6th Seminar of the
UNESCO CHAIR and the UNITWIN-UNESCO Network in
"CULTURE, TOURISM, DEVELOPMENT"
Université Paris 1 Panthéon Sorbonne/IREST-EIREST
World Heritage Centre
French World Heritage Sites Association
ICOMOS France

Arenberg coal mine in Wallers, © Hubert Bouvet, Région Nord-Pas de Calais, 2012

LIVING CULTURAL LANDSCAPES AND THE CHALLENGE OF TOURISM

Chambolle Musigny
ACVB © Michel JOLY

15 December 2015, 9:00-17:30
Room XII
UNESCO
125, Avenue de Suffren, 75007 PARIS

Organisation des Nations Unies pour l'éducation, la science et la culture · Chaire UNESCO Culture, Tourisme, Développement · UNITWIN · UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE

association des biens français PATRIMOINE MONDIAL

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United Nations Educational, Scientific and Cultural Organization · World Heritage Convention

Living cultural landscapes and the challenge of tourism

As "*combined works of nature and humankind*" that *"express a long and intimate relationship between peoples and their natural environment"*, living cultural landscapes are characterized by their strong anthropic dimension. The concept of living cultural landscape requires taking into consideration the relationship between topography and the contributions, traces and memories of those who have shaped it, not only as a legacy of the past, but also as a dynamic and continuous construction of those who live there on a daily basis.

A complex and polysemous concept, living cultural landscapes give rise to specific questions on their tourism development, in a different sense from that of other World Heritage sites which are more restricted geographically and thematically:

* The boundaries of cultural landscapes raise the complex issue of their tourism development, as there may be a lack of overall coherence and consistency between the perimeter inscribed on the World Heritage List and the "destination". Should the creation of a tourist destination correspond precisely to the administrative UNESCO perimeter – as it is specifically this perimeter that receives prestigious World Heritage recognition – or should tourism development coincide with the territorial boundaries of the cultural landscape? What are the relationships or the potential sources of competition with existing destinations located within or near the established perimeter?

* The notion of living cultural landscapes implies the existence of productive activities, the sustainability of the latter being directly related to the inscription of the former. Accordingly, it is necessary to identify the limitations induced from tourism activities that not only contribute to the aestheticization and museumification of these places, but, through their introduction into the area concerned, may also hinder other economic activities.

* The sometimes considerable number of actors involved in these complex areas requires an analysis of their role and positioning in the development, communication and creation of a new destination. What tourism governance could be created in order to ensure harmony between actors with different objectives?

* Living cultural landscapes are places to live and work for the local populations. The expectations of these different worlds – those who live in, work in, and visit these areas – are not always the same. Thus the "tourism development" of living cultural landscapes is not systematically devoid of conflict and tension. How can the encounter between the permanent inhabitants of these landscapes and short-term visitors or tourists be ensured?

This 6th UNESCO Chair seminar will address each of these questions, drawing on several examples of living cultural landscapes in France and abroad. The morning session will focus on vine and wine landscapes, emblematic of issues concerning the creation of wine tourism destinations in connection with UNESCO sites, and the relationship between production landscapes and tourism consumption. The afternoon session will seek to extend these questions to all types of cultural landscapes.

PROGRAMME

09:00 - OPENING ADDRESS

Mechtild Rössler, Director of the World Heritage Centre *(TBC)*
Peter DeBrine, Head of the UNESCO Sustainable Tourism Programme
Jean-François Lagneau, Chief Architect of Historical Monuments, President of ICOMOS France
Yves Dauge, President of the Association of French World Heritage Sites

09:30 - INTRODUCTION

Maria Gravari-Barbas and Sébastien Jacquot, UNESCO "Culture, Tourism, Development" Chair, IREST, EIREST, Université Paris 1 Panthéon-Sorbonne.

10:00-12:00 – 1st Round Table

VINE AND WINE CULTURAL LANDSCAPES: FROM VITICULTURE TO WINE TOURISM

Moderator: Mike Robinson, University of Birmingham, Director of the Ironbridge Institute

1. Champagne Hillsides, Houses and Cellars

Pierre Cheval, President of the Association des Paysages de Champagne: « The Champaign paradox and the challenge of tourism »

2. Alto Douro Wine Region

Luisa Ambrosio, Architect and urban planner, Expert Member of ICOMOS ICTC: **"*Douro's Tourism Challenges*"**

3.Portovenere, Cinque Terre and the Islands

Alessia Mariotti, Director of the Center for Advanced Studies in Tourism, University of Bologna in Rimini: **"*Landscape in a glass. Tourism, viticultural tradition and market rules in the region of Portovenere, the Cinque Terre, Tino, Tinetto and Palmaria*"**

4. Vineyard Landscapes of Piedmont: Langhe-Roero and Monferrato

Aldo Buzio, Centro Studi Silvia Santagata

"*Community involvement and sustainable tourism in the area of Langhe-Roero and Monferrato World Heritage Site*"

5. Climates, terroirs of Burgundy

Isabelle Corond, Deputy Director of the Côte d'Or Tourism Development Agency *(TBC)*

6. La Rioja and Rioja Alavesa Vine and Wine Cultural Landscape *(Spanish Tentative List)*

Julio Grande, Sepinum: **"*The cultural landscape: a factor of rural development in La Rioja*"**

12:00 - GENERAL DEBATE

12:30 - Lunch break

14:00-16:00 - 2nd Round Table

CULTURAL LANDSCAPES: APPROACHES, ACTORS AND GOVERNANCE FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM

Moderator: Mike Robinson, University of Birmingham, Director of the Ironbridge Institute

1. Vegaøyan – The Vega Archipelago

Rita Johansen, Managing Director: **"*Vega Archipelago - A living testimony to everyday life and labour*"**

2. Nord-Pas de Calais Mining Basin

Catherine O'Miel, Study Director, Mission Bassin Minier: **"*World Heritage and the Louvre-Lens: awareness of tourism potential and the development of a new destination*"**

3. Cultural Landscapes in Spain

Jordi Tresseras, Director of LABPATC, Universitat de Barcelona: **"*Cultural landscapes in Spain: experiences of sustainable tourism and community involvement*"**

4. Ironbridge Gorge

Mike Robinson, Director of the Ironbridge Institute: **"*New Narratives for New Audiences: The Case of Ironbridge Gorge*"**

16:00 - GENERAL DEBATE

16:30 - CONCLUSION AND PERSPECTIVES

Special guest speaker: Sue Millar, President of the International Cultural Tourism Committee (ICTC)

The UNESCO Chair
"CULTURE, TOURISM, DEVELOPMENT"

It was in the spirit of sharing knowledge and human culture that, in 1998, in cooperation with UNESCO and in close collaboration with its Institute for Research and Higher Studies in Tourism (IREST), Université Paris 1 Panthéon-Sorbonne founded the UNESCO Chair in "Culture, Tourism, Development".

Policy goals recommended by the Organisation include ensuring that the tourism industry respects culture and the environment, and that the revenues it generates are also used to equitably preserve heritage resources and to strengthen cultural development and promote academic mobility and rapid knowledge transfer, via twinning initiatives, networking and other linking mechanisms, especially by electronic means.

The Chair's objective is to promote a holistic system of research activities, education, information, and documentation that contributes to cultural tourism strategies for sustainable development. Additionally, the long-term preservation of Heritage sites can be ensured, along with the involvement of local populations in cultural projects and the benefits of tourism activities, all while fostering cross-cultural dialogue. The Chair's activities also contribute to subregional, regional, and interregional cooperation between internationally-renowned high-level researchers and professors and researcher-lecturers of the University.

ANNUAL SEMINARS ORGANIZED BY THE CHAIR

In collaboration with the UNESCO World Heritage Centre, the France-UNESCO Convention, the French World Heritage Sites Association (ABFPM), and ICOMOS France, the UNESCO Chair organises an annual seminar focusing on a theme related to tourism at World Heritage Sites.

1st UNESCO Chair "Culture, Tourism, Development" seminar: **"*Issues in urban World Heritage Sites in France and Tourism*"** UNESCO, 27 May 2010.

2nd UNESCO Chair "Culture, Tourism, Development" seminar: **"*Measuring and evaluating tourism at World Heritage Sites: issues and tools*"** UNESCO, 30 May 2011.

3rd UNESCO Chair "Culture, Tourism, Development" seminar: **"*World Heritage Sites and tourism governance*"** UNESCO, 9 October 2012.

4th UNESCO Chair "Culture, Tourism, Development" seminar: **"*Tourists and inhabitants in World Heritage Sites*"** UNESCO, 22 October 2013.

5th UNESCO Chair "Culture, Tourism, Development" seminar: **"*Tourism and economic diversification in World Heritage Sites*"** UNESCO, 10 December 2014.

Seminar proceedings may be accessed on the UNESCO Chair "Culture, Tourism, Development" website:
(http://www.univ-paris1.fr/ufr/irest/chaire-unesco-culture-tourisme-developpement/)
and on the IREST website:
(http://www.univ-paris1.fr/ufr/irest/publications/)

REGISTRATION

Registration for the seminar is free but obligatory.

To register, please contact the organisers via e-mail:
maria.gravari-barbas@wanadoo.fr / *sebastien.jacquot@univ-paris1.fr*