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THE ICOMOS INTERNATIONAL CHARTER FOR CULTURAL HERITAGE TOURISM 2022: PRINCIPLES AND ASPIRATIONS FOR A RESPONSIBLE, FAIR AND BALANCED TOURISM

Celia Martínez Yáñez
University of Granada / ICOMOS ICTC / ICOMOS BOARD

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TO START WITH…. SOME DATA

According to the Organization for Economic Cooperation and Development (OCDE)

- The travel and tourism sector plays a significant role in the **global economy**, contributing $2.8 trillion to the GDP in 2018 and generating $8.8 trillion including its indirect and induced impacts

- **Cultural tourism accounts for 40%** of all global tourism market

- **40% of European tourists** choose their destination based on cultural offerings

- Cultural tourists **spend** 38% more per day and **stay** 22% longer than other tourists

CULTURAL HERITAGE is as a **strategic resource** for its economic impact and role in creating and enhancing social capital

However, the economic dimension of cultural heritage has a **dark side:** its **unfair and unsustainable exploitation and banalization**

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ICOMOS ICTC
LONG INVOLVEMENT IN FAIR TOURISM

- **ICOMOS** has always been **conscious** of tourism deep influence, positive, and negative effects on heritage sites and local communities

- **ICOMOS International Committee on Cultural Tourism – ICTC-** established 1969 / 204 members / 62 countries / forum for inter-disciplinary and multi-stakeholder research & dialogue on heritage conservation and cultural tourism

- **Advisory Body to the UNESCO World Heritage Committee** in the assessment and monitoring of Cultural World Heritage: tourism a frequent issue scarcely confronted by this system

- Cooperation and technical assessment with partner international organizations and national, regional and local agencies: **UNESCO WH & Sustainable Tourism Programme, OWHC, UNWTO…**

- **ICOMOS Charters on Cultural Tourism 1976 / 1999 / 2022**

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GLOBAL THREATS & THE ICOMOS CHARTER 2022

Mass tourism' and intensified use of heritage sites as destinations and part of entertainment has provoked

- degradation and overcrowding of heritage sites
- banalization, gentrification, displacement
- failures of management
- social, ethical, cultural, environmental and economic issues
- **tourism rights-based issues** relating to displacement, unemployment vulnerability, lack of benefit-share

+ Climate change + environmental degradation + natural **disasters + conflicts**

+ Covid-19 dramatic effects on heritage preservation and on tourist dependent communities

= Opportunity to re-shape tourism: **ICOMOS International Charter for Cultural Heritage Tourism (2017-2022)**

COVID-19 AND VULNERABLE GROUPS

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"There is a need to recalibrate the perpetual economic growth-based approach to tourism"

by recognising, mitigating and remediating it's **unsustainable and unfair aspects**

OBSERVATORIO DEL TURISMO IRRESPONSABLE

decrecimiento turístico planificado y pacto social
https://oti.formacionsostenible.org/category/movimiento_resistencia/

BCN STOP CRUISES

by **re-conceptualising** cultural tourism not as a solely economic activity**…**

… but as a tool for ensuring heritage access as a **human right,** heritage **protection & enjoyment,** and **people wellbeing…**
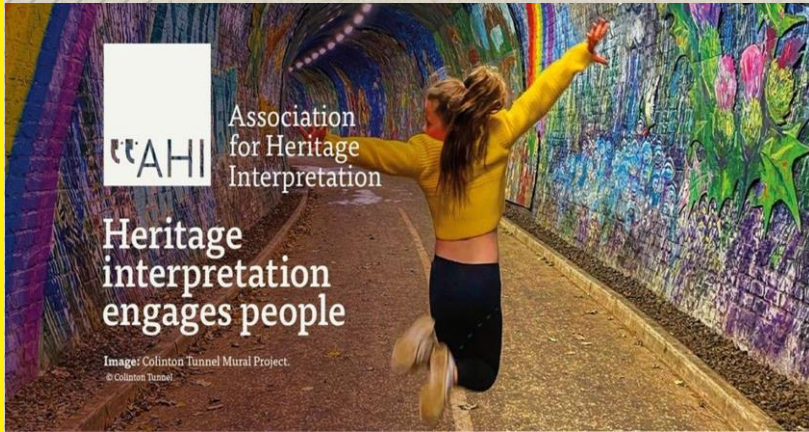
… Within the **theory of commons** framework

7 PRINCIPLES ADDRESSING GLOBAL CROSS CUTTING ISSUES

1. Place cultural heritage **protection and conservation** at the center of responsible cultural tourism

2. Manage tourism at cultural heritage places through management plans informed by **carrying capacity** and other planning instruments

3. Enhance public awareness and visitor experience through sensitive **interpretation and presentation**

4. Recognize and reinforce the **rights** of communities, Indigenous Peoples and traditional owners through the **participatory governance** of the **heritage commons** used in tourism

5. Raise awareness and reinforce **cooperation** for heritage conservation among all tourism stakeholders

6. Increase the **resilience** of communities and cultural heritage through capacity development, risk assessment, strategic planning and adaptive management

7. Integrate **climate action** and sustainability measures in the management of cultural tourism and cultural heritage

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PRINCIPLE 2: Manage tourism at cultural heritage places through management plans informed by carrying capacity

- The responsible management of tourism requires the **monitoring of impacts** on the natural and cultural values of the **place** as well as on the well-being of host **communities and visitors**

- **Visitor management strategies** must include physical, ecological, social, cultural, and economical carrying capacity **indicators**

- **Site specific options:** limit group sizes, time access, restrict entry, close sensitive areas providing remote access where appropriate, increase opening hours, zone compatible activities, require advance bookings, etc.

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Carrying capacity application in the Alhambra and Generalife

- Witness of tourism deep influence on cultural **heritage conservation and appreciation**

- **Romantic tourism** prompted the site declaration in 1870 but also its "ornamental restoration" and **uncontrolled visitation**

- **60's and 70's:** deeply transformed to host **mass tourism**: hotel construction, changes in the historic accesses, traffic…

- **90's:** international example of the use of **carrying capacity indicators** to manage visitors and achieve **balance** between visitation & conservation

- **2000-2010:** time scheduled entrance improved the **quality** of the cultural, aesthetic and sensorial experience; increased **overnights** in Granada; facilitated the visitation to other heritage sites; and had an **overall positive effect** and economic impact on the site and the whole city.

- **Today:** the Alhambra has almost reached again the **limit of its carrying capacity: 2.4 / 2.7 million visitors**

Cultural Heritage in the Realm of the Commons:
Conversations on the Case of Greece

Edited by
Stelios Lekakis

PRINCIPLE 4: Recognize and reinforce rights through the participatory governance of the heritage commons used in tourism

- **avoid heritage exploitation**

- recognise human, collective, community and indigenous **rights** embedded in cultural and natural **heritage commons**

- provide **inclusive involvement** and access to economic opportunities, recreation and enjoyment

- go beyond stakeholders' consultation to ensure **participatory governance and benefit share**

- ensure **gender equality** and inclusion of **traditional owners, minorities and disadvantaged groups**

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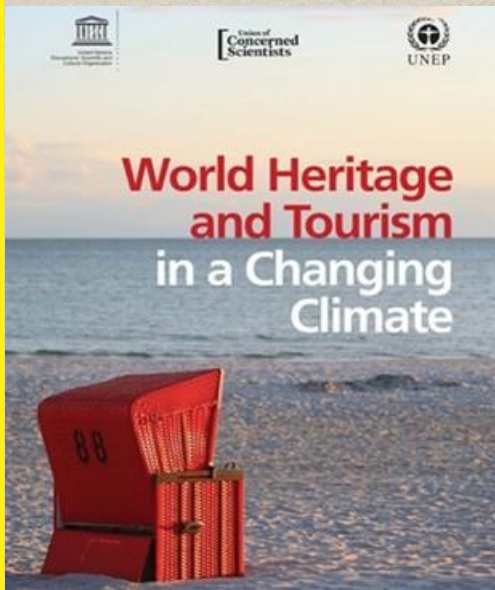international cultural tourism committee

Participatory governance in Christianfeld (Denmark)

The **democratic organization** of the Moravian Church, with its pioneering egalitarian philosophy, is expressed in its humanistic town planning:

- Buildings for the **common welfare** such as large communal houses for the congregation's widows and unmarried men and women

- **Management Plan** consistent with these values:
  - Citizens have rights to **comment** the cyclical revisions of the plan
  - The minutes of management meetings are **public**
  - **Several groups** are involved and represented in the site management and governance
  - **Christiansfeld Centre** provides cultural heritage information for locals and visitors

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PRINCIPLE 7: Integrate climate action in the management of cultural tourism and cultural heritage

Climate action:

- calls for **transformative change and regenerative approaches** in cultural tourism

- is a **personal, collective and professional responsibility**: all tourism stakeholders must contribute to mitigate, reduce and manage climate impacts

- must consider **local ownership, knowledge and practices**

- **raise awareness** about the consequences of climate impacts for cultural heritage & communities

Climate action and tourism sustainable promotion: Feel Good Germany Travel website
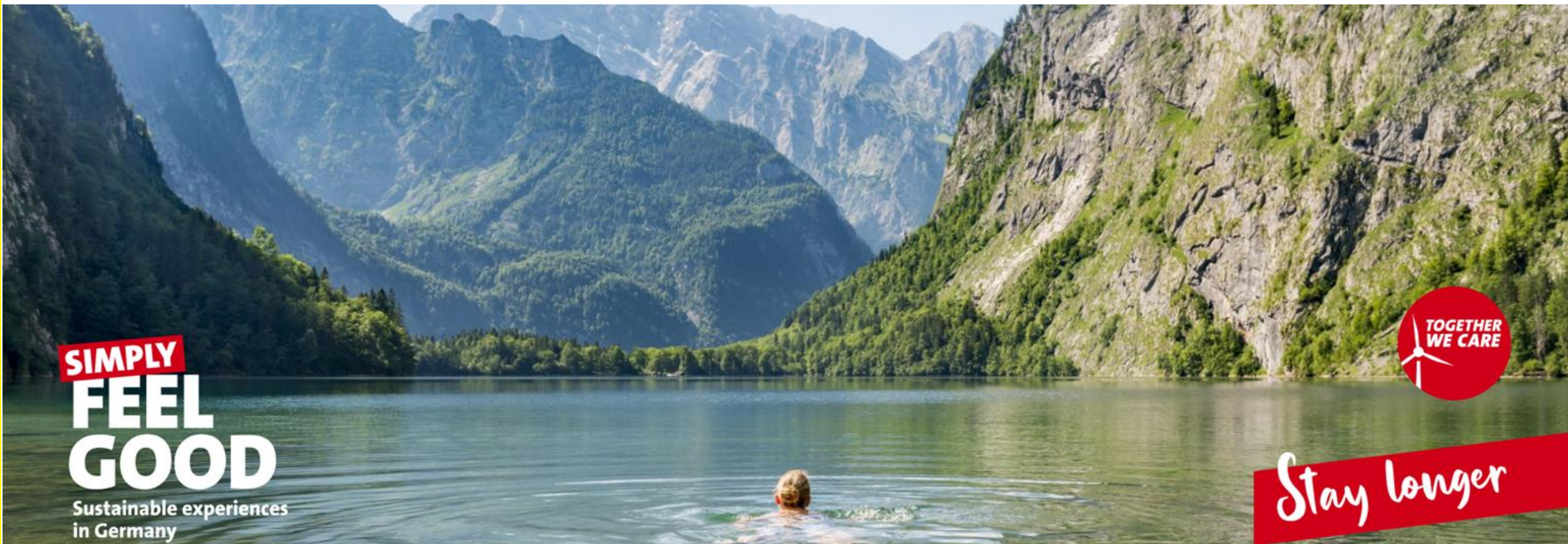
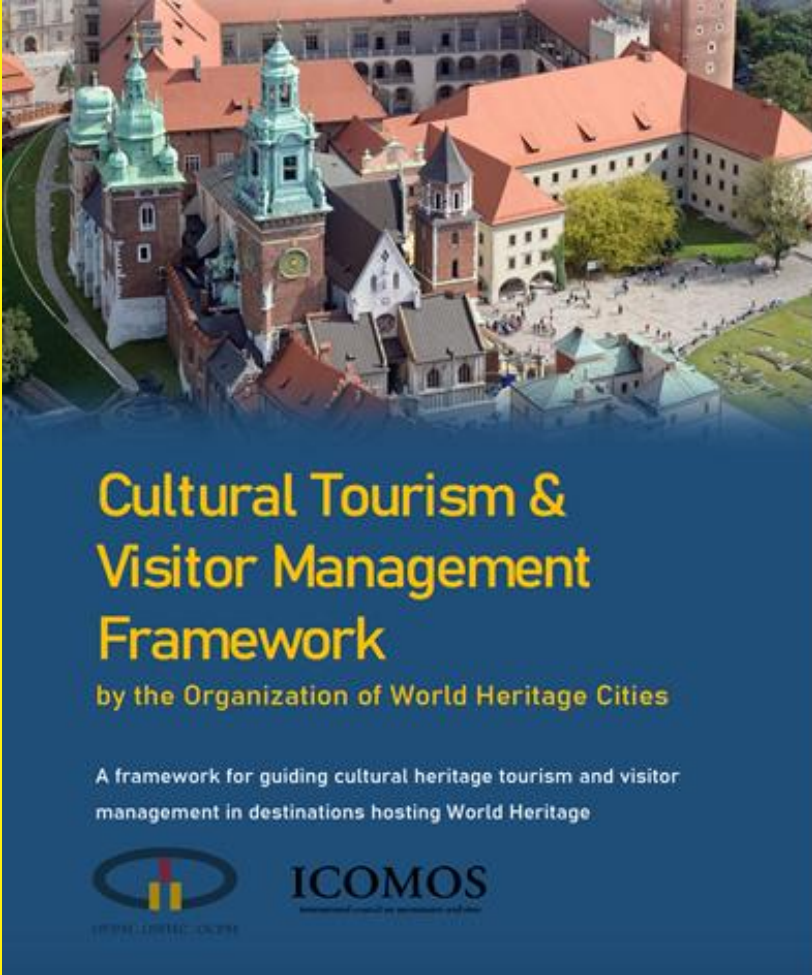SIMPLY
FEEL GOOD
Sustainable experiences
in Germany

TOGETHER
WE CARE

Stay longer

myclimate
shape our future

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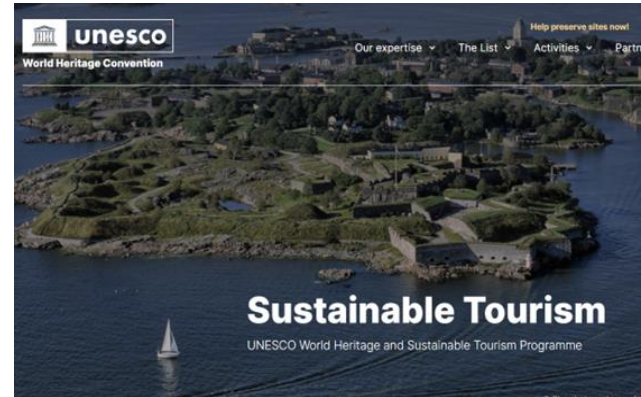DEPARTEMENT
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CHARTER APPLICATION

The Charter principles have guided and been applied in the following programmes:

- **Cultural Tourism & Visitor Management Framework** commissioned by the OWHC

- **UNESCO's Visitor Management Assessment and Strategy Tool (VMAST)** of the UNESCO World Heritage and Sustainable Tourism Programme**:** https://whc.unesco.org/en/vmast/?p=123456

- **UNWTO, ONCE, ICOMOS ICTC_** How to apply ISO Standard 21902: Accessible tourism for all. Recommendations for key players in the cultural tourism ecosystem

...International Cultural Heritage Tourism Charter
Living cultures   Integrated management
Heritage Impact Assessment Guidance
World Heritage   Respect   Human Rights
Faro Convention
Value of cultural heritage for society   Policy
European Quality Principles...
Heritage Thursdays
ICOMOS Our Common Dignity Rights-Based Approches Working Group

Inspirational Documents

CHARTER FUTURE

The Charter aspires to guide the tourism management of cultural heritage sites and destinations

- complementing the **Operational Guidelines** for the implementation of the WHC orientations concerning tourism

- through **regional** guidelines and specific programmes

- providing study tours, tourism **assessments**, professional and research services, and **policy development** support

- **cooperating** with international, national and regional agencies and organizations

- **supporting communities** engaged with or seeking for a transformative, sustainable, fair, and responsible cultural tourism

- bearing in mind that **"best practice"** is not a status but an ongoing commitment to anticipate, adapt and improve practice**!!!!!!!!!!**

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Bedankt!

celia martínez yáñez

universidad de granada_ celiamarya@ugr.es

UNIVERSIDAD DE GRANADA

ICOMOS ICTC

https://www.icomosictc.org/
info@icomosictc.org.

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