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Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development

A strategic cooperation model

A Presentation at the 9th International Conference for Cultural Tourism in Europe

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INTRODUCTION
Intangible cultural heritage (ICH) is recognized as viable resource for sustainable development by both UNESCO and the UNWTO, as well as by governments and private stakeholders across the world. Based on good practices in South Eastern Europe framed in the latest global trends, this presentation will focus on innovative policies for tourism growth through safeguarding local traditions related to social practices, rituals and festive events, taking also into account examples from other ICH domains, e.g. performing arts, traditional crafts, etc.. It will show examples of the responsible attitude of private stakeholders towards the process of promoting and using as a resource the fragile complexity of human interactions within the ICH realm, as well as the challenges and risks that over-commercialization poses.

• Global policy documents on ICH related cultural and creative tourism, Sustainable Tourism & Ethics
  • UNESCO 2030 goals for sustainable development
  • Convention 2003 & the sustainable economic development-Operational directives 2016
  • UNESCO Codes of Ethics - ICH, Cultural heritage - built and museums
  • Global Code of Ethics in Tourism
  • Tourism & Europe 2020
ICH Stakeholders
Process of Assuring Sustainable Development

Intangible Cultural Heritage Domains
- Oral traditions & language
- Performing arts
- Social practices, rituals, and festive events
- Knowledge and practices concerning the nature and the universe
- Traditional craftsmanship

Type of bearers
- Communities
- Groups
- Individuals

Type of ownership
- Public Stakeholders
  - Governments
  - Public agencies, organizations, and institutions
- Private or public ownership
  - NGOs
  - Industries
    - Hospitality and tourism
    - Creative and Heritage
    - Events
    - Entertainment
    - Agriculture, F & B, Pharma, Health
    - Marketing & Media
    - Other

Codes of Ethics and Considerations

Local Regional National Transnational
Type of location

Benefits
Provides resource
Contributes and/or Participates

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Domains

- Performing arts
- Social practices, rituals and festive events
- Knowledge and practices concerning the nature and the universe
- Traditional craftsmanship

Lists

- Representative list
- List of Intangible Cultural Heritage in Need of Urgent Safeguarding

CASE STUDIES

Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development

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Etura Open-air
Ethnographic Museum,
Gabrovo, Bulgaria

Domains
- Traditional craftsmanship

Lists
- Representative list
- Not listed with UNESCO

CASE STUDIES
Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development

© 2016 Associate Prof. Nikolai Vukov, Ph.D. © 2016 Rossitza Ohridska-Olson
Surova folk feast in Pernik region
Festival of folklore in Koprivshtitsa: a system of practices for heritage presentation and transmission, Bulgaria

© 2010 Maria Dradjeva

Traditional Vallenato music of the Greater Magdalena region

Human towers, Spain

© 2007 Léon Darío Pélaez, Revista Semana

Domains
- Social practices, rituals and festive events
- Performing arts

Lists
- Best safeguarding practices
- In need of urgent safeguarding
- Representative List

CASE STUDIES
Tourism & ICH
Safeguarding

Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development

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Kırkpınar oil wrestling festival
Tourism Product Formation
Based on Intangible Cultural Heritage

Resources

- Oral traditions
- Performing arts (music, dance, etc.)
- Social practices: rituals & festive events
- Knowledge & practices: nature & universe
- Traditional craftsmanship
- Mixed resources

Filter

- Supply (capacity + relevance + ethical considerations)
  + Demand (micro segmentation by interests & motivation for travel)
  + Smart distribution (possibility for micro-targeting & delivery + restriction for safeguarding reasons)

Competitive cultural products

- Sustainability, preservation & ethical considerations

Competitive Product by types of tourism

- Cultural tourism (cultural heritage, creative)
- Event tourism (festivals & gatherings)
- Eco tourism (nature & rural)
- Wine & Gourmet tourism (social practices, rituals)
- Adventure tourism (universe, rituals)

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Cooperation Model: ICH & Creative Tourism

ICH Stakeholders in the formation of creative tourism product

Type of ownership
- Public Stakeholders
- Public and Private Stakeholders
- Private Stakeholders

Type of location
- Local
- Regional
- National
- Transnational

ICH Domains
- Oral traditions & language
- Performing arts
- Social practices, rituals, and festive events
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- Traditional Craftsmanship

Type of bearers
- Communities
- Groups
- Individuals

Theme-based creative tourism products: specific ICH domain
- Sustainable creative tourism product 1
- Sustainable creative tourism product 2
- Sustainable creative tourism product 3

Theme-based ICH Stakeholders Cooperation Networks
Thank you!  Obrigados!

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