

ICOMOS
Tourism Committee

CHARTER OF CULTURAL TOURISM

Sept 1996

SERA REFAIT

TOUR ASSEMBLÉE

Circle 1996

Introduction

1

ICOMOS aims to encourage the safeguard and to ensure the conservation and promotion of monuments and sites — that privileged part of the human heritage.

In this capacity, it feels directly concerned by the effects — both positive and negative — on said heritage due to the extremely strong development of tourist activities in the world.

2

ICOMOS is conscious that today — even less than theretofore — the isolated effort of any body, however powerful be it in its own sphere, can validly influence the course of events. This is why it has attempted to participate in joint reflection with the large world and regional organizations which in one capacity or another share in its preoccupations and which are likely to contribute to the implementation of a universal, coherent and efficacious effort.

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The Representatives of these bodies, met in Brussels, Belgium, on 8 and 9 November 1976 at the International Seminar on Contemporary Tourism and Humanism have agreed the following :

THE CHARTER OF CULTURAL TOURISM

I. Basic Position

1

Tourism is an irreversible social, human, economic and cultural fact.

Its influence in the sphere of monuments and sites is particularly important and can but increase because of the known conditions of that activity's development.

2

Looked at in the perspective of the next twenty-five years, in the context of the phenomena of expansion which may have heavy consequences and which confront the human race, tourism appears to be one of the phenomena likely to exert a most significant influence on Man's environment in general and on monuments and sites in particular. In order to remain bearable this influence must be carefully studied, and at all levels be the object of a concerted and effective policy. Without claiming to meet this need in all its aspects, the present approach which is limited to cultural tourism constitutes, it is believed, a positive element in the global solution which is required.

3

Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these last a very positive effect insofar as it contributes — to satisfy its own ends — to their maintenance and protection. This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.

4

Whatever, however, may be its motivations and the ensuing

benefits, cultural tourism cannot be considered separately from the negative, despoiling or destructive effects which the massive and uncontrolled use of monuments and sites entails. The respect of the latter, just like the elementary wish to maintain them in a state fit to allow them to play their role as elements of touristic attraction and of cultural education, implies the definition and implementation of acceptable standards.

In any case, with the future in mind, it is the respect of the world, cultural and natural heritage which must take precedence over any other considerations however justified these may be from a social, political or economic point of view.

Such respect cannot be ensured solely by policies regarding the siting of equipment and of guidance of the tourist movements based on the limitations of use and of density which may not be disregarded without impunity.

Additionally one must condemn any siting of tourist equipment or services in contradiction with the prime preoccupation due to the respect we owe to the existing cultural heritage.

II. Basis for Action

Resting on the foregoing,

- the bodies representing tourism, on the one hand, and the protection of the natural and monumental heritage, on the other, deeply convinced that the protection and promotion of the natural and cultural heritage for the benefit of the many cannot be ensured unless it be in an orderly fashion, i.e. by integrating cultural assets into the social and economic objectives which are part of planning of the resources of the states, regions and local communities,
- acknowledge with the greatest interest the measures which each of them states he is prepared to take in his own sphere of influence as expressed in the appendices to the present Declaration,
- appeal to the will of the states to ensure the fast and energetic implementation of the International Convention for the Protection of the World Cultural and Natural Heritage adopted on 16 November 1972 and of the Nairobi Recommendation,

— trust that the World Tourist Organization, fulfilling its aims, and UNESCO in the framework of the Convention mentioned above, shall exert all efforts in cooperation with the signatory bodies and all others who in future may rally to ensure the implementation of the policy which the signatory bodies have defined as the only one able to protect Mankind against the effects of tourism's anarchical growth which would result in the denial of its own objectives.

They express the wish that the states by the means of their administrative structures, of tourist operators' organizations, and users' associations, shall adopt all appropriate measures to facilitate the *information* and *training* of persons travelling for tourist purposes inside and out of their country of origin.

Conscious of the acute need which obtains now to change the attitude of the public at large towards the phenomena resulting from the massive development of touristic needs, they express the wish that from school age onwards children and adolescents be educated to understand and respect the monuments, the sites and the cultural heritage and that all written, spoken or visual information media should express to the public the elements of the problem thereby efficaciously contributing to effective universal understanding.

Unanimous in their concern for the protection of the cultural patrimony which is the very basis of international tourism, they undertake to help in the fight initiated on all fronts against the destruction of said heritage by all known sources of pollution ; and they appeal to the architects and scientific experts of the whole world so that the most advanced resources of modern technology be used for the protection of monuments.

They recommend that the specialists who shall be called upon to conceive and implement the touristic use of the cultural and the natural heritage should receive training adapted to the multi-faceted nature of the problem, and should be associated from the outset in the programming and performance of the development and tourist equipment plans.

They solemnly declare that their action is to respect and protect the authenticity and diversity of the cultural values in developing regions and countries as in industrialized nations since the fate of Mankind's cultural heritage is of the very same nature everywhere in the face of tourism's likely expansion.

Signatories :

See pages 6 and 7.

Académie International du Tourisme (ACIT)	M. Francis PALMERO Président
Alliance Internationale du Tourisme (AIT)	M. KABES Secrétaire Général
Association Internationale d'Experts Scientifiques du Tourisme (AIEST)	Professeur KASPAR Président
Association Internationale de l'Hôtellerie (AIH)	M. Lauri SARKIA Président
Association Internationale des Jardins Historiques (AIJH)	M. René PECHERE Président
Bureau International du Tourisme Social (BITS)	Mme TROISGROS Présidente
Europa Nostra (EN)	M. Richard HARE Directeur
European Travel Commission (ETC)	M. Arthur HAULOT Vice-Président
Fédération Internationale des Auberges de Jeunesse (FIAJ)	M. Piet KIMZEKE Président
Fédération Internationale de l'Automobile (FIA)	M. J.J. FREVILLE Secrétaire Général
Fédération Internationale des Journalistes et Ecrivains de Tourisme (FIJET)	M. Jean-Paul DELFELD Président
Fédération Universelle des Associations d'Agences de Voyages (FUAAV)	M. Juliano MAGNONI Président Honoraire
Fondation Van Clé / Van Clé-Stichting (FVC/VCS)	M. R.H. LECOUTRE Administrateur-Délégué

Conseil International des Monuments et des Sites (ICOMOS)	M. Raymond LEMAIRE Président
Institution Internationale des Châteaux Historiques (IICH)	M. Anton de ZWAAN Secrétaire Général
Organisation Mondiale du Tourisme (OMT)	M. Robert LONATI Secrétaire Général
Union Internationale des Architectes (UIA)	M. Victor-Gaston MARTINY Délégué
Union Internationale pour la Conservation de la Nature et de ses Ressources (UICN)	M. Duncan POORE Acting-Directeur Général

SIGNATORY ORGANISATIONS

THE INTERNATIONAL ACADEMY OF TOURISM

fully subscribes to the Brussels Charter which is in line with some of its own principal subjects of concern over the last 25 years,

- resolves to use all the weight of its prestige and means to serve the information and education campaign directed towards the public and the tourist trade which are essential to the defence of Mankind's cultural heritage.

THE INTERNATIONAL TOURIST ALLIANCE

Firmly resolved to implement the principles included in the Brussels Charter :

- intends to pursue and expand the permanent effort directed to tens of thousands of members of its affiliate organizations so as to ensure their better preparation for the practice of a form of tourism respectful both of the cultural values of the countries visited and of the humanist end which justifies it.

With this goal in mind, it intends to found itself on the elements of general policy which have been decided by its organs. The I.T.A. will in particular continue the effort exerted during the last 20 years by its 'Leisure and Tourism' Congresses the next one of which will in 1977 study the relationship between automobile drivers and the environment.

In the field of public information and education, the Social Tourism Commission and the Youth Commission of I.T.A. will especially be called upon to align their action with the general objectives set out in the Brussels Charter.

THE INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM

- *Being conscious of the problems* likely to arise from the 'interaction' of the effects of a continuous development of tourist flows, on the one hand, and the desire to protect the natural, architectural and artistic heritage of the visited countries and regions, on the other hand,
- *wishing to fully participate*, in its areas of interest, in the initiative taken by the International Council on Monuments and Sites to promulgate a Charter of Cultural Tourism which meets the problems deriving from said phenomenon,
- *invites its members*, be they researchers, members of the teaching profession or practitioners, to uphold and develop the spirit by which in the framework of their basic or applied research as well as in their practical work they aim to take into account those values pertaining to the respect of natural sites, to the safeguard of artistic treasures and to the authenticity of life settings,
- *stresses moreover the interest* represented by their presence in teams comprising members from many fields of learning to whom safeguard and development operations have been entrusted, the conjugation of these two complementary activities being justified, in its view, by the necessary bond between the objectives to be fulfilled,
- *undertakes to assist*, by using its 'own special facilities, in the effective spread of the guiding thoughts embodied in the Cultural Charter so that, in the prospects opened up by a Leisure Society, Tourism shall become to an ever increasing extent a factor of better life quality contributing to a contemporary humanism.

THE INTERNATIONAL HISTORIC GARDENS COMMITTEE

Aware of the aid which the principles embodied in the Brussels Charter can bring it in the pursuit of its aims,

- resolves to pursue energetically its action to obtain the integration of historic gardens, country houses and castles accessible to the public in the contemporary touristic heritage,
- demands in this connection that the competent public authorities grant these 'living thoughts' the technical and financial advantages commensurate with their character,
- intends inter alia to exert the greatest efforts to obtain from governments the raising of the training level of landscape architects called upon to enhance and protect sites.

THE INTERNATIONAL BUREAU FOR SOCIAL TOURISM

- plans to pursue by its own action and by that of the national and international volunteer associations of which it is composed the effort undertaken for the human and cultural training of social tourism workers, for the travel preparation of large layers of the tourist public placed under its influence so as to encourage for everyone the authentic discovery of natural and monumental beauty which is part and parcel of cultural tourism ;
- intends to pursue just as actively the policy which it defined at its 1976 Tunis Seminar, aiming to train host populations and to ensure their contribution to the maintenance of a high human quality tourism.

EUROPA NOSTRA

Europa Nostra is happy to be a party to the Charter for Cultural Tourism drafted at Brussels on 8th and 9th November 1976 and wishes in this connection to recall the principles of its own action and to stress its wish to cooperate closely with the European Tourist Commission and ICOMOS in order to promote a joint campaign for :

- a. the elimination of any form of pollution which affects the human environment and which threatens the natural and architectural heritage of Europe ;
- b. the application in the towns and villages of architectural or historic interest and in the regions of natural beauty, of stricter controls on any type of initiative such as roads, parking areas, outdoor advertising, the siting of hotels, camping and caravanning and other touristic installations ;
- c. the harmonization in such places of the character and scale of all new structures with those of the local architecture.

In another connection, Europa Nostra states its readiness to make available to all interested bodies its own facilities and in particular its photography and documentation services so as to serve to the greatest extent possible the public education action and the exchange of information between the local powers.

THE EUROPEAN TOURISM COMMISSION (E.T.C.)

- fully endorses the arguments set out in the Brussels Charter ;
- intends to devote the means which itself and its member National Tourist Offices command in order to pursue the action already started in its geographical area in liaison with *Europa Nostra*.

INTERNATIONAL FEDERATION OF YOUTH HOSTELS

The Executive Committee of the International Federation of Youth Hostels takes advantage of the ICOMOS Symposium to stress the importance of the work to be performed in order to strengthen and develop active cooperation between the champions of the cultural heritage and the leaders of youth tourist movements. It will continue to spread all information on this subject through the channel of its national members. It is prepared to contribute to the spreading of the text of the Charter for Cultural Tourism among the thousands of users of youth hostels.

The aim of the International Federation of Youth Hostels — which groups 50 member associations established in the 5 continents — is to facilitate the international youth hostel movement and to foster better understanding between the youths of all countries.

The mission of the 4,412 youth hostels in the world is to help young people to travel, to learn to love Nature and to appreciate the cultural significance of monuments and sites. The adult hostel-keepers responsible for their hostels naturally have a permanent educational role to play.

With respect to Environmental Conservation, the national associations of the International Federation of Youth Hostels as well as the International Federation itself have already taken a number of initiatives. Some youth hostels National Associations have set up national and regional commissions acting as pressure groups for the safeguarding of Nature. Many publications, monthly bulletins, brochures and magazines published by the National Associations serve to penetrate and educate in this matter.

The greatest number of Youth Hostel Associations are constantly training their Hostel-Keepers and Youth Hostel Users' Supervisors.

INTERNATIONAL TRAVEL JOURNALISTS AND WRITERS FEDERATION

Far beyond its own professional preoccupations the International Travel Journalists and Writers Federation — thanks to its 1,500 members all of who are specialist journalists and writers — knows it may make available for tourism's noblest aspirations, the undisputed power of its words on tens of thousands readers, spectators and listeners.

On the occasion of the ICOMOS Symposium it reasserts that conviction, choice and intent.

Convinced :

- that the qualitative improvement of all forms of tourism requires the positive change of the tourist's own wishes ;
 - that improvement of the average tourist's mind would force public and private authorities to revise some of their excessively materialistic or economic views ;
 - that said constructive change in outlook will be brought about by education,
- the I.T.J.W.F. shall continue to spread said education through the channel of its members.

It requests all bodies participating in the Symposium to use all possible forms of persuasion to convince the governments of all countries of the imperative need to teach from earliest school years the fundamental principles of a form of tourism which can be a source of enrichment for all.

THE WORLD FEDERATION OF TRAVEL AGENCIES' ASSOCIATIONS

- deeply conscious of the absolute need to ensure harmonization between ever-increasing touristic needs and the necessary safeguarding of the natural and monumental heritage which is one of the basic motivations for tourism,
- wishing to make use of all the means at its disposal to ensure the application of the principles stated in the Brussels Charter for Cultural Tourism,
- invites the Member Associations and, through them, all Travel Agents to devote their greatest attention to informing and training the public at large whose members have placed their trust in them and, for that purpose, to take systematic action for
 - dissemination in all documents issued by Travel Agents and their Associations of the Tourist Rules of Good Behaviour to be defined by the World Tourist Organization ;
 - to call the attention of all and any tourists or tourist groups to the human, spiritual and artistic qualities which will be encountered in the countries to be visited and to the absolute need to respect them ;
 - to develop to the greatest possible extent the cultural training of the guides acting for the travel agencies who conduct visitors and hence play a vital role in the relations between the visitors and the countries visited.

FONDATION VAN CLE / VAN CLE-STICHTING

wishing to support fully and effectively the implementation of the Brussels Charter,

- resolves to make a financial contribution for the printing and distribution of the proceedings of the Brussels Symposium,
- suggests and to organize every year a 'Man, Civic Spirit and Cultural Tourism World Day', under the authority of the W.T.O., and to take other appropriate

THE INTERNATIONAL HISTORIC CASTLES INSTITUTE

fully conscious of the positive contribution of the Brussels Charter to the defence of monuments' heritage,

- reaffirms its previous recommendations concerning historic houses and castles and their environment,
- resolves to pursue its efforts for the recognition of the outstanding social and cultural role which the owners of country houses and castles open to the public play, and to participate in all efforts aiming to promote better reciprocal understanding between those bodies responsible for the historic monuments' heritage, on the one hand, and for the tourist movement, on the other.

THE WORLD TOURIST ORGANIZATION

The W.T.O. expresses its will, in the framework of its activities programme decided by its General Assembly, to mobilize the Organization's means and those of its members for the implementation of the recommendations embodied in the Brussels Charter and in particular

- the action to spread tourism in terms of time and space, which is the only large-scale measure able to reduce those tensions which are at present recognized ;
- the action with respect to touristic equipment and its siting so as to meet in a more coherent and balanced manner the known and anticipated touristic needs ;
- the increase of efforts to train tourist agents by stressing the acquisition of knowledge likely to make of them valid public educators and active protectors of the heritage.

THE INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE AND ITS RESOURCES

- devotes its efforts to the safeguard of the world's natural and cultural heritage and more particularly to the safeguard of Nature,
- favours the development which makes the best use of the local natural and cultural resources,
- supports the promotion and the making of rules of tourism to encourage the conservation of Nature's heritage.

Under these conditions, the I.U.C.N. fully adheres to the Charter for Cultural Tourism and will endeavour to spread its principles.

The following bodies have also assured us of their complete adhesion to *The Brussels Charter* and of their will to put it into practice in their specific fields of action and influence :

- THE INTERNATIONAL HOTEL ASSOCIATION ;
- THE INTERNATIONAL AUTOMOBILE FEDERATION ;
- THE INTERNATIONAL UNION OF ARCHITECTS.