



Cultural Heritage, Tourism and (Social) Sustainability

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The trilogy of the perfect world



Cultural heritage (education, knowledge, creativity from one generation to another)



Tourism (the way to create economic value and disseminate the contents of cultural heritage)



(Social) Sustainability (participation, empowering communities and let them to design their future and promote their culture)

The contents of social sustainability

Participation

**Promotion of
cultural
diversity**

Trilogy or Trilemma?

Cultural heritage institutions
(their goal is the preservation of cultural sites; to the aim they impose regulation on local communities and limit tourist activities)



Tourism organizations (their goal are profit and amusement for people. To the aim they use cultural heritage sites. This activities can put in danger preservation)



Social sustainability (it requires the participation and the empowerment of local communities which should decide both on preservation and tourism development)

From the
trilemma to
a trilogy: the
contribution
of Unesco
and WHL
centre

- 50 anniversary of the Unesco Convention of the WHL
 - Ratified by 194 countries
 - 1154 properties in 167 countries
 - More than 1770 sites are inscribed on the tentative list in 185 countries
 - Tourism and local development are one of the expected outcome of the inscription
 - Local communities are often the key player of the Unesco nomination process



However, the
1972
Convention
mentioned
the word
tourism only
once

- ART. 11.4
- [List of World Heritage in Danger](#)
- The list may include properties threatened by serious and specific dangers, such as **tourist development projects**; abandonment; the outbreak or the threat of an armed conflict; calamities and cataclysms; serious fires, earthquakes, landslides; volcanic eruptions; changes in water level, floods and tidal waves.



However, the 1972 Convention mentioned the **word Community** only four times

- Three times to mention the International community
- Once taking into consideration the community which live in places recognized as World Heritage
 - each State Party to this Convention shall endeavor, in so far as possible, and as appropriate for each country:
 - (a) to adopt a general policy which aims **to give the cultural and natural heritage a function in the life of the community** and to integrate the protection of that heritage into comprehensive planning programmes;

In conclusion in the Seventies we have a Trilemma

Tourism was a danger
for cultural heritage

Community was a
recipient of policies
centrally decided by
the state or by Unesco
guidelines

A change in the meaning of heritage: from the great monuments to the style of normal houses



Florence – Italy-
1982



Old Rauma – Finland – 1993

Old Rauma is an outstanding example of a Nordic city constructed in wood, and acts as a witness to the history of traditional settlements in northern Europe.



A change in the meaning of heritage: from tangible to intangible



Alpinism in France, Italy and Switzerland 2019



Violin craftsmanship in Cremona - 2012



Reggae music in Jamaica - 2018

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions- 2005

- The objectives of this Convention are:
 - a) to protect and promote the diversity of cultural expressions;
 - - b) to create the conditions for cultures to flourish and to freely interact in a mutually beneficial manner;
 - - c) to encourage dialogue among cultures with a view to ensuring wider and balanced cultural exchanges in the world in favour of intercultural respect and a culture of peace;



CULTURAL DIVERSITY AND HUMAN RIGHTS

- **Article 4 – Human rights as guarantees of cultural diversity**

The defence of cultural diversity is an ethical imperative, inseparable from respect for human dignity. It implies a commitment to human rights and fundamental freedoms, in particular the rights of persons belonging to minorities and those of indigenous peoples. No one may invoke cultural diversity to infringe upon human rights guaranteed by international law, nor to limit their scope.



The strategic objectives for promoting the implementation of the WHL – Budapest Declaration 2002

- **The four C**

- Credibility of the list as representative and geographically balanced
- Conservation
- Capacity building
- Communication to increase public awareness



The integration of community – the 5th C Christchurch (New Zealand) 2007

New Zealand is of the view that a 'fifth C' (Community) should be added to the strategic objectives

A) relevant communities be actively involved in the identification, management and conservation of all World Heritage sites.

B) the interests of local/traditional/indigenous people and communities should always be taken into account.

C) linking communities to heritage protection is a 'win-win' scenario. In the few instances where it is found that community interests are in direct conflict with some of the existing strategic goals, good faith effort should be made to reconcile

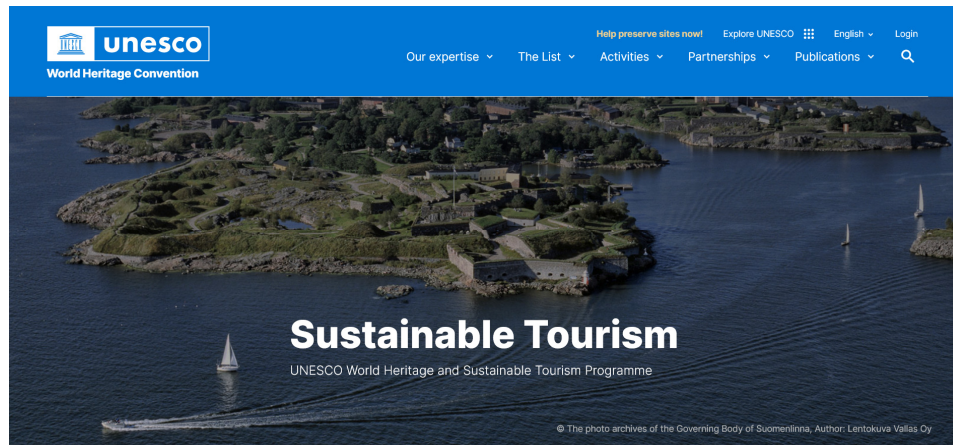
Communities and their culture at the centre of cultural heritage definition and management

- **2003 - Convention for the Safeguarding of the Intangible Cultural Heritage**
- **2005 - Convention on the Protection and Promotion of the Diversity**
- **2007- Community as the 5th strategic objective for the implementation of the 1972 convention**

The main results

- A conciliation between heritage and social sustainability
 - What about tourism?

Unesco - World Heritage and Sustainable Tourism Programme



- If undertaken responsibly, tourism can be
 - a driver for preservation and conservation
 - a vehicle for sustainable development
- But if not properly managed, tourism can be
 - socially, culturally and economically disruptive, and have a devastating effect on fragile environments and local communities.

What to do to foster a sustainable local development?

- collaboration between tourism and culture
- collaboration between the private and the public sector
- active participation of host communities
- Inclusion of the Unesco properties in the tourist strategy of the entire destination
- Involvement of tourists

How difficult is to design sustainable tourism development?



- Uluru-Kata Tjuta National Park
 - 1987 Unesco recognition for the outstanding natural beauty: spectacular geological formations, rare plants and animals, and outstanding natural beauty.
 - AT the time it was already one of the most visited Australian attractions

How difficult is to design sustainable tourism development

- Uluru massive sandstone monolith is sacred to its indigenous custodians, the Anangu people.
- In the 1990s signs were put up at the base of the climb which asked visitors on behalf of Anangu, Please Don't Climb.



How difficult is to design sustainable tourism development?



In 2019,
climbing
was
banned

“The land has law and culture. We welcome tourists here. Closing the climb is not something to feel upset about but a cause for celebration. Let’s come together; let’s close it together.”

— Former Chairman of the Uluru-Kata Tjuta Board of Management
Sammy Wilson

WHEN THE CONTRAST IS WITH THE BASIC VALUES OF OUR SOCIETY

- racial segregation and slavery heritage in the USA; memory of the slave trade in African countries



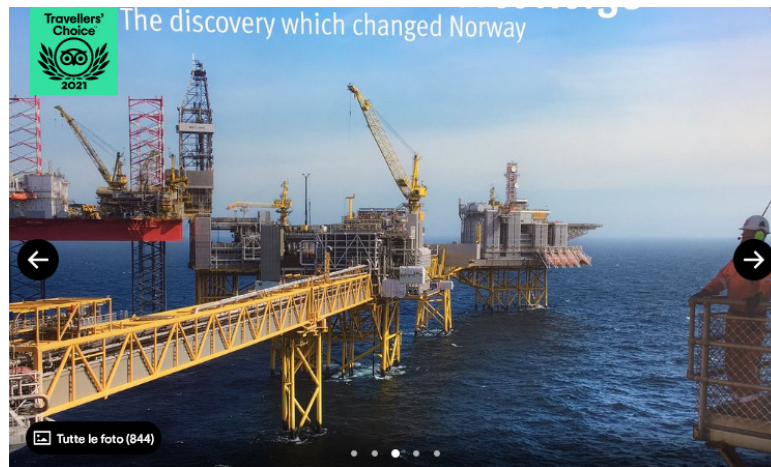
Rmini – Colonia Bolognese,
1932

Europe



A new dissonance ??

Stavanger Petroleum Museum (Norway)
since



Permian Basin Petroleum Museum in Texas
since





Libby5Pennsylvania
Woolrich, Pennsylvania

17 8

●●●○○○ Reviewed November 4, 2017 via mobile

Very well done but could have done without the propaganda

Overall, this is an excellent museum but the film at the very beginning was rather off putting with its pro-fossil fuels propaganda. It made it hard to view the rest of the exhibits objectively. There was a lot to learn and enjoy if one can set aside the obvious agenda of the petroleum industry.

Date of experience: October 2017

Ask Libby5Pennsylvania about Permian Basin Petroleum Museum



Nancy W

Troy, MI
10 contributions

0

●●●○○○

Some interesting; but mostly a monument to oil.

Sep 2021

50/50. A lot of the biology and history stuff was very interesting, but when you go into the "Mythbusters" movie, it's a monument to the fossil fuel industry, saying there's no room for clean energy at all; that drilling, fracking, etc., was the way of the future and the be-all-end-all.

Written October 12, 2021



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Stacie H



Nancy, thank you for visiting the Museum. As the Petroleum Museum, we pride ourselves on being an advocate for the petroleum industry. The point that is made in Mythcrackers is that, as of right now, there is not a viable "alternative" to petroleum to energize the world. We do include information about supplemental energy sources and their strengths and weaknesses in several places throughout the Museum. We appreciate your honest feedback.

[Read less](#) ^

Written October 18, 2021

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.





How to manage this new dissonance?



A screenshot of a mobile browser displaying a TripAdvisor review. The browser's address bar shows 'tripadvisor.com/Attraction'. The page has a green header with navigation icons and the text 'See all things to do'. Below the header, there are tabs for 'About', 'The area', and 'Reviews', with 'Reviews' being the active tab. The review is from a user named 'Siri V' and contains the following text: 'Hello EthicalEngineers I am sorry that you did not like our exhibitions. We do upgrade and open new exhibitions every year, even though you did find them outdated. We work hard not to have any parts of the exhibition out of order, so sorry that you visited us on a day where some things were broken. We have to close some parts due to Covid-19 and the safety of our visitors, but most of the exhibitions are open. Did you get to see the exhibition about Climate'. At the bottom of the review, there is a black button with the text 'See options'.

In conclusion

- We can have a trilogy
- Preservation, tourism and sustainability can dialogue and cooperate.