Presenter

Cecilie Smith-Christensen
Economist Cand. Oecon,
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World Heritage Catalysis
Founder & lead catalyst

Independent Expert Advisor to the UNESCO World Heritage Sustainable Tourism Programme

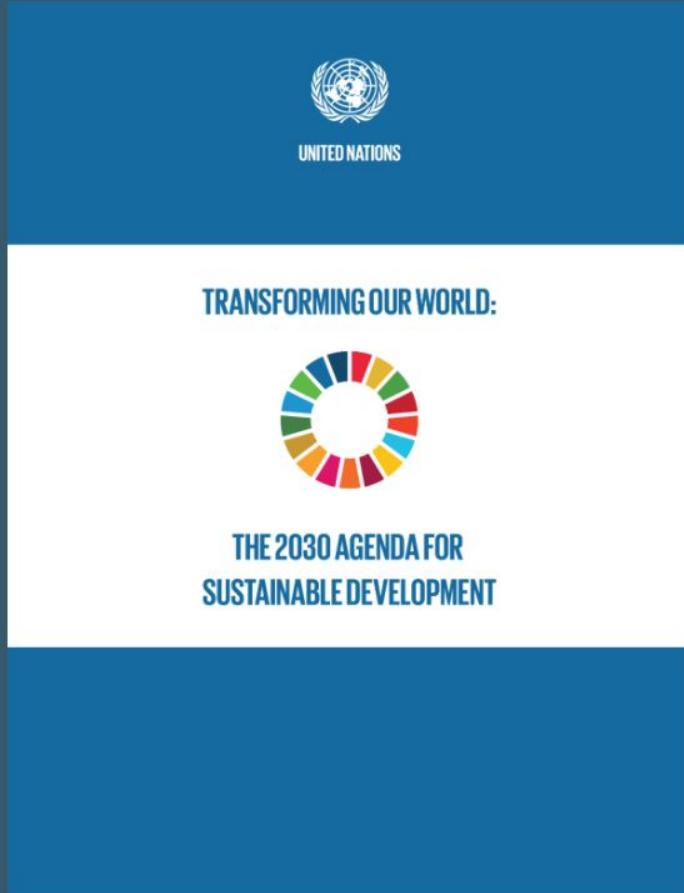ICOMOS International Cultural Tourism Committee (Bureau member)

ICOMOS Norway (Board member)

Presentation overview

1. Sustainable tourism

1. Resilience - the "new sustainability"

1. The transformation challenge

   i. International Cultural Heritage Tourism Charter (ICOMOS)

   ii. Futures & strategic foresight (UNESCO, ICCROM, ICOMOS)

   iii. Strategic visitor management (Word Heritage Catalysis)

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Tourism + Sustainability = Evolving practice

SUSTAINABLE TOURISM
"tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

UN Tourism / UNWTO

Agenda 2030 as a development paradigm

https://sdgs.un.org/goals
https://www.unwto.org/tourism-statistics/economic-contribution-SDG

Economic growth underpinning the Agenda

8 DECENT WORK AND ECONOMIC GROWTH

Target 8.1
Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries

Indicator 8.1.1
Annual growth rate of real GDP per capita

Target 8.9
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Indicator 8.9.1
Tourism direct GDP as a proportion of total GDP and in growth rate

https://uis.unesco.org/en/topic/sustainable-development-goal-11-4

Heritage & Agenda 2030

Target 11.4
Strengthen efforts to protect and safeguard the world's cultural and natural heritage

Indicator 11.4.1
Total per capita expenditure on the preservation, protection and conservation of all cultural and natural heritage, by source of funding (public, private), type of heritage (cultural, natural) and level of government (national, regional, and local/municipal).

An unsustainable path
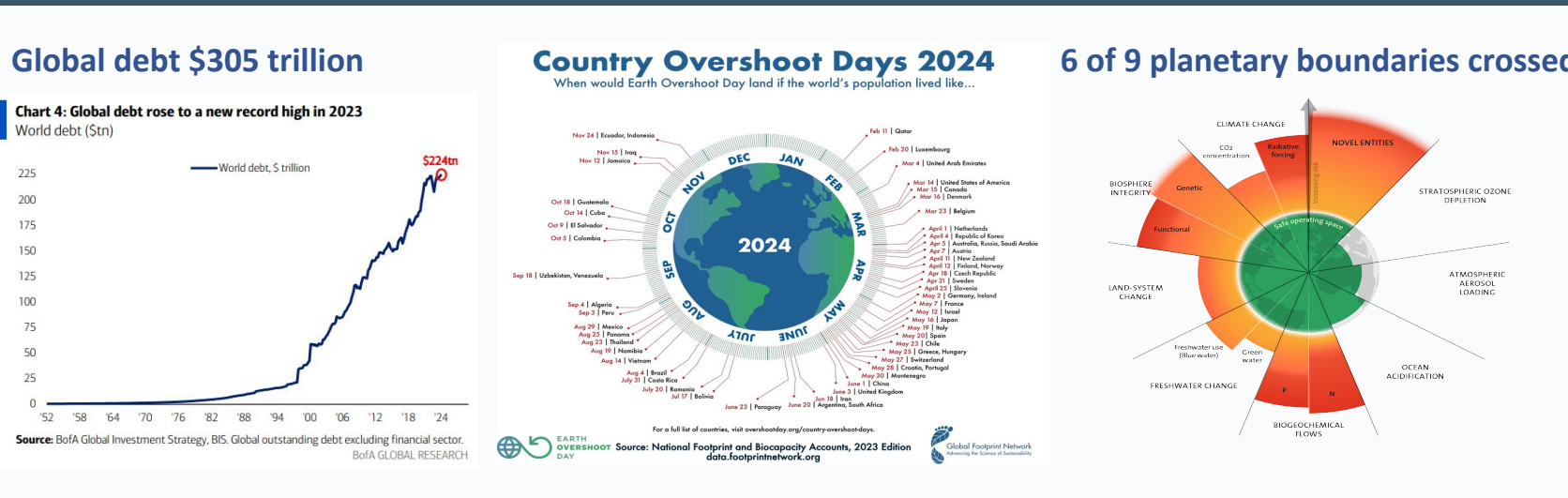

8.1 PER CAPITA ECONOMIC GROWTH

Growth is exponential, not linear.

➢ SDG Target 8.1 and a 7% gross domestic growth will mean a doubling in 10 years.

Money is issued into circulation as interest bearing debt.

➢ Servicing global debt will require continuous extraction of natural, cultural and human resources.

Global debt $305 trillion

Chart 4: Global debt rose to a new record high in 2023
World debt ($tn)

$224tn

World debt, $ trillion

Source: BofA Global Investment Strategy, BIS. Global outstanding debt excluding financial sector.
BofA GLOBAL RESEARCH

Country Overshoot Days 2024
When would Earth Overshoot Day land if the world's population lived like...

2024

For a full list of countries, visit overshootday.org/country-overshoot-days.

EARTH OVERSHOOT DAY   Source: National Footprint and Biocapacity Accounts, 2023 Edition
data.footprintnetwork.org

Global Footprint Network
Advancing the Science of Sustainability

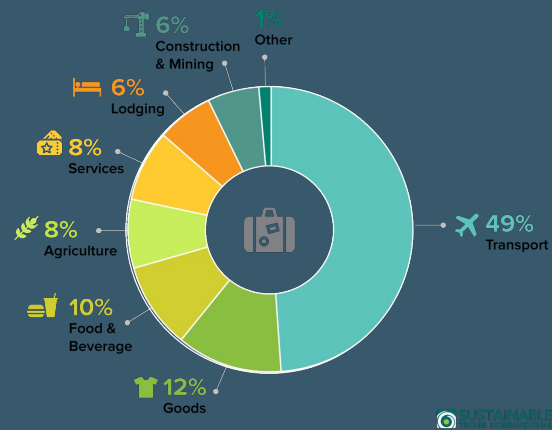**6 of 9 planetary boundaries crossed**

Climate change - an existential threat

Travel and tourism as growth industry is a significant contributor to C02 emissions and global warming.
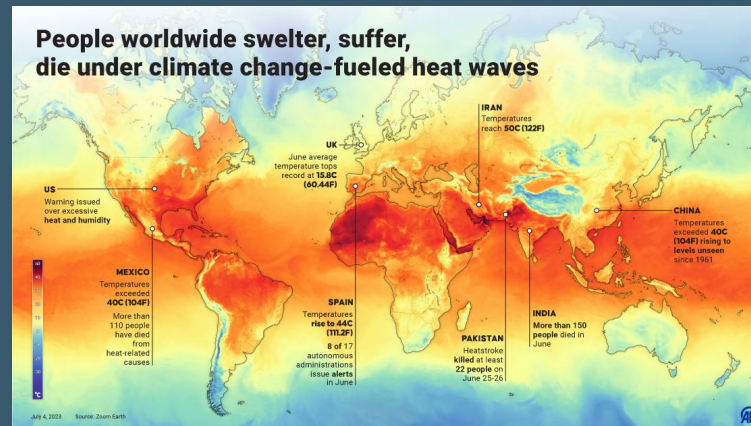
Accounting for approximately 8%-11% of man made emissions.

Climate change the greatest challenge to tourism and host communities
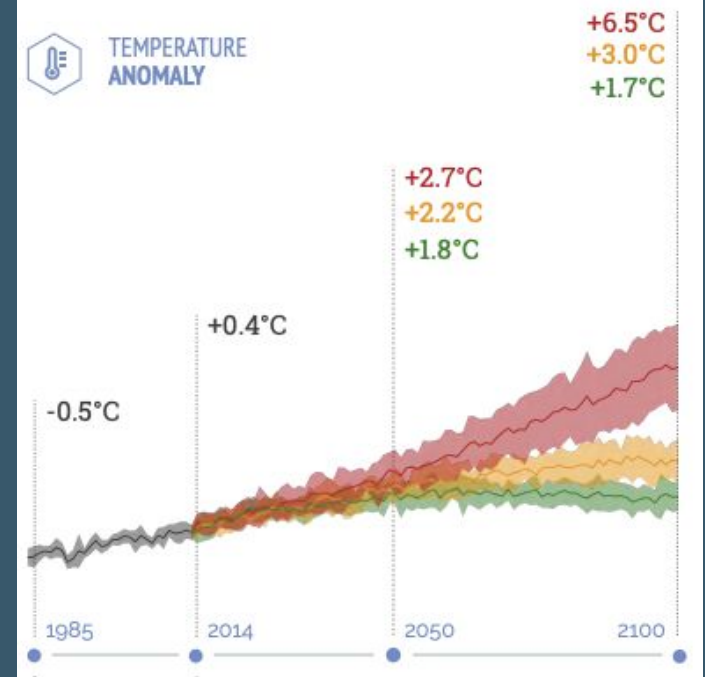

Carbon Footprint of Global Tourism

- 6% Construction & Mining
- 1% Other
- 6% Lodging
- 8% Services
- 8% Agriculture
- 10% Food & Beverage
- 12% Goods
- 49% Transport

People worldwide swelter, suffer, die under climate change-fueled heat waves

TEMPERATURE PROJECTIONS

Under a low emissions scenario projected temperature variations will remain contained at around +1°C, both by 2050 and 2100.
Under a high emissions scenario, with no reduction in GHG emissions, much greater temperature anomalies are expected by both 2050 and 2100.

TEMPERATURE ANOMALY

+6.5°C
+3.0°C
+1.7°C

+2.7°C
+2.2°C
+1.8°C

+0.4°C

-0.5°C

1985   2014   2050   2100

https://sustainabletravel.org/issues/carbon-footprint-tourism/
https://www.g20climaterisks.org/china

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An agenda off track

In 2023 of the roughly 140 targets:

12% are on track

> 50% are moderately or severely off track

> 30% have either seen no movement or

regressed below the 2015 baseline.

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Calls for transformative change

If we do not change course by 2020, we risk missing the point where we can avoid runaway climate change, with disastrous consequences for people and all the natural systems that sustain us.

António Guterres
Secretary-General of the UN

"We cannot endure another period of emission-intensive growth. We have to find a way to finance a different world."

AJAY BANGA
PRESIDENT, THE WORLD BANK

"Let us join hands, follow the philosophy of ecological civilization and shoulder our responsibility for future generations."

—Xi Jinping

XI'S MOMENTS

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Resilience - the "new sustainability"

Resilience & capacities

Resilience - the capacity of a system to deal with change and continue to develop sustainably while maintaining its identity

Adaptive capacity - skills and mechanisms used to adapt to challenges, and implement incremental changes that enable the system to maintain functional

Transformative capacity - the capability to undergo significant and fundamental changes in response to challenges or disruptions.

Definitions are based on IPPC, Stockholm Resilience Centre, ICOMOS Wayfinder Heritage

Systems interdependence

Relationship between systems within a (host) community
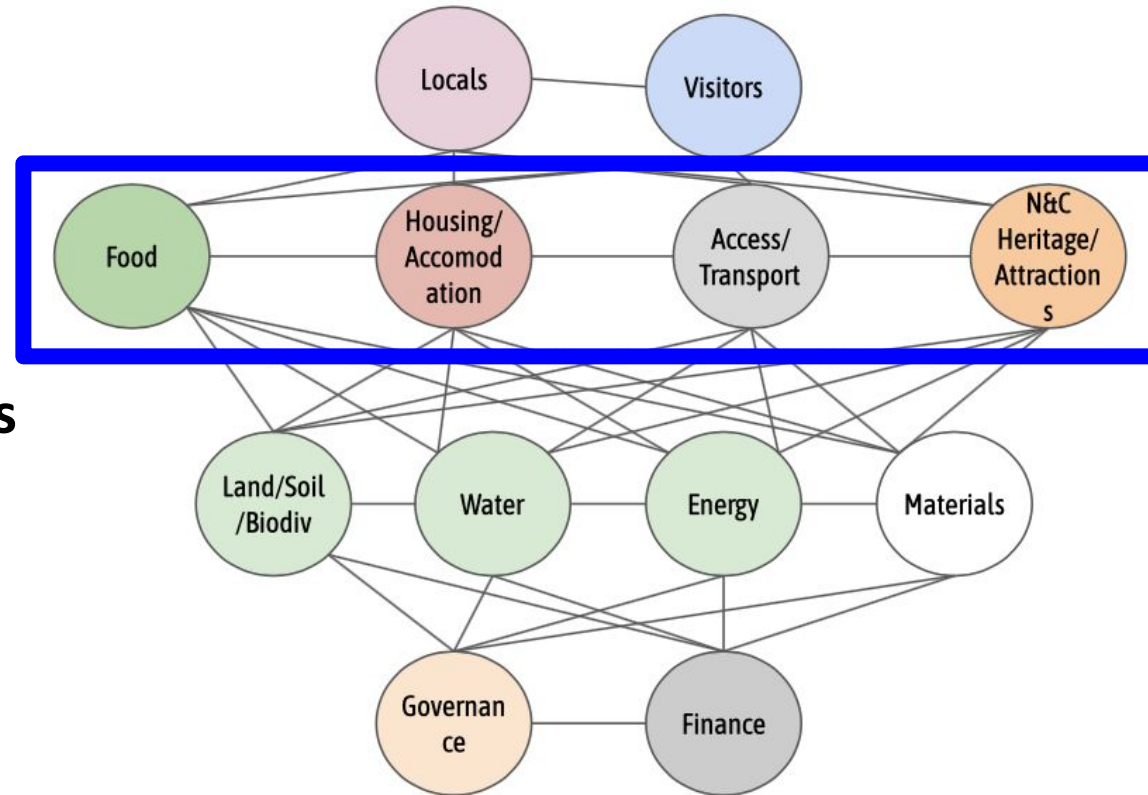
Sustainability is relational
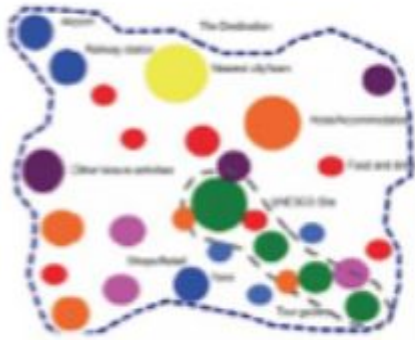
Host community /
Tourism destination

Rights- and stakeholders
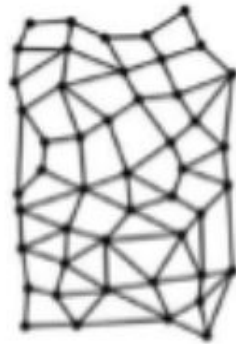
Community =
interconnections /
network of networks

A well-functioning
tourism economy

A disruption can cause
fragmentation and
exodus of people and
businesses.

Strategic vs transformative management

Strategic management

aligns resources and capabilities with identified goals and strategies.

Transformative management

challenges the current state and intend to bring about more profound and fundamental change. It involves unlearning, scientific creativity, and experimental practice.

New orientations

Towards an energy positive future

8 DECENT WORK AND ECONOMIC GROWTH

Energy production:
Renewable energy
Ecosystemsservices

Vision - new era of 'energy positive tourism'

Where tourism establishments and operators generate more energy than they consume, leading to a surplus of clean and renewable energy

Practice

Extractive   *Green*   *Sustainable*

SUSTAINABLE DEVELOPMENT GOALS

| a linear, growth based approach |
| exploitation of commons |
| vulnerability |
| communities serving tourism |
| top down and exclusive |
| growth based success indicators |
| community disempowerment |

Energy consumption:
Fossil energy
Ecosystemservices

ECONOMIC
TRANSITION

ECONOMIC
TRANSFORMATION

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Based on World Heritage Catalysis
https://www.www.whcatalysis.org

The transformative practice journey

(from "sustainable" tourism in an growth dependent economy
to energy positive tourism in a regenerative economy)

8 DECENT WORK AND ECONOMIC GROWTH

Energy production:
Renewable energy
Ecosystemsservices

7 AFFORDABLE AND CLEAN ENERGY

a regenerative circular approach

stewardship of commons

resilience

tourism serving communities

distributed and collaborative governance

values based success indicators

community empowerment

Practice

Extractive   *Green*   *Sustainable*

SUSTAINABLE DEVELOPMENT GOALS

a linear, growth based approach

exploitation of commons

vulnerability

communities serving tourism

top down and exclusive

growth based success indicators

community disempowerment

13 CLIMATE ACTION

Generative
- Contributing to the local community

Restorative
- Restoring social & ecological systems to a healthy state

Regenerative
- Enabling social & ecological systems to evolve

Practice

Energy consumption:
Fossil energy
Ecosystemservices

TARGET 8·4
IMPROVE RESOURCE EFFICIENCY IN CONSUMPTION AND PRODUCTION

TARGET 9·4
UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY

ECONOMIC TRANSITION

ECONOMIC TRANSFORMATION

Based on Bill Reed (2007) and Daniel Christian Wahl (2019), World Heritage Catalysis (2022), Circular Economy Coalition (2024)

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China on a transformational pathway

China has already set these climate-related goals

By 2030 — Peak carbon

By 2035 — Per-head GDP to match "moderately developed nations"*

By 2060 — Carbon neutrality

*Defined as nations with a per-capita GDP of US$20,000 to US$40,000

中外对话 China Dialogue

Major targets of China's 14th Five-Year Plan (2021-25)

1 Keep major economic indicators within an appropriate range

2 Above 7% annual growth in research & development spending

3 Keep urban unemployment rate within 5.5%

4 Raise urban residents to 65% of the population

5 Increase life expectancy of Chinese citizens by 1 year

6 Promote green development

7 Promote the high-quality development of the Belt and Road

8 Usher in new stage in building a Peaceful China

GLOBAL TIMES Source: Government Work Report 2021 Editor and graphic: Jin Jianyu and Chen Xia/GT

Circular Economy Promotion Law (2008)
Five year development plans (12th, 14th)
Circular Economy Development Strategies Action Plan (2013 ->)

Article 26 Service enterprises catering, entertainment and hotel industries shall adopt products that economize on energy, water and materials and are conductive to protecting the environment, and reduce the use of or do not use products that may waste resources and pollute the environment. New service enterprises in catering, entertainment and hotel industries established after the Law is put into effect shall adopt technologies, equipment and facilities that economize on energy, water and materials and are conductive to protecting the environment.

Circular Economy Promotion Law (2008)

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A transformational cultural heritage tourism charter

A Transformative Charter

ICOMOS INTERNATIONAL CHARTER FOR CULTURAL HERITAGE TOURISM (2022)

- Reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management

Adopted by the ICOMOS Annual General Assembly November 2022, Bangkok, Thailand

ICOMOS International Charter for Cultural Heritage Tourism (AGA 2022/14)

*There is a need and opportunity to **recalibrate the perpetual economic growth-based approach to tourism**, recognizing and mitigating its unsustainable aspects".*

*Climate change is calling for **a transformational and regenerative approach** to cultural tourism where the priorities focus on building resilient and adaptive communities and heritage places.*

*The Charter aims to align the work of cultural heritage and tourism stakeholders in the **pursuit of positive transformative change**, offering principles for regenerative tourism destination management that is conscious of heritage values, as well as their vulnerability and potential.*

7 principles.

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ICOMOS ICHT Charter 2022

ICOMOS INTERNATIONAL CULTURAL TOURISM COMMITTEE

3 Objectives, 7 Principles:

1. *To place the protection of cultural heritage and community rights at the heart of cultural heritage tourism policy and projects.*

1. *To promote stakeholder collaboration and participatory governance.*

1. *To guide cultural heritage and tourism management in supporting the UN Sustainable Development Goals and Climate Action policy*

1: Place cultural heritage **protection and conservation** at the centre of responsible cultural tourism planning and management

2: Manage tourism at cultural heritage places through **management plans** informed by monitoring, carrying capacity and other planning instruments

3: Enhance **public awareness and visitor experience** through sensitive interpretation and presentation of cultural heritage

4: Recognize and reinforce the **rights of communities**, Indigenous Peoples and traditional owners by including access and engagement in participatory governance of the cultural and natural heritage commons used in tourism

5: Raise awareness and reinforce **cooperation** for cultural heritage conservation among all stakeholders involved in tourism

6: Increase the **resilience** of communities and cultural heritage through capacity development, risk assessment, strategic planning and adaptive management

7: Integrate **climate action** and sustainability measures in the management of cultural tourism and cultural heritage

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https://www.icomos.org/
https://www.icomosictc.org/

ICOMOS ICHT Charter 2022

New concepts of relevance introduced:

- *Climate*
- *Disruptions*
- *Vulnerability*
- *Resilience*
- *Adaptation*
- *Climate action*
- *Transformation*

- *Destinations*
- *Governance*
- *Professionals*
- *Practitioners*
- *Capacity/ies*
- *Capacity development*
- *Carrying capacity*
- *Monitoring*

- *Heritage commons*
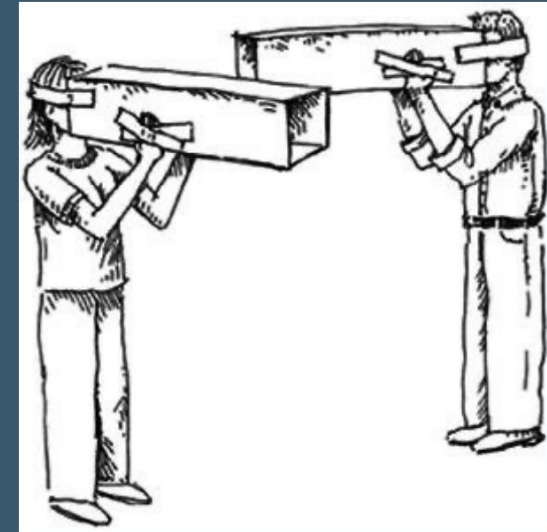- *Stewardship*
- *Participatory governance*

https://www.icomos.org/
https://www.icomosictc.org/

Futures literacy, resilience thinking & strategic foresight

Scope of change, silos & blindspots

AREAS OF FUTURE CHANGE

POLITICAL
- GEOPOLITICAL SHIFTS
- DECOLONIZATION
- IDENTITY POLITICS
- INEQUALITY
- INTERNATIONAL COOPERATION
- POST AGENDA 2030

LEGAL
- EQUITY & RIGHTS
- HERITAGE PROTECTION LAWS
- INTERGENERATIONAL JUSTICE
- COMMERCIAL INTERESTS

ENVIRONMENTAL
- CLIMATE CHANGE (CC)
- IMPACTS
- CC MITIGATION
- CC ADAPTATION
- BIODIVERSITY LOSS

ECONOMIC
- MACRO ECONOMIC TRENDS
- HERITAGE REVENUE
- TOURISM
- EQUITABLE INCOME GENERATION
- CIRCULAR ECONOMICS
- WELL-BEING ECONOMICS

SOCIETAL
- AGE DISTRIBUTION
- ETHNIC & CULTURAL DIVERSITY
- POPULATION GROWTH/DECLINE
- PERCEPTIONS OF HERITAGE
- COMMUNITIES & CITIZENS
- INDIGENOUS PEOPLES
- NEW PRESERVATION ACTORS

TECHNOLOGICAL
- NEW TECHNOLOGIES
- CYBER SECURITY
- DIGITAL MEDIA
- DIGITIZATION
- MACHINE LEARNING
- SKILLS REPLACEMENT
- DIGITAL WORKPLACE
- DISTIBUTED INFRASTRUCTURES

CONSERVATION
- KNOWLEDGE & EDUCATION
- NEW DISCIPLINES
- HERITAGE GOVERNANCE
- CONSERVATION THEORY & MANAGEMENT
- DISASTER RISK MANAGEMENT

Source: ICCROMs STEEP framework, Alison Heritage, ICCROM 2024

© Unknown

" The illiterate of the 21st century will not be those that can't read or write, but those who cannot learn, unlearn, and relearn. "
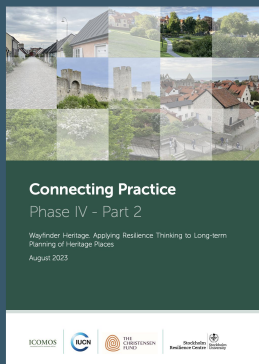
Alvin Tofler: Rethinking the Future

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Futures methods & skills

RESILIENCE THINKING

enhancing resilience by integrating **disaster risk management and climate change responses** in planning and management
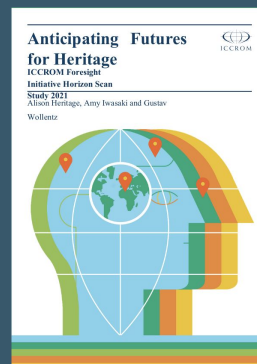
focus on resilience as a competitive advantage

STRATEGIC FORESIGHT

a systematic and structured approach to thinking about the future, **anticipate future scenarios** and plan accordingly

challenges existing thinking patterns by generating new directions for advancing societal goals

FUTURES LITERACY

the capability to imagine and use alternative futures in various contexts and **identify assumptions** involved in this process.

enhances imagination, preparedness, recovery, and innovation in the face of change

For more information:

ICOMOS Wayfinder

https://openarchive.icomos.org/id/eprint/3074/

For more information:

ICCROM Foresight

https://www.iccrom.org/what-we-do/research/foresight

Anticipating Futures for Heritage

https://www.iccrom.org/publication/anticipating-futures-heritage

For more information:

UNESCO Futures Literacy

https://www.unesco.org/en/futures-literacy

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Trends affecting cultural heritage & tourism

Anticipating Futures for Heritage
ICCROM Foresight
Initiative Horizon Scan
Study 2021
Alison Heritage, Amy Iwasaki and Gustav Wollentz

https://www.iccrom.org/publication/anticipating-futures-heritage
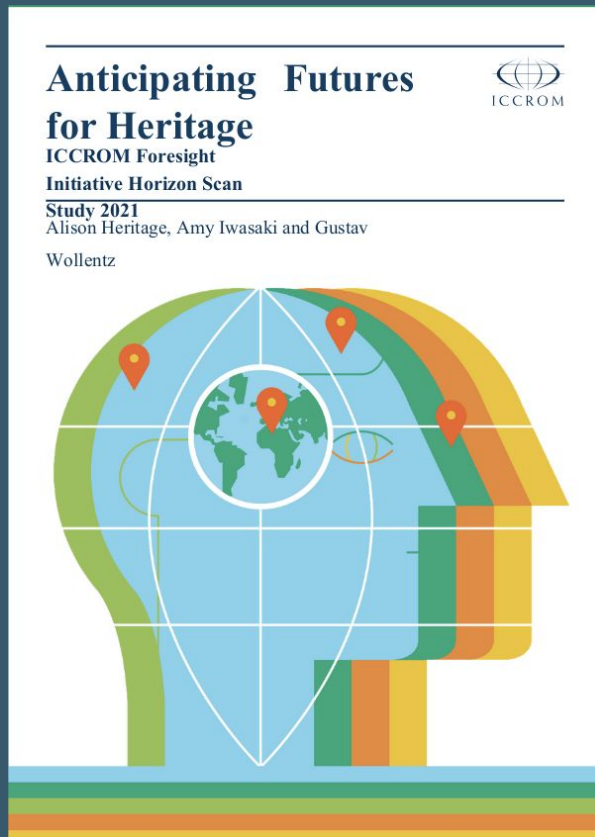
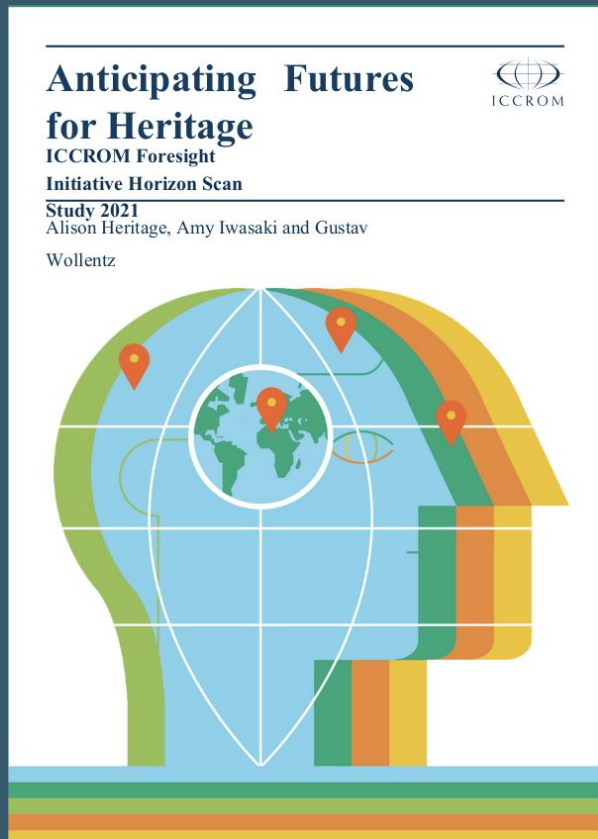A selection of possible (political, social, economic, technical) trends:

- increasing pressure on the heritage sector to reduce its environmental impact and proactively contribute to sustainability (Environment);

- a shift away from public funding and reliance on tourism as main income streams for heritage towards adaptive reuse to serve contemporary socioeconomic purposes (Economy);

- increasing inequality threatening marginalized and oppressed peoples' rights of access to culture and heritage (Political);

- increased transnational movements of people resulting in large diasporic communities challenging national conceptions of heritage (Societal);

- a proliferation in the volume and diversity of born and hybrid digital heritage as society moves towards a metaversal digital sphere (Technological);

- increasing adoption of new economic models based on regenerative and inclusive wealth (see UNEP, 2018), such as circular, doughnut and well-being economics (Economic)

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Scenario (thought case)

Anticipating Futures for Heritage
ICCROM Foresight
Initiative Horizon Scan
Study 2021
Alison Heritage, Amy Iwasaki and Gustav
Wollentz

https://www.iccrom.org/publication/anticipa
ting-futures-heritage

Failing market economies, dwindling resources for heritage

The possible collapse of global markets and decline in national economies may have profound economic implications for heritage, hitting two primary funding sources in particular. First, budget allocations may increasingly suffer as governments funnel public funds towards other crucial areas. Meanwhile, revenue from tourism, already in disarray due to the impacts of COVID- 19, could be vulnerable to further destabilizing catastrophes. Moreover, as environmental policies to achieve net zero ramp up, tourism may become increasingly expensive. As inequalities rise, access to heritage could become more contentious. Attitudes towards heritage may shift – with certain types of heritage seen as the preserve of the privileged. Heritage tourism (particularly involving World Heritage) may become taboo as economically, environmentally and socially unsustainable.

(ICCROM Anticipating Futures for Heritage (2021) page 39)

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Transformative visitor management

World Heritage Catalysis approach

vMAST
Assessments and mapping exposing complexity and opportunities

WHTF
Futures literacy and strategic foresight unlocking the potential for transformational practice

Energy production:
Renewable energy
Ecosystem services

Heritage governed as commons supporting generative and restorative tourism products and services are offered and used within a circular economy, applying collaborative finance, contributing to net-positive impacts.

Practice *Conventional (BAU)* *Green* **Sustainable** - Limiting damage

Heritage governed as property and resources in tourism developed and managed to support perpetual economic growth (GDP) causing negative impacts, increasing tourism dependency and community vulnerability.

Generative - Contributing to the local community

Restorative - Restoring social & ecological systems to a healthy state

Regenerative - Enabling social & ecological systems to evolve **Practice**

Energy consumption:
Fossil energy
Ecosystem services

WHETS
Building a non-extractive commons economy through collaborative finance Funding the commons

WHAO
Commons governance through polycentric, decentralised and participatory approaches

Vision for a paradigm shift set out through World Heritage Catalysis (2022-2024) based on and adapted from the Regenerative Design Framework by Bill Reed (2007), Ethan Roland (2018), and Daniel Christian Wahl (2019).

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Takeaways & way forward

➢ Tourism, as an extractive and high emission sector, can not be sustainable

➢ Climate change is a threat to tourism and host communities

➢ Community resilience must come before industry resilience

➢ We cannot predict the future, but we must prepare for the unknown

➢ We need to enhance adaptive and transformative capacity

➢ From a culture of extraction to culture of responsibility through tourism

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THANK YOU!

Cecilie Smith-Christensen

Word Heritage Catalysis

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https://www.whcatalysis.org
https://www.vmast.net

Proposed definitions

Energy-positive hosting'- *where tourism establishments (hotels, resorts, and lodges) and operators (transport, attractions) generating more energy than they consume, leading to a surplus of clean and renewable energy.*

By implementing energy-efficient technologies, utilizing renewable energy sources like solar panels or wind turbines, and incorporating energy storage systems, tourism businesses could achieve energy positivity. This approach would not only reduce their carbon footprint but also contribute to environmental sustainability by promoting the use of clean energy in the tourism sector.

Generative tourism - *Energy positive tourism products and services* **contributing to the local community**

Restorative tourism - *Energy positive tourism products and services* **restoring social & ecological systems to a healthy state**

Circular economy - *where living, biological, technical and financial resources are maintained and kept in use at their highest societal value at all times (*https://circulareconomycoalition.org/*)*

The term 'circular economy' is typically understood to refer to material material flows, with less attention given to finance. However, without a flow of payments going in the opposite direction to material, a circular economy cannot become self-sustaining, making investments less attractive despite demands for progress from both governments and investors (https://www. creditcommonssociety.org)

Regenerative economy - *Enabling social & ecological systems to evolve*

Definitions by World Heritage Catalysis,
Circular Economy Coalition and Credit Commons Society

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