UNWTO Discussion Paper on "Sustainable Tourism for Development" June 2017

Response from ICOMOS
International Council on Monuments and Sites

Introduction:

ICOMOS International Council on Monuments and Sites (ICOMOS) is pleased to respond to the invitation from the Secretary-General of United Nations World Tourism Organization (UNWTO) to the Director-General of ICOMOS Ms. Marie-Laure Lavenir with comments on the UNWTO Discussion Paper: "Sustainable Tourism for Development". Our participation signals the continuation of ICOMOS involvement in the United Nations International Year of Sustainable Tourism for Development 2017 (IYSTD 2017) proclaimed by the United Nations General Assembly in resolution 70/193.

From ICOMOS's viewpoint this designation - recognizing the importance of sustainable tourism in contributing to economic growth, social inclusion, environmental and cultural preservation, as well as in fostering better understanding among peoples and thereby contributing to the strengthening of peace in the world - is an important agenda.

We welcome the UNWTO framework discussion paper on "Sustainable Tourism for Development" as being comprehensive in scope and highlighting the sector's strengths and the challenges it faces, identifying some of the changes needed in policies, public sector interventions, business practices and consumer behaviour as we move forward.

Every year on 18 April, ICOMOS celebrates the "International Day for Monuments and Sites", whose establishment was approved by the 22nd UNESCO General Conference in 1983. In 2017, the theme "Cultural Heritage & Sustainable Tourism" was chosen in relation to the United Nations International Year of Sustainable Tourism for Development (IYSTD 2017) and in the framework of the 2030 Agenda for Sustainable Development and the United Nations Sustainable Development Goals (SDGs).

Our report – led by ICOMOS International Scientific Committee on Cultural Tourism and ICOMOS International Secretariat - takes up the discussion from the perspective of an organization of cultural heritage professionals concerned with the protection, safeguarding and conservation of the tangible and intangible cultural heritage.

ICOMOS is adviser to UNESCO on World Heritage cultural sites and mixed cultural-natural sites. Managing tourism and visitor engagement is included in UNESCO World Heritage Operational Guidelines 2016. Measuring tourism impacts - both positive and negative - is one aspect of the State of Conservation Reports (SOCs). ICOMOS is represented on the Steering Group for the UNESCO World Heritage Sustainable Tourism Programme.

A dedicated ICOMOS team is working on cultural heritage protection and conservation in the context of sustainable development and the SDGS 2030.

Our initial thoughts on the UNWTO discussion paper are that there is a potential imbalance in favour of exploitation of the tangible and intangible heritage at the expense of heritage protection, safeguarding and conservation within the framework of this discussion paper on sustainable tourism for development. Heritage conservation – especially in respect of the urban built environment - is hidden in the background rather than pro-actively celebrated as part of the visitor experience.

At the outset of our response we would like to affirm our position.

For ICOMOS it is axiomatic that where cultural heritage is concerned tourism development cannot be described as sustainable if heritage protection, safeguarding and actions in favour of conservation are compromised over the short, medium and long term. Therefore we are pleased to note that UNWTO has devoted one of five sections of the discussion paper to 'Cultural Values, Diversity and Heritage'.

In the view of one ICOMOS colleague: "The sectors are not sufficiently aware of each other's modus operandi, terminology, and are not empathetic enough of each other's concerns. More inter-sectoral meetings, exchange and collaboration opportunities are needed".

ICOMOS International Cultural Tourism Charter (1976 & 1999)
The first ICOMOS International Cultural Tourism Charter dates from 1976. The eighth ICOMOS International Cultural Tourism Charter - Managing Places of Heritage Significance endorsed in 1999 was an equally forward thinking document that remains largely relevant today.

ICOMOS is currently conducting a review of the 1999 Charter to ensure its continuing relevance over the next two decades given the massive expansion of both domestic and international tourism and increasing significance of cultural tourism, cultural and natural heritage conservation and heritage tourism destinations.

Cultural heritage is not only central to the well-being of dynamic communities, but plays a key role in the market differentiation, branding and sustainable development of tourism destinations. Culture and heritage are at heart of demand pressures for a variety of cultural encounters and culturally inspired products and services.

ICOMOS International Cultural Tourism Charter 1999 supports the idea of a multi-stakeholder model of ownership and the wide enjoyment of the heritage of others as an inclusive and no longer an exclusive leisure past time. "At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values." It further states: 'Tourism provides a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others' It is …'A dynamic reference point and positive instrument for growth and change'.

In short, ICOMOS International Cultural Tourism Charter presages not only the broadening of the concept of cultural heritage, the importance of a worthwhile visitor experience – leading to greater access, interpretation, an emphasis on visitor management leading to an increasing number of visitor centres; but also places a major focus on managing the interface between tourism and heritage protection and conservation at places of heritage significance. Over the past 20 years there have been notable successes and some prominent failures.

Today tourism strategic planning frameworks embrace heritage; visitor management issues are widely discussed; guidelines are readily available and community consultation is the norm rather than the exception.

The nature of the dynamic interaction between iconic heritage places and spaces and tourism, particularly mass tourism, is changing.

Management by heritage and tourism destination organizations has a part to play. Yet, as an array of new challenges present themselves at heritage tourism destinations it is right to question where the leadership is coming from to address the multiplicity of complex sets of relations especially with a worldwide diminution of the public sector and growth in strength and influence of the private sector.

Cultural tourism and sustainable tourism for development
The cultural heritage of the past is a live issue for the well-being of humanity. Balancing the protection of cultural heritage – tangible and intangible – with sustainable development is central to the development of tourism destinations worldwide. Defining and redefining the dynamic interaction between the cultural heritage of people and places in an era of exponential tourism expansion is an on-going challenge.

Cultural tourism has immense future potential for sustainable tourism development and sustainable tourism for development. Simultaneously, cultural tourism encourages the communication of cultural difference and meaningful cultural exchange; offers ways of celebrating cultural diversity and developing mutual respect. It is one of the main drivers of the conservation of many historic city centres, the preservation cultural landscapes and often sacred places and spaces; as well as becoming increasingly a vehicle for the promotion of authentic goods and services enhancing the creative and cultural industries.

Cultural exchange is the currency of cultural tourism. Cultural exchange and sharing the heritage of others through inter-cultural dialogue and a range of participatory activities is integral to raising an awareness of heritage – cultural and natural – and the need for its conservation amongst local people and their visitors. Cultural exchange with its capacity to foster peaceful coexistence and has never been more important in a world beset with insecurities.

Cultural Tourism: a demand-led model

Cultural tourism is evolving at a rapid rate, a factor that is only encompassed tangentially in this discussion paper. There are new developments and fresh challenges.

Tourism facilitates a heritage discourse that is moving globally towards a genuine people-centric engagement. The tourism industry is responding to a demand led model where visitors – the tourists – are increasingly interested in peoples' customs and ways of living; their consuming passions – food, music, dance, festivals and traditional products as well as the heritage of national monuments and UNESCO World Heritage sites, particularly trans-national cultural routes. This sea change - we would suggest - presents some of the greatest opportunities and some of the most significant challenges for sustainable tourism for development.

The fast growth and popular interest in cultural tourism has been a major influence in encouraging an ever increasing range and scope of cultural encounters both formal and informal. Changing perceptions of the significance of cultural heritage and cultural values for local people and visitors, sustainable tourism initiatives can empower communities and re-inforce their sense of place, their sense of self-worth and their identities. In turn, visitors return home with their own cultural heritage and cultural values benchmarked against those of others.

Yet, as the tourism machine grows ever bigger – fragmenting into niche tourism and cohering within mass tourism at an ever faster pace - the demand for a wide range of cultural heritage experiences at tourism destinations becomes ever greater too. A cacophonous sound is growing louder at popular cultural tourism destinations. The digitally empowered individual tourist across the world is in charge of decision-making and making a range of choices. Amongst those choices is a yearning for greater authenticity and a deeper engagement with the culture of others on the one hand and culture and heritage as spectacle – the wow factor – on the other.

When inappropriate tourism strategic planning and development and lack of appropriate policy formulation, governance and guidance distorts the authenticity and integrity of this dynamic interaction between the heritage of people and places - tangible and intangible - through over-exploitation; sanctions infrastructure development that degrades the fragile balance of a community's past cultural heritage and future prosperity; and condones investment opportunities that will detract from a worthwhile and 'culturally respectful' visitor experience friction rather than harmonious relations between visitors and their host communities can be the result. Such an outcome is the polar opposite of the objective to 'strengthen peace in the world' embraced by the United Nations and supported by ICOMOS.

The UNWTO discussion paper notes that "Human development is a particularly useful concept for articulating the development objectives of the 2030 Agenda and the five pillars of the IY2017 – at its core, it is "about expanding the richness of human life, rather than simply the richness of the economy in which human beings live. It is an approach that is focused on people and their opportunities and choices." Where cultural heritage is concerned this is an important concept indicating a holistic approach to sustainable development and sustainable tourism for development.

Such is the high demand for cultural heritage products and experiences that in ICOMOS we believe there is the ever present danger economic short termism will prevail especially, but not exclusively, within impoverished communities in both the developed and developing world.

Key Issues:

– This UNWTO Discussion Paper on "Sustainable Tourism for Development" is an excellent initiative with good, well-thought out general recommendations recognizing and promoting the value of "Cultural Values, Diversity and Heritage" as one of five themes.

– Theme 4: Cultural Values, Diversity and Heritage: The opening paragraph is aspirational and appropriate in seeking to establish the current situation before enlarging on tourism's current role in preserving and promoting culture, and considering how to augment this contribution - including by championing cultural tourism (p35):

– Quote: "The global wealth of cultural heritage – both tangible and intangible – is one of the principal motivations for travel. At its core, tourism is based on cultural interaction – such interaction, in turn, prompts dialogue, and dialogue builds mutual understanding. The myriad links between tourism and culture can contribute to catalyzing inclusive, sustainable development.

Tourism presents notable opportunities for safeguarding the world's rich cultural heritage, while culture offers innovative means of gaining socio-economic benefits through tourism. This section reflects on tourism's current role in preserving and promoting culture, before considering how to augment this contribution – including by championing cultural tourism; safeguarding tangible heritage; and supporting intangible, living culture and the creative industries."

- In the discussion paper cultural heritage and cultural tourism are not sufficiently integrated into conceptual thinking and subsequent actions relating to sustainable tourism for development more generally if both human and economic development is to be fully realized. (This situation is hinted at in the above paragraph.)

- There is evidence of contradictory positions. In some places the retention of the notion of cultural tourism as a niche area of tourism is to the fore: in other places there is movement towards the position of culture as the fourth pillar of sustainability thus embracing cultural tourism as having a social significance and market share far beyond the traditional core areas of heritage monuments, sites, cities, landscapes and cultural festivals. Quote: "the global wealth of cultural heritage - both tangible and intangible - is one of the principal motivations for travel."

- 40% of tourists are cultural tourists: "40% of international arrivals are considered "cultural tourists", i.e. travellers who participate in a cultural visit or activity as part of their stay." (4.1 p.35) We query this figure derived from: *The Impact of Culture on Tourism*, OECD (2009): http://www.em.gov.lv/images/modules/items/OECD_Tourism_Culture.pdf. This report records cultural tourism as accounting for 40% of all international tourism. Cultural tourism is more widely encompassing and more broadly understood as a significantly larger percentage of visitor activity at a destination than ten years ago. The question of primary motivation requires further research in respect of broad definitions of culture and cultural tourism.

- The visitor perspective of a cultural heritage destination as a holistic experience is largely unrecognized and where it appears is under-valued. For example, Cultural Values, Diversity and Heritage – Where are we now? … 'The beauty of cultural or natural landscapes is one of the main attractions for visitors: it is the principal "capital" on which Tourism is based (p.vii)'. In response one ICOMOS colleague wrote: "Nowadays, people are more and more attracted by sites and landscapes (urban, rural or natural), discovered as a whole, with their specificities, variety, richness and ways of life, than by one special isolated monument".

- Promoting mutual respect and cultural exchange between local communities and visitors: This aspect of cultural tourism is important and in the current climate of increasing international arrivals, and political tensions and uncertainty more difficult to achieve (p.viii). When ways of life and behaviours are very different, there may be cultural shocks on arriving in another country. Chance symbiotic cultural encounters do happen. Positive interactions between hosts and guests do take place on an informal or semi-formal basis through home-stay and shared creative cultural experiences such as cooking local cuisine or during a guided tour of a town, city museum or landscape especially when these are led by local volunteers or local paid actors; or even shopping.

- Yet, a growing body of negative evidence suggests that influencing tourist behaviour should begin at the start of the journey: cultural awareness raising and promotional publicity illustrating expected behavioural norms - especially through apps, at airports, on coaches, planes and in hotel lobbies. Managing visitor expectations should run in parallel with programmes designed and developed by destination managers for local businesses to enable them to better understand their guests.

- Only after an industry-wide initiative of this nature can cultural interaction begin for the majority of visitors – through face–to-face dialogue, physically visiting historic places, or engaging through digital technology. It is the very tension of familiarity born of YouTube videos and Facebook images and Instagram that leads to tourists moving around the world within their own echo-chamber, searching for cultural difference yet cementing their own cultural norms as they travel.

- Managing the interface between visitors and local communities: As tourism volumes grow incrementally especially at iconic cultural heritage destinations the need to proactively regulate and manage the interface between visitors and local communities grows too. For example In

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Barcelona, Spain a city with 1.6 million residents receiving 32 million tourists a year; a city with UNESCO World Heritage architecture by Antoni Gaudi but also the seaside community of La Barceloneta there is an outcry from local communities and a rejection of tourism and tourists for their overwhelming presence and inconsiderate behaviour disrespectful of local mores. Belatedly the local authorities have intervened to limit hotel and apartment rental licenses.

– Managing historic buildings as cultural heritage visitor attractions. Tourism is both an economic benefit and a potential threat to the cultural integrity and authenticity of cultural heritage visitor attractions. As mentioned in (4.2.2), unless tourism is well managed, it may threaten cultural integrity and authenticity sometimes through the physical pressure of visitor numbers. In certain cases this can lead to significant damage. The family rooms at Gaudi's Casa Milà, or La Pedrera in Barcelona were becoming worn out with the extensive footfall from cruise ship passengers before a new management plan was implemented.

– The inappropriate commodification and banalization of cultural values are often unwittingly encouraged by the creation of a cultural heritage tourist destination. Sustainable development initiatives enabling the adaptive reuse of historic buildings – often hotels - technically accurate reconstructions, pedestrianized streets and sustainable transport initiatives can lead to a parody – an authentic Disneyland – with carefully conserved historic buildings acting as the backdrop to disassociated festivals and events; and a café culture hiding the complexities of the city's past history and propelling local residents to the outskirts often renting their apartments to tourists.

– The spirit of place: The ambiance in many historic city centres is valued by visitors; but it is questionable how much the painstaking the care of the heritage fabric and building conservation efforts are known about or appreciated, especially when the vitality of the place is created by tourists and tourism and not local people. An alternative can be museumification. Getting the balance right requires a strong vision, robust regulation, on-going vigilance and critically strong strategic leadership such as is visible at Albi UNESCO World Heritage site in France.

Thematic Areas
    (1) Sustainable economic growth;
    (2) Social inclusiveness, employment and poverty reduction;
    (3) Resource efficiency, environmental protection and climate change;
    (4) Cultural values, diversity and heritage; and
    (5) Mutual understanding, peace and security.

Theme 1: Sustainable Economic Growth

UNWTO Quote:
Key Areas for Action: (1.2) "The impressive scale of tourism markets worldwide suggests that there are many opportunities to capitalize on, which in turn can yield significant economic growth. Evidence suggests that a range of conditions are necessary in all countries in order for tourism to contribute to sustainable economic growth. Alongside the inherent appeal of a destination, including its natural and cultural resources, the following conditions are some of the most important for tourism to advance economic growth":
- A favourable business environment, underscored by stability, security, supportive policies and effective institutions;
- Openness and a high degree of connectivity; and
- A resilient tourism sector.

ICOMOS Comment:
This section disconnects 'the inherent appeal of a destination, including its natural and cultural resources' from

– Benefits conveyed by cultural heritage to a favourable business environment;

– Risk management issues relating to heritage resources once transport improvements have been made justifiably increasing opportunities for economic development and FDI. (See principally - Improving openness and connectivity (1.2.1);

– Role of cultural heritage in maintaining tourism resilience: this is underplayed. (1.2.2): 'Despite the sector's ability to withstand and recover from shocks, investing in communities and the

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environment would be useful measures to ensure greater resilience… In addition, market diversification is also essential to ensure less vulnerable domestic markets. (1.2.3)

Q5: What are the main challenges and priorities for securing better connectivity and openness, especially for developing countries and remote areas?

– Digital connectivity is essential to empower MSMEs marketing cultural products in a global economy;

– Destination hub airports and major highways bring challenges as well as opportunities;

– Creating global cultural brands and attracting mass tourism can bring an increasing range of opportunities as well as risks that require strong governance and regulation in advance of any influx of tourists to ensure heritage protection is encompassed at the outset of tourism planning.

Q6: How can tourism resilience be further strengthened?

– Cultural tourism is often the key to planned sustainable tourism for development;

– Reinforcement of the role of cultural heritage in gaining or regaining economic stability in an uncertain world has impacts that can withstand the vicissitudes of international tourism:
  o multiple outlets and platforms for creative and cultural products beyond site visits;
  o greater awareness-raising of cultural heritage amongst local population with an emphasis on domestic tourism;

– Outside the major cities and World Heritage sites the role of cultural tourism in the tourism value chain is less well understood, under-resourced and under-valued;

– Cultural heritage is a key enabler of sustainable tourism for development post-conflict and post-recession.

CASE STUDY 1:
In Erbil – Northern Iraq and Baswra in the south there is a strong interest and increasing domestic tourism to recently excavated archaeological sites. Preparations to receive tourism and tourists are scarce outside Erbil World Heritage site.

Theme 2: Social Inclusiveness, Employment and Poverty Reduction

UNWTO Quote:
"… it is important to recognize that, although tourism creates jobs and contributes significantly to economic growth, it is not necessarily a formula for poverty reduction. Focusing on tourism's power to generate wealth for the people most in need remains an immense task. Without a focus on sustainability, tourism can have adverse impacts on social structures, traditions and local livelihoods. For instance, it may spark increased competition for resources, raise local prices and precipitate social changes leading to, inter alia, increased crime and related problems like sexual exploitation."

To harness tourism's benefits for local communities, priorities for action include:
• Ensuring that local communities and stakeholders are fully consulted and actively engaged in the tourism planning and development in their areas, so that tourism truly reflects their needs and aspirations;

• Aligning the approach of tourism development to the specific context at hand, paying particular attention to traditional social structures and dynamics, especially within indigenous communities;

• Basing community-based tourism on a strong understanding of visitor requirements, effective market access and sound business planning, supported by capacity-building. In this regard, links to established businesses can be very useful.

ICOMOS Comment:
We consider the major issues have been covered in this thematic section.

Specifically in the cultural tourism context there is also a need to address issues relating to upscaling, gentrification and identification of what are 'good jobs'.

Upscaling:
– A holistic approach to tourism planning and cultural heritage development at destinations aiming to ensure community inclusiveness and poverty reduction as guiding principles for all aspects of sustainable tourism development. Otherwise innovative creative and cultural industries have a tendency to be characterized by short term projects producing minimal cultural, social and economic impacts;

Gentrification:
– Impacts of increased tourism volumes: competition for resources, rise in local prices, and also changes in real estate values and spatial segregation in city and rural areas. Such impacts can precipitate social and cultural changes leading to, inter alia, increased crime and related problems like sexual exploitation.

– Fundamental changes occur in the cultural make-up and intertwining of the tangible and intangible cultural values of local communities. It can lead to a lack of ownership and irresponsibility by local communities towards their heritage; or alternatively, to protests and anger against what they see as an invasion by tourists changing the rhythm of their daily lives and lived experience.

Low pay, quality control and cultural exploitation on the front line:
– Tour guides, for instance, are often on low pay or self-employed or part of large international commercial enterprises;
– Capacity building, benchmarking, monitoring and assessment are of variable quality;
– Resulting in a tendency to 'play to the gallery' to get the best tips regardless of either the authenticity of the stories; or, ultimately, an ability to distinguish between myth and reality or put the stories into a wider context. The focus is on entertainment with a modicum of 'edutainment'. Anarchistic approaches to live interpretation can be appealing but they risk becoming dull and formulaic.

CASE STUDY 2:
Ghost tours are at one extreme of a spectrum. Ghost tours have become extremely popular and profitable, particularly but not exclusively in the Western world. They are meeting a demand for a fun heritage experience. From McGee's ghost tours of Prague to 'Dark Rome' a Citywonders brand: "With Dark Rome tours you'll see Italy as never before with the true stories that make your experience come to life" … "Ghosts, Mysteries and Legends of Rome Night Walking Tour". Every night in Edinburgh, Scotland, Cityexplorers offers a free 1.5 hour Ghost Tour: … to hear ghostly tales and sinister stories that will transport you back to the terrifying past of old Edinburgh as we walk spooky shadows and haunted alleyways. Edinburgh's dark side also includes body snatching, public executions, gruesome jails and tortures". There are ghost tours in Paris France, London UK, Brisbane Australia, Savannah USA one in Seoul Korea several in Tokyo, Japan and a growing demand in India.

Q.2: What relevant aspects, if any, are missing from this section?

– Cultural industries business development. There is in our view a need to encourage a less mechanistic and more creative approach to networking, job creation, cultural understanding and entrepreneurship;

– Up-scaling. Although this section talks about the 'market coming to the product' many more opportunities are presented through strategic alliances when consideration is given to selling cultural products in the global market place alongside the opportunities offered at a destination;

– Start-ups and micro-businesses. These often fail once support from dedicated schemes or exhaustion or lack of awareness how to refocus on product development after the initial successful enterprise becomes stale or out of fashion;

– Cultural Hospitality. The intangible cultural heritage of hospitality - cuisine is often a matter of taste and fashion. It becomes sustainable only when accommodating the use of products grown

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and sourced locally and is able to creatively embrace the local food heritage adapted to visitor tastes;

– Story-telling narratives and techniques. Reference to live interpretation & tour guiding and their vulnerability to current trends and developments in new technologies and therefore the need for greater resources focused on front-line development including strategic approaches to the local people – visitor interface as well as capacity building;

– Two-way cross-cultural communication between visitors and communities that stimulates curiosity, allows multiple interpretations, and enables hosts to tell their own stories in their own way is important within a demand-led model;

– Many indigenous communities are wary of tourists and tourism whatever economic benefits might accrue.

Theme 3: Resource efficiency, environmental protection and climate change

UNWTO Quote:
"Responsibility towards the environment is a fundamental requirement for sustainable development. Not only is environmental sustainability embedded across Agenda 2030, it is the specific concern of six Sustainable Development Goals. Tourism has multifaceted impacts on the natural environment, just as environmental considerations have a significant bearing on sustainable tourism development in the short- and long-term. As a sector which depends so much on the natural environment, tourism has a special responsibility towards the planet, with an impetus to harness this dependency as a means of promoting conservation. This section discusses tourism's relationship to resource efficiency; environmental protection and biodiversity conservation; and climate change, with a view to better understanding how tourism can mitigate negative environmental impacts and contribute to protecting our planet's invaluable natural resources."

ICOMOS Comment:
We consider the major issues have been covered in this thematic section.

Specifically, ICOMOS is pleased to note that UNWTO recognizes:
• Ultimately, a quality environment is the natural capital of tourism destinations, with the income from tourism providing the financial return from investment in that capital;

• An integrated, sustainable approach to tourism and the environment is needed, grounded upon strategies for decoupling tourism-related economic growth from environmental degradation and excessive resource use;

• Tourism clearly demonstrates the value of natural heritage and delivers economic benefits as a result, as well as providing more direct support. The SDGs emphasize the need to promote the sustainable use and management of ecosystems, in which tourism can play a significant part;

• Fundamentally, what is required in most areas is a combination of careful protection alongside creative opportunities to promote the sustainable use and management of ecosystems, while supporting their conservation;

• Including: 'Using the tourism argument more effectively as a compelling case for conservation' (Convention on Biological Diversity (2015) Tourism Supporting Biodiversity: A Manual on applying the CBD Guidelines on Biodiversity and Tourism Development. Montreal: Secretariat of the Convention on Biological Diversity)

General Questions:
Q2: What relevant aspects, if any, are missing from this section?

– An understanding of biodiversity as a socio-cultural construct within the concept of a nature-culture journey – currently sponsored by ICOMOS and IUCN;

– Recognition of the cultural aspects of protection and exploitation of natural resources and classifications across the field of bio-diversity requires acknowledgement;

- The scale of the issues and the nature of the dichotomy in a world where cities and towns are encroaching on the countryside, populations are expanding year on year, and local communities are linked to a diaspora and therefore no longer always the tight-knit units of even two decades ago requires further discussion and definition;

- If a balanced approach to policy development, governance and conservation is to be viable not only in theory but in practice in the context of tourism then demand pressures for infrastructure – airports, roads and hotels in particular – have to be considered against a background of strong regulation, robust guidelines, awareness and learning programmes for local people and an ability to embrace an overarching interest in increasing FDI within a proactive model of conservation and sustainability;

- Specific mention of cruise ships as a cause of pollution in fragile natural and cultural heritage environments. Although ships may use grey water, the majority of ports do not provide land power: the cost is too great so their diesel engines are kept constantly running

CASE STUDY 3

Cruise ship tourism is a popular means by which people access and enjoy World Heritage sites all over the world. Cruise ships travel adjacent to, or make ports of call in at least half of all 49 marine World Heritage sites. Glacier Bay National Park (United States of America) and West Norwegian Fjords – Geirangerfjord and Nærøyfjord (Norway) are both visited primarily by cruise ships, and both have made big strides to reduce impacts like air and water pollution. The two sites are currently exploring the potential for common standards for ship visits that target both World Heritage sites.

The village Geiranger is a small tourist village at the end of the fjord. The area has been listed as a UNESCO World Heritage Site since 2005, and it has been named the best travel destination in Scandinavia by Lonely Planet. Several hundred thousand people pass through every summer, and tourism is the main business for the 250 people who live there permanently. The tourist season stretches from May to early September.

Glacier Bay provides an excellent example of the connection of cruising with World Heritage. In 2016, nearly 485,000 people visited Glacier Bay aboard a cruise ship, constituting over 95 percent of all visitors to the site. On most summer days, there may be several cruise ships travelling to, or maneuvering in front of, one of the park's tidewater glaciers allowing passengers to experience the same feeling of wonderment as those over a century before. Importantly, many of these passengers might not have otherwise been able to experience the Outstanding Universal Value (OUV) of Glacier Bay, owing to physical or other limitations in visiting a site with no road connections.

Cruise shipping can also negatively impact a site's natural or cultural resources and OUV because they are, in effect, floating cities that produce large volumes of waste water, air pollutants, and underwater noise. As part of their normal operations, cruise ships produce a suite of air pollutants, including oxides of sulfur and nitrogen, particulate matter, and CO_2. While pollutants are produced through the operation of on-board incinerators, gas turbines, and oil-fired steam boilers, the largest volume of air pollutants classified into the 'propulsion load' and the 'hoteling load'.

Combined, these two power demands result in a large volume of fuel burned per day. For example, an average sized, 2000-passenger cruise ship that regularly visits Glacier Bay may burn 20,000-30,000 gallons of fuel per day which equates to approximately 0.02 miles per gallon burned or, about 5 passenger miles per gallon. By comparison, the average fuel efficiency for new, 4-passenger cars produced in the United States is about 36 miles per gallon of gas burned (U.S. Department of Transportation, 2016) or about 144 passenger miles per gallon. Consequently, the amount of energy to transport and hotel a passenger aboard a cruise ship has been estimated to be 12x that compared to similar modes of access and use of land-based hotels (Howitt et al., 2010). (Source: The Future of the World Heritage Convention for Marine Conservation: UNESCO World Heritage Papers 45. December 2016)

Specific questions:
Q4: How can sustainable tourism development and biodiversity conservation become more integrated and mutually supportive?

Quote from an ICOMOS colleague: "This speaks to the Nature Culture Journey, where traditional land use practices can help conserve local biodiversity and be a source of tourism attraction, with possible ties to intangible cultural heritage tourism."

Q6: How can a more coordinated and systematic approach to climate change mitigation (including targets, monitoring and reporting) be achieved across the tourism sector?

Quote from an ICOMOS colleague: "A more coordinated and systematic approach to climate change mitigation may be difficult to coordinate, especially with the US and its funding bodies out of the Paris Accord equation. The only possibility, according to one ICOMOS colleague, is to align the targets to national data gathering mechanisms, and the indicators that have been developed for the climate change-related SDGs."

Theme 4: Cultural Values, Diversity and Heritage

This section is the main focus of ICOMOS's contribution to the UNWTO discussion paper.

Quote UNWTO
"The global wealth of cultural heritage – both tangible and intangible – is one of the principal motivations for travel. At its core, tourism is based on cultural interaction – such interaction, in turn, prompts dialogue, and dialogue builds mutual understanding. The myriad links between tourism and culture can contribute to catalyzing inclusive, sustainable development. Tourism presents notable opportunities for safeguarding the world's rich cultural heritage, while culture offers innovative means of gaining socio-economic benefits through tourism. This section reflects on tourism's current role in preserving and promoting culture, before considering how to augment this contribution – including by championing cultural tourism; safeguarding tangible heritage; and supporting intangible, living culture and the creative industries."

Links between the SDGs, tourism and cultural values, diversity and heritage

Tourism is intimately tied to diverse expressions of culture across the globe. The sector can bolster the promotion and preservation of cultural values, diversity and heritage, with a particular impact on the following SDGs:

__SDG 11__ (on cities and human settlements), which calls for strengthened efforts to protect and safeguard the world's cultural and natural heritage (__Target 11.4__);
__SDG 8__ (on economic growth and employment) and __SDG 12__ (on sustainable consumption and production patterns), which explicitly mention culture in relation to tourism, referring to the need to promote and monitor "sustainable tourism that creates jobs and promotes local culture and products." Thus, two of the three direct references to tourism in the SDGs highlight its relationship to culture.

4.2.2   Safeguarding and promoting cultural heritage
"… Tangible and intangible cultural heritage assets may be subject to a wide range of threats, including from tourism itself. Therefore, it is essential to preserve their authenticity and integrity in the way that they are managed, presented and promoted. Strategies for safeguarding and promoting cultural heritage ought to be complementary. At the same time, many destination countries see improved products and marketing as a priority so as to gain greater benefits from cultural tourism. Sensitive marketing and promotion is important in attracting interest in culture and heritage; raising awareness and support for conservation; and thereby, securing sustainable development outcomes.

Engagement and empowerment of host communities, including minorities and indigenous people, is also necessary. Their aspirations and concerns about the management and use of their cultural heritage must be understood from the beginning of any tourism venture, respected and reflected at all times. The Larrakia Declaration on the Development of Indigenous Tourism (2012) includes important principles on appropriate interpretation, the extent and nature of participation in tourism, intellectual property rights, and equitable partnerships, among other matters.

Formal recognition of cultural heritage sites and assets at the national or international levels, coupled with adequate protection strategies, are core requirements for conservation. This process should involve an assessment of a site's carrying capacity and its tourism potential. A wide range of knowledge is already available on visitor management at cultural heritage sites, which is becoming more sophisticated through the use of information technology."

ICOMOS Comment:
We consider the majority of issues have been covered in this thematic section.

Specifically, ICOMOS is pleased to note that UNWTO recognizes:

The immense value of the world's diverse cultural heritage to tourism; links between the UNSDGs, tourism and cultural values, diversity and heritage; defines cultural heritage with reference to UNESCO; includes contemporary culture and the creative industries: … "the Hangzhou Declaration on Placing Culture at the Heart of Sustainable Development Policies reaffirmed that culture should be considered a fundamental enabler of sustainability. It lauded culture as a wellspring of meaning, energy, creativity and innovation, and as a resource to address development challenges and find appropriate solutions."

- Cultural diversity has become a major catalyst of tourism;

- Tourism generates substantial economic returns from investments made to safeguard cultural heritage, which can, in turn, be used to support conservation, local employment and prosperity;

- Intercultural dialogue lies at the heart of cultural tourism, entailing wider experiential and educational benefits for both visitors and communities;

- Unless it is well managed, tourism may threaten cultural integrity through physical pressure, damage to sites and the inappropriate commodification of cultural values. By contrast, sustainable tourism is well placed to further the culture sector's pivotal role in sustainable development;

- The role of the UNWTO Siem Reap Declaration on Tourism and Culture – Building a New Partnership Model (2015);

- Generating resources for conservation and motivating local communities to value their heritage and support its management (4.2.1);

- Nurturing a sense of pride and self-esteem, as well as territorial and cultural identity, within communities and destinations, thereby helping to keep local traditions and events alive (4.2.1);

- Restoring neglected or dilapidated historic buildings, bringing them back into productive use(4.2.1);

- Closer integration of cultural and tourism policies and planning, at all levels – within communities, provinces, countries, regions and globally (4.2.1 – Priorities for Action);

- Strengthening private sector engagement – as well as engagement by conservation bodies, academia, civil society and local communities – in policy formation and implementation, with respect to tourism and culture (4.2.1 – Priorities for Action);

- Strategies for safeguarding and promoting cultural heritage ought to be complementary.(4.2.2);

- Preparing and implementing effective management plans for heritage sites and adjacent areas. This is especially important for highly popular and iconic sites which are often under severe and increasing pressure. Improved distribution of demand over space and time, including the promotion of alternative opportunities, should be encouraged. It may be necessary to place limits on site visitation at any one time, in line with periodic capacity assessments. This is vital not only for sites themselves, but also for the well-being of local communities and the overall quality of the visitor experience. (4.2.2 - Priorities for Action);

- Dedicating ever greater resources generated by tourism towards site conservation and management. For example, through the use of admission fees, voluntary donations by visitors, and support from tourism businesses;

- Strengthening the link between creative activities (e.g. contemporary arts) and a destination's identity, making these activities more place-specific and possibly linking back to the destination's intangible cultural heritage (4.2.2 Priorities for Action) ;

Further consideration should be given to:
- A reassessment of cultural tourism as a motivating factor for visiting a destination and the percentage of domestic and international cultural tourists;

- An exploration of the statement relating to the complex inter-relations between people and place, the intangible and tangible heritage. "… as creative industries and intangible heritage are based on people and their creative skills, they are often more flexible and cheaper to develop than built heritage resources, particularly in areas without significant tangible heritage sites.(p.38)

- Gastronomy paragraph (p39). There is no mention of encouraging organic or naturally produced products, where feasible.

General questions:
Q2: What relevant aspects, if any, are missing from this section?

- Wider consultation/ reference to other stakeholders in the field of culture: For example, Partners of the Culture 2030 SDG Alliance - International Federation of Library Associations and Institutions (IFLA), International Federation of Coalitions for Cultural Diversity (IFCCD), International Music Council (IMC), Culture Action Europe (CAE), International Cities of Refuge Network (ICORN), Culture et Développement, all coordinated by Agenda 21 for Culture, an organ of the United Cities and Local Governments (UCLG);

- Urban development, cities and local governments can be further emphasized as a major theme. Particularly as the success of implementing Agenda 2030 and the SDGs, as per lessons learnt in the MDGs, is that on-the-ground, grassroots, locally-based action is of key importance, expressed in the key concept of 'Localization'. A major stakeholder to liaise with for this is the UCLG, and its associated organization Global Task Force of Local and Regional Governments, which worked closely on the New Urban Agenda. More mention of the NUA could be made in the document as well, tying it to the SDGs, mainly through SDG11;

- The discussion paper talks about the contribution of tourism to development and to culture. There is some mention (vice versa) of the role of culture and its contribution to tourism and sustainable development. The reverse flow of culture's contribution to tourism - and to development - should be emphasized more.

- Culture and heritage suffer the perception and reputation of being unquantifiable and relativist, and tourism can help overcome this handicap. Tourism can be vehicle to measure/ identify/ express the impact of culture and heritage on sustainable development, particularly economic development.

Specific question:
Q1: How aware is the culture sector of the opportunities presented by tourism and vice versa? How can awareness and linkages between these sectors be strengthened to support sustainable development?

- The cultural sector – led by museum curators, heritage site managers, theatre directors, countryside park directors, and landscape and conservation planners - has frequently (and continues) to prefer its association with communities and audience development disregarding its heavy reliance on domestic and international tourism.

- As a consequence across conservation organisations there is a continuing disconnection with and reluctance to engage in issues relating to cultural tourism. Over recent years the picture is changing. A focus on carrying capacity is matched by an interest in providing a worthwhile visitor experience. But there is less awareness that carrying capacity reflects cultural norms and the implementation of visitor management strategies as much as the intrinsic cultural values of places of heritage significance.

- In contrast, the tourism sector - both public and private - is acutely aware of the importance of culture and heritage in creating distinctive destinations, brand values and the role of culture in product development and ability to offer differentiation in tourism experiences.

- Tourism promotion featuring iconic cultural heritage continues regardless of the cultural and conservation impacts of high volume and disrespectful tourism.

- Tourism fuelled by the desire for economic development has been and continues to be an indiscriminate numbers game encouraged by the UNWTO data collection policies;

- A simplistic approach with such a heavy reliance on visitor numbers favoured by national and regional governments indicates a lack of awareness of a virtuous circle of conservation and tourism development. It is leading to the position where the tourism is often unsustainable across a range of areas of cultural development at heritage destinations. Such an approach can be likened 'to killing the goose that lays the golden egg'.

- A more sophisticated approach to analysing key success factors is required within a new model fully embracing culture and l heritage within sustainable tourism development and sustainable tourism for development.

- Resilience is principally vested in communities and their care for their culture and heritage. In Mosul Iraq there is talk of re-building the skyline as the last vestiges of war fade; in Barcelona Spain civil society has taken up the campaign to reduce the number of tourists and their impact, also elsewhere in Europe - Florence, Venice and Amsterdam.

- Despite a worldwide increase in the number of ministries of tourism and culture the two areas remain largely separate. Cultural tourism is considered a niche segment. As a result, tourism promotion is mostly disconnected from cultural heritage protection, conservation and management.

- Partnership models of integrated planning and development are beginning to emerge but their impact is long term. Tourism growth (and decline) is often rapid, unpredictable and immediate with geo-politics playing a part.

- The economic benefits brought about by increased levels of tourism are one of the main drivers of cultural (and natural) heritage conservation both tangible and intangible. For many state parties tourism expansion allied to job creation is a key motivation for UNESCO World Heritage Listing.

- Choices of what to conserve as priority actions are often driven by tourism demands rather than primarily the cultural values of a site. This is the case at the World Heritage site of Angkor Wat, Cambodia where it has been reported that in recent years the flow of people through the area has caused damage to the stone staircases as well as slow erosion of sandstone carvings.

- Regulation, visitor management and cultivating a respect for the culture, history and heritage of a destination is too often a reactive response to concerns relating to the uncontrolled growth of tourism at heritage destinations.

CASE STUDY 4

The Colosseum in Rome Italy is perhaps one the most recognizable structures not only in the Italian capital, but also in the rest of the world according to promotional publicity. Built nearly two thousand years ago, the Colosseum attracts 5 – 6 million visitors a year. The blight of vandalism, with visitors being accused of littering, carving their initials in the walls as well as chipping off pieces of the structure to take as souvenirs has been an on-going issue.

The situation got so bad that the Roman authorities had to introduce fines of thousands of euros for anyone caught damaging the historic site. A 42-year-old on holiday with his family was given a €20,000 fine when a security guard caught him carving the 25cm tall letter into the brick with a sharp stone. Authorities are now considering creating a "red zone" around the Colosseum. "We are considering the idea of creating a no access zone, a red zone," said Francesco Prosperetti, the special superintendent for the Colosseum and the Roman Forum after a Brazilian tourist climbed over the barrier and broke his hip. Already in place is an ordinance outlawed eating and drinking at historic sites in Rome to better protect the city's monuments, with fines of up to €500.

In parallel, and controversially, a €25 million three year conservation project was sponsored by the luxury leather brand Tod's in an act of modern-day cultural patronage. The company negotiated and won the right to associate its brand with the Colosseum's restoration in promotional material for up to 15 years. A debate is raging over the commercialisation of history. Completed in July 2016 the

Colosseum emerged more imposing than ever after its most extensive restoration to make it safe and accessible. The clean-up removed decades of grime caused by traffic pollution in Rome.

A further €18 million has been found to replace the arena's floor making the Colosseum's fit to offer a range of events by the end of 2018. This is happening amidst concern that such a step - beyond simple preservation – is replacing history with cheap fantasy. It is 'a gross intervention for the sake of modern bad taste'. One suggestion is that if Rome feels the need for a new-looking Colosseum to keep the most superficial visitors happy it should build a replica elsewhere in the city, and stage fake games there. "And why not? In fact, what this monument most needs is a lot less visitors. Luring some elsewhere would make it nicer for everyone else".

Tourism benefits from culture and heritage and development benefits from tourism:
– Culture and heritage are still not visible enough;

– Tourism has the capacity to raise the visibility and popularity of culture as a cross-cutting theme within sustainable development by explicitly strengthening connexions to culture and heritage.

– The Culture-Nature is largely absent: the linkage can be addressed through the development of issues and themes common to both cultural and natural resources.

– Landscape is a concept that does not figure much in the document, and could be elaborated in context of cultural landscapes and their ties with cultural routes and regional initiatives
.
– Indicators: A good indicator can be the rate of tourism revenue that is channelled back into investment for conservation both cultural and natural

Q2: In what ways is pressure from tourism posing a threat to cultural heritage? How can this be overcome in the face of tourism growth?

– The view of one ICOMOS colleague: "Commodification, biased and prejudiced interpretation, consumer behaviour problems need to be addressed with education, outreach campaigns and programmes";

Q3: What are the main priorities for improved tourism management at cultural heritage sites, including strengthening links with tourism businesses and opportunities for local communities?

– In the view of another ICOMOS colleague: "Priorities include circulation and transport modes; scales of accommodation suited to local destinations, integrating local housing and guest accommodation for close interaction and mutually beneficial multi-functional spaces and land use; communicating local identity and sense of pride, protecting local cultural sovereignty over profit-driven compromise of authenticity, enabling market for local production..."

Q4: Can cultural routes and other linkages deliver more sustainable development? If so, how can their ability to do so be strengthened?

– Cultural routes can be defined by regional administrations, regional unions of municipalities, e.g. over cultural landscapes and geographic regions.

– Cultural routes offer opportunities for thematic linkages reflecting historic connections such as the Silk Road. They provide a promotional tool to manage visitation by spreading tourism to less well known locations and easing the burden on heavily visited sites. In this way the development of less well known sites of cultural heritage significance can be protected, safeguarded, enhanced and become tourist destinations;

– Questions remain about the extent trans-national thematic cultural routes encouraged by UNWTO, UNESCO, European Union and national governments are impacting on sustainable development of communities who as guardians of their heritage ultimately safeguard the authenticity of heritage – tangible or intangible - at specific locations.

– The nature of external private sector engagement by international tour companies in relation to local businesses and the sharing economy should be the subject of on-going research. Particular attention should be given to analysing UNESCO World Heritage religious pilgrimage routes in the

context of sustainable tourism for development. Routes such as the Camino de Santiago (the Way of St. James) part of the pilgrim's path to Santiago de Compostela Sacred Sites; and pilgrimage routes in the Kii Mountain Range (Japan) – including the ancient Kumano Kodo which provides a walking experience of the unique cultural landscape of Kumano's spiritual countryside; as well as the informal cultural routes created by backpackers and independent tourists.

Theme 5: Mutual Understanding, Peace and Security

ICOMOS Comment:
We consider the majority of issues have been covered in this thematic section. Reference has been made to intercultural dialogue in our introductory remarks.

– Stronger links can be made through cultural tourism that promotes experiential learning, personal enrichment, cultural reciprocity;

– Optimism in cultural exchange, inter-cultural dialogue and a quest for tourists 'first-hand knowledge about the culture and identity of the destinations and communities they encounter– i.e. "the other" – through personal encounters' (p.43) do not easily translate to the level of national and international politics and actions in favour of peaceful co-existence. Recent research has shown a major gap between inter-cultural dialogue on the ground and government policies.

Governance, Policies and Tools for Sustainable Tourism

UNWTO quote:
"Effective governance, policies and tools are the bedrock of sustainable tourism – essential for harnessing tourism's contribution to sustainable development in terms of each of the five themes addressed in this Discussion Paper. This section builds on the previous chapters in order to address the cross-cutting issues which affect tourism's contribution to development. Thus, it looks briefly at the governance, policy frameworks and instruments that need to be in place at various levels in order to plan, guide, support and coordinate sustainable tourism development."

ICOMOS comment:
We consider the majority of issues have been covered in this thematic section and support a greater emphasis on vertical co-ordination to maximise policy impacts.

We note:
- "Multi-stakeholder governance and management structures: These bodies, involving tourism businesses and other stakeholder interest groups, have an essential role to play at the destination level. This role is increasingly played by Destination Management Organizations (DMOs). One major challenge is to ensure that such bodies address planning, development and management issues, including the sustainability of destinations, rather than solely focusing on marketing";

- The focus on community engagement and the employment mechanisms for "free, prior and informed consent" (FPIC) amongst indigenous communities: " FPIC's aim is to establish bottom up participation and consultation with indigenous populations prior to developments in their areas, and is enshrined within ILO Convention and the UN Declaration on the Rights of Indigenous Peoples.

- "Integrating tourism in national policies and plans: In parallel with the coordination of governance nationally, it is important that opportunities for sustainable tourism – and the needs of sustainable tourism development – are specifically recognized and addressed within different areas of national policy. For instance, within high level policies and plans, especially those for the economy, trade and sustainable development as a whole. It is also important to integrate tourism into policies and plans for topics which have a particular impact on sustainable tourism, including the environment, natural resources, transport, culture and national security".

- Land-use planning: Such planning, alongside associated development control and requirements for impact assessments, is arguably the most important form of regulatory control for sustainable tourism development. As well as being used to prevent damaging and intrusive development, positive planning processes should be used to stimulate and guide appropriate investment. They

can do so by identifying suitable locations for new development and encouraging high quality, sustainable design and construction.

General ideas:
- Partnerships beyond the IGOs need to gain strength, as there is also a need to broaden and deepen collaboration with civil society/non-profit organizations, local and regional governments.

- Land-use planning is rightly emphasised but the complexity of the arguments are avoided. Protected areas, strategic views, urban renewal, historic fabric, street patterns, and the blending of tourism development into conservation areas is of major significance to destination differentiation, brand values, cultural values and the sustainable well-being of communities and their visitors;

- Greater consideration to governance issues relating to tourism in the context of broad and equal partnerships with cultural and natural and heritage organisations would be appropriate. Cultural and heritage should be given prominence in integrated policy formulation at international, national, regional and local levels.

- Cultural heritage conservation is the bedrock of dynamic societies. Destination Management Planning should embrace culture and heritage over and beyond the perspective culture and heritage as resources for tourism.

- ICOMOS can be expressly mentioned among key stakeholders, as in page 47. Reference can be made and quotations taken from other documents including the ICOMOS International Cultural Tourism Charter.

- The International Union of Conservation of Nature (IUCN) can be referenced as another key stakeholder, source of knowledge and publications. These include: The Mālama Honua Declaration, 'To care for our island Earth' from the Nature-Culture Journey Participants at the IUCN World Conservation Congress, Hawai'i 2016.

Specific questions:
Q1: How can coordination between the international organizations, the public and private sectors be improved to further support sustainable tourism for development? and
Q2: What are the most useful structures for inter-ministerial and multi-stakeholder coordination for sustainable tourism at the national level?

- The worldwide creation of ministries of culture and tourism is supportive of sustainable tourism for development;

- Leadership remains a major issue given the fragmentation of tourism variously into ministries of business and economics, transport, environment, communities and education.

- Tourism organisations – including UNWTO – would benefit from a review of their own governance structures in order to orchestrate a major shift from a reliance on statistical evidence base as their primary platform in order to develop in parallel a stronger networking approach and range of indicators for sustainable development linked to the SDGs;

- UNESCO World Heritage stakeholder partnerships are a tried and tested multi-stakeholder model and equitable approach to co-ordination and site management offering opportunities for transnational exchange and sharing of best practice;

Q3: What are the most useful structures for sustainable tourism governance and management at a local destination level, including public-private and wider stakeholder engagement? How can these be effectively resourced and supported?

- Site management planning and coordination structures can bring together diverse stakeholders in common, neutral, flexible platforms for exchange.

Q4: How can we achieve effective between the international, national and local levels of tourism governance?

- Localization: UCLG definition: "Engagement and active participation of all stakeholders to planning, implementation & monitoring processes / Leadership of administration at national, regional & local different levels / Mainstreaming of regional & local dimensions to national policies / Efficient coordination among different governance layers".

  The main steps are:
  1. Advocacy and lobby;
  2. Means of Implementation: Benchmarking, City Localization Plans;
  3. Monitoring and Evaluation.

Q6: What skills and resources are needed for effective destination management planning at the local level?

- Clarification is required on definitions of DMP before the necessary skills can be assessed. It is variously used as a conceptual planning and development tool for administrative regions irrespective of the actual tourist destination; a label for private sector tour organisers and a tool for marketing communications and branding. Most DMPs are outsourced and do not have the community, business and cultural organisations' buy-in that is an essential ingredient for effective destination management planning at the local level;

Q7: What are the main gaps in data on tourism's performance and impact? What kinds of resources, training and other measures are required to ensure that adequate data is available and used to guide sustainable tourism development?

- Much data is fragmented and in diverse formats. Coordinating, standardizing different resource pools and data systems is a task in itself.

- Case studies may not be recognized as robust evidence. Mechanisms are needed for scanning and capturing potential case studies from grassroots level, across all territories;

Q8: Are voluntary tools or formal legislation and regulations needed to promote tourism's sustainability? How can voluntary tools, such as reporting and certification, be made more effective?

- Both statutory and voluntary mechanisms are needed, complementing each other: they are two halves of a whole. In traditional societies, formal, statutory authority is needed for legitimizing stakeholder interaction. Integrating formal and informal mechanisms are important and site management planning can provide this.

Q9: Beyond awareness raising of sustainable tourism, how can behavioural change among tourists be achieved?

- Attention to the cultural journey is essential. Without recognition of and a greater understanding of the tensions that may arise from encountering cultural difference and group mentality amongst travellers from one country instilling greater respect for a destination and the people who live there is impossible. This brings us back to the broader definitions and understanding of cultural tourism discussed earlier;

- Legislation and regulation have a part to play;

- We also need to harness techniques of consumer product and service marketing, employing psychological and sociological tools.

CASE STUDY 5
'The Power of Nice': 2017 is the 'Year of Nice' for British based Monarch Airlines. The yearlong campaign is designed to promote the traditional values of chivalry, courtesy and respect. Research conducted by Professor Jonathan Freeman at Goldsmiths University in London found in lab tests that 100 employees scored higher than members of the public on psychological constructs associated with being nice, such as emotional intelligence. They scored significantly higher on agreeableness and empathy too. One cabin crew member said: "We've always been known for our traditional values and the warmth of our customer service. I think everyone would benefit from the test and become a bit more self-aware – niceness really should be higher on everyone's list of priorities". Awarded TripAdvisor Traveller's Choice award 2017, the airline company sees the cultural values associated with 'niceness' as influencing the bottom line, motivation to avoid conflictual situations in the air; and a

means of providing an attractive working environment. In turn, from the outset of their travels, tourists are introduced to positive patterns of behaviour from the start of their journey. In planning terms cultural encounters are frequently bottom of the list in terms of priorities. This situation needs to be reversed if 'culture wars' are to be avoided at tourism destinations.

Q10: What kinds of funding schemes and programmes are best suited to support sustainable tourism development? How can these be pursued?

− National and international funding schemes are often lost on local destinations, as they learn of opportunities too late due to bureaucratic correspondence procedures and the need to translate official language into more user-friendly, vernacular communication modes.

− Expert guidance is needed to empower local actors to access higher-level funding opportunities.

Concluding remarks:

1   Significantly, there appears to be a growing gulf between the language used by professionals concerned with conservation and those working exclusively in the tourism environment;

2   Amongst cultural heritage professionals there is a desire for a deeper level of engagement, more opportunities for joint policy formulation, discussions on strategic planning and a joint conference focussing on the UNSDGs 2030;

3   Specifically there is a need for further research concerning cultural heritage in the context of cultural tourism and sustainable tourism for development;

4   On a practical note there was insufficient time for ICOMOS colleagues to create formal case studies. Should these be required we will open out the request more widely amongst our ICOMOS members.

5   Our suggestions for formal case studies at this stage are:

Le Havre, France, the City Rebuilt by Auguste Perret – inscribed on UNESCO World Heritage List 2005

Tourism based on the built heritage. The keen interest of visitors has led to renewed pride amongst the local population and new economic opportunities for development in a port city suffering from economic decline.

"The city of Le Havre, on the English Channel in Normandy, was severely bombed during the Second World War. The destroyed area was rebuilt according to the plan of a team headed by Auguste Perret, from 1945 to 1964. The site forms the administrative, commercial and cultural centre of Le Havre. Le Havre is exceptional among many reconstructed cities for its unity and integrity. It combines a reflection of the earlier pattern of the town and its extant historic structures with the new ideas of town planning and construction technology. It is an outstanding post-war example of urban planning and architecture based on the unity of methodology and the use of prefabrication, the systematic utilization of a modular grid, and the innovative exploitation of the potential of concrete."

Summer Palace, China, Imperial Garden in Beijing – inscribed on UNESCO World Heritage List 1998

An example of tightly controlled visitor management and an organized visitor experience: cultural acceptance of large numbers of people and queues. Inclusive engagement of mass tourism: visitors engaged in a learning experience of national significance – developing people through culture and heritage.

"The Summer Palace in Beijing – first built in 1750, largely destroyed in the war of 1860 and restored on its original foundations in 1886 – is a masterpiece of Chinese landscape garden design. The natural landscape of hills and open water is combined with artificial features such as pavilions, halls, palaces, temples and bridges to form a harmonious ensemble of outstanding aesthetic value."

La Rioja and Rioja Alavesa Vine and Wine Cultural Landscape – submitted to the UNESCO Tentative List 2013

A region seeking that is to re-build its identity through tourism to its cultural landscape and exploitation of the inter-related tangible and intangible heritage building on the well-known wine brand – Rioja. The region is consciously seeking to attract tourism inland from the coastal regions of Spain.

"Both the general and wine-related history of the region have been marked by constant evolution and sustained efforts over time to adapt to the territory and changing historical circumstances, in an area that has been a major thoroughfare and meeting point for numerous cultures, as well as a frontier zone and the border of kingdoms. Yet, it has managed to find in the culture of vine and wine an element capable of overcoming these barriers. Vine and wine have thus become a cohesive element which demonstrates our common identity."

Rural Craft Hubs of West Bengal – India
Folk Art Centres & Tourism - http://banglanatak.com/story/folk-art-centres-tourism/
Revitalisation of rural crafts, empowerment of women, and development through culture then leading to the creation of tourism destinations

"Handicrafts of Bengal embody our rich heritage of aesthetics, creativity and artistry. The folk art centers are community spaces that focus on preserving the art form and linking it to the rest of the world. With the active support of the MSME&T Department of West Bengal Government and UNESCO, an initiative was taken to set up 6 community museums in the places identified as Rural Craft Hubs under a project with the same name. The centers have a comprehensive selection of artifacts and vivid information about the origin and evolution of the art form of the region. While Ghughumari was selected as Sitalpati hub, Kushmandi was chosen for Wooden Mask, Natungram for Wooden Doll, Dariyapur and Bikna as two parallel hubs of Dokra craft and Naya in Pingla as a hub for Patachitra. The folk art centers also have accommodations for visitors to stay and explore traditional processes of the respective crafts. The folk art centers are now developing as tourist destination also, having accommodation facilities for visitors to stay and explore the traditional processes of different art forms".

Sue Millar
President, ICOMOS ISC Cultural Tourism – June 2017