

LOCAL IDENTITY AND TOURISM MANAGEMENT ON WORLD HERITAGE SITES

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How World Heritage Sites are featured on websites

National Commissions for UNESCO websites compared to
National Tourism Organizations' websites in Europe

Silvia de Ascaniis & Lorenzo Cantoni

USI - Università della Svizzera italiana (Lugano, Switzerland)



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Sample of analysis

- a. Website of National Tourism Organizations (NTO)
- b. Website of National Commissions for UNESCO (NCU)

Countries belonging to the European Union placed in the Mediterranean area:

- Cyprus
- Croatia
- France
- Greece
- Italy
- Malta
- Portugal
- Slovenia
- Spain





Method of analysis

Benchmarking of websites' contents and functionalities

= identification and classification of contents and functionalities/services offered by a group of websites

with the goals of:

- pointing out contents and services offered by websites in the same market area/dealing with similar topics
- comparing “similar” websites
- identifying best practices
- understanding the dynamics of a certain sector, its strengths and weaknesses

RQ of study:

How are World Heritage Sites portrayed in the websites of (i) National Commissions for UNESCO and in those of (ii) National Tourism Organizations?



Results_1a: presence & prominence in NTO

Italy	3 clicks: idee di viaggio, cultura arte storia, siti UNESCO
Malta	3 clicks: places, attractions, UNESCO WH
Greece	3 clicks: where to go, culture, WHS
Cyprus	4 clicks: discover Cyprus, culture & religion, sites & monuments, filter by WHS
Spain	3 clicks: what to do, art & culture, world heritage
Portugal	through Search function, refine search by preference "WH", or What to do? > Art and Culture > World Heritage in Portugal
France	3 clicks: destinations, cities of France, cities and UNESCO
Slovenia	3 clicks: Places to go, attractions, UNESCO WH
Croatia	2 clicks: experiences, culture & heritage



Results_1b: presence & prominence in NCU

Italy	2 clicks: Unesco close to you, WHS
Malta	only photo gallery in the home
Greece	2 clicks: culture, Greek WHS
Cyprus	2 clicks: culture, WHS
Spain*	3 clicks: programs, heritage, Ministry of Education & Culture
Portugal*	2 clicks: themes, protect our heritage
France	0
Slovenia	Not working
Croatia	2 clicks: program areas, culture



Results_1c: types of contents in NTO vs. NCU

information are given about them (11)	presentation of each site	9	information are given about them (13)	list of national sites	7
	list of national sites	8		presentation of each site	6
	photo gallery of each site	8		photo gallery of national sites	5
	photo gallery of national sites	7		(link) 1972 Convention	5
	localization on map of each site	7		photo gallery of each site	5
	presentation of WH program	4		presentation of WH program	4
	what to do at site	4		map of all sites	3
	map of all sites	3		national initiatives on WH	3
	next events at site	3		tentative list	2
	3D exploration of the site	1		national application process	2
	tentative list	1		3D exploration of the site	1
to know more (12)	link to related offices/departments	6	To know more (7)	tourism information	1
	link to local DMO	4		Cities of WH Award	1
	link to UNESCO WH Centre	3		next events at site	0
	link to other monuments	3		link to UNESCO WHS centre	5
	WHS-related articles in the website	3		link to related offices/departments	4
	link to UNESCO national commission	2		publications (download)	2
	WHS-related publications	2		link to other monuments	2
	audio-guide of the site	2		link to national projects	2
	brochure (download) of the site	2		link to national associations	2
	link to UNESCO website	1			
	link to national heritage initiatives	1			




Results_2: NTO VS NCU contents & functionalities

Category	NTO indicators (21)	NCU indicators (35)
«WHS are featured in the website»	in a dedicated section in all websites	In a dedicated section in 6 websites
«information are given about WHS»	<ul style="list-style-type: none"> List of national sites Presentation of each site Photo gallery of each site Localization on map of each site Presentation of WH program What to do at site 	<ul style="list-style-type: none"> List of national sites Photo gallery of national sites Presentation of WH program Presentation of each site Photo gallery of each site
«to know more»	<ul style="list-style-type: none"> Link to related offices/departments Link to local tourism organizations 	<ul style="list-style-type: none"> Link to UNESCO WH Centre Link to related offices/departments
Services	<ul style="list-style-type: none"> Language selection Social media Opening hours 	
‘more complete’ cases	France = 21 Italy = 19 Portugal = 17 Malta = 16 Spain = 15	Portugal = 13 Italy = 12 Cyprus = 10 Spain = 10



Results_4: NTO approach in WHS presentation

*“WHS are **tourism destinations** of outstanding value. They are worth special consideration by tourist to the country, who should include them in their visit plan. To help visitors to do so, we provide them with tourism information about such sites: pictures, brochure, local contacts, indicators on how to go there, opening hours, facilities and so on. We present the sites in an attractive way and give additional information to know more about them before the visit.”*



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Siti UNESCO


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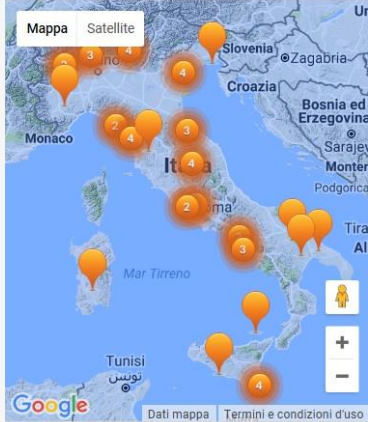
Roma - Colosseo di notte | Foto di Silvia Adalia



Venezia - Canal Grande | Foto di Silvia Adalia



Venezia - Ponte dei Sospiri | Foto di Silvia Adalia




SITI UNESCO

Mappa Satellite

Agirgento, la Valle dei Templi >

Alberobello e i suoi trulli >

Aquileia, le rovine e la basilica >



L'Italia annovera ben 51 siti inseriti dall'Unesco nella Lista del Patrimonio dell'Umanità, la World Heritage List.


Quella di **Sito Patrimonio dell'Umanità** è la denominazione ufficiale di queste aree secondo la Convenzione sul Patrimonio dell'Umanità adottata dalla Conferenza generale dell'UNESCO il 16 novembre 1972.

[us.france.fr/en/content/cities/list/cities-and-unesco](#)

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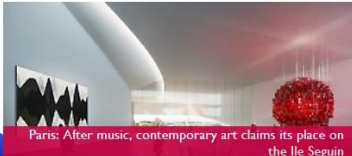
Provins: a medieval jewel in Île-de-France



Situated in Seine-et-Marne around 80km south-east of Paris, the fortified medieval town of Provins boasts an extraordinary architectural heritage.


[Read more](#)

Paris: After music, contemporary art claims its place on the Ile Seguin



OUR FAVOURITES


Visit the Episcopal City of Albi




Ranking among the highlights of the Cultural Heritage of Humanity in the world, Albi, the episcopal city and the town of its county are waiting for you.

[Read more](#)

Visit Colmar



Visit the Towers of Chartres Cathedral



From the top of the Jehan de Beauce tower, visitors can enjoy superb views of the surrounding country and take a close-up look at the Cathedral's Gothic architecture.

[Read more](#)



Results_4: NCU approach in WHS presentation

“WHS are **treasures** of our country and their value has been recognized worldwide. They represent the identity of our country. Our mission is to promote and protect them in collaboration with UNESCO.”



Início > Temas > Proteger o nosso património e promover a criatividade > Património Mundial

Educação para o século XXI

Aprendizagem ao longo da vida

Alfabetização para todos

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Liberdade de informação

Liberdade de expressão na Internet

Segurança dos jornalistas

Proteger o nosso património e promover a criatividade

Património Mundial

Património Mundial



A UNESCO adotou em 1972 a Convenção do Património Mundial, Cultural e Natural, que tem por objetivo proteger os bens patrimoniais dotados de um valor universal excecional.

Em 1976, foram criados o Comité do Património Mundial e o Fundo do Património Mundial, conforme determinado pelo texto da Convenção. Em 1979, foram feitas as primeiras inscrições de bens na Lista do Património Mundial. A Lista conta, em Junho de 2015, com 1007 bens inscritos em 161 Estados-parte na Convenção, sendo 779 bens culturais, 197 bens naturais e 31 bens mistos.

Portugal depositou o instrumento de ratificação da Convenção em 1980.

Em 1992, foi criado o Centro do Património Mundial, um organismo autónomo do Secretariado da UNESCO encarregado de gerir administrativamente todas as questões relacionadas com a Convenção do Património Mundial.

unesco.org.cy/Programmes-World_Heritage_of_Cyprus,EN-PROGRAMMES-04-01-03,EN



Cyprus National Commission for UNESCO

ENGLISH

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Culture > World Heritage

World Heritage of Cyprus

The Republic of Cyprus ratified the **Convention for the Protection of the World Cultural and Natural Heritage in 1975** and committed together with other States for the protection of the world heritage. Its strategic position in the Eastern Mediterranean Sea, contributed in the development of an important civilization that is reflected in its archaeological monuments and sites. Cyprus was one of the first countries to inscribe monuments on the **World Heritage List**. Nowadays, the List includes three inscriptions from Cyprus: **Paphos**, **Painted churches in the Troodos region** and **Choirokoitia**. In addition to that, a **Tentative List** has been created, which is an inventory of other monuments and sites that may be considered for future inscription on the World Heritage List.

Paphos

Painted Churches in the Troodos
Region

Choirokoitia

Tentative List



Results_4: some interesting indicators in NTO websites

Other treasures of Slovenia to be included in the World Heritage

The three UNESCO world heritage items make Slovenia one of the richest guardians of the treasures of humanity in relation to its population. There are even more exceptional items from Slovenia on the Tentative List, on which items under consideration for World Heritage status are listed.



Tentative list (Slovenia)



Promotional video of the site (France)

Mosteiro de Alcobaça

ABOUT

FEEDBACK FROM USERS

Feedback from users

Rating

—

marta veiga Aranda to 23/07/2015
es precioso

Your opinion

To comment you need to log in.

WHERE TO EAT

WHERE TO STAY

Feedback from users (Portugal)
Where to eat



Results_4: some interesting indicators in NCU websites



3D exploration of the site (Italy)

YEAR 2011



First Prize :

Ayuntamiento de Córdoba.

To the "Project of works for rehabilitation and adaptation of the Mudéjar House and the International Institute of Arab Studies and the Muslim World", for which it means the conservation of a key building of the Mudejar architecture of the city, recovering it for a cultural and social use , With a complex intervention that has put in value unique elements, while offering practical solutions.

Shop

Books and guides, multiparts, cards, maps and gravures

Indicative bibliography

- ▣ Kavvadias P., The Temple of Asklepieion in Epidavros, Athens 1900
- ▣ Papadimitriou I, Proceedings of the Athens Archaeological Society 1949-51, 1948, p.90-111., 1949, p.91-et al., 1950, p.194-202 and 1951, p.204-212
- ▣ Tomlinson RA, Greek Sanctuaries, Paul Elek, London 1976
- ▣ Papachatzis N.D., Pausaniou of Greece Survey: Corinthian and Laconic (vv 2 and 3) 1981, pp. 200-215
- ▣ Working Group for the Maintenance of the Epidaurus Monuments (OSEMA), The Asklepieion of Epidaurus. The seat of the Doctor god of antiquity. The preservation of the monuments of 1999

Visitor Service

Tourism information (Greece)

Cities of WH Award (Spain)



Some (field) notes_1: much room for improvement

- No consistency at all across NTO websites when it comes to their presentation of WHSs
- Only two NCU have a link to the respective NTO websites (Italy and Greece)
- OUV is seldom presented. The same can be said about sustainability issues



Some (field) notes_2: mind accuracy & currency!

france.fr

CULTURE HISTOIRE DE FRANCE CULTURES CONTEMPORAINES SITES & MONUMENTS ACTU ESCAPADES CULTURELLES

culture

De sites en monuments, de musées en expositions, découvrez les plus beaux trésors d'une destination culturelle d'exception : la France.

Plus de 40 000 monuments et sites protégés, 41 sites culturels classés au Patrimoine mondial de l'Humanité par l'Unesco, 8000 musées, près de 500 festivals, des saisons de théâtres, de concerts et de danse, des espaces muséologiques nouvelle génération, des [parcs et jardins](#) d'exception...

Les sites culturels français sont des lieux où l'art et la culture prennent vie : visitez un château, allez à une [expo](#), assistez à un [festival](#), découvrez le [savoir-faire](#) français, cheminez dans les pas de personnages célèbres...

De jour comme de nuit, le patrimoine, la culture et le savoir-faire français s'offrent à vous !

EVENTOS

EXPOSIÇÃO DA REDE DO
PATRIMÓNIO MUNDIAL DE
PORTUGAL

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COMEMORA 725 ANOS

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Discover the 42 UNESCO's World Heritage Sites in France

Published on March 09, 2012





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lorenzo.cantoni@usi.ch | @lorenzocantoni

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