



THE BLACK SEA HERITAGE CHARTER

THE CBC BLACK SEA PROJECT ALECTOR



Collaborative Networks of Multilevel Actors to
advance Quality Standards for Heritage
Tourism at Cross Border Level
2.1.2.73296.282 MIS ECT 2617

www.alector.org

Common Borders. Common Solutions

The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument



Table of Contents

Table of Contents.....	2
PREAMBLE.....	4
PURPOSE OF THE CHARTER.....	5
ADDITIONAL GUIDANCE.....	5
The Manifesto, 1887.....	6
Athens Conference 1931.....	6
The Venice Charter, 1956.....	6
The Florence Charter on Historic Gardens, 1982.....	7
The Washington Charter, 1987.....	7
Charter for the Protection and Management of the Archaeological Heritage, 1990.....	7
Resolution of the Symposium on the Introduction of Contemporary Architecture into Ancient Groups of Buildings, 1972.....	7
Resolution on the Conservation of Smaller Towns, 1975.....	7
Declaration of Amsterdam, 1975.....	7
The Charter on Cultural Tourism, 1976.....	7
The Burra Charter, 1981.....	7
The Tlaxcala Declaration on the Revitalization of Small Settlements, 1982.....	8
The Appleton Charter for the Protection and Enhancement of the Built Environment, 1983.....	8
Charter for the Conservation of Places of Cultural Heritage Value, 1992.....	8
Preservation Charter for the Historic Towns and Areas of the United States of America, 1992.....	8
Guidelines for Education and Training in the Conservation of Monuments, Ensembles and Sites, 1993.....	8
UNESCO RECOMMENDATIONS AND OTHER STANDARDS.....	9
Recommendation Concerning International Competitions in Architecture and Town Planning, 1956.....	9
Recommendations on International Principles Applicable to Archaeological Excavations, 1956.....	9
Recommendations Concerning the Safeguarding of the Beauty and Character of Landscapes and Sites, 1962.....	9
Recommendations Concerning the Preservation of Cultural Property Endangered by Public or Private Works, 1968.....	9
Recommendations Concerning the Protection at National Level of the Cultural and Natural Heritage, 1972.....	9
Convention for the Protection of the World Cultural and Natural Heritage, 1972.....	10
Recommendations Concerning the Safeguarding and Contemporary Role of Historic Areas, 1976.....	10
COE TREATIES AND CONVENTIONS.....	11
Conservation of wildlife and natural habitats, 1979.....	11
European Heritage Classes, 1992.....	11
Convention for the protection of architectural heritage in Europe, 1985.....	11
European Convention on Offences relating to Cultural Property, 1985.....	11
Revised Convention on the Protection of archaeological heritage, 1992.....	11
European Landscape Convention, 2000.....	11
Faro 2005.....	12
European Convention in Protection of Audiovisual Heritage, 2001.....	12
CLIMATE CHANGE, NATURAL AND CULTURAL HERITAGE.....	13
ETHOS OF THE CHARTER.....	14
PRINCIPLES OF THE CHARTER.....	15
1. Principle of Uniqueness and Authenticity.....	15
2. Principle of Sustainability and Innovation.....	16
2.1 Seeking consensus from all spheres of society and economy.....	16
2.2 Protecting and conserving under a climate changing perspective.....	16
2.3 Enhancing environmental and cultural conscience and behavior pattern.....	16
3. Principle of Social Responsibility.....	17
4. Principle of Societal Welfare.....	18
5. Principle of Joint Liability.....	19



Project funded by the
EUROPEAN UNION



6.	Principle of Equity and Inclusion.....	22
7.	Principle of Significance and Interpretation	23
8.	Principle of Cultural Diversity Principle	23
9.	Principle of Sustainable Tourism.....	24
10.	Principle of Cultural Uses.....	27
GLOSSARY		29



PREAMBLE

The ENPI CBC BLACK SEA JOP Project ALECTOR is dedicated to promote cultural values fro development, enhance environmental conscience and behavioural patterns, to mitigate the protection-use conflict and improve the attractiveness of South East European regions in support of socio-economic development contributing to the EU 2020 priorities for smart, sustainable and inclusive growth.

The artistic and cultural activities have not only a key cultural and social value, but also an undeniable economic impact. Indeed, it is a fact that the cultural sector represents a productive branch that is growing in importance. The cultural factor is frequently used as a key element for regional and/or economic development. The article is based on methodology in two stages: first, through estimating private spending generated by the event's cultural tourism; and second, through calculating the overall economic impact, including the private spending on cultural consumption, public spending directly related to the cultural programme, investment in new equipment and facilities, along with the estimate of the multiplying effects on the overall regional and national economies.

Throughout the Cooperation area major fame resources are facing decay, pollution and overuse, while peripheral ones remain unrecognized, bbecause there is no consensus achieved about their cultural values. Discrepancies between community valuations and state-level expertise disable income-generating heritage assets to perform. Thus invaluable cultural heritage assets are offered below cost to uncontrolled demand, downgrading their quality and ability to perform. Different frameworks, institutional-legal structures and capacities throughout South East Europe along with overlapping state-regional-local government responsibilities, perpetuate tensions in heritage and policy context. Different perceptions of heritage and culture by different actors at different levels give rise to a complex set of competitive relations between the public-private sector. A greater conflict among protection, conservation and utilization of cultural heritage is thus created.

To overcome the problems is meaningful co operations are needed. However, a meaningful cooperation is achieved, only if all relevant stakeholders are represented and only though the combined efforts of a wide range of multilevel actors. Initiating and exercising dialogue among local, regional and Cross Border actors is a necessary step to empower places a people. Only in this way is ensured the continuation of the collective voice: multilevel actors from the 3 spheres of state, market and civil society are reached out by integrating horizontal and vertical sub-networks on a multilateral working basis, thus, both spatial and level distribution generates trans-sectoral synergies, which incorporate concrete outcomes into existing public policies resulting to durable good practices.



PURPOSE OF THE CHARTER

The Charter reflects the participatory efforts of the Partnership altogether to establish a reference document for the use of cultural values for development across the Black Sea Basin in regards to common positions adopted in protection, conservation, management and interpretation of cultural heritage and identity. In addition PPs host the Charter at their web sites and archives, so as to guarantee its spatial diffusion across the Black Sea Basin. The Charter is a distillation of ‘best practice’ principles for the Black Sea Basin based on the consensus of a broad range of experts, of treaties and conventions at global level. It aims to assist everyone with an interest in natural and cultural heritage to establish heritage values and manage assets and asset values. It can be applied to a wide range of places whether terrestrial, marine or freshwater, heritage and archaeological sites, historic cities and cultural landscapes, museums and collections, intangible cultural heritage customs and traditions.

It can be used by organizations or individuals – landowners and managers, non-government and government organizations, decision-makers, voluntary groups, professional practitioners – anyone involved in the management of cultural heritage. It offers a framework for making sound decisions for managing and restoring heritage places and items and promote their values for an ecologic, economic and social profit. It also provides a process that can be used to support and implement local, state and territory, national and international policies, agreements, strategies and plans. It does not replace statutory obligations.

The Charter can be used for any *place* with heritage values. These places can be degraded or pristine, large or small, with many heritage values or just one and they can be areas of international, national or local significance. They may be urban, rural or coastal heritage resources, publicly or privately owned places, protected areas and natural resorts, cultural landscapes, historic and archeological sites, historic cities, movable or intangible heritage resources.

ADDITIONAL GUIDANCE

ALECTOR respects a series of international charters and standards viewed as providing guiding principles towards defining an appropriate response to particular protection, conservation, management and interpretation of cultural and natural heritage, issues. The final document is not to be viewed as an instant and all-inclusive prescription. The following factors form the basis of most of the documents: comprehensive analysis of the place, minimum intervention in the historic fabric, precise documentation, respect for contributions from all periods, maintenance of authenticity and the requirement to take a holistic view of the historic environment. In addition the final document entails inclusion of and responsibilities of the Public, Private and Third Sector at Cross Border basis, in an effort to inspire policy and decision makers adopt the Charter’s principles into national and regional legislation.

In order to develop a vision for publics targeted to embrace and support heritage entrepreneurship at Cross Border level “The Cross Border Charter for the Participatory Management of Natural and Cultural Heritage” will be jointly authored. Principles, standards and recommendations of the Charter should be viewed as guiding principles towards defining an appropriate response to particular conservation, protection, management and interpretation issues, in regards to natural and cultural heritage and not as instant and all-inclusive prescriptions. The Charter is a first attempt to establish a coherent and logically defensible philosophy for the aforementioned issues across the Black



Sea Basin. The following factors form the basis of the Charter: comprehensive analysis of resources, minimum intervention in the historic fabric, precise documentation, respect for contributions from all periods, maintenance of authenticity and the requirement to take a holistic view of the historic environment.

The Charter will be developed in respect to the EU Strategy on Sustainable Development, 2005/685, considering international treaties, charters, guidelines, resolutions and declarations such as the COE Conventions 018/1954, 066/1959, 119/1985, 121/1987, 143/1992, and especially 199/2005 “Value of Cultural Heritage for Society”, European Landscape Convention 2000, Venice 1966, Florence 1982, Washington 1987, Charter for the Protection and Management of the Archaeological Heritage 1990, ICOMOS International Cultural Tourism Charter 2002, Burra 1981, Appleton 1983, Charter for the Conservation of Places of Cultural Heritage Value 1992, ICOMOS Charter for the Built Vernacular Heritage 1999, UNESCO Operational Guidelines for the Implementation of the World Heritage Convention 2005, Resolution on the Conservation of Smaller Towns 1975, Amsterdam Declaration 1975, Tlaxcala 1992.

Page | 6

The Manifesto, 1887

The first attempt to establish a coherent and logically defensible philosophy for building conservation was in the Society for the Protection of Ancient Building's Manifesto of 1877. The Manifesto consists principally of a plea to "put protection in place of restoration", and only the last two paragraphs commend a philosophy of care. However, it is the relatively brief Manifesto statement that marks the starting point for the many later policy statements in which the underlying theme of the SPAB Manifesto is adopted and developed rather than being significantly amended.

Athens Conference 1931

The Athens Conference of 1931, organised by the International Museums Office, established basic principles for an international code of practice for conservation. The Second International Congress of Architects and Technicians of Historic Monuments, which met in Venice in May 1964, approved the text of an International Charter for the Conservation of Monuments and Sites (the Venice Charter), which superseded the Athens Charter.

The Venice Charter, 1956

The Venice Charter, which was adopted by the newly formed International Council on Monuments and Sites (ICOMOS) in 1956 and published by them in 1966, is an important modern milestone for the conservation movement. ICOMOS is an international non-governmental organization that promotes the study of the theory, methodology and technology of conservation applied to monuments, historic areas and sites. The Venice Charter stresses the importance of setting, respect for original fabric, precise documentation of any intervention, the significance of contributions from all periods to the building's character, and the maintenance of historic buildings for a socially useful purpose. The Charter outlines the basic doctrine of what is now accepted to be an appropriate approach to dealing in philosophical terms with historic buildings. The Venice Charter was followed by a plethora of other standards, charters, formal recommendations and conventions relating to building conservation. These provide invaluable guidance for practitioners working in the field of building conservation and are an essential framework for good practice in the protection and enhancement of the historic environment. The most significant of these that have the approval of ICOMOS are:

www.alector.org

Common Borders. Common Solutions

The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument



The Florence Charter on Historic Gardens, 1982

The Florence Charter provides a definition of the term historic garden and the architectural compositions that constitute the historic landscape. It emphasizes the need to identify and list historic gardens, and provides philosophical guidance on maintenance, conservation, restoration and reconstruction. It refers back to the Venice Charter for many of its principles.

Page | 7

The Washington Charter, 1987

The Washington Charter on the Conservation of Historic Towns and Areas considers broad principles for the planning and protection of historic urban areas.

Charter for the Protection and Management of the Archaeological Heritage, 1990

It considers the subject of archaeology under the following headings: definitions, integrated protection policies, legislation, survey, maintenance and conservation, presentation, re-construction, and international co-operation.

Resolution of the Symposium on the Introduction of Contemporary Architecture into Ancient Groups of Buildings, 1972

Stresses the need for appropriate use of mass, scale, rhythm and appearance, and the avoidance of imitation.

Resolution on the Conservation of Smaller Towns, 1975

The Resolution considers the potential threats to such places, which are detailed as: lack of economic activity, outward movement of population, disruption of structures due to insertion of new elements, and measures to adapt to modern activities. Methods of counteracting these threats are then considered.

Declaration of Amsterdam, 1975

The Declaration of Amsterdam resulting the Congress on the European Architectural Heritage in 1975 notes that the significance of the architectural heritage and the justification for conserving it are now more clearly perceived, and considers processes that would place the conservation of the architectural heritage on firm and lasting foundations. The importance of integrating conservation of the architectural heritage into the urban and regional planning process is identified as one of the most important factors.

The Charter on Cultural Tourism, 1976

The Cultural Tourism Charter considers the positive and negative effects of cultural tourism on historic monuments and sites.

The Burra Charter, 1981



The Burra Charter, the Australian ICOMOS Charter for the Conservation of Places of Cultural Significance, develops the principles detailed in the Venice Charter to suit local Australian requirements. It includes a comprehensive list of definitions of items such as place, fabric, conservation, maintenance, preservation, restoration, reconstruction, adaptation and compatible use. It also introduces the concept of cultural significance, the 'aesthetic, historic, scientific or social value for past, present and future generations', and requires this to be defined for each place, and conservation plans to be established and justified prior to any intervention. It continues with a description of conservation principles and processes that are intended as a definition of good practice. The Burra Charter is well established in Australia and is frequently used by the Australian Government in its formal capacity.

The Tlaxcala Declaration on the Revitalization of Small Settlements, 1982

It considers initiatives for safeguarding communities living in small settlements and the traditional environment of such places.

The Appleton Charter for the Protection and Enhancement of the Built Environment, 1983

by ICOMOS Canada considers levels of intervention in the historic environment, notes that respect for original fabric is a fundamental basis for the activities of protection and enhancement, and considers good practice in terms of documentation, avoidance of conjecture, distinguishability of new work, use of traditional materials and techniques, maintenance of patina, reversibility and respect for the integrity of the structure.

Charter for the Conservation of Places of Cultural Heritage Value, 1992

by ICOMOS New Zealand provides comprehensive definitions of the processes involved in conservation, and sets out principles to guide the conservation of places of cultural heritage value in New Zealand. It aims to provide a frame of reference as guidelines for appropriate professional practice. Although written for use in New Zealand, the basic principles are generally applicable and follow the spirit of the Venice Charter.

Preservation Charter for the Historic Towns and Areas of the United States of America, 1992

by US ICOMOS sets down a comprehensive statement concerning the importance of historic town, neighborhoods and places, and states what should be done to tackle preservation issues in a coherent and thorough manner.

Guidelines for Education and Training in the Conservation of Monuments, Ensembles and Sites, 1993

The aim of this document is to promote the establishment of standards and guidelines for education and training in the conservation of historic buildings, historic areas and towns, archaeological sites, and cultural landscapes. It emphasizes the need to develop a holistic approach to heritage issues and sets out the relevant skills that are required.



UNESCO RECOMMENDATIONS AND OTHER STANDARDS

Page | 9

The United Nations Educational and Scientific Organization (UNESCO) was founded in 1947 and has promoted various Conventions and other instruments for the conservation of the cultural heritage. A selection of these are:

Recommendation Concerning International Competitions in Architecture and Town Planning, 1956

This recommendation provides guidance for the drawing up of programmes for international competitions, in the interests both of organizers and of competitors.

Recommendations on International Principles Applicable to Archaeological Excavations, 1956

This recommendation deals with general principles and regulations governing excavations and the trade in antiquities..

Recommendations Concerning the Safeguarding of the Beauty and Character of Landscapes and Sites, 1962

This recommendation considers preventative measures aimed at protecting natural, rural and urban landscapes and sites, whether natural or man-made, which have cultural or aesthetic interest

Recommendations Concerning the Preservation of Cultural Property Endangered by Public or Private Works, 1968

This recommendation considers preventative and corrective measures which should be aimed at protecting or saving cultural properties from works likely to damage or destroy them, such as urban expansion and renewal projects, injudicious repair and modifications, highway works, agricultural operations, the construction of infrastructure and industrial development.

Recommendations Concerning the Protection at National Level of the Cultural and Natural Heritage, 1972

This recommendation defines the terms cultural and natural heritage, and provides a lengthy consideration of general principles, the organization of services, and protective measures under the headings financial, administrative, scientific and technical.



Convention for the Protection of the World Cultural and Natural Heritage, 1972

Page | 10

This convention is of utmost importance, as it introduced the concept of World Heritage Sites.

Recommendations Concerning the Safeguarding and Contemporary Role of Historic Areas, 1976

The detailed document provides a comprehensive set of standards and principles for the conservation of the historic environment.



COE TREATIES AND CONVENTIONS

Conservation of wildlife and natural habitats, 1979

Page | 11

The aims of this Convention are to conserve wild flora and fauna and their natural habitats, especially those species and habitats whose conservation requires the cooperation of several States, and to promote such cooperation.

European Heritage Classes, 1992

The proceedings of the Colloquy held at Chateau de Maisons-Lafitte in 1992 introduces to a concept to classify heritage resources.

Convention for the protection of architectural heritage in Europe, 1985

The Convention for the Protection of the Architectural Heritage of Europe is both a culmination and a starting-point. It is the legal confirmation at international level of twenty years of European co-operation in architectural heritage matters and, at the same time, constitutes a new framework for co-operation for the member states of the Council of Europe and, where appropriate, other states.

European Convention on Offences relating to Cultural Property, 1985

Under the provisions of the Convention, the Parties agree to act to enhance public awareness of the need to protect cultural property and to cooperate to prevent offences related to cultural property. The document outlines the legal provisions (Appendix I), types of property (Appendix II), and nature of offences (Appendix III). It addresses the issue of restitution in the event of an offence and calls on Parties to cooperate in such cases; the process for requests for extradition is described. The Convention encourages Parties to cooperate with the European Committee on Crime Problems and the International Crime Police Organization (Interpol).

Revised Convention on the Protection of archaeological heritage, 1992

The aim of this Convention is to protect the archaeological heritage as a source of the European collective memory and as an instrument for historical and scientific study.

European Landscape Convention, 2000

This convention focuses on definition, policy, quality, protection management and planning of European landscapes:
“*Landscape*” means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors;



“Landscape policy” means an expression by the competent public authorities of general principles, strategies and guidelines that permit the taking of specific measures aimed at the protection, management and planning of landscapes;

“Landscape quality objective” means, for a specific landscape, the formulation by the competent public authorities of the aspirations of the public with regard to the landscape features of their surroundings;

“Landscape protection” means actions to conserve and maintain the significant or characteristic features of a landscape, justified by its heritage value derived from its natural configuration and/or from human activity;

“Landscape management” means action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonise changes which are brought about by social, economic and environmental processes;

“Landscape planning” means strong forward-looking action to enhance, restore or create landscapes.

Page | 12

Faro 2005

The COE Convention 199/2005 “Value of Cultural Heritage for Society”, presents heritage both as a resource for human development, the enhancement of cultural diversity and the promotion of intercultural dialogue, and as part of an economic development model based on the principles of sustainable resource use. In this respect it falls within the scope of the Council of Europe’s priorities as set by the 3rd Summit of Heads of State and Government in May 2005.

European Convention in Protection of Audiovisual Heritage, 2001

The European Convention on Protection of the Audiovisual Heritage and its Protocol are the first binding international instruments in this field. They introduce systematic storage of audiovisual works in film archives, where the latest conservation and restoration technology can be used for long-term prevention of deterioration, harnessing technology to art so as to preserve a record of the past for future generations.



CLIMATE CHANGE, NATURAL AND CULTURAL HERITAGE

In making decisions that will affect the future of a *heritage place*, it is important to consider all of its heritage values – both natural and cultural. Issues relating to cultural values may affect the selection of appropriate conservation processes and protection measures, actions and strategies for the place's and/or item's values.

Page | 13

Climate change (global warming, flood risk, desertification) deserves immediate responses and rational use of the planet's resources. Most vulnerable are heritage assets of the Historic Environment due to their special fabric and specific natural substance and ecosystems value. Being irreproducible assets of the Heritage Environment are more vulnerable to climate change threats: once gone, they are gone forever. There is an urgent need to assess risks, raise awareness and provide for solutions. By anchoring the Heritage Agenda into the local and regional development strategies ALECTOR improves the effectiveness of the respective development policies in the field of cultural heritage and landscape contributing to the attractiveness of South East European regions enables social partners to learn from each other's experiences and develops innovative approaches to contribute to the interpretation and protection of South East Europe's legacy fully in accordance with EU 2020 priorities for smart, sustainable and inclusive growth.

ALECTOR focuses on the fact that some regions are at high risk from climate changes and a better coordination is needed between regional development and other EU and national policies to effectively protect natural, authentic and irreproducible assets. Asset diversity should be ensured providing for a strong role for regions, cities and local authorities across South East Europe. ALECTOR sustains domain specific research and innovative solutions for the assets of the Heritage Environment, encourages Project and Satellite Partners to learn, study and update their skills using an in situ and digital highly transferable knowledge platform in regards to the identification and significance of assets in the Heritage Environment and ways to interpret risks, hazards and potential for development and use; motivates staff and social partners of all ages anticipate and manage change through investment in skills and training ensuring benefit spread across South East Europe beyond the Project' life time.

Respecting the Gothenburg Agenda, the European Climate Change Programme, the Climate Changes Challenge for EU Regions 2009 and the Europe 2020 Architecture ALECTOR pursues sustainable growth - for a resource efficient, greener and more competitive South East Europe. More specifically ALECTOR suggests improvements for a more competitive low-carbon society efficiently using resources reducing emissions and preventing biodiversity loss; an integrative policy framework capable of optimizing the socio-economic and educational potential of the Heritage Environment, helping end-users make well-informed and environmental friendly choices.



ETHOS OF THE CHARTER

Culture is understood as the basis of development; it is therefore suggested that the very notion of cultural policy be considerably broadened.

The Charter is based on an ethos of respect for natural heritage and acknowledges eight fundamental principles including the concepts of intergenerational equity, existence value, uncertainty and precaution.

The principles recognize that living organisms, earth processes and ecosystems as man-made and intangible heritage entities have value beyond the social, economic or cultural values held by humans.

They also ensure that future generations inherit an environment which is at least as healthy as it is at present, acknowledging that we don't have full knowledge about significance or threats.

The Charter applies its ethos through a number of conservation principles and encourages to keep these principles in mind when making conservation decisions.



PRINCIPLES OF THE CHARTER

This Charter acknowledges ten (10) fundamental principles for the sustainable development and use of natural and cultural heritage and the participatory management of heritage assets. Explanations of principles follow below:

Page | 15

1. Principle of Uniqueness and Authenticity

***Whatever it may be,
'heritage' is conserved
because someone thinks it important .***

Heritage assets demonstrate evidence of authenticity through the survival of features that existed during its period of significance, and through its association with historic events, persons, architectural or engineering design, or technology. It is not necessary for a heritage asset to retain all of the features that it had during its period of significance to be classified as “authentic”, but it must retain features that enable it to convey its historic identity or its relationship to a cultural tradition. Authenticity, considered in this way and affirmed in the Charter of Venice, is the essential qualifying factor concerning values.

The understanding of authenticity plays a fundamental role in all scientific studies of the cultural heritage, in conservation and restoration planning, as well as within the inscription procedures used for the World Heritage Convention and other cultural heritage inventories. All judgments about values attributed to cultural properties as well as the credibility of related information sources may differ from culture to culture, and even within the same culture. It is thus not possible to base judgments of values and authenticity within fixed criteria. On the contrary, the respect due to all cultures requires that heritage properties must be considered and signified within the cultural contexts to which they belong.

It is of the highest importance and urgency that, within each culture, recognition be accorded to the specific nature of its heritage values and the credibility and truthfulness of related information sources. Depending on the nature of the cultural heritage, and its cultural context, authenticity judgments may be linked to the worth of a great variety of sources of information. Aspects of the sources may include form and design, materials and substance, use and function, traditions and techniques, location and setting, and spirit and feeling, and other internal and external factors. The use of these sources permits elaboration of the specific artistic, historic, social, and scientific dimensions of the cultural heritage being examined.



2. Principle of Sustainability and Innovation

2.1 Seeking consensus from all spheres of society and economy

Neglecting natural and cultural heritage assets by allowing their deterioration is directly connected with loss of multiples identities at personal, collective, local, regional and national level. By failing to sustain cultural values that provide people with a sense of identity and by not undertaking required measures to maintain and increase the stock of both tangible and intangible cultural capital, will likewise place natural and cultural heritage assets in risk and may cause them to break down, with consequent loss of welfare and economic output. Sustainability, as understood within this Charter, requires consensus from all political, social and economic forces available.

Page | 16

2.2 Protecting and conserving under a climate changing perspective

An overarching principle of this Charter is the proposition that both natural and cultural heritage assets are vulnerable. As our knowledge of natural heritage and the processes affecting it is incomplete, and that the full potential significance or value of *natural heritage* remains unknown because of this uncertain state of knowledge, natural heritage resources are in risk. In addition climate change, global warming and desertification deserve immediate responses. The rational use of the planet's natural resources is a must. Being irreproducible, both natural and built heritage are even more vulnerable to climate change threats: once gone, they are gone forever. In the era of global warming it is of crucial importance assess environmental risks and formulate measures to protect the main territorial heritage assets. The implications of climate change directly affect all types of tangible heritage assets, most vulnerable are historic heritage structures due to their special fabric.

2.3 Enhancing environmental and cultural conscience and behavior pattern

Conservation of cultural heritage in all its forms and historical periods is rooted in the values attributed to the heritage. Our ability to understand these values depends, in part, on the degree to which information sources about these values may be understood as credible or truthful. Knowledge and understanding of these sources of information, in relation to original and subsequent characteristics of the cultural heritage, and their meaning, is a requisite basis for assessing all aspects of authenticity. In this respect this Charter raises the issue to enhance environmental and cultural conscience and behavioral patterns of different target publics, because current environmental problems have not outreached a wide range of various actors at different levels across South East Europe. The Charter aims to raise awareness of both policy and decision makers and the general public to understand specificities of heritage types and integrate both research results into policies, while the planning and management of heritage is understood as a general public affair and not a sole liability of the nation-state.



3. Principle of Social Responsibility

Sustainability means also to detect threats and provide for solutions. Where there are threats or potential threats of serious or irreversible environmental and/or cultural damage, is a public responsibility to be sustained and supported by all social forces. Decisions that may lead to irreversible change should be approached with extreme caution and from a strongly risk-averse position, because of the imponderability of the consequences of such decisions - the extinction of species to name but one fearful example. Similarly, the destruction of a heritage asset from the man-made environment, ranging from a single item to a whole collection or historic city may be a case of irreversible loss, if the heritage asset is unique and irreplaceable.

Protecting and conserving our heritage principle does not assert that irrevocable decisions are never to be taken as those decisions are directly connected with the significance of heritage assets. The principle defends the position that it is necessary to exercise a higher level of control in cases where irreversibility is involved, bearing in mind the significance of the heritage assets and the fundamental proposition of sustainability that no part of any system exists independently of other parts.



4. Principle of Societal Welfare

Traditional accounting has regarded environmental goods and natural heritage assets as free ones: consequently, negative production externalities are not captured by accounting performance indicators; the same is the case with ‘social dumping’ where dubious corporate practices result in a reduction of societal welfare. Hence, it has been argued that there is a need to develop alternative approaches to reporting of sustainable development issues to account for the impacts that organisations (including heritage management authorities) have on society. Guidelines of sustainable production give value to products which are resource-efficient and characterised by good quality, durability, recyclability and biodegradability. Risk management is also of importance as the products should be designed to reduce or even eliminate operational hazards of chemical, physical and ergonomic nature. Page | 18

Voluntary initiatives were developed to primarily emphasise the valuation of environmental and natural heritage assets, liabilities and costs, in order to account for the environment using generally accepted accounting principles. One of the main initiatives is the pollution and the resource consumption inventory. In terms of specific examples, the 1976 Corporate Report is a first attempt to underline the rights of the financial community to access financial information. In addition, many other initiatives have been introduced in Western European countries, such as Germany and the Scandinavian countries, which have implemented the idea of eco-balance as a “structured method for reporting the physical inflows and outflows of resources, material, energy, products and wastes occurring in a particular organisation during a specified period of time” (Birkin, 2000: 297). The United Nations (2001) outline a list of efforts where environmental management accounting has been applied including initiatives by the European Commission DG XV “on the recognition, measurement and disclosure of environmental issues in the annual report of companies” (p. 19), the Netherlands National Ministries, the UK Environmental Agency, etc.

Moreover, the GRI, a non-for-profit independent organization collaborating with the United Nations Environment Programme (UNEP) and the UN Secretary-General’s Global Compact, implements a number of key performance indicators based on the triple bottom line approach. These include economic indicators such as direct economic impacts on customers, the public sector and the whole supply chain; environmental indicators to deal with quantitative and qualitative descriptions of resource usage, waste and regulatory compliance; and social indicators to highlight issues related to labour practices and human rights, responsibility over production, etc. The related sustainability reports emphasize issues of content, quality, boundary and standard disclosures. The GRI indicators are now highly regarded at an international level as a serious effort to embed the concept of sustainable development into management accounting. Moreover, the GRI initiative is also complemented by the efforts of the International Organization for Standardization (ISO) which has developed the ISO14000 family and more specifically ISO14004:2004 to address internal and external management accounting objectives. In addition, the International Accounting Standards Board (IASB) has also introduced proactive measures to encapsulate socio-environmental and sustainable reporting issues into the IAS, such as the IAS37 and IFRS3 protocols. All the above can have straightforward applications in the accounting rules governing the organisations owning and managing natural and cultural heritage attractions.

The flow of goods and services produced from cultural capital provides both material and nonmaterial benefits for people as individuals and as members of society. A means of identifying the value of those benefits is provided by the specification of economic and cultural value as their twin components. A first criterion for judging sustainability, then, is the production of material benefits in the form of direct utility to consumers, deriving from these economic and cultural value sources. In addition, we also identify the more general class of nonmaterial benefits flowing from cultural capital, which we referred to earlier.



5. Principle of Joint Liability

The cost structure of natural and cultural heritage assets has very strong similarities. Fixed costs are occasionally sunk and usually much higher than variable ones inducing attractions to attract high tourism volumes to generate economies of scale and reduce unit cost. In cases of considerable fixed costs, low numbers of visitors cannot even cover the repayment of the capital invested for the natural or cultural attraction to be properly conserved and operate efficiently. Although the cost requirements to keep an attraction functional are noteworthy, the social and political cost of shutting it down might be significantly higher. Consequently, public funding, tax exemptions, subsidies, bequests and donations can be of major significance for an attraction to remain operational and open to visitors.

The development of a suitable pricing strategy for a heritage attraction can be challenging as there are many issues to consider including its type and ownership status (e.g. public, private), whether it is profit-oriented or not as for example in the case of an NGO, etc. The natural and cultural heritage management team needs to carefully look at all these issues together with seasonality phenomena, short- and long-term trends and regional and national tourism policies to create a pricing model that can ensure the attraction's viability and prosperity. To set the optimum admission fee, the management should first estimate the marginal cost to be covered by each ticket given the total cost and the expected volume of visitors. As soon as the breakeven level of charge is determined, the managers of natural or heritage site should decide on any fee supplements to generate profit or to create a surplus for purposes such as maintenance and re-investment. The level of this surcharge usually varies among heritage attractions depending on their ownership status and statutory objectives.

If a heritage attraction enjoys considerable market power it may decide to charge a high admission fee to achieve profit maximization and simultaneously limit visitor flows to prevent damaging the attraction. Nonetheless, admission fees of this height may face severe public opposition and criticism, as they violate the principle of heritage access democratisation. Conversely, heritage attraction managers may opt for free entrance to all visitors triggering a potentially massive inflow of visitors. Such a socially oriented strategy, however, may have significant disadvantages such as the physical damage of the natural or built heritage especially in the case of fragile artefacts or environments. Moreover, such a strategy could potentially undermine the ability of a heritage attraction to generate revenue, thus rendering self-financing unfeasible. Heritage managers should thus consider the generation of additional revenue for a heritage attraction through the successful marketing of ancillary services related for example to shops, galleries and dining facilities in the premises of the natural or built attraction. In this context, managers may set a sufficiently low access fee to attract visitors in case they are confident that these customers will also buy souvenir gifts or dine at the attraction's restaurant. Alternative pricing strategies may be based on productive efficiency (arising when price is set equal to the minimum average cost most probably off the demand curve creating queuing problems); allocative efficiency (emerging when price is set equal to marginal cost); or the break-even principle when price is set equal to average cost.

The above strategies rely on the implicit assumption that all visitors are charged the same access fee. On the other hand, third degree price discrimination based upon revenue management principles is a complex pricing strategy where visitors are classified into groups (children, students, elderly people, local residents etc.) according to the admission fee they are willing and can afford to pay. The pricing structure development is accomplished when these groups become clearly identified and fees are set accordingly. In this context, low admission fees during the off-peak season or designed for senior citizens may lure visitors that



could never afford a visit under higher fixed pricing strategies. Conversely, high admission rates during peak periods may discourage visitors and protect a heritage attraction for congestion and overcrowding. Occasionally, price discrimination techniques may become even more sophisticated, as differential pricing may be applied within a week (e.g. weekdays vs. weekends) or even within a day (e.g. for instance off-peak pricing may be implemented in the early morning or late afternoon or evening). Weather forecast could also possibly determine the formation of daily pricing strategies, especially in the case of natural heritage attractions related to outdoor facilities. Page | 20

All the above-mentioned policies refer to the determination of the appropriate level of the access fee. Nonetheless, unless the issue of externalities is also appropriately addressed, such access fees may not reflect the true benefits and/or cost at a societal level. Consequently, in line with other areas of human economic activity, the use of heritage assets and the generation of externalities are inextricably interrelated. On the one hand, natural and cultural heritage attractions are related to positive consumption externalities, where the marginal social benefit exceeds the marginal private benefit. This is because of the educational and experiential effect on heritage visitors, which improves their understanding, broadens their outlook and enriches their cultural perspective to the benefit not only of themselves but also of the society as a whole. On the other hand, however, the production of heritage attraction services may be associated with negative production externalities, as the marginal social cost exceeds the marginal private cost. This emerges as a result of the possibly detrimental effect that the visitor flows may have on non-renewable fragile natural and cultural heritage assets. Having the above in mind and in order to design an optimal pricing policy for heritage attractions it is of utmost importance to use all the available environmental and societal assessment tools to quantify as much as possible the emerging externalities and make an effort to internalise them in the access fee policy accordingly.

In conclusion, as in the case of the majority of services, a visit to a heritage attraction involves characteristics such as satisfaction or disappointment that are intangible in nature and cannot be stored or inventoried. As the popularity and quality of heritage attractions are substantial constituent elements of tourism, local and national heritage authorities should seek the implementation of suitable policies and techniques to manage visitor flows and pursue pricing strategies to ensure the financial sustainability of an attraction's functions. A possible hurdle is the ownership issue as it is difficult to conclude under which regime (private or public) an attraction would be most efficiently managed. In any case, it is largely acknowledged, that the competitiveness of a destination and a heritage attraction depends among others on the degree of collaboration between the various local stakeholders to provide a satisfactory visitor experience: on these grounds, integrated quality management can be the way forward.

Visits to heritage attractions generate income and employment directly in the sectors in which consumer expenditure or related investment takes place (e.g. in the context of a museum) and also trigger further virtuous circles throughout the economy as the beneficiaries of income rises spend a proportion of their new money across a wide spectrum of activities. Income and employment creation emerge not only from expenditure by foreign tourists, along with the associated increases in private investment and public expenditure, but also from domestic heritage visitors, who often exceed foreign tourists especially in places of local or regional interest.

The impact of heritage visits at a national and regional level depends largely on the existing and potential linkages between heritage and the other sectors of the economy. These linkages may be classified into forward, which focus on the relative importance of heritage as a provider/supplier of downstream activities, and backward, which assess the relative importance of heritage as a consumer/demander of regionally and/or nationally



upstream produced goods and services. A typical example of backward linkages would be the purchase of local food and beverages by a museum for its restaurant or of local furniture to decorate exhibition rooms. Conversely, forward linkages could be related for example to the wholesale of heritage site access tickets to a tour operator who puts together holiday packages for the final consumer. When inter-sectoral linkages are significant, then the regional and/or national economic impact is usually larger. This is because more money is expected to stay and circulate within the economy instead of leaking out primarily in the form of imports. As a rule, the import content is expected to be lower in rich and large countries endowed with a more diversified economic structure than less developed states. Moreover, leakages may be hindered by implementing administrative measures, i.e. by imposing protectionism in favour of goods and services produced within the national borders. Such a decision, however, may trigger retaliation from other countries to the detriment of inbound heritage tourism. Alternatively, tourism destinations and heritage attractions are strongly recommended to raise their competitiveness by improving their value-for-money through cost reduction and/or a rise in their service quality standards.

The degree to which forward and backward inter-sectoral linkages are likely to affect income and employment depends, among others, on the existence of idle resources within the economy. For example, the premises of a heritage attraction must be sufficient to meet unexpected additional demand by tourists and visitors. If surplus capacity is not available, as in periods of high seasonal demand, additional demand may lead to queuing or alternatively to the exercise of third degree price discrimination policies resulting in rising prices. Therefore, at the level of the aggregate local, regional or national economy it is necessary to examine the way in which consumers and business people formulate their expectations about the future in order to determine whether increases in demand result in higher output or prices. The hypothesis that idle capacity is available and can be used to produce more output in response to an increase in demand is typically Keynesian and provides the grounds for the use of the multiplier analysis, which is standard in regional economics. On the other hand, if space capacity does not exist because of serious environmental or other constraints affecting natural and cultural heritage attractions, any rise in demand may lead to displacement effects or negative externalities as discussed previously.



6. Principle of Equity and Inclusion

In regards to the values of heritage in general most people acknowledge the significance of different heritage assets. However, when it comes to specific cases, there exist a series of reason why different target publics feel alienated. This Charter aims to making everyone feel comfortable with their local heritage and achieving a higher level of involvement and engagement by widening perceptions of what constitutes ‘heritage’ to a wide spectrum of multilevel actors, while considering ways of involving and engaging people in decisions which affect their communities.

Page | 22

Oriented to a smart, sustainable and inclusive growth, the Charter asserts the rights of the present generation to fairness in access to natural and cultural resources and to the benefits flowing from the respective cultural capital, viewed across social classes, income groups, spatial categories et cetera. Issues such as the distribution of cultural resources, access to cultural participation, the provision of cultural services for minority or disadvantaged groups, are all aspects of equity or fairness in the conduct of cultural life that may be overlooked in the pursuit of efficiency-related outcomes. Apart from intra-generational equity, the Charter considers intergenerational equity as a crucial step towards sustainability: the present generation should ensure that the health, diversity and productivity of the natural and man-made heritage assets are maintained or enhanced for the benefit of future generations, acknowledging in practice and policy the rights and interests of future generations. In carrying capacity terms, respect for intergenerational concerns might suggest adoption of lower use rates than might be otherwise accepted on time preference or opportunity-cost grounds in the process of reducing both economic and cultural benefit streams to present existence values. Fairness towards futures generations mean to take into account the likely effect potential interventions might have on monuments for future generations.

Following the propositions aforementioned, a meaningful cooperation is achieved, only if all relevant stakeholders are represented. By fostering the productive involvement of all stakeholders and associated communities in the management of local heritage, the continuation of the collective voice is ensured and multilevel actors from the 3 spheres of state, market and civil society are reached out.



7. Principle of Significance and Interpretation

Interpretation of natural and cultural heritage assets is an integral part of the experience of significant heritage places and items. Interpretation is a means of communicating significance of nature, culture and history at personal, collective, local, regional, national and global level. It is also a means of passing on the knowledge and appreciation of natural and man-made heritage assets to new generations. Heritage interpretation is an integral part of the protection, conservation and management of heritage and is relevant to other aspects of environmental and cultural management and policy.

Page | 23

Heritage interpretation incorporates and provides broad access to historical research and analysis. Heritage interpretation provides opportunities to stimulate ideas and debate about life and values, and the meaning of our, culture and the environment in the Black Sea. It is required that technical and professional standards for heritage interpretation, including technologies, research, and training be developed, so as to ensure that mining of cultural values will respect the state of the art. These standards must be appropriate and sustainable in their social contexts.

8. Principle of Cultural Diversity Principle

Just as biodiversity is seen as significant in the natural world, so also is cultural diversity important in maintaining cultural systems. The diversity of ideas, beliefs, traditions and values yields a flow of cultural services that is quite distinct from the services provided by the individual components. Diversity is an important attribute of cultural capital particularly because it has the capacity to yield new capital formation. For example, to the extent that creative works are inspired by the existing stock of cultural resources, a greater diversity of resources will lead to the creation of more varied and more culturally valuable artistic works in the future.



9. Principle of Sustainable Tourism

Tourism is a worldwide phenomenon and also an important element of socioeconomic and political development in many countries, and that tourism touches the highest and deepest aspirations of all people. Recognizing that tourism, as an ambivalent phenomenon, since it has the potential to contribute positively to socioeconomic and cultural achievement, while at the same time it can contribute to the degradation of the environment and the loss of local identity, should be approached with a global methodology.

Page | 24

Mindful that the resources on which tourism is based are fragile and that there is a growing demand for improved environmental quality. Recognizing that tourism can afford the opportunity to travel and to get to know other cultures, and that the development of tourism can help promote closer ties and peace among peoples, creating a conscience that is respectful of the diversity of culture and life styles.

Guided by the principles set forth in the Rio Declaration on the Environment and Development and the recommendations that emanate from Agenda 21. Recalling declarations in the matter of tourism, such as the Manila Declaration on World Tourism, the Hague Declaration and the Tourism Charter and Tourist Code.

Recognizing the objective of developing a tourism that meets economic expectations and environmental requirements, and respects not only the social and physical structure of the location, but also the local population.

Taking into account the priority of protecting and reinforcing the human dignity of both local communities and visitors.

Mindful of the need to establish effective alliances among the principal actors in the field of tourism so as to build the hope of a tourism that is more responsible towards our common heritage.

ALECTOR appeals to the international community, and, in particular, urges governments, other public authorities, decision makers and professionals in the field of tourism, public and private associations and institutions whose activities are related to tourism, and tourists themselves, to adopt the principles and objectives of the Declaration that follows:

1. Tourism Development shall be based on criteria of sustainability, which means that it must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for local communities. Sustainable development is a guided process which envisages global management of resources so as to ensure their viability, thus enabling our natural and cultural capital, including protected areas, to be preserved. As a powerful instrument of development, tourism can and should participate actively in the sustainable development strategy. A requirement of sound management of tourism is that the sustainability of the resources on which it depends must be guaranteed.
2. Tourism has to contribute to sustainable development and its integration with the natural, cultural and human environment; it must respect the fragile balances that characterize many tourist destinations, in particular small islands and environmentally sensitive areas. Tourism should ensure an acceptable solution as regards the influence of tourism activity on natural resources, biodiversity and the capability for assimilation of any impacts and residues produced.
3. Tourism must consider its effects on the cultural heritage and traditional elements, activities and dynamics of each local community. Recognition of these



local factors and support for the identity, culture and interests of the local community must at all times play a central role in the formulations of tourism strategies, particularly in developing countries.

4. The active contribution of tourism to sustainable development necessarily presupposes the solidarity, mutual respect, and participation of all the actors, both public and private, implicated in the process, and must be based on efficient cooperation mechanisms at all levels: local, national, regional and international.
5. The conservation, protection and appreciation of the worth of our natural and cultural heritage afford a privileged area for cooperation. This approach implies that all those responsible must take upon themselves a true challenge, that of cultural, technological and professional innovation, and must also undertake a major effort to create and implement integrated planning and management instruments.
6. Quality criteria both for the preservation of the tourist destination and for the capacity to satisfy tourists, determined jointly with local communities and informed by the principles of sustainable development, should represent priority objectives in the formulation of tourism strategies and projects.
7. To participate in sustainable development, tourism must be based on the diversity of opportunities offered by the local economy. It should be fully integrated into and contribute positively to local economic development.
8. All options for tourism development must serve effectively to improve the quality of life of all people and must entail a positive effect and inter-relation as regards sociocultural identity.
9. Governments and the competent authorities, with the participation of NGOs and local communities, shall undertake actions aimed at integrating the planning of tourism as a contribution to sustainable development.
10. In recognition of economic and social cohesion among the peoples of the world as a fundamental principle of sustainable development, it is urgent that measures be promoted to permit a more equitable distribution of the benefits and burdens of tourism. This implies a change of consumption patterns and the introduction of pricing methods which allow environmental costs to be internalized.
11. Governments and multilateral organizations are called upon to reorient aid related to tourism, particularly aid which leads to negative effects on the environment. Within this context, it is necessary to explore thoroughly the application of internationally harmonised economic, legal and fiscal instruments to ensure the sustainable use of resources in tourism.
12. Environmentally and culturally vulnerable spaces, both now and in the future, should be given special priority in the matter of technical cooperation and financial aid for sustainable tourism development. Similarly, special treatment should be given to zones that have been degraded by obsolete and high impact tourism models.
13. The promotion of alternative forms of tourism that are comparable with the principles of sustainable development, together with the encouragement of diversification, participate in medium-and long-term sustainability. In this respect



there is a need for many small islands and environmentally sensitive areas in particular, to actively pursue and strengthen regional cooperation.

14. Governments, industry, authorities, and tourism-related NGOs should promote and participate in the creation of open networks for research, dissemination of information and transfer of appropriate tourism and environmental knowledge on tourism and environmentally sustainable technologies.
15. The establishment of a sustainable tourism policy necessarily requires the support and promotion of environmentally-compatible tourism management systems, feasibility studies for the transformation of the sector, as well as the implementation of demonstration projects and the development of international cooperation programmes.
16. Bodies, particularly associations and NGOs whose activities are related to tourism, shall draw up specific frameworks for positive and preventive actions for sustainable tourism development and establish programmes to support the implementation of such practices. They shall monitor achievements, report on results and exchange their experiences.
17. Particular attention should be paid to the role and the environmental repercussions of transport in tourism, and to the development of economic instruments designed to reduce the use of non-renewable energy and to encourage recycling and minimization of residues in resorts.
18. The adoption and implementation of codes of conduct conducive to sustainability by the principal actors involved in tourism, particularly industry, are fundamental if tourism is to be sustainable. Such codes can be effective instruments for the development of responsible tourism activities.
19. All necessary measures should be implemented in order to sensitize and inform all parties involved in the tourism industry, at local, regional, national and international level, with regard to the contents and objectives of the EY 2020 goals and priorities.



10. Principle of Cultural Uses

Cultural tourism in particular is a search for and a celebration of that which is unique and beautiful, representing the most valued inheritance. ALECTOR considers culture and cultural heritage crucial to people's identity, self-respect, and dignity. This applies to both affluent and poor societies. Tangible heritage may be an avenue through which the conscious tourist starts to grasp a basic understanding of the past and/or living culture, which has adapted to and influenced the environment the visitor is trying to make intelligible. Provided these basic facts are understood and serve as guidelines for presentation and communication between tourists and the local population, cultural tourism has great potential to improve understanding and respect among different cultures, and in a long term perspective may be regarded as a tool for creating and preserving peace. ALECTOR promotes 8 guiding principles for sustainable cultural tourism at heritage places:

Page | 27

1. recognize the importance of heritage places
2. look after heritage places
3. develop mutually beneficial partnerships
4. incorporate heritage issues into business planning
5. invest in people and place
6. market and promote products responsibly
7. provide high-quality visitor experiences
8. respect local community rights and obligations.

ALECTOR acknowledges that cultural heritage has:

a ***national value*** with fundamental character, expressing the cultural and artistic identity of a country. This value cannot be dissociated and has a small affective importance;

a ***cognitive and educational value***, due to the fact that immovable and movable objects of heritage store multiple historical, art information, about the building processing techniques, and development of artistic professions and crafts;

an ***artistic and memorial value***, which focuses on art styles, their means of expression, the techniques used. They remain as historical evidence of ages or lifestyles of some missing generations. The memorial character is amplified especially when besides the architectural edifices there are no written traces, especially since these items may not be renewed;

an ***economic value*** that can be expressed by their economic capitalization, the possibility of attracting visitors or capitalizing monuments through tourism. This allows the generation of revenue used in the restoration, conservation of heritage objects and not only. Capitalization through heritage tourism, an increasing trend lately, moves the centre of gravity on economic value. At the same time there should be a balance between use and conservation work, possible mainly through regulations in the field and more recently by promoting sustainable tourism forms.

A great variety of heritage assets led in time to the diversification of cultural consumption. It can be said that tourism is cross-sectoral, involving leisure, tourism, recreation, edutainment, purchase of tangible or digital goods etc. Minding these conditions, it is necessary to produce an inventory of cultural products and services deriving from uses of natural and man-made heritage in order to see how can be consumed different categories of heritage assets. Within this vein ALECTOR has set to promote that:

- Residents and local authorities benefit equally from tourism income;
- Residents appreciate the improved retailing, catering and leisure facilities that tourism brings;



Project funded by the
EUROPEAN UNION



- Visitors access good quality information, accommodation, local food, attractions, and varied transport options;
- Visitors return and to recommend destinations to others;
- Owners of tourism businesses and their employees are satisfied with their quality of life;
- The built and natural environment getting better as a result of tourism and tourism development;
- Tourism is recognized as a positive force for conserving and improving our great cities, landscapes and attractions.

Page | 28



GLOSSARY

Adventure tourism	Commercially operated activities involving a combination of adventure and excitement pursued in an outdoor environment.
Biodiversity	The variety of life forms: the different plants, animals, and micro-organisms, the genes they contain, and the ecosystems they form.
Business plan	A blueprint for the operation of an enterprise containing a statement of the business mission, objectives, opportunities, strategies and action plans as well as control and evaluation procedures.
Consultation	A process of discussion between those proposing a course of action and those likely to be affected by those actions.
Conservation significance.	All the processes of looking after a place so as to retain its heritage.
Conservation plan	A document used in historic heritage conservation which sets out what is significant about a place, and consequently what policies are appropriate to enable the significance to be retained in its future use and development.
Cultural heritage	The ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values.
Cultural tourism	Tourism that focuses on the culture of a destination – the lifestyles, heritage, arts, industries and leisure pursuits of the local population. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. Cultural tourism includes Indigenous tourism.
Ecologically sustainable development	Using, conserving and enhancing the community's resources so that ecological processes, on which life depends, are maintained and the total quality of life, now and in the future, can be increased.
Ecosystem	The dynamic interaction between the complex of organisms that make up a community with their non-living environment and each other.
Ecotourism	Ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation. Its ecological and social responsibility and educational element distinguish it from other tourism which focuses on experiencing natural areas, such as nature-based and adventure tourism.
Environment	Ecosystems and their parts, including people and the cultural qualities and characteristics of places.
Geodiversity	The range of earth features including geological, geomorphological, palaeontological, soil, hydrological and atmospheric features, systems and earth processes.
Heritage	Our natural, cultural and historic inheritance.
Heritage place	A site, area, landscape, building or other structure, together with associated contents and surroundings, that has heritage significance.



Heritage significance	The aesthetic, historic, research, social, spiritual or other special values a place may have for present or future generations. Heritage significance recognizes both the natural and cultural importance of places.
Heritage tourism	Activities and services which provide visitors with the opportunity to experience, understand and enjoy the special values of Australia's natural and cultural heritage.
Indigenous tourism Indigenous cultures and	Tourism which provides visitors with an opportunity to appreciate places of significance or which is either Indigenous-owned or part-owned or employs Indigenous people. It can encompass a wide range of products and services including cultural heritage and nature-based tours, visitor/cultural centres, educational programs, production of art and craft, performances, events, accommodation, transport and hospitality.
Interpretation	A means of communicating ideas and feelings which help people understand more about themselves, their environment and other cultures. The process is commonly facilitated by guides, displays, on-site signage, brochures and electronic media.
Management plan	A document which details how to look after a place. It usually contains a description of the place and its important features, a summary of its significance, and documentation of issues, objectives and strategies. It should include strategies for conservation of heritage significance.
Market	The set of actual and potential buyers of a product or service.
Marketing	The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
Market share	The sales of a service or product relative to the total sales of that service or product in a given market.
Natural heritage	Consists of ecosystems, biodiversity and geo-diversity considered significant for their existence value for present or future generations in terms of their scientific, social, aesthetic and life support value.
Nature-based tourism	A broad term that includes a range of tourism activities and experiences which occur in natural areas, or are based around experiencing and learning about aspects of natural heritage. It can include ecotourism and adventure tourism, and aspects of cultural tourism and Indigenous tourism.
Product	In tourism, a service, good, idea, place or person with a set of attributes capable of satisfying the needs of buyers. Key attributes are reputation, price, service guarantee and features of the product or service itself.
Product positioning	The image of a product in the market relative to that of a competitor's product and other products offered by the same business.
Promotion	The means by which a business communicates with its target market/s in order to inform and persuade them, usually as part of a marketing strategy.
Sustainable	Able to be carried out without damaging the long-term health and integrity of natural and cultural environments, while providing for present and future economic and social wellbeing.



Project funded by the
EUROPEAN UNION



Sustainable tourism

Tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Tourism

The activities of persons travelling to and staying in places outside their normal place of residence for pleasure, business, holiday, recreation and to visit friends and relatives. It is also the business of providing goods and services to facilitate such activities.