



4th UNWTO/UNESCO World Conference on Tourism and Culture: Investing in future generations

Kyoto, Japan, 12-13 December 2019

Kyoto Declaration on Tourism and Culture: Investing in future generations

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 organizations, private sector, academia, local and indigenous communities, gathered on the occasion of the Fourth *UNWTO/UNESCO World Conference on Tourism and Culture*, in Kyoto, on 12-13 December 2019, under the patronage of Japan Tourism Agency, Agency for Cultural Affairs, Kyoto Prefecture and City of Kyoto, with the attendance of HH Princess Akiko of Mikasa;

Recalling:

The *Istanbul Declaration on Tourism and Culture – For the Benefit of All* (2018), the *Muscat Declaration on Tourism and Culture – Fostering Sustainable Development* (2017), 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 the Sustainable Development Goals (SDGs) and for setting out priorities to facilitate that process;

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;

The *UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions* adopted 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;

The United Nations General Assembly resolution (A/RES/71/178) proclaiming 2019 as the *International Year of Indigenous Languages (IYIL2019)*, to raise awareness of the critical situation of indigenous languages and to mobilize stakeholders and resources for coordinated action around the world to preserve, revitalize and promote them;

The *Recommendations on Sustainable Development of Indigenous Tourism* adopted by the UNWTO General Assembly in 2019, with the aim to best harness the role of tourism and mitigate its potential negative impacts within indigenous communities; and

The *G20 Tourism Ministers' Declaration*, adopted in Kuchino, Hokkaido, Japan in 2019;

We reaffirm our commitment to:

1. *Implement innovative policy and governance models reflected in cutting-edge cultural tourism projects by:*

- 1.1. Leading initiatives aligned with the SDGs and harnessing innovative technologies to produce measurable impacts among destinations, businesses and local populations while ensuring the benefits from tourism are invested back into cultural resources and the improved wellbeing of communities;
- 1.2. Facilitating transnational partnerships and defining shared objectives between the tourism and culture sectors to enhance intercultural dialogue and appreciation for cultural diversity and social cohesion;
- 1.3. Strengthening measures to safeguard tangible and intangible cultural heritage, and promote and protect the diversity of cultural expression and intrinsic values therein;
- 1.4. Developing policies to mitigate the negative impacts of tourism growth on the use of cultural and natural resources, in particular properties inscribed on the UNESCO World Heritage list, and applying strategic destination management systems that promote the seasonal, regional and time-based dispersal of visitors in response to growing concerns and pressures related to “overtourism”;
- 1.5. Reinforcing ethical principles in the tourism sector through the implementation of the UNWTO Global Code of Ethics for Tourism and adopting related policies, codes of conduct and governance systems; and
- 1.6. Promoting the “Kyoto model” with regards to managing the relationship between tourism, culture and local community.

2. *Enrich tourism through the transmission of cultures and mutual understanding by:*

- 2.1. Sensitizing stakeholders to the added value of culture for a destination and the role of heritage and creativity in enhancing product diversification, socio-economic development and sustainable growth;
- 2.2. Celebrating cultural diversity and intercultural dialogue, in particular through festivals, education, awareness raising and cultural or spiritual centres;
- 2.3. Addressing research gaps on how continuing tourism growth, increasing urbanization and migration are impacting the transmission of cultures;
- 2.4. Creating community-centred initiatives that gather practitioners and the bearers of traditional knowledge to strengthen systems for transmitting cultures through tourism for future generations; and
- 2.5. Implementing the UNWTO *Recommendations on Sustainable Development of Indigenous Tourism*, expanding partnerships between communities, destinations and tourism operators, and guiding the responsible behaviour of visitors.

3. *Redefine tourism management to advance local community empowerment and responsible tourism by:*

- 3.1. Establishing management systems that combine up-to-date knowledge, digital solutions and inclusive approaches to enhance the visitor experience as well as respect for communities' needs, adequate interpretation and fair trade;
- 3.2. Building measurement systems that create an enabling environment for cultural investments to thrive while tracking the added value of culture, visitor flows and the distribution of benefits;
- 3.3. Strengthening strategic frameworks that are destination-specific with a view of enabling innovation, local entrepreneurship, creativity, craftsmanship and community empowerment, notably of women and youth;
- 3.4. Involving the whole destination in urban planning and destination management through the participation of local communities and the private/public sectors, ensuring the opinions of residents are reflected as the bearers of traditions and cultural expressions rooted in their daily lives; and
- 3.5. Disseminating informative and educational materials that target the tourism sector and visitors and are aimed at respecting local cultural values and properties.

4. *Strengthen capacities geared towards the sustainable development of cultural tourism and better understanding of shared values by:*

- 4.1. Developing human talent and encouraging talent retention given its crucial contribution to sustainability, entrepreneurship, skills matching and overall cultural tourism competitiveness;
- 4.2. Supporting partnerships between the private and public sectors that employ new technologies in order to build capacity, diversify and increase the attractiveness and competitiveness of the cultural tourism offer;
- 4.3. Forging collaboration between tourism destinations, academia and the private sector to improve education, training and research on creative industries and heritage, thus creating new jobs and forming culturally informed professionals;
- 4.4. Investing in human capacities and the sustainable development of less visited areas, by providing training on cultural and thematic routes and contributing to intercultural dialogue, international cooperation and peace; and
- 4.5. Utilizing cultural facilities such as museums to further engage both visitors and residents in local cultures and traditions.

We believe in tourism's great potential to contribute to peace and mutual understanding between peoples of different cultural values, disregarding their race, creed, or social system of their country of origin. We therefore express our sincere gratitude to the national and local Japanese authorities, as well as the people of Kyoto, for their warm hospitality and excellent arrangements for this Conference, making a valuable contribution to the above aspirations.

Kyoto, 13 December 2019