

Awareness-raising webinar on UNESCO's capacity-building opportunities for SmartCulTour Living Labs Tuesday, 27 April 2021 (4 - 6:15 pm CET)

Programme

Background

UNESCO is a partner of the Horizon 2020-funded SmartCulTour project. Being the Leader of Work Package 6 on “Sustainable cultural tourism laboratories (Labs)”, UNESCO’s main role consists in the coordination of the six Living Labs (LLs), including by providing support in the identification of the specific activities, methodologies and interventions to be implemented in each of them.

In this framework, and more specifically as foreseen by Task 6.6 - *Awareness-raising and capacity-building activities*, UNESCO is also responsible for raising awareness and developing capacities of concerned stakeholders for the implementation of relevant international standards, using methodologies and tools developed within the framework of the Organization, with special focus on: Sustainable cultural tourism destination management; Historic Urban Landscape (HUL); and Intangible Cultural Heritage (ICH).

Objectives

This awareness-raising webinar is intended to give participants an overview of selected tools, measures and approaches that UNESCO has developed to support the sustainable management of cultural resources at territorial level, with a focus on cultural tourism development and an outlook towards the post COVID-19 recovery.

The overall objective of the webinar is to support the identification of dedicated capacity-building actions that will be implemented in all Labs on subjects to be agreed with local partners and stakeholders. The webinar will be followed by bilateral consultations with each Living Lab, in order to further discuss the different options and agree on the most suitable capacity-building package.

Scope

Before the COVID-19 pandemic, global tourism was a major source of growth, employment and income, with over 1.5 billion people crossing international borders, many seeking cultural experiences. The impact of the COVID-19 pandemic has since seen tourism rapidly decline in most countries, affecting the ability of cultural sites,

attractions and experiences to function properly. The situation remains volatile with different countries and regions experiencing a different scenario of impact and recovery.

UNESCO is identifying new measures and approaches that are being tested to restart tourism and move toward sustainability. Destination management will need to adapt, and knowledge sharing and learning will be needed to allow for more resilient responses from local communities. New community-based economic models and improved standards of health, safety and social interactions will be required. The COVID-19 pandemic has provided momentum to rethink existing models and steer post-COVID with efforts towards cultural tourism that defines the destination, at the same time reflecting UNESCO's values and providing benefits to communities.

In the framework of this comprehensive Build Back Better (BBB) vision to the recovery of the cultural tourism sector, this webinar is intended to introduce some specific UNESCO's methodological approaches that can be functional to the sustainable integration of culture and tourism in local development interventions. These include:

- The 2011 UNESCO [Recommendation on the Historic Urban Landscape](#) (HUL)

Such Recommendation intends the urban area as the result of a historic layering and intertwining of cultural and natural values, and as an accumulation of traditions and experiences in their full diversity, extending beyond the notion of "historic centre" or "ensemble" to include the broader urban context and its geographical setting. UNESCO's approach to managing historic urban landscapes is holistic, seeking to frame urban heritage conservation within wider goals of sustainable social, cultural and economic development, in order to support public and private actions aimed at preserving and enhancing the quality of the human environment¹.

Culture-based tourism in cities can be relevant to the HUL approach regarding participatory planning for sustainable urban development, and vice versa. More specifically, the dynamic HUL approach can support the targeted urban destination to properly manage new functions, such as cultural tourism services, as important economic initiatives that can contribute to the well-being of the communities and to the conservation of historic urban areas, while ensuring economic and social diversity and the residential function.

- Intangible Cultural Heritage (ICH) and UNESCO's [Living Heritage and Capacity Building](#) strategy

Intangible Cultural Heritage (ICH) as a living and community-based form of heritage, including its manifold contribution to sustainable development, will be presented, along with implications on its possible integration within sustainable cultural tourism management and development frameworks.

In line with the spirit of the 2003 [Convention for the Safeguarding of the Intangible Cultural Heritage](#), which places communities at its core, UNESCO fosters an inclusive approach to ensure the widest possible participation of all relevant stakeholders, especially relevant community groups, in the design and implementation of safeguarding activities².

¹ For further information on the HUL approach, please consult the brochure [New life for historic cities: The historic urban landscape approach explained](#).

² For an overview of the capacity-building tools and methods developed by UNESCO in support of sustainable ICH safeguarding and promotion, please consult the [Capacity-building materials repository](#).

Participants

All SmartCulTour Consortium partners, Lab Managers, and the participants of the six Labs are invited to attend the webinar.

Agenda

Speaker (UNESCO)	Intervention	Schedule
Matteo Rosati	Opening Remarks	4:00 - 4:15
Costanza Fidelbo	<i>Introduction to UNESCO's approach to sustainable and resilient cultural tourism</i>	4:15 - 4:30
Helena Drobna	<i>Intangible Cultural Heritage</i>	4:30 - 5:15*
<i>5-min break</i>		
Jyoti Hosagrahar Alba Zamarbide	<i>Historic Urban Landscape</i>	5:20 - 6:05*
Matteo Rosati	Conclusions	6:05 - 6:15

*Each slot includes 30-35' for the presentation and 10-15' for Q&As

The webinar will be chaired and moderated by the UNESCO Regional Bureau for Science and Culture in Europe (Matteo Rosati and Costanza Fidelbo).

Practical information

Working language: English

The webinar will be recorded and live streamed on the [SmartCulTour Facebook Page](#). The recording will be made available on the [SmartCulTour website](#).

Online venue: ZOOM

Registration: You are kindly invited to register in advance for the webinar at the following link <https://bit.ly/32fuHrq>. Upon successful registration, you will receive a confirmation email containing information about joining the webinar.

Contacts

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Reference documents

- 1) UNESCO's approach to sustainable cultural tourism destination management

[2021 UNWTO Inclusive Recovery Guide, Sociocultural Impacts of COVID-19, Issue 2: Cultural Tourism](#)

[World Heritage and Sustainable Tourism Programme](#)

- 2) Historic Urban Landscape

[2011 UNESCO Recommendation on the Historic Urban Landscape](#)

[New life for historic cities: The historic urban landscape approach explained](#)

- 3) Intangible Cultural Heritage

[2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage](#)

[Living Heritage and Capacity Building](#)

[Capacity-building materials repository](#)