



## Group of Twenty

Topic A: Encouraging Cultural  
Tourism to Reap Benefit from  
Tangible and Intangible  
Heritage as Part of  
Culture-making

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Benefit from Tangible and Intangible Heritage as  
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**President: Erika Montserrat Gutierrez Albarran**

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## **Introduction to the Committee**

The G20 is a group of countries that represent approximately 85% of the world economy. Founded in 1999 after the Asian financial crisis, it had its first assembly on December 15 and 16 that same year. Its objective is to prevent any further crisis for the central banks and finance ministers of 19 countries and the European Union. All Finance Ministers and Central Governors of the G20 members meet every year to discuss and try to solve problems such as restoring fiscal balances, repairing financial market regulation systems, strengthening international economic cooperation, among others (Kevin, 2010), in order to avoid any economic depressions that may affect multiple countries, similar to what happened in the 30's, at all costs. Each year, the G20 summit takes place in a different country and region, demonstrating an exercise in cross-culturalism and integration and promoting a comprehensive perspective on possible solutions to the issues at hand.

## **Introduction to the Topic**

Cultural tourism allows visitors not only to participate in cultural activities such as festivals and rituals, but also to understand the difference of cultures and their impact on the world, encouraging inclusion by giving greater importance to all characteristics that culture brings. One of the main purposes of encouraging tourism is growing the ideology of keeping cultures alive for many years.

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This tourism exercise provides the tourist a deeper and more original experience, placing the person in a new point of view in which they can appreciate the culture from the point of origin, showing how it is lived, seen and felt, adding a greater understanding of the world's cultural diversity. Some main examples are tangible tourist activities such as trying a new cuisine for the immense architecture with different decorations. Or the artistic works that represent ideals or intangible tourist activities from witnessing traditional cultural manifestations to participating in the same traditional activities, such as festivals and carnivals.

Cultural tourism allows a high economic growth; such is the case of several places that are economically supported by this phenomenon, resulting in a positive impact on the development of countries and small communities.

In 2015, 1.2 billion people traveled, out of which only 37% decided where to go depending on the cultural tourism either for their monuments, museums, festivals, etcetera. Approximately 600 million people traveled to Europe, generating \$448 billion dollars according to the World Tourism Organization (WTO, 2015), where Spain generated \$57 billion, followed by France with \$46 billion. In this specific region some of the most famous cultural attractions are the Louvre Museum, in Paris, with 8.7 million visitors annually; the British museum with 6.8 million visitors; the Eiffel Tower with 6 million visitors, and the Vatican Museums with 6 million visitors.

Within tourism, sites, traditions, or monuments are classified as two types of cultural heritage: tangible and intangible. Tangible heritage are movable and immovable objects. The most common are sculptures, coins, monuments and archeological sites. Intangible heritage, on the other hand, can be cultural or natural heritage, such as traditions or geological formations. To exemplify: oral

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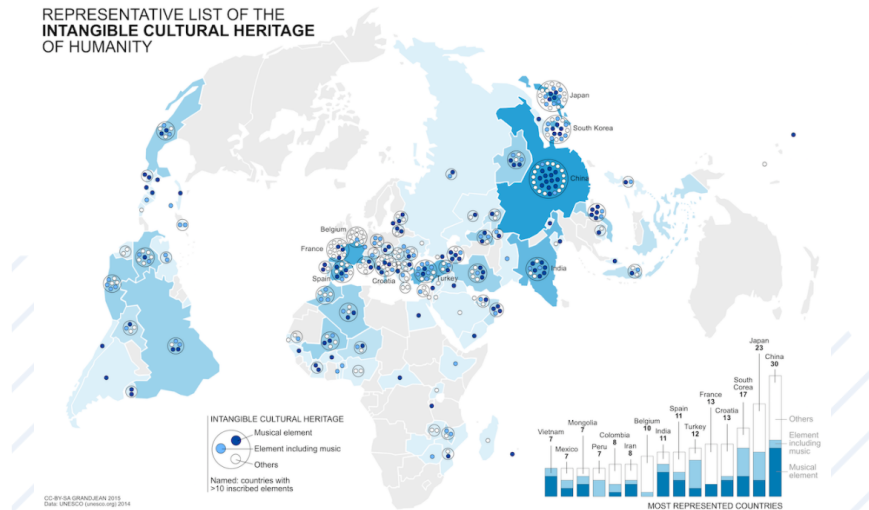
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expressions, festive events, local knowledge, performing arts and social practices are all examples of intangible heritage.



(UNESCO, 2014)

Cultural tourism has both positive and negative impacts. Some developed positive economic impacts include the contribution to the economy, increase of jobs, and the lifestyle of local citizens. On the other hand, the negative impacts are the increased demand of basic services, land costs, gross and domestic products. Paris, Milan, London, Rome, Jerusalem, Bangkok, Toronto, Miami, Singapore, Madrid, Dubai, Río de Janeiro, and Barcelona are some of the most visited cities every year due to their cultural diversity. This improves the economy of each country with big amounts of economic benefits, creation of jobs, businesses, and more attention to the cultures of the different countries.

As a result of the mentioned impacts, the Organization for Economic Co-operation and Development (OECD), a forum in charge of 51 countries

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created in 1948, in cooperation with its members analyze, compare, exchange policy experiences, and promote recommendations to produce better tourism policies priorities. In addition, it also looks for all governments to promote and support the sustainable economic growth of tourism. The increase of these activities has encouraged the creation of many types of tourism such as cultural, adventurous, sustainable, eco-friendly, and virtual.

## Historical Background

In 1970, with a capacity of 132 km<sup>3</sup>, the Aswan High Dam between Egypt and Sudan was finished and later inaugurated in 1971. The benefits of this dam were its ability to supply water for large extensions of land, regulate flooding of the Nile River, benefit tourism and the economy of Egypt, increase agriculture, and generate luminous energy. Despite these benefits, the newly built dam presented a threat to some of Egypt's most important historical sights. Several temples, such as Abu Simbel and Philae, were in danger of being flooded and disassembled. Before this event happened, the Nubia Campaigns and UNESCO (United Nations Educational, Scientific and Cultural Organization) were taken into action in 1960, to set up a protection campaign and arrange a fund-raising for the preservation and rescue of monuments and temples. This project had the purpose of saving cultural heritage and communicating the significance of the conservation of cultural sites and world heritage.

As a result of the campaigns, the number of tourists in that area increased in those last years. In 1990, there were 2.5 million tourists; in 2000, there were 5.5 million; 2008 had 12.8 million; 2009 saw 12.53 million tourists; and a 17.5 percent increase in 2010 resulted in 14.73 million tourists.

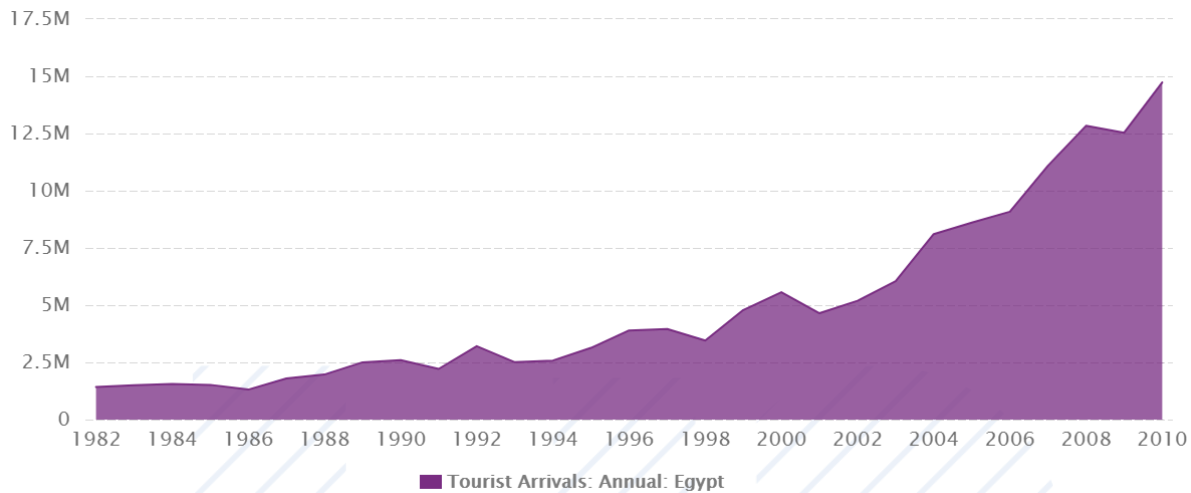
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(Ceic Data, n.d.)

In 1972, the UNESCO's World Heritage Convention, which focuses on protecting the world's heritage for future generations, was adopted. That same year, the Convention Concerning the Protection of the World Cultural and Natural Heritage was also established. Although this convention initially considered tourism as a risk factor for heritage, it eventually changed to allow sites to grow and become more visible for visitors.

To protect property and globalize actions in regions where a site's heritage is endangered, the "World Heritage List" was created. In order to be included in the list, sites must be of Outstanding Universal Value (OUV). According to the Australian Department of Agriculture, Water and the Environment (n.d.) "A Statement of Outstanding Universal Value is a brief summary of why a World Heritage property is considered to be of international importance...". In the same year, the "List of World Heritage in Danger" was also created.

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European countries' views to bridge the gap between tourism and heritage helped nature and culture find a balance in order to preserve natural areas. In 2002, the World Tourism Organization (UNWTO) developed Sustainable Tourism, an action to balance the environment, biodiversity, and the natural and cultural heritage with tourism development. It aims to reduce poverty and the environmental impact to ensure heritage sites and tourist destinations are available for future generations. This project consists of 3 goals: conserving natural and cultural heritage, respecting the traditions and the built of the communities, and providing a viable operation. To reach Sustainable Tourism, being informed and constantly monitoring the environmental impact are important facts to take into account.

Years later, in 2006, the French Ministry for Ecology, along with The Ministry for Europe and Foreign Affairs, the World Tourism Organization (UNWTO), the United Nations Environment Program (UNEP), and the French Tourism Ministry, arranged the International Task Force on Sustainable Tourism Development. This task force promoted actions that motivate Sustainable Tourism. The Task Force decided to deal with the environmental impact by taking care of cultural and natural heritage, biosphere reserves, and climate change throughout the years. The 2002 Sustainable Tourism and the 2006 Sustainable Tourism Developed helped to expand tourism levels, increase the contribution of tourism for the conservation of the environment, and decrease poverty.

It was in 2003, during their 32nd session, that the General Conference referring to UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage. This convention was established considering the importance of intangible cultural heritage for society and the environment and defined intangible cultural heritage as physical or intellectual objects and expressions that are transmitted from generation to generation. The purpose of the Convention was to safeguard and guarantee the respect and appreciation of

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intangible cultural heritage, to raise awareness of its importance, and to ensure international cooperation. The convention entered into effect in 2006 after thirty ratifications by UNESCO Member States.

The safeguarding of intangible cultural heritage in national and international levels are represented in 8 articles. To exemplify: Article 11, Role of States Parties; Article 12, Inventories; Article 13, Other measures for safeguarding; Article 14, Education, awareness-raising and capacity-building; Article 15, Participation of communities, groups and individuals; Article 16, Representative List of the Intangible Cultural Heritage of Humanity; Article 17, List of Intangible Cultural Heritage in Need of Urgent Safeguarding; and Article 18, Programs, projects and activities for the safeguarding of the intangible cultural heritage.

It wasn't until 2009, at the 15th session of the UNESCO Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of Illicit Appropriation (ICPRC), that the Expert Committee was established and designed to defend the States' possession of cultural property. This committee established the Model Provisions and guidelines for States to consider the preparation of national laws. It guarantees a democratic and geographic participation with each of the 11 members. Some of them are the following: Mexico, Switzerland, Sweden, China, Italy, France, Australia, the United Kingdom, and Nigeria.

In 2010, the City of Dubrovnik came up with a system to diminish cruises' environmental impacts. Back in 2009, the city of Dubrovnik was one of the most desirable destinations of cruise tourism, having 957 thousand arrivals. Their cruise ships had 2 locations, Port "Gruž", which held 70% of cruisers, and Old City, with 30%. They registered that in 1 year, they transport 845.603 passengers and command 628 cruise ships. Despite this business' great

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revenue, it had a very high environmental cost. Bioaccumulation is a process through which substances accumulate in an organism and can happen whenever the organism eats, breathes, or ingests the substance. This turns into a cycle in the organism food chain. For example, when a ship's toxic waste is dumped in the sea, these residues are consumed by fish. Another example are bacteria that humans carry and then dispose of in these wastes that damage fauna.

Some direct pollutants created by cruises are:

- Solid waste
- Air pollution
- Waste waters
- Hazardous waste
- Eco-toxic metals

As part of their plan, Dubrovnik developed a system divided in three sections: Management of communal services, “cleaner” solutions for cruise ship operations, and direct ecological threats. It's important to note that cruises are not part of Sustainable Tourism; therefore, their damage is not monitored.

## Current Relevance

Cultural tourism means traveling for a cultural experience such as local lifestyles, traditions, local visual arts, or performing arts. Its main purpose is to improve each country's economy while preserving its cultural elements and traditions. At the same time, it also works to create and apply a sustainable economy, as well as sustainable tourism, for everybody.

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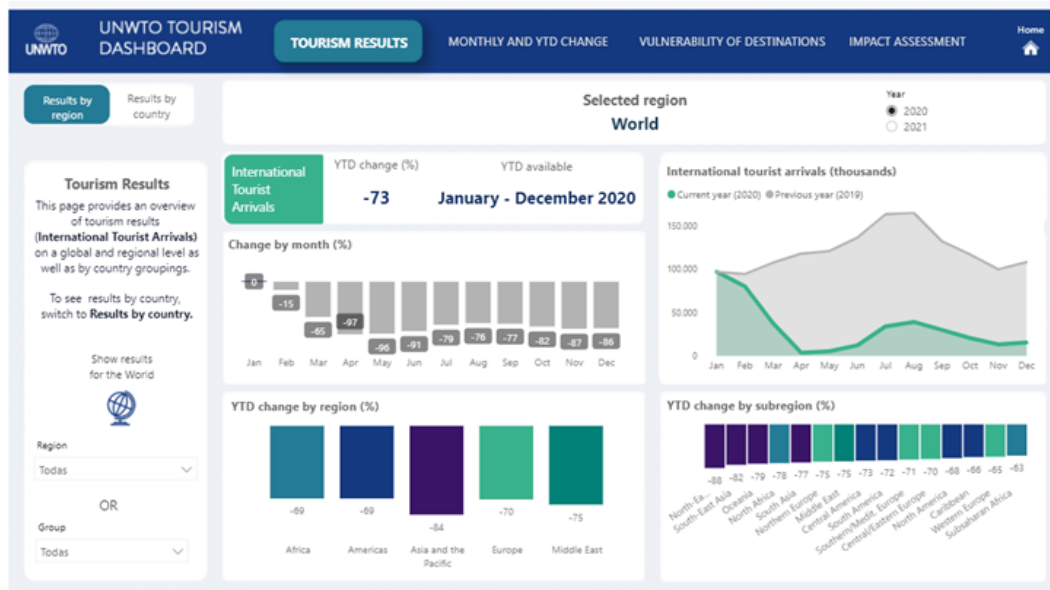
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Tourism's income comes from consumers spending economic resources buying and consuming local products. As the WTTC (World Travel and Tourism Council) established in its 2019 annual report, the travel and tourism sectors contributed 10.4% to the global GDP (Gross Domestic Product). As mentioned before, tourism also helps the economy grow by creating jobs, which could be directly or indirectly attached to the clients, but indirectly linked to tourism.

As important as tourism is for the world's economy, travel restrictions had to be implemented as a result of the COVID-19 crisis in order to reduce the disease's spread. This chart from January to December 2020 shows all the regions Tourist Arrivals have fallen to a negative backlog caused by the current situation.



(UNWTO, 2021)

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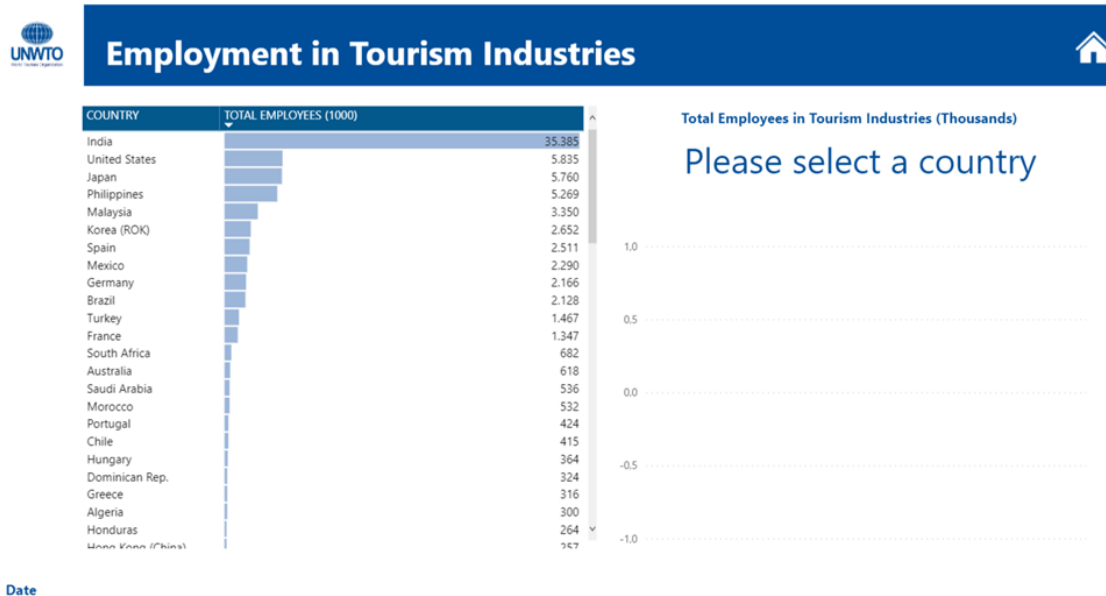
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The following chart shows that during 2017, three years before the pandemic, India had the highest number of employees in tourism industries with 35,385 people.

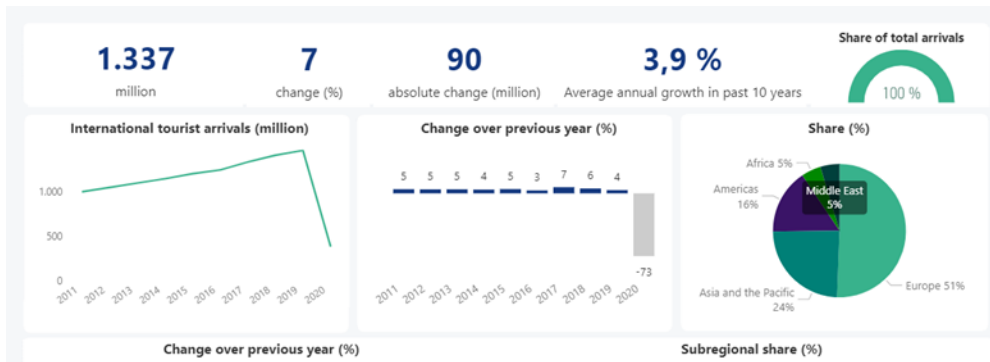


(UNWTO, 2020)

The following chart represents how the international tourism flow has increased from 2011 to 2017.

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(UNWTO, 2020)

Visitors always try to have new experiences since their main goal is to enjoy the cultural or natural heritage the landscape has. An important consequence is that tourists do not always consider the environment, a reason why people believe that prohibiting the entrance to tourists will make a change. An average golf course in a tropical country, for example, uses as much water as 60,000 rural villagers. It also uses 1,500 kilos of chemical fertilizers, pesticides, and herbicides per year (The World Counts, n.d.).

A way of promoting sustainable cultural heritage is by increasing public awareness regarding the importance of its preservation. Protected areas are a key component of any global conservation strategy since they are “defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values” (International Union for Conservation of Nature, 2008). Global tourism industry has an enormous scale and impact in these areas. Cultural tourism is an activity that enriches the world, yet unmanaged, could damage the ecosystem and cultural and natural heritage. It wasn’t after looking up to this impact on the environment that UNESCO, the UNWTO, and other sectors signed the Muscat Declaration of

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Tourism and Culture: Foresting Sustainable Development, which aims to promote sustainable cultural tourism and the protection of the world's heritage.

To develop heritage restoration, European countries settled on three views.

1. Established by Eugène Viollet-le-Duc, whose buildings restorations combine the creative and historical. He settled that outward building aspects must reflect their rational construction in order to find the materials' forms and believes that restoration is to re-establish a building.
2. Developed by the non-interventionist school advocated by John Ruskin. He believed that buildings should be constructed to last forever, like a testimony for the future. As opposed to Eugène Viollet-le-Duc, John Ruskin thinks restoration is destruction.
3. Proposed by Camillo Boito, who established a different definition and meaning for restoration. He believed that buildings and materials must be differentiated in order to distinguish them and restorations must be documented.

“Cultural tourism is growing, in popularity, in importance and in diversity embracing innovation and change. Yet, with growth comes increased responsibility, responsibility to protect cultural and natural assets, the very foundation of our societies and our civilizations” (Rifai, n.d.). Many others agree with UNWTO Secretary-General Taleb Rifai's ideas about creating a positive impact with tourism and culture. Tourism development can be achieved with an exchange of thoughts and experiences.

The WTO (World Trade Organization) and the World Heritage Site created and applied the Upstream Process in 2010. Its purpose is to reduce some issues during the evaluation process to enter into the World Heritage List, making a

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flexible nomination to the Council of the already mentioned list, in order to protect more cultural, natural, and mixed sites. It allows and enables the Advisory Bodies and the Secretariat to provide advice, analysis and consults for the States Parties prior to the submissions of a nomination.

To be included in this said list, nominated sites must meet at least one of the ten selection criteria; these criteria are reviewed and revised by the Committee of the World Heritage itself. Some selection criteria are:

To represent a human masterpiece. (I)

To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization, living or gone. (III)

To be an outstanding example of a type of building, architecture or technological ensemble or landscape which illustrates (a) significant stage(s) in human history. (IV)

To contain the most important and significant natural habitats for in-situ conservation of biological diversity including those containing threatened species of outstanding universal value from the point of view of science or conservation. (X) (UNESCO, n.d.-c)

Cultural tourism can be a great opportunity and occasion to create and generate a business. It brings new people from other nations that are used to different commodities like food, traditions, people, environments and architecture. Cultural tourism can create other ways of thinking and mixing ideas with various ideologies, with the added advantage of significant economic benefits to museums and heritage sites. Difficult economic times require that cultural and heritage tourism explore ways to grow attendance and self-generated income, as well as control operating cost.

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Cultural tourism supports the contribution of urban development by the regeneration of degraded industrial areas of historic sites as the integration of cultural heritage. An interaction between new and existing residential communities can be made, tackling the challenges of climate change by minimizing emissions of greenhouse gases, estimating social and environmental impact with Sustainability of Tourism (MST), and making investments in employment. Moreover, locations must keep pace with globalization as increased competition is leading to greater opportunities and choices for consumers.

Overall, the main and immediate response were fiscal and monetary measures to reduce the impact of the crisis, specifically on SMEs liquidity and to protect employment in the sectors most affected. As the situation progressed, countries adopted more tourism-specific measures to reopen and restart the sector. Some examples provided by UNWTO (2020) are the following:

- Egypt postponed the payment of all fees on tourism and hotel establishments and exempted all bazaars and cafeterias located in archeological sites from paying rent until tourism safely resumes.
- In Colombia, VAT for air tickets will be taxed at a lower rate of 5% and the Ministry of Commerce, Industry and Tourism (MINCIT) launched the credit line 'Colombia Responde' to alleviate the cash flow of tourism companies.
- Cyprus has approved a fund for the implementation of actions to support tourism in cooperation with airlines and travel operators, as well as actions to boost tourist demand from October 2020 to March 2021.
- Some countries such as Finland, Italy, and New Zealand have approved financial support to their national airlines, while Brazil, Costa Rica, and Norway announced the suspension of tax on air passengers and other aviation taxes.

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- In Bulgaria, the government will assist businesses (hospitality, travel agencies and tour operators, restaurants and fast food establishments, among others) by covering the insurance payments owed by employers.
- In Greece, workers whose labour contracts are temporarily suspended will receive compensation while the state will cover their social insurance and health fees (UNWTO, 2020).

## International Actions

As articles 3 and 5 of the 1954 UNESCO Hague Convention “Safeguarding of Cultural Property” say, “... sets out the obligation for High Contracting Parties to adopt in time of peace the appropriate safeguarding measures against the foreseeable events of an armed conflict” (UNESCO, 2013-2016). This is basically what some organizations and countries involved in protecting the environment are doing alongside encouraging tourism. These following organizations are all dedicated to this cause:

- Tread right
- World Animal Protection
- Park bus
- World Wide Fund for Nature
- Wildlife Conservation Society

For its part, the World Travel and Tourism Council (WTTC) is the only body representing travel and tourism in the private sector at a global level. Founded in 1991 and with a cabinet of 32 people, the WTTC has three essential missions:

1. To make governments recognize Travel and Tourism as a top priority.

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2. To find a balance between the economy and people; culture and the environment.
3. To make a shared pursuit of long term economic growth and development.

Facilitating travel, both easy and safe, are top priorities of the WTTC members at the moment. All its Council and organization members are part of the leading global travel and tourism companies; for example the Archeological Paths, ECO Hotels and Resorts.

Likewise, founded in 1948, the European Tourism Council (ETC) represents the National Tourism Organizations of the European countries. With 32 members, the nonprofit organization works together to build the value of tourism. One of its missions is to maintain sustainable tourism just as a sustainable economy in all the European destinations.

In its annual report, the ETC marked a reunion in June 2017 with the Institute of Gastronomy, Culture, Arts and Tourism (IGCAT) to raise awareness, highlight European gastronomy, and promote Pan European tourism. At the same time, some of its allies are Global Bluem an organization in charge of taxes refunds to international travelers and global shoppers; Travel Council, an international travel marketing organization that “For over 30 years, [...] has conducted research on the economic impact of Travel & Tourism” (WTTC, n.d.); and Eurail (an institution that gives flexible travel opportunities across Europe to travelers).

The Global Sustainable Tourism Council (GSTC) was founded in August 2010, as an independent and neutral organization. It aims to be an agent of change, establishing and managing standards for more sustainable travel and tourism known as the GSTC Criteria. There are two sets; number one, Destination

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Criteria for policymakers and Destination Managers; and number two, Industry Criteria for hotel and tour operators.

This organization's main purpose is to remove and avoid any negative environmental and social impact from the activities they perform. With its 4 main pillars of sustainability, it promotes and defends the management of sustainability, culture and community, society, and the environment.

Furthermore, the World Heritage Watch (WHW), adopted in 1972 by UNESCO, has been in charge of enlisting the most valuable and important monuments, sites, and places all around the globe, overlooking 193 countries, to preserve them and safeguard them. Some of their associations are local groups, UNESCO groups, national, and international NGOs, and committed individuals.

Founded in 1951, The Nature Conservancy (TNC) is a global environmental nonprofit organization. It is one of the most effective global organizations in a wide-reaching environment, with presence in more than 70 countries and territories. It works towards conserving lands and waters on which lands depend. All of their associations are by volunteers all around the globe.

## UN Actions

In order to encourage cultural tourism as part of culture-making, the UN has developed organizations that aim to promote tourism with a sustainable outlook, responsibility, and conscience for the preservation of tangible and intangible cultural heritage around the world. At the UNWTO/UNESCO World Conferences on Tourism and Culture, they recall immediate actions in both sectors in order to achieve their main goal of an inclusive development of cultural tourism.

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On the other hand, the G20 has implemented its own actions. In November 2020, G20 Ministers of Culture said, “The rise of the cultural economy: a new paradigm” (2020). Due to the pandemic and the challenges it raised, the G20 saw the cultural potential in order to contribute to sustainable societies. It is the first time the G20 will contribute to the cultural global economy.

The World Tourism Organization (UNWTO) developed the Global Code of Ethics for Tourism, whose main goal is to guide tourism development for governments, communities, the tourism industry, and visitors; balance the environment; and promote responsible, conscious, and sustainable tourism in order to protect tangible or intangible cultural heritage.

UNWTO’s work is based on the 5 following pillars: Innovating tourism by making it smarter, promoting innovation for tourism to become more competitive, generating more and better jobs, establishing resilience and promoting good travels, and supporting communities and taking advantage of tourism’s natural and cultural heritage protection.

The UNWTO focuses on many aspects, but it is important to mention the next one: Sustainable Tourism Development, which aims to balance the environment, cultural aspects, and tourism. The main goals of Sustainable Tourism are to make use of the environment in an optimal way, respect the built communities and living cultural heritage, and provide economic benefits. Sustainable tourism focuses on the protection and promotion of biodiversity, climate action, global tourism plastics initiative, hotel energy solutions, observatories, one planet, resource efficiency in tourism, small island developing states, travel facilitation, and the UNGA sustainable tourism resolutions.

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The Ethics, Culture and Social Responsibility Department of the UNWTO also specializes in the promotion of tourism in ethical ways. This department has 4 main goals:

1. The Global Code of Ethics for Tourism: Believe that tourism can contribute to people in a meaningful way.
2. Accessible Tourism: UNWTO is convinced that tourism should be a central accessible tourism policy given that 15% of the world's population live with a disability.
3. Tourism and Culture: Activities through which visitors' knowledge about the destination's tangible and intangible culture are developed in order to learn, experience and discover more about it.
4. Gender and Tourism: Encourages gender equality and women empowerment by offering more opportunities.

Additionally, the United Nations Development Program (UNDP), created in 1965, helps 170 countries to find solutions to achieve a better access to resources and knowledge for their people to have a better future. It also develops policies to eradicate poverty and rights violations and promotes leadership abilities and capabilities.

World leaders settled Sustainable Development Goals defined in Agenda 2030, which is a universal call of action in order to build a better world. They aim to decrease poverty, ensure the safety and happiness of people, and protect the environment. Their signature solutions in order to respond to the issues are: end poverty, inclusive societies with a peaceful leader, decrease crisis and increase resilience, solutions for the environment, achieve affordable energy, and encourage gender equality and empower women.

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For its part, green recovery is a set of proposals and solutions in order to protect the environment by fighting for climate justice, investing in clean-energy jobs, and adopting green policies to benefit the planet in the long-term. In June 2020, global institutions worked on actions to support green recovery and transformation. If prioritizing green transformation and recovery can develop policies, the achieving of the Sustainable Development Goals will be accelerated.

Another organization is UNESCO, whose mission is to end poverty and develop sustainable dialogue by promoting cultural heritage and the equality of cultures among the nations. It aims to build a better world, with peace, in order to achieve the Sustainable Development Goals through international cooperation. The UN set up the 2014-2024 Small Island Developing States Accelerated Modalities of Action or SAMOA Pathway, which focuses on green actions like sustainable energy, management for natural resources, and green economy.

UNESCO's 4th priority is to preserve tangible and intangible cultural heritage and promote culture for island sustainable development (SIDS). The SAMOA Pathway implemented new cultural policies to strengthen heritage, protect tangible and intangible cultural heritage, and encourage responsible sustainable tourism in order to support SIDS. To address sustainable development and prioritize cultural heritage, there are 4 important areas to achieve and focus on: Cultural and Natural Heritage, Culture for Sustainable Development, Living Heritage and Cultural Industries, and Sustainable Tourism.

Finally, the World Tourism Association for Culture and Heritage (WTACH) aims to protect and preserve cultural heritage through sustainable tourism and policies. This NGO encourages the achievement of their goals and wish list in

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order to minimize the risk of cultural heritage tourism damaging heritage. The WTACH set up the Cultural Heritage Tourism Plans and Policies, which ensure the protection of tangible and intangible heritage for future generations and control the negative effects of tourism. However, in order to be achieved, the policies should be adapted by communities and tourism sectors; if not, these policies could damage the ecosystem and cultural heritages around the world.

## Points to Discuss

### 1. Context

- a. Host communities and their conditions
  - i. What are their aspirations?
- b. The role of ethnic and indigenous groups
- c. Respecting the culture
  - i. How is it preserved?
- d. Integration of culture and tourism
  - i. Destination's economic development
- e. The fight against cultural heritage trafficking
- f. The social and environmental impact

### 2. Development

- a. Cultural tourism policies
  - i. The recognition, protection, and promotion of cultural heritage
- b. Implementation of effective tourism congestion management measures
- c. Local training and education conditions
  - i. Fostering local opportunities for ongoing participation
- d. Growth in cultural industries
- e. Cooperation to encourage and facilitate the experience's quality and consistency

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f. Achieving sustainable tourism practice



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