



ICOMOS ISC Cultural Tourism (ICTC)  
International Expert Symposium & Workshop  
Thursday 18th & Friday 19th May 2017,  
Romualdo del Bianco Foundation, Florence, Italy

..... **CALL FOR PAPERS** .....  
**DEADLINE FOR ABSTRACTS 5th APRIL 2017**

**Registration is open until 10 May 2017**

## **Cultural Heritage Conservation & Sustainable Tourism ICOMOS International Cultural Tourism Charter Review + 20**

This important two day International Expert Symposium on *Cultural Heritage Conservation & Sustainable Tourism and ICOMOS International Cultural Tourism Charter Review + 20* Workshop is a key event for ICOMOS & the International Scientific Committee on Cultural Tourism (ICTC) in 2017. It is the official ICOMOS event celebrating the International Day for Monuments and Sites. This year's theme – Cultural Heritage & Sustainable Tourism - has been chosen to coincide with the United Nations International Year of Sustainable Tourism for Development 2017(IYSTD). In addition, our meeting will further ICOMOS discussions relating to cultural tourism and the UN Sustainable Development Goals (UNSDGs) 2030.

Our goal is to critically examine the present situation and current guidance with the aim of seeking new strategies for the next 20 years. We hope you will join us either by giving an oral presentation based on your submitted abstract or by joining in the conversation, or both. We are looking to share our expertise and place cultural heritage conservation in the forefront of thinking about the future of cultural tourism and sustainable tourism for development. Selected abstracts will be chosen for development and publication of full papers by ICTC in time for the ICOMOS General Assembly in Delhi, India, December 2017.

Peter DeBrine, Project Leader, UNESCO World Heritage Sustainable Tourism Project (WHSTP) will update us on their current initiatives. And we should recall that ICOMOS already has a distinguished record of providing leadership in this field. The first ICOMOS International Cultural Tourism Charter was approved in 1976 and the second endorsed by ICOMOS General Assembly in Mexico - in 1999 [www.icomos.org](http://www.icomos.org). ICTC's International Symposium and Workshop, Florence 2017 marks the start of the Charter Review process. Evidence in the form of current conceptual thinking, research and case studies will underpin our Charter Review and form the background to the *ICOMOS ICTC Florence Declaration 2017*.

A focus on cultural heritage conservation within the framework of sustainable tourism development and sustainable tourism for development is timely. Cultural tourism is centre stage in terms of sustainable development agendas for heritage sites. For the first time ICOMOS members - particularly those belonging to ICTC - and invited guests are afforded the singular opportunity for direct engagement with issues relating to cultural tourism and cultural heritage protection, safeguarding and conservation. Our international expert symposium and workshop offers the chance for the renewal of conceptual thinking and theoretical considerations. Evidence in the form of current research and case studies will underpin our Charter Review and form the background to the *ICOMOS ICTC Florence Declaration 2017*.

### **Cultural Tourism in the 21st century**

Cultural tourism has experienced exponential growth and profound changes in the 21st century. Simultaneously, cultural heritage – tangible & intangible - is increasingly recognised to be at the core of quality of life across generations and boundaries. Thus far there has been scant discussion, and indeed only spasmodic piecemeal research, on the ever changing and dynamic relationship between heritage conservation – natural and cultural - and tourism development. The role of cultural heritage professionals, strategic planners, tour operators, heritage managers, and design professionals within a cultural and heritage agenda appropriated within a wave of populism, whereby decision making is increasingly in the ambit of the tourists themselves, has also not been seriously explored. Lastly, we can surely ask the question: how should we, how do we involve visitors and tourists in heritage conservation at the places they visit?

In the context of tourism, cultural heritage's value is both as an economic asset and an expression of our lived experience. Cultural exchange is the currency of cultural tourism and has the capacity to foster intercultural dialogue - a role that is becoming increasingly important in a world beset with insecurities and yet desirous of peaceful coexistence. Culture celebrates diversity and creates distinctive destinations. Cultural products and services are seen worldwide as a major driver of job creation and poverty alleviation. The nature and extent to which conservation principles have been supported or compromised by the need to accommodate an influx of tourists is less well documented.

Our evolving conceptual understanding of cultural heritage – tangible and intangible – is interwoven with mobile communities and cultural tourism products and services defining practice on the ground. Cultural tourism is an impetus and driver of cultural heritage conservation and cultural development. As a result of this very characteristic cultural tourism can be a means for local communities to reinforce their own identities, values and traditions with tangible socio-economic benefits and/ or it can prove an invasive force at a destination.

### **UNESCO & UNWTO**

Expectations are high. At an international level there is a coming together of thinking and actions. Many countries rank culture as a priority for sustainable tourism for development. Over one billion people cross international borders each year. The number is expected to reach 1.8 billion by 2030.

- UNESCO's Hangzhou Declaration May 2013 places culture at the heart of sustainable development policies. "Culture is precisely what enables sustainability – as a source of strength, of values and social cohesion, self-esteem and participation. Culture is our most powerful force for creativity and renewal." [www.unesco.org](http://www.unesco.org)
- UNWTO takes the view that "cultural heritage needs to be preserved as part of the world heritage of mankind" and... "If well planned—tourism can be instrumental in that regard". One of UNWTO's five key areas for consideration during the International Year of Sustainable Tourism for Development (IYSTD) 2017 is a focus on "Cultural values, diversity and heritage". [www.unwto.org](http://www.unwto.org)
- UNSDGs - United Nations Sustainable Development Goals 2030 includes Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all includes Target 8.9: "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products". <https://sustainabledevelopment.un.org>

### **ICOMOS International Cultural Tourism Charter**

We live in different times. Yet after almost twenty years, the ICOMOS International Cultural Tourism Charter (1999) remains relevant. This important document sets the agenda for a symbiotic partnership between tourism and cultural heritage conservation, with a strong emphasis on managing the interface between tourism and heritage (cultural & natural) as a dynamic relationship and championing community involvement in the planning processes.

ICOMOS International Cultural Tourism Charter has been influential in setting the standard for cultural tourism development during a time of unprecedented growth in world-wide tourism. In recognising the importance of tourism as a vehicle for cultural exchange, the need to provide a worthwhile visitor experience, and the ability to provide a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others, the ICOMOS International Cultural Tourism Charter presaged not only the broadening of the concept of cultural heritage and need for the promotion of authentic products and programmes but also the wide enjoyment of the heritage of others as an inclusive and no longer an elitist leisure past time.

### **Charter Review Process**

Spring 2017: Setting up of an ICOMOS & ICTC Charter Review Group

1. Assess the impacts & assemble any publications relating to the Charter
2. Identifying current issues that the Charter does not address
3. Creating a framework for the future starting with *ICOMOS ICTC Florence Declaration 2017*.

### **Symposium & Workshop**

We look forward to your participation either by presenting a paper at the symposium or by engaging in the conversation during the Open Forum during the workshop. Selected papers will be published and all presentations will inform our Charter Review process - providing a robust evidence base for the *ICOMOS ICTC Florence Declaration 2017*.

Day 1 – 18th May – international symposium: formal presentation of papers and round table discussions

## **Call for Abstracts: Cultural Heritage Conservation & Sustainable Tourism**

### **Process**

- Abstracts are invited from all ICOMOS ICTC members and Expert Members of other ICOMOS International Scientific Committees. These are granted automatic acceptance. Please submit a 300 word abstract by [5th April 2017](#).
- Abstracts from research students and non-ICOMOS members will be considered by the ICTC organising committee following the submission of all abstracts by the deadline: [5th April 2017](#).
- Either a short powerpoint presentation, or a five minute oral presentation to be given at the roundtable session will be requested once you have received an acknowledgement from the ICTC organising committee that your abstract has been accepted - [26th April 2017](#).
- Abstracts will be published in a PDF document and circulated to all participants
- Selected abstracts will be chosen for development and publication of full papers by ICTC in time for the ICOMOS General Assembly in Delhi, India, December 2017.

### **Themes for Abstracts & Oral presentations**

Whereas we welcome perspectives on all aspects of cultural heritage conservation & sustainable tourism in the cultural tourism context, ICTC is especially interested in contributions relating to two overarching themes: 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030.

We are seeking contributions that analyse, examine and enable comment on the current situation providing robust evidence in the form of theoretical considerations, research activities and case studies, all of which can take us forward towards better defining how cultural heritage conservation can play a positive role in articulating and defining sustainable tourism and sustainable tourism for development without leading to the destruction of the heritage – cultural and natural - that it seeks to promote. Contributions are also invited on possible revisions to the current ICOMOS International Cultural Tourism Charter that will better support sustainability agendas.

**Two key themes - consistent with our objectives:** 1) the state of cultural tourism and sustainability in 2017 - current trends and challenges, and 2) recommendations for meeting the goals of the IYSTD & UNSDGs 2030.

**Suggested thematic perspectives consistent with the above key themes:** i) Impact Analysis – Theory & Practices; ii) Conceptual Design - Planning Frameworks & Project Planning; iii) Cultural Dissonance, Diversity & Cultural Exchange; iv) Cultural Entrepreneurship - Inclusivity & Pro-poor agendas

- i. *Impact analysis – theory & practices:* What theoretical considerations should be taken into account? What 'measurement' or 'methodologies' could and should be used to conduct impact analyses with the goal of better scrutinization of fieldwork findings and case studies and effective outcomes capable of influencing policies and strategies. Is the development cultural heritage icons including the World Heritage brand sustainable in the tourism context taking into account holistic economic, social, political, cultural & environmental considerations?
- ii. *Conceptual design: planning frameworks & project planning* Is strategic & project planning for cultural heritage in the context of tourism influential on restoration, reconstruction, regeneration and reenactment – the physical and the virtual – authentic narrative of people and places in an era of post-truth, disneyfication and digital design. If so, is philosophical thinking sufficiently advanced to embrace success, avoid catastrophe and reflect what is actually happening on the ground?
- iii. *Cultural dissonance, diversity & cultural exchange:* Is tourism a vehicle for fostering unity in diversity, tolerance, respect, resilience and ultimately peaceful prosperity or the reverse? What tensions exist and how can these be resolved? To what extent does heritage management planning embrace these issues?
- iv. *Cultural entrepreneurship – inclusivity & pro-poor agendas:* What are the roles of cultural tourists & communities - the role of local people and visitors - in cultural heritage conservation and sustainable tourism for development at a grass roots level – range of participation and involvement - craft and creative skills training, small business start-ups, traditional & new product development?

## Time-table

April 5th 2017 – Deadline for Abstracts: All participants who would like to give an oral presentation at the international expert symposium on 18th May 2017. Please send a 300 word abstract with a clear title and contact details to [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com) as soon as possible but no later than April 5th 2017. (Abstracts will be published in a PDF document and circulated to all participants)

26th April 2017 - Acknowledgement from the ICTC organising committee that your abstract has been accepted when you will be invited to prepare either a short powerpoint presentation, or a five minute oral presentation to be given at the roundtable session. Acceptance of abstracts from non-ICOMOS participants.

18th May – International Conference 9.45 – 18.00: Registration 8.30 – 9.30 am. Formal presentations and round table discussions; 18.30 welcome drink.

19th May – Workshop – 9.00 am – 16.00: ICOMOS International Cultural Tourism Charter Review and formulation of *ICOMOS ICTC Florence Declaration 2017*.

## Costs

*Registration fees:*

<b>ICOMOS Members</b>	2 days – including coffee & Welcome Tuscan Wine Tasting with Buffet on 18th May (excluding lunch)	<b>€ 90</b>
<b>ICOMOS Young Professionals</b> (under 35 years – sponsored by ICTC)	As above	<b>€ 40</b>
<b>NON-ICOMOS Members</b>	As above	<b>€120</b>
<b>Student Observer</b>	@€ 20 per day including coffee	<b>€ 40</b>

## Accommodation

If the ISCs members would like to put in practice the Life Beyond Tourism Model, they are invited to use for their hotel reservations, the on-line reservation system “Vivafirenze.it”, mentioned in the ICOMOS Resolution 42/2014 - a best practice conceived by the Fondazione Romualdo Del Bianco for Florence to guarantee an economic support to the local cultural heritage (with no extra-costs for the users), consistent with the Foundation’s philosophy named “Life Beyond Tourism” ([www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)).

Further queries – please contact [icomosictc.florence2017@gmail.com](mailto:icomosictc.florence2017@gmail.com)