



ICOMOS International Cultural Tourism Committee & International Committee on Historic Towns & Villages

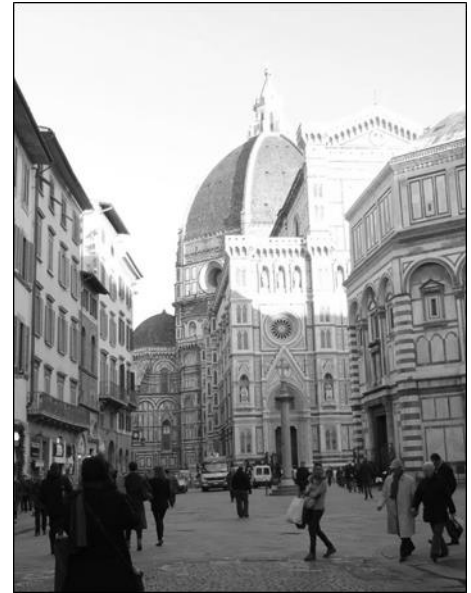
Round Table Expert Meeting – 10th & 11th March 2014
Palazzo Coppini - Florence - Italy

Creative Cities as World Heritage Tourist Destinations

Reflections on policies, principles & practice in the 21st century

ICOMOS International Cultural Tourism Charter & Valetta Principles

“Creativity contributes to building open, inclusive and pluralistic societies. Both heritage and creativity lay the foundations for vibrant, innovative and prosperous knowledge societies.” UNESCO 2013



Our Round Table Expert Meeting in Florence brings together two ICOMOS International Scientific Committees - ICTC & CIVVIH – to discuss the challenges associated with developing and sustaining creative cities in the context of tourism to historic towns and cities – many iconic World Heritage sites. UNESCO World Heritage and Sustainable Tourism Project will also be represented. We are seeking to pool expertise and share experience on historic towns and cities and cultural tourism. The World Heritage City of Florence is our case study.

ICOMOS recognises that before we approach private sector tour operators and establish stronger partnerships with the tourist industry - including major cruise line companies - we need a better understanding of our own position as cultural heritage and cultural tourism professionals and be able to state this clearly. Divided opinion and fragmentation of purpose within the conservation community can confuse our potential allies in the tourist industry concerned as many are with sustainable and responsible tourism development.

In opening a dialogue between ICTC and CIVVIH we are asking fundamentally important questions and looking for new ways forward. What is creativity in this context? Why is it important for ICOMOS? What is the impact of tourism on creativity in historic cities? At what point and in what ways does cultural tourism move away from sustaining and enhancing cultural heritage protection and cultural interaction to detracting from it? At an international level do we have tools that will support appropriate decision-making by multi-national companies and local communities as tourist numbers continue to increase? And - following an appraisal of current charters, principles and models – we ask ourselves - how, if at all, ICOMOS guidance can be amended and upgraded to have significant impacts on the integrated planning and management of tourism and conservation in historic cities.

Creativity - ICTC concluded last year - is not an optional but an essential component in sustainable development. It is a dynamic that fosters the present and future vitality of communities large and small, celebrates cultural diversity, and enables engagement with the past whilst remaining relevant to the aspirations of present and future generations. Cities have always been centres of commerce, government, culture and cultural exchange. Treading in the footsteps of the past and creating new experiences in an alliance between local communities and their visitors is a long established ingredient of city life. Outward displays of prestige and an edge of dangerous excitement are not new city attributes.

Yet, in many ways we have reached a tipping point.

Mass arrivals, brief time-scales, organised tours and digital information can create a detachment that threatens the equilibrium and the city's soul. Excessive tourist demand can encourage immediate and sometimes inappropriate responses. The cause celebre of the moment is Venice: giant advertising hoardings (to pay for conservation work) and cruise ships dominating the entrance to the Grand Canal (to satisfy insatiable demand). Within such a scenario how possible is it to make the 'culture of encounter' a special unique and transformative experience, one that increases awareness of cultural heritage and the need for its protection?

Day 1: Monday 10th March 2014

Creative Cities as World Heritage Tourist Destinations

9.30 Registration

10.00 – 11.50 Welcome & Introductions:

Sharing experience on the theme of Historic Cities & Cultural Tourism

Creative Cities & Cultural Tourism

Sue Millar President ICOMOS ICTC

Creative Cities & Integrated Conservation of Cultural Heritage

Professor Teresa Colletta ICOMOS CIVVIH & ICTC

Case Study Florence: Management Planning for the World Heritage City

Carlo Francini, Director, UNESCO Office Municipality of Florence

Soul of the City: the manifestation of the intangible and cultural mapping

Professor Michael Turner, UNESCO Chair in Urban Design and Conservation Studies, Bezalel Academy of Arts and Design, Jerusalem

Creating identities: Tourists in Historic Towns

Dr Aylin Orbasli Reader in Architectural Regeneration, Oxford Brookes University ICOMOS ICTC

New Visions: Heritage Values - the impact of modern cruise ships in Valetta, Malta

Dr Ray Bondin, Manager, EU & International Programmes, Heritage Malta former President ICOMOS CIVVIH & ICTC member

Coffee

12.10 – 13.00 **Discussion & Contributions from Round Table participants**

Chair - Peter DeBrine, Director, World Heritage & Sustainable Tourism Project UNESCO World Heritage Centre

Lunch

14.00 – **Florence – a Practical Workshop**

Guided walk - Central Florence – led by local experts

16.00 – 17.30 Group Work:

Key issues impacting on cultural heritage conservation & protection: the visitor & community interface - cultural interaction or disengagement & dystopia?

- Crowded icons & hidden gems - heritage sites, churches & museums
- Mass arrivals & traditional events - building conservation & spatial planning
- World class standards & local distinctiveness - retail & restaurants

17.30 – 18.00 **Presentations of findings**

19.00 Dinner – delegates choice

Day 2: Tuesday 11th March 2014

An appraisal of current international doctrines: assessing requirements for guidance in the 21st century

Working towards a statement on Creative Cities & Cultural Tourism for the ICOMOS General Assembly 2014 and a future full-scale review of ICOMOS International Cultural Tourism Charter

9.30 – 11.00 **Introduction: current tools, purpose use and effectiveness**

Chair – Dr Jordi Tresserras professor of Heritage Management and Cultural Tourism at University of Barcelona

ICOMOS International Cultural Tourism Charter
ICOMOS Valetta Principles
UNESCO Recommendation on Historic Urban Landscapes
Briefings by ICTC & CIVVIH members

UNESCO World Heritage List - Nomination procedures, Operating Guidelines & Periodic Reporting - including the application of GSTC destination criteria

Dr Carol Westrik, Nordic World Heritage Foundation, Oslo, Norway

The HERITY International Certification

Professor Maurizio Quagliuolo Secretary-General, Herity International
Coffee

- 11.30 – 13.00 **Visit to Santa Croce** - Herity Site
- 13.00 Lunch
- 14.00 – 15.15 **Roundtable Discussion Groups & Feedback Reports**
- 15.15 - 16.30 Preparations for the **Florence Statement on Creative Cities & Cultural Tourism**
- 16.30 – 17.00 Presentation to the Romualdo Del Bianco Foundation

Day 3: Wednesday 12th March 2014

Creative Towns: San Gimignano & Greve in Chianti (optional)

9.00 **Study Visit to San Gimignano & Greve in Chianti**

An opportunity to examine distinctly different approaches to cultural tourism in historic Tuscan towns: San Gimignano is a World Heritage site organised for high volume tourism during the summer months; in contrast Greve in Chianti – where we will meet the mayor - exhibits best practice in terms of the Life Beyond Tourism philosophy and the integration of tangible and intangible values – renowned not so much for its historic centre as for its food - which we plan to sample. It is the "officina della bistecca".

16.30 **-ends-**