

**Andong Recommendations
of the joint
ICOMOS Asia-Pacific Regional Meeting
and
ICOMOS International Cultural Tourism Committee Workshop**

***Impact of Mass Tourism on Historic Villages:
Identifying Key Indicators of Tourism Impact***
Seoul and Andong, Republic of Korea
10-13 June 2006

Preamble

Meeting in Seoul and Andong City at the invitation of the ICOMOS National Committee of Korea with the generous support of the Ministry of Culture and Tourism, the Cultural Heritage Administration, Andong City and the City of Gyeongju,

Benefiting from the exchange of experience and enlightening case studies presented, as well as the welcoming attitudes of residents and owners of the historic and traditional villages of Yangdong and Hahoe,

Recognising the special nature of historic and traditional villages, in Korea and around the world, as particularly rich expressions of cultural diversity through their tangible and intangible cultural heritage,

Conscious of the need to maintain community life as a fundamental, authentic and distinctive element of the cultural heritage of historic and traditional villages and the potential contribution tourism can bring to that effect, as well as the need to provide a balance of interests,

Considering the inscription of the villages of Yangdong and Hahoe on the Tentative List the Korean National Authorities have prepared in implementation of the World Heritage Convention, and taking into account the current requirements for such nominations regarding the existence of efficient management systems and the involvement of local communities,

Taking into account the *ICOMOS International Cultural Tourism Charter* (1999) and the *ICOMOS Xi'an Declaration on the Conservation of the Setting of Heritage Structures, Sites and Areas* (2005), and building on the *ICOMOS Seoul Declaration on Tourism in Asia's Historic Towns and Villages* (2005) and the *Hoi An Declaration on the Conservation of Asia's Historic Districts* (2003),

Acknowledging the relevance of the work of the United Nations World Tourism Organisation in the development of an overall policy framework and indicators for

sustainable tourism and the interest of developing indicators for the management of cultural heritage sites,

With the intent of providing constructive guidance to the following organisations as well as the hope that the lessons of this exercise will be of interest to institutions and organisations involved in the care and promotion of historic and traditional villages elsewhere in the world, the participants of this regional meeting and workshop propose the following recommendations for a better integration of cultural heritage and tourism in the development, management and sustainable conservation of historic and traditional villages as living places:

1. To the people of the villages of Yangdong and Hahoe

- a. That, as a basis for effective cultural tourism planning, the villages review their existing experiences as tourism destinations, taking into consideration all aspects of their heritage, including the tangible ones like buildings and gardens, and the intangible ones such as the lifestyles and the traditional skills and spiritual practices that underlie the spatial layout of the village, as well as the surrounding landscape and setting.
- b. That this evaluation be communicated to the relevant authorities for consideration in the further processes for the development of management systems for the villages.
- c. That community-based programs be set up to encourage local participation in cultural projects associated with the conservation and sustainable development of the villages.

2. To the local authorities of the City of Gyeongju and Andong City

- a. That the setting and natural or agricultural landscape surrounding the village be adequately protected and managed by taking into account their physical, social and cultural dimensions, particularly in the location of tourism related facilities for Yangdong and Hahoe.
- b. That the tourism marketing for historic and traditional villages focus particularly on special interest sectors within the domestic or international tourism markets in preference to mass tourism, taking into account the maximum number of visitors (carrying capacity) based physical, social and cultural factors.
- c. That guidelines be developed for new constructions or infrastructures, and the reuse of buildings that take into account the relevant traditional art of buildings in terms of layout, siting, scale, materials.

- d. That the information developed in the planning and management processes related to the historic and traditional villages be communicated to the local communities and people.

3. To Korean National authorities

- a. That the response to the needs of the inhabitants of Yangdong and Hahoe villages in terms of improving their quality of life be considered as an essential part of the management systems and a criterion in the context of the protection of the built environment, along with respect for the authenticity of individual houses within the villages or the overall architectural landscape and setting.
- b. That, in accordance with the *Operational Guidelines to the World Heritage Convention (2005)*, National authorities encourage and facilitate an active role of the local community, and respect for their own knowledge and expertise.
- c. That the National authorities ensure that the process of management and protection of these villages rests on the best scientific and traditional knowledge and skills available at each stage of its implementation and support the development and sharing of knowledge as a tool for better management and protection of these villages.
- d. That the National authorities ensure that cultural tourism management is integrated with relevant plans, programs and strategies at national, regional and local levels.
- e. That the information developed in the planning and management processes related to the historic and traditional villages be communicated to the local communities and people.

4. To the Tour Operators and other members of the tourism industry

- a. That the Tour Operators and other members of the tourism industry be involved in all stages of the planning and implementation for tourism in historic and traditional villages.
- b. That congestion pressure in the villages be minimised by establishing adequate coordination of visits by the local tourism office and the tour operators.
- c. That special interest tourism products for the region be developed for domestic and international markets which would present the specific

cultural heritage, tangible and intangible, of the historic and traditional villages.

- d. That the tourism industry conducts surveys of visitor satisfaction and impacts and share the results with the other stake holders, including the local communities and authorities.
- e. That the Tour Operators recognise their duty to adequately inform visitors about the heritage and cultural dimensions of their destinations and the need for respectful behaviour.

5. To the international intergovernmental organisations

- a. That UNESCO works with ICOMOS to further integrate cultural tourism planning and management into the monitoring system for the World Heritage Convention and into the implementation of other UNESCO conventions, recommendations or programmes on cultural heritage,
- b. That the United Nations World Tourism Organisation continues to cooperate with ICOMOS and its network of International and National Committees in relation to the impacts of tourism on heritage sites, particularly those recognised through international conventions.

6. To ICOMOS

- a. That the important work initiated by the International Cultural Tourism Committee on the development of key indicators of tourism impact continues with the contribution of National and International Committees, particularly regarding the historic and traditional villages, their tangible and intangible heritage as well as their landscape setting.
- b. That the ICOMOS evaluation criteria for World Heritage be improved through the inclusion of more detailed guidance about the evaluation of cultural tourism planning and management arrangements.
- c. That ICOMOS encourages its National and International Committees to work with the ICOMOS International Cultural Tourism Committee to analyse and report on the tourism capacity of heritage sites, in particular those sites included on the World Heritage List and on the National Tentative Lists, and to support the development of management systems which address cultural tourism impacts.
- d. That ICOMOS bring to the attention of its National and International Committees the United Nations World Tourism Organisation's *Guidebook for Tourism Congestion Management at Natural and Cultural Sites (2005)* which were developed in cooperation with the

ICOMOS International Cultural Tourism Committee and the indicators it has published.

- e. That ICOMOS extends and reinforces its cooperation with the United Nations World Tourism Organisation to address cultural and sustainable tourism in the context of management of heritage sites.
- f. That ICOMOS disseminates these recommendations through its world-wide network of National and International Committees and institutional partners to encourage their application in the context of policy making and conservation of historic and traditional villages.

In reaching these recommendations, all participants offer sincere thanks to the Korean hosts for the interesting and productive meeting and workshop. In particular, we appreciate the organisational energy and leadership of ICOMOS Korea, the sustained support of the Ministry of Culture and Tourism, the Cultural Heritage Administration, Andong City, City of Gyeongju, and the participation of the people of Yangdong and Hahoe Villages.

Adopted in Andong, 13 June 2006