



## **Third UNWTO/UNESCO World Conference**

### **on Tourism and Culture: For the Benefit of All**

Istanbul, Turkey, 3-5 December 2018

### **Istanbul Declaration on Tourism and Culture: For the Benefit of All**

We, the representatives of tourism and culture administrations of the Member States of the World Tourism Organization (UNWTO) and of the United Nations Educational, Scientific and Cultural Organization (UNESCO), representatives of international and regional organizations, private sector, academia, local communities and civil society, gathered on the occasion of the *Third UNWTO/UNESCO World Conference on Tourism and Culture – For the Benefit of All*, in Istanbul, on 3-5 December 2018, under the patronage of H.E. Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism of the Republic of Turkey, with the attendance of UNWTO and of UNESCO at the highest levels;

#### **Recalling:**

The *Muscat Declaration on Tourism and Culture – Fostering Sustainable Development* (2017) and the *Siem Reap Declaration on Tourism and Culture – Building a New Partnership Model* (2015), which call for enhancing the contribution of tourism and culture to national Sustainable Development Goals (SDGs) strategies and for setting out priorities to facilitate that process;

The UN General Assembly Resolution 70/193 of 22 December 2015, designating 2017 as the *International Year of Sustainable Tourism for Development*, aimed at raising awareness of the contribution of sustainable tourism to development among decision-makers and the general public;

The UN General Assembly Resolution 70/1 of 25 September 2015 on *Transforming our World: the 2030 Agenda for Sustainable Development* and the 17 Sustainable Development Goals;

The *UNWTO Global Code of Ethics for Tourism* adopted by the UNWTO General Assembly in 1999 and endorsed by UN General Assembly in 2001, reaffirming that tourism increasingly relies on cultural heritage while simultaneously contributing to its enhancement;

The *UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions* adopted by the UNESCO General Conference in 2005, the *Convention for the Safeguarding of the Intangible Cultural Heritage* adopted in 2003, and, the *Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted in 1972, aimed at the protection, conservation and presentation of cultural and natural heritage with outstanding universal value to all humankind.

**Reaffirm our commitment to:**

**1. Strengthen the synergies between tourism, culture and local community stakeholders in order to further contribute to the 2030 Agenda on Sustainable Development and the 17 SDGs by:**

1.1. Encouraging closer coordination in the creation of evidence-based policies and strategies based on the measurement of the economic, social and environmental impacts of cultural tourism.

1.2. Creating governance structures that link tourism and culture and bring a wide range of benefits to destinations, businesses, visitors and local populations, while maintaining a healthy balance between tourism development and heritage conservation and safeguarding.

1.3. Upholding the perspectives and interests of local communities in cultural tourism policies and strategies.

1.4. Ensuring that public-private partnerships and investment approaches systematically address sustainable development challenges and advance decent work opportunities within tourism destinations and the cultural sector.

**2. Shape cultural tourism for sustainable and creative cities by:**

2.1. Recognizing that tourism's contribution is not limited to generating economic opportunities, particularly in cultural and creative sectors and in urban settings, but is also an integral part of all dimensions of development. Further, that people-centered and cultural-driven tourism can be a catalyst for sustainable development, primarily in cities, where cultural activities and institutions should be sustained and vibrant.

2.2. Raising awareness of cities, home to a broad range of tourism destinations and resources, as frontrunners in promoting sustainable cultural tourism.

2.3. Strengthening the role of cities around the world as local observatories for data and analysis, as well as laboratories of innovative practices towards sustainable development patterns in tourism, which contributes directly to the implementation of the 2030 Agenda for Sustainable Development.

2.4. Taking full advantage of inter-governmental and pan-regional organizations, as well as international networks, to stimulate exchange and collaboration among cities and local authorities across the world towards building a sustainable ecosystem in the tourism sector, together with other stakeholders and actors.

**3. Enhance the role of responsible tourism as an ally for safeguarding intangible cultural heritage by:**

3.1. Raising awareness and ensuring mutual appreciation at the local, national and international levels of the importance of intangible cultural heritage.

3.2. Strengthening the decision-making powers of local communities, including the bearers and custodians of intangible cultural heritage, as well as indigenous peoples, women and youth, with regards to tourism development and the best ways to improve their livelihoods.

3.3. Establishing collaborative platforms between communities, tourism authorities and other stakeholders, with a view to ensuring the relevance of the intangible cultural heritage in promoting cultural diversity and human creativity.

**4. Advance cultural tourism for all through digital transformation by:**

4.1. Championing tech-based strategies and tailor-made solutions that advance research, congestion management and universal access to cultural assets, including for people with disabilities and specific access requirements.

4.2. Using Information and Communications Technology to safeguard, archive, preserve, manage and promote cultural heritage, while bringing competitive advantages to destinations and fostering social inclusion.

4.3. Enhancing visitors' experience at cultural sites through technological innovation, without trivializing the representation and interpretation of built cultural heritage.

4.4. Welcoming the opportunities that the digital transformation brings to the tourism and culture sectors by promoting smart solutions for capacity-building.

*We express our sincere gratitude to H.E. Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism of the Republic of Turkey, and all his staff for their warm hospitality in Istanbul and excellent arrangements for the Conference.*

*Istanbul, Republic of Turkey, 4 December 2018*