

ICOMOS
INTERNATIONAL CULTURAL
TOURISM COMMITTEE

Sustainable Cultural Tourism Development for Cultural Routes
ICOMOS International Cultural Tourism Charters

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1999 Charter - Six Principles

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.

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.

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

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

5. Tourism and conservation activities should benefit the host community.

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







Visitor Centre (2013)– Stonehenge World Heritage Site, England, UK

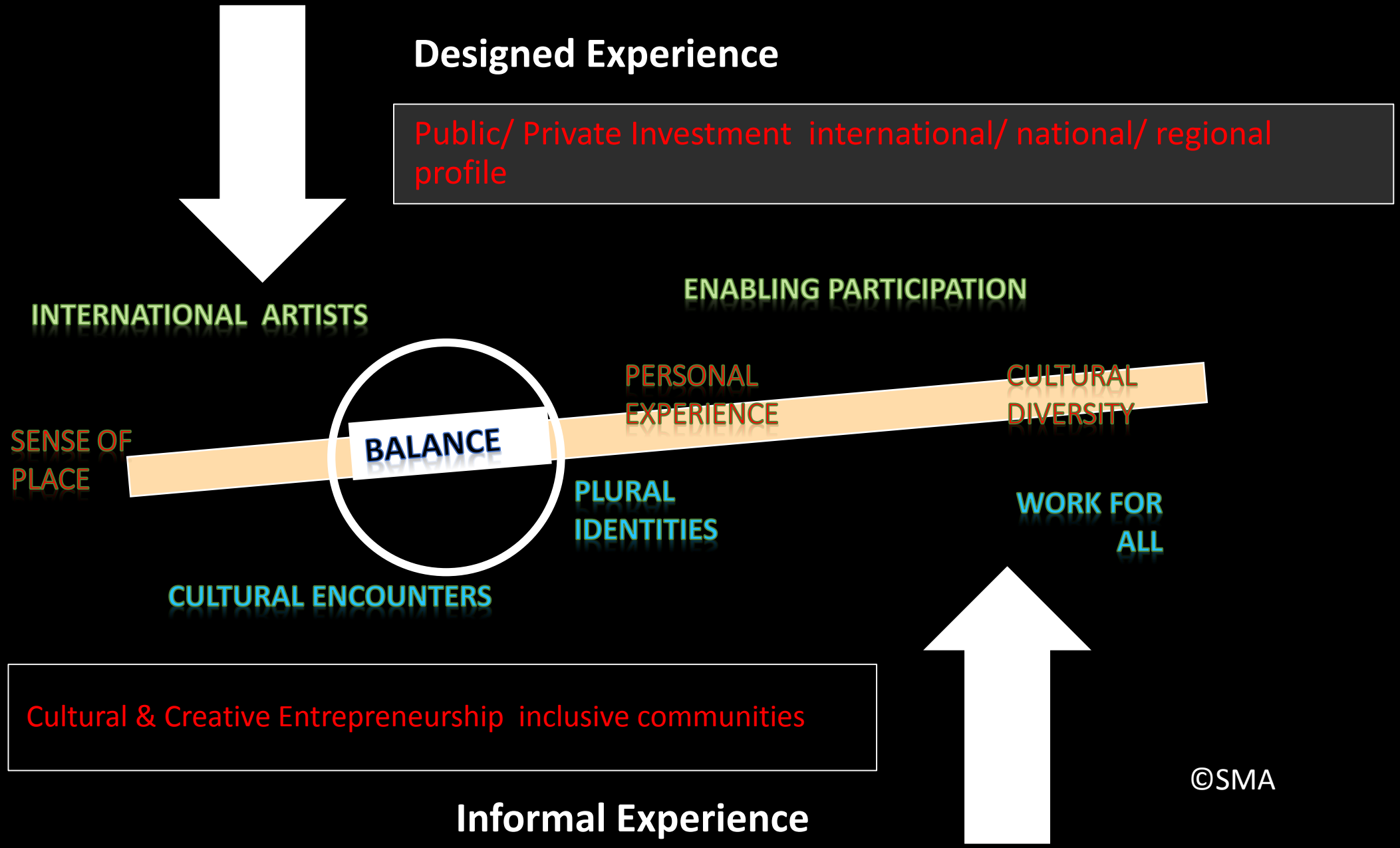
"The environmentally-sensitive centre is located 1.5 miles from the stones.

A shuttle service runs from the visitor centre to the stone circle, stopping off halfway to allow visitors the opportunity to walk the remaining stretch if you wish"








Designed Experience
Public/ Private Investment international/ national/ regional profile
INTERNATIONAL ARTISTS
ENABLING PARTICIPATION
PERSONAL EXPERIENCE
CULTURAL DIVERSITY
SENSE OF PLACE
BALANCE
PLURAL IDENTITIES
WORK FOR ALL
CULTURAL ENCOUNTERS
Cultural & Creative Entrepreneurship inclusive communities
Informal Experience
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Recommendations

The Experience Economy

Increase focus cultural heritage protection & sensitivities of cultural assets

- Brand image & beyond
  - Visitor Management – volume versus a values driven approach
- Creative & Innovative Interpretative planning
  - Story telling – a two way process
- Cultural heritage experience exchange – Instagram etc
  - Visitors embedded sympathetically in the lives and activities of local people

A Cultural Heritage Conservation Movement?

Make visible and engage tourism stakeholders & visitors in

- Conservation activities
- Training & Learning programmes
- Shared research
- Contested aspects cultural heritage

Sustainable Cultural Tourism Development

Consider long term strategic planning for cultural heritage destinations

- Cultural tourism development cycle
  - Exciting beginnings – led by cultural heritage themes values & community buy-in
- Enhance cultural heritage in a synergistic relationship with tourism as a continuous process
  - Monitor quality of cultural heritage & tourism developments – buildings products and programmes – values, significance authenticity: act if necessary
- Encourage partnerships between ‘honeypot’ destinations and ‘the road less travelled’
  - Manage shift in power relations to further devolved management structures & community decision-making with visitors as active stakeholders