

TOURISM & WORLD HERITAGE SITES: RECOMMENDATIONS FOR BETTER SYNERGIES #2

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

Monday, February 8, 2021, 2:00 - 4:00 (CET) on ZOOM
followed by session #3 February 15th 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 1st, 8th and 15th, 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

Sylvia AULET, Girona University; **Eli AVRAHAM**, Haifa University; **Lia BASSA**, Budapest Metropolitan University; **Lorenzo CANTONI**, USI - Università della Svizzera italiana; **Fekri HASSAN**, French University of Egypt; **Pascale MARCOTTE**, University of Laval; **Nuria MORERE**, UJCM; **Noel SALAZAR**, KU Leuven; **Carmen Maria RAMOS**, University Tres de Febrero; **Anna TRONO**, University of Salento.

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<https://www.facebook.com/OurWorldHeritageTourism>

Registrations : https://www.ourworldheritage.org/t_events/

PROGRAMME

INTRODUCTIONS:

Maria GRAVARI-BARBAS & Minja YANG

Rationale and methodology of the collection of recommendations.

SESSIONS:

#2.1. Recommendations for better management for tourism

DMOs, Heritage managers, state and local authorities agree on the need for management approaches that take into consideration the conservation of the properties as well as the quality of the visitor experiences. However, important measures in both the site and the surrounding area must be addressed for appropriate action in order to establish better tourism infrastructure and to better manage tourism *in situ*, which also benefit the local inhabitants.

Presenters:

- **Minja Yang, RLIIC/KU Leuven Emeritus : recommendations for tourism infrastructure**
- **Silvia Aulet, University of Girona: Better tourism management on WH sites**
- Q&A session

#2.2. Recommendations for communication and marketing

Communication and marketing can be strategic to share objectives with visitors, authorities and other stakeholders. This session will focus on recommendations for successful tourism management.

Presenters:

- **Pascale Marcotte, Université de Laval : Communication and marketing**
- **Eli Avraham, University of Haifa: Marketing and branding**
- Q&A session

#2.3. Interpretation and the diversification of narratives

Interpretation narratives need to adopt a more diverse approach to include different and often opposing narratives. A more "pluriversal" approach is suggested by local communities and ethnic groups.

Presenters:

- **Noel Salazar, KU Leuven: the 'pluriversality' of WH sites**
- **Anna Trono, Salento University: inclusion of intangible elements in interpretation of WH sites**
- **Carmen Marie Ramos, Nuria Morere and Lia Bassa : cultural sites interpretation**
- Q&A session

#2.4. Quality education to promote responsible tourism on heritage sites

Education is a key issue to prepare optimum management of the sites, and essential for better integration of concerns of the local communities and real participation of the travellers to the heritage experience.

Presenters:

- **Lorenzo Cantoni: USI – Università della Svizzera italiana: eLearning and Heritage education - Fekri Hassan, French University of Egypt: Heritage education**
- Q&A session