



15th World Congress
of the Organization of World
Heritage Cities

STUDY OF HERITAGE AND SUSTAINABLE TOURISM



ORGANIZATION OF
WORLD HERITAGE CITIES



Ciudades Mexicanas
PATRIMONIO MUNDIAL

STUDY OF HERITAGE AND SUSTAINABLE TOURISM

Table of Contents

Introduction	2
Methodology	5
Acronyms	6
Acknowledgements	7
Tourism and World Heritage Conservation	8
Tourism and Environment	26
Promotion of Tourism in World Heritage Cities	31
Cruise Tourism	40
Conclusions	43

Introduction

The General Secretariat of the OWHC with the support of the National Association of Mexican World Heritage Cities prepared the study "World Heritage and Sustainable Tourism", which will generate trends and recommendations on the subject, which can be useful in the decision-making of the member cities of OWHC.

The management of sustainable tourism in a World Heritage site is an issue of universal relevance, due to the importance of its preservation for future generations. We also have to consider that in each city tourism can have a different meaning; while for some destinations it implies an asset, for the communities of others it can represent a threat, due to the displacement that the local population can suffer. In the face of any public policy on tourism, it must be considered that each destination has a different potential and is at a different stage in its life. Thus, well-managed tourism can help local people to value authenticity and promote what is distinctive about their place; it can also be an important vehicle for promoting cultural exchange and for preserving traditional local businesses. It is important to recognize that the uniqueness of World Heritage Cities and their relationship to creative industries is part of the most relevant tourist attraction in these historic cities.

World Heritage Cities offer an environment that results from the combination of their monuments, authenticity, landscape, climate, people, and those elements considered by UNESCO as outstanding universal values. Unfortunately, these special qualities have been threatened by the presence of service providers who sometimes do not respect the regulations, as well as by the disappearance of small local businesses, and by the substitution of local materials, which has affected in some cases the identity and level of conservation of historic centers. For this reason, the first section of the study includes the section "Tourism and Conservation". Historic sites must preserve their distinctive, unique and unrepeatable character, in first place because they represent a commitment assumed when they joined the United Nations Convention on the Protection of the Natural and Cultural Heritage, and on the other hand because they are the elements they require to be successful in attracting high-value tourism in a highly competitive market; in this sense, in the design of this first section, questions are included on the safeguarding of tangible and intangible heritage, as well as on the conservation of heritage in the face of the effects of tourist activity.

Tourism in the historic center depends on the public services provided, so it is regrettable that in some cities there is a low political priority in terms of funding and innovative regulation in this area. The consequence is that, in general, historic sites receive insufficient resources to guarantee the quality of services and this, together with the fact that the conservation of historic public buildings is also under-financed, makes it difficult to maintain their distinctive features, generating that some destinations are sometimes affected, in the

absence of proactive and preventive management. Although visitors are very attracted to places where historic monuments are well preserved, the connection between visitor spending on cultural tourism and the ability to channel it into investments to maintain heritage is very complex. We can find direct benefit in cases where the private sector is involved in conserving historic buildings for a tourism-related business (restaurants and hotels). However, the ability to channel the income generated by visitor spending on the maintenance of public buildings is a great challenge; this aspect is also discussed in the section "Tourism and World Heritage Conservation", in which questions were asked about the negative impacts generated from tourism in World Heritage Cities, and the actions that cities take to reduce or prevent them. Likewise, in this section we obtained information to know mechanisms or instruments to channel resources from tourism to heritage conservation. If the outstanding values that allowed a site to obtain the category of world heritage must be kept accessible for present and future generations, the administration of tourism in these sites must be a matter of utmost importance (Garrod & Fyall, 2000¹; Pedersen, 2002²), which is why the relevance of this section in the study.

We cannot ignore the impact that tourism activity has on the environment, as well as its contribution to climate change; for example, waste and energy use by hotels and, especially, CO₂ emissions from air and car transport used by tourists are relevant aspects. There is a juxtaposition between environmental impacts and the aspirations for experience and cultural learning that visitors seek when they travel to new places, however, there is an opportunity for businesses and tourist destinations to develop products and practices that are more respectful of the environment, people who are attracted to historic cities can become customers who are receptive to the good environmental protection practices of companies and municipal governments. The growth of tourism and its economic importance should not forget the ecological challenge it represents, so we must face the challenge of sustainable tourism as a trigger for development becomes useful and necessary. We must recognize that tourism is an activity that sometimes has a negative impact on the environment, both because of pollution and because of the waste left by tourists, to the detriment of local residents, so it has been seen as a threat to heritage. For this reason, the study incorporates a second section called "*Heritage and Environment*", in which cities were questioned about the measures they have taken to promote sustainable tourism and to encourage tourist service providers and tourists to adopt practices for the care of the environment. It was also asked about the existence of economic support to sustainable tourism projects, as well as to those tourism service providers that apply energy efficiency measures.

¹ Garrod, B., & Fyall, A. (2000). Managing heritage tourism. *Annals of Tourism Research*, 27(3), 682–708.

² Pederson, A. (2002). *Managing tourism at World Heritage Sites*. Paris: World Heritage Centre

We decided to incorporate a third section called "*Promotion of Tourism in World Heritage Cities*", which deals precisely with the promotion of tourism through exceptional universal values. To this end, the cities surveyed were asked to use their unique and unrepeatable elements when creating promotional campaigns to attract tourists in the large international market, to learn about the role of the UNESCO declaration and the exceptional universal values in the strategy of tourism promotion and positioning of the city.

The cruise industry has grown significantly in recent times and some world heritage cities have become important cruise destinations, so we incorporated section IV "*Cruise Tourism*" to obtain relevant information regarding the management of such destinations.

The tourism industry grows in different directions, and all of them represent challenges and opportunities, which must be addressed by reconciling sustainability with competitiveness and economic prosperity. According to the guidelines for sustainable tourism of the European Union, apart from personal benefits, tourism supports many historical sites on:

- Generate economic value and contribute to local, regional and national income;
- Raise the image and profile of the city as a place to visit, live and invest;
- Recover abandoned historic buildings for productive use; create reasons to invest in city's heritage: heritage is associated with prosperity and economic vitality because it attracts visitors and their expenses;
- Increase the use of local facilities and services, contributing to their viability, especially in smaller towns and villages;
- Help keep alive local traditions and events;
- Support local production of food, beverages and handicrafts because visitors create an additional market; and
- Create markets for new microenterprises and can help retain local talent and/or help create reasons and opportunities for people to live where they work.

However, tourism is sometimes a problem for historic sites, undermining the sense of place and cultural identity, creating difficulties for local communities. Economic pressures, sometimes external to the locality, for the growth of tourism in World Heritage Cities are a challenge for municipal authorities representing the interests of the community; thus, in promoting tourism in World Heritage Cities, we must favor the practice of sustainable tourism that respects the environment and the locality, this is one of the reasons why the OWHC in collaboration with the ANCMPPM A.C. developed a questionnaire to obtain information that is useful for identifying good practices, as well as trends and recommendations for the management of sustainable tourism in World Heritage historic centers.

Methodology

The development of the study was carried out through a questionnaire with 25 questions on tourism sustainability, through which responses were received from the following cities.

CIUDAD	PAÍS	CIUDAD	PAÍS
1) Amsterdam	Netherlands	27) Lyon	France
2) Angra do Heroísmo	Portugal	28) Miagao	Philippines
3) Aranjuez	Spain	29) Morelia	Mexico
4) Area of the "Zeche Zollverein"	Germany	30) Oaxaca	Mexico
5) Bath	United Kingdom	31) Ohrid	Republic of Macedonia
6) Brussels	Belgium	32) Osh	Kyrgyz Republic
7) Budapest	Hungary	33) Oviedo	Spain
8) Buy	Republic of South Korea	34) Puebla	Mexico
9) Campeche	Mexico	35) Quebec	Canada
10) Cidade Velha	Cape Verde	36) Querétaro	Mexico
11) Mexico City	Mexico	37) Quito	Ecuador
12) Colonia del Sacramento	Uruguay	38) Regensburg	Germany
13) Cordoba	Spain	39) Rauma	Finland
14) Krakow	Poland	40) Riga	Latvia
15) Djenné	Republic of Mali	41) Rimac	Peru
16) Dubrovnik	Croatia	42) Roros	Norway
17) Erbil	Iraq	43) San Juan del Río	Mexico
18) Strasbourg	France	44) San Luis Potosí	Mexico
19) Galle	Sri Lanka	45) San Miguel de Allende	Mexico
20) George Town	Malaysia	46) Trinidad	Cuba
21) Granada	Spain	47) Vienna	Austria
22) Guanajuato	Mexico	48) Vigan	Philippines
23) Island of Mozambique	Republic of Mozambique	49) Vilnius	Lithuania
24) Kashan	Iran	50) Xochimilco	Mexico
19) Kashusha	Democratic Republic of Congo	51) Zacatecas	Mexico
26) Lunenburg	Canada		

The questionnaire was sent to all member cities of the OWHC during the months of January and February; responses were received during the months of February and March; in March and April the corresponding analysis was carried out for the integration of the study and the presentation of results will take place during the XV World Congress of the OWHC in Krakow.

We hope that the results of this study will be useful and of interest to communities, municipal officials, tourism service providers and tourists in World Heritage Cities.

Acronyms

ANCMPM	National Association of Mexican World Heritage Cities, Civil Association
OECD	Organization for Economic Co-operation and Development
OWHC	Organization of World Heritage Cities
UNWTO	United Nations World Tourism Organization
UNO	United Nations Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization

Acknowledgements

This study was carried out thanks to the support that the ANCMPPM received from the General Secretariat of the OWHC, headed by Mr. Denis Ricard, with the participation of his team: Andréanne Charest and Felix Rousseau.

The proposal was presented to the Board of Directors of the OWHC and to the Scientific Committee of the XV Congress, by the City of San Miguel de Allende on behalf of the ANCMPPM, with the support of Luis Alberto Villareal García, Vice President of the OWHC, Verónica Agundis Estrada and Francisco García Chávez of the city council of San Miguel de Allende, and was unanimously endorsed by the Board of Directors of the OWHC.

We thank Prof. Dr. Jacek Purchla, Agata Mierzynska and Robert Piaskowski for their support and accompaniment in this project.

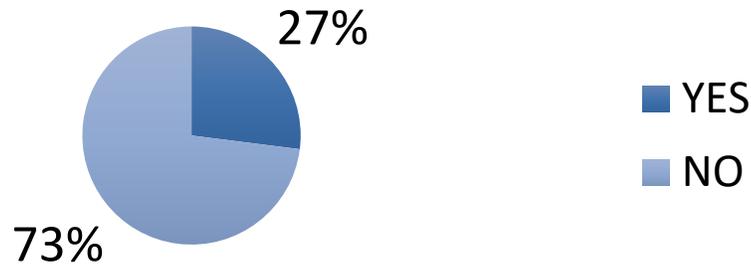
We appreciate the participation of those who answered the questionnaire: Inez Weyermans, Raquel Ferreira, María del Pozo López, Irene Wiese Von Ofen, Tony Crouch, Paula Cordeiro, Teodóra Bán, Jong Ho Choe, Saúl Martín Ancona Salazar, Elizabeth Dos Santos Cardoso, Anabelí Contreras Julián, Walter Debenedetti, María Rosa Lara Jiménez, Bartłomiej Walas, Boubacar Cisse, Biserka Simatovic, Dara Al Yaqoobi, Rémi Baudru, Pradeep Ehan Torendra, Fazreen Dharleila Abdul Jalil, Gracia Peregrin, Jesús Antonio Borja, Momade Osumane, Fereshteh Nouri, Bisimwa Ruzuba Aime, Arthur MacDonald, Piéranne Gausset, Macario Napulan, José Luis Rodríguez García, José María Macías Martínez, Antonio Baleski, Zamir Yusupov, Eugenio Corpas Olmos, Lirio Azahalia González Luna, Émilie Vezina Dore, Gerardo Gabriel Cuanalo Santos, Diana Araujo, Monika Goettler, Jussi Telaranta, Linda Pukite, Victor Rojas, Tofinn Rohde, Luis Eduardo Guillén Romero, Yara Mariana Nagore Rojas, Edgar Israel Zamudio Aguado, Duznel Zerquera Amador, Regina WialaZimm, Edgar de la Cruz, Jurate Raugaliene, José Luis Zaldívar Olivares and Fabiola Inguanzo González, who answered the questionnaire.

The study was coordinated by Jorge Ortega González, Director General of the ANCMPPM, with the support of Luis Alberto Pérez Rodríguez, Thibaut Mommelier Ferrand, Alberto Juárez Ocadiz.

QUESTIONNAIRE, WORLD HERITAGE AND TOURISM SUSTAINABILITY

I. Tourism and World Heritage Conservation

1. Is there a mechanism for the tourism industry to allocate resources directly to world heritage conservation?



The Muscat Declaration, resulted from the 2nd UNESCO-UNWTO Conference, reaffirmed the commitment to strengthen synergies between culture and tourism, stimulating the engagement of the private sector and communities in the development of cultural tourism and the preservation of cultural heritage. In this sense, international forums have discussed the need to allocate resources from the tourism sector, directly to the preservation of world heritage, and it has been concluded that a significant proportion of income from tourism should be applied for the benefit of heritage conservation, since the tourism sector is the greatest beneficiary of world heritage; in this sense, and for this reason we decided to incorporate this question.

The most direct mechanism identified for allocating resources to world heritage conservation is Decree 216 of 1997 of the City of Trinidad, Cuba, the guiding document on the creation of the Office of the City Conservator, in the same sense as Decree Law 143 of Havana. The City of Trinidad reported that the resources coming from this mechanism represent 98% of the investment in heritage conservation.

Decree Law 143 of the Council of State of Cuba, "On the Office of the Historian of the City of Havana", which was issued on October 30, 1993 by Fidel Castro Ruz, President of the Council of State, states that the office of the Historian has as its faculties the protection of the National Cultural Heritage and the Heritage of Humanity, and for this purpose it manages its capital, enters into contracts with national and foreign entities, operates bank accounts in foreign currency and national currency, imports goods, searches for and implements the necessary financial sources to carry out the purposes set forth, as well as requests from the State budget. Decree 143 states in its considerations that *"The Restoration and conservation*

of the Historical Center demands priority attention, and it is necessary for the fulfillment of these ends, the extension of the framework of authority of the Office of the Historian of the City of Havana and the strengthening of its condition of cultural institution with its own legal personality, giving it an adequate hierarchy with the purpose, among others, of allowing it to obtain financial resources"; as well as that "It is indisputable that the conservation and restoration of the Historical Center will increase its attractiveness and will achieve that cultural ends are harmoniously linked with economic interests in function of the development of the country, of the restoration itself, as well as the work of social rescue that contributes to strengthen the national and patriotic feeling of its inhabitants". With regard to resources coming from tourism, article 8 of the aforementioned decree establishes that *"Entities located in the Priority Zone for Conservation and not subordinated to the Office of the Historian of the City of Havana, which receive income in foreign currency, shall contribute to its restoration and preservation with a percentage of their income...";* it is inferred that when referring to foreign exchange, refers to resources from the industry, including the tourism sector, and this is confirmed by the second part of the rule, which states that *"...Those who receive income in national currency shall also contribute to these ends in the same way. In both cases the percentage will be fixed by the State Finance Committee"*. The percentage currently established corresponds to 3% of the aforementioned income.

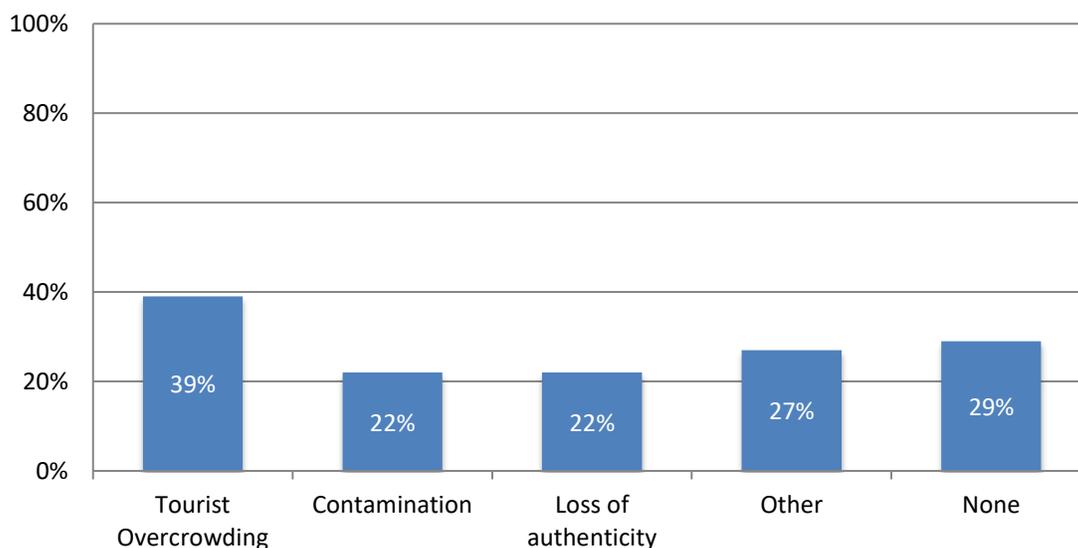
On the other hand, in Cidade Velha, entrance fees are charged for all monuments and the proceeds are used for their conservation.



The City of Vigan, has just passed legislation to establish a tax on tourism and earmark part of its revenue for heritage conservation.

Although there are declarations between UNESCO and the World Tourism Organization on the importance of tourism allocating resources for conservation, there is still a long way to go. Twenty-seven per cent of cities responded that they have a mechanism for the tourism industry to allocate resources to the conservation of world heritage, but only three of them indicated what such a mechanism consists of.

2. Is there any negative impact of tourism in your city? (If more than one applies, mark it)



Tourism brings jobs, investments and economic benefits to cities, but mismanagement can also have negative impacts, and this section analyzes the main ones.

Overcrowding is the biggest negative impact reported by the cities that responded to the questionnaire, including Amsterdam, Budapest, Ohrid and Dubrovnik. Overcrowding is defined by the OMT, as *"the excessive growth of visitors leading to the overpopulation of areas in which residents suffer the consequences of higher peaks, both temporary and seasonal, which have imposed permanent changes to their lifestyles, access to services and general welfare"*. Overcrowding is a complex problem with multiple impacts; as cities are transformed to serve tourists, tourism supply thrives and with it the increase in real estate speculation and the cost of living for local communities. Overcrowding leads to the emergence of tourism-related businesses such as restaurants, cafes, bars and souvenir shops, which in some cases reduce the appeal of destinations and put pressure on tourism management and the waste they generate. According to UNWTO, tourist overcrowding does



MEXICO CITY

not only correspond to the number of visitors, but also to the capacity to manage them, since there are cities that have the capacity to easily accommodate a high number of visitors (such as the historic center of Mexico City that can manage the visit of more than one million visitors in a single weekend), while others do not.

The loss of authenticity was identified by the cities that participated in the study as the second negative impact of tourism, as is the case of Morelia or Oaxaca. In the case of the cities of Cordoba, Granada, Strasbourg, and Galle, it is considered that the loss of authenticity has been accompanied by gentrification and the consequent expulsion of the inhabitants, since the increase in real estate prices has generated a negative impact on the life of the neighborhoods of greatest interest to tourists. In the case of Amsterdam an important problem is that there are few real estate opportunities for local inhabitants, as most real estate investments are concentrated in apartments and houses for tourism (such as Airbnb).

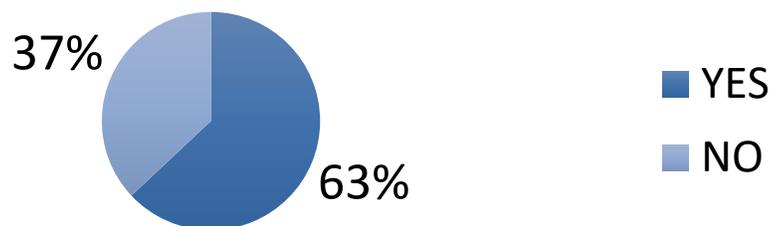
The City of George Town believes that the fact that buildings classified as world heritage monuments are converted into hotels or restaurants, fertilizes the loss of authenticity, the same problem presented by the City of Riga. This situation is relevant because authenticity is one of the factors that motivates the choice of destination by visitors, and at the same time as tourism increases, this authenticity is affected; in this order of ideas, it is a challenge to increase tourism without affecting authenticity and for this, some cities have implemented interesting actions, as can be seen in the answer to question 3 of this study. However, it is also important to note that while the impact on tangible heritage can be managed, the negative impact on intangible heritage that is perhaps more linked to authenticity is more difficult to measure and manage.

The City of Djenné reports that another negative impact is the one caused to young students who are absent from school because they follow tourists. While the City of Erbil, mentions that tourists affect the heritage area, painting on the walls or affecting some buildings, and that unfortunately the government does not have enough staff to monitor this situation. The City of Guanajuato also believes that a negative aspect is the impact of irresponsible visitors behavior on its heritage.

The study reveals a great variety of negative impacts, depending on the characteristics of each city; for example, for Kashan, another negative impact is the impact on the green spaces of the heritage site, while for Lunenburg it is the impact of automobiles.

It is recognized that there are also positive impacts of tourism for cities, such as: greater international recognition, a positive image, attraction of events and foreign exchange. UNWTO concludes that well-managed tourism can contribute to the advancement of the new urban agenda and sustainable development objectives, and for this it is important that tourism considers aspects of the daily life of the locality, such as transport and mobility, preservation of public spaces, local economy and housing; for this reason continuous dialogue and joint planning between city managers, the tourism industry and local residents is necessary.

3. Does the city take action to mitigate the negative impact of tourism in the locality?



While the cities participating in the study recognize the existence of negative impacts, it is encouraging to know that 63% of them are taking measures to counteract these impacts.

For example, to mitigate the negative impact of tourism overcrowding, the solutions have been different; some cities have set access fees to certain heritage sites, or set variable costs depending on the day of the week, to distribute the load of visitors. The City of Amsterdam has increased the tax on tourism (up to 5%), while the City of Dubrovnik promotes a project called "*Respect the City*", and maintains direct contact with cruise companies to regulate the number of cruise ships arriving, as well as the schedules for it, this reduces the number of ships arriving at the same time on the same day, reducing the number of passengers visiting the historic center (achieving already with this measure a decrease of a maximum of 14,000 tourists in a day, to 5,000); this project began in 2018, and contemplates the use of a meter to count the number of people that enters the historic center, to permanently monitor the number of visitors. The City of Vigan has expanded the offer of tourist circuits in neighboring municipalities; this diversification strategy is also applied in the City of Regensburg where they have expanded tourist routes and reduced the size of walking tours to a maximum of 25 people. In the City of Miagao, they have built fences around the heritage area, and have established visiting hours, and the City of Bath has taken as a measure the extension of museum hours, likewise, the restriction of vehicular access has been a measure implemented by the City of Ohrid mainly in its old town.

In the City of Colonia del Sacramento, the management plan took measures to prohibit the establishment of new businesses at the historic centre, allowing only the use of culture and housing, thus avoiding the proliferation of more tourist businesses that tend to increase overcrowding and loss of authenticity.

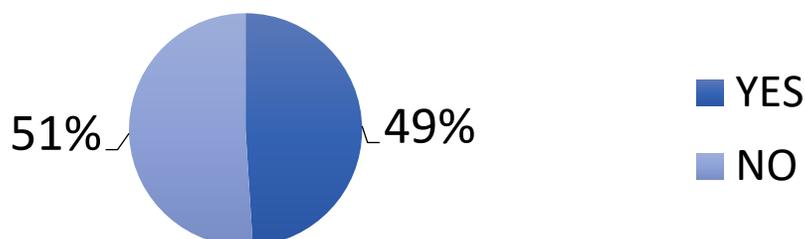
As mentioned, in the case of the City of Strasbourg, the increase in housing prices is considered a negative impact, which is why the city has implemented a whole series of provisions to regulate the supply of tourist housing, for which they require authorization before transforming the housing into furnished housing for tourism purposes, as well as generating a registration number which should be used when promoting them on the Internet; this is monitored and controlled. In this same sense, to avoid losing authenticity, the City of George Town has established measures to regulate the type of businesses that are allowed in the heritage area.

Xochimilco has reported pollution as a negative factor of tourism activity, so actions to counter this condition range from environmental education to investment in sewage treatment plants to rescue the lake area.



Finally, in the case of the City of Kashan, to lessen the negative impact of affecting the green areas of its site, have installed special signs to promote the culture of preservation of green areas and prevent visitors from leaving waste in them.

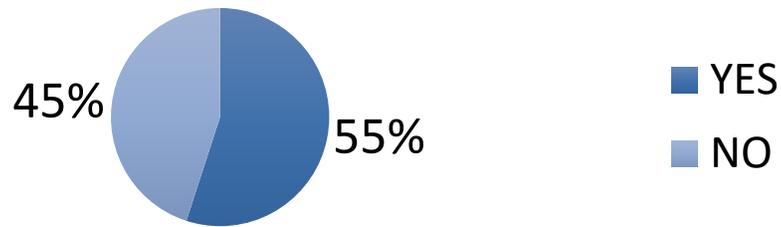
4. Does the city have studies (or is it in the process of elaboration) on the amount of tourists that the historic centre can receive?



Controlling tourism and the flow of tourists has become a priority and a difficult task. Some cities have taken measures to limit the effects of tourism, whereby destinations focus on attracting more high-spending, low-impact tourists, rather than large groups; in doing so, they seek to strike a balance between the well-being of local residents and the needs of tourism activity, paying particular attention to ensuring that the level of visits matches the capacity of a destination, we therefore consider it important to include this question in the questionnaire.

Carrying out tourism load studies is relevant; tourism is currently an important part of the international economy, only below the oil industry in financial terms, so tourism development can happen so quickly in a destination that it could even destroy the outstanding universal values and identity that attract visitors. The responses to the questionnaire show that almost half of the participating cities have a tourist load study or are in the process of preparing one. The study of tourist load provides elements and strategies to avoid that the cities suffer from the main negative impact reported: "*tourist overcrowding*", so it is a very important preventive instrument.

5. Are there overcrowded seasons in the historic centre?



Most cities reported that they have seasons of tourist overcrowding, pointing to holidays as such, as is the case of Oaxaca, Guanajuato and San Miguel de Allende in which, during holidays the average occupation is 90% to 100%, while the rest of the year is 50%; cities such as Viga, Strasbourg, Mexico City, San Luis Potosi, Mozambique Island, report Christmas and the end of the year as another season of high tourism.

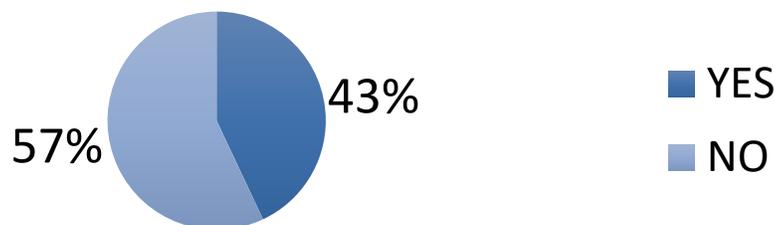


OAXACA

In the case of cities that receive cruises, the peaks occur when the cruises arrive, in the case of Quebec City, this occurs in the months of September and October, where the hotel occupancy rate is 85.4%.

European cities such as Regensburg, Dubrovnik, Budapest (the latter reports 84% hotel occupancy in August, while in January it is 53%), point out that overcrowding is present in the summer season; this situation is also present in some Asian cities, such as Viga. Cities such as Krakow and Regensburg report a fairly long high season, from April or May to September and October, respectively. In the City of Cordoba, Spain, spring represents the period of greatest overcrowding, while the City of Galle, Sri Lanka, presents overcrowding in winter season, receiving a significant number of European visitors.

6. Does your city have a strategy for distributing the flow of tourists throughout the year to avoid overcrowded seasons?



We can see from the answers given by the cities participating in the study that excessive pressure from visitors can be reduced through the creation and promotion of other attractions outside the declared perimeter, to reduce the tourist load, as do the cities of Miagao and Krakow. The study also shows that the most vulnerable world heritage sites are those that are well known and have not developed a complementary offer in the vicinity of historic centres.

In the case of Querétaro and Oaxaca, actions are being implemented to diversify the supply of tourist products, to avoid seasonality and thus motivate the visit of the city throughout the year and with complementary routes outside the historic center.



QUERÉTARO

We also found that peaks of tourist overcrowding can be reduced through a reservation system, as well as through the limit on the number of visitors admitted at any one time; sometimes small adjustments in visitor arrival times can alleviate the pressures. The cities report that it is very useful to have different routes to travel through the historic center, so that in the event that several groups of visitors arrive at the same time, they can separate and distribute the tourist load.

The City of Colonia del Sacramento has decided to reduce the organization of events during periods of increased tourism, such as holidays, as a measure to avoid attracting more tourism on those dates.

The cities of Bath, Krakow, Granada, Kashan, Vilnius, Guanajuato, Viga, have designed festivals in times of low tourist impact, to distribute the load of visitors; this strategy is also used by Strasbourg, with the animation "*Strasbourg mon amour*", every year in February; Angra do Heroísmo, with AngraJazz and its Carnival, or Brussels that organizes events in less tourist periods, such as the "*Bright*" festival of February, in which artists present lighting projects of the most emblematic places in the center of the city, establishing a route to tour the city through the magic of illumination.<https://visit.brussels/en/sites/bright>



BRUSSELS

We find other strategies such as those of the cities of Granada and Riga, which have established the promotion of the city as a Congress destination; Budapest which is promoted as a city of tourism during the four seasons of the year, or the strategy of Lunenburg which consists of offering special promotions in hotels and restaurants during low seasons.

7. Could you briefly share programmes or actions that have been implemented, by the city or by the community, to safeguard tangible or intangible heritage, as an important asset for tourism?

In the City of Colonia del Sacramento, several urban rehabilitations are being carried out in



public spaces, tax improvements for the residents of the site, as a way of keeping the inhabitants living in the place and promoting cultural activities related to artistic manifestations such as tango and candombe (cultural manifestation represented through dance, originated from the arrival of slaves from Africa) that are Intangible Cultural Heritage of Uruguay.

In the City of Krakow, Poland, events and tourist products related to the identity of the city have been created, as well as musical events that are part of the city's traditions.

The City of Granada has implemented the Granada Card, which offers both, tickets to the main monuments of Granada and the public transport service, as well as significant discounts on other tourist services. The Granada Card includes and guarantees entrance to the Alhambra, the most important monument in the city. In order to do so, when booking the Granada Card you must indicate, in addition to the starting date, the day on which you wish to visit the Alhambra and a specific time for the Nasrid Palaces. In addition to the Alhambra, the Granada Card ensures access to the main monuments of the city. The two most central: the Cathedral and the Royal Chapel. On the other hand, the card also includes the visit to the two main monasteries of the city: the monastery of San Jerónimo and the monastery of La Cartuja. Both referents in Andalusia of two different architectural styles: the Renaissance and the Baroque, respectively.

www.granadatur.com/granada-card

In the case of Lunenburg there is a District Plan for the Conservation of Heritage, which includes a program of recognitions and awards in the field.

The City of Viga has a law for the conservation of built heritage and intangible heritage; and a chapter is currently being worked on to improve conservation provisions. A mapping of both tangible and intangible heritage has also been carried out and museums such as the Children's Viga Museum, the Viga Culture and Heritage Museum have been developed with this material.

The City of Angra do Heroísmo has different programs to safeguard tangible and intangible heritage, such as the Municipal Plan for the Safeguarding of Built Heritage and also the Integral Plan for Sustainable Urban Regeneration (PIRUS) for the restoration of historic buildings. This city also has programs to safeguard intangible heritage, both festivities and cultural events, such as Carnival and bullfights in the streets.

The Integral Development Plan for the Historic Center of Quito is a planning proposal that contemplates the improvement of habitability conditions in the center to protect the current inhabitants and improve the quality of life of residents and visitors.

In the case of Budapest, the municipal government provides financial and expert support for the renovation of heritage properties through the "*Protection and Assistance for Architectural Heritage*" programme, to which owners or tenants can apply for every year.

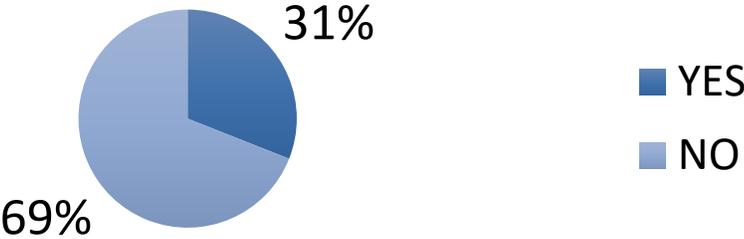
In the City of Campeche there is the program "*Guardian Kids*", where primary school children are encouraged to safeguard the historical heritage of the city and make them custodians of some heritage asset. Every year, the city also awards the World Heritage Conservation Award to recognize outstanding people for their contributions to the conservation of world heritage.

In the Old City of Vilnius, the City's Traditional Handicrafts Programme has been carried out, aimed at the revitalisation and contemporary development of the city's historic craftsmanship, which began in 2001. This program has encouraged the establishment of artisan galleries with workshops and commercial spaces.

In Rimac, in relation to intangible heritage, a book has been published to disseminate and another with teachers on the history of the city to work with the school segment.



8. Are there economic or fiscal incentives for those who restore properties and use them to provide tourist services?



Granada points out that it has some credit facilities for the hotel industry and that when a building is considered culturally interesting property, the municipal government exempts the owner from paying the property tax.

Homeowners in the Old City of Vilnius may receive financial support under the Revitalization Program. The aim of this program is to restore and renovate the environment and the exteriors of buildings in the old town with special attention to the restoration of authentic details. The cooperation of municipal and private funds started in 2000 and the Vilnius City Council approved in 2018 the decision on the financial support for the renovation works of the cultural heritage buildings and their surroundings. Municipal support can be up to 50% of the total amount needed. The buildings must be located in the UNESCO World Heritage area of Vilnius, and the support is not related to the obligation to provide tourist services. The City of Lyon, France, also provides assistance to individuals, who keep the property, and this support is not linked to the tourist destination of the property.

In the cities of Mexico, Morelia and Oaxaca a presidential decree was issued in 2012 to make the immediate deduction of income tax and up to 100 percent of the investments made in real estate located in their historic centers, in the areas of monuments, as well as repairs and adaptations to such property that involve additions or improvements to fixed assets, when

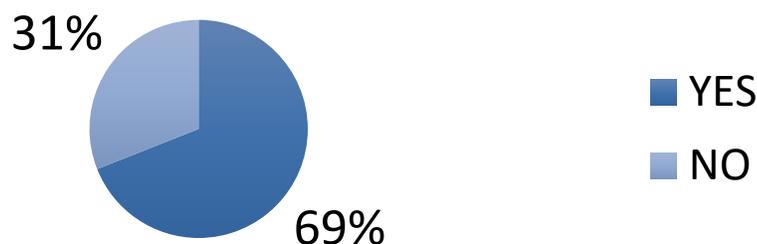


MORELIA

they increase productivity, useful life or allow to give the asset a different use from that originally given; Mexico City has had a very important investment as a result of the application of this decree. It is important to point out that the incentive offered to these Mexican cities is not linked to the use of the property for tourist purposes.

In the City of Roros, there are several state and municipal programs where homeowners can obtain support of up to 80% of the value to protect authentic homes. There are also programs to offer professional help from architects.

9. Is there community participation in projects related to tourism and world heritage?



In several cities, community participation is presented within the framework of the Management Plan, such as Colonia del Sacramento, Brussels, San Miguel de Allende, Querétaro, Mexico City or Puebla, which organize participatory workshops with inhabitants and merchants within the framework of the revision of the plan.



PUEBLA

In several cities, community participation is presented at festivals, such as in the City of Miagao, Philippines, Osh Kyrjyztan (Oshfest) or in George Town with the "*George Town Festival*" and the "*George Town Heritage Celebration*", also in the area of the Zeche Zollverein Coal Mine Industrial Complex in Germany, each summer there is a three-day party, organized by artisans and non-governmental organizations with the support of the city.

Granada presents a citizen laboratory "*Laboratorio de Innovación Ciudadana de Granada*" (LabIN Granada), focused on the generation of ideas, the prototyping of solutions and the development of projects for the city. LabIN Granada forms a network of citizen participation with an important digital dimension, since it forms a global platform to know all the ideas contributed by locals and visitors. This is a project of the University of Granada with a focus on strengthening relations between the University and the territory by transferring knowledge between the multiple actors involved. Ideas are received from something seen

elsewhere that could improve the city. It is not necessary that they are very elaborated proposals, a brief description is enough. They are also invited to receive prototypes, understood as the sum of related or complementary ideas. For example, a sustainable mobility prototype could be the sum of all those proposals that have to do with the use of bicycles, vouchers for public transport or walking routes through the city. It seeks to encourage the participation of thousands of active citizens, both in the city itself and distributed around the world, to participate in devising a better city. They are looking for ideas that can be applied to Granada, from small improvements to large projects (how things work in other cities: how they recycle, their energy efficiency measures, their bicycle lane) <https://labingranada.org/>

The City of Kashan reports as successful the project "*Restoration of the District of Muhtasham*", which was a district practically abandoned and that the restoration brought it back to life.

In the case of Lunenburg, in relation to heritage resources, the city offers public meetings and gets public comment via the website and Facebook on development projects such as the Exterior Restoration Project of the Lunenburg Academy.

In Dubrovnik, the agency "DURA³" invites citizens to join public cultural events that promote awareness of cultural heritage. Also the Lazareti Complex (restored by the city government) is used for cultural, artistic and heritage projects throughout the year; this complex is used by the community and NGOs as a creative cultural heritage center.

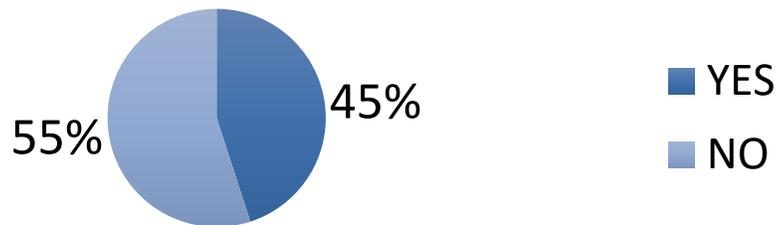
In Lyon, France, there are neighbourhood associations that carry out actions aimed at enhancing world heritage.

The City of Rauma has the project "*LiviHeri*" which aims to teach people to live, maintain and appreciate historic cities, preserving their characteristics and environment through the identification of similarities and differences between cities in other countries participating in this project (Sweden and Latvia). The project thematically develops joint tourist attractions based on cultural and natural resources. The participating villages will build joint platforms for communication in social networks promoting simultaneous activities. They also carry out activities in which they share local skills and knowledge in workshops and digitally on social networks.

<https://liviheri.wordpress.com/>

³ Dubrovnik City Development Agency DURA Ltd. is a professional and non-profit organization established by the City of Dubrovnik in 2010. Its main objective is to prepare and implement projects financed by the EU and other funds. DURA offers an individual advisory service for the preparation of projects concerning tourism, SMEs, civil society, culture, energy efficiency, sustainable mobility and environmental protection. The Agency represents a link between the city and other institutions and organisations relevant to sustainable local development.

10. Is there a free tour guide service in the city?



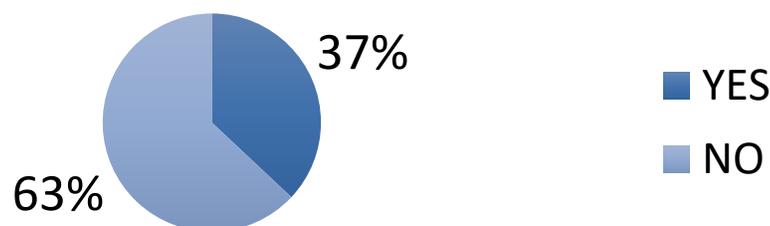
In the case of the City of Colonia del Sacramento, there is no government control over the quality of the guide service, but all guides are members of the Colonia Association of Tourist Guides, which oversees the quality of the service provided by its members. In the City of Viga, Philippines, the municipal tourism office permanently monitors this service.

In Vilnius, guides who work for free walking tours are generally licensed by the city and city government officials follow up on these services.

The City of Angra do Heroísmo has a free guide service, called "*Angra Hoje e Outrora*", which allows you on a journey through history to visit the main historical monuments of the city. https://www.exploreterceira.com/wpcontent/uploads/2017/05/angra_hoje_outrora_PT.pdf



11. Does the city have a tourist tax?



Within those cities that collect tax on tourism, we can find those that allocate the resources collected towards tourism development, such as: Lyon; Quito, city in which they are destined to the tourist management company through the annual budgetary allocation of the municipality; Ohrid City that directly applies 80% of the tourist tax for the printing of promotional material and the remaining 20% belongs to the state; or Viga, Philippines, city in which the tourism tax was recently approved, and it is foreseen that it will be destined for projects of tourism and also on heritage conservation. Also in the case of Amsterdam, the increase in the tourism tax aims to reduce overcrowding and in this sense, the proceeds are used to implement new solutions for the distribution of tourism throughout the year and in more areas of the city.

In Dubrovnik the city Tourist Board is subsidized by the city budget. The Tourist Board maintains monthly statistics on the number of tourists visiting Dubrovnik, identifying gender and nationality; it also organizes public events for tourists and citizens, promoting gastronomic festivals, as well as publications of promotional magazines in various languages.

On the other hand, we find those cities that although they have a tourism tax, its application does not occur in that sector; in the case of the City of Strasbourg, the income from that tax feeds the budget in general; while in Budapest, the tourism tax is not the competence of the municipal government and in Mexican cities such as Guanajuato, Morelia, Oaxaca, there is no tax at the city level, but at the state level that corresponds to 2%, however, its collection in most cases is not destined for tourism purposes.

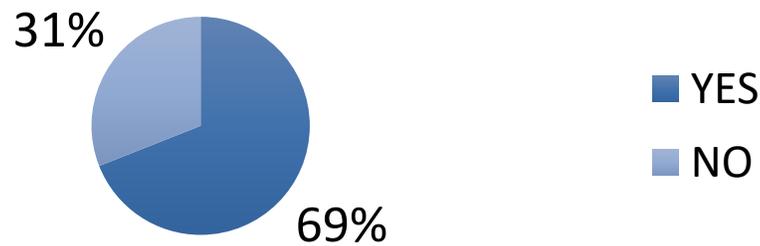


GUANAJUATO

II. Tourism and Environment

The WTO in its study "*Sustainable Tourism and Development*" points out that tourism is a significant and growing contributor to climate change, and that it currently accounts for about 5% of global CO2 emissions, generated mainly by transport and also by the operation of accommodation facilities. It also points out that local pollution of land and water by the poor treatment of solid and liquid waste by tourism companies and from the activities of tourists can be a problem in some destinations, so we consider this section of questions important.

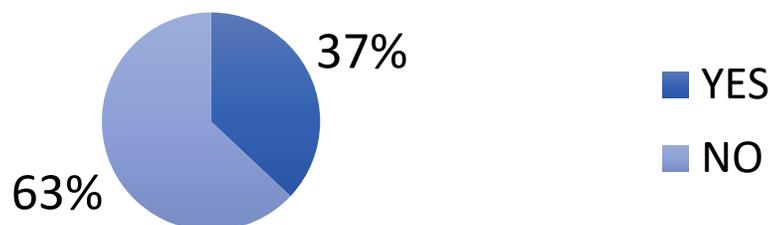
12. Is the environmental risk considered for the government (federal, state or municipal) to authorize the development of tourism projects?



Tourism represents one of the most important and growing socio-economic sectors of our times, promoting economic growth, the creation of sources of employment and investment, as well as helping millions of people to improve their quality of life, which is why 2017 was named by the UN as the "*International Year of Sustainable Tourism for Development*".

Tourist activity increases the demand for infrastructure: transport, drinking water, solid waste disposal, etc. Without proper planning, the demand for services can exceed the capacity of tourist destinations, with negative results for both residents and tourists. UNWTO mentions the need to make optimal use of environmental resources as a fundamental element of tourism development, maintaining essential ecological processes and helping to conserve natural resources and biological diversity. For these reasons it was considered important to incorporate this question in the questionnaire and happily we identify that most of the participating cities consider environmental risk in the authorization of new tourism projects.

13. Are there subsidies or subsidized credits for sustainable environmental tourism projects from the federal, state or municipal government?

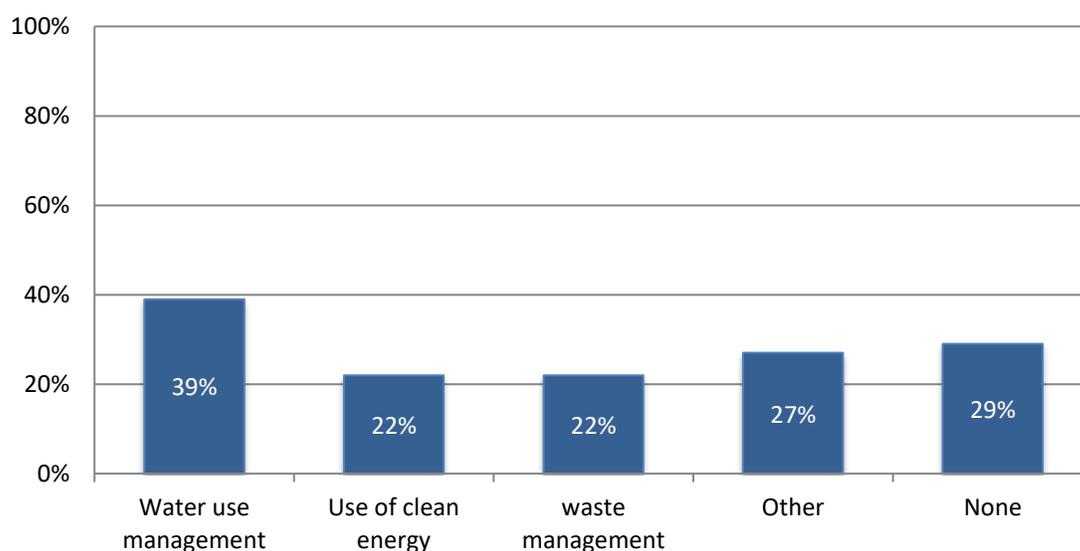


The City of Krakow reports that there is funding from the city government for projects to harness solar energy. The City of Oviedo also has state subsidies for the development of sustainable tourism, and the Cidade Velha has subsidies from the environmental fund and the tourism fund of the Government of Cape Verde; the tourism fund goes to the tourism chamber for the promotion of the destination and there is also a special credit line with subsidies and state guarantee for financing business projects mainly in the field of tourism. With regard to the environment fund, part of the fund is earmarked for financing business projects and civil society organizations through public tenders.

In Angra do Heroísmo, adherence to renewable energy systems allows access to various tax advantages by the Azores government in the case of acquisition of renewable energy systems and equipment. There are also special discounts for municipal services, in the case of responsible management of water and waste, and there is a program under Mac City2020, in collaboration with the Angra Chamber of Commerce, to promote and support energy efficiency in hotels and restaurants <https://www.maccity2020.com/angra-do-heroismo/>

The City of George Town offers lower development rates for buildings that obtain a green building certificate.

14. Do any of the levels of government promote energy efficiency measures for the consumption or production of tourist services?



Tourist visits increase the demand for local energy and natural resources, so it is important to know the measures that tourist destinations offer in terms of energy efficiency. Strasbourg is a city that successfully promotes the use of bicycles, with the largest bicycle lane in France (600 km) and 19,000 bicycle parking spaces to discover the city, including canals, gardens and the historic centre.

<https://www.strasbourg.eu/premiere-agglomeration-cyclable-de-france>.

On the other hand, hotels and tourist housing also contribute significantly to energy use, making it important to promote energy efficiency with these tourism service providers.

In this sense, it is worth noting that none of the energy efficiency measures are promoted by more than half of the participating cities.

Management models should include the conscious participation of all citizens and visitors. Solid waste is a source of organic resources, plastics, minerals, etc. The circular approach to its management incorporates economic, environmental and social sustainability into development processes. In order to take advantage of them, it is necessary to involve the population, locate collection points, differentiated treatment facilities and appropriate technologies for their use. Sustainable waste management provides us with important opportunities for development: it generates jobs; it improves the health conditions of cities and the environment; it improves the heritage, historical and natural environment, favouring tourist attractiveness; it allows us to obtain resources from waste: raw materials and energy; for this reason it is striking that only 29% of the participating cities report promoting measures to manage waste.

15. Could you briefly explain any policies, strategies or tools used by the city to support sustainable tourism?

In Aranjuez an application was developed to visit the city and encourage the consumption of fruit and vegetable products in renowned local restaurants, thereby promoting the brand of products from the Aranjuez orchard, to support organic production.

The City of Strasbourg is known worldwide for its commitment to public transport, walking and cycling and has an exemplary organization in areas such as garbage collection, where containers are left a few minutes before collection and never remain in public view.

The city government of Dubrovnik coordinates with the city ownership agency DURA and the Ministry, projects that allow citizens to apply for funding of solar energy panels used for heating water supply from private owners: both for personal use and for tourist rentals.

The City of Lyon has been successful in the organization of cruise ship waste management, and has also been awarded the European Intelligent Tourism Capital Award for 2019.

The City of Quito launched in 2018 the Manual "*Quito a Reciclar, QaR*" in which communicates appropriate mechanisms for separation and recycling of solid waste, as well as on the use of energy and water in a conscious way, covering three projects: Special Domestic Waste, Recyclable Waste and Organic Waste. These seek to promote source separation, recycling and integrated waste management in the city, creating citizen awareness and the inclusion of grassroots recyclers. This project has linked residents as well as businesses and hotel chains with training by the municipal companies responsible for the project <http://www.quitoambiente.gob.ec/ambiente/index.php/politicas-y-planeacion-ambiental/proyectos/quito-a-reciclar>.



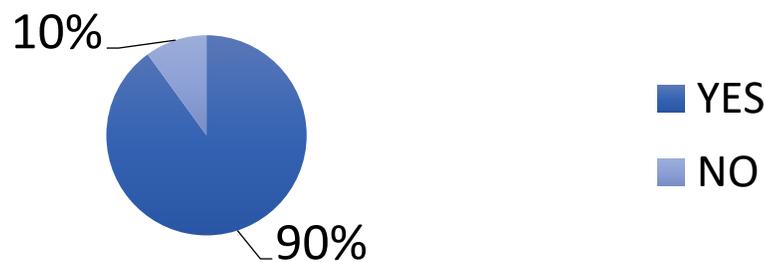
On the other hand, the City of Roros, Norway, has municipal plans for sustainable tourism and the City of Vienna has its 2025 tourism strategy as well as the actions that stem from its category as Smart City.

The City of George Town has a Green Building Index GBI, which offers an opportunity for developers and building owners to design and construct green and sustainable buildings that can provide energy savings, water savings, a healthier indoor environment, better connectivity to public transport and the adoption of recycling and vegetation for their projects and reduce the impact on the environment <http://new.greenbuildingindex.org/>

III. Promotion of tourism in World Heritage Cities

The definition of a distinctive brand for a destination is the key to effective marketing; the brand is much more than a logo or slogan, it sums up the entire competitive identity of a destination, representing its essence and enduring characteristics, providing the basis for promotional messages and guiding the development of tourism products, so we consider it important to know whether the promotion and tourism products of participating cities are linked to inscription on the world heritage list

16. Is the World Heritage inscription or the UNESCO logo part of the city's tourism promotion strategy?



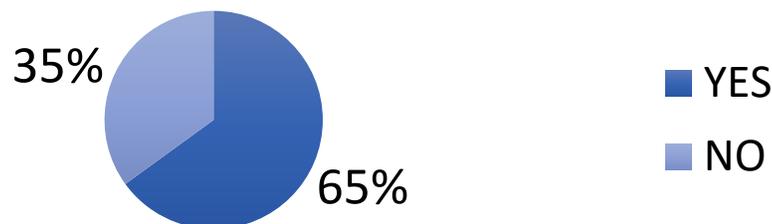
UNESCO has often been criticized for generating mass tourism through declarations, as it can cause damage to World Heritage; however, all participating cities stated that they use inscription on the UNESCO heritage list or logo as part of their tourism promotion strategy, recognizing the strength of this declaration, to attract tourists.

Although the study does not include any questions regarding the impact that the use of the UNESCO logo has had on the number of tourists, the fact that it is used in promotion helps to induce a correlation. However, a large number of cities identified overcrowding as their main negative effect, will over tourism be linked to the promotion of their World Heritage status? If the cities that reported this negative effect did not have the UNESCO declaration, would they have the same problem of over tourism? What are the limitations and contributions that the use of the inscription as part of the brand must have in order to promote world heritage cities for tourists? Do tourists really learn about the world heritage characteristic of the city, prior to deciding on travel destinations? Many questions arise that cannot be resolved in this study, but the trend is clear. Aaker (1996, p.84)⁴ points out that a strong symbol can provide structure and cohesion to an identity and make it much easier for it to be recognized and remembered, and the UNESCO logo offers this possibility. Some theorists have pointed out that the World Heritage Site brand is very powerful and that in the tourism market, it is the best brand and a guarantee of superior quality (Buckley, 2002)⁵.

⁴ Aaker, D. A., 1996. Building Strong Brands. 1st ed. New York: The Free Press.

⁵ Buckley, R., 2002. World Heritage Icon Value. s.l.: Australian Heritage Commission.

17. Are there tourism products built around the city's outstanding universal values?



The offer of tourist products around the Cultural Landscape of Aranjuez is developed at the level of private operators who design products such as guided tours through the historic orchards, through the gardens next to the Royal Palace, gastronomic experiences of tasting local products such as strawberries and asparagus as well as winter vegetables, visits to wineries with wine tasting, guided bicycle tours, horseback riding through the historic orchards, fairs and markets with products typical of the orchard.

One of Angra do Heroísmo's main tourist products is the Underwater Archaeology Museum Park, opened to the public in 2006. Also the itinerary "*Angra Hoje e Outrora*" that allows to show to the tourist the heritage elements that were worth to Angra the declaration of UNESCO.

In the case of the City of Campeche, the Museum of the Municipality located in the Baluarte de San Carlos, which was the first to be built in the city in front of the sea. It is named in honor of King Charles II of Spain on November 15, 1676 for the defense of the town from possible pirate attacks. At the end of the eighties, it houses the "*Museo de la Ciudad*", a small space of great importance for the Municipality of Campeche, where some of the myths of several chapters of the history of this port are presented, from its foundation to the exploits attributed to the pirates who once attacked it, expressing the military architecture that is one of the essential elements considered in the UNESCO declaration. Also, the Earth Gate, built in 1732, one of the main entrances to the city that was intramural. It currently has a light and sound show titled "*El lugar del Sol*" (The Place of the Sun) where the history of Campeche in the times of commerce and piracy is presented.



Mexico City has several tourist routes to show the features of exceptionality recognized at the heritage site. Morelia has an important tourism product in its Cathedral and a videomapping that presents the history and outstanding universal values of the city. The main



SAN MIGUEL DE ALLENDE

tourism products of San Miguel de Allende are based on its culture, in fact, 2019 San Miguel de Allende has been declared as America's Capital of Culture. Xochimilco's outstanding values are related to the lake and the chinampas (pre-hispanic agricultural floating system) and the tourism product consist on a visit to learn about it.

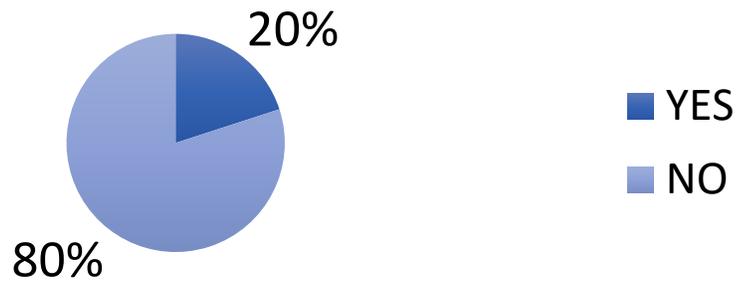
In the City of Trinidad, the colonial appeal of its architecture and urbanism, has a contrasting environment, valued by tourists; since it is linked to three sectors: an agricultural valley with an extraordinary landscape and heritage specialized in sugar production; a mountainous landscape with a heritage associated with the production of coffee and a coastline.

In the case of the City of Quito, the municipal public company has developed tourist circuits and routes based on the monuments and emblematic spaces of the declared area, which were handed over to private operators.

Vienna has a number of tourist products based on the outstanding universal values of that city, which can be found at btb.wien.info/en/strategybrand/vienna-brand

Vilnius offers the thematic tour "*Old City of Vilnius - UNESCO World Heritage*" which includes an hour of conference and two hours of walking, highlighting the universal value of world heritage, in which the center is presented including the history of urban development, architectural styles and the implementation of renovation projects, designed for foreign tourists and also for locals.

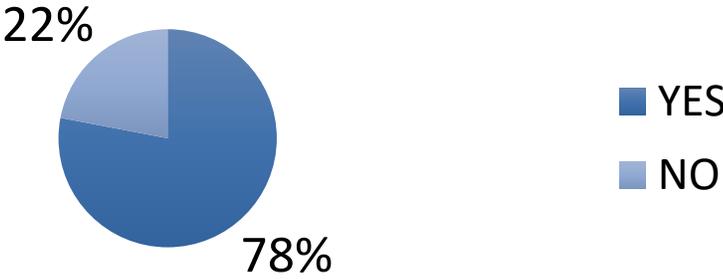
18. Is there a private fund for the promotion of tourism in the World Heritage City?



As can be seen, in most of the participating cities there are no private funds for the promotion of the heritage city; only the City of Bath pointed out that "*Visit Bath*" is financed by tourism service providers, such as hoteliers and restaurant owners. And Viga, Philippines, mentioned that the private sector participates with a smaller contribution in the financing of promotional material.

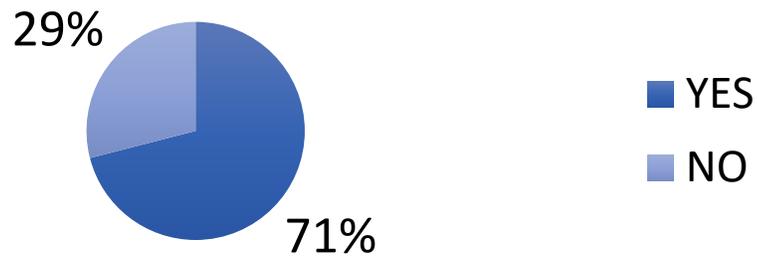
This answer is related to question 19, in which most of the cities that participated in the questionnaire indicate that they collaborate with provincial or federal governments for promotion, which leads us to conclude that the promotion of tourism in cities relies more on government strategies than on private sector actions.

19. Does the city have any plans for collaboration with the federal or state government to promote tourism?



A large majority of the cities participating in the study stated that they collaborate with the state or provincial and federal or national levels of government in actions to promote tourism. The study did not contemplate more information regarding the scope of collaborative actions, but the answers allow us to deduce that in order to have greater scope and presence in promotion, especially at the international level, world heritage cities require the participation and collaboration of higher levels of government.

20. Does the city have a digital strategy for tourism promotion?



Cities like Dubrovnik have worked on a digital strategy, for example the Tourist Board of Dubrovnik developed a 7-minute digital video presenting the best of the city, which won the silver award at the Berlin International Tourism Fair (ITB).

<https://oreskovic-plitvice.com/2019/03/10/awards-for-croatian-touristic-promo-videos-itb-berlin-2019/>

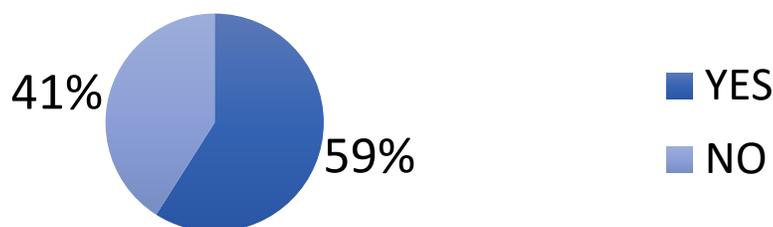


In 2018 Quito launched the application Go UIO, which is part of the city's tourism strategy and includes elements such as maps, tourist information, among others. The content is also available on the website <http://quitotravel.ec/>

Krakov points out that it has a promotional message promoting tangible and intangible cultural heritage, expressing outstanding universal values and that the message is based on emotions and experiences. Strasbourg also reported having a digital strategy based on the city's outstanding universal values.

Although most of the participating cities reported having a digital promotion strategy, there was little evidence that it is communicating outstanding universal values.

21. Does your city have actions to promote creative industries as a mean to improve tourism products?



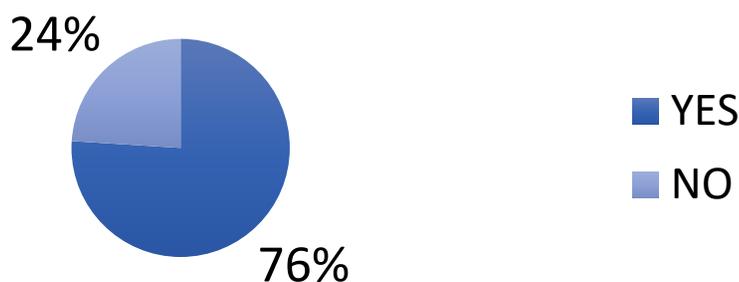
Cultural tourism has recently been complemented by creative tourism, as the tourism industry has evolved from the provision of services to an economy based on consumers wanting to live a memorable experience, capable of changing their way of thinking and acting. With this evolution opportunities to create new forms of cultural consumption, a solid base for the development of creative tourism, and to strengthen contemporary creativity, have arisen.

For the OECD⁶, connecting tourism with creative industries has enormous potential whose impact would be felt beyond creating demand for tourism experiences. In addition, the OECD points out that synergies between tourism and creative activity could increase tourism demand and/or change visitor profiles, generating new, more attractive and interesting experiences. Destinations must create an environment or atmosphere that makes that place a more attractive space for creative workers, tourists and residents. The OECD points out that attracting creative talent contributes to improved quality of life and business opportunities in both tourism and creative industries. The most recent models are based on the integration of tourism and the creative industries as a whole, through the integration of tourism experiences with other creative content.

For the above reasons it was considered important to include this question and it was identified that most of the participating cities follow the trend of promoting creative industries when creating new products.

⁶ Tourism and the creative economy. OCDE 2014.

22. Does the community participate in any way to promote tourism in your city?



The participation of the community helps to create a sense of belonging, as well as strengthens the trust and credibility of society in the management of the World Heritage site (Rasoolimanesh & Jaafar, 2016)⁷, so it is interesting to know the forms of community participation at World Heritage Cities that are members of the OWHC.

The City of Bath has a well-established model in which local people volunteer their time and expertise to provide the service of free guides.

In some cities such as Angra do Heroísmo and the island of Mozambique, community participation is presented at gastronomic festivals and others, such as the Chamber of Commerce, "*White Night*" or "*Sanjoaninas*" festivals. In the City of Roros, participation is also presented in festivals such as the Literature Festival, the Baroque Music Festival or the Street Theatre Festival; every summer in the City of Rauma the "*Old Rauma Association*" organizes events of Open Patios and Neighborhood Markets.

In the City of Amsterdam community participation is presented within the strategy of distribution of tourism to other areas of the city outside the historic center, where special events are organized with the participation of the local community.

The WAMP design fair in Budapest is a community event, where emerging Hungarian designers exhibit their works <https://wamp.hu/en> It is also a meeting place for young creatives and trend setters, representing the talents of young people. The community has a large number of NGOs, involved in the arts, culture,



⁷ Community Participation in World Heritage Sites, Conservation and Tourism Development. Rasoolimanesh S.M. & Jaafar M. Ahmad, 2016.

and heritage. The city offers financial support to those NGOs that submit an annual event proposal for next year, the event that will get funding from the city is selected by a board of experts. There is also the Smart City Budapest (SCB) initiative in which the urban community collects Budapest projects that are connected to the concept of smart city. The SCB Initiative aims to introduce best practices from businesses, institutions, non-profit organizations and the people of Budapest; all with the aim of encouraging citizens to take action for a better city <https://smartcitybudapest.eu/>

OnyLyon is a project through which a network of volunteer ambassadors has been established to promote the city all over the world www.onlylyon.com/ The Tourism Office has also launched the group of citizen volunteers who advise tourists, "*greeters*".

In the City of Miagao, community participation is presented through festivals and various celebrations, in which the heritage site is the center of all activities.

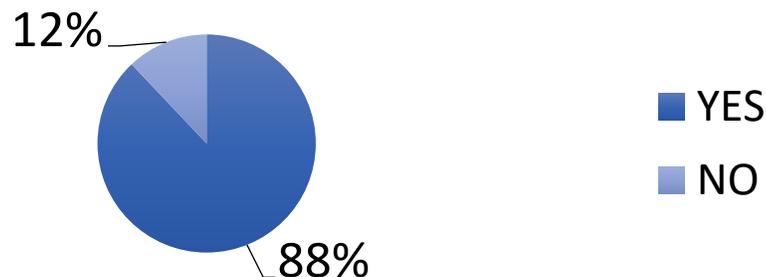
The participation of the community in Vienna is presented in a series of festivities, to learn more you can visit www.yourstage.vienna.info



IV. Cruise ship tourism (to be answered only by port cities)

Within the cities participating in the study, only Dubrovnik, Budapest, Colonia del Sacramento, Lyon, Ohrid, Rauma, Granada and Quebec are reported to be cruise destinations. In this sense, the answers to this section were only answered by these cities and the percentages were also obtained based on these eight participating cities.

23. Have you collected information and data on the impacts of cruise ship tourism on your city and its urban heritage (heritage impact assessment, tourism carrying capacity, limits of acceptable changes, etc.)?



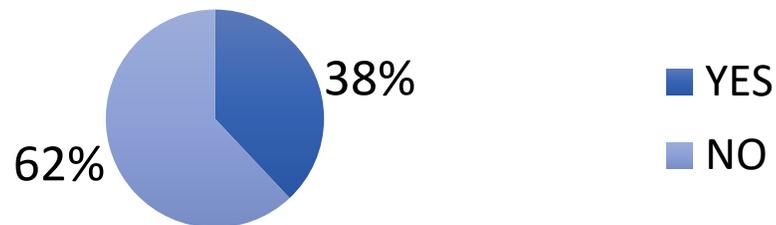
The City of Dubrovnik points out that it coordinates regularly with the Port Authority regarding the number of cruise ships arriving each year, as well as that measures have been taken to implement control over the number of cruise ships docking per day throughout the cruise season.

Quebec collects information on tourist expenditure generated by cruise passengers within the destination (MTO 2016 survey), as well as on citizens' perception of cruise reception during the cruise season (Quebec Metropolitan Area Citizens Survey, OTQ, 2018).

There is a survey conducted in 2015 by Hungarian Tourist Office and Viking Cruises; according to this survey approximately 450,000 passengers arrive in Budapest per year on hotel cruises on the Danube and enjoy terrestrial programs in Budapest, also identify the major tourist issuing countries, being these U.S., Canada, Asia, Germany.

In the case of Colonia del Sacramento is a port city which reports the entry of about 2 million people to Uruguay, however there is no record that cruise tourism arrives in the city, so it is currently studying this particularity.

24. Have you adopted regulations or public policies to control cruise ship tourism activities in your city?

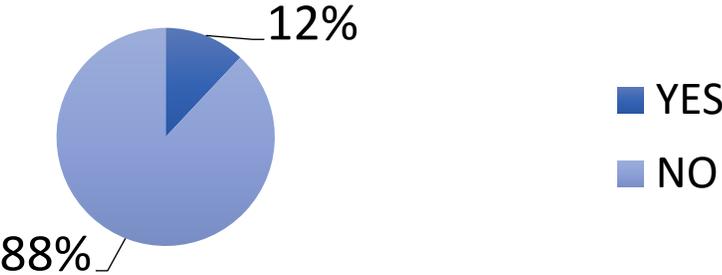


In Granada, only a number of daily tickets can be sold during the cruise season.

Budapest points out that it has a project to conserve the banks of the Danube (Rakpark projekt), in the project it points out that the Danube and its coasts are, historically and architecturally, the most valuable areas, which are the favourite destinations for tourists and residents who wish to relax thanks to their vibrant cultural life and various leisure activities. Despite this, the connected water surfaces are underused, the ports are untidy, the green surface system is incomplete, the lower quay road isolates the river from the city. Because of all this, the intention of Budapest City Council is to create a more attractive, diverse and higher quality Danube bank. duna.budapest.hu/

The City of Dubrovnik coordinates regularly with the port authority, regarding the number of cruises that can arrive annually, as well as regarding the control of cruise arrivals per day, during the cruise season.

25. Is your city's local community consulted or involved in the governance of the port?



Only Quebec City reported community participation in port governance and noted that it does so through the representation of a community member on the Port Board of Directors.



CONCLUSIONS

1. No strong synergy has been identified between heritage conservation and cultural tourism, as few cities have mechanisms for tourism to allocate resources to heritage conservation; 27% of participating cities reported having mechanisms; however, little evidence was found. The City of Trinidad, Cuba has a decree mandating that entities that generate income in the heritage zone will pay a percentage that will be directly applied to conservation, representing 98% of the annual investment for these purposes. Also noteworthy is the case of Cidade Velha, which allocates income from access to monuments to conservation.
2. UNESCO's declaration has the effect of attracting tourists and the potential to improve the profile of world heritage cities as places to visit, live and invest; however, 40% of the cities participating in this study report that tourist overcrowding is the main negative effect. Could it be deduced that there is a relationship between inscription on the world heritage list and the generation of tourist overcrowding due to this circumstance? There is a belief that inclusion in the World Heritage List increases interest among tourists; the trend identified in this study could represent an argument favoring this theory in the debate.

The challenge is to find a balance between the economic benefit and prosperity of the locality through tourism, and the maintenance of the authenticity and viability of historic centers. Authenticity was singled out as the second of the negative effects and is one of the factors motivating visitors' choice of destination; therefore, it is a challenge to increase and manage tourism without affecting authenticity.

There are several world heritage cities that do not yet suffer from overcrowding, and are at a good time to take preventive measures to help generate economic value through tourism, without affecting identity and authenticity, and thus maintain cultural exchange, also for the benefit of local creators and producers.

3. The study shows that land use permits are an important instrument to maintain the authenticity of historic centers, some cities limit authorizations for the establishment of restaurants, bars, and tourist housing. This power that most cities have is considered fundamental to the regulation of the transformation of World Heritage Cities.
4. The creation of festivals in the low seasons is a strategy used by several cities (Bath, Brussels, Krakow, Strasbourg, Granada, Guanajuato, Kashan, Viga, Vilnius), as well as the

creation of routes outside the heritage zone, are tools that cities have used to counteract the tourist overcrowding that they suffer in certain seasons.

5. Tourism peaks also depend on geographical and climatological factors of the city, for example, european cities have their peaks during summer when the climate is more



ZACATECAS

pleasant to visit the city, while cities like Galle has it in winter, temperate season, during which they receive a significant number of europeans fleeing the cold. On the other hand, cities like Guanajuato, San Miguel de Allende or Zacatecas in Mexico do not report peaks in summer and only present them during holidays.

The difference reported by the cities ranges from 50% in seasons without peaks, to 100%, which represents an interesting area of opportunity to generate strategies that allow a better distribution of tourism throughout the year.

6. Heritage safeguarding plans are identified as integral instruments to establish actions for heritage conservation, such as Angra do Heroísmo, Quito and Morelia.

Other cities such as Campeche, Krakow, Colonia, Puebla, and Rímac report actions for the conservation of their traditions and intangible heritage in general, as important actions for the safeguarding of heritage as an asset for tourism.

The awarding of recognitions and prizes to those who work for the protection of heritage, can be a practice that contributes to the safeguarding of heritage, as do Budapest and Campeche.

7. Few cities provide fiscal or economic support for the conservation of buildings in historic centers; however, it is noteworthy that in the case of cities that offer it, the subsidy is high and can range between 50% and 80% of the value of the restoration. It was also identified that those cities in which fiscal incentives or support are granted are not conditioned to the use of the real estate for tourist purposes, that is to say that it is granted for the conservation of the real estate regardless of the use given to them.

8. Community participation is presented in three ways: through festivals (George Town, Miagao, Osh); through the revision or elaboration of management plans (Brussels, Mexico City, Colonia del Sacramento, Puebla, Querétaro, San Miguel de Allende); and through digital media such as LabIN Granada or Lunenburg and Rauma through their digital platforms and social networks.
9. Tourism management and the generation of proposals for sustainable tourism are actions that require economic resources for their implementation; the tourism tax can be a tool for these purposes, since its revenues could be labeled for the development of this type of proposals, as Amsterdam, Lyon, Quito or Viga have done.
10. None of the energy efficiency measures indicated in the study (water use management; clean energy use; waste management) are promoted by more than half of the participating cities. The presence of tourists in the cities increases the demand for energy in the locality, so that the administrations of tourist cities, such as those registered in the world heritage list, should establish energy efficiency programs with the providers of tourist services. With the responses given by the cities participating in this study, we could conclude that the interest in heritage conservation has not been directly proportional to the interest in preserving the environment.

Thus, an important area of opportunity is identified in the promotion of energy efficiency measures by the governments of World Heritage Cities participating in the study. In historic centers and heritage sites, there is a need for an appropriate management model for the waste generated by visitors and the intervention of the public administration is very important for this.

11. Few cities reported the granting of subsidies or funding for sustainable environmental tourism projects, such as Angra do Heroísmo, Cracovia, Cidade Velha, George Town or Oviedo.
12. The promotion of tourism in world heritage cities participating in the study falls mainly on the public sector, with only a minimal number of cities reporting the participation of the private sector; cities such as Ohrid allocate 80% of tourism tax revenue to promotion; the question then arises as to whether there should be private mechanisms for promotion, considering that the benefit of tourism is received by the population but also by tourism service providers, following Bath's example which has the promotion figure "*Visit Bath*" financed by hotel and restaurant owners.

13. The participating cities reported that UNESCO declaration represents for the cities a strong and attractive brand in tourist promotion, however, little evidence was identified regarding the promotion through outstanding universal values of the cities. Thus, inscription on the heritage list is an element that is used in promotion; however, participating cities did not provide clear elements that promotion campaigns convey outstanding universal values.
14. Cities pointed out that creative industries are an important basis for the generation of new tourism products. There is no doubt that creative industries offer now a days, interesting opportunities for the growth and development of tourism, as well as enriching tourism offer.
15. Cities receiving cruise tourism collect information on the number of cruises, expenditure and number of passengers, identifying in some cases the nationality of the passengers (as in the case of Budapest).

The cities that participated in this section report that they control the number of cruises that can arrive per day, as well as the number of visitors they receive. And only Quebec City has mechanisms for the community to participate in port governance, through the representation of one of its members on the Port's Board of Directors.

UNWTO has defined sustainable tourism as "*tourism that takes into account its current and future situation; economic, social and environmental impacts, meeting the needs of visitors, industry, the environment and communities*", we hope that with these trends that have been identified, cities can find elements to adjust their policies to achieve sustainable tourism.