

INFORMATION SHEET: ECONOMIC DEVELOPMENT POLICY

POLICY AREA / POLICY ISSUE

Others Sectors / Economic Development

ISSUES TO CONSIDER

ICH practice and transmission is often closely intertwined with economic advantage for communities and practitioners. Think for example of travelling minstrels, performers and craftspeople who sell their wares and/or teaching services for money or other rewards. According to the Operational Directives (chapter VI.2) inclusive economic development encompasses not just income generation but also the development of sustainable livelihoods, productive employment and decent work. Two of the major sources of income associated with ICH are tourism and cultural products or creative industries, both of which can have positive and negative impacts on inclusive economic development. There is some overlap between sustainable development issues relating to cultural industries and intellectual property policies, which are discussed in a separate fact sheet.

Communities (and other interest groups within States) often hope that officially-sponsored or formally planned ICH safeguarding programmes or status will necessarily bring greater economic advantage. In some cases, communities are disappointed when recognition and marketing of their ICH does not bring economic benefit in the short and/or longer term through tourism or cultural product promotion, where benefits are primarily directed towards external stakeholders or not distributed evenly across the communities and groups concerned. In other cases, communities find that tourists are only interested in certain aspects of their ICH, or do not wish to share other aspects with outsiders. One possible solution in such contexts is to deliberately differentiate the local ICH practice from the tourism offering and traded cultural products, thus providing income to practitioners. This articulation has to be carefully thought out to ensure that it promotes the continued viability and function of the ICH within the communities and groups concerned, respects customary restrictions on access, and allocates benefits appropriately.

The World Tourism Organization (UNWTO) conducted a study on Tourism and ICH that made various recommendations:¹

Form partnerships with other key players so as to ensure that the interests of all are taken into consideration, while simultaneously maintaining the authenticity and dynamism of the ICH in question.

Support efforts to review, formulate and implement national legislation to:

ensure that tourist guides are required to receive training and licenses, and that their fees are appropriate to their qualifications and experience;

... protect the intellectual property rights of communities with regards to ICH products used in souvenirs and other items (such as traditional music CDs, food recipes, cosmetics and medicines); ...

1. UNWTO 2012. Tourism and Intangible Cultural Heritage. Available at <http://www.e-unwto.org/content/162353/>

Manage the impact of tourism development on ICH so that all stakeholders can enjoy the benefits of engaging in ICH activities, performances and practices, while safeguarding core heritage values;

Establish projects with communities, the heritage management sector and educational institutions to document ICH assets that are either disappearing or undergoing revitalization/change;

Support initiatives that follow international good practice for documentation, the use of information technologies and the communication of ICH values;

Work with relevant stakeholders to devise strategies for the creation of new T&ICH [sic] products, improving links to existing products, and marketing products responsibly;

Promote performances of local culture that provide useful information and do not disrespect core cultural values;

Support the sale of ICH-related goods through official outlets and licenced retailers, such as museums, airports and hotel shops, with appropriate displays;

Adopt and promote quality accreditation schemes for handicrafts;

Participate in the design of specific principles to guide the management of tourism and intangible cultural heritage, given that current codes and charters do not deal with both subjects simultaneously.

These recommendations mostly support ICH safeguarding in the spirit of the Convention, but also raise some concerns. The idea of ‘authenticity’ (defined by external stakeholders) is not generally considered appropriate to ICH safeguarding.² Tour guides should ideally be drawn from communities concerned or be working closely with them when giving information on ICH practices. The likely benefit to communities concerned of the ‘sale of ICH-related goods through official outlets and licenced retailers’ and the establishment of ‘quality accreditation schemes’ is debatable. If quality accreditation is done through State agencies rather than by communities themselves, it could have a negative effect on ICH safeguarding.³ These kinds of concerns should be addressed when seeking to include ICH in policies for tourism promotion.

WHAT THE CONVENTION AND ITS TEXTS SAY

The Convention

The Convention’s Preamble recognizes ‘the importance of the intangible cultural heritage as a mainspring of cultural diversity and a guarantee of sustainable development’.

Article 2.1 of the Convention says that ‘consideration will be given solely to such intangible cultural heritage as is compatible with ... the requirements ... of sustainable development.’

Operational Directives

The concept is also referred to in OD 111 (on raising awareness about the link between ICH and sustainable development). OD 102(e) says that awareness-raising actions about ICH should not ‘lead to over-commercialization or to unsustainable tourism that may put at risk the

2. Yamato Declaration on Integrated Approaches for Safeguarding Tangible and Intangible Cultural Heritage (1994) http://portal.unesco.org/culture/en/ev.php-URL_ID=31373&URL_DO=DO_TOPIC&URL_SECTION=201.html

3. Deacon, H.J. ‘Intangible heritage safeguarding: ethical considerations’, paper presented at Heritage Ethics conference, University of Kent, June 2014.

intangible cultural heritage concerned.’ OD 117 stipulates that ‘Particular attention should be paid to avoiding commercial misappropriation, to managing tourism in a sustainable way, to finding a proper balance between the interests of the commercial party, the public administration and the cultural practitioners, and to ensuring that the commercial use does not distort the meaning and purpose of the intangible cultural heritage for the community concerned.’

Chapter VI.2 of the ODs on ‘Safeguarding ICH and Sustainable Development at the National Level’ covers inclusive economic development, covering income generation, sustainable livelihoods, productive employment and decent work, as well as the impact of tourism.

OD 170: ‘States Parties shall acknowledge the dynamic nature of intangible cultural heritage in both urban and rural contexts and shall direct their safeguarding efforts solely on such intangible cultural heritage that is compatible with ... sustainable development’.

Ethical Principles

Ethical Principle 7: ‘The communities, groups and individuals who create intangible cultural heritage should benefit from the protection of the moral and material interests resulting from such heritage, and particularly from its use, research, documentation, promotion or adaptation by members of the communities or others.’

OTHER RELEVANT INTERNATIONAL LEGAL INSTRUMENTS

UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) <http://en.unesco.org/creativity/>

Sustainable Development Goals (2015).⁴

FURTHER INFORMATION

UNESCO 2015 Global Report: A Decade Promoting the Diversity of Cultural Expressions for Development <http://unesdoc.unesco.org/images/0024/002428/242866e.pdf>

Report, United Nations Conference on Sustainable Development, Rio+20 (2012).⁵

Johannesburg Declaration, World Summit on Sustainable Development (2002).⁶

EXAMPLES

The National Programme of the Development of Small Towns and Villages of **Belarus** provides some measures and investments for development of the economy and social and cultural environment of provinces rich in ICH.

The 2011-2015 strategy for safeguarding, protecting and the sustainable commercial use of the cultural heritage of **Croatia** requires the inclusion of ICH in local- and State-level strategic programmes and plans and includes culture and tourism and supporting craftsmanship in its main goals.⁷

The legislative and policy framework for ICH safeguarding in **Slovakia** encourages integration of ICH management into development activities.⁸

4 <https://sustainabledevelopment.un.org/sdgs>

5 Future We Want - Outcome document <https://sustainabledevelopment.un.org/index.php?menu=1298>

6 http://www.un.org/esa/sustdev/documents/WSSD_POI_PD/English/POI_PD.htm

7. Examination of the reports of States Parties 2012, ITH/12/7.COM/6, para 50.

8. Examination of the reports of States Parties 2014, ITH/14/9.COM/5.a, para 10.

RELEVANT CASE STUDIES IN THE CAPACITY-BUILDING MATERIALS

Case Study 15. ICH and income generation: circumcision processions in Bandung, Indonesia

CS15-v1.0: [English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case Study 16. Traditional crafts and income generation in Penang, Malaysia

CS16-v1.0: [English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case Study 17. Intangible cultural heritage and inclusive economic development: textile art in Taquile (Peru)

CS17-v2.0 (RU + AR: still version 1.0):

[English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case Study 18. The commercialization of traditional knowledge about an appetite suppressant in South Africa and Namibia

CS18-v1.0: [English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case Study 19. Socio-economic development and the promotion of ICH in Ecuador

CS19-v1.0: [English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case Study 20. Safeguarding and income generation by exploring new markets for traditionally produced cloth in Uganda

CS20-v1.0: [English](#)|[French](#)|[Spanish](#)|[Russian](#)|[Arabic](#)

Case study 36. Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru, Punjab, India

CS36-v1.0: [English](#)|[French](#)|[Spanish](#)

Case study 39: Indonesian batik

CS39-v1.0: [English](#)|[French](#)|[Spanish](#)

Case study 35. Intangible cultural heritage and environmental sustainability: cultural mapping of the sacred sites of the northwest Amazon – a binational initiative

CS35-v1.0: [English](#)|[French](#)|[Spanish](#)

QUESTIONS TO CONSIDER

- To what extent, and for what reasons, is ICH, and culture more generally, considered to be a driver of sustainable economic development in the State? What are the roles of different groups (e.g. youth, women, indigenous groups) in this process?
- How does this affect the kinds of priorities for ICH safeguarding in the State, from the perspective of policy makers?
- What kinds of economic development needs do communities in the State express? How can these be addressed through safeguarding of their ICH, if at all?
- What major barriers are there to ensuring that communities benefit economically from the safeguarding of their ICH? How can these be addressed?