INFORMATION SHEET: TOURISM POLICY

POLICY AREA / POLICY ISSUE

Other Sectors / Tourism

ISSUES TO CONSIDER

The World Tourism Organization (UNTWO) 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); …
- 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; and
- 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

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1. UNWTO 2012. Tourism and Intangible Cultural Heritage. Available at http://www.e-unwto.org/content/l62353/

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

Operational Directives

OD102(e): All parties are encouraged to take particular care to ensure that awareness-raising actions will not: lead to over-commercialization or to unsustainable tourism that may put at risk the intangible cultural heritage concerned.

OD117: 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.

OD187: States Parties shall endeavour to ensure that any activities related to tourism, whether undertaken by the States or by public or private bodies, demonstrate all due respect to safeguarding the intangible cultural heritage present in their territories and to the rights, aspirations and wishes of the communities, groups and individuals concerned therewith. To that end, States Parties are encouraged to: (a) assess, both in general and in specific terms, the potential of intangible cultural heritage for sustainable tourism and the impact of tourism on the intangible cultural heritage and sustainable development of the communities, groups and individuals concerned, with particular attention to anticipating potential impact before activities are initiated; (b) adopt appropriate legal, technical, administrative and financial measures to:

> b.i. ensure that communities, groups and individuals concerned are the primary beneficiaries of any tourism associated with their own intangible cultural heritage while promoting their lead role in managing such tourism; b.ii. ensure that the viability, social functions and cultural meanings of that heritage are in no way diminished or threatened by such tourism; b.iii. guide the interventions of those involved in the tourism industry and the behaviour of those who participate in it as tourists.

Ethical Principles

Ethical principle 3: **Mutual respect** as well as a respect for and mutual appreciation of intangible cultural heritage, should prevail in interactions between States and between communities, groups and, where applicable, individuals.

Ethical principle 4: All interactions with the communities, groups and, where applicable, individuals who create, safeguard, maintain and transmit intangible cultural heritage should

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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.

be characterized by **transparent collaboration**, dialogue, negotiation and consultation, and contingent upon their **free, prior, sustained and informed consent**.

Ethical principle 6: Each community, group or individual should assess the value of its own intangible cultural heritage and this intangible cultural heritage should **not be subject to external judgements of value or worth**.

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.

Ethical principle 8: The **dynamic and living nature of intangible cultural heritage** should be continuously respected. Authenticity and exclusivity should not constitute concerns and obstacles in the safeguarding of intangible cultural heritage.

Ethical principle 9: Communities, groups, local, national and transnational organizations and individuals should carefully assess the direct and indirect, short-term and long-term, potential and definitive **impact** of any action that may affect the viability of intangible cultural heritage or the communities who practise it.

Ethical principle 10: Communities, groups and, where applicable, individuals should play a significant role in determining what constitutes **threats to their intangible cultural heritage** including the decontextualization, commodification and misrepresentation of it and in deciding how to prevent and mitigate such threats.

OTHER RELEVANT LEGAL INSTRUMENTS

International Committee of Monuments and Sites (ICOMOS) Charter on Cultural Tourism, 1999

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.[4]

RELEVANT CASE STUDIES IN THE CAPACITY-BUILDING MATERIALS

Case study 40: An Indigenous Andean textile art
CS40-v1.0-EN: **English**|**French**|**Spanish**|**Arabic**

FURTHER INFORMATION

UNWTO (World Tourism Organization eLibrary) *Tourism and Intangible Cultural Heritage*, 2012 https://www.e-unwto.org/doi/book/10.18111/9789284414796

Global Code of Ethics for Tourism (UNWTO) http://ethics.unwto.org/en/content/global-code-ethics-tourism

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

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QUESTIONS TO CONSIDER

- To what extent, and for what reasons, is ICH, and culture more generally, considered to be a driver of tourism 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 tourism 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 from the safeguarding of their ICH? How can these be addressed?

UNESCO THESARUS KEYWORDS

policy making; government policy; intangible cultural heritage; tourism

cultural tourism