



# UNESCO CHAIR and UNITWIN-UNESCO NETWORK “CULTURE, TOURISM AND DEVELOPMENT”



Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture



• Chaire UNESCO  
• Culture, Tourisme,  
• Développement



UNIVERSITÉ PARIS 1  
**PANTHÉON SORBONNE**

# UNESCO CHAIR AND UNITWIN-UNESCO NETWORK

## “Culture, Tourism and Development”

The UNESCO Chair in “Culture, Tourism and Development” was created in 1998 by the University of Paris 1 Panthéon-Sorbonne in cooperation with UNESCO, within the Institut de Recherche et d’Etudes Supérieures du Tourisme, IREST (Institute of Research and Higher Studies in Tourism).

The Chair deploys its activities across five main areas:

- Teaching (“Tourism Management at UNESCO World Heritage Sites” module).
- Research (doctoral theses, in situ workshops, international symposia).
- Expertise and support in the implementation of sustainable tourism development projects.
- Information, communication and documentation.
- Student exchanges and researcher mobility.

## INSTITUTIONAL PARTNERSHIPS

For several years now, the Chair has been working in close collaboration with the “World Heritage and Sustainable Tourism” programme of the World Heritage Centre (WHC).

Every year, in partnership with the World Heritage Centre, the International Council on Monuments and Sites (ICOMOS France) and the Association des Biens Français du Patrimoine Mondial (Association of French World Heritage Sites), the Chair organizes a study day on the relationship between tourism, sustainable development and heritage conservation.

The proceedings are published on its website:

<https://chaire-unesco-culture-tourisme.pantheonsorbonne.fr>

## OBJECTIVES AND ACTIONS OF THE CHAIR

Promoting tourism development that respects the environment and cultural diversity.

Ensuring that the income generated by tourism is also used to preserve cultural heritage and to strengthen development.

Promoting research, training, information and documentation activities to contribute to sustainable tourism strategies, ensuring the long-term conservation of the sites and the participation of the local populations in the projects and the benefits of tourism.

Promoting an integrated system of research, training, information and documentation activities in the field of culture, tourism and development.

Providing advice and expertise to help countries, particularly in the South, to set up training programmes, professionalized research centres, sustainable tourism development projects and digital information systems.

Promoting and developing the coordination of partner universities, academic mobility and knowledge transfer within the UNITWIN “Culture, Tourism and Development” network.



Seminar of the UNESCO Chair in “Culture, Tourism and Development”, UNESCO, 2019 © M.Tiard

## THE UNITWIN-UNESCO NETWORK “Culture, Tourism and Development”

Since 2002, the Chair has been at the head of the UNITWIN “Culture, Tourism and Development” network, which comprises 28 universities across 24 countries.

Launched by UNESCO in 1992, the UNITWIN (“university twinning and networking”)/UNESCO Chairs programme encourages cooperation and networking between universities on a worldwide scale through the transfer and sharing of knowledge.



Seminar of the UNITWIN Network, Cultural Landscape of the Higher Calchaquí Valley, Argentina, 2018

## INSTITUTIONAL PARTNERSHIPS

- Tourism and heritage professionals.
- UNESCO World Heritage Centre (WHC).
- International Council on Monuments and Sites (ICOMOS).
- Association des Biens Français du Patrimoine Mondial.
- France-UNESCO Convention.
- Participation in the work of the International Cultural Tourism Committee (ICTC).

## OBJECTIVES OF THE UNITWIN-UNESCO NETWORK

Creating a worldwide system of cooperation between universities in the fields of culture, tourism and heritage.

Promoting the concepts, principles and objectives of UNESCO incorporated in its reference texts.

Addressing issues on tourism according to the principles and objectives of the “World Heritage and Sustainable Tourism” programme of the UNESCO World Heritage Centre.

Encouraging a responsible and ethical vision of tourism as a vector for the sustainable development of regions and the enhancement of cultural diversity.

Helping to develop strategies and projects with cultural value inscribed in the objectives of sustainable development.

Bringing expertise closer to the policy decision-makers to benefit the populations, especially those living in poverty, and position them as stakeholders.

Accompanying regions in the implementation of sustainable tourism development strategies related to heritage.



International conference of the UNITWIN-UNESCO network, Gabon, Lopé National Park, UNESCO World Heritage, 2013 © MGB

## ACTIONS OF THE UNITWIN-UNESCO NETWORK

Sharing of experiences from initial education, continuing education and applied research.

Producing and disseminating education modules (“Tourism Management at UNESCO World Heritage Sites” module, delivered by several universities in the network) and MOOCs (“Tourism Management at UNESCO World Heritage Sites”).

Promoting regional cooperation through academic mobility, twinning partnerships between cities, supporting training programmes and exchanges, especially in the Southern countries.

Recognizing, at the international level, postgraduate qualifications and theses created within the network and certified by a “label of excellence”.

Organizing biennial international scientific conferences on themes related to tourism and World Heritage: Quebec City (Quebec), 2010; Libreville (Gabon), 2012; Barcelona (Spain), 2014; Budapest (Hungary), 2016; Coimbra (Portugal), 2017; Leuven (Belgium), 2019. Organizing workshops at the invitation of a local or regional authority and within a World Heritage site: Acre (Israel), 2011; Buenos Aires (Argentina), 2013; Salento (Italy) 2015; Fez (Morocco), 2017; Calchaquí Valley (Argentina), 2018; AIUla (Saudi Arabia), 2019; Coffee Cultural Landscape (Colombia), 2021.



International conference of the UNITWIN network, Gabon, Lopé National Park, UNESCO World Heritage, 2013

## UNITWIN-UNESCO NETWORK PARTNER UNIVERSITIES

- National University of Tres de Febrero and the Asociación Amigos del Museo Nacional de Bellas Artes, ARGENTINA
- Katholieke Universiteit Leuven (KU Leuven), BELGIUM
- University of São Paulo, BRAZIL
- Université Laval, Quebec City, CANADA
- China Academy of Sciences, CHINA
- Universidad Externado de Colombia, COLOMBIA
- Cyprus University of Technology (CUT), CYPRUS
- Senghor University of Alexandria, EGYPT
- University of Paris 1 Panthéon-Sorbonne, FRANCE
- Toulouse 1 University Capitole, FRANCE
- University of Crete, GREECE
- Budapest Metropolitan University, HUNGARY
- Anant National University, Ahmedabad, INDIA
- University of Haifa, ISRAEL
- University of Bologna, ITALY
- University of Salento, ITALY
- Mohammed V University, Rabat, MOROCCO
- University of San Martin de Porres, PERU
- University of Coimbra, PORTUGAL
- Russian International Academy for Tourism, RUSSIA
- Gaston Berger University, SENEGAL
- University of Primorska, SLOVENIA
- University of Barcelona, SPAIN
- Complutense University of Madrid, SPAIN
- University of Girona, SPAIN
- King Juan Carlos University, SPAIN
- Mid Sweden University, SWEDEN
- University of Lugano, SWITZERLAND
- University of Sousse, TUNISIA
- University of Birmingham, UNITED KINGDOM



## **CONTACTS AND HEAD OFFICE**

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### **Holder of the Chair:**

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