

BARCELONA DECLARATION OF TOURISM AND CULTURAL HERITAGE: “BETTER PLACES TO LIVE BETTER PLACES TO VISIT”

17.04.2018 – draft version for BCN event

1. Acknowledgements of existing declarations and documents

Referring to the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention) adopted in 1972 at the 17th General Conference of UNESCO noting the importance of cultural heritage and natural heritage and human interaction with cultural sites.

Fully aware of the action plan adopted by the United Nations expressed in Agenda 21 for the Travel & Tourism Industry in 1992 at the Earth Summit of Rio de Janeiro regarding environmentally sustainable development, placing emphasis on the Earth Summit of Johannesburg in 2002 and Earth Summit of Rio in 2012.

Re-affirming the 10 principles covered in the Global Code of Ethics for Tourism adopted by the UNWTO General Assembly in 1999 and approved by the United Nations General Assembly in 2001 regarding the economic, social, cultural and environmental components of travel and tourism and calling special attention to Article 3 and 6, stating tourism as a factor of sustainable development and affirming the obligations of stakeholders in tourism development, respectively.

Recalling the ICOMOS International Cultural Tourism Charter approved in 1999 as a replacement of the 1976 Charter, adopting a closer approach between the conservation of cultural heritage and the tourism industry.

Approving the 6 principles and guidelines laid out in 2002 by ICOMOS (the International Council on Monuments and Sites) for managing Tourism at Places of Cultural and Heritage Significance, with special attention to principle 6, concerning responsible promotion programs.

Approving the Cape Town Declaration on Responsible Tourism in 2002 organized by the Responsible Tourism Partnership and Western Cape Tourism, emphasizing the shaping of sustainable spaces into better places.

Observing the Council of Europe, Recommendation Rec 2003 of the Committee of Ministers to Member States on the promotion of tourism to foster cultural heritage as a factor for sustainable development adopted by the Committee of Ministers in 2003, at the 824th meeting of the Ministers' Deputies.

Recognizing the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions and its guiding principles adopted in 2005 at the 33rd session of the General Conference of UNESCO celebrating the importance of cultural diversity.

Considering the Europa Nostra Congress held in 2006 leading to the endorsement of the Malta declaration, tackling the issue of Cultural Tourism: Its Encouragement and Control and advocating for the balance between sustainable tourism and heritage conservation.

Having regard to the European Commissions' Communication (COM(2010) 532/3) entitled Europe, the world's N° 1 tourist destination "a new political framework for tourism in Europe."

Noting further the United Nations General Assembly Resolution A/RES/68/223 adopted in 2013 at the 68th session of the General Assembly on Culture and Sustainable Development in the post-2015 development agenda.

Recognizing the Hangzhou Declaration adopted in 2013 for Placing Culture at the Heart of Sustainable Development Policies in the framework of Hangzhou International Congress China, Culture: Key to Sustainable Development.

Aware of the 7th International Conference on Responsible Tourism in Destinations in Barcelona held in 2013 discussing responsibility for the environmental impacts of tourism, sense of place and the extension of social participation in tourism.

Noting the Florence Declaration on Culture, Creativity and Sustainable Development, Research, Innovation, Opportunities adopted in 2014 during the third edition of the UNESCO World Forum on Culture and Cultural Industries addressing the role of culture in creating a sustainable future.

Recognizing the 17 Sustainable Development Goals (SDGs) established by the United Nations Agenda 2030 in 2015 with special recognition regarding Tourism and Culture, goal 9, encouraging innovation and infrastructure and goal 11, promoting sustainable cities and communities.

Recalling the United Nations General Assembly Resolution, A/RES/70/193 adopted in 2015 at the twenty-first session of the UNWTO General Assembly, declaring 2017 as the International Year for Sustainable Tourism for Development underlying the importance of tourism as an important development tool for the SDGs and the contribution of Tourism to the world's economic activity.

Fully aware of the Siem Reap Declaration elaborated in 2015 on the occasion of the UNWTO/UNESCO World Conference on Tourism and Culture— Building a New Partnership Model.

Aware of the 1995 World Charter for Sustainable Tourism of Lanzarote, updated in 2015 in Vitoria-Gasteiz, Basque Country.

Recognizing the Resolution (2016) 2072), 13th December 2016 of the European Parliament on a coherent EU policy for cultural and creative industries, especially the chapter on "Framework conditions on fostering innovation."

Recognizing the Decision 2017/864 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17th May 2017 in a European Year of Cultural Heritage (2018) following the proposal of the European Commission.

Keeping in mind the UNWTO Framework Convention on Tourism Ethics held in 2017 which was built around the core principles mentioned in the Global Code of Ethics for Tourism, as well as working towards the advancement of a more sustainable and ethical tourism.

Recognizing the Barcelona Declaration Building Sustainable Tourism in the Framework of the New Urban Agenda launched by Biosphere, Barcelona City Council and the Responsible Tourism Institute in 2017.

Viewing with appreciation the Muscat Declaration of 2017 on the occasion of the UNWTO/UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development acting as an official event of the International Year of Sustainable Tourism for Development in Muscat.

2. Considerations of this Declaration

Considering the **goal** of this Declaration is to establish a set of principles and recommendations to foster the synergies between tourism and cultural stakeholders, by which implementation will contribute to the social and cultural tourism sustainability in Europe.

Considering that the **Tourism and Cultural Heritage stakeholder** needs to be at the centre of this discussion, in order to seek solutions, exchanges, share and capitalise innovative good practices, that break patterns and that can contribute to making our destinations, our territories, better places to live and to visit.

Considering this Declaration **targets** a multi-stakeholder approach, the Tourism and Cultural public administrations, private stakeholders and civil society representatives, the Academics, researchers and experts from different fields, such as tourism, culture, anthropology, urban, statistics, among others, the Host Community and the Tourists.

Considering this Declaration will **serve** as a legacy for the 2018 European Year of Cultural Heritage and beyond, and will imply one step further towards the implementation of the Agenda 2030 of the United Nations and its Sustainable Development Goals (SDGs).

Considering Tourism and Cultural Heritage should be considered as a strategy for **Social Cohesion** in Europe by revaluing Europe's Cultural Heritage and bringing it to life, reinforcing the sense of belonging and the greater understanding of the cultural diversity of Europe, as well as fostering economic growth and job development.

Considering **Cultural heritage** is the **essence** of a territory, that also constitutes an inherent value for the host communities and is one of the main assets of the tourism destination. It is present in all aspects of the resident's life through values, traditions, ethics, social behavior (intangible) and the monuments, sites, artifacts, making them attractive places for permanent and temporary residents to live, to work and to visit.

Considering **Tourism**, provides **added value** to the cultural heritage by making it alive and enjoyable, by developing liveable experiences for visitors. Tourism is also a key actor of the cultural heritage

sustainability by raising awareness on its uniqueness and balancing properly its promotion and protection.

Considering the European tourism destinations - territories - are facing several **challenges** related to the relationship between cultural heritage, tourism and the local community, where destinations are confronted with situations of saturated areas vs less saturated areas, authenticity vs staged or loss of authenticity, local community social behavior vs touristic behavior and impact, revaluing of cultural heritage vs banalization amongst others.

Considering innumerable **opportunities exist** if the co-operation between tourism and cultural heritage is fostered. The reinforcement of a common vision and goals and the establishment of joint actions and public-private partnerships at all levels will contribute substantially to the sustainable and competitive development of the territories, through: economic growth, job development, talent creation, innovation and creative capacity, better territorial balance.

Considering that Tourism and Cultural Heritage can jointly contribute to the four objectives established by the 2018 European Year of Cultural Heritage: Engagement, Sustainability, Protection and Innovation.

3. Recognitions of this Declaration

Recognising

- Tourism supports the preservation and long-term conservation of cultural heritage. Tourism promotion of tangible and intangible cultural heritage, including lesser known destinations, generates revenue, thus fostering investment in facilities, infrastructure and re-development of even the least known heritage sites.
- Tourism contributes to social and cultural sustainability. It generates a sense of place, pride, community and common identity through the revaluing of local customs and traditions. It stimulates diversity and raises awareness of the importance of cultural heritage.
- Tourism provides socio-economic advantages, supporting long-term employment, empowerment and other opportunities for local citizens through joint initiatives between both sectors. Tourism promotes an awareness of a common European identity and citizenship distinguished by its diversity.
- Tourism should not be seen as the guilty party of the conflicts that may arise between the culture, the host and the guests, but the victim of bad management, planning and co-ordination between the related stakeholders and the lack of a joint vision.
- Cultural Heritage sustainability should be safeguarded not only by mechanisms of conservation and preservation but also through the development of experiences which enhance enjoyment, appreciation and valorization of the visitors and generate a sense of respect and responsibility towards its conservation.

- The Host Community should be the principle beneficiary of any activity developed in the place they live. They must be included in the decision-making process from its early stage. What is good for residents will be good for tourists.
- Citizens have the right to enjoy their own cultural heritage and should be recognized as a key actor in ensuring the authentic sense of a place and a key contributor to the sustainability of the cultural heritage.
- The Tourism industry must be aware that a destination and especially the cultural and natural heritage, is a fragile factor, they need to enhance and revalue the cultural heritage by sticking to coherent storytelling, based on real content and respect for history in order to avoid banalizations or missed interpretations.
- Tangible and Intangible Cultural Heritage are indivisible, without the intangible heritage it is not possible to understand the values of the tangible heritage and vice-versa. It is fundamental to work this concept in an integrated way.
- Over-tourism, is a concept that defines the over-crowding problems of a tourism destination or site, it is a localized phenomenon, the consequence of high tourism intensity and activity, taking place in some specific areas of a touristic destination, depending on place, time and season.
- The concept of tourismphobia should be avoided since is misleading and discourages the positive impacts tourism implies for its territory and local community.
- The transformation of destinations, especially city centers and historical places due to short rental accommodation, mainly led by the collaborative economy, is generating a disruptive impact on the life of citizens, on the type of businesses and on the housing prices.
- Whereas the residents are the permanent citizens, the tourists have become the temporary residents, willing to have the same experiences as locals do. Tourism behavior is a moving form, a “must see sight” way of travelling to “live like a local” travel motivation in search of transformative experiences where citizens play an essential role.

4. Principles of this Declaration

We call for the implementation of five key principles to ensure the sustainability of cultural heritage and its territory and destination to generate a beneficial balance between the culture, the host community and the tourists.

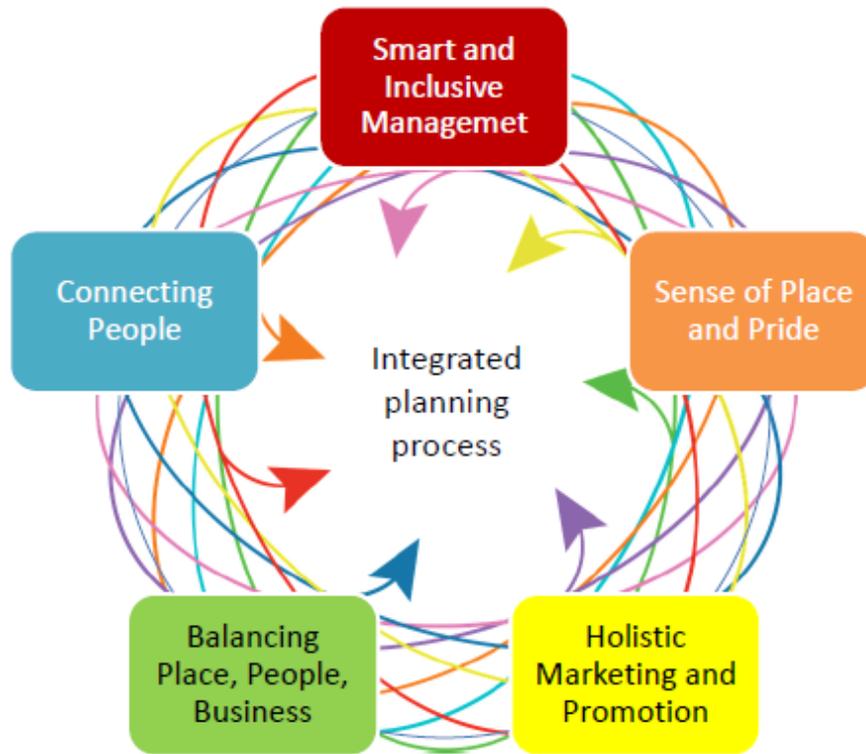


Figure 1: Image of Barcelona Declaration's Principles

1. SMART and INCLUSIVE GOVERNANCE

- ❖ **Integrate a multi-stakeholder and participatory approach in the decision-making process**
 - Develop a **stakeholder forum** where all related stakeholders: tourism and cultural public administrations, private stakeholders, civil society, experts, academics and researchers from different fields, such as: tourism, culture, anthropology, urban, statistics as well as local communities, participate equally within the different phases of the development, implementation and monitoring of the related initiatives/policies.
 - Look for **community empowerment** and inclusion. Understand the local participation in the decision-making process as a key success factor for a positive host – guest, culture – tourism relationship.
 - Establish a **joint strategy and action plan** based on the principles of co-creation, co-management, co-evaluation and co-investment. This will enable the overcoming of common challenges and needs while sharing responsibilities.
 - Reinforce **horizontal planning**: inter-sectoral, inter-departmental co-operation in the public administrations directly or indirectly involved in tourism: culture, urban, economy, jobs, employment and education.

- ❖ **Use Market intelligence and Data analysis**
 - Base the development of tourism policies/initiatives on **market intelligence**, to provide sound and proven knowledge on the benefits and impacts that they will imply.
 - Develop on-going **data analysis** (co-operation between the public and private stakeholders) to monitor and assess periodically the results of the policy/initiatives and take informed decisions.
 - Use **real time data** to better manage, anticipate and solve problems

- ❖ **Invest smartly**
 - Think about **compensation mechanisms**, for instance a tourism and cultural heritage tax/fee, to be re-invested in the maintenance and improvement of the visitors' experiences.
 - **Align funding** and investment in cultural heritage and tourism initiatives and ensure shared benefit of initiatives for the residents and the travellers.
 - Cooperation between tourism and cultural heritage managing authorities as well as private sector in views of leverage funding: **Public Private Investment**, to develop co-ordinated and strong initiatives.
 - Raise awareness on visitors on the need to contribute to heritage maintenance and preservation through reasonable **fees**.
 - Invest and encourage the development of **technical solutions** to better manage tourism flows, impacts, carrying capacity.

- ❖ **Create Resilient Destinations, Businesses and Host Communities**
 - Promote **capacity building** and training that provides competences that will enable the acquisition of innovative and creative thinking in response to unexpected situations/results and to react/adapt quickly to a rapidly changing market or political situations, for example.

- Foster **scenario planning**: develop different strategies for different situations to be able to correct, re-orientate initiatives/policies according to the specificities of each moment: for instance, redistribution of flows when peaks of over-saturation appear.
- Establish **communication plans** for citizens and tourists as a mechanism for risk management, in case of some unforeseen changes that may occur in the destination/site: transport, limitation, climate effects, terrorism attacks.

2. GENERATE SENSE OF PLACE AND PRIDE

- ❖ **Add Value to the tangible and intangible culture heritage**
 - Encourage mechanisms for interpretation and story telling that enhance and revalorize the identity and its authenticity with the goal of transferring information and knowledge. True authenticity vs fake authenticity.
 - Develop synergies between the Tourism, Culture and the Creative Industries, by promoting the **participation** and implication of the tourists and the citizens in the cultural expressions and performances, by moving from passive visitors to pro-active and more committed ones
 - **Preserve and conserve** the unique and irreplaceable heritage by establishing means of co-operation between the different stakeholders and sectors, in order to ensure that a proper use is being given to the cultural heritage in the visitor economy whilst ensuring its sustainability.
 - Involve the **citizens** in the cultural initiatives and exchanges, the citizen is part of the tourism destination, and is the best ambassador of its territory and culture.
 - Make sure that the destination and cultural heritage sites follow a universal design and that the cultural content is accessible for all publics including those with **special needs**.
- ❖ **Foster Mindset change to increase and secure the tourism value creation**
 - Raise awareness among the tourism **private sector** regarding their power in balancing the social and cultural suitability of a destination by developing quality services that generate added value to the destination, the citizens and the tourist, while respecting cultural heritage and local life style.
 - Raise awareness among the **DMOs** on guiding tourists towards quality and sustainable services/products, make them conscious about the local culture, the local values and the local social behaviour
 - Raise awareness among the **tourists** about the impact of their actions in the host community by addressing three components: Knowledge of the place (provided by the DMOs, DMCs, online platforms, others), Behaviour (adapting to the local habits and selecting services that adequate local services) and Respect (appreciating the local richness and population and being responsible for their actions).
- ❖ **Bet on creativity**
 - Promote **talent development** as a leverage for innovation, authenticity and distinctiveness of a tourism destination and the cultural related experiences it offers.
 - Innovate in **product development** and marketing strategies to create new initiatives that contribute to the social and cultural tourism sustainability.
 - Integrate culture, tourism, new technologies and innovation in the overall experience: products must be designed for residents and tourists.

- Recognise the **role of the ICT** tools - concretely Social Media – in promoting places where people live and visit by sharing the spirit of place: lifestyles, values, traditions, sites, in generating attraction, empathy and commitment for the place and its people as well as facilitating social interaction.
 - Take advantage of **new technologies** to develop more genuine, complete experiences and participatory experiences, for instance, through the use of augmented reality and gaming. The technology empowerment has transformed tourists into active co-creators (prosumers) of their tourism experiences.
- ❖ **Keep the equilibrium between the uses and users of cultural heritage**
- Find mechanisms to make **just prices** that make culture accessible to all, acknowledging the current dilemma between pricing in culture: if free - not valued enough and not possible to maintain the site, if payable – not integrated, if there are differences in price taxing – there may be discrimination of some groups of visitors.
 - Balance the use of sites for **public and private usage**.
 - Establish **limits** towards sensible cultural heritage when needed: need to be able to regulate and limit to preserve any harm to the site.

3. HOLISTIC VISION: MARKETING, PROMOTION AND PRESERVATION

- ❖ **Develop Cross-Cutting approach, cross-cultural marketing**
- Establish **joint marketing programmes** between tourism and heritage sectors, cultural and creative industries, following the market trends, the consumer's interest - both residents and tourists, and the territorial offer in order to create more cultural tourism related experiences while contributing to the spread of the touristic flow throughout the year and the places.
 - Integrate **dedicated communication plans** and use appropriate communication channels in order to captivate the attention of both, the host community and the tourists.
- ❖ **Endorse a Holistic marketing approach**, by thinking about the destination/business as a whole, considering its place in the broader economy and society, and in the lives of its customers.
- ❖ **Target Social and Cultural Value creation must be the main objective**
- Create a cultural content for **meaningful and unique experiences** that builds relations between the place and the people and which will foster loyalty.
 - Promote initiatives/experiences that have the potential to **generate a positive** impact in the destination, show hidden heritage, surprise the visitors, enhance the authenticity of the destination.
 - Encourage experiences based on “**slow look**” instead of “fast look”, make visitors visit less but spend more quality time visiting it better, getting to know the place and understand its identity.
 - Incorporate **Corporate Social Responsibility** standards along the whole destination. It should be endorsed by the public and private organizations of tourism and cultural heritage, having a special focus not only on the impacts of their activities and upon the environment but also on the impacts these activities generate within society/the host community and the culture.

❖ **Promote to Preserve**

- Be **prudent** when promoting, avoid promoting sensitive tangible or intangible cultural heritage to avoid undermining the value of the cultural heritage.
- Incentivize the **transition** of the traditional tourism boards to educational tourism centers where, besides promoting the destination and its tourism/culture, it could also be used to educate, inform the visitor properly, to make well informed decisions that contribute positively to the territory.

4. BALANCE: PLACE, PEOPLE, BUSINESS

❖ **Measure to manage**

- the **Carrying Capacity** of the site /destination, the physical capacity a destination or site, can last, using the following four dimensions:
 - environmental, related to preservation, conservation, maintenance
 - economic, related to the negative economic externalities in local population, balancing development and society
 - socio-cultural, related to the feeling of sense of place and identification of the host community towards its heritage and the level of acceptance of tourists
 - perception, related to the crowding perception of the local population and tourists
- the **Resident's Perception**, following the attitude of citizens towards tourism.
- the **Return of Investment**, related to the point where there is a balance between the investment and wealth generated.

❖ **Innovate in tourism performance indicators**

- Develop **innovative indicators** that go beyond the traditional touristic ones in order to measure the performance of the destination beyond the usual quantitative figures, for example, introduce indicators that reflect quality of life of a place, its commitment to suitability, the perception of residents towards tourism and the initiatives complying with CRS criteria.
- Ensure the **co-existence** between traditional innovative indicators.

❖ **Limit when needed**

- Establish **limitations** to certain private/public initiatives in high intense tourism areas which sustainability is in danger and promote their re-allocation to other less developed areas.
- Develop **exchange platforms** mainly with public, private and host communities, to discuss and assess periodically the evolution of the visitor economy in a specific area as a strategy to prevent the use of corrective measures.

5. CONNECT: FROM PEOPLE TO PEOPLE

- ❖ **Strengthen the intercultural dialogue between the temporary and permanent residents**
 - Involve the **locals** in the visitor's experience: welcoming tourists.
 - Sensitize **youngsters** in the intercultural dialogue through real experiences that lead them to discover, appreciate and respect other places.

- ❖ **Seek for the human dimension** of the visitor's economy by engaging people in sharing their values, habits, traditions and making people curious, interested, sensitive to knowledge and being enriched by different cultures.

- ❖ **Encourage learning and creative experiences** by offering the visitor the opportunity to develop their creative potential through active participation in workshops and courses, which deepen contact with the local culture by directly participating in cultural/creative activities

- ❖ **Exploit the positive potential of the "new players", social media and digital platforms**

**

The Declaration will be released during the NECSTouR international workshop "Better Places to Live, Better Places to Visit" 19/04 in Barcelona.

This Barcelona Declaration is a working document. The content will be upgraded and promoted along the 2018 European Year of Cultural Heritage with the partners of the European Heritage Alliance 3.3 and other tourism and cultural heritage stakeholders.

Also, the Barcelona Declaration will contemplate an Annex with experiences and good practices to inspire the stakeholders involved in the implementation of the Declaration's principles in views of making the best of the places where we live and visit.