15th World Congress
of the Organization of World Heritage Cities

# Heritage and Tourism

Local communities and visitors – sharing responsibilities

## Proceedings of the Congress

Kraków, 2–5 JUNE 2019
ICE KRAKÓW CONGRESS CENTRE

Kraków

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## 15th World Congress of the OWHC

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*Many thanks to **Dr. Melissa Stevens** (Global Philadelphia Association) for her collaboration in the selection of projects for the Scientific Symposium*

## Proceedings

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When it was possible to do so, a translated version of the text was provided for wider dissemination of debates and knowledge.

**Note**
The opinions expressed in the proceedings are only those of the authors. The conclusions and recommendations of this report do not necessarily reflect the views of the host city and the members of the OWHC.

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15th World Congress
of the Organization of World Heritage Cities
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de la Organización de las Ciudades del Patrimonio Mundial
15e Congrès Mondial
de l'Organisation des Villes du Patrimoine Mondial
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Heritage and Tourism
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# Message from the Secretary General

The World Congress of the OWHC was again this year a great success.

For this 15th edition, the Congress focused on tourism through the theme *Heritage and Tourism: Local Communities and Visitors – Sharing Responsibilities*. A truly relevant subject in a context where the number of visitors around the world has grown dramatically! According to the World Tourism Organization, there will be 1.8 billion international tourist arrivals worldwide in 2030. There were 682 million at the turn of the millennium.

The issue is even more important for World Heritage Cities, since they are among the most popular tourist destinations on the planet. However, tourist activity brings enormous pressure to bear on these cities and their communities, which is becoming increasingly difficult to deal with. In port cities, this pressure is often compounded by the arrival of thousands of cruise passengers every day during the high season.

In its more recent congresses, the OWHC embraced several issues of concern to world heritage cities, from resilience and sustainable development, to the economy and local community engagement. It was high time once again to reflect on the issue of tourism addressed by the OWHC during its World Congress in Évora in 1997.

The city of Krakow has spared no effort in organizing a meeting with a wealth of content and activities. The list of speakers at the Scientific Symposium is a clear example: Franscesc Muñoz, Doug Lansky, David Fleming, Jyoti Hosagrahar, Ko Koens and H.E. Shaikha Mai Bint Mohammed Al Khalifa. Their contributions was followed by the presentation of case studies submitted by city members of the OWHC, with the ultimate objective of promoting best practices in heritage and tourism in World Heritage Cities.

As in the past, parallel events were also offered to participants, including the Journalists Workshop and the Young Professionals Forum. The main program included the Mayors and Experts Workshops, regional meetings and the awards ceremonies (the Jean-Paul-L'Allier Prize for Heritage and the International Video Production Competition).

Finally, and as always, the General Assembly of the OWHC was one of the high points of the Congress. It provides a unique opportunity for member cities to become involved in the selection of the broad guidelines that will drive work at the OWHC during the next two years.

All this was made possible through the unwavering support of Jacek Majchrowski, the Mayor of Krakow, and the Steering Committee headed by Professor Jacek Purchla (President of the Polish National Commission for UNESCO) with the cooperation of Peter Debrine (UNESCO World Heritage Centre), Magdalena Doksa-Tverberg (Deputy-director of the Department of Culture and National Heritage, City of Krakow), Robert Piaskowski (Plenipotentiary of the Mayor of Krakow for Culture), Agata Mierzynska (Senior Foreign Relations Officer, City of Krakow) and all their valued partners.

I wish you pleasant reading of these Proceedings.

**DENIS RICARD**
**Secretary General**
**Organization of World Heritage Cities (OWHC)**


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2-5.06.2019 KRAKOW

# Scientific Symposium

of the 15th World Congress of the
Organization of World Heritage Cities

# Heritage and Tourism

Local Communities and Visitors –
Sharing Responsibilities

## WHY HERITAGE AND TOURISM?

According to the World Tourism Organization, in 2017, "[...] international tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 billion". This number is expected to increase to 1.8 billion by 2030.

Indeed, tourism is a major economic activity for several cities inscribed on the World Heritage List. However, the massive arrival of visitors in a city sometimes has negative outcomes on its heritage resources and on the local communities that experience the influx on a daily basis.

To mitigate these problems, a more durable form of tourism must emerge and take account of the economic, social and environmental needs of places where tourism is prevalent. More particularly, the OWHC is interested in projects and means to allow world heritage cities to welcome visitors from around the world and safeguard their heritage and the well-being of their communities.

### A SHARED RESPONSIBILITY BETWEEN VISITORS AND LOCAL COMMUNITIES

This shared responsibility is reflected in the development of the following elements:

The first element is found in the recommendations made to the world heritage cities during the 14th World Congress in 2017. Indeed, it is a given fact that local populations are entitled to involvement in the identification, preservation, and management of unesco property. But they should also be encouraged to contribute to initiatives, projects, and decisions that have an impact on their city's heritage.

The shared responsibility of visitors, on the other hand, is motivated by the internationalization of their practices that might affect the authenticity of the sites visited. Among these practices, it is possible to determine consumer habits that lead to the emergence of recurrent factors in the touristic landscape, for example souvenir shops and fast food. In the past 10 years, new forms of accommodation have also emerged with the sharing economy (e.g., the AirBnB website). Growing numbers of tourists have also amplified city transportation problems.

Various subthemes were addressed during the sessions:

**Communicating Heritage**
Depending on the culture of the city, its context and its challenges, a very large number of tools and methods of communication can be developed to sensitize the intended audience to tourism and heritage. The word "communication" is used here in its broadest sense and can, for example, refer to a particular signage for visitors as well as a practical guide for local residents.

***Overtourism***
With the ever-growing number of tourists in the world, some cities are now confronted with a problem of *overtourism*, due to their strong popularity. However, strategies exist to ensure a better distribution of visitors, on the territory and over time, and thus anticipate and counter the negative effects of this new phenomenon.

**Sustainable Tourism and the HUL Approach**
The recommendation on the Historic Urban Landscape (HUL) is defined by an integrated approach to heritage management and urban development. In a tourist city, the HUL can also provide guidelines to help create an effective strategy to promote sustainable tourism.

**Local Communities and Tourism**
The recommendations adopted at the 14th World Congress of the OWHC in Gyeongju remind us that local communities have the right to be involved in the conservation and management of heritage, and that they should be consulted about any decisions that could affect them. Because heritage and tourism are intimately linked, it is necessary to think of ways to encourage local communities to participate in the development of their city's tourism strategies.

## KEYNOTE SPEAKER

### Against '*Urbanalization*': Cities and Heritage in the Age of *Overtourism*

***Prof. Francesc Muñoz*** – *Professor of urban geography and director of the Urban Planning Observatory at the Autonomous University of Barcelona.*



**Watch the presentation**

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/MXBAHTFcn4E



**GUEST SPEAKER**

***Dr. David Fleming*** *– Former Director of National Museums Liverpool (2001-2018)*




**Watch the presentation**

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/o3cybzul_tQ



## PHILADELPHIA (UNITED STATES)

### The President's House and Philadelphia's Welcome America Festival

***Zabeth Teelucksingh*** – *Executive Director, Global Philadelphia Association*
***Cynthia MacLeod*** – *Superintendent, Independence National Historical Park*
***Sheila Hess*** – *City Representative, City of Philadelphia*

Tourism is a powerful tool for communicating Philadelphia's heritage to local and global audiences and for encouraging public ownership and stewardship of our heritage assets. Collaboration has been key in ensuring that the way in which we communicate the city's heritage is truly representative of all of the people who live here. The city's various heritage tourism initiatives involve engaging multiple stakeholders and providing opportunities for active participation of community members in the interpretation and presentation of Philadelphia's heritage.

One example of a collaborative tourism initiative is the city's annual celebration of Independence Day. The multiple-day Welcome America Festival consists of over 50 free multicultural events held throughout the city and region, capped off by an outdoor concert and fireworks display on July 4th. The idea, however, is not simply to provide entertainment for the hundreds of thousands of visitors who attend, but to put Philadelphia's cultural diversity on display through the community organizations that epitomize it. This community-presented programming represents a qualitatively different approach in engaging tourists and provides a unique opportunity for community partners to take ownership over how Philadelphia's heritage is presented to visitors. City museums offer free admission, local organizations and businesses partake in street fairs, and local musicians and performers are featured entertainers. Many of the events are held in neighborhoods outside the historic center and neighborhood cultural sites are promoted on the same level as internationally-known institutions.

The National Park Service (NPS) manages many of Philadelphia's heritage sites, including the UNESCO-designated World Heritage Site of Independence Hall. The NPS works collaboratively with the City of Philadelphia and local partners to provide authoritative representations of the city's and the nation's heritage to a variety of audiences. One example of how the NPS ensures that official heritage narratives are inclusive and representative of the local community is the open-air exhibition "The President's House: Freedom and Slavery in the Making of a New Nation." The creation of this exhibition was the result of a collaborative effort between the NPS and local community organizations who advocated for the President's House site as a place focused on telling the stories of the African American slaves who had lived there. This inclusion is especially significant because 43% of Philadelphia's current population is African American.




As the President's House experience and Philadelphia's Welcome America Festival demonstrate, communicating a city's heritage to visitors in a truly inclusive way requires collaboration across a variety of sectors, including public, private, and non-profit.

*Photos: Paul Loftland for PHLCVB and Global Philadelphia Association*

**Watch the presentation**

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https://youtu.be/F8Y_J6vQoYs




REGENSBURG (GERMANY)

## The World Heritage Visitor Center in Regensburg: A Meeting Point for Visitors and Locals

***Monika Göttler*** – *World Heritage Coordination Regensburg*

After Regensburg's inscription on the UNESCO World Heritage list in 2006, the city encountered the obligation to raise awareness of the World Heritage program and to promote the site to a wider audience. It was decided to convert the Historical Salt Warehouse "Salzstadel", which is located directly at the most frequented touristic crossroads next to the Danube River and the Stone Bridge, into a public Visitor Center.

In a 3-year planning process, the World Heritage Coordination developed a profound concept in order to create – supported by external experts as well as local institutions – a well-accepted focal point on the topic of World Heritage Regensburg for locals and visitors alike. First of all, it was a challenge to distinguish the requirements of a Visitor Center compared to what a museum would have to offer. With the support of an external Scientific Team as well as the counseling of an Academic Advisory Board, the content that was to be presented was distilled. An experienced design office with expertise in visual communication was awarded with the contract to implement the exhibit in the historical Salt Warehouse. Comprehensible information, presented in a creative and holistic approach according to a modular principle, a location which offers easy access, free of any admission with space for extra programs and flexible use – this sums up DNA of our Visitor Center.




*Photos: City of Regensburg*



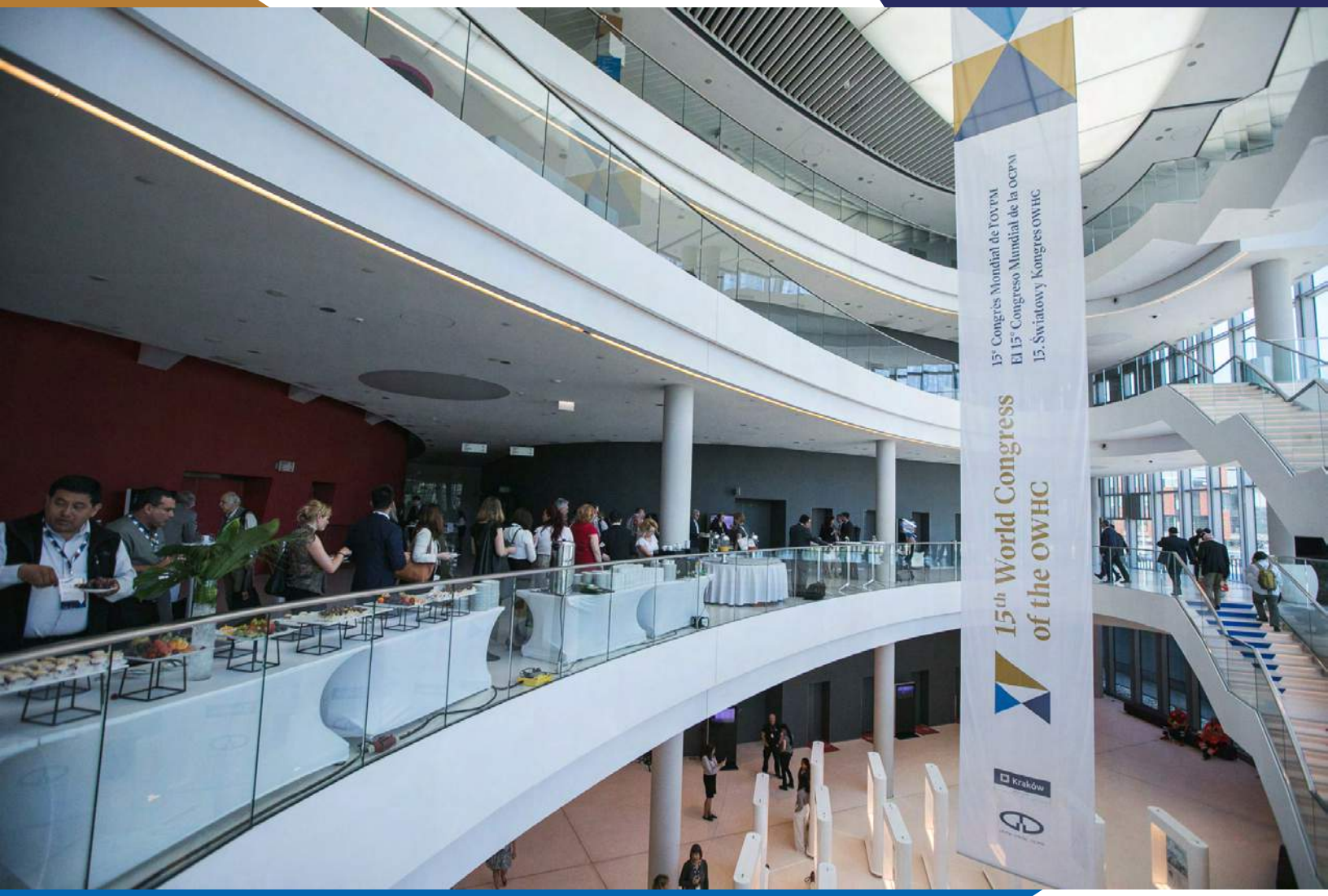
Since its opening in May 2011, the Regensburg World Heritage Visitor Center became an attraction for visitors as well as locals. With an average number of 380.000 visitors per year, the targeted audience is well reached. The main attraction is the permanent exhibition space which focuses on Regensburg's designation and history with its OUV being explained in five themed areas. This exhibit is further complemented by a multi-functional area on the lower level of the building, which is used for changing exhibitions, lectures, group visitations, etc. Through attractive programs, interesting events and cooperation with several partners, the flexible exhibition space became the main attraction for locals in order to gain new insights on the World Heritage related issues of their home town.

Permanent revision and update of the well-visited exhibition are the major challenge for the Regensburg World Heritage Visitor Center. With its high visitor frequency, the building itself as well as several exhibit material, especially the technical items, encounter high wear and tear. But this price is the price the city is more than ready to pay for having achieved a real successful public branding of the former Salt Warehouse as "World Heritage Center" in Regensburg.

## Watch the presentation

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https://youtu.be/5d2w0UKIW88


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## SESSION 2 – 'OVERTOURISM'

**GUEST SPEAKER**

***Dr. Ko Koens*** *– Associate Professor at Breda University of Applied Sciences. Dr. Ko Koens is co-author of the UNWTO report on overtourism.*



**Watch the presentation**

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/XBAJFpVZHw4



**COLONIA DEL SACRAMENTO (URUGUAY)**

## El proyecto de la ex Plaza de Toros del Real de San Carlos

***Walter Debenedetti*** *– Director of Heritage, City of Colonia del Sacramento*

El Barrio Histórico de Colonia del Sacramento fue inscripto en la Lista de Patrimonio Mundial durante la 19.a Sesión del Comité de Patrimonio Mundial que tuvo lugar en Berlín del 4 al 9 de diciembre de 1995 y es miembro pleno de la OCPM, casi desde los orígenes de la Organización.

La creciente demanda turística del Sito, en una pequeña ciudad como Colonia del Sa-cramento, de 30000 habitantes, magnificada por su proximidad física con Buenos Aires, con 8 000 000 de habitantes a 50 km, se manifiesta en evidencias de sobreuso del espa-cio público, aumento del uso comercial en desmedro de la vivienda permanente, está generando dificultades que algunos definen como una "crisis de éxito" turístico del Barrio Histórico. Con el proyecto de rehabilitación y refuncionalización de la Plaza de Toros del Real de San Carlos, el Gobierno de Colonia procura como objetivo principal, fomentar un nuevo centro en el modelo urbano de la ciudad, con actividades residencia-les, culturales, deportivas, institucionales y turísticas que establezca un equilibrio con el centro tradicional e histórico, a través de la valorización del patrimonio cultural y ambi-ental.

La Plaza de Toros del Real de San Carlos, construida en 1910, es Monumento Histórico Nacional desde marzo de 1976, ubicado en un área destinada a constituirse en una nue-va centralidad urbana. El edificio está en desuso desde 1912 cuando se prohibieron las corridas de toros en Uruguay, con evidentes síntomas de diversas patologías constructivas propias de su falta de uso, que han comenzado a manifestarse en varias zonas, muchas de las cuales con un notorio proceso de deterioro que en algunos casos los ha llevado a derrumbarse.

Los trabajos se dividen en cuatro grandes ítems

- La restauración y consolidación de la estructura metálica y el muro perimetral de ladrillo
- La reutilización de la Plaza de Toros permitiendo su uso parcial después de la restau-ración, como Centro Cultural, recreativo y deportivo.
- Programa de visitas durante el desarrollo de la obra: "Abierto por Obras", permitirá el recorrido de los turistas y los colonienses a este emblemático lugar.
- Amplia accesibilidad para discapacitados, con ascensores vidriados, acceso a palcos y baños especiales, posibilitando que todas las personas, puedan de manera inclusiva dis-frutar del proyecto.

*Photos: Colonia Departamento, OpenStreetMap*

El proyecto está en proceso de licitación, responde con coherencia a un trabajo de Ordenamiento Territorial, de Gestón del Patrimonio y apropiación de la comunidad local. Tiene todos los elementos para ser exitoso, potenciador del turismo, de reducción del sobreuso del Sito Patrimonio Mundial y da cumplimiento al anhelo de la población, que ve en la Plaza de Toros del Real de San Carlos en Colonia del Sacramento, con su nueva función cultural y deportiva un motor de desarrollo sus-tentable y de mejora de la calidad de vida.

El proyecto de Plaza de Toros responde a una comunidad movilizada para salvarlo, y en el proceso de realización del proyecto se realizaron dos audiencias públicas para dar a conocer el trabajo y recoger opiniones para incorporarlas en el trabajo futuro. El proyecto tiene una enorme apropiación en la comunidad local pues el edificio es emblemático y su futuro uso para centro cultural y de deportes tiene gran aceptación e involucramiento de los actores locales.




## Watch the presentation

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https://youtu.be/9vy6ILUTvQA



**BORDEAUX (FRANCE)**

## Le changement d'usage : un instrument au service de la protection du logement

***Édouard Bertron-Serindat*** *– Head of change of use center, city of Bordeaux*

Le dynamisme et l'attractivité de Bordeaux et de la Métropole se traduisent notamment par un accroissement de sa population et un tourisme florissant. Dans ce contexte, l'essor des plateformes de location de meublés de tourisme a engendré une professionnalisation de cette activité concourant à l'achat de logements exclusivement dédiés à cette activité. Au-delà de l'impact sur le logement, sa raréfaction, la hausse des prix à l'achat et à la location, ce phénomène peut générer des conflits d'usage au sein des copropriétés : nuisances sonores, dégradations de parties communes, gestion de la collecte des déchets... Afin d'éviter les excès connus par certaines métropoles européennes comme Barcelone, Lisbonne ou Amsterdam, pouvant conduire à un clivage entre population locale et touristes, il est apparu nécessaire de garantir un équilibre entre ces différentes populations.

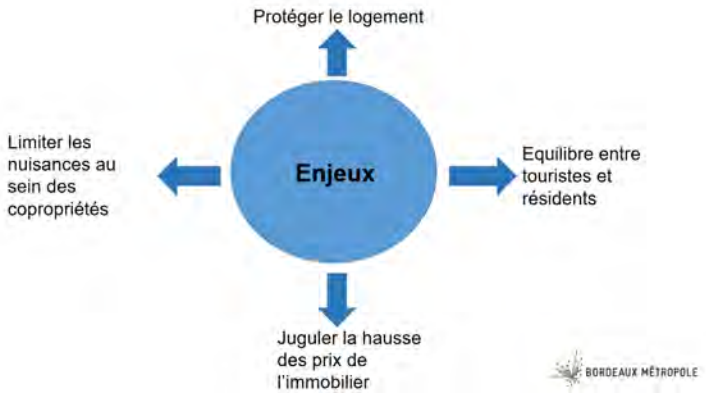
Bordeaux Métropole et la Ville de Bordeaux ont adopté en juillet 2017 un règlement portant sur le changement d'usage, entré en vigueur le 1er mars 2018. En empêchant toute nouvelle suppression de logement sur Bordeaux, cette initiative vise à garantir l'offre actuelle.

En voici les principes :

- Toute location meublée de tourisme d'un logement est soumise à compensation (création d'un logement de taille équivalente dans le même secteur)
- Une seule exception : la résidence principale, qui peut être louée en partie, sans limitation de temps, ou en totalité, dans la limite de 120 jours/an, sans compensation.
- Par ailleurs, quelle que soit la situation, toute location de meublé de tourisme est soumise à télédéclaration, via le site de la taxe de séjour de Bordeaux Métropole. Un numéro d'enregistrement réglementaire y est délivré de manière instantanée. Il doit être apposé sur tout support de diffusion de l'annonce

Tout contrevenant s'expose à des sanctions pouvant aller jusqu'à 50.000 € d'amende civile et 80.000 € d'amende pénale. Une équipe de cinq agents assermentés (dont deux à temps complet sur cette mission spécifique) a été mise en place.

*Photos: Bordeaux Métropole*




Les actions mises en œuvre :

- Visites aléatoires d'immeubles en centre historique,
- Veille des sites internet,
- Signalements par la population.

Au 30 avril 2019 :

- 2533 hébergeurs sont inscrits (951 au 1er mars 2018),
- 750 cessations d'activité,
- 40 procès-verbaux, représentant 60 logements ont été dressés.

### L'engagement d'une action collective des grandes métropoles européennes

Cette problématique touche de nombreuses métropoles européennes qui tentent de mettre en place des dispositifs visant à réguler cette activité. Face à ces initiatives, les plateformes militent à Bruxelles pour une interprétation libérale des directives « services » et « e-commerce » qui viendrait entraver les tentatives nationales ou locales de régulation.

Amsterdam s'est attelée à constituer un réseau de métropoles européennes et à sensibiliser les institutions européennes aux défis qu'elles doivent relever en matière de logement. Bordeaux a pris part à ce groupe d'une quinzaine de grandes villes dont Cracovie.

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https://youtu.be/QJ-_SPLOXjQ



## DUBROVNIK (CROATIA)
## Respect the City, Respect the Heritage

***Mato Franković*** – *Mayor of Dubrovnik*

The city of Dubrovnik saw its tourist numbers doubling from 2010 to 2018. These tourists are changing the living conditions in and around the old city. In 1991, there were 5000 residents in the old city, while in 2018 there were only 1000. In June 2017, the world media talked about the death of Dubrovnik", and about how the City is being "destroyed" by tourism. Clearly, the quality of the service had been declining. UNESCO also responded saying that Dubrovnik had to react, otherwise an inscription on the World Heritage List in peril was to be expected.

With the Respect the City project, the City of Dubrovnik started to transform the image of the city as a sustainable destination. Dubrovnik is a city that lives of tourism, where 80 percent of the population works in this sector. At the same time, citizens expect of their city a better balance, an environment in which they can make money but also have a decent place for living.

Among other things, the City started to cooperate with the CLIA (Cruise Lines International Association) in order to negotiate a long-term strategy for managing the city's tourism. One of the key elements was that the City wanted separate cruise departures and arrivals. Another measure – that was less popular, but necessary – proved to be a success: the City forbidden arrivals of excursion buses from the destinations outside of Dubrovnik on Thursdays and Saturdays, the busiest days of the week.

To ensure the success of a project like this, the City also needed to raise awareness through the use of media and mobilize the community to ensure that the message reaches as many people as possible. Activities to increase visibility are being implemented, as well as tools for educating locals and tourists. Thus, the message that the City wants to convey about the application of the project will have a greater impact and people will feel involved.

Every decision seems like a small step, but they are big enough to be recognized by the world's tourist public. Thanks to that, the City can hope to change its image as a sustainable destination.

*Photos: City of Dubrovnik*






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https://youtu.be/VEYCKEeeB9g


What did we do to protect the City?

# SESSION 3 – SUSTAINABLE TOURISM AND THE HUL APPROACH

**GUEST SPEAKER**
***Dr. Jyoti Hosagrahar*** *– Deputy Director for the World Heritage Centre at UNESCO*



**Watch the presentation**

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https://youtu.be/L1BIPYHcpTM



**ARANJUEZ (SPAIN)**

## El proyecto World Heritage Journeys en Aranjuez

***María del Pozo López*** *– Director, Aranjuez Cultural Landscape Foundation*

World Heritage
JOURNEYS
EUROPE

UNESCO | NATIONAL GEOGRAPHIC | Co-funded by the European Union



The inclusion of Aranjuez in the "World Heritage Journeys of the European Union – Royal Sites" has been a unique opportunity for our Cultural Landscape to share experiences and add synergies with other European royal sites.

By means of this initiative, which started up in 2017 with the support of the Culture Ministry of Spain and Community of Madrid Directorate of Tourism, several workshops have been held (one of them in Aranjuez) organized by the World Heritage Centre, National Geographic and the tourist platform Solimar, dissemination campaigns for social media have been designed, our platform has been presented in international Tourism Fairs; tour operators and important tourist agents (especially Chinese), bloggers and influencers have been reached out... to summarize, a marketing plan has been created in order to promote the sustainability of the initiative over time.

Furthermore, the local work has allowed us to collect the current tourist offer and its outreach, and to identify the main tourist stakeholders operating in our Cultural Landscape. For that purpose, Aranjuez counted on the local tourism-related business' help, as key actors in the transfer of Aranjuez tourist offer to the project website.

Certainly, the participation of Aranjuez in the WHJ – Royal Sites, has given to Aranjuez a privileged position, not only due to the opportunity of sharing experiences with our project partners, but also for the possibility of taking part in the European World Heritage dissemination campaigns, like the Europe-China "Light Bridge", which allowed Aranjuez to reach to an international dissemination and communication position.

Likewise, we can say that this innovative experience of the WHC has allowed Aranjuez to share experiences with destination managers from other Sites, by means of the creation of a long-term network with other World Heritage Sites, in order to work together on sustainable tourist ideas for the future, opening up our dissemination and communication frontiers.

Finally, we must mention that this experience has been a challenge for Aranjuez, and has fostered a reflection about the expectations and needs of a 21st century visitor, enhancing the creation of a new quality tourist offer adapted to the heritage tourism necessities.

*Photos: Ciudad de Aranjuez, UNESCO*

**Watch the presentation**

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/5nKimqQuc4U



## ZAMOŚĆ (POLAND)

### Management Plan as a Tool for Sustainable Tourism Development of a World Heritage City

***Bogusław Szmygin*** *– Dean of the Faculty Architecture and Civil Engineering Lublin University of Technology; president ICOMOS International Scientific Committee Theory of Conservation*

On the one hand, the historic urban area in Zamość is a major tourist attraction of the region but, on the other hand, it is a multipurpose centre of the town which has nearly 100 000 residents. The area of the historic urban area needs to be developed in a well thought out manner so that these two functions can be performed in a coherent manner. Consequently, it is necessary to develop a plan of activities that need to be implemented to ensure the development of sustainable tourism. The plan should include administrative and functional activities as well as investment projects.

In 2016, Zamość municipal government decided to draw up the Management Plan which would include both a vision and a plan of protection as well as the possibilities of using the heritage inscribed on the UNESCO World Heritage List for contemporary practical purposes. In December 2018, a 5-year term of office of Zamość municipal authorities started. It was a good moment to start a complex program that will take 10 years to implement.

The work program proposed in the Management Plan includes such tasks as:

- Visual, spatial, functional and transportation connection between the Old Town area and the lake.
- Development of the area in front of the Zamoyskis' Palace as public space joining the Palace to the Old Town area.
- Construction of a multifunctional cultural centre.
- Restricting road traffic and parking scope in the Old Town area.
- Deployment of activities taking place in the Rynek Wielki.
- Setting up a system of city bikes.

The above-mentioned tasks are only some of the activities included in the Management Plan. What joins them is mostly the fact that they serve the purpose of organizing sustainable tourism both in external and internal dimensions. Importantly, all the planned activities make use of the historical potential



of the complex being, at the same time, subordinated to the protection of its value (OUV, authenticity and integrity). Gathering and analysis of information and preparation of the Management Plan in Zamość took one year.

To achieve this step, two elements must be considered:

- Creation of a main program / theoretical hypotheses, which will define the principles and the limits of any compromises.
- Tools that, at the operational level, will determine how this compromise will be achieved and implemented.

The Management Plan for the Old Town area in Zamość drawn up on the basis of the approach to a historic town presented in the HUL Recommendation shows that it is possible to use the potential of heritage for the purpose of sustainable functioning and development of tourism. The activities may be performed while the values which were the basis for inscribing the heritage on the UNESCO World Cultural Heritage List are maintained. The activities should be planned by the team representing heritage protection in cooperation with all the parties concerned.

## Watch the presentation

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/6WLm0vBpUN8

*Photos: City of Zamość*



**VISBY (SWEDEN)**

## Developing a Strategy for Sustainable Tourism for the Hanseatic Town of Visby

***Elene Negussie, Ph. D.*** *– World Heritage Site Manager, City of Visby*
***Monica Frisk*** *– Tourism Development Strategist, Gotland Tourism Association*

Hanseatic Town of Visby, a medieval town located on the island of Gotland 100 km off the mainland of Sweden, was inscribed by UNESCO on the World Heritage List in 1995. Since then, two management plans have been adopted, the latest one in 2003. A new management plan process was initiated in 2017 and new goals and actions are currently being formulated based on integrated site management approaches and stakeholder participation. New areas for consideration have emerged since the last plan such as managing disaster risks and sustainable tourism.

World Heritage sites are increasingly promoted as platforms for sustainable development (Cave & Negussie, 2017). The ongoing work in Visby seeks to adopt such an approach by drawing on the goals of Agenda 2030 and by reflecting the Historic Urban Landscape (HUL) approach. The UNESCO Recommendation on the Historic Urban Landscape refers to mass tourism as one of the key challenges facing cities in the 21st century stressing the importance of tourism-related functions contributing to the well-being of local communities by ensuring economic and social diversity (UNESCO, 2011). Sustainable tourism in cities is essentially about balance and sustainable use of urban space. Equally important as preserving the physical layers of heritage significance is maintaining cities as multifunctional and diverse living entities which poses important questions about balancing preservation with sound urban development.

In Visby, the building of a new cruise pier, completed in 2018, has reinforced the need for good strategies to safeguard heritage conservation and a living town by learning from other World Heritage sites where overtourism has become a problem. A working group on sustainable tourism was established within the framework of developing a holistic management plan based on integrated site-management. Utilizing the UNESCO World Heritage Sustainable Tourism toolkit constituted a starting point for the working group.

For the sustainable tourism working group, it was necessary to secure representation of conservation, destination management and local community interests. Building a strong relationship with the research community and a new Masters Programme in Sustainable Destination Development at Uppsala University Campus Gotland was essential. A partnership was also developed with the Mining Area of the Great Copper Mountain in Falun through the Association of World Heritage in Sweden to learn from their experience as a leading example in Sweden and building on the principle of solidarity and sharing of experiences as enshrined in the World Heritage Convention. Furthermore, it was essential to synchronize World Heritage management with regional development and tourism strategies, as well as ensuring leadership within the tourism sector.

The UNESCO toolkit is essential in achieving a heritage-led approach to tourism. However, understanding and implementing the guides have been considered complicated. The first step was to find a way of simplifying the UNESCO methodology considering financial constraints. Similarly, there has been a discussion within the Nordic World Heritage Association noting that many World Heritage sites are not using the toolkit, partly due to lack of resources. This has led to a project seeking to explore how the toolkit can be made more relevant in order for Nordic countries to become a model region for sustainable tourism. Capacity development means building on already existing resources and projects. The Swedish National Heritage Board translation of the UNESCO toolkit into a Swedish context also helped in simplifying the methodology.

Principles of sustainable development and the HUL approach were used as a blueprint for the site management plan as a whole. The working group identified key areas of focus reflecting cultural, economic, environmental and social dimensions of sustainable development. Firstly, a code of conduct needed to be developed to address aspired behavior amongst both visitors and locals. Secondly, carrying capacities and steering visitor flows was considered crucial and to learn from other urban destinations to avoid overtourism. Thirdly, climate leadership was identified as a key area on every single level, from transportation to hotel management. Fourthly, creating economic gain for local businesses and for heritage resources was considered urgent. Fifthly, engagement of local communities was considered key to success. Finally, given the global scale of cruise tourism enhancing sustainability within the industry is best achieved through collaboration with Cruise Baltic as a regional network of partner destinations within the Baltic region. The work contributed to the Cruise Baltic Sustainability Manifesto, adopted in Copenhagen in April 2019 by the Cruise Baltic Association.

## Watch the presentation

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/LyItfRlh2bE

*Photos: City of Visby*



**GUEST SPEAKER**

***H.E. Shaika Mai Bint Mohammed Al Khalifa*** *– President of the Bahrain Authority for Culture and Antiquities, Chairperson of the Board of the Arab Regional Centre for World Heritage (ARC-WH).*



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https://youtu.be/YEYjyqT64P4



## OAXACA (MEXICO

**El patrimonio gastronómico oaxaqueño, eje transversal para la conservación de la cultura, la promoción turística y el desarrollo económico**

***Gerardo Corres Tenorio*** – *Director in Mexico of FUNAP*

Dentro de la gastronomía mexicana la oaxaqueña goza de especial reconocimiento por que su sabor, sus ingredientes, sus técnicas y diversidad sin comparación. Y se ha convertido en el eje transversal para el desarrollo de acciones de gobierno con la activa participación ciudadana.

El proyecto se basa en tres objetivos distintos y complementarios: concientización, valorización y participación.

Un papel muy importante es la concientización de las nuevas generaciones, en todas las escuelas se imparten cursos sobre Cultura y Patrimonio; el proyecto UNESCO de "Patrimonitos" se ha reactivado exitosamente y la Biblioteca "Jean Paul L´Allier fundada por la OCPM se consolida como el principal Centro de Información para los jóvenes oaxaqueños.

Otro objetivo esencial han sido las herramientas para lograr una plena valorización por parte de todos los actores que participan en la compleja maquinaria de la industria turística y que permite una proyección positiva del destino. El mayor atractivo gastronómico en México lo tiene Oaxaca con sus 7 moles y los dulces regionales además de su comida prehispánica a base de chapulines y hiervas. Los cuales "saben mejor" si se degustan en el marco de las Fiestas y Ferias locales.

Algunos proyectos estratégicos son: "Miércoles sin comercio en la vía publica" hecho sin precedentes en México, al haber logrado "cero" venta informal en el área histórica en un inicio un día a la semana. De manera que es posible apreciar mejor los valores del patrimonio edificado y la sana convivencia.

El objetivo de la participación se puede resumir en algunos de los principales proyectos realizados: Con amplia visión se inauguró el Festival internación de cocineras tradicionales que reunió a 300 expositoras mujeres, que dieron de comer a miles de comensales. Al encuentro acudieron 11 embajadores de distintos países del mundo, y 50 críticos de comida especializados.



Se trató de un homenaje rendido por las cocineras tradicionales; mujeres con gran convicción, amor y respeto por la comida que preparan, y que sin duda alguna conquistaron los paladares de turistas locales, nacionales y extranjeros.

*Photos: Ciudad de Oaxaca*

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https://youtu.be/qeD3X_7x2DU




**QUÉBEC (CANADA)**

## Le projet de la Maison de la littérature

***Rhonda Rioux*** – *Director, Department of Culture, Heritage and International Relations, City of Québec*

Concept unique en Amérique du Nord, la Maison de la littérature abrite une bibliothèque publique de quartier, une exposition permanente sur la littérature québécoise, des cabinets d'écriture, un atelier de bandes dessinées, un studio de création, une résidence d'écrivains, un salon de quiétude, ainsi que, toute l'année, une programmation variée présentée sur la scène littéraire.

Première église de style néogothique à Québec, le temple Wesley a été construit en 1848 pour servir de lieu de culte à la communauté méthodiste. L'église a été désaffectée en 1931. En 1944, grâce à la générosité d'un citoyen, la Ville de Québec acquiert et aménage l'édifice au bénéfice de L'Institut canadien de Québec. Une bibliothèque publique y est ouverte ainsi qu'une salle de spectacles et de conférences.

À la fermeture de la Salle de L'Institut, en 1999, L'Institut canadien de Québec et la Ville de Québec ont imaginé un concept novateur qui puisse répondre aux besoins du milieu littéraire et offrir une vitrine à la littérature québécoise, tout en demeurant la bibliothèque des citoyens du Vieux-Québec. Le projet de Maison de la littérature voyait ainsi le jour.

L'arrondissement historique du Vieux-Québec bénéficie du statut de joyau du patrimoine mondial attribué par l'UNESCO. Cette réalité engendre de nombreux défis, dont celui de conserver un équilibre entre l'attrait des visiteurs saisonniers et la qualité de vie des résidants permanents.

Depuis son ouverture en 2015, touristes et résidants se sont approprié l'endroit. Annuellement, la Maison de la littérature reçoit plus de 120 000 personnes et plus de 25 000 participants aux activités littéraires proposées. En saison estivale, on observe une proportion de 50 % de touristes et 50 % d'utilisateurs-résidants. De nombreuses visites guidées sont sollicitées, notamment par les groupes scolaires, les garderies et les groupes touristiques.

La clientèle résidante est variée :

- Des visiteurs quotidiens qui viennent lire les journaux et utiliser les postes informatiques
- Des travailleurs qui viennent sur l'heure du midi pour lire ou emprunter des livres
- Des étudiants qui fréquentent les écoles du quartier viennent étudier après les cours
- Des résidants du quartier qui en ont fait leur lieu de quiétude et de détente.

*Photos: Ville de Québec et Chevalier Morales Architectes*



Être situé dans un contexte aussi exceptionnel que le Vieux-Québec implique certains défis. L'administration a notamment observé :

- Les contraintes d'affichage en milieu patrimonial parfois difficiles à concilier avec les besoins de promotion des lieux
- L'obligation d'affichage en français qui peut limiter le développement du public touristique
- La rareté de stationnements gratuits à proximité
- Les toilettes sont parfois utilisées comme toilettes publiques par toutes sortes de visiteurs.

La qualité architecturale du projet a été primée de nombreuses fois. Toutefois, en habitant l'espace, certaines réalités insoupçonnées ont émergé :

- Le lieu est si attrayant que des photographes professionnels donnent rendez-vous à leurs clients directement à la Maison de la littérature pour des séances de photographies. L'administration a dû agir afin d'éviter que cela se reproduise pour ne pas nuire à la fonction première du lieu.
- La forme du projet actuel conservait les portes de l'ancien temple fermé, ce qui amenait de facto à l'inoccupation du parvis. Or, l'administration a constaté qu'il était important pour l'attractivité du lieu de garder les portes ouvertes et le parvis dynamique. C'est pourquoi des contes y sont maintenant récités et des solutions sont évaluées afin d'ouvrir les portes en saison estivale.

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https://youtu.be/82fHHmZ28xU



## VIGAN (PHILIPPINES)

# Community Participation: A Heritage Conservation Practice for Sustainable Urban Revitalization

***Juan Carlo Medina*** – *Mayor of Vigan*

In a globalized and innovative world, local communities are playing an increasingly important role in heritage conservation. Along with the benefits that go with the inscription on the World Heritage List, there are special challenges for the local communities living in or near the World Heritage sites. Increased visitation to a site, one of the desired benefits of World Heritage sta-tus, can also call for involvement at all levels to have this growth and its heritage conservation carefully managed.

The Heritage City of Vigan is a virtuous example of cooperation between local communities to ensure the preservation of its tangible and intangible heritage. Even before its inscription as a World Heritage Site and its recent success as one of the New 7 Wonders Cities, Vigan has al-ready a strong relationship with the local community through engagement in planning and management of programs and innovative heritage management practices. The local communi-ties and other stakeholders have been a dedicated, knowledgeable and passionate partners to the city as they work together in all aspects of implementation and development of heritage conservation. In the 1990s, Vigan was a 2nd class municipality with an annual revenue of 27 million pesos, hardly enough to defray the salaries of its employees let alone deliver the most basic services. It was a diminishing community adversely affected by historical misfortunes beyond her control.

To improve on this seemingly hopeless situation, the local government collaborated with all stakeholders in the formulation of a vision and an action plan that would transform Vigan, us-ing the conservation of our heritage as the major tool for development.

To improve on this seemingly hopeless situation, the local government collaborated with all stakeholders in the formulation of a vision and an action plan that would transform Vigan, using the conservation of our heritage as the major tool for development. Vigan was able to organize and empower the local community to become primary stakeholders and



keepers of their tangible and intangible cultural heritage. The sustainability of Vigan's conservation management lies in its ability to engage the local stakeholders, the local community – the owners of the heritage houses, teaching institutions, artists and crafts-men, and business owners to instill the value of their heritage, which stems from being the primary trading post in Northern Philippines during the Spanish era.

Throughout the decades, the local government has maintained its focal position in engag-ing all stakeholders and leading development through heritage conservation-based poli-cies. This strategy may be useful for other sites as Vigan has proven that empowering the community and the local stakeholders is key on ensuring that they are committed in conserving heritage as they are its primary guardians. The development of heritage-based tourism and the empowerment of local artisans and craftsmen have been likewise key in ensuring a self-sustaining city, where revenue is both generated for the private individuals to fund the maintenance of historic buildings and for the city, to ensure that the machineries to monitor conservation and sustainably develop the site are in place.

**Watch the presentation**

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https://youtu.be/H9KhHDge9Hw

*Photos: City of Vigan*

## Heritage and Sustainable Tourism in World Heritage Cities

***Jorge Ortega*** – *Secretary General of the National Association of Mexican World Heritage Cities A.C.*




The management of sustainable tourism in a World Heritage site is an issue of universal relevance, due to the importance of its preservation for future generations. We also have to consider that in each city tourism can have a different meaning; while for some destinations it implies an asset, for the communities of others it can represent a threat, due to the displacement that the local population can suffer. In the face of any public policy on tourism, it must be considered that each destination has a different potential and is at a different stage in its life. Thus, well-managed tourism can help local people to value authenticity and promote what is distinctive about their place; it can also be an important vehicle for promoting cultural exchange and for preserving traditional local businesses. It is important to recognize that the uniqueness of World Heritage Cities and their relationship to creative industries is part of the most relevant tourist attraction in these historic cities.

World Heritage Cities offer an environment that results from the combination of their monuments, authenticity, landscape, climate, people, and those elements considered by UNESCO as outstanding universal values. Unfortunately, these special qualities have been threatened by the presence of service providers who sometimes do not respect the regulations, as well as by the disappearance of small local businesses, and by the substitution of local materials, which has affected in some cases the identity and level of conservation of historic centers. For this reason, the first section of the study includes the section "Tourism and Conservation". Historic sites must preserve their distinctive, unique and unrepeatable character, in first place because they represent a commitment assumed when they joined the United Nations Convention on the Protection of the Natural and Cultural Heritage, and on the other hand because they are the elements they require to be successful in attracting high-value tourism in a highly competitive market; in this sense, in the design of this first section, questions are included on the safeguarding of tangible and intangible heritage, as well as on the conservation of heritage in the face of the effects of tourist activity.

Tourism in the historic center depends on the public services provided, so it is regrettable that in some cities there is a low political priority in terms of funding and innovative regulation in this area. The consequence is that, in general, historic sites receive insufficient resources to guarantee the quality of services and this, together with the fact that the conservation of historic public buildings is also under-financed, makes it difficult to maintain their distinctive features, generating that some destinations are sometimes affected, in the absence of proactive and preventive management. Although visitors are very attracted to places where historic monuments are well preserved, the connection between visitor spending on cultural tourism and the ability to channel it into investments to maintain heritage is very complex. We can find direct benefit in cases where the private sector is involved in conserving historic buildings for a tourism-related business (restaurants and hotels). However, the ability to channel the income generated by visitor spending on the maintenance of public buildings is a great challenge; this aspect is also discussed in the section "Tourism and World Heritage Conservation", in which questions were asked about the negative impacts generated from tourism in World Heritage Cities, and the actions that cities take to reduce or prevent them. Likewise, in this section we obtained information to know mechanisms or instruments to channel resources from tourism to heritage conservation. If the outstanding values that allowed a site to obtain the category of world heritage must be kept accessible for present and future generations, the administration of tourism in these sites must be a matter of utmost importance (Garrod &

Fyall, 2000[1] ; Pedersen, 2002[2]), which is why the relevance of this section in the study.

We cannot ignore the impact that tourism activity has on the environment, as well as its contribution to climate change; for example, waste and energy use by hotels and, especially, CO2 emissions from air and car transport used by tourists are relevant aspects. There is a juxtaposition between environmental impacts and the aspirations for experience and cultural learning that visitors seek when they travel to new places, however, there is an opportunity for businesses and tourist destinations to develop products and practices that are more respectful of the environment, people who are attracted to historic cities can become customers who are receptive to the good environmental protection practices of companies and municipal governments. The growth of tourism and its economic importance should not forget the ecological challenge it represents, so we must face the challenge of sustainable tourism as a trigger for development becomes useful and necessary. We must recognize that tourism is an activity that sometimes has a negative impact on the environment, both because of pollution and because of the waste left by tourists, to the detriment of local residents, so it has been seen as a threat to heritage. For this reason, the study incorporates a second section called "Heritage and Environment", in which cities were questioned about the measures they have taken to promote sustainable tourism and to encourage tourist service providers and tourists to adopt practices for the care of the environment. It was also asked about the existence of economic support to sustainable tourism projects, as well as to those tourism service providers that apply energy efficiency measures.

We decided to incorporate a third section called "Promotion of Tourism in World Heritage Cities", which deals precisely with the promotion of tourism through exceptional universal values. To this end, the cities surveyed were asked to use their unique and unrepeatable elements when creating promotional campaigns to attract tourists in the large international market, to learn about the role of the UNESCO declaration and the exceptional universal values in the strategy of tourism promotion and positioning of the city.

The cruise industry has grown significantly in recent times and some world heritage cities have become important cruise destinations, so we incorporated section IV "Cruise Tourism" to obtain relevant information regarding the management of such destinations.

The tourism industry grows in different directions, and all of them represent challenges and opportunities, which must be addressed by reconciling sustainability with competitiveness and economic prosperity. According to the guidelines for sustainable tourism of the European Union, apart from personal benefits, tourism supports many historical sites on:

- Generate economic value and contribute to local, regional and national income;
- Raise the image and profile of the city as a place to visit, live and invest;
- Recover abandoned historic buildings for productive use; create reasons to invest in city's heritage: heritage is associated with prosperity and economic vitality because it attracts visitors and their expenses;
- Increase the use of local facilities and services, contributing to their viability, especially in smaller towns and villages;
- Help keep alive local traditions and events;
- Support local production of food, beverages and handicrafts because visitors create an additional market; and
- Create markets for new microenterprises and can help retain local talent and/or help create reasons and opportunities for people to live where they work.

However, tourism is sometimes a problem for historic sites, undermining the sense of place and cultural identity, creating difficulties for local communities. Economic pressures, sometimes external to the locality, for the growth of tourism in World Heritage Cities are a challenge for municipal authorities representing the interests of the community; thus, in promoting tourism in World Heritage Cities, we must favor the practice of sustainable tourism that respects the environment and the locality, this is one of the reasons why the OWHC in collaboration with the ANCMPM A.C. developed a questionnaire to obtain information that is useful for identifying good practices, as well as trends and recommendations for the management of sustainable tourism in World Heritage historic centers.

1 Garrod, B., & Fyall, A. (2000). *Managing heritage tourism. Annals of Tourism Research*, 27(3), 682–708.
2 Pederson, A. (2002). *Managing tourism at World Heritage Sites*. Paris: World Heritage Centre.

## Watch the presentation

*Copy the link or scan the QR code on your phone to read the full study.*

https://bit.ly/2yMtXvu

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https://youtu.be/9duCInKhBs8

# CONCLUDING SESSION OF THE SCIENTIFIC SYMPOSIUM

**Scientific Symposium Recap**

*Prof. Jacek Purchla*
*Prof. Francesc Muñoz*
*Doug Lansky*
*Dr. Ko Koens*
*Dr. David Flemming*




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https://youtu.be/aJ9WA1sA8xc



# ABOUT THE KEYNOTE AND GUEST SPEAKERS

**Prof. Jacek Purchla**
*Chair of the Steering Committee*

Professor of Humanities; Chairman of the Polish National Commission for UNESCO, member of the Polish Academy of Arts and Sciences, doctor Honoris Causa of the Lviv Polytechnic, Vice-President of Europa Nostra. Head of the Department of Economic and Social History and the Department of Cultural Heritage and Urban Studies of the University of Economics in Krakow, as well as the Department of European Heritage at the Institute of European Studies of the Jagiellonian University.

He conducts research on the development of cities, social history and art history of the 19th and 20th centuries, as well as on the theory and protection of cultural heritage. Author of over 500 scientific papers, including many books. Deputy Mayor of Krakow (1990–1991), Director of the International Cultural Centre in Krakow (1991–2018). Member of many organizations and associations, including titular member of the Comité international d'histoire de l'art (CIHA), Chairperson of the World Heritage Committee (2016–2017).

**Doug Lansky**
*Moderator*

Tourism development thought leader who advises destinations and tourism companies around the world – from Singapore to Aruba, Google Travel to Amadeus – on strategic branding, marketing issues, visitor experience, industry trends and sustainability. Doug has a background as a travel journalist and editor with 20 years of experience writing for publications that range from *National Geographic Traveler* to *The Guardian* to *Skift*, and traveling to over 100 countries.

**Prof. Francesc Muñoz**
*Keynote speaker*

Professor of urban geography from 1995 and director of the Urban Planning Observatory at the Autonomous University of Barcelona.

Muñoz teaches architecture and urban planning in such European programs as "Metropolis: The Experience of Cities in Art and Architecture" (Polytechnic University of Catalonia) and "Management of the European metropolitan Regions" (Erasmus University Rotterdam).

His professional experience includes research and consultancy work in several fields, such as urban demography and strategic planning, as well as specific advice on cultural and urban projects to e.g. the government of Albania or the Olympic Committee.

He published *urBANAlization: Common Landscapes, Global Seats* (G. Gili, Barcelona 2004), in addition to many articles in magazines and collective books of Spain, Portugal, Italy, Slovenia and the United States.

**Dr. Ko Koens**

Associate Professor at Breda University of Applied Sciences. Dr. Ko Koens is co-author of the UNWTO report on *overtourism* and has recently published the academic open-access paper "Is Overtourism Overused? Understanding the Impact of Tourism in a City Context". Besides this he has edited two books on slum tourism and regularly publishes in academic journals. His main research interests are sustainable urban tourism, city hospitality, *overtourism* and tourism of inequalities.

**Dr. David Fleming**

Director of National Museums Liverpool (2001–18) and of Tyne & Wear Museums (1991–2001); former Chairman of intercom and of ICOM's Finance and Resources Committee; twice President of the uk Museums Association; member of icom's Ethics Committee and of Liverpool's World Heritage Site Steering Committee; President of the Federation of International Human Rights Museum (FIHRM); Board Member at Poland's Museum Slaskie, Katowice, and of Argentina's Museum of International Democracy, Rosario. David Fleming has published extensively and has lectured and advised museums, municipalities and governments worldwide in 50 countries on museum management and leadership, city history museums, museum ethics, cultural heritage management, audience development, social inclusion and human rights. While he was Director of National Museums Liverpool audiences rose from around 700 thousand per year to more than 3.5 million.

**H.E. Shaika Mai Bint Mohammed Al Khalifa**

President of the Bahrain Authority for Culture and Antiquities, Chairperson of the Board of the Arab Regional Centre for World Heritage (ARC-WH). Founder and Chair of Board of Trustees of Sheikh Ebrahim bin Mohammed al Khalifa Centre for Culture and Research.

Mai bint Mohammed Al Khalifa was appointed as the Minister of Culture and Information of Bahrain in 2008 and as Minister of Culture in 2010. In 2015 the Ministry was reorganized into Bahrain Authority for Culture and Antiquities and remains under her leadership.

Mai bint Mohammed Al Khalifa was the first laureate of the Colbert Prize for Creativity and Heritage in 2010. She was also the first Arab personality to win Watch Award, awarded by the World Monuments Watch in 2015, for her role in preserving the monuments and culture of Bahrain. In 2017 she was named the Special Ambassador of the International Year of Sustainable Tourism for Development by the United Nations World Tourism Organization (UNWTO).

**Dr. Jyoti Hosagrahar**

Jyoti Hosagrahar is Deputy Director for the World Heritage Centre at UNESCO. Among other responsibilities, she leads initiatives on integrating cultural heritage for sustainable cities and towns; policies for cultural and natural heritage for the 2030 Agenda and the New Urban Agenda; the implementation of the Historical Urban Landscapes Recommendation; and the development and implementation of Thematic Indicators for Culture in the 2030 Agenda for sustainable development across the Culture Sector. From May 2016 – November 2018, she served as Director of the Division for Creativity at UNESCO. Prior to joining UNESCO, she was a professor and Director of the SUI Lab at GSAPP, Columbia University, New York; UNESCO Chair in Culture, Habitat, and Sustainable Development at Srishti Institute of Art, Design, and Technology in Bangalore, India where she was also Chair of the Ph.D. program; and Founder-Director of Sustainable Urbanism International (SUI), an NGO in Bangalore, India.

In all these capacities she has worked extensively with cultural and natural heritage in cities and settlements and on sustainable development. She was an expert for the un Habitat III Policy Unit on Socio Cultural Urban Framework, and Chair of the ICOMOS Cross-Scientific Committee Task Force on Cultural Heritage and Sustainable Development. From 2011-2016 she was a member of the Advisory Committee for World Heritage Matters for the Ministry of Culture in India. She has a PhD in Architecture and Urbanism from University of California, Berkley; Masters in Urban Planning from University of Southern California; and a Bachelor's in Architecture from the School of Planning and Architecture in New Delhi.

# Mayors Workshop

# Experts Workshop

## Mayors Workshop

***Peter Debrine*** *– Senior Project Officer in the UNESCO World Heritage Centre*

***James Rebanks*** *– Expert Advisor to UNESCO World Heritage Sustainable Tourism Programme*



With over 1.2 billion people now crossing international borders each year (a number which is expected to grow to 2 billion by 2030), tourism is increasingly a major source of growth, employment and income for many of the world's countries.

This represents huge opportunities for local economic development and poverty alleviation with data from the World Tourism Organization (UNWTO) showing that tourism accounts for 1 in 11 jobs worldwide, represents around 30 % of global service exports, and directly and indirectly contributes to around 10 % of global GDP.

However, if not properly managed tourism can have negative impacts on World Heritage sites and local communities and residents.

The Mayor's workshop addressed the need to strengthen policies and frameworks that promote broad stakeholder engagement in the planning, development and management of sustainable tourism in of support sustainable tourism as an important vehicle for managing cultural and natural heritage of Outstanding Universal Value.

## Experts Workshop

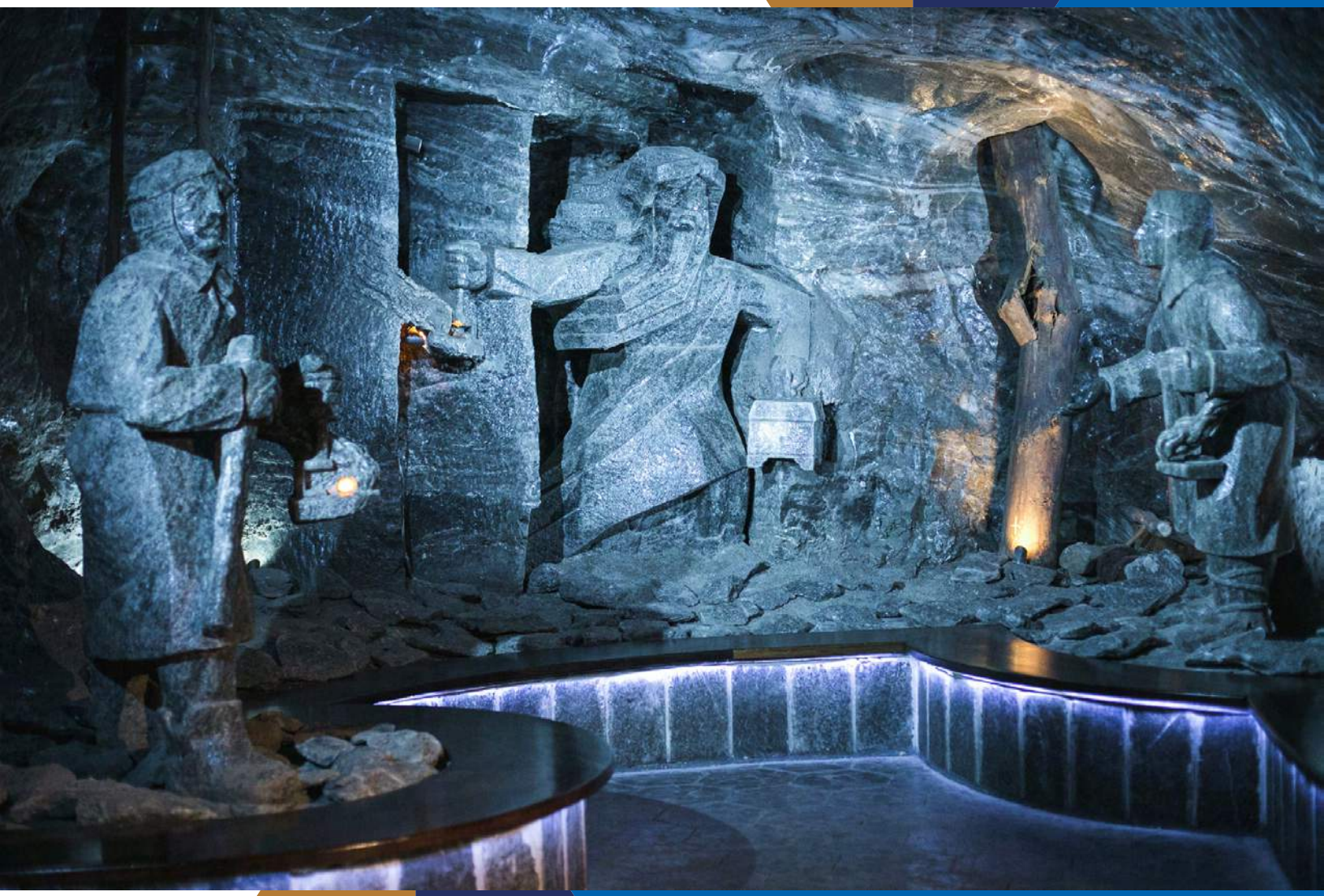
***Cecilie Smith-Christensen*** *– Expert Advisor to UNESCO World Heritage Sustainable Tourism Programme*

Monitoring the impact of tourism and improving visitor management to achieve a more sustainable dynamic between visitors and host communities is the goal of the UNESCO World Heritage and Sustainable Tourism Programme to provide a more comprehensive understanding of the value and impact of World Heritage designation on destinations and local economies.

The key is to identify tourism management solutions that support heritage conservation, socio economic development for local communities, and promote responsible travel.

To address the increasing negative impacts from tourism to the outstanding universal value (OUV) and the escalating challenges of visitor management and declining visitor experience in World Heritage sites, UNESCO has created a Visitor Management Assessment Tool to enable World Heritage site managers to rapidly and efficiently assess how tourism is being managed according to a set of sustainability indicators. By helping site managers establish a tourism management baseline, the tool will support proactive management to develop and implement tourism strategies and other appropriate planning and management frameworks to protect heritage values by engaging a broad set of stakeholders, empowering and providing benefits to local communities.

The Experts Workshop provided an introduction to the tool and discussed strategies to manage tourism efficiently, responsibly and sustainably based on the local context and needs.



# The Jean-Paul-L'Allier Prize

for Heritage 2019

6th édition

# City of Saint Petersburg

## Redevelopment of industrial cultural heritage sites and their territories for public projects

# The Jean-Paul-L'Allier for Heritage 2019 – 6th édition

**SAINT PETERSBURG (RUSSIAN FEDERATION) – Redevelopment of industrial cultural heritage sites and their territories for public projects**

***Dr. Alexey Mikhaylov*** *– Deputy chairman of the Committee for state preservation of historical monuments for the Government of Saint Petersburg*

Congratulations to the city of St. Petersburg, Russia, for its project *Redevelopment of industrial cultural heritage sites and their territories for public projects*, winner of the Jean-Paul-L'Alllier Prize for Heritage, 2019 edition.



Dr. Alexey Mikhaylov, Deputy chairman of the Committee for state preservation of historical monuments for the Government of Saint Petersburg, was awarded a certificate of honour by the Secretary General of the Organization of World Heritage Cities (OWHC), Mr. Denis Ricard, during a ceremony organized within the 15th World Congress of the OWHC, which was held in Krakow, Poland.

Like its previous editions, the prize aroused great interest and seven finalists were selected for this sixth edition: Cidade Velha (Cabo-Verde), Ibiza (Spain), Icherisheher (Azerbaijan), Krakow (Poland), Querétaro (Mexico), Tunis (Tunisia) and St. Petersburg (Russia).

Their evaluations were done professionally and objectively by a jury of six people, namely: Mr. Samir Abdulac from Paris (France), Vice-President of the International Committee on Historic Towns and Villages (CIVVIH) at ICOMOS, Ms. Sofia Avgerinou-Kolonias from Athens (Greece), Honorary Member and former President of CIVVIH, Mr. Michael Turner from Tel-Aviv (Israel), Adviser to the Director of UNESCO World Heritage Center; Ms. Regina Wiala-Zimm, International Relations Officer for the City of Vienna (Austria), Mr. Jahyun Jang from Gyeongju (Korea), Regional Coordinator of the OWHC Asia-Pacific Regional Secretariat, and Mr. Denis Ricard, Secretary General of the OWHC.

We present our sincere thanks to Mr. Serge Martin who contributed financially once again this year to the realization of the Jean-Paul-L'Allier Prize for Heritage.

*You will find on the following page a summary of the presentation of the project by Dr. Alexey Mikhaylov*

## About the Jean-Paul-L'Allier Prize for Heritage

Every second year, the Jean-Paul-L'Allier Prize for Heritage is awarded by the OWHC to one of its member cities in good standing. The award highlights an achievement related to the conservation, enhancement or good management of a living urban ensemble or property within an urban context thanks, in part, to the commitment of its local communities.

The Jean-Paul-L'Allier Prize was created in honor of the founding president of the OWHC, Mr. Jean-Paul L'Allier, mayor of the city of Québec from 1989 to 2005.

The city of St. Petersburg has been awarded for its ambitious project of restoration and reuse of old industrial buildings in the historic center and its adjacent neighborhoods. Most of the industrial buildings of this "industrial belt", or "gray belt", are examples of amazing styles such as Art Nouveau, "brick style" and constructivism.

The nomination includes five industrial heritage sites which were under redevelopment into new modern public open spaces. Those sites are "New Holland", "Planetarium No. 1", "Sevcable Port", "Petrovsky Arsenal" and "Tkachi". In the past, these sites were used as factories and centers of industry, but today, they have been converted into unique heritage sites to which were given a second life as places for different kinds of social activities like festivals, exhibitions, lectures, musician concerts and many others. Most of them are restored, but the process of restoration is always in progress.

Thus, the creation of the "Gray Belt Redevelopment" program has made it possible to find new modern functions for these industrial monuments, to restore them and to open them to the population and visitors. This large-scale intervention was also carried out in partnership with the local communities and had a positive impact on the economic, social and cultural levels.

The work of the different teams leading these spaces is a great example of a careful attitude towards tangible and intangible heritage of the sites and progressive modern management.





## Watch the presentation

*Copy the link or scan the QR code on your phone to watch the full presentation.*

https://youtu.be/GAeII0MIsXM

*Copy the link or scan the QR code on your phone to see more images.*

https://bit.ly/2Amiove

*Photos: City of St. Petersburg*

## Special Mention – City of Tunis

The jury wanted to send its most outstanding congratulations to the municipality of Tunis for the restoration of a former presbytery of the 18th century. Continuing the architectural typology of the old houses of the medina, this former presbytery is also testifying to a time when harmoniously coexisted in Tunis many ethnic and religious communities, while the north of the Mediterranean was still facing intolerance and the consequences of the inquisition. Today, this example symbolizes with happiness the continuity of a spirit of openness beyond the hazards of history.

# International Video Production Competition

5th edition

## Valeria Sindimirova – *Tsar's Dream*

Kazan (Russian Federation)

14-17 years old

## Nihad Nebili – *Amazing city: Baku*

Icherisheher (Azerbaijan)

18-21 years old

# International Video Production Competition – 5th edition

**14-17 years old**
**Valeria Sindimirova – *Tsar's Dream***
*Kazan (Russian Federation)*

The international winner in the 14-17 years old category is Valeria Sindimirova from the city of Kazan (Russian Federation) for the video *Tsar's Dream*.



*Click on the picture, copy the link or scan the QR code on your phone to watch the video.*

https://youtu.be/Gtjx8NXufUo

The representative of the Mayor of Kazan, Mr. Rassikh Sagitov, was proud to receive during the Congress the certificates of honour, one of which is for the young winner. The $1500 CA prize was given to the winner.

In 2nd position, congratulations to Zemmari Bloomfield from the city of Salzburg (Austria). In 3rd position, congratulations to Amir Hossein Dehghan Banadaki from the city of Yazd (Iran).

**18-21 years old**
**Nihad Nebili – *Amazing city: Baku***
*Icherisheher (Azerbaijan)*

The international winner in the 18-21 years old category is Nihad Nebili from the city of Icherisheher (Azerbaijan) for the video *Amazing city – Baku*.



*Click on the picture, copy the link or scan the QR code on your phone to watch the video.*

https://youtu.be/lnPlOquSrJI

The Head of Administration of Icherisheher, Mr. Asgar Alakbarov, was proud to receive during the Congress the certificates of honour, one of which is for the young winner. The $3000 CA prize was given to the winner.

In 2nd position, congratulations to the 8 young people from the city of Jongno-gu (Republic of Korea). In 3rd position, arrived *ex-aequo*: congratulations to Fanni Borbás from the city of Budapest (Hungary) and congratulations to Aleksandra Tereschenko from the city of Saint Petersburg (Russian Federation).

## About the International Video Production Competition

At the invitation of the cities that are part of the OWHC network and that have registered, the young people are called upon to produce a video of a maximum duration of five minutes on a World Heritage City. First of all, each city choose a winning video for each of the participating age groups. The winning videos on the local level are then submitted to an international jury that determines a winner among the 14-17 years of age group and another one among the 18-21 years of age group.

**Theme**

*"If you had one day in a World Heritage City..."*: What would you visit? What are the most important spots, according to your point of view, that deserve to be visited in one day? What are the most important elements that a one-day tourist should not miss to be imbued with the history of the city that you showcase?

# Poster Exhibition

of the 15th World Congress
of the Organization of
World Heritage Cities


600
Rauma

# Poster Exhibition

The aim of the Poster Exhibition is to represent the wide variety of projects taken by OWHC's member cities for their world heritage. For this edition, 23 cities presented a poster.

*Click on the name of the city, copy the link or scan the QR code on your phone to see each of the posters.*

**Aleppo (Syria)**
www.ovpm.org/krakow-2019-aleppo-syria/

A recovery of a World Heritage Site, a recovery of a community – "Syrians' soul is back"
*by PhD. arch. Hala Asslan*

**Angra do Heroísmo (Portugal)**
https://www.ovpm.org/krakow-2019-angra-portugal/

City Park Development
*by City of Angra do Heroísmo*

**Brussels (Belgium)**
https://www.ovpm.org/krakow-2019-brussels-belgium/

Grand-Place of Brussels: tourism and mono-functionality
*by City of Brussels*

**Budapest (Hungary)**
https://www.ovpm.org/krakow-2019-budapest-hungary/

Welcome to Budapest, our city of traditions, beauty and fun
*by City ofBudapest*

**Cidade Velha (Cape Verde)**
https://www.ovpm.org/krakow-2019-cidade-velha-capo-verde/

Cidade Velha, the cradle of the nation
*by Cidade Velha, historic centre of Ribeira Grande*

**Cordoba (Spain)**
https://www.ovpm.org/krakow-2019-cordoba-spain/

(Re)generation of the old Andalusian Cinema – New perspectives: a shared place for culture, art and sport
*by City of Cordoba*

**Krakow (Poland)**
https://www.ovpm.org/krakow-2019-krakow-poland/

Revitalisation of the post-industrial district of Zabłocie – Ring of cultural institutions and Planet LE M
*by City of Krakow*

**Dubrovnik (Croatia)**
https://www.ovpm.org/krakow-2019-dubrovnik-croatia/

Dubrovnik celebrates its historical anniversaries – 600 years of Orlando
*by City of Dubrovnik*

**Évora (Portugal)**
https://www.ovpm.org/krakow-2019-evora-portugal/

Recovery of Hydraulic Heritage in the historic centre of Évora
*by City of Évora*

**Icherisheher (Azerbaijan)**
https://www.ovpm.org/krakow-2019-icherisheher-azerbaijan/

The conservation project of "Hammam" of XVII century, which was found during archeological excavations in 2016
*by Icherisheher, old city of Baku*

**Kazan (Russian Federation)**
https://www.ovpm.org/krakow-2019-kazan-russia/

Cultural institutions and architectural heritage of Kazan
*by City of Kazan*

**Konya (Turkey)**
https://www.ovpm.org/krakow-2019-konya-turkey/

Heritage sites in Konya
*by City of Konya*

**Rauma (Finland)**
https://www.ovpm.org/krakow-2019-rauma-finland/

LiviHeri: Living with cultural heritage project
*by City of Rauma*

**Luxembourg (Luxembourg)**
https://www.ovpm.org/krakow-2019-luxembourg-luxembourg/

City of Luxembourg - Its historic districts and fortifications
*by City of Luxembourg*

**Regensburg (Germany)**
https://www.ovpm.org/krakow-2019-regensburg-germany/

OWHC Young Travelling Scholarship 2018
*by Regional Secretariat of Northwest Europe and North America (City of Regensburg)*

**Lyon (France)**
https://www.ovpm.org/krakow-2019-lyon-france/

Portrait of the city: city walking tours and a participatory exhibition
*by City of Lyon*

**Suzhou (China)**
https://www.ovpm.org/krakow-2019-suzhou-china/

Suzhou, World Heritage City
*by City of Suzhou*

**Olinda (Brazil)**
https://www.ovpm.org/krakow-2019-olinda-brazil/

Paint your heritage
*by City of Olinda*

**Vigan (Philippines)**
https://www.ovpm.org/krakow-2019-vigan-philippines/

Community participation – A heritage conservation practice for sustainable urban revitalization
*by City of Vigan*

**Philadelphia (United States)**
https://www.ovpm.org/krakow-2019-philadelphia-united-states/

Communicating heritage in collaboration with communities: building World Heritage awareness in Philadelphia
*by Global Philadelphia Association*

**Vilnius (Lithuania)**
https://www.ovpm.org/krakow-2019-vilnius-lithuania/

Intangible heritage and traditions – Create the culture of city!
*by City of Vilnius*

**Querétaro (Mexico)**
https://www.ovpm.org/krakow-2019-queretaro-mexico/

Rehabilitation, conservation of exteriors and restoration of interiors of the Temple of Santo Domingo de Guzmán
*by City of Querétaro*

**Warsaw (Poland)**
https://www.ovpm.org/krakow-2019-warsaw-poland/

What is heritage? – Educational project about the history of the Old Town in Warsaw
*by City of Warsaw*



# Parallel activities to the main program

Journalists Workshop
Young Profesionnals Forum
Training Workshop for Site Managers
Asia-Pacific Experts Workshop

## Journalists Workshop



Are culture and cultural heritage important and attractive topics in the eyes of the media, and journalists in general? Or, maybe, also in this case, 'important' is something very different from 'attractive'? Who writes about cultural heritage today, why, how and for what audiences? These are only some of the questions that were addressed during a special OWHC Workshop for Journalists, during the 15th OWHC World Congress in Krakow. The workshop programme was developed in consultation with the Municipality of Krakow, Prof. Charles Moumouni (OWHC), heritage experts and media consultants/representatives.

Two dedicated articles were published on www.krakowheritage.com preceding the workshop. These were devoted not only to the workshop programme but, more importantly, developing a more in-depth understanding and addressing the existing stereotypes and communication gaps between heritage experts and the media. One of the underlying ideas was to strengthen the practical links and connections between academic experts and journalists, but also on the city brand level (between the words KRAKÓW and HERITAGE) in the public domain, across multiple platforms and culture centres. This included outdoor promotion and a special #KrakowHeritage design placed on a tram, travelling all over the city, on different routes, until the end of 2019.

## Young Profesionnals Forum – 2nd edition

"Every visitor is a local somewhere, therefore, make the world of locals worth visiting" – this is how you can summarize the OWHC Young Professionals Forum 2019, a program prepared by the International Cultural Centre in Krakow for young professionals involved in the protection of cultural heritage. The event took place within the framework of the 15th World Congress of the Organization of World Heritage Cities (OWHC) in Krakow.

19 participants from 15 countries took part in lectures, workshops, and meetings with managers of Polish sites from the UNESCO World Heritage List. During five days, these young professionals familiarized themselves with attempts to diversify the tourist offer undertaken by the city of Krakow. The result was a special declaration presented to the delegates of the Congress. You can read that declaration on the following page.

In addition to visiting the districts of Nowa Huta and Podgórze, the participants also visited two Polish world heritage sites: the Wieliczka Salt Mine and the former Nazi German concentration and extermination camp Auschwitz-Birkenau (1940-1945).




*Click on the picture, copy the link or scan the QR code on your phone to watch a short film about the Forum.*

https://youtu.be/7ol4w6tROds

# Declaration of the participants of the OWHC Young Professionals Forum

We, participants of the Young Professional Forum, as citizens of the world, active members of civil society and young professionals advocated for the protection of World Heritage as an asset inherited to us from ancient times of humanity, carry now with the responsibility of safeguarding this legacy for the upcoming generations, for its use as a source of knowledge and depositary of identity.

After discussing the impacts of tourism on heritage in each of our cities, we have realized that the issues have similar roots in every corner of the globe and they all lead to the same conclusions: It is time to take responsibilities and turn your words into actions and implement immediate measures to mitigate all the damage already done and to prevent and control further risks.

Urgent thoughtful local policies need to be implemented and the management system needs to be improved towards the prioritization of local heritage above commodification of culture.

World heritage preservation is in danger of mass tourism, that is why we, young professionals call for the following actions:

- Establish local policies and stick to the management system;
- Develop and coordinate participatory approaches to stakeholders;
- Regulate the flow of tourists by improving the infrastructure;
- Educate all the stakeholders, including tourists, about their impact on heritage;
- Educate local communities on the value and significance of their heritage;
- Regulate the activities of the private sectors in the fields of visitor accommodation renting system, franchising, transport etc.;
- Preserve the cities' identity by encouraging and supporting diversity of local culture and local small businesses;
- Adapt new technologies for the proper use of heritage;
- Monitor, evaluate and improve your actions.

We the participants of the Young Professionals Forum, commit ourselves to initiate appropriate actions for the cities we represent. For now, we are reminding you:

***Every visitor is a local somewhere,***
***therefore, make the world of locals worth visiting.***


Heritage
and Tourism
Krakow, 2-3.06.2019

## Training Workshop for Site Managers



In 2017, the OWHC Northwest Europe and North America Regional Secretariat organized a successful workshop on heritage management and communication which took place in Vienna. In this workshop it became clear that knowledge and know-how concerning the involvement of citizens and local communities is an important asset for the successful work of heritage managers.

Therefore, the OWHC General Secretariat organized another training workshop for experts on citizen participation in the field of cultural heritage. Offered to every OWHC members, the event took place on June 1-2, 2019, in Krakow.

As the workshop was on participation, it was an interactive format and integrated different kinds of approaches, like inputs on theory and practice of participation by the trainer, practical exercises on methods, reflection of the exercises/methods, working on personal cases/issues of the participants, discussions in the group, individual reflection, Q&A sessions, etc.

*Many thanks to Lisa Purker (PlanSinn) for the animation of the workshop.*
*Contact: purker@plansinn.at, www.plansinn.at*

*Ideas for themes for a future training workshop? Contact Félix Rousseau (frousseau@ovpm.org), programs administrator at the OWHC.*

## Asia-Pacific Experts Workshop 5th edition

The OWHC Asia-Pacific Regional Secretariat (OWHC-AP) hosted its Regional Conference from October 29 to November 2, 2018, on the theme of Heritage and Tourism. An Experts Workshop was held as a parallel event of the conference, and discussed many issues relating to sustainable tourism.

After discussing the issues, the participants realized the need for further discussion, particularly in relation to practical solutions. The issues related to this topic have been discussed many times, and there are a variety of views on the scope of the topic. Therefore, two inter-related subthemes were selected to be further discussed during the 5th Experts Workshop of the OWHC-AP, held in Krakow as a parallel event of the World Congress of the OWHC: "Sharing Benefits" and "Sharing Responsibilities."

As these can be very specific within an urban environment for benefits and responsibilities, there are a range of legal instruments, initiatives and structural/governance aspects that can help to ensure greater participation and equity when it comes to sustainable tourism.

**The workshop outcome: a new OWHC Sustainable Tourism Case Study Platform**

The Case Study Platform will be intended to help local governments. The content and structure of the platform was discussed during the workshop, and case studies will be collected through the OWHC network by the time of the next OWHC-AP Regional Conference in 2020. Case studies should help initiate or shape thinking around a specific issue, or series of issues by either reinforcing good practices or introducing new ideas and concepts to deal with emerging issues such as barriers to entry, capacity building, financing, marketing and other factors.

*Special thanks to the co-organizer and the supporter of the Workshop*

- *Korean National Commission for UNESCO*
- *Gyeongju Municipal Government*



## List of Participating Cities

- Andong (Republic of Korea)
- Angra do Heroismo (Portugal)
- Anuradhapura (Sri Lanka)
- Aranjuez (Spain)
- Arequipa (Peru)
- Bamberg (Germany)
- Banska Stiavnica (Slovakia)
- Beemster (Netherlands)
- Boeun (Republic of Korea)
- Bordeaux (France)
- Bruges (Belgium)
- Brussels, Belgium)
- Budapest (Hungary)
- Buyeo (Republic of Korea)
- Camaguey (Cuba)
- Campeche (Mexico)
- Cesky Krumlov (Czech Republic)
- Cidade Velha (Cape Verde)
- Cienfuegos (Cuba)
- Colonia del Sacramento (Uruguay)
- Cordoba (Spain)
- Cuzco (Peru)
- Denpasar (Indonesia)
- Ejmiatsin (Armenia)
- Elvas (Portugal)
- Évora (Portugal)
- Gochang (Republic of Korea)
- Gongju (Republic of Korea)
- Guanajuato (Mexico)
- Gwangju (Republic of Korea)
- Gyeongju (Republic of Korea)
- Hapcheon (Republic of Korea)
- Havana (Cuba)
- Hue (Vietnam)
- Hwasun (Republic of Korea)
- Icherisheher (Azerbaijan)
- Iksan (Republic of Korea)
- Jongno (Republic of Korea)
- Kandy (Sri Lanka)
- Kazan (Russian Federation)
- Konya (Turkey)
- Krakow (Poland)
- Kutna Hora (Czech Republic)
- Luang Prabang (Laos)
- Luxembourg (Luxembourg)
- Lyon (France)
- Mexico City (Mexico)
- Miagao (Philippines)
- Morelia (Mexico)
- Mostar (Bosnia and Herzegovina)
- Oaxaca (Mexico)
- Philadelphia (United States)
- Porto (Portugal)
- Puebla (Mexico)
- Quebec (Canada)
- Queretaro (Mexico)
- Rauma (Finland)
- Regensburg (Germany)
- Riga (Latvia)
- San Antonio (United States)
- San Miguel de Allende (Mexico)
- San Pablo Villa of Mitla (Mexico)
- Sighisoara (Romania)
- Sintra (Portugal)
- Split (Croatia)
- St. Petersburg (Russian Federation)
- Suzhou (China)
- Tel Aviv (Israel)
- Torun (Poland)
- Tunis (Tunisia)
- Valparaiso (Chile)
- Vienna (Austria)
- Vigan (Philippines)
- Vilinius (Lithuania)
- Visby (Sweden)
- Warsaw (Poland)
- Willemstad (Curacao)
- Wismar (Germany)
- Xochimilco (Mexico)
- Yangsan (Republic of Korea)
- Zacatecas (Mexico)
- Zamość (Poland)

Kraków

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OVPM . OWHC . OCPM

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