

**4th seminar of the UNESCO Chair "Culture, Tourism and Development"  
and the UNITWIN-UNESCO network "Culture, Tourism and Development"  
Université Paris 1 Panthéon Sorbonne IREST - EIREST**

**22 October 2013, 9h00-18h00  
UNESCO, 7, Place de Fontenoy, ROOM XI**

**VISITORS AND RESIDENTS AT WORLD HERITAGE SITES**

**Association of French World Heritage Sites / ICOMOS France / World Heritage Centre / France-UNESCO Convention**

This seminar seeks to analyze the various modalities of reconciling interests between visitors and local residents in World Heritage sites. Tourism development has been accompanied and led by the residents in several World Heritage sites. But in other cases it has been conducted without their actual involvement. While in some sites tourism guarantees better ownership of the local economy by the residents, including the most deprived citizens, in other cases tourism is a factor that degrades their living conditions, or even increases their exclusion. What are the conditions of a successful (cultural, economic, social) integration of local populations in tourism development and enhancement at a World Heritage site? While the Budapest Declaration on World Heritage of 2002 adopted by the World Heritage Committee put strong emphasis on the involvement of local communities in the management of World Heritage properties, what are the means for better governance allowing local communities to become stakeholders in the local tourism development? What initiatives, taken by local actors, site managers, local residents and tourists allow the development of tourism projects taking into account the needs and expectations of the different groups? At a time when activities like greeters or ambassadors develop, how can residents and tourists unite their interests with or without the mediation of tourism and heritage stakeholders?

This event will bring together site managers of World Heritage sites in France and other countries for two round table discussions.

The first Round Table will focus on the initiatives led by local communities that aim at involving different stakeholders in tourism development in World Heritage sites. Providing an overview of major challenges and problems faced by the tourism and heritage stakeholders in the management of the relationship between visitors and residents, and discuss appropriate solutions. What are the conditions for good tourism governance taking into account the interests of the residents?

The second Round Table will focus on the initiatives led by residents and local communities that aim at promoting tourism development and ensuring coexistence between visitors and local populations. What is the reaction of residents on the development of tourism? What actions (individual, partnership, associative) are planned to enable them to better participate - or participate differently in local tourism development? How sustainable are these projects? And what is their added value for visitors?

This one-day event is aimed at different audiences: local stakeholders of the World Heritage sites, experts and managers of heritage and tourism; elected representatives; researchers, academics; postgraduates, students; journalists, etc.



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**PROGRAM**

**9h00: OPENING**

\***Kishore RAO**, Director of the World Heritage Centre

\***Guy DEBONNET**, Head of the Special Projects Unit, Secretary for UNESCO of the France-UNESCO Convention, UNESCO World Heritage Centre

\***Bruno FAVEL**, Secretary for France of the France-UNESCO Convention, head of the European and International Affairs Department, Heritage branch, French Ministry of Culture and Communication

\***Samir ABDULAC**, Secretary-General of ICOMOS France

**9h45: INTRODUCTION AND PRESENTATION OF THE ISSUE**

\* **Maria GRAVARI-BARBAS** and **Sébastien JACQUOT**, IREST, EIREST, Chair UNESCO Chair Culture, Tourism and Development, Université Paris 1 Panthéon-Sorbonne, France: *"Residents and local communities at the centre of tourism development at World Heritage sites"*

\* **Peter DEBRINE**, World Heritage Centre, Tourism Program: *"People Protecting places initiative"*

**10h15: 1<sup>st</sup> ROUND TABLE: How to manage the residents-visitors relationship at World Heritage sites?**

**Moderator: Xavier BAILLY**, Heritage manager, Head of heritage and tourism service of Amiens Metropolis, France

**Speakers:**

\***Emanuel ESTOPPEY**, Lavaux, Switzerland

*Lavaux is a living cultural landscape that testifies of strong interactions between human beings and their environment. Numerous family lineages that still live have been traced back to the 13<sup>th</sup> and 14<sup>th</sup> centuries and were already living in the area. The "Lavaux en Scène" program aims at promoting the preservation and transmission of its values by the inhabitants, through exhibition and meeting spaces housed by the locals themselves, allowing a deeper exchange between tourists and stakeholders.*

\***Mathieu DORMAELS**, UQAM, Canada: **"Integration of residents and users in the management of the Historic District of Old Quebec"**

*Recent approaches to urban sites, from the UNESCO Recommendation on the Historic Urban Landscape, suggest integrating inhabitants into 'participative management' in order to take into account their needs, expectations and their practices. Based on an ongoing case study from the Historic District of Old Québec, featuring aspects of this type of management and the conditions of its implementation and potential constraints will be presented.*

\***Yoel MANSFELD**, University of Haifa, Israel: **"Toward community inclusion in tourism planning, development and operation in WHPs: An experts' evaluation of the Old City of Akko"**

*The presentation will illustrate the result of a UNITWIN – Network workshop conducted in the Old City of Akko. The aim was to detect what measures should be taken by local and national authorities in order to guarantee sustainable community centered tourism – one that benefit the locals economically while at the same time protects their and other people's culture and heritage. The experts' workshop was based on stakeholder analysis and on integrated Value Stretch – Nominal Group Technique model. The obtained results facilitated a move from tourism oriented to community-based planning and development for the benefit of locals living in and around the World Heritage Property of Old Akko.*

**\*Lee MINAIDIS**, Department of International Relations, The Global Organization of World Heritage Cities, Rhodes, Greece: **“Improving the quality of life for tourists and residents in the Medieval City of Rhodes”**

*The presentation will focus on the conditions created by bars, night clubs and other enterprises in the Medieval City that have a negative impact on residents, visitors and hotel guests within the World Heritage site. Other issues will be addressed such as the need to implement existing rules and regulations to bring to an end the harassment of visitors by some restaurateurs and shopkeepers in their attempt to solicit customers, much to the distress of the owners of responsible business establishments.*

**\*Jordi TRESSERAS**, University of Barcelona / IBERTUR, Spain: **“Economy experience and responsible tourism as a new opportunity for citizen social entrepreneurships in UNESCO World Heritage sites: community-based tourism and face-to-face tourist-resident experiences in Spain and Latin America”**

*The presentation will illustrate the study of models of community-based tourism and face-to-face tourist-resident experiences as economy experience strategy. These initiatives have been analyzed as responsible tourism initiatives to impulse citizen social entrepreneurships at UNESCO World Heritage sites. Study-cases from Colombia (Cartagena), Cuba (La Habana), Ecuador (Cuenca and Quito) and Spain (Barcelona, Serra de Tramuntana-Mallorca) will be presented.*

**12h30: Open discussion**

**13h00 – 14h30: Lunch break** (lunch is not provided)

**14h30 : 2<sup>nd</sup> ROUND TABLE : Initiatives to be taken for gathering tourists and residents at World Heritage sites**

**Moderator : Bénédicte Selfslagh**

**Speakers:**

**\*Chantal ERNOULT**, Deputy Mayor, Le Havre, France

**\*Daniela JELINCIC**, Department for Culture and Communication, Institute for Development and International Relations, Croatia: **“Choosing Between Old and Modern: Heritage, Tourism and Local Needs”**

*The presentation will deal with the case studies of Croatian UNESCO sites (Dubrovnik, Split and Porec) showing the clashes of various needs in the fields of heritage conservation and tourism industry whereas the needs of local inhabitants, as the main stakeholders of the sites are often neglected. Cultural industries often have a great role in tourism branding but their use in branding UNESCO sites is often questionable, especially at sites with lower tourism carrying capacity. This will be shown on the case study of Dubrovnik. The case study of Split will show how using cultural industries may enhance tourism industry in the UNESCO city but should be managed with great care. At the opposite side, the case of the Euphrasian basilica in Porec will show how heritage conservation may be done at highest standards in the city of mass tourism but how old values connected with religious needs may prevent proper management plan for the site*

**\*Giovanna BAGIOLI**, President of the Leonardo Institute for research on territory and environment, Italy: **“The Tourists-Locals relationship in Cinque Terre”**

*Several initiatives developed after the inscription of Cinque Terre on the World Heritage List to redistribute benefits from the tourism industry to local community and to enhance links between visitors and residents have been weakened by the 2011 natural disasters (fires, landslides). The presentation will emphasize on initiatives that have been maintained after the disasters or were developed or fostered after them, with a special focus on the dangers and threats for the daily lives of residents to the site's overexposure to tourists.*

**\*Elisabeth CAYREL**, *Chargée de mission* for UNESCO, Development Project of the Chauvet Cave, France: **“Development Project of the Chauvet Cave: from scepticism to enthusiasm?”**

*The project of valorization of the Chauvet Cave is developed on a particular basis, i.e., an area marked by a highly seasonalized outdoor tourism flow, as well as scepticism about its chances of success. In this context, it was a real challenge to convince and associate the civil society and the local community to anticipate the change of image of the area via the inscription of the Chauvet Cave on the World Heritage List but it was also a real opportunity to develop original tools.*

\* **Cédric CALVIGNAC** and **Elsa MARTIN**, Jean-François Champollion University, Albi, CERTOP, France: **“The Albigensians’ deceptive perception and representation of tourists’ identity”**

*Managing the relationship between locals and tourists requires a comprehensive understanding of their mutual perceptions of each other. A study led in the city of Albi’s revealed that the inhabitants’ conception of tourists is in fact based on illusive socio-cultural features. The presentation will analyze the consequences of this misconception upon the relationship between locals and tourists.*

**17h00:** Open discussion

**17h30:** Conclusions

**18h00:** Networking with a glass of wine



Old Québec, 2012 © MGB

*Free admission subject to availability. Incriptions: [maria.gravari-barbas@wanadoo.fr](mailto:maria.gravari-barbas@wanadoo.fr) ; [sebastien.jacquot@univ-paris1.fr](mailto:sebastien.jacquot@univ-paris1.fr)*



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