Nexus between Tourism and Culture for Sustainable Development

Good afternoon, ladies and gentlemen! My name is Jin Woo, Advisor on Tourism and Culture to SG of UNWTO. It is my pleasure and honor to be here with you today to participate in this wonderful European Inter-Parliamentary Conference about promoting cultural heritage and environment protection. Today I would like to share with you my view about the Nexus between Tourism and Culture in sustainable tourism development.

Tourism today represents 9% of global GDP, 30% of the world's export of services and one in every 11 jobs worldwide. More than 1 billion million tourists travelled around the world in 2013. Tourism can contribute to job creation, improvement of livelihoods, the renewal of urban and rural areas and the promotion of natural and cultural heritage.

But Tourism can't work by itself. Tourism should work with Culture. Indeed, Culture is the most important motivation for travel. Tourism and Culture are interrelated and interdependent. And if Tourism does not take into account Culture, it will become neither sustainable nor attractable. We need a cultural approach to Tourism. This is why the Nexus between Tourism and Culture is vital

The Director-General of the UNESCO, Mrs. Irina Bokova, said at the Hangzhou International Culture Congress in 2013, that we have seen too many well-intended development programmes fail because they did not take into account cultural settings.

On 5 May 2014, Ministers and senior policymakers from all around the world joined together at the United Nations General Assembly in calling for culture to be integrated into the Post-2015 development agenda.

Mr. Taleb Rifai, the Secretary-General of the UNWTO explained in this meeting, how the nexus between tourism and culture can offer an immense opportunity to contribute to inclusive economic growth, social development & stability, and heritage preservation.

In this framework, UNWTO and UNESCO signed last year in NY a MOU for strengthening the collaboration between the two UN organizations

There are 2 major initiatives for UNWTO and UNESCO related to the nexus between Tourism and Culture. One is The Global Code of Ethics for Tourism and the other is The World Heritage Sustainable Tourism Programme.

The Global Code of Ethics for Tourism is a roadmap for sustainable and responsible tourism, approved by the UNWTO General Assembly in 1999 and endorsed by the General Assembly of the United Nations in 2001. It promotes human rights, equality, solidarity, tolerance, respect for nature, and shared responsibility. Specifically, it emphasize the importance of Tourism as a user of the cultural heritage and contributor to its enhancement (Article 4)

The Code's 10 principles amply cover the economic, social, cultural and environmental components of travel and tourism:
Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies
Article 2: Tourism as a vehicle for individual and collective fulfilment
Article 3: Tourism, a factor of sustainable development
Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement
Article 5: Tourism, a beneficial activity for host countries and communities
Article 6: Obligations of stakeholders in tourism development
Article 7: Right to tourism
Article 8: Liberty of tourist movements
Article 9: Rights of the workers and entrepreneurs in the tourism industry
Article 10: Implementation of the principles of the Global Code of Ethics for Tourism

On the other hand, UNWTO is also closely involved in the UNESCO World Heritage and Sustainable Tourism Programme which creates an international framework for the cooperative and coordinated achievement of shared and sustainable outcomes related to tourism at World Heritage Sites.

We are implementing Action Plan 2013 to 2015 now, which has 5 objectives: early intervention for
A. Integrating sustainable tourism principles
B. Strengthening the environment by advocating
C. Promoting broad stakeholder engagement
D. Providing WH stakeholders with the capacity and the tools
E. Promoting quality tourism products and services

How can we strengthen the World Heritage Sites? Our vision is to connect and integrate Culture Tourism Nexus through Site-to-Site Partnerships at global, national, regional and local level.These nexus and partnerships are an essential vehicle to encourage progress towards sustainable tourism at all the Heritage Sites.

For many years, UNWTO and UNESCO have been working together to promote the strong interlinks between tourism and culture, while emphasising the need for mutually beneficial partnership models.

Culture and heritage are of immeasurable value to host communities, and are also important assets for tourism. Tourism can be a considerable force for the promotion and safeguarding of tangible and intangible heritage while encouraging the development of arts, crafts and other creative activities. However, if poorly managed, tourism can also cause negative impacts on culture and heritage.

At a time of an unprecedented tourism growth, with more than one billion international tourists travelling worldwide every year; new partnership models are crucial for ensuring the sustainable and responsible management of cultural tourism. Success will require engaging culture and tourism stakeholders at all levels to address the shared responsibilities.

It is central to emphasize the shared responsibility among culture and tourism stakeholders at all levels in the sustainable development of cultural tourism as well as the immense opportunities to develop new partnership models that contribute to improve the livelihoods of host communities, support tourism development and foster the promotion and preservation of cultural resources

Regarding the Nexus between Culture and Tourism, there are two directions or two dimensions:
- One is Tourism´s contribution to Culture
- The other is Culture´s contribution to Tourism

As many World Heritage Sites are top tourism attractions, the tourism sector needs to play a significant role in the preservation and safeguarding of the Outstanding Universal Value. In order to approach tourism at World Heritage Sites in a more comprehensive and integrated manner, we need more inputs from culture side to tourism development: for:
- Promoting Tourism in Cultural Heritage Sites
- Using cultural approach to understand tourism

I would like to share with you three examples of how using cultural approaches can help the development of a sustainable tourism.

First, I would like to tell you about Soul Garden project. (Photography book project for promoting Granada Spain) This book shows photographic work by a well-known Korean photographer, Bae Bien-U. He found similarities and connections between 2 gardens in Spain and Korea: the Generalife of the Alhambra (Granada, Spain) and the Secret Garden in a Korean Palace called Changdokgung. He named these two gardens as soul gardens. Both palaces are World Heritage sites. I think that this is a kind of artistic experiment aimed at new readings of the site and benefitting the promotion and conservation of the site at the same time. This project was launched by the Patronato of Alhambra. They invited him to visit Granada many times during 2 years. This could be an example of using cultural approaches in promotion and conservation.

Another idea is about a Culture Hotel Studies. I think there are a lot of cultural hotel models which are built or based on traditional buildings and cultures in every country. We want more culture hotels and we want more hotels to be cultural. We want to know more about this and we need to share the best practices in this area. The World Tourism Organization (UNWTO) is planning a research about culture hotels and about the increasing influence of culture on accommodations. It will establish a benchmarking framework based on the case studies and open a door in the development of normative standards, criteria and indicators about culture hotels.

The third idea is the need of acultural point of view in understanding the behavior of international tourists.
Distinctiveness Theory was applied in understanding tourists behavior from a cultural viewpoint.
A book titled (International Tourism – Cultures and Behavior/ Yvette Reisinger/ 2012/ Routledge) says as follows:
-People define themselves by what makes them different from others.
-Culture is important for understanding tourist behavior and the operations of the tourism industry.
-Increasing number of tourists from different cultures are crossing national borders.
-Cultural factors have the most direct and influential effect on tourist behavior.
-Understanding tourist behavior from a cultural point of view can better explain the reasons.

By using a cultural approach we can understand tourism better and we can make better strategic decisions. Now I would like to share my view about what is culture and what is cultural tourism a little bit more.

What is culture?

1. It is said that the Word **culture** is derived from cultivate which means to till or plow the soil and plant something. Culture is originally a Western word, and when it came to Japan it was translated into a two syllable word which is related to literature and change. The Western world regards culture as spiritual and the concept of culture is being extended continuouslybut it seems to me more or less:

- Western understanding of culture: focusing on <u>changing nature by human</u>

- Eastern understanding of culture: focusing on <u>changing human with literature</u>

2. In my opinion the word **culture** generally mean three things:

- Eventhough it is said that culture is a word which has more definition than anything else.

- Matthew Arnold (1822-1888): Culture is manifestation of human thinking which is <u>knowledge and expression of great thoughts</u>, literatures, arts, music and it pursues completion of human spirit. Edward Tylor (1832-1917): Culture is the whole of the <u>way of life of human-being</u> such as knowledge, faith, arts, law, ethics, customs and social role.

- Raymond Williams (1921-1988): He divided culture into 3 categories. Culture is (1)an intellectual, spiritual and athetic development procedure, and (2)a whole and distinctive way of life in human being, period, and community, and also (3) an artworks and <u>creating actions of human intelligence</u>.

What is Cultural Tourism?

(Melanie & Greg/ The Routledge Handbook of Cultural Tourism/ 2013)

1. Even 15 years ago <u>cultural tourism</u> was <u>niche subject</u> in tourism studies/ hard to find academic literature or research/ Eventhough after 1970s the term <u>heritage tourism</u> coined/ but it is only mid to late 1990s cultural tourism started to flourish.
2. Somebody may still say the <u>lack of a disciplinary home</u> for cultural tourism. But Cultural Tourism is <u>no longer new or niche</u>, but the field is <u>constantly evolving.</u>
3. <u>Meaning making</u> in tourism is more and more being determined by historical, social, cultural factors as well as commercial ones. And especially with such Issues as <u>globalization. This means cultural tourism is much more about the global tourism.</u>

(Yvett Reisinger/ Chapter 5)
4. I would like to share with you Prof. Yvett Reisinger´s comment on the globalization. She said we need to know that Global tourism may sometimesmake mistakes of the **globalization of nothing**: <u>non-places</u>(Disneyland), <u>non-things</u>(mass-manufactured

souvenirs), <u>non-people</u>(clerks at souvenir shops) (p40) Because we do not want only the Western and American culture shape the rest of the world, Yvett suggests 3 alternative concepts of globalization: Globalisation as acknowledgement of <u>cultural differences</u>, Globalisation as <u>cultural domestication</u>(or **glocalisation**), Globalisation as <u>cultural innovation</u>. I would like to suggest one more: Globalisation as <u>cultural route</u>. (P41)

What is glocalization in Cultural Tourism?

I think that is a combination or mixture of two directions: one is standardization and conformity, and the other is uniqueness and diversity. Check and balance between these two aspects. I think this thought of glocalization is a starting point of cultural approach.

Recently I had an opportunity to discuss with some Ethiopian leaders about the tourism development in Ethiopia. I learned many things from the conversation. Ethiopia needs to accept more global standard but at the same time Ethiopia needs to develop more Ethiopian standards too.

Eventhough this is an era of globalization, we need not only globalization but also we need glocalization. Glocalization of Cultural Tourism means that we need a harmony and balance between the global standard and the cultural identity in dealing with all the major issues from destination management to marketing & branding.

<u>2 Goals of Cultural Tourism</u>

In this context, we need to address two key issues in the development of cultural tourism: the impact and engagement of the Host Community and the promotion and preservation of Cultural Identity:

–Cultural tourism should contribute to the host community responsibly, inclusively and sustainably

–Cultural tourism should contribute to the cultural identity by promoting cultural exchanges as well as preservation of cultural heritage

<u>Dilemma in collaboration between Tourism and Culture</u>

(Part 2/ p63-64))

Culture has come to play a key role in the competitiveness and attractiveness of places worldwide as the OECD report The Impact of Culture on Tourism(2009) has emphasized.

There is a growing need for leadership that can take a long term view of the relationship between tourism and culture and attempt to find a balance between often competing interests (OECD 2009). /

<u>Culture and Tourism: an unequal pair?</u> **The marriage of culture and tourism is seldom smooth, however**. Critics argue that private tourist companies and cultural organizations are

unable to speak the same language. (cf. McKercher and Du Cros 2002: 14; Schwark 1996: 121; Wolber 1999: 140) Culture and tourism providers have different aims, attitudes and procedures.

<u>Cultural tourism: hype or healer?</u> Many cultural organizations and local communities see cultural tourism as a panacea. But in fact many providers are blinded by routine and have a high level of identification with ´their´ product and ´their´ destination. (p75-76)

In 2012, UNWTO celebrated a major breakthrough in tourism history, with over 1bn international arrivals. In 2014, the World Heritage Committee approved the inscription of the 1000th site on the World Heritage List. These joint milestones mark a major new threshold in the level of the relationship between the Culture and Tourism Sectors.

(Maturity = Sustainability)
This is an opportunity but at the same time this is a threat. . The number of One billion reminds me of <u>culturally different tourists</u> who represent their own national cultures and show <u>various behavior patterns</u> ranging from traditional tourism to new tourism for more authentic and genuine experiences. They are crossing borders, continents and oceans to visit at least the 1000 World Heritage Sites. Think about the combinations of the 1000 times 1 billion. We need more safety. We need more peace and harmony. And we still have many, many problems to solve.

(Community) 3 pillars
So at this point, I think we may ask a question to ourselves. Are we really sustainable and is our development really sustainable? In this context, I think we need not only growth policy but also maturity policy in order to be really sustainable.

What is maturity? I believe that it is to become one and to walk together. We need to know and understand each other more than before.

And also the advanced and <u>advantaged</u> need help the left-behind and <u>disadvantaged</u> ones more than before. Recently I was impressed to see in the website of a Chinese Invest Group the <u>enterprise</u> tenet saying "Let´s do more <u>for our community</u>!" The Group is involved in the management of a World Heritage village and also developing cultural performance and hotel for tourists. It seemed to me that this Group was trying to do more in order to enhance harmony between nature, culture and tourism.
(Identity)

<u>So Culture is important not only </u>to understand others and to help others, and but also to be unique and attractive.

And culture is important to understand tourism: tourists, industry and community.
I would like to say that culture can lead now times of <u>maturity</u> in these times of <u>growth</u>.
I believe that this is why we desperately need the nexus between culture and tourism which will lead us to the way **from growth to maturity**.

Now I would like to share some key words in the nexus between Tourism and Culture agenda

Overall perspective:

-Shared responsibility for the promotion and protection of culture and heritage: bridge the gap between ministries

-Delineate the role of each sector in cultural tourism development

-Foster closer cooperation to develop new partnership models in which sectors can make contributions to each other in a more integrated and inclusive manner

1. <u>Nexus one: Tourism Development in World Heritage Sites (tourism´s contribution to culture)</u>

    1.1. *Achieving Sustainability in the Tourism Management of WHS*

    1.2. *Safeguarding Cultural Heritage: Risks and Challenges*

    1.3. *Presenting and Communicating Heritage for tourism development*

    1.4. *Tourism impact on the Intangible Heritage Identification, Preservation and Transmission*

    1.5. *Public and Private Partnership for the revitalization of heritage: Models of cooperation*

2. <u>Nexus two: Cultural approach and Interculturality in Tourism development (culture´s contribution to tourism)</u>

    2.1. *Cultural Routes as a new form of Tourism Development / The Role of Cultural Routes in Tourism Development*

    2.2. *Synergies between Tourism and Cultural and Creative Industries*

    2.3. *New readings of tourism through photography and links to social media*

    2.4. *Digitalization of cultural heritage as touristic products / New technologies in heritage presentation and promotion*

3. <u>Nexus three: Socio-economic dimension of Cultural Tourism (cultural tourism´s contribution to society & economy)</u>

    3.1. *The impact of tourism on Community Integration and Development*

    3.2. *Understanding, Respecting and Safeguarding spiritual and religious heritage from tourism sector / From religious to secular tourism and spiritualism*

    3.3. *Changing perceptions of Industrial Heritage*

    3.4. *Memorial Sites as tourism destinations: opportunities and challenges*

    3.5. *The role of Mega Events on Cultural Tourism development*

3.6. The Global Code of Ethics for Tourism, a fundamental frame of reference for responsible and sustainable tourism

3.7. Developing efficient strategies to prevent illicit trafficking of Cultural Heritage

3.8. Integration of government policies in ministries of culture and tourism

4. <u>Nexus four: Post 2015 Development Agenda (cultural tourism´s contribution to development)</u>

4.1. The role of Tourism and Culture for development cooperation programs at local, regional, national and international levels

4.2. Community-based approach to culture and tourism cooperation: Empowering community at heritage sites through tourism

4.3. Impact of Heritage Sites in Developing and Emerging Countries and Regions: Best practices in Developing Countries

4.4. Reducing inequalities among vulnerable groups in developed countries through Cultural Tourism

4.5. Climate change and tourism recovery in affected areas

The Conference : Siem Reap, Cambodia, 4-6 February 2015. **The *UNWTO/UNESCO World Conference on Tourism and Culture* will bring together, for the first time, the Ministers of Tourism and the Ministers of Culture from all regions of the world.**

The Conference is hosted by the Government of Cambodia, and will count with the presence of His Majesty, the King of Cambodia, His Excellency the Prime Minister of Cambodia, UNESCO Director General and UNWTO Secretary-General.

Objectives

The main objectives of this unique event are:

a) to identify key opportunities and obstacles for a stronger cooperation between tourism and culture; and
b) to discuss new partnership models, that strengthen the socio-economic links, reinforce mutual engagement in the promotion, protection and safeguarding of culture and heritage, and build up cultural tourism for sustainable development.

The conference will explore the different roles and mandates of the two sectors and foster ways to build a new paradigm of collaboration.

The Conference is aimed at all tourism and culture stakeholders and representatives from related sectors: Ministries of Tourism and Ministries of Culture, National Tourism Organizations (NTOS), Destinations Management Organizations (DMOs), cultural and heritage site managers, tourism

and culture associations, private sector, culture and conservation experts and practitioners, NGOs and media.

Agenda: The Conference is structured in two main blocks:

- A **Ministerial Dialogue** addressing the policy and governance framework necessary to foster a new collaboration model between tourism and culture, and

- **Four technical sessions,** addressing the following issues:

    1. *Promoting and protecting cultural heritage*
    If properly managed, tourism can be a key driver in the preservation and promotion of cultural heritage, while nurturing a sense of pride within communities and destinations around the world.

    2. *Living cultures and creative industries*
    Tourism is about experiencing the world and its living cultures. Creative industries such as music, cinema, crafts, architecture or design, play an increasing role in creating a unique visitor experience, while tourism can foster innovation and the exchange of experiences that grow the creative industries.

    3. *Linking people and fostering development through cultural routes*
    Cultural routes offer important opportunities for tourism development, regional integration and economic development, while promoting the revitalization and promotion of cultural and economic links at national and international levels.

    4. *Cultural tourism and urban regeneration*
    With more than half of the world's population living in cities, the scope for urban tourism is growing rapidly. Urban tourism is critical in the preservation of cultural identity, economic revitalization and for enriching city life.

The Conference will be developed against the background of the following key crosscutting issues: governance models, stakeholder participation, community engagement, capacity-building, quality, visitor experience, innovation and technology, corporate social responsibility and tourist liability.

• Address the broad relationship between tourism and culture: providing a forum to report major development and achievements in Tourism & Culture Collaboration (TCC) and to present the cutting-edge global trend and vision for the future

• Present and share the experiences at the most representative World Heritage Sites in the five continents

• Present and share selected good practice examples of Intangible Cultural Heritage

• Present the progress achieved in the implementation of the World Heritage Sustainable Tourism Programme

• Provide a Ministerial Forum for Ministers of Tourism and Ministers of Culture to exchange views and perspectives (international and regional organizations will also contribute to the debate)

• Feature practical inputs provided by private sector stakeholders (cultural tourism products, public-private partnerships, and community initiatives)

• Present and explore the possibility and opportunities to take forward the partnership for illegal trafficking of cultural heritage

Culture and Tourism call each other for a more sustainable development.
I believe that this nexus between Culture and Tourism will surely blossom and bear fruits. And we will be able to deliver as one these fruits to the world as we become one and walk together hand in hand.

I hope to see you again in Cambodia next February.

Thank you very much for listening!