

Associate Prof. Nikolai Vukov, Ph.D.

Rossitza Ohridska-Olson

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

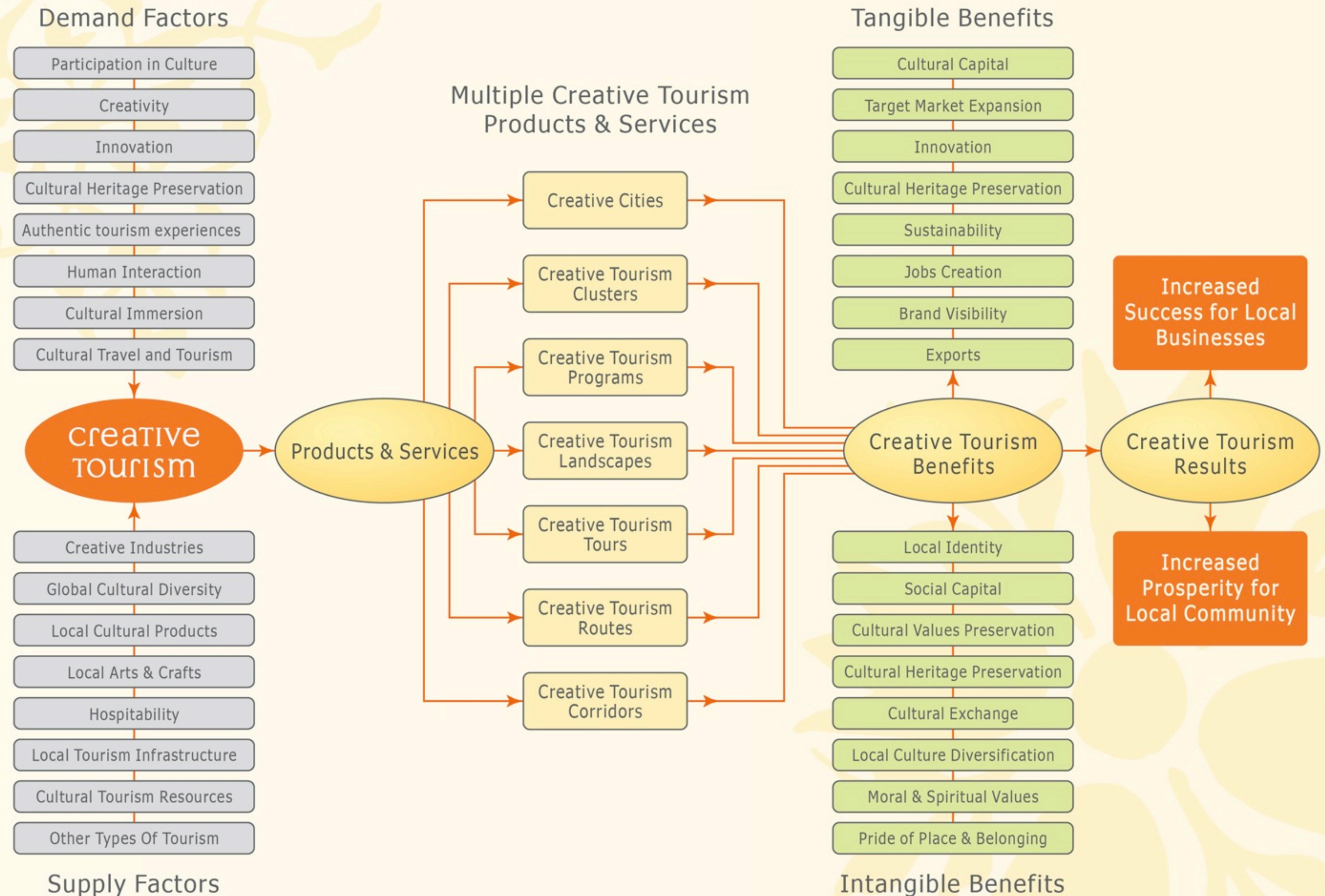
*Guimarães,
Ave Region Portugal
September 23, 2016*

INTRODUCTION

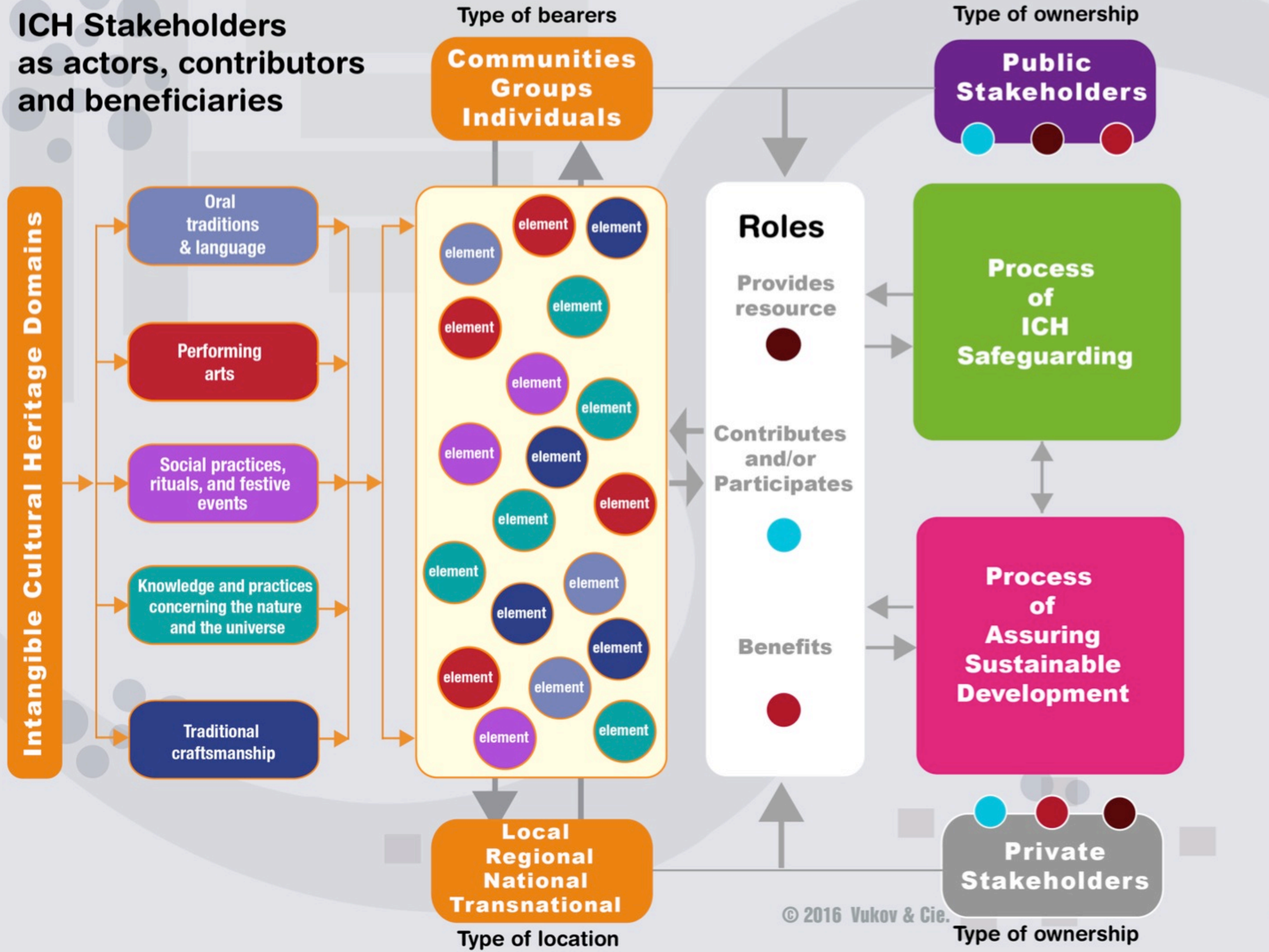
Intangible cultural heritage (ICH) is recognized as viable resource for **sustainable development** by both UNESCO and the UNWTO, as well as by governments and private stakeholders across the world. Based on good practices in South Eastern Europe framed in the latest global trends, this presentation 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.

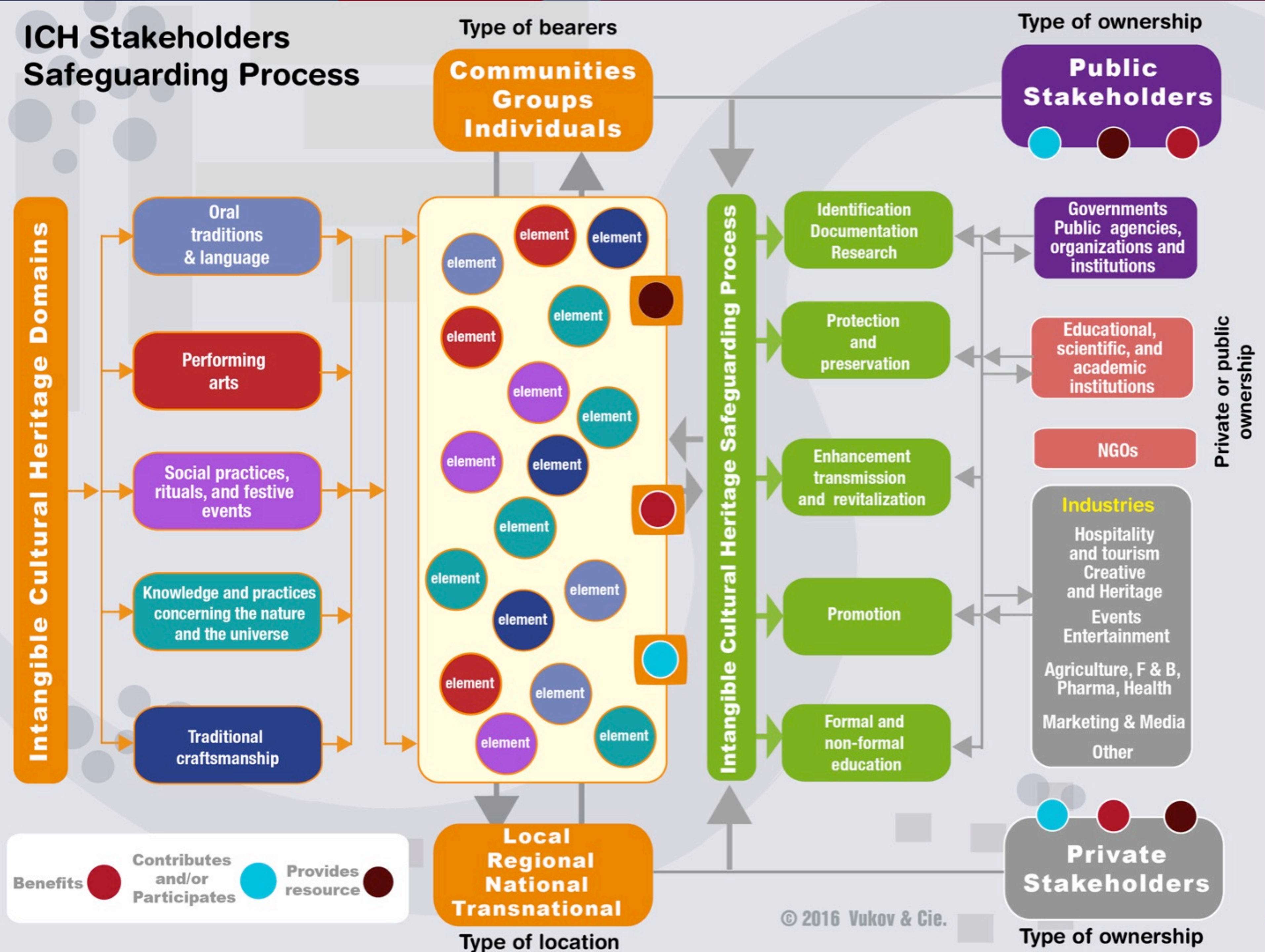
- **Global policy documents on ICH related cultural and creative tourism, Sustainable Tourism & Ethics**
 - UNESCO 2030 goals for sustainable development
 - Convention 2003 & the sustainable economic development-Operational directives 2016
 - UNESCO Codes of Ethics - ICH, Cultural heritage - built and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

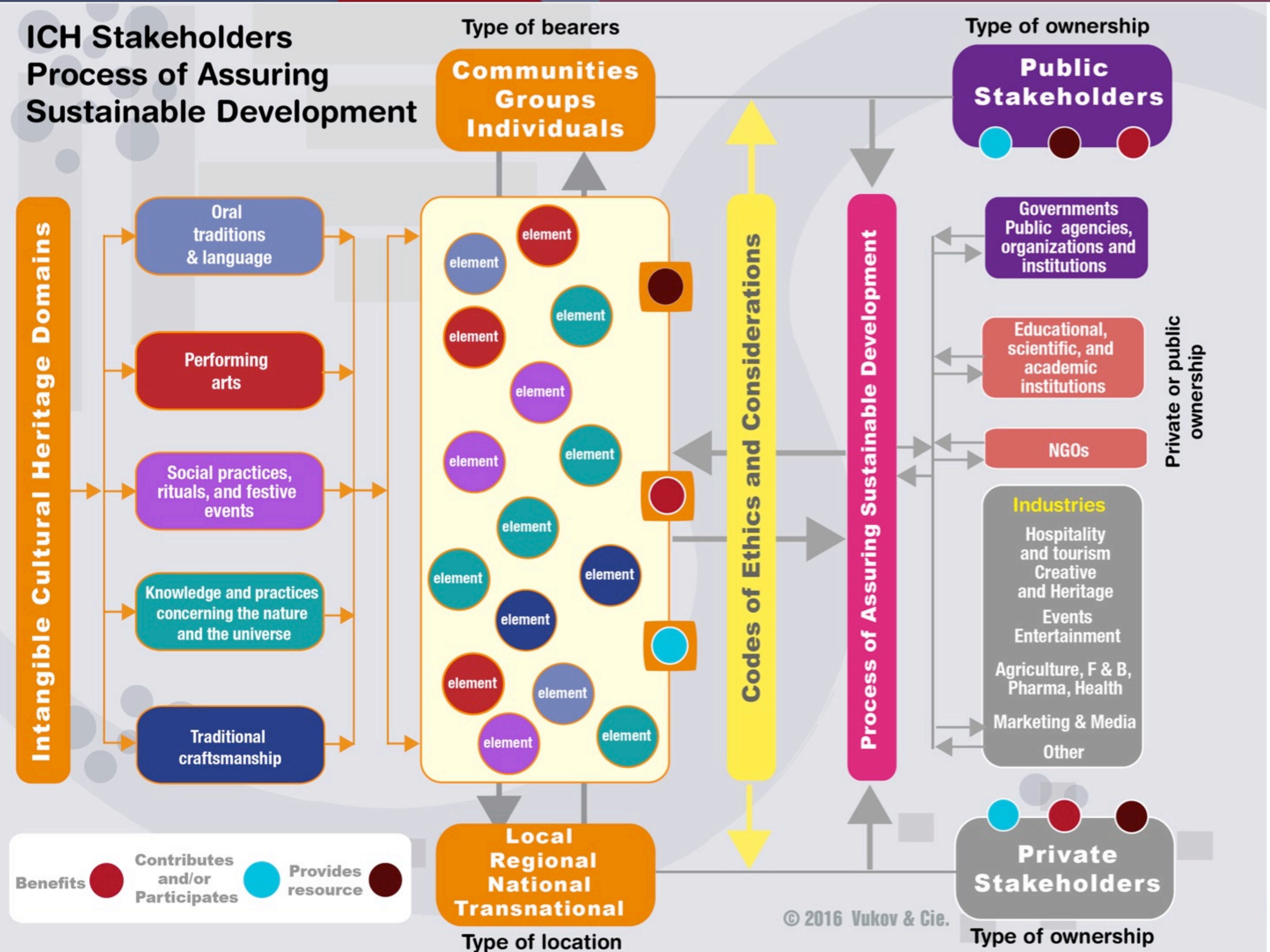
CREATIVE TOURISM BUSINESS MODEL



ICH Stakeholders as actors, contributors and beneficiaries









Cante Alentejano, polyphonic singing from Alentejo, southern Portugal

© 2008 Nicola DiNuzio/Municipio de Serpa



Fado

© 2010, Mariza

Mediterranean diet



© Communauté d'Argos, UNESCO

Manufacture of cowbells



© 2014 David Mira, UNESCO

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

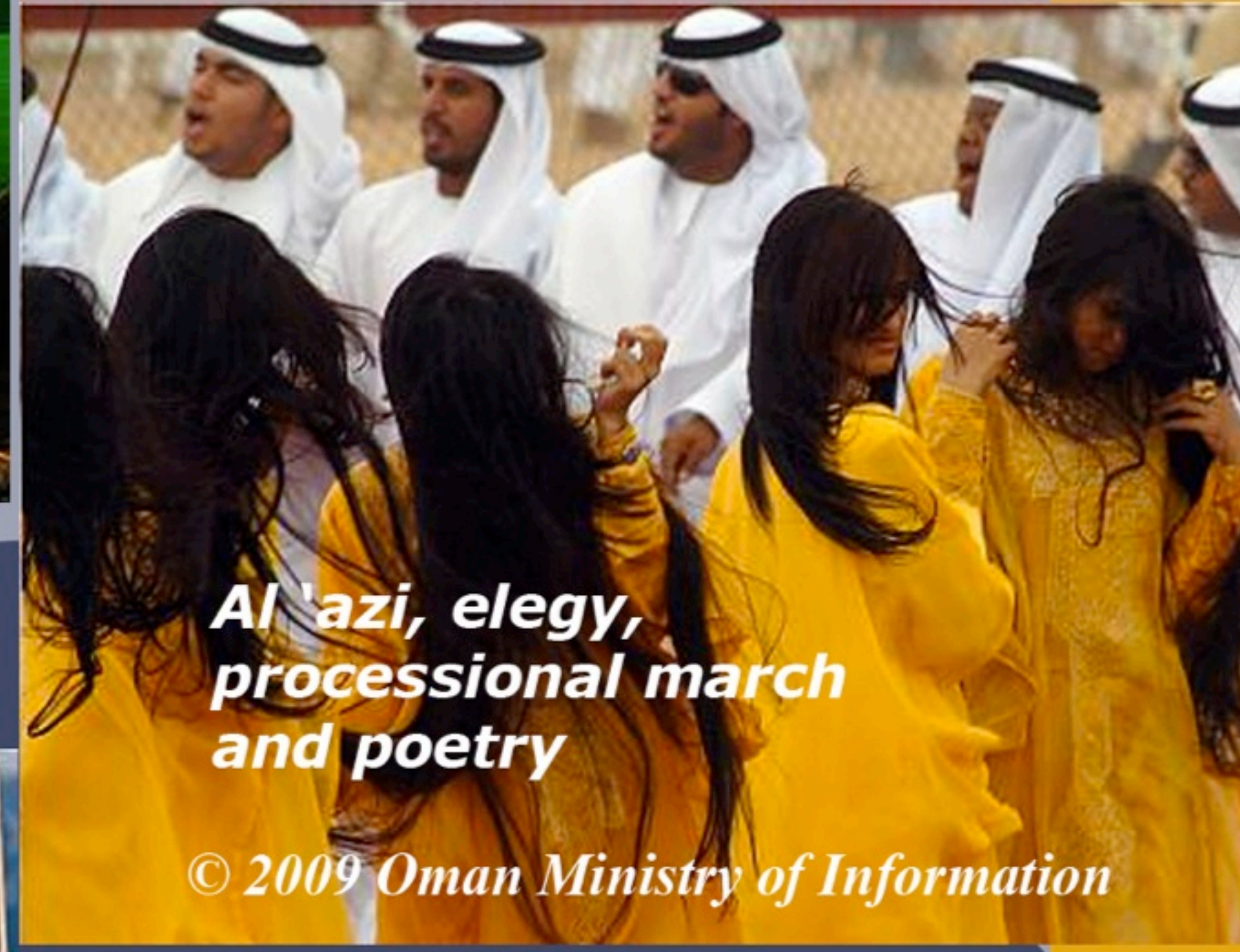
CASE STUDIES

Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development



© 2010 by M.Rahimov/Ministry of Culture and Tourism and UNESCO

**Kyrgyz epic trilogy:
Manas, Semetey, Seytek**



**Al 'azi, elegy,
processional march
and poetry**

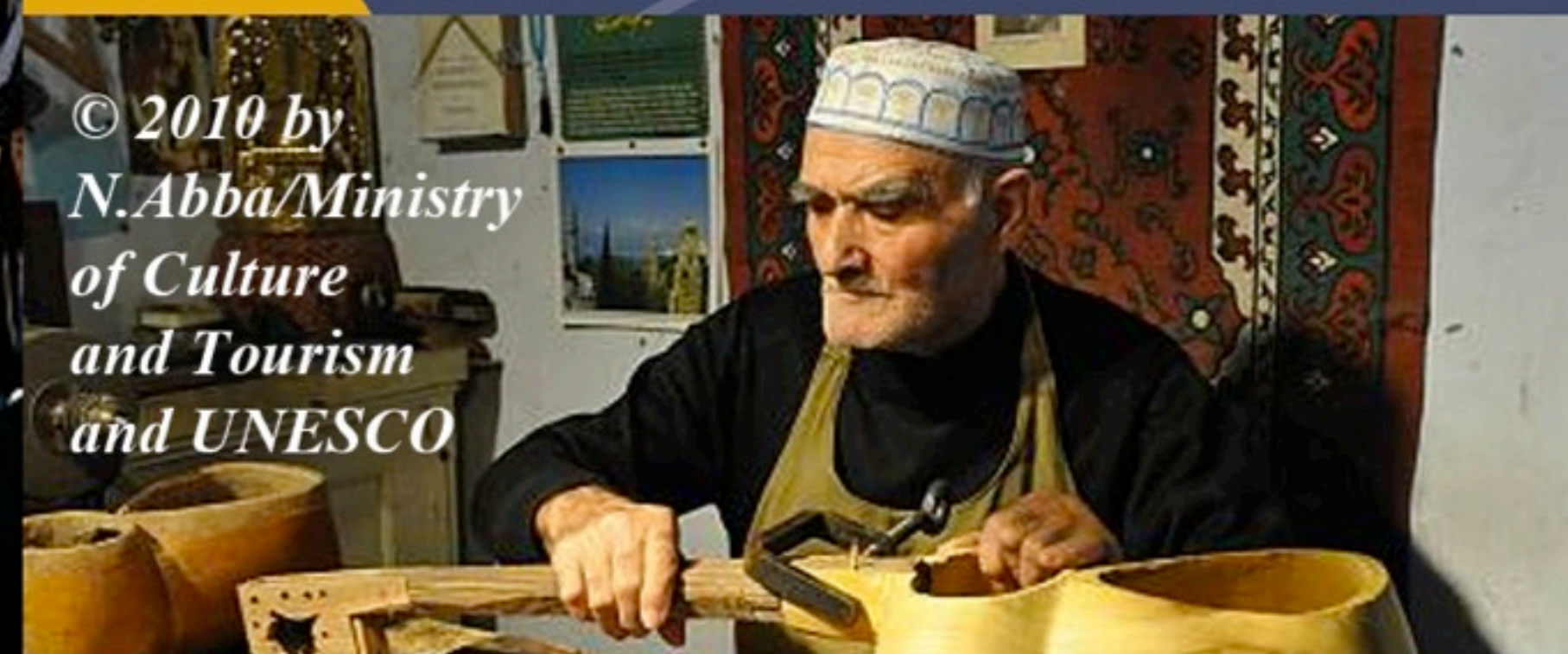
© 2009 Oman Ministry of Information



© National Commission of the Kyrgyz Republic for UNESCO

**Craftsmanship and
performance art of the Tar,
a long-necked string
musical instrumen**

© 2010 by N.Abba/Ministry of Culture and Tourism and UNESCO



Domains

- Oral traditions and language
- Performing arts
- Social practices, rituals and festive events
- 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

**Etura Open-air
Ethnographic Museum,
Gabrovo, Bulgaria**



© 2010 by Stevan Olson & Rossitza Ohridska-Olson

Craftsmanship of Horezu ceramics



© Ministry of Culture and Tourism of Turkey

Ebru, Turkish art of marbling



**The barro negro
(black mud pottery),
Oaxaca, Mexico.**

© MILINTOC

Domains

- Traditional craftsmanship

Lists

- Representative list
- Not listed with UNESCO

CASE STUDIES

Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development



© 2013 by Orlin Rachev and UNESCO



© Ventsislava Stoyanova for UNESCO

© 2011 by Iglia Georgieva Mishkova and UNESCO

Surova folk feast in Pernik region

**Festival of folklore in Koprivshitsa:
a system of practices for heritage
presentation and transmission,
Bulgaria**



© 2010 Maria Dradjeva

© 2007 Léon Dario Pélaez, Revista Semana



**Traditional Vallenato music
of the Greater Magdalena region**

Domains

- Social practices, rituals and festive events
- Performing arts

Human towers, Spain



© Lluïstuset via Wikimedia Commons

Lists

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

Safeguarding the carillon culture



© 2013 by Luc Rombouts

CASE STUDIES

**Tourism & ICH
Safeguarding**

Intangible Cultural Heritage Safeguarding Policies and Sustainable Creative Tourism Development



© 2011 by Nikolai Vukov



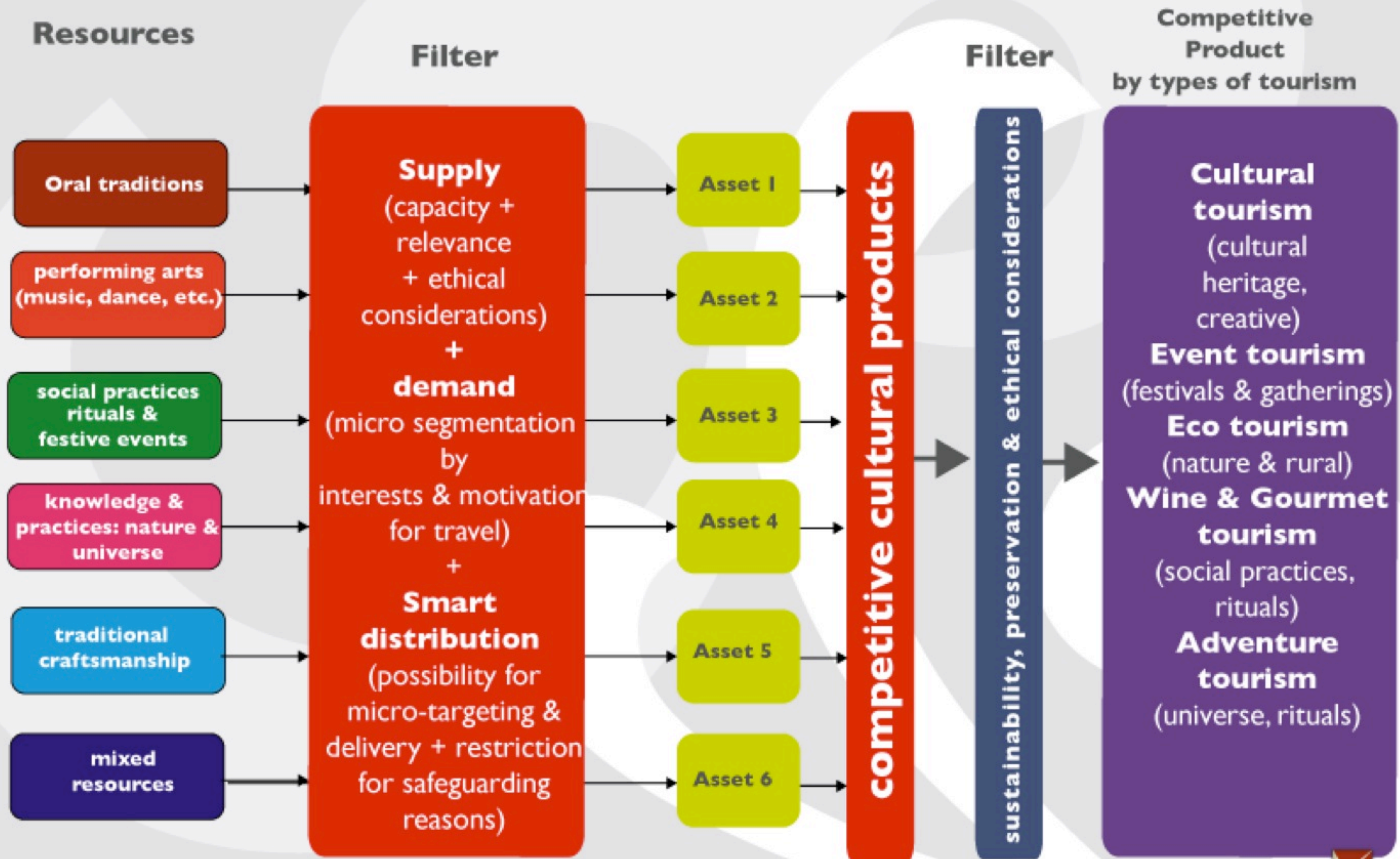
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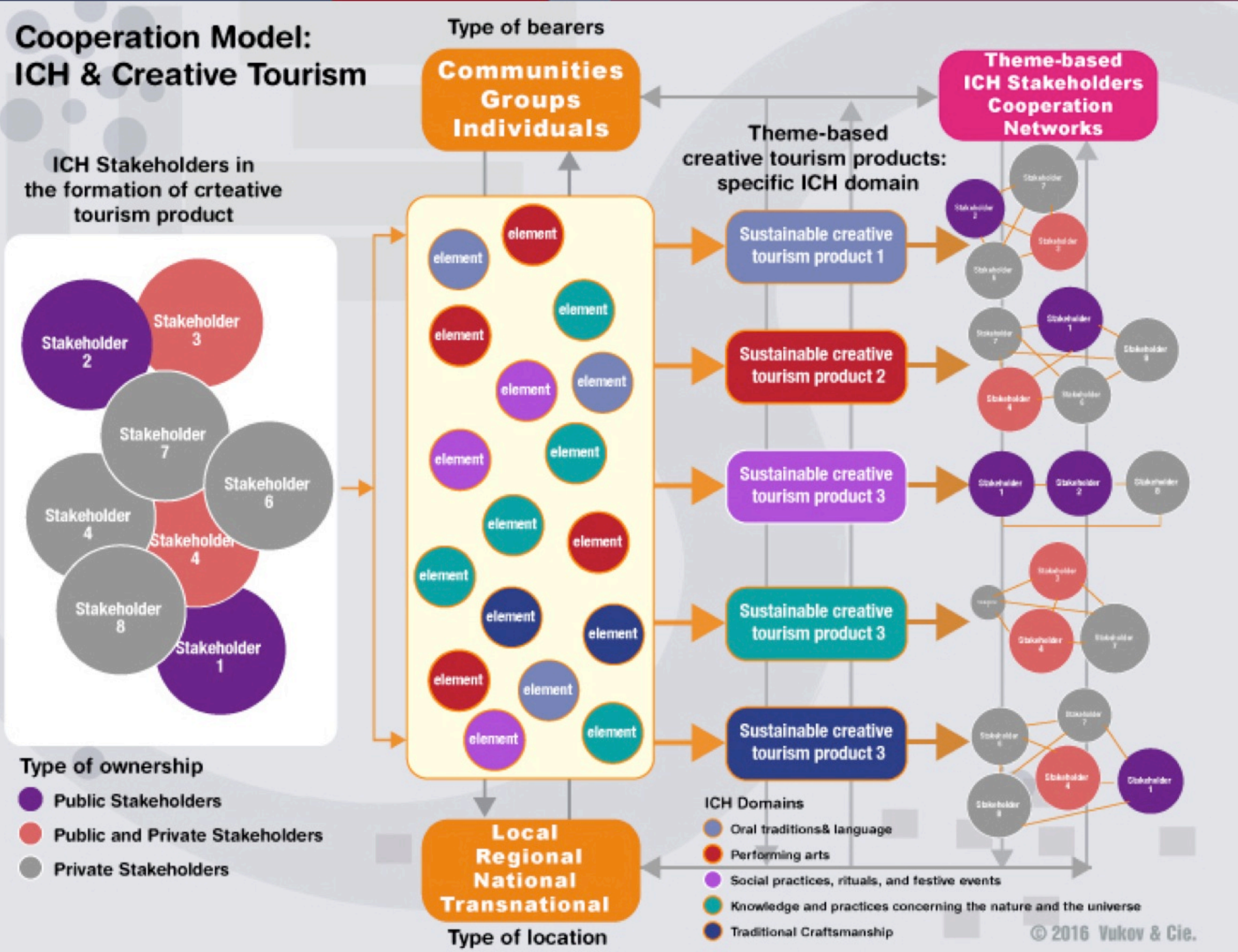
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Kirkpinar oil wrestling festival

TOURISM PRODUCT FORMATION BASED ON INTANGIBLE CULTURAL HERITAGE



Cooperation Model: ICH & Creative Tourism





Thank you!



Obrigados!

Associate Prof. Nikolai Vukov, Ph.D.

Bulgarian Academy of Sciences
Email: nikolai.vukov@gmail.com

Rossitza Ohridska-Olson

Vizantia International EOOD
Email: rokambur@gmail.com