

# TOURISM & WORLD HERITAGE SITES: RECOMMENDATIONS FOR BETTER SYNERGIES #1

IN THE FRAMEWORK OF THE OURWORLDHERITAGE INITIATIVE  
<https://www.ourworldheritage.org>

**Monday, February 1, 2021, 2:00 - 4:00 (CET) on ZOOM**  
followed by **session #2 February 8<sup>th</sup>** and **session #3 February 15<sup>th</sup> 2:00-4:00 pm (CET)**



Some **100 draft recommendations** for **various target groups** (national and local governments; UN organisations/agencies, World Heritage Committee, UNESCO, Advisory Bodies (ICOMOS, IUCN & ICCROM), NGOs, local inhabitant associations, universities/research institutes, tourism industry etc.), have been gathered from around the world through the UNESCO-UNITWIN Network on Culture, Tourism and Development, which called for policy recommendations on how tourism and heritage conservation can contribute to the 2030 Sustainable Development Goals. The 3-part event organized on February 1<sup>st</sup>, 8<sup>th</sup> and 15<sup>th</sup>, aims at discussing a series of recommendations that have been suggested by different academics and stakeholders on new approaches concerning tourism to WH sites to benchmark better standards for other heritage sites.

### Moderators

**Maria GRAVARI-BARBAS**, Paris 1, Panthéon-Sorbonne University

**Minja YANG**, RLIIC/KUL Emeritus & ex-UNESCO

### Participants

**Fekri HASSAN**, French University of Egypt; **Carmelo IGNACCOLO**, MIT;

**Zachary JONES**, Politecnico di Milano; **Yoel MANSFELD**, University of Haifa;

**Norberto SANTOS**, Coimbra University;

**Céline TASTET**, Paris 1 Panthéon-Sorbonne University.

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Registrations : [https://www.ourworldheritage.org/t\\_events/](https://www.ourworldheritage.org/t_events/)

## PROGRAMME

### INTRODUCTIONS:

**Maria GRAVARI-BARBAS & Minja YANG**

Rationale and methodology of the collection of recommendations.

### SESSIONS:

#### #1.1. Recommendations for a better quantitative and qualitative knowledge of tourism

Paradoxically enough, even in “over-touristified” heritage sites, there remains many unknown aspects of tourism. The exact numbers of tourists, the spatial patterns of their visitation, their practices and behaviour, are often under-studied and under-evaluated. Moreover, the multi-faceted relations between the local communities and tourism are often poorly studied and understood, with the plurality of the different (and often opposing) local voices being amalgamated. This tends to mislead decision-making contributing to local conflicts and tensions. This session will present recommendations for better knowledge and tourism monitoring.

#### Presenters:

- Carmelo IGNACCOLO, MIT: *Better knowledge and understanding of spatial patterns of tourism visitation in WH sites*
- Yoel MANSFELD, University of Haifa: *More accurate knowledge of the diversity of local communities positions vis a vis tourism*
- Céline TASTET, EIREST, Paris 1 Panthéon-Sorbonne: *Visibilization of women’s contribution to World heritage sites*
- Q&A session

#### #1.2. Recommendations for indicators for tourism performances

Historically, tourism performance is measured mainly with quantitative criteria. In an “over-touristified” context (pre-Covid) as well as in-Covid context, quantitative criteria are not enough. More qualitative criteria are required. This implies a paradigm shift from a performance in terms of numbers of visitors to more qualitative performance criteria.

#### Presenters:

- Norberto SANTOS, Coimbra University: *Innovative tourism management and innovative technologies allowing measurement of tourism performances on the basis of new indicators*
- Zachary JONES, Politecnico di Milano: *Integration of climate impacts on measurement of tourism performances*
- Q&A session

#### #1.3. Policy recommendations to transform tourism to a factor contributing to the SDGs

Tourism is often seen as a predatory activity, destabilising local ecosystems and communities as well as a global perturbator. Tourism however is a means to promote local and global justice, a tool to fight poverty and to build peace. Tourism can actively and positively contribute to all SDGs. This session will present recommendations that will focus on the role of tourism on intercultural understanding, gender equity and peace.

#### Presenters:

- Fekri HASSAN, French University of Egypt: *Peace & Justice*
- Céline TASTET, EIREST, Université Paris 1 Panthéon-Sorbonne: *gender equity*
- Q&A session