to promote the knowledge of heritage values. Conservation programs should not focus only on tangible elements but also the intangible elements that are an important part of heritage values.
- \* Promote Values related to intercultural dialogue, as WHS can be the meeting point of different people with different origin and backgrounds. Specific programs for promoting intercultural dialogue around WHS should be enhanced.

#### TARGET 5: Local Authorities

- \* Promote the transmission of values through interpretation tools and the construction of the narratives. The story-telling of the sites should be done considering all the stakeholders using a participatory approach.
- \* Promote co-creation processes of values that can help to integrate different groups of people in the area, helping to create social cohesion.

\* Promote values related to intercultural dialogue as WHS can be the meeting point of different people with different origin and backgrounds with specific programs.

#### TARGET 6: Tourism industries

- \* Participate in the process of construction the narrative of WH Sites.
- \* Be aware of local values of WHS, as well as OUV, and their communication and promotion strategies should integrate all these values.
- \* Provide mindful experiences that involve heritage, they should cooperate and work together with heritage companies and local authorities to provide tourism products that are more sustainable and help to raise awareness on heritage values among visitors.

#### TARGET 7: Universities

- \* Promote the creation of mix-research centres that bring together different agents (local society, companies, public entities) to incorporate different approaches to heritage values.

#### TARGET 8: Schools

- \* Promote Specific programs to work on values. Local community leaders and heritage managers could be invited as speakers at schools.

Development of workshops where children can learn more on values of WHS around them.

## **19. MANAGEMENT OF HERITAGE / GESTIÓN DEL PATRIMONIO**

***(Authors: Dolores Vidal & Silvia Aulet, University of Girona, Spain)***

How can tourism contribute to better management of heritage sites? How can tourism contribute to a new system of categorizing heritage resources in terms of their relevance to their global significance to SDGs and global transformational events?

Although tourism is included as part of the World Heritage Site Management Plans, most existing SMPs focus on protection and preservation, only addressing the negative aspects of managing visitor flows, rather than on enhancing meaningful visitor's experiences. Tourism is a complex system with different agents and players. WHS can lead the tourism strategy of the destination by creating a network of agents.

*// ¿Cómo puede el turismo contribuir a una mejor gestión de los sitios del patrimonio? ¿Cómo puede contribuir el turismo a un nuevo sistema de categorización de los recursos patrimoniales en función de su importancia global para los ODS y los acontecimientos transformadores mundiales?*

*Aunque el turismo está incluido en los planes de gestión de los sitios del Patrimonio Mundial, la mayoría de los planes de gestión existentes se centran en la protección y la preservación, y solo abordan los aspectos negativos de la gestión de los flujos de visitantes, en lugar de mejorar las experiencias significativas de los visitantes.*

#### TARGET 1: WH Committee

- \* Insist on States Parties revising the Site Management Plans to give greater attention to tourism as part of the system, and consider tourism as part of the conservation and enhancement process.

More work on key concepts is required like: carrying capacity, accessibility, interpretation tools, among others.

### TARGET 3: UNESCO

- \* Enhance the role of tourism as a strong potential development tool and also as a source of personal exchange and intercultural dialogue. This element should be promoted through holistic management plans.
- \* UNESCO programs should consider tourism management as an important element on what to in its policy reflections and tourism experts should be invited in the discussions.
- \* Redefine UNESCO guidelines on how to promote sustainable tourism management, particularly on how tourism can help in SDGs.

### TARGET 4: Govts/State Parties

- \* Engage in deeper reflections on how tourism can help in SDGs.
- \* Consider development of strategies and policies sustainable tourism development and management, especially regarding culture and heritage. Tourism and culture, or tourism and heritage, should be under the same department / ministry; or cooperation tools should be established to promote a dialogue between the heritage and the tourism sector for the development of management plans.

### TARGET 5: Local Authorities

- \* Strengthen a participatory approach when defining tourism management plans that reach out to all stakeholders. Local communities should be active in defining the tourism strategy. Tourism and heritage sectors should cooperate to determine the tourism strategy. No stakeholder should be left aside when developing the tourism strategy.
- \*. Ensure that a tourism management plans includes:
  - accessibility, WHS should be accessible for all, including all target groups and people with disabilities. Tools for promoting access to heritage should be provided, in terms of opening hours, transport, accessibility, etc.
  - Intellectual or emotional accessibility should be also considered. WHS should have interpretation tools that promote the knowledge of heritage sites and their values.
  - Definition of carrying capacity
  - Entrance fees or requirements (for locals and tourists)
  - Interpretation tools and educational programs
  - Services and infrastructures
  - How to be more sustainable (for example, regarding the use of energy and resources, the involvement of local companies, etc.).

### TARGET 6: Tourism industries

- \*Ensure a participatory approach when defining tourism management plans should be considered. All stakeholders should be reached. Local communities should be active in defining the tourism strategy.
- \* Involve local tourism industries in developing the tourism management strategy, which should not only focus on promotion. They should work with local governments to develop the tourist management plan.

### TARGET 7: Universities

- \* Promote Specific education plans that link heritage, tourism, management and sustainability. They could be under official programs but also as master programs.
- \* Promote more research in the field of sustainable tourism management of WHS, especially regarding the challenges related to the SDGs. More cooperation between university and other sectors (like tourism industries or locals communities) is needed in this area.
- \* Integrate Visits to WHS as part of the teaching programs and managers should be invited as speakers for University students.

#### TARGET 8: Schools

- \* Promote Specific education plans that link heritage, tourism, management and sustainability. They could be under official programs but also as master programs. Some of the elements could be added in school plans as an introduction to raise awareness among youngsters.
- \* Include visits to WHS as part of the teaching programs.

#### TARGET 9: Media

- \* Promote better media coverage so that the perception of tourism in WHS is not only that of overcrowding and management difficulties. A campaign to portray a more balanced image of WH Sites will help to raise awareness of the role tourism can play as a development tool.

#### TARGET 10: NGOs

- \* Engage with local communities in the elaboration of development plans that include tourism, as NGOs can help train local communities to be considered a crucial stakeholder involved in the definition of all aspects of development strategies, plans and programs as well as in the site management plan. For this, a map of the main NGOs covering each region and topics is fundamental.

## **20. BETTER MARKETING FOR TOURISM AT HERITAGE SITES / MEJOR MARKETING PARA EL TURISMO EN LOS SITIOS PATRIMONIALES**

**(Author: Pascale Marcotte, Université de Laval, Québec, Canada)**

Tourist image of destinations raises the desire to visit them, just as it sets the expectations of visitors about them. World Heritage sites, exceptional sites, also present images of aesthetical and remarkable places. But images that circulate are frequently those of empty places, where no one lives. These places are then available to visitors. Tourists can use and enjoy them. We also found images of tourists smiling and taking pictures. Locals are difficult to recognise unless they are dressed in folk costumes. And even though we know that they should not live like this daily, "the image is beautiful". How can we show that these places are inhabited by "real residents", that these places are not "empty"? Can tourist image contribute to giving voice to the residents? How to bring a "world heritage tourism experience" to life, and not only "show" it?

*// La imagen turística de los destinos hace crecer el deseo de visitarlas, tanto que marca las expectativas del visitante. Los lugares patrimonio de la humanidad, lugares excepcionales, también presentan imágenes de lugares excepcionales. Pero las imágenes que circulan son frecuentemente aquellas que presentan lugares vacíos donde no vive nadie. Estos lugares están entonces disponibles al turista. Los turistas los pueden usarlos y disfrutarlos. También encontramos imágenes de turistas sonriendo y tomando fotos. Los locales son difíciles de reconocer si no visten disfraces tradicionales. E incluso cuando sabemos que diariamente no visten así "la imagen es bonita". ¿Cómo podemos mostrar que esos lugares están habitados por gente real y*

*no están vacíos? ¿Puede el turista contribuir a dar voz a los residentes? ¿Cómo traer la experiencia del patrimonio cultural y no solo mostrarlo?*

TARGET 4: Govts/State Parties

- \* Focus on the long term particularly for residents

TARGET 5: Local Authorities

- \* Change the icon: Show the people who take care of the place, who and how they keep it alive.
- \* Change the icon: show a variety of locations
- \* Develop and enhance new performance criteria (not only increasing the number of visitors)
- \* Develop medium-term evaluation measures.

TARGET 6: Tourism industries

- \* Change short-term performance criteria.
- \* Do not measure the impact of tourism in an isolated manner but within the global context

TARGET 9: Media

- \* Change the images, introduce new expectations.
- \* Show the people who take care of the place, how they take care of the place.
- \* Show different locations, not always the same.
- \* Media diversity should make it possible to show a diversity of images

**21. TECHNOLOGIES FOR SPATIAL MONITORING OF TOURISM / TECNOLOGÍAS PARA EL MONITOREO ESPACIAL DEL TURISMO**

***(Carmelo Ignaccolo, Massachusetts Institute of Technology, USA)***

While Tourism is broadly recognized as a social, cultural, and economic phenomenon, monitoring strategies that aim to understand its spatial implications over time are only partially explored. For example, in WHS, due to the lack of digital monitoring infrastructures, there is a scarcity of interactive/live maps that could reveal people's movement patterns and human behaviour responses. More specifically, WHS managers and public authorities often lack granular spatial data that can be employed to inform decision-making concerning tourism.

*// Mientras el turismo es generalmente reconocido como un fenómeno social, cultural y económico, las estrategias de monitorización que buscan entender sus implicaciones espaciales sobre el tiempo están parcialmente exploradas. Por ejemplo, en los WHS, debido a la falta de infraestructuras de monitorización digital hay una falta de mapas interactivos o digitales que podrían revelar el patron de la gente y las respuestas de comportamiento humano. Más específicamente, directores de WHS y las autoridades locales comúnmente tienen una falta de datos granulares espaciales que pueden ser utilizados para aportar información en la toma de decisiones respecto al turismo.*

TARGET 2: Advisory bodies (ICOMOS, IUCN)

\* Include best practices in data collection tools to monitor tourism (live portals, crowdsourcing Apps, etc.) and organize workshops to share knowledge and know-how across the globe.

#### TARGET 3: UNESCO

\* Generate an Open-data portal with standardized tourism measurement systems (consistent data sources, units of analysis, etc.)

#### TARGET 4: Govts/State Parties

\* Coordinate better among several Tourism-Labs

#### TARGET 5: Local Authorities

\* Implement city-managed Tourism-Labs in collaboration with Universities and International partners to identify, collect, and share relevant data (Open-data) related to tourism impacts at a granular municipal level, covering major economic, social, and environmental impacts.

\* Finance Infrastructural investments for digital monitoring systems: increase the spatial and temporal granularity for the study of tourism. Increase the spatial and temporal understanding of tourism in sites. For example, this effort can be achieved by installing a series of sensors (such as Wi-Fi sniffers) across large urban areas / WHS and use Wi-Fi-detected Bluetooth signals to construct real-time maps of how urban spaces perform over time.

#### TARGET 7: Universities

\* Implement city-managed Tourism-Labs in collaboration with Universities and International partners to identify, collect, and share relevant data (Open-data) related to tourism impacts at a granular municipal level, covering major economic, social, and environmental impacts.

#### TARGET 10: NGOs

Involve in tourism community meetings: relevant stakeholders, residents, environmental specialists, NGOs, and tourism industry stakeholders to offer feedback to policy recommendations to the city authorities.