

Deklarationen, Resolutionen und Chartas zum Thema Tourismus

Texte und Bibliographie

Deklarationen und Chartas von ICOM zum Thema Tourismus

SUSTAINABLE CULTURAL TOURISM

Declaration of the International Council of Museums (ICOM) and the World Federation of Friends of Museums (WFFM) for worldwide Sustainable Cultural Tourism. (December 2007)

ICOM and WFFM have made it their self-imposed ethical mission to ensure that tourism interacts respectfully with cultures around the world, and that attitudes and approaches take into consideration not only tangible and intangible heritage, but the cultural present as well. Knowledge of tourist destinations, of their surrounding cultures, their natural-historic heritage and their areas of special scientific importance and beauty should increase understanding amongst the local population thus strengthening their self-confidence and cultural identity.

Sustainable Cultural Tourism affects many groups, such as tourists, local population, museums, archaeological sites, landscapes, tourism agents and authorities.

Therefore, it is necessary to raise awareness on this matter among all groups and advise them on good managing practices. Sustainable Cultural Tourism does not affect only tourists visiting foreign countries as it is hinted on the document „The responsible tourist and traveller“. There is also a great number of domestic tourists (scholars, associations ...) that affect museums and monuments in the same way.

In order to achieve these aims, museums need to address tourists more directly than they have done to date. A museum's educational content should contribute to history, culture and the environment by promoting increased knowledge, changes in attitudes and greater tolerance. Ultimately, this leads to respect for other ways of life, religions, views and social conditions, while also making tourism more environmentally friendly.

ICOM and WFFM believe that tourists who are more knowledgeable and skilful in dealing with cultures and natural reserves contribute to sustainable, positive development as well as to protecting landscapes and societies. It is thus important to impart such knowledge and skills to tourists. This is particularly true since, frequently, as tourists, they behave in ways that compensate for their daily lives, thereby reflecting societal and educational models that do not necessarily meet the expectations or views held by those who live in the places they are visiting.

Consequently, ICOM and WFFM encourage travellers – as well as the native populations of tourist destinations – to learn about how mass tourism can lead to a “touristification” of land and societies that frequently reflects the tourists' desires (holiday culture) and affects the

destination's service culture as well as its local culture in general. Travellers should be aware of the impact of tourism in economic terms; however, they also need to understand how certain tourist expectations and attitudes can threaten land and nature management, in addition to potentially causing changes in the behaviour of the populations visited. "Enjoy, not destroy" should be the ultimate aim of all those involved in tourism.

ICOM and WFFM deem that changes in attitudes and greater understanding lead to new, holistic ways of preserving ecosystems in tourist destinations, and contribute to protecting the cultural uniqueness of the visited communities as a whole (and not just of that segment of the population directly involved in tourism).

ICOM and WFFM firmly believe that museums and friends of museums can make a significant educational, cultural and political contribution to the sustainable development of tourism, thereby also helping to advance UNESCO's goals for 2005–2014, the "Decade of Education for Sustainable Development".

ICOM and WFFM consider the "Proposal for a Charter of Principles for Museums and Cultural Tourism", formulated by ICOM during a conference in Bolivia and Peru in 2000, a shared framework for future efforts on behalf of Sustainable Cultural Tourism. Some paragraphs should be taken into special consideration:

Introduction

"Cultural heritage cannot become a consumer product nor can its relationship with the visitor be superficial. If the tourist is able to identify with the heritage, he can appreciate its value and the importance of preserving it and therefore become an ally of the museums."

Principle n° 3

"In regards to cultural tourism, museums should encourage the active participation of the local communities in the planning of both heritage management and the operations of tourist venues. Museums should encourage the communities to manage their cultural heritage, for which they should encourage suitable training."

Principle n° 4

"It is important to plan tours using temporary programmes which are restricted to satisfy both the leisure periods of the local inhabitants and offer alternatives for foreign tourist. Museums and cultural tourism should encourage the interaction between visitors in a framework of respect towards the values and the hospitality that are offered."

ICOM and WFFM also recognise the documents drafted by the World Tourism Organisation (WTO) in 1999 ("Code of Ethics for Tourism", adopted by the UN General Assembly in 2001) in which it is stated "that *Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well ...*" and in 2005 ("The Responsible Tourist and Traveller").

Both organizations firmly believe as does the “International Cultural Tourism Charter” of the International Council on Monuments and Sites (ICOMOS), that *“conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.”*

UNESCO, ICOMOS, the World Tourism Organisation have all crafted tourism charters. These documents are important but appear more or less almost exclusively to focus on the host country and its institutions, highlighting what needs to be done and taking a defensive stand to protect historical and cultural assets.

But who addresses the tourists themselves? Who tries to make them part of the process? Too often the codes and strategies appear as a series of top-down statements – and treat the tourist visitor as a passive agent – indeed they make no attempt to engage the visitor. That is not to say that there are no codes of conduct for visitors.

As the third largest economic factor in the world, tourism, both domestic and international, has a global reach. Museums, which exist worldwide, affect people both in the regions where tourism originates as well as in its destinations. This gives museums a strong chance of succeeding in their educational efforts to replace rigid ideas about culture and land use with a dynamic notion of culture and environmentally sustainable nature management. Museums should be integrated increasingly into concepts of tourism, to ensure that they have a measure of influence over economic and governmental decision-makers in planning processes, and to allow them to reach tourists more directly.

ICOM and WFFM are committed to raising the awareness of museums and of friends of museums around the world on the topic of Sustainable Cultural Tourism through the associations’ global activities, including an International Museum Day.

http://icom.museum/declaration_tourism_eng.html

PHNOM PENH-VIENTIANE CHARTER ON CULTURAL DIVERSITY AND HERITAGE TOURISM

Workshop on Museums, Cultural Mapping and Heritage Tourism in Southeast Asia BRINGING PEOPLE AND THEIR HERITAGE TOGETHER

Phnom Penh, Cambodia and Vientiane, Lao PDR, 30 July to 8 August 2006

We, the participants at the ICOM cross border regional workshop entitled *Bringing People and their Heritage Together*, consisting of sixty delegates from Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People's Democratic Republic, Malaysia, the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, the Socialist Republic of Viet Nam, and Timor Leste, having worked through case studies, workshops and study tours in Cambodia and Laos, **recommend** that,

In the context of sustainable heritage development, museums as civic spaces:

- Facilitate the maximisation of benefits and minimisation of negative impacts on stakeholder communities from the accelerated pace of globalisation in all its forms
- Locate culture in development and ensure responsible heritage tourism in Southeast Asia, as endorsed in the ASEAN Declaration on Cultural Heritage as a priority by the member countries
- Develop appropriate methodologies for systematic cultural mapping of heritage resources: tangible and intangible, movable and immovable, natural and cultural, creativity and communities, with an emphasis on the rich cultural diversity of humanity acknowledged as a priority by ICOM's commitment to the promotion of inclusive museums
- Promote the UNESCO Universal Declaration on Cultural Diversity, 2001 and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005

Stakeholder Engagement

- Promote participatory democracy by bringing together heritage resources and their neighbouring communities, stimulating community based development through heritage tourism that contributes to poverty alleviation without compromising the integrity of heritage resources
- Conduct community and wider stakeholder benefit analysis so that the implementation of programmes and projects ensures economic and social benefits to the primary stakeholders

- Promote an ethical practice of development governed by the ICOM Code of Ethics
- Convey the multiplicity of perspectives and the significance of local voices through accredited programs for quality interpretation of cultural resources, communicating heritage values to visitors and ensuring the building of capacity amongst local people enabling them to participate in development activities without exploitation by middlemen or copyright violations

Cultural Diversity

- Promote cultural diversity as an ethical concern in all aspects of cultural mapping and heritage tourism development affirming the rich cultural diversity of Southeast Asia considering race, ethnicity, colour, gender, age, class, economic status, faith, language, sexual orientation, and local identities
- Integrate gender perspectives addressing representation of women's heritage across the whole spectrum of museum and heritage tourism development
- Promote museums as secular spaces for interfaith dialogue and cross cultural education fostering a culture of peace and harmony
- Recognise the significance of language diversity and linguistic heritage as a resource for research, interpretation and management, and as a reflection of unique cultural perspectives, expressions and traditions of Southeast Asia
- Explore inclusive and innovative ways of facilitating the participation of people with disabilities as personnel, volunteers and visitors in the heritage and tourism sectors

Cultural Mapping

- Promote cultural mapping as a process of the stakeholder communities identifying and documenting local heritage resources, within the context of integrated local area planning that enables effective people centred development
- Consider the importance of documentation and standardised inventorying systems for integration of intangible and tangible heritage resources, recognising the considerable cultural diversity at the local, provincial, and regional level, and in doing so working on the development of a Thesaurus of key words and significant terms at national and regional levels in Southeast Asia
- Promote cultural planning based on demonstration projects of cultural mapping informing employment strategies and tourism development, through quality cultural experiences and products, developing museums as cultural centres and facilitators of festivals and special events

- Recognise cultural mapping as crucial for integrated planning and sustainable economic and cultural development providing a meaningful vehicle for local community economic empowerment, and as an important tool for redressing cultural inequities in post-colonial societies
- Recognise the significance of education within the framework of cultural mapping bringing local museums into a participatory framework with educational institutions such as schools and adult learning centres and developing modular resource materials for teachers

Heritage Tourism

- Promote productive partnerships between museums and the private sector for the responsible use of heritage resources in tourism maximising on the use of local expertise, resources and opportunities
- Ensure that the economic benefits derived from tourism are also used for heritage conservation, development, maintenance, interpretation and community capacity building through funds established from tourism income
- Prioritise capacity building for interpreters, educational personnel and volunteers through appropriate accreditation and museum certification as a way of protecting and promoting the cultural diversity of the region in the face of the rapid growth of tourism

We, the participants at the ICOM cross border regional workshop, *Bringing People and their Heritage Together*, envisage

- The formation of a new entity, ICOM Southeast Asia, incorporating an Association of Southeast Asian Museums (ASEAM) to meet in 2007
- The establishment of an International Training Centre of Excellence for sustainable museum and heritage development in Asia

Launching an advocacy campaign to promote cultural diversity and responsible heritage tourism through museums in Southeast Asia.

<http://icom.museum/vientiane.html>

PROPOSAL FOR A CHARTER OF PRINCIPLES FOR MUSEUMS AND CULTURAL TOURISM (2000)

Introduction

In accordance with the ICOM Code of Professional Ethics, the duties of a Museum, as a non-profit institution in the service of society and of its development includes among others:

- To encourage the active participation of the communities and serve as educator and cultural mediator to an increasing number of visitors belonging to all levels of the community, locality or social group;
- To play a predominant role in the efforts to stop the degradation of cultural and natural resources, according to principles, standards and objectives of national and international measures for the protection and appreciation of cultural heritage;
- To ensure that the financial resources derived from policies or economic relationships do not compromise the principles, standards and objectives of the museum.

In addition, the museum should ensure that its professionals:

- Provide proper protection for heritage property in general and preserve and carry out research on its own collection in particular;
- Respect the principle by which museums represent a public responsibility whose value for the community is in direct proportion to the quality of its objectives;
- Promote awareness and management of cultural heritage, not only with their colleagues, but also with members of the community concerned, with due tact and respect for the feelings of human dignity held by all peoples.

Cultural tourism ethics require all stakeholders to ensure that the visitor combines creative knowledge with the enjoyment of his free time. He should be encouraged to share a social context which, although unfamiliar, invites him to participate in the life and local wisdom of the host community. In order to accomplish this, training for all staff is important; from those participating in museum activities, to cultural staff and tourism professionals, and especially those concerned with the preservation of cultural heritage, its principles, standards, objectives and requirements.

Cultural tourism is linked to heritage through a collection of contributions of a culture, people or community, displaying the material evidence of its own identity through its cultural expressions. This link is unique and exceptional and constitutes a non renewable resource. Cultural heritage cannot become a consumer product nor can its relationship with the visitor

be superficial. If the tourist is able to identify with the heritage, he can appreciate its value and the importance of preserving it and thus become an ally of museums.

Museums are categorised according to the nature of their collections, and the more attractive they are to different audiences, the larger the number of visitors they will be able to attract. Eager to learn about something completely new and original, tourists prefer to go to those museums that are representative of the history, culture and traditions of the host country.

Principle No. 1

Museums constitute an important resource for Cultural Tourism for several reasons: their status as cultural mediators and the diversity of their collections, their category (whether public or private and national, regional or local), and their conditions of multiplicity, uniqueness, freedom, flexibility and creative potentiality.

- Legislation for the promotion of a tourism which includes investments and interventions in areas of heritage value, should ensure that preservation of cultural and natural heritage shall take precedence over economic interests, where there is a risk of irreversible damage.
- Co-operation between museological institutions, tourism sector institutions and the communities should be encouraged and arranged.
- Legislative consistency necessary for defending heritage and tourist development should be addressed, taking into consideration the coexistence of the different levels of governmental authority as well as the various social sectors concerned. The participation of representatives from the local communities should be especially encouraged.
- Museums shall favour self-management as a way to redistribute socio-economic benefits of cultural tourism to the community, since tourism development represents a proven option for generating resources. If they are properly administrated, these resources can directly benefit heritage institutions, especially museums and the communities where they are located.

Principle No. 2

The interaction between tourism and museums is a relationship that can affect the preservation of natural and cultural heritage including that of the collections and the values they transmit. Such a relationship should maintain an ethics of preservation in order to ensure the permanence of the objects.

- Cultural heritage property is unique and irreplaceable. Its authenticity has an appraised value and its loss or deterioration represents a loss for universal culture. Responsible and sustainable tourism reduces the impact and the deterioration of cultural property to a minimum.

- The characteristics of cultural heritage requires museum professionals, tour operators and visitors to be a morally and ethically responsible. For this reason programmes targeting preventive preservation should take priority. ·
- Evaluating the impact of visitors and regulating tourism use of the museum should take priority when planning for heritage tourism. Such studies should take into account the/ an appropriate conceptual and programmatic foundation agreed upon by the sectors involved. With such a foundation, the challenge of using a heritage resource for tourism purposes could be met.

Principle No. 3

In regards to cultural tourism, museums should encourage the active participation of the local communities in the planning of both heritage management and the operations of tourist venues.

- The links between heritage property and the communities where they originated and where they acquired a historic meaning cannot be broken. Museums are called on to promote the identification, appreciation and preservation of such objects, as well as the environment in which they belong. The participation of members of the communities and social sectors involved in these areas is fundamental in this endeavour, and in so doing they exercise and defend both their individual and collective rights.
- The community should take part in the design, planning, execution and monitoring phases of activities likely to use cultural heritage for tourism purposes. In order to accomplish this, both cultural identification and improvement in the quality of life of social groups involved in the cultural event are necessary.
- The socio-cultural symbiosis between tourism activity and heritage resources, with the free and democratic participation of many sectors, should ensure the quality of the tourism services, the authenticity of the products offered to the visitor as well as the foundations for the cultural event.
- Museums should encourage the communities to manage their cultural heritage, for which they should encourage suitable training.

Principle No. 4

A harmonious relationship between museums and cultural tourism should address all constituent aspects of the museum such as the infrastructure, quality of the collection, information and communication systems, educational and exhibition activities, the staff and the relationship with its surroundings.

- Museums should be designed for everyone and not exclusively for tourists, although this sector represents an important part of its public. In their social function, museums should create enjoyable experiences emphasising education and communication. To this end the information presented should be easily understood, with language barriers reduced to a minimum, facilitating communication and with professional staff for trained both museological duties and visitor assistance. Additionally, museums should provide a collection that is appropriately selected and preserved, using the latest technology available.
- Tourism should be a creative use of free time, providing experiences in a time and space away from daily routines. Museums shall create the necessary conditions for their visitors to circulate at their own pace and enjoy their stay. It is important to plan tours using temporary programmes which are restricted to a schedule that satisfies both the leisure periods of the local inhabitants and alternatives for foreign tourists.
- Museums and cultural tourism should encourage the interaction between visitors and the host community in a framework of respect towards the values and the hospitality that are offered.

Principle No. 5

From an economic point of view, commercialisation of cultural tourism based on heritage resources should include profitability in its economic, social and environmental dimensions.

- Planning of cultural projects, from the perspective of the museum and cultural tourism, should reflect marketing strategies consistent with the characteristics of the cultural resources and the host communities.
- The preservation of the legacy deposited in museums is a responsibility that transcends all administrative authorities to become a responsibility of the country. This does not exempt museums from developing their own mechanisms to seek alternate sponsors and financing; neither does it preclude them from attempting to become profitable institutions capable of generating resources without making concessions, offering a genuine product whose essential strength lies in being exceptional and a repository of identity.
- Participation of museums in guided tours entails designing and complementing the cultural offering, in addition to being integral elements of the network of tourist attractions at each location. Museums can also be meeting points and points of departure for other itineraries and services, such as places of interest to tourists, restaurants, transportation, handicrafts, etc.

http://icom.museum/tourism_engl.html

Deklarationen und Chartas von ICOMOS zum Thema Tourismus

THE SEOUL DECLARATION ON TOURISM IN ASIA'S HISTORIC TOWNS AND AREAS

Adopted in Seoul, Korea, 31 May, 2005

1. PREAMBLE

Meeting in Seoul, Korea, from the 30th of May to the 1st of June 2005, to take part in the 2005 ICOMOS Regional Conference in Seoul: Managing Tourism in Historic Towns and Areas in Asia,

Drawing on the experience and context of many historic towns and areas in Asia particularly those inscribed on the World Heritage List, the meeting reflected upon Recommendation 3 of the Hoi An Declaration of 2003 on the Conservation of Historic Districts in Asia: **Integrating Tourism Development and Preservation of Cultural Heritage**, which states that:

“The preservation of cultural heritage and tourism development are not fundamentally opposed and should be seen as activities that can be mutually supporting. Particularly in Asia, tourism is a fast growing economic activity that can provide a strong motivation for the preservation of historic districts. It also gives very important opportunities for people from different cultures to meet and understand and better respect the history, culture and arts of an area. Yet, as mentioned in the Cultural Tourism Charter adopted by ICOMOS in 1999, such economic activity has to be adequately managed, to avoid damage of cultural heritage sites that remain fragile in their material and intangible dimensions, and their surroundings. Tourism sector representatives must work with conservation authorities to establish ways to achieve sustainable tourism development without exhausting non-renewable cultural resources such as heritage”.

Noting that historic towns and areas constitute a major part of the living cultural heritage of Asian countries. These are often the expression of a rich and fruitful history of cultural exchange between the regions of Asia and their various peoples over centuries. Their fabric and intangible values are non-renewable assets, nor able to be replicated, and must be identified and respected to ensure cultural sustainability, which in turn supports tourism sustainability.

Considering that “cultural heritage” is a complete socio-cultural composition ranging from sites recognized as being of World Heritage significance to heritage sites that give local identity in towns and areas throughout Asia, Recognising the broad diversity of heritage assets in relation to tourism (immovable evidence, archaeological resources, buildings, sites, cultural landscapes, art objects, sculpture, equipment and installations such as films,

books, archives and museum objects and non material heritage like music, song and dance, customs, knowledge, rituals, living heritage such as living human-made heritage, parks settings of historic buildings, traditional food and drink, etc.).

Recognising the useful context provided by the World Heritage Convention as an instrument to support international cooperation and improve consideration of the entire heritage of Asian countries rather than only the few sites already inscribed on the World Heritage List.

Noting also the importance of accurate and authentic interpretation and presentation of heritage places for tourism, and the relevance of the current development principles and guidelines with its partners such as the Ename Centre, Belgium on a charter for the Interpretation of Cultural Heritage Places, Sincerely thanking the Korean authorities, ICOMOS-Korea and all the organizers for their efforts in providing an opportunity for the fruitful sharing of knowledge and exchange amongst specialists, managers and researchers from China, India, Indonesia, Iraq, Japan, Korea, Mongolia, the Philippines, Sri Lanka, Thailand, Vietnam as well as Australia, Canada and other countries and representatives of international organizations, Participants of the regional ICOMOS meeting in Seoul adopt the following Declaration of principles and recommendations, addressing them to national and local authorities; as well as to the ICOMOS General Assembly in Xi'an in October 2005.

2. ISSUES

Experiences such as those presented at the conference provide useful lessons and examples that should be shared amongst tourism operators, authorities and professionals of the various disciplines involved in the management of historic towns and districts in Asia. Issues to be considered include:

2.1 Establishing a balance between tourism and conservation

The impacts and benefits of tourism are being felt increasingly on the fabric and identity of many historic towns and areas of Asia, through gentrification and replacement of community functions with tourism services. These benefits and impacts are particularly felt with World Heritage Sites where greater incentive for adequate management and conservation is given, as well as greater tourism interests and pressures. It is felt that it is important to disseminate widely and adapt as regionally relevant cultural tourism management guidelines such as the ICOMOS Cultural Tourism Charter to assist communities, governments and tourist operators when working in heritage places.

2.2 Responding to the emergence of experiential tourism

The conference noted the emergence of ecotourism and experiential tourism, more focused on the tourist's experience than mass tourism. Experiential tourism leaves the tourist physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated. It is particularly relevant to ensure the introduction of respectful and authentic cultural tourism to heritage sites.

2.3 Integrating interpretation in on-going conservation and tourism planning

Interpretation and presentation of the meaning of historic towns and areas as well as other types of heritage places is an integral part of the conservation process and fundamental to positive conservation outcomes, and hence needs to be incorporated into the planning, financing, and management of every tourism development project.

2.4 Maintaining authenticity of historic towns and areas

The need to maintain the authenticity of heritage places within the context of changing development is central to conservation and is particularly relevant to places of vernacular heritage, which constitute a major expression of the cultural diversity and influences of Asian towns and areas. Often imbued with intangible values, and still largely unrecognized as “heritage”, they are vulnerable to subtle changes such as gentrification and dramatic changes such as replacement of traditional activities with tourism infrastructure. They need to be recognized and respected as much as the monuments and sites. Tourism initiatives should respect and safeguard the place, cultural practices and the dignity of local residents and associated communities.

2.5 Monitoring the impacts of tourism

Each historic town and area has a carrying capacity for tourism which needs to be assessed and used as monitoring mechanism. The impacts of tourism on heritage places can be sudden or cumulative, subtle and fatal. It is essential to monitor the impacts of tourism on places and communities from the preplanning stage to the ongoing implementation and management of any tourism project. Such monitoring should not be limited to those quantifiable factors alone and should also address more qualitative issues such as the meaning, character or life of historic towns and areas.

3. STRATEGIES AND APPROACH

3.1 Involving communities

The communities of historic towns and areas should be recognized as key stakeholders and participants in effective tourism management, from the initial decision to interpret and promote a place, through the planning, development, implementation and review phases of any tourism project.

Raising community awareness, the provision of accessible information, meaningful consultation and effective participation all help the community to understand, share and care for the heritage values of the historic town or area, in relation to tourism interests. It must be noted that the necessary conservation measures may include restrictions on tourism initiatives where heritage values are threatened. Cultural tourism activities should aim to provide equitable economic, social, and cultural benefits to the host community at all levels, through education, training, human resource development and the creation of economic opportunities. To that end, the training and employment of tourism workers and site interpreters from the host community should be encouraged.

3.2 Engaging with a multiplicity of stakeholders to develop and implement conservation and tourism management plans

Whilst host communities are most affected by tourism development, they are part of a chain of stakeholders each with a right and a responsibility to appreciate and conserve heritage places. Stakeholders include governments, entrepreneurs/tourism operators, NGOs such as ICOMOS, professionals, academics and students, host communities, future generations and of course, tourists themselves. A structured approach to consultation and planning is essential when dealing with such diverse interests. Consideration of these issues should be included in the development of a Tourism Management Plan for heritage towns and areas where tourism is an emerging issue.

3.3 Including settings of monuments and sites in conservation and tourism management plans

Tourism planning for an historic town or area should include special consideration about any impact on the setting and surroundings of the heritage places of tourism activities and particularly of its associated infrastructure to prevent damage or loss of cultural heritage values and places. The surrounding landscape, natural environment and the overall cultural and geographical settings are all integral parts of a site's significance, and, as such, should be taken into account in its management.

3.4 Ensuring sustainability in tourism management

Social, economic and environmental sustainability in the long term must be among the central goals of tourism projects. The potential effects of tourism infrastructure and visitor numbers on the cultural value, physical characteristics, integrity, and natural environment of the site and the community must be fully considered in Heritage Impact Assessment studies.

3.5 Sharing experiences to improve practice

It is important to establish an ongoing exchange network and dialogue between conservation interests and tourism. The regional ICOMOS network is one such opportunity.

4. CONCLUSIONS

In conclusion, participants in the 2005 ICOMOS Regional Conference in Seoul, wish to reaffirm the value of such regional meetings in developing better conservation practice and professional networks in Asia.

They call for the wide dissemination and discussion of the Seoul Declaration so that the issues, strategies and approaches it expresses can contribute to the improvement of the management of tourism in towns and areas of Asia and to the development of an ongoing dialogue between conservation and tourism interests. We recommend National and International Committees of ICOMOS follow up on the declaration's dissemination and impact.

They call for the declaration to be presented to the ICOMOS General Assembly in Xi'an, China in October 2005 so that its recommendations can be shared with the wider network of ICOMOS committees and partners, and that it can help encourage cooperation between National and International Committees on this universal subject of tourism and historic towns and areas.

http://www.international.icomos.org/centre_documentation/tourism-seoul2005.pdf

INTERNATIONAL CULTURAL TOURISM CHARTER

Managing Tourism at Places of Heritage Significance (1999)

Adopted by ICOMOS at the 12th General Assembly in Mexico, October 1999

INTRODUCTION

The Charter Ethos

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.

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

At a time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere. However, management of that heritage, within a framework of internationally recognised and appropriately applied standards, is usually the responsibility of the particular community or custodian group.

A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. Reasonable and well managed physical, intellectual and/or emotive access to heritage and cultural development is both a right and a privilege. It brings with it a duty of respect for the heritage values, interests and equity of the present-day host community, indigenous custodians or owners of historic property and for the landscapes and cultures from which that heritage evolved.

The Dynamic Interaction between Tourism and Cultural Heritage

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural conservation. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully.

Tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of a beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities.

The natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly-managed tourism and tourism related development can threaten their physical nature, integrity and significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor's experience of the place.

Tourism should bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

ICOMOS, the International Council on Monuments and Sites, as the author of this Charter, other international organisations and the tourism industry, are dedicated to this challenge.

Objectives of the Charter

The Objectives of the International Cultural Tourism Charter are:

- To facilitate and encourage those involved with heritage conservation and management to make the significance of that heritage accessible to the host community and visitors.
- To facilitate and encourage the tourism industry to promote and manage tourism in ways that respect and enhance the heritage and living cultures of host communities.
- To facilitate and encourage a dialogue between conservation interests and the tourism industry about the importance and fragile nature of heritage places, collections and living cultures, including the need to achieve a sustainable future for them.
- To encourage those formulating plans and policies to develop detailed, measurable goals and strategies relating to the presentation and interpretation of heritage places and cultural activities, in the context of their preservation and conservation.

In addition,

- The Charter supports wider initiatives by ICOMOS, other international bodies and the tourism industry in maintaining the integrity of heritage management and conservation.

- The Charter encourages the involvement of all those with relevant or at times conflicting interests, responsibilities and obligations to join in achieving its objectives.
- The Charter encourages the formulation of detailed guidelines by interested parties, facilitating the implementation of the Principles to their specific circumstances or the requirements of particular organisations and communities.

PRINCIPLES OF THE CULTURAL TOURISM CHARTER

Principle 1

Since domestic and international tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.

1.1 The natural and cultural heritage is a material and spiritual resource, providing a narrative of historical development. It has an important role in modern life and should be made physically, intellectually and/or emotively accessible to the general public. Programmes for the protection and conservation of the physical attributes, intangible aspects, contemporary cultural expressions and broad context, should facilitate an understanding and appreciation of the heritage significance by the host community and the visitor, in an equitable and affordable manner.

1.2 Individual aspects of natural and cultural heritage have differing levels of significance, some with universal values, others of national, regional or local importance. Interpretation programmes should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

1.3 Interpretation and presentation programmes should facilitate and encourage the high level of public awareness and support necessary for the long term survival of the natural and cultural heritage.

1.4 Interpretation programmes should present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the host community, including that of minority cultural or linguistic groups. The visitor should always be informed of the differing cultural values that may be ascribed to a particular heritage resource.

Principle 2

The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.

2.1 Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

2.2 The interaction between heritage resources or values and tourism is dynamic and ever changing, generating both opportunities and challenges, as well as potential conflicts. Tourism projects, activities and developments should achieve positive outcomes and minimise adverse impacts on the heritage and lifestyles of the host community, while responding to the needs and aspirations of the visitor.

2.3 Conservation, interpretation and tourism development programmes should be based on a comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of the particular place. Continuing research and consultation are important to furthering the evolving understanding and appreciation of that significance.

2.4 The retention of the authenticity of heritage places and collections is important. It is an essential element of their cultural significance, as expressed in the physical material, collected memory and intangible traditions that remain from the past. Programmes should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of that cultural heritage.

2.5 Tourism development and infrastructure projects should take account of the aesthetic, social and cultural dimensions, natural and cultural landscapes, bio-diversity characteristics and the broader visual context of heritage places. Preference should be given to using local materials and take account of local architectural styles or vernacular traditions.

2.6 Before heritage places are promoted or developed for increased tourism, management plans should assess the natural and cultural values of the resource. They should then establish appropriate limits of acceptable change, particularly in relation to the impact of visitor numbers on the physical characteristics, integrity, ecology and biodiversity of the place, local access and transportation systems and the social, economic and cultural well being of the host community. If the likely level of change is unacceptable the development proposal should be modified.

2.7 There should be on-going programmes of evaluation to assess the progressive impacts of tourism activities and development on the particular place or community.

Principle 3

Conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.

3.1 Conservation and tourism programmes should present high quality information to optimise the visitor's understanding of the significant heritage characteristics and of the need for their protection, enabling the visitor to enjoy the place in an appropriate manner.

3.2 Visitors should be able to experience the heritage place at their own pace, if they so choose. Specific circulation routes may be necessary to minimise impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

3.3 Respect for the sanctity of spiritual places, practices and traditions is an important consideration for site managers, visitors, policy makers, planners and tourism operators. Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community, rejecting possible theft or illicit trade in cultural property and conducting themselves in a responsible manner which would generate a renewed welcome, should they return.

3.4 Planning for tourism activities should provide appropriate facilities for the comfort, safety and well-being of the visitor, that enhance the enjoyment of the visit but do not adversely impact on the significant features or ecological characteristics.

Principle 4

Host communities and indigenous peoples should be involved in planning for conservation and tourism.

4.1 The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

4.2 While the heritage of any specific place or region may have a universal dimension, the needs and wishes of some communities or indigenous peoples to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge, beliefs, activities, artefacts or sites should be respected.

Principle 5

Tourism and conservation activities should benefit the host community.

5.1 Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation.

5.2 Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels, through education, training and the creation of full-time employment opportunities.

5.3 A significant proportion of the revenue specifically derived from tourism programmes to heritage places should be allotted to the protection, conservation and presentation of those places, including their natural and cultural contexts. Where possible, visitors should be advised of this revenue allocation.

5.4 Tourism programmes should encourage the training and employment of guides and site interpreters from the host community to enhance the skills of local people in the presentation and interpretation of their cultural values.

5.5 Heritage interpretation and education programmes among the people of the host community should encourage the involvement of local site interpreters. The programmes should promote a knowledge and respect for their heritage, encouraging the local people to take a direct interest in its care and conservation.

5.6 Conservation management and tourism programmes should include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators. Participants should be encouraged to understand and help resolve the at times conflicting issues, opportunities and problems encountered by their colleagues.

Principle 6

Tourism promotion programmes should protect and enhance Natural and Cultural Heritage characteristics.

6.1 Tourism promotion programmes should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately.

6.2 Places and collections of heritage significance should be promoted and managed in ways which protect their authenticity and enhance the visitor experience by minimising fluctuations in arrivals and avoiding excessive numbers of visitors at any one time.

6.3 Tourism promotion programmes should provide a wider distribution of benefits and relieve the pressures on more popular places by encouraging visitors to experience the wider cultural and natural heritage characteristics of the region or locality.

6.4 The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded.

http://www.international.icomos.org/charters/tourism_e.htm

CHARTRE DU TOURISME CULTUREL

Adoptée par ICOMOS, novembre 1976

Introduction

1. L'ICOMOS a vocation de favoriser la sauvegarde et d'assurer la conservation et la mise en valeur de la part privilégiée du patrimoine humain que représentent les sites et les monuments. À ce titre, il se sent directement concerné par les effets, positifs et négatifs, qu'entraîne pour ce patrimoine le remarquable développement des activités touristiques dans le monde.

2. L'ICOMOS est conscient qu'aujourd'hui moins que jamais l'action isolée d'un organisme, si puissant soit-il dans son domaine particulier, ne peut influencer valablement le cours des événements. C'est pourquoi il a cherché à s'associer dans une réflexion commune avec les grandes organisations mondiales et régionales qui à l'un ou l'autre titre, partagent ses préoccupations et qui sont susceptibles de contribuer à la mise en oeuvre d'une action universelle, cohérente et efficace.

3. Les représentants de ces Organismes réunis à Bruxelles – Belgique – les 8 et 9 novembre 1976 pendant le Séminaire International Tourisme et Humanisme Contemporain, ont convenu ce qui suit:

I. Position de principe

1. Le tourisme est un fait social, humain, économique et culturel irréversible.

L'influence qu'il exerce dans le domaine des sites et des monuments en particulier est considérable, et ne pourrait que s'accroître en raison des conditions connues de développement de cette activité.

2. Considéré dans la perspective du quart de siècle à venir, situé dans le contexte des phénomènes susceptibles d'exercer sur l'environnement de l'Homme en général, sur les sites et les monuments en particulier une influence extrêmement significative. Pour rester supportable, cette influence doit être soigneusement étudiée, et faire l'objet à tous les niveaux d'une politique concertée et effective. Sans prétendre répondre en tout à ce besoin, la présente approche, limitée au tourisme culturel, se croit constituer un élément positif de la solution globale requise.

3. Le Tourisme culturel est celui qui a pour objet, entre autres objectifs, la découverte des sites et des monuments. Il exerce sur ceux-ci un effet positif considérable dans la mesure où, pour ses propres fins, il concourt à leur maintien en vie et à leur protection. Cette forme de tourisme justifie en effet les efforts que ce maintien et cette protection exigent de la communauté humaine, en raison des bénéfices socio-culturels et économiques qui en découlent pour l'ensemble des populations concernées.

4. Quels que soient cependant ses motivations et les bienfaits qui en dérivent, le tourisme culturel, tel qu'il est actuellement pratiqué, ne saurait être séparé des effets négatifs, spoliateurs ou destructeurs, qu'entraîne l'emploi massif et incontrôlé des sites et monuments qui en font l'objet.

Le respect de ceux-ci, aussi bien que l'élémentaire souci de les maintenir en état de jouer un rôle d'attrait touristique et d'éducation culturelle, implique la définition et l'application de normes acceptables.

En tout état de cause, dans la perspective d'avenir où nous nous situons, c'est le respect du patrimoine mondial, culturel et naturel, qui doit prévaloir sur toute autre considération, si justifiée qu'elle puisse être du point de vue social, politique ou économique.

Un tel respect ne saurait être assuré que par une politique d'implantation d'équipement et d'orientation du mouvement des touristes conçue en tenant compte des seuils d'occupation et d'utilisation qui ne sauraient être franchis sans péril.

Il faut condamner d'autre part toute implantation d'équipement et de service touristique réalisée en contradiction avec le souci premier du respect dû au patrimoine culturel existant.

II. Base d'action

Sur la base de ce qui précède,

- les organismes représentatifs du Tourisme d'une part, de la protection du patrimoine naturel et monumental d'autre part, profondément convaincus que la protection et la mise en valeur du patrimoine culturel et naturel pour le bénéfice du plus grand nombre ne pourra s'accomplir que dans l'ordre, c'est-à-dire dans l'intégration des valeurs culturelles aux objectifs sociaux et économiques compris dans la planification des ressources des États, des régions et des communautés locales,
- prennent connaissance avec le plus vif intérêt des mesures que chacun d'entre-eux se déclare prêt à adopter, formulées dans les annexes à la présente déclaration,
- font appel à la volonté des États pour assurer la mise en application énergique et rapide de la Convention internationale pour la protection du patrimoine mondial culturel et naturel adoptée le 16/11/1972 ainsi que de la Recommandation de Nairobi,
- espèrent voir l'Organisation Mondiale du Tourisme dans la plénitude de sa vocation, et l'Unesco dans le cadre de la convention préappelée, mettre tout en oeuvre, en collaboration avec les organismes signataires et tous autres qui seront à l'avenir amenés à s'y rallier, pour assurer l'application de la politique qu'ils ont définie, seule susceptible de prémunir l'Humanité contre les effets d'une croissance touristique anarchique conduisant à la négation de ses propres objectifs.

Ils souhaitent que les États, au travers de leurs structures administratives, des organisations d'opérateurs de tourisme et des associations d'usagers, adoptent toutes mesures appropriées de sensibilisation, destinées à faciliter l'information et la formation des personnes, se déplaçant à des fins touristiques à l'intérieur ou vers l'extérieur de leur pays d'origine.

Conscients de l'extrême nécessité où l'on se trouve de modifier l'attitude du public le plus vaste à l'égard des phénomènes découlant du développement massif des besoins touristiques, ils souhaitent que, dès l'École, l'enfance et la jeunesse soit éduquée dans la compréhension et le respect des sites, des monuments et du patrimoine artistique et que tous les organes d'information écrite, parlée et visuelle exposent au public les données du problème, contribuant ainsi à une effective prise de conscience universelle.

Unaniment soucieux de protéger le patrimoine culturel qui est la base même du tourisme international, ils s'engagent à soutenir la lutte entamée sur tous les fronts contre la destruction de ce patrimoine par toutes les sources connues de pollution; et font appel aux architectes et experts scientifiques du monde entier pour que soient mobilisées, au service de la protection des monuments, les ressources les plus élaborées de la technique moderne.

Ils recommandent que les spécialistes qui doivent intervenir dans la conception et la mise en oeuvre de l'utilisation touristique du patrimoine culturel et naturel reçoivent une formation adaptée à la nature et à l'interdisciplinarité du problème, et soient associés dès l'origine à la programmation et à l'exécution des plans de développement et d'équipement touristique.

Ils affirment solennellement que leur action a pour objet le respect et la protection de l'authenticité et de la diversité des valeurs culturelles tant des régions et pays en voie de développement que des pays industrialisés, le sort du patrimoine culturel de l'Humanité étant, dans la perspective du développement touristique, de la plus profonde unité.

Signataires:

Académie Internationale du Tourisme (ACIT), M. Francis Palmero, Président Alliance Internationale du Tourisme (AIT), M. Kabes, Secrétaire Général Association Internationale d'Experts Scientifiques du Tourisme (AIEST), Professeur Kaspar, Président Association Internationale de l'Hôtellerie (AIH), M. René Pechère, Président Bureau International du Tourisme Social (BITS), Mme Troisgros, Présidente Europa Nostra (EN), M. Richard Hare, Directeur European Travel Commission (ETC), M. Arthur Haulot, Vice-Président Fédération Internationale des Auberges de Jeunesses (FIJ), M. Piet Kimzeke, Président Fédération Internationale de l'Automobile (FIA), M. J.J. Freville, Secrétaire Général Fédération Internationale des Journalistes et Écrivains de Tourisme (FIJET), M. Jean-Paul Delfeld, Président Fédération Universelle des Associations d'Agences de Voyage (FUAAV), M. Juliano Magnoni, Président Honoraire Fondation Van Clé/Van Clé-Stichting (FVC/VCS), M. R.H. Lecoutre, Administrateur-Délégué Conseil International des Monuments et des Sites (ICOMOS), M. Raymond Lemaire, Président Institution Internationale des Châteaux Historiques (IICH), M. Anton de Zwaan, Secrétaire Général Organisation Mondiale du Tourisme (OMT), M. Robert Lonati, Secrétaire Général Union Internationale des Architectes (UIA), M. Victor-Gaston Martiny, Délégué Union Internationale pour la Conservation de la nature et de ses Ressources (UICN), M. Duncan Poore, Directeur Général intérimaire.

Deklarationen und Resolutionen anderer Organisationen zum Thema Tourismus

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(Europanostr, 2006)

http://www.europanostr.org/declaration_culturaltourism.htm

“The Responsible Tourist and Traveller”, Resolution des World Committee on Tourism Ethics
(Mai 2005)

http://www.unwto.org/code_ethics/pdf/respons/resp_tour_e.pdf

Cardiff Declaration on Cultural Tourism, The European Cultural Tourism Network (ECTN)
(JULY 2005)

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The Responsible Tourist and Traveller/Le touriste et le voyageur responsables (2005)

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World Tourism Organization (WTO) – Global Code of Ethics for Tourism

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Código de ética – Associação de Turismo Ecológico integrado à Arqueologia (A-Teia) (Brazil)

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Tshwane Declaration for Tourism Development of Heritage Resources of Significance

(The Way Forward: Harnessing Cultural and Heritage Tourism in South Africa, 1997)

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Bibliographie zum Thema Kulturtourismus und Museen

Die nachfolgende Bibliographie wurde vom Weltverband ICOM anlässlich des 32. Internationalen Museumstags zum Thema „Museums and Tourism“ 2009 zusammengestellt und ist unter <http://icom.museum/pdf/bibliography2009.pdf> als PDF Dokument abrufbar.

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Centre for Tourism and Cultural Change (CTCC) – Leeds Metropolitan University
<http://www.tourism-culture.com/>

Culture and Development/Kultur und Entwicklung
Expert meetings: Cultural tourism and development
<http://www.culture-and-development.info/project/expertm.htm>

Institut européen des itinéraires culturels. Tourisme culturel
<http://www.culture-routes.lu/>

Tourisme culturel
<http://www.tourismeculturel.net/>

UNESCO. Cultural tourism
http://portal.unesco.org/culture/en/ev.php-URL_ID=36700&URL_DO=DO_TOPIC&URL_SECTION=201.html

Villes et pays d'art et d'histoire
Réseau national regroupant 137 villes et pays d'art et d'histoire en France <http://www.vpah.culture.fr/>

