Culture: A Driving Force for City Tourism

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Culture has long been a major attraction for City Tourism

What lies ahead? Cultural energy or simply Tourist ICONS?
Flamenco Dancing, with its deep cultural roots, has become the tourist symbol of the city Seville, Spain
The Eiffel Tower has become the iconic symbol of the city for both tourists and Parisians.
Cities - A Tapestry of Cultural Expressions

ICONS
Historic Buildings
Everyday Life
Festivals
Arts and Crafts
Cuisine
The Pyramids are ICONS of the city of Cairo and of Egypt as a nation.
Many of the world’s cultural heritage ICONS also define local Identity

Marrakech, Taj Mahal and San Francisco
World Heritage
Historic Urban Landscapes and Historic Trading Ports of Asia

Marrakech, Morocco
Hoi An, Vietnam
Telc, Czech Republic
Festivals, Worship & Pilgrimage
Bamberg, Sri Lanka, Bali, Bahktapur
Traditional theatre and community activities, Kerala and Argentina
The national capital hosts a festival of Indigenous Cultures, Mexico City
Modern life in the historic centres
Fez, Morocco
Bhaktapur, Nepal
Culture helps to define a sense of place for local residents
Sardinia
The ultimate in Local Cuisine
Paris
How can Local Culture enhance City Tourism?

Distinctive Positioning in a competitive Global Tourism Market Place
Transform the Image of the City
The Visitor and the Host Community
Innovative Practices in Cultural Expression
Public and Private Co-operation
Using Culture and Heritage for Distinctive Positioning in a competitive Global Tourism Market
The French town of Auvers-sur-Oise celebrates its associations with the famous 19th century painter Vincent van Gogh
The Biennale, Venice
Macau World Heritage
400 years of East-West Cultural Exchange
The Portuguese City of Evora has embraced its World Heritage Inscription as the foundation for all planning and development within the historic city.
Using Culture and Heritage to Transform the Historic Urban Environment
Successful Conservation
Sustained Urban Revival
Covent Garden Markets
London
Urban Renewal with a Tourism Focus

Galle Fort,
World Heritage City
Sri Lanka
Musée des Arts et Metiers

Former Medieval Church, Paris
Historical Regatta Festival
Venice
Expanding an ancient tradition into the 21st century

New spa facility, Bath, UK
New City Art Gallery within the medieval town

Nuremburg, Germany.
Community Centre
Next to Roman Temple
Nîmes, France
Cultural Revival of an industrial city

Guggenheim Art Museum
Bilbao
Urban Renewal of Industrial Waterfront
New Museum, New Arts Centre
Restored Cathedral and Fort

Marseilles, France
Revitalised Industrial Heritage Sites

Germany
The Visitor and their Hosts
Meeting of people and cultures,
Golden temple, Vientiane, Laos
Encouraging cultural immersion
Outdoor Markets, Paris
Sharing an experience
Bhaktapur, Nepal
Culture and Heritage
Innovative Practices to enhance Tourism Experiences
Intangible Cultural Heritage
Expressions and Experiences for departing airline passengers

Incheon Airport, Seoul

Photos of Korean cultural heritage attractions displayed on arrivals concourse reinforce the identity of the destination.
European Heritage Days festivals are hugely popular annual events in many historic towns and cities.

Czech Republic
Expanding the central market, restoring community and historic buildings encourages visitors into the historic town

Hoi An, Vietnam
Culture and Heritage
Encouraging Public – Private Co-operation for Local and Visitor Benefit
Historic City Markets Building owned by City Council, upgraded and operated by Singapore-based developers

Queen Victoria Building
Sydney
Special bonuses awarded by City Council to private Developers

Abandoned Tram Sheds converted to vibrant retail centre as part of a large residential redevelopment of surrounding industrial lands

Sydney
Redundant Government office building in Central Sydney
Protected as a building of outstanding importance
Identified by Government as a prestige hotel opportunity
Long term lease awarded by open tender to Singaporean Hotel Operator
English Architects, Australian Heritage Consultants
Currently in design stage for hotel re-use, Opening 2021
Urban revival and WH listing for the benefit of local citizens also generated major tourism and increased the popularity of the region’s famous wines.

Bordeaux, France
The ICOMOS International Cultural Tourism Charter encourages cooperation and best practice.
A major initiative between UNWTO and UNESCO to build new partnerships between Culture and Tourism 2015
Where to from here?
VIVID
Mid Winter Festival
Sydney

Animated Light Show
Sydney Opera House
World Heritage Site
Google.com/culturalinstitute

Google Arts & Culture
Explore stories from around the world
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The future is in your hands