

# TOURISM & WORLD HERITAGE SITES: RECOMMENDATIONS FOR BETTER SYNERGIES #3

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

Monday, February 15<sup>th</sup>, 2021, 2:00 - 4:00 (CET) on ZOOM



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

**Sylvia AULET**, Girona University; **Dominique VANNESTE**, KUL; **Fekri HASSAN**, French University of Egypt; **Nuria MORERE**, JCU; **Suzana PATARO**, Jane Goodall Institute,  
**Zachary JONES**, Politecnico di Milano.

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

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:

#### **#3.1. Recommendations for tourism as a contributor for poverty alleviation**

Tourism can greatly contribute to poverty alleviation towards the attainment of SDG#1 on No Poverty. This however requires identification, expansion and management of resources through a bottom up approach, taking into consideration a complex range of site-specific, local and national level issues within the realities of the dominant global order.

#### Presenters:

- **Dominique Vanneste, KU Leuven: Capacity building and skill transfer**
- **Fekri Hassan, French University of Egypt: Engagement of communities in mutually profitable heritage tourism-related economic pursuits**
- Q&A session

#### **#3.2. Recommendations against illegal traffic and effective protection of the heritage properties**

Heritage still faces important challenges from illegal traffic, vandalism and/or poaching. How can tourism become an ally of heritage protection?

#### Presenters:

- **Nuria Morere, RJCUC: Tourism of 'lost antiquities' as a tool for protecting archaeological heritage**
- **Suzana Pataro, Jane Goodall Foundation: Fight against wildlife trafficking**
- Q&A session

#### **#3.3. Recommendations for heritage as a means of health and well-being**

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. The WHO defines health as a complete state of physical, mental and social well-being, and not just the absence of diseases or illnesses. 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 inclusiveness, the promotion of social trust and the need for meaningful lives. Tourism and heritage can play an important role in this.

#### Presenters:

- **Sylvia Aulet, Girona University**
- **Suzana Pataro, Jane Goodall Foundation**
- **Zachary Zones, Politecnico di Milano**
- Q&A session