



State-of-the-art in Intangible Cultural Heritage for Sustainable & Responsible Tourism

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Una iniciativa spin-off de:



UNIVERSITAT DE BARCELONA



Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura



Cátedra UNESCO sobre Cultura, Turismo, Desarrollo





United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

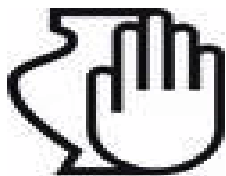
منظمة الأمم المتحدة
للترقية والعلم والثقافة

联合国教育、
科学及文化组织

195 member states

Cultural Conventions, a transversal and overall vision

- Universal Copyright Convention (1952; 1971) – Inactive. Actually is coordinated by World Intellectual Property Organization – WIPO/OMPI
- Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954)
- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970)
- Convention concerning the Protection of the World Cultural and Natural Heritage (1972)
- Convention on the Protection of the Underwater Cultural Heritage (2001)
- **Convention for the Safeguarding of the Intangible Cultural Heritage** (2003)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)





Convention for the Safeguarding of the Intangible Cultural Heritage (2003) 170 state members

Convention Tools

- *List of Intangible Cultural Heritage in Need of Urgent Safeguarding* (4 in EU/43)
- *Representative List of the Intangible Cultural Heritage of Humanity* (80 in EU/336)
- *Register of Best Safeguarding Practices* (6 in EU/12)





Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

List of Intangible Cultural Heritage in Need of Urgent Safeguarding

- Manufacture of cowbells - Portugal
- Ojkanje singing – Croatia
- Cantu in paghjella, a secular and liturgical oral tradition of Corsica – France
- Suiti cultural space - Latvia



Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

Representative List of the Intangible Cultural Heritage of Humanity

- Bagpipe culture - Slovakia
- Classical horsemanship and the High School of the Spanish Riding School Vienna - Austria
- Lad's dances in Romania - Romania
- Summer solstice fire festivals in the Pyrenees - Andorra/Spain/France
- Surova folk feast in Pernik region - Bulgaria
- Tinian marble craftsmanship - Greece
- Cante Alentejano, polyphonic singing from Alentejo, southern Portugal -Portugal
- Gwoka: music, song, dance and cultural practice representative of Guadeloupean identity - France
- Know-how of cultivating mastic on the island of Chios - Greece
- Smoke sauna tradition in Võromaa - Estonia
- The tradition of carpet-making in Chiprovtsi - Bulgaria
- Traditional agricultural practice of cultivating the 'vite ad alberello' (head-trained bush vines) of the community of Pantelleria - Italy

- Celebrations of big shoulder-borne processional structures - Italy
- Limousin septennial ostensions - France
- Mediterranean diet - Cyprus/Croatia/Spain/Greece/Italy/Morocco/Portugal
- Men's group Colindat, Christmas-time ritual - Romania/Moldova
- Music of Terchová - Slovakia
- Shrimp fishing on horseback in Oostduinkerke - Belgium
- Craftsmanship of Horezu ceramics - Romania
- Falconry, a living human heritage - United Arab Emirates/Austria/Belgium/Czech Republic/France/Hungary/Republic of Korea/Mongolia/Morocco/Qatar/Saudi Arabia/Spain/Syrian Arab Republic
- Fest-Noz, festive gathering based on the collective practice of traditional dances of Brittany – France
- Fiesta of the patios in Cordova - Spain
- Folk art of the Matyó, embroidery of a traditional community - Hungary
- Klapa multipart singing of Dalmatia, southern Croatia - Croatia
- Marches of Entre-Sambre-et-Meuse - Belgium
- Schemenlaufen, the carnival of Imst, Austria - Austria
- Traditional violin craftsmanship in Cremona - Italy
- Bećarac singing and playing from Eastern Croatia - Croatia
- Equitation in the French tradition - France
- Fado, urban popular song of Portugal - Portugal
- Festivity of 'la Mare de Déu de la Salut' of Algemesí - Spain
- Leuven age set ritual repertoire - Belgium

- Nijemo Kolo, silent circle dance of the Dalmatian hinterland - Croatia
- Ride of the Kings in the south-east of the Czech Republic - Czech Republic
- Tsiattista poetic duelling - Cyprus
- Aalst carnival - Belgium
- Chant of the Sybil on Majorca - Spain
- Compagnonnage, network for on-the-job transmission of knowledge and identities - France
- Craftsmanship of Alençon needle lace-making - France
- Flamenco - Spain
- Gastronomic meal of the French - France
- Gingerbread craft from Northern Croatia - Croatia
- Hopping procession of Echternach - Luxembourg
- Houtem Jaarmarkt, annual winter fair and livestock market at Sint-Lievens-Houtem - Belgium
- Human towers - Spain
- Krakelingen and Tonnekensbrand, end-of-winter bread and fire feast at Geraardsbergen – Belgium
- Shrovetide door-to-door processions and masks in the villages of the Hlinecko area - Czech Republic
- Sinjska Alka, a knights' tournament in Sinj - Croatia
- Sutartinės, Lithuanian multipart songs - Lithuania
- Annual carnival bell ringers' pageant from the Kastav area - Croatia
- Aubusson tapestry - France
- Busó festivities at Mohács: masked end-of-winter carnival custom - Hungary
- Doina - Romania
- Festivity of Saint Blaise, the patron of Dubrovnik – Croatia

- Irrigators' tribunals of the Spanish Mediterranean coast: the Council of Wise Men of the plain of Murcia and the Water Tribunal of the plain of Valencia - Spain
- Lacemaking in Croatia - Croatia
- Lefkara laces or Lefkaritika - Cyprus
- Maloya - France
- Nestinarstvo, messages from the past: the Panagyr of Saints Constantine and Helena in the village of Bulgari - Bulgaria
- Procession of the Holy Blood in Bruges - Belgium
- Procession Za Krizen ('following the cross') on the island of Hvar - Croatia
- Scribing tradition in French timber framing - France
- Seto Leelo, Seto polyphonic singing tradition - Estonia
- Spring procession of Ljelje/Kraljice (queens) from Gorjani - Croatia
- Traditional manufacturing of children's wooden toys in Hrvatsko Zagorje - Croatia
- Two-part singing and playing in the Istrian scale - Croatia
- Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero - Spain
- Baltic song and dance celebrations - Estonia/Latvia/Lithuania
- Bistritsa Babi, archaic polyphony, dances and rituals from the Shoplouk region - Bulgaria
- Căluș ritual - Romania
- Canto a tenore, Sardinian pastoral songs - Italy
- Carnival of Binche - Belgium
- Cross-crafting and its symbolism - Lithuania
- Fujara and its music - Slovakia

- Kihnu cultural space - Estonia
- Mystery play of Elche - Spain
- Opera dei Pupi, Sicilian puppet theatre - Italy
- Patum of Berga - Spain
- Processional giants and dragons in Belgium and France - Belgium/France
- Slovácko Verbuňk, recruit dances - Czech Republic



Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

Register of Best Safeguarding Practices

- Safeguarding the carillon culture: preservation, transmission, exchange and awareness-raising - Belgium
- Methodology for inventorying intangible cultural heritage in biosphere reserves: the experience of Montseny - Spain
- Programme of cultivating ludodiversity: safeguarding traditional games in Flanders - Belgium
- Revitalization of the traditional craftsmanship of lime-making in Morón de la Frontera, Seville, Andalusia - Spain
- Táncház method: a Hungarian model for the transmission of intangible cultural heritage - Hungary
- Centre for traditional culture – school museum of Pusol pedagogic project - Spain



The **UNWTO Study on Tourism and Intangible Cultural Heritage** (2012) aims to:

- Provide baseline research on the interlinkages between tourism and intangible cultural heritage, including risks and opportunities;
- Investigate government-led actions, public-private partnerships and community initiatives in terms of tourism development and intangible heritage;
- Discuss practical steps for the elaboration, management and marketing of intangible cultural heritage-based tourism products;
- Present relevant case studies and best practices from UNWTO Member States; and
- Recommend guidelines to tourism policy makers and other stakeholders, suggesting actions to foster tourism development through the safeguarding of intangible cultural heritage.





Siem Reap Declaration on Tourism and Culture – Building a New Partnership Model

Siem Reap, Cambodia - February 2015

Key objectives:

1. Build new models of partnership between tourism and culture

- Improve governance and public, public-private and community organizations partnerships
- Develop cultural tourism policies
- Promote capacity building in cultural tourism
- Ensure that the incomes from tourism management of cultural sites reverse in cultural sector.
- Promote entrepreneurship and business opportunities in cultural and creative tourism

2. To promote and protect cultural heritage

- Promote the World Heritage and Sustainable Tourism Programme

3. Linking people and promote sustainable development through cultural routes

4. Promote stronger links between tourism, living cultures and creative industries

5. Promote the contribution of cultural tourism in urban development

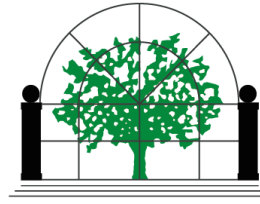
- Culture-led redevelopment of urban areas: i.e. cultural and creative districts with a cultural and creative tourism experiences



The role of culture in Sustainable Development in view of the United Nations Post 2015 Development Agenda

Hangzhou Declaration. Placing Culture at the Heart of Sustainable Development Policies (March 2013)

<http://unesdoc.unesco.org/images/0022/002212/221238m.pdf>



RESPONSIBLE
TOURISM
INSTITUTE



Global Sustainable Tourism Charter

Basque Country, Spain – November 2015 (renovation of the former Charter of Lanzarote 1995)

<http://sustainabletourismcharter2015.com>

Key-elements for cultural and creative tourism:

Cultural and Creative Tourism as a driving force for a sustainable tourism development through a responsible management of cultural heritage –material and immaterial - , arts and cultural and creatives industries, from a transversal and overall vision of UNESCO cultural conventions.

European Year of Cultural Heritage 2018

The European Commission has proposed 2018 as the European Year of Cultural Heritage. The final decision now lies with the European Parliament and the Council.

"Our cultural heritage is more than the memory of our past; it is the key to our future. A European Year of Cultural Heritage will be an opportunity to raise awareness of the social and economic importance of cultural heritage and to promote European excellence in the sector."

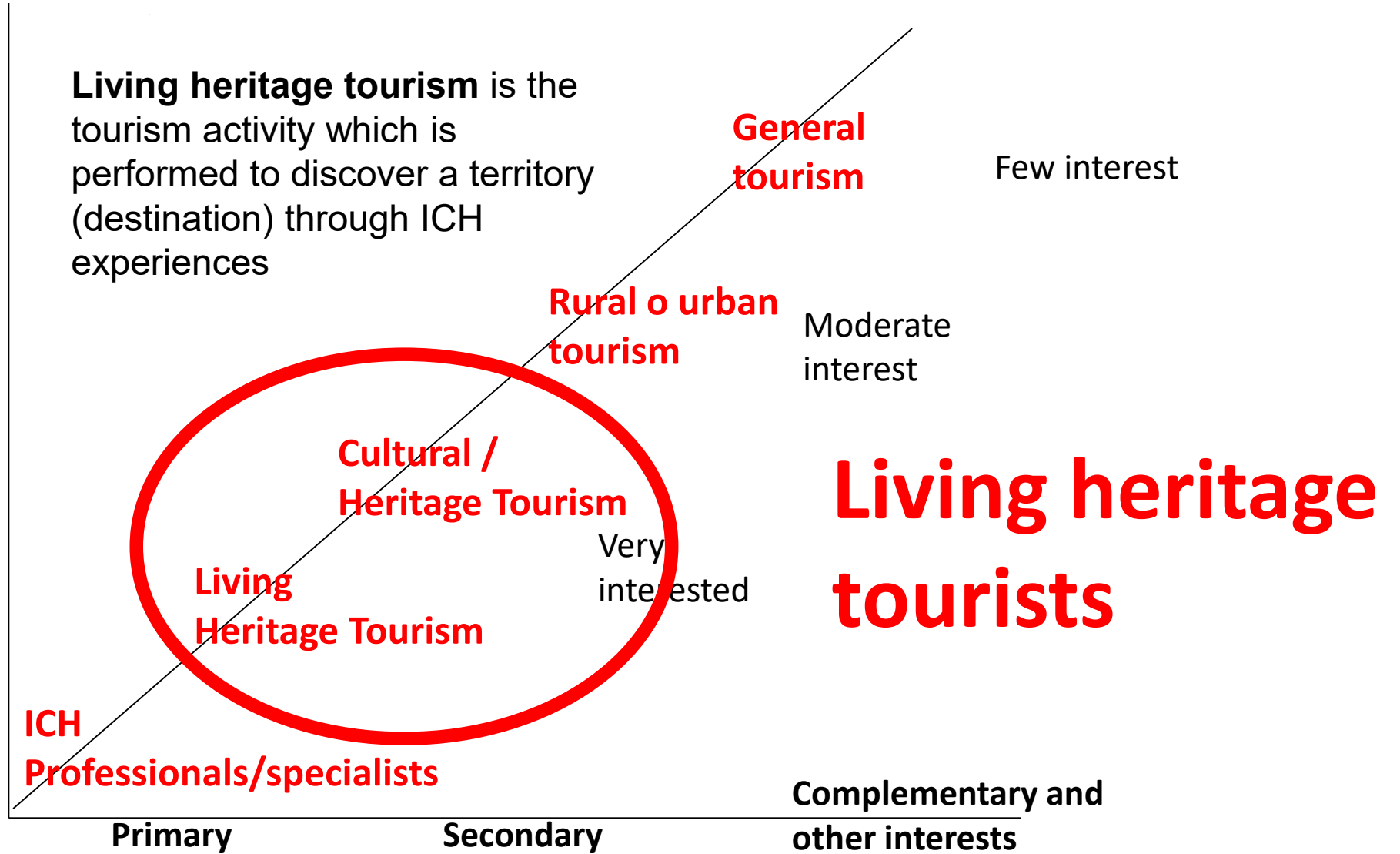
"I call on the European Parliament and Council to support our proposal and invite all stakeholders to help make this Year a success"

Tibor Navracsics, EU Commissioner for Education, Culture, Youth and Sport

**Our guidelines
to generate policies, strategies
and operational plans**

LIVING HERITAGE TOURISM

Living heritage tourism is the tourism activity which is performed to discover a territory (destination) through ICH experiences



General
tourism

Few interest

Rural or urban
tourism

Moderate
interest

Cultural /
Heritage Tourism

Very
interested

Living heritage
tourists

Living
Heritage Tourism

ICH
Professionals/specialists

Primary

Secondary

Complementary and
other interests

Identifying living heritage tourists

Main motivation

Complementary motivation

ICH activities / experiences carried out

Number and duration

Consumption in ICG activities / experiences and products

CHRISTA Project

Intangible Cultural Heritage Tourism in Europe

Introduction

- **Intangible Cultural Heritage Tourism in Europe** is an initiative from CHRISTA Project coordinated from Universitat de Barcelona, in collaboration with UNESCO Chair in Culture, Tourism, Development and UNESCO Chair in Food, Tourism, Development.
- An exchange platform for experts using social media tools will be created.
- We will propose to reinforce a closed working group with the Universities associated to ECTN to contribute with the 'Policy Learning Guidelines on Intangible Cultural Heritage Tourism' and other tasks included in the project.
- We will also develop synergies with European Commission, UNESCO and UNTWO concerning the existing policies and strategies in order to be a referent for them in Europe

CHRISTA Project

Intangible Cultural Heritage Tourism in Europe

Tasks

- Provide external expertise to the project partners on State of the Art regarding 'Intangible Heritage Tourism' at the inter-regional workshop, scheduled on 22 – 24 September 2016, Guimaraes, Portugal.
- Facilitate the exchange of experience process (policy learning) between the project partners on the good practices to be identified, analysed and exchanged of knowledge on the topic 'Intangible Cultural Heritage Tourism' with focus on understanding how the exchange of experience can directly influence improvement of policy instruments addressed in the project, with innovative character.
- Monitor the results of the exchange of experience between project partners, which will help to develop Action Plans.

CHRISTA Project

Intangible Cultural Heritage Tourism in Europe

Tasks

- Contribute to the Action Plan Guidelines regarding ‘Intangible Cultural Heritage Tourism’ and present relevant inputs at a Joint Partners Meeting to be held in Granada, Spain, in January 2018.
- Report on expertise provided to the project partnership. Produce ‘Policy Learning Guidelines on Intangible Cultural Heritage Tourism’ according policies developed by European Commission, UNESCO (Convention 2003) and the UNTWO
- Cooperate and coordinate actions with the awarding project Partner – European Cultural Tourism Network (ECTN), responsible for the technical coordination of the policy learning process.



Thanks



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