

International Meeting: Towards a paradigm shift in cultural heritage tourism

The transformational potential of the ICOMOS International Charter for Cultural Heritage Tourism 2022

Organized by the Council of the Alhambra and Generalife
with ICOMOS and the ICOMOS International Cultural Tourism Committee

ICOMOS **ICOMOS**
international council on monuments and sites international cultural tourism committee

11-13 December 2024

**Palacio de Carlos V, Alhambra and
Generalife Monumental Complex**

Granada, Spain

How to register information [HERE](#)

Working language: Spanish and English, simultaneous translation provided
Participation: In-person participation with online broadcasting
Direction: Celia Martínez Yáñez, Full Professor at the University of Granada,
ICOMOS Board Member, Vice President ICOMOS ICTC



Meeting Objective

The objective of the international meeting is to discuss the transformative potential of the ICOMOS International Charter for Cultural Heritage Tourism (2022) and how its application can contribute to the protection of cultural heritage and the resilience of communities through responsible and sustainable tourism management. The participants, experts from the most relevant international organisations in the field, will reflect on the seven principles of the Charter, highlighting new concepts for improving practice. The main study case is the Alhambra and Generalife itself, which has over a century of experience in visitor management but like most other protected heritage sites is facing new challenges. We invite researchers, organisations, institutions, associations and agents of the heritage and tourism sectors to attend this meeting and participate in the debates and working groups that will shape the future application of the charter and realise its transformative potential.

Speakers

Rodrigo Ruiz-Jiménez Carrera, Director, Council of the Alhambra and Generalife
Peter DeBrine, Senior Project Officer, UNESCO World Heritage Center
Laura de Miguel, UNESCO Conventions Area, General Directorate of Cultural Heritage and Fine Arts, Ministry of Culture of Spain
Pedro Salmerón Escobar, PhD, Architect; Co-author, Director Plan of the Alhambra and Generalife 2007-2020
Antonio Peral López, Chief of the Conservation and Protection Service, Council of the Alhambra and Generalife
Fergus Maclaren, President, ICOMOS ICTC; Principal, MAC-DUFF Tourism Heritage Planning
Celia Martínez Yáñez, PhD, Full Professor, University of Granada; Board Member, ICOMOS
Ivan Anthony Henares, PhD, Secretary-General, UNESCO National Commission of the Philippines
Cecille Smith-Christensen, Founder, World Heritage Catalysis; Expert Advisor, UNESCO World Heritage Sustainable Tourism Programme
Igor Stefanovic, Technical Coordinator, Ethics, Culture and Social Responsibility Department, UN Tourism
Bartomeu Deya, Vice President, ICOMOS ICTC
Sofia Fonseca, Founder and Director, Teiduma, Consultancy on Heritage & Culture
Ananya Bhattacharya, Co-Founder and Director of Banglanatak dot com
Alicia Castillo, PhD, Full Professor, Co-Director of the Cultural Heritage Management Research Group, Complutense University of Madrid
Faisal Abd Rahman, President, ICOMOS Malaysia
Juwairiyah Ho Abdullah, Honorary Secretary, Malaysian Institute of Planners
Elisabeth Cardoso, Board Member, ICOMOS Malaysia

ENG_ 04.12.24

International Meeting: Towards a paradigm shift in cultural heritage tourism. The transformational potential of the ICOMOS International Charter for Cultural Heritage Tourism 2022

- Dates: 11-13 December 2024
- Location: Palacio de Carlos V, Alhambra and Generalife Monumental Complex, Granada
- Organisation: Council of the Alhambra and Generalife, ICOMOS and ICOMOS ICTC
- Direction: Celia Martínez Yáñez, Full Professor at the University of Granada, ICOMOS Board member, Vice President ICOMOS ICTC
- Working language: spanish & english, simultaneous translation provided
- Participation: in-person participation with online broadcasting

Meeting objective

The objective of the international meeting is to discuss the transformative potential of the ICOMOS International Charter for Cultural Heritage Tourism (2022) and how its application can contribute to the protection of cultural heritage and the resilience of communities through responsible and sustainable tourism management. The participants, experts from the most relevant international organisations in the field, will reflect on the seven principles of the Charter, highlighting new concepts for improving practice. The main study case is the Alhambra and Generalife itself, which has over a century of experience in visitor management but like most other protected heritage sites is facing new challenges. We invite researchers, organisations, institutions, associations and agents of the heritage and tourism sectors to attend this meeting and participate in the debates and working groups that will shape the future application of the charter and realise its transformative potential.

Wednesday 11.12.2024 _ 09.30 - 13.30

Institutional visit of the ICOMOS International Cultural Tourism Committee (ICTC) to the Alhambra and Generalife

Wednesday 11.12.2024 _ 16.00 - 18.00

Opening and welcoming

16.00 - 16.30

Welcome and institutional presentation

- Director of the Council of the Alhambra and Generalife, Spanish Ministry of Culture and Director of the international meeting

16.30 - 17.00

Keynote: The future of heritage tourism. The need for a paradigm shift

- Peter DeBrine. Senior Project Officer. UNESCO World Heritage Center

17.00 - 17.30

50 years of implementation of the World Heritage Convention in Spain

- Laura de Miguel. UNESCO Conventions Area, General Directorate of Cultural Heritage and Fine Arts, Ministry of Culture of Spain

17.30 - 18.00

The public visitation in the Alhambra and Generalife 1907-2024: effects on the management and protection over the centuries and current trends

- Pedro Salmerón Escobar. PhD Architect. Co-author of the Director Plan of the Alhambra and Generalife 2007-2020

Thursday 12.12.2024**09.30 - 10.00**

Keynote: The new Director Plan of the Alhambra and Generalife: Challenges and opportunities

- Rodrigo Ruiz-Jiménez Carrera. Director of the Council of the Alhambra and Generalife
- Antonio Peral López. Chief of the Conservation and Protection Service of the Council of the Alhambra and Generalife

Session 1. ICOMOS International Charter for Cultural Heritage Tourism 2022: Principles and Transformative Potential**10.00 - 10.30**

The role of ICOMOS in international recommendations on cultural tourism 1969-2024

- Fergus Maclaren. President ICOMOS ICTC, Principal at MAC-DUFF Tourism Heritage Planning

10.30 - 11.00

The ICOMOS International Charter for Cultural Heritage Tourism 2022: objectives, principles, and new concepts

- Celia Martínez Yáñez. Full Professor at the University of Granada, ICOMOS Board member, Vice President ICOMOS ICTC

11.00 - 11.20 Coffee break**11.20 - 11.50**

Application of the Charter in government policies protecting UNESCO-designated sites

- Ivan Henares. Secretary-General of the UNESCO National Commission of the Philippines and of ICOMOS ICTC

11.50 - 12.20

Operationalising the ICOMOS International Charter for Cultural Heritage Tourism 2022.

- Cecilie Smith-Christensen. Founder of World Heritage Catalysis, ICOMOS ICTC Bureau member, Expert advisor to UNESCO World Heritage Sustainable Tourism Programme

12.20 - 13.00

Debate: The transformative potential of the Charter

- Speakers of the session and all participants
- Moderator and reporter: Cecilie Smith-Christensen

13.00 - 14.30 Lunch**Session 2. Reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management****15.00 - 15.30**

Keynote: The rights of tourism: whose rights and how to balance them

- Igor Stefanovic. Technical Coordinator of Ethics, Culture and Social Responsibility at UN Tourism

15.30 - 16.00

Tourism planning and carrying capacity. Is it possible to avoid overtourism? (Charter principles 1, 2, and 5)

- Tomeu Deya. Vice president ICOMOS ICTC

16.00 - 16.30

Sensitive interpretation and presentation of cultural heritage. The power of narratives (Charter principle 3)

- Sofía Fonseca. Founder and Director of Teiduma, Consultancy on Heritage and Culture, ICOMOS ICTC Bureau member

16.30 - 16.50 Coffee break**16.50 - 17.20**

Empowering communities: Participatory governance and resilience in cultural tourism (Charter principles 4 and 6)

- Ananya Bhattacharya. Co-Founder and Director of Banglanatak dot com, Vice president ICOMOS ICTC

17.20 - 17.50

Inclusion, capacity development, and conflict resolution as part of tourism governance

- Alicia Castillo. Full Professor, Co-director of the Cultural Heritage Management Research Group and Director of Publications at the Complutense University of Madrid

17.50 - 18.10

Application of the Charter in the Special Area Plan of Melaka World Heritage Site

- Faisal Abd Rahman & Juwairiyah Ho Abdullah. ICOMOS Malaysia & ICOMOS ICTC

18:10 - 19.00

Debate: Discussing the Charter principles

- Speakers of the session and all participants
- Moderator and reporter: Ivan Henares

Friday 13.12.24

Sesión 3. Evolving/emergent practice

09.30 - 10.00

Keynote: The Charter as an opportunity for collaboration between organisations (ICOM - ICOMOS)

- Dora Llamas. President of the International Council of Museums (ICOM) Spain

10.00 - 10.30

Tourism, heritage and climate action (Charter principle 7)

- Fergus Maclaren. President ICOMOS ICTC, Principal at MAC-DUFF Tourism Heritage Planning

10.30 - 11.00

Strategic vs transformative visitor management: Application of UNESCO's Visitor Management Assessment and Strategy Tool (VMAST)

- Cecilie Smith-Christensen. Founder of World Heritage Catalysis, ICOMOS ICTC Bureau member, Expert advisor to the UNESCO World Heritage Sustainable Tourism Programme

11.00 - 11.10

Living Heritage: Respect, Enhance, Accept and Partnership. Invitation to the ICOMOS General Assembly 2026 in Kuching, Malaysia

- Elisabeth Cardoso & Faisal Abd Rahman. ICOMOS Malaysia & ICOMOS ICTC

11.10 - 11.30: Coffee Break

Session 4. Communications on the opportunities of the Charter application by the professionals, actors, and projects on cultural heritage and tourism

11.30 - 11.40

Bridging cultures through tourism: Lyfe Beyond Tourism practices in the context of the ICOMOS International Charter for Cultural Heritage Tourism 2022

- Simone Giometti. Secretary General, Fondazione Romualdo del Bianco (Firenze)

11.40 - 11.50

Connecting the ICOMOS International Charter for Cultural Heritage Tourism with new approaches to social sustainability and values in World Heritage sites

- Celia López Bravo. Department of Urban and Territorial Planning of the University of Seville

11.50 - 12.00

The routes of Santiago de Compostela: the tourism management of a living cultural route designated by UNESCO and the Council of Europe

- Francisco Singul. Head of the Jacobean Culture Area of the Galician Tourism Agency, Xunta de Galicia

12.00 - 12.10

Historic centres, cultural landscape and identity: Málaga beyond overtourism

- Lourdes Royo. Full Professor, Department of Architectural History, Theory and Composition of the ETSA of Seville.

12.10 - 12.20

ICOMOS Italy activities to prevent overtourism impacts through the application of the ICOMOS International Charter for Cultural Heritage Tourism

- Paolo Motta. Representant of ICOMOS Italy in the ICOMOS Cultural Tourism Committee

12.20 - 13.10**Final debate and conclusions**

- All participants
- Moderator and reporter: Celia Martínez Yáñez

13.10 - 13.30

Closing: Director of the Council of the Alhambra and Generalife, Ministry of Culture, ICTC President, and Director of the meeting

13.30 Lunch