

UIA International Forum on Mass Tourism in Historic Cities

THE THEME - MASS TOURISM IN HISTORIC CITIES

With the advent of low-cost travel, the tourism industry is experiencing an unprecedented boom. As a result, mass tourism is increasingly characterised as invasive, even destructive, often resulting in demographic shifts, local malcontent, rising prices, the dissipation of small businesses, damage to heritage, and loss of cultural identity.

This forum, organised by the International Union of Architects (UIA) and the Azerbaijan Union of Architects (UAA), aims to address these problems and discuss ways in which architects and other actors can help develop a greater harmony between town and tourists.

TARGET GROUPS

Open to actors from both developed and emerging historic tourist destinations, the forum is addressed to professionals from the travel and tourism sector, policy-makers, architects, historical conservation experts, and students specialising in related subjects.

AREAS OF DISCUSSION

Uses and maintenance of heritage - how different groups use historic cities and how urban planners can work to accommodate all groups, restoration, conservation, adaptation for new conditions of use.

Tourism sector and digital tools - the important role of tourism professionals in developing responsible tourism, how to use digital to help efficiently organize tourist flows.

Economic factors - how mass tourism affects the economy, consequences on the consumer habits of residents, long-term repercussions.

Regulatory measures - existing or suggested norms and regulations

Education and awareness - approaches to advising children, residents and tourists about how to use heritage in a responsible way.

Conclusions - final guidelines and label with the UNWTO (if possible) and Declaration.

FINAL OUTCOMES

A **charter and set of guidelines for sustainable tourism**, endorsed by International Organizations for distribution throughout the world to policy-makers, tourism professionals, and urban planners. These guidelines will ultimately serve as a tool for tourism management in historic cities, and, in the interim will be used as a baseline for the panel discussions.

A **quality label** for cities that meet the necessary requirements of sustainable tourism in historic cities, as specified in the aforementioned **charter and guidelines**.