



Revised Plan of Action for International Co-operation on Tourism management in Heritage Cities

2nd International Seminar on "Tourism Management
in Heritage Cities", held in Nazareth, Israel
3-5 February 2000

The participants agreed to adopt the following Plan of Action for the Network activities in the years 2000-2001:

1. Appreciating the important results of the Project "Art Cities and Visitors Flow" launched in 1991 by the University of Venice and the UNESCO Venice Office - Regional Office for Science and Technology in Europe (UVO-ROSTE), which presented new perspectives and strategies for tourist flow management in art cities in Europe and led to the establishment of a network of art cities in Europe;
2. Appreciating also the launch of "Network on Tourism Management in Heritage Cities in Europe and the Mediterranean" launched at its Preparatory Seminar held in Venice from 18 to 19 December 1998, which extends a network of art cities to Heritage Cities in general,
3. Emphasising that the objective of new Network is to advance knowledge of the management of tourism in heritage cities in Europe and the Mediterranean and enhance its sharing through different activities as well as by means of information technology,
4. Underlining that the new Network of Heritage Cities in Europe and the Mediterranean should be an open-ended network for international co-operation, and that it should systematically look for connection with existing similar initiatives, namely by international organisations,
5. Recognising that, in the situation of heritage cities, sustainable tourism development is closely related to the sustainable development of heritage cities, and therefore it becomes a priority for local authorities to formulate and implement proper cultural tourism policy in partnership with private sector, and with the participation of citizens,
6. Noting also that the right balance should be stroke between the issue of valorising of the heritage as a means to generate both welfare opportunities for the host community – which bears the costs of tourist exploitation – and the financial means needed to preserve and promote the heritage itself; and the imperative of conservation of the physical integrity, value, and symbols embodied in the heritage for the future generations and the collective memory,
7. Approving, with positive evaluation, of the reports of the activities carried out through the Network in 1998 and 1999 presented at the 2nd International Seminar,

Recommend to promote the following initiatives for the years 2000-2001:

1. International co-operation on the following emerging issues, in collaboration with local, national, and international institutions:
 - The design and implementation of advanced systems of visitor flow management;
 - The formulation and implementation of "wise" policies for sustainable urban tourism, that is,
 - The identification of innovative public actions involving and empowering stakeholders at different levels – through inter-sectoral co-operation and public-private partnerships – ensuring them a

proper formation so that economic viability and community vision to the participated approach to policymaking for sustainable development is guaranteed;

- The enhancement of the participation of local communities in the decision-making process as well as the democratic access to cultural resources and facilities;
- The systematic establishment of co-operative relations with representatives of the tourism industry, as a means to strengthen the effectiveness and comprehensiveness of policymaking for sustainable tourism at the local and global level;
- The organisation of training and education in the management of cultural tourism in the existing and perspective segments of employment and administration;
- The innovative use of new information technologies for the purpose managing effectively both heritage conservation and tourism development.

2. Individual and bi-lateral projects on the above issues, facilitating personnel exchange and training, and mutual knowledge sharing;

3. A workshop (to be held in a selected city in the year 2001), on the related topics of the Network;

4. An International Conference (to be held during the first half of the year 2002 in the city of Bruges, Cultural Capital of Europe for that year), to evaluate the results of activities to be carried out in the period 1999-2002 for further advancement of the Network;

5. The publication of an authoritative manual entitled "Guidelines for Tourism Management in Heritage Cities" in co-operation with several partners including, among others, the Alliance des Villes Européennes de Culture (AVEC), WTO, ICOMOS, with the aim of providing comprehensive orientations to tourism managers in the field of cultural tourism, together with general principles for sustainable tourism management supported by specific cases and experiences;

6. Further promotion of the UNESCO World Heritage Convention in order to enhance the widespread understanding of – and support to – heritage preservation and enhancement; Moreover, the participants recommend that the following long-term activities in terms of the management and promotion of the network activities;

7. The extension of the Network website;

8. Active efforts to ensure the contribution of the mass-media in promoting the objectives and undertakings of the Network to the general public;

9. The enhanced diffusion of information on the Network through the networks of universities and research centres affiliated with UNESCO so as to ensure the appropriate technical and scientific support to the Network;

10. Effective management of the Network by a steering committee to be established, under the co-ordination of UVO and UNESCO in Paris, in partnership with international institutions, universities, NGOs, city authorities, and the tourism industry, as well as existing networks concerned.