

Chefchaouen

April 26th -27th  
2019

# THE NEW FACES OF CULTURAL HERITAGE MANAGEMENT AND TOURISM IN HISTORICAL CITIES

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# The new faces of cultural heritage management and tourism in historical cities

If the will of the members of the Alliance of Euro-Mediterranean Cultural Cities is to promote a local heritage approach as a driver of economic, cultural and social development, tensions are emerging between local actors in historic cities in an era of globalization and digital innovation. On the one hand the traditional players in the tourism sector are in competition with new players coming from the sharing economy like booking platforms. On the other hand conflicts over the excessive number of visitors put pressure on the conservation of cultural heritage and environment, but especially on the lifestyle of the local population. That's why the health of local economies affected by desertification of city centres depends on rational tourist flow management.

How historic cities can develop their cultural attractiveness and attract more and more visitors while preserving their cultural heritage?

**Place:** Complex Mohamed VI, Avenue Mohamed Abdou

**Friday, 26<sup>th</sup> April**

4 pm – 5 pm

## **Opening of the symposium**

- Speech of the Governor of the Chefchaouen Province
- Speech of the President of the city of Chefchaouen
- Speech of the President of the AVEC Network
- Speech of the President of the CAMID

Moderator: Saloua Berdhi, vice-president of the city of Chefchaouen

5 pm – 5:15 pm

## **Coffee break**

5:15 pm – 7:15 pm

## Panel 1 – Management, Enhancement and Protection of the cultural heritage

This session is part of the *Methodological Guide for the sustainable management of Mediterranean historic cities* published in 2016 by the AVEC Network. Participants will discuss the know-how, the good and “bad” practices in terms of management, enhancement and protection of heritage. The goal of this session is to highlight the different stages, the obstacles and the opportunities that emerge during the implementation and the realization of a project.

Participants (15 min/participant)

- **Abdelaziz BENYACOUB** (Architect, head of the technical division of the municipality of Chefchaouen) and **Hicham CHIADMI** (Architect, Inspection régionale de l'aménagement du territoire): *Protection, rehabilitation and valorization of the Medina of Chefchaouen*
- **Mabrouk Layouni** (President of the Association of local development (ADL) of El Jem): *Cultural heritage as a vector for local development*
- **Mahmoudi Nesrine et Harhour Kaouther** (Deputy Mayors of the city of Sbeitla in Tunisia) : *Protection and enhancement of the archaeological site of Sbeitla*
- **Georges YOUSSEF** (Mayor of the city of Menjez, Lebanon): *The experience of the city of Menjez in terms of sustainable development*

*Questions and Answers*

8 pm

**Official dinner**

## Saturday, 27<sup>th</sup> April

9 am – 11 am

## Panel 2 – The new touristic practices in historical cities: towards a responsible tourism

Historical cities are facing new issues due to high tourism activities and new touristic practices, especially since the emergence of platforms of online booking. In the long run we'll see a phenomenon of desertification in the historical centres, resulting in the expulsion of local populations to the periphery and by economic activity punctuated by the influx of visitors. This process is a danger for the Mediterranean historic cities. The local authorities have to reconcile tourist

attractiveness of the city and protection of their heritage and their local population. Furthermore, other issues such as the preservation of natural resource and climate change should not be neglected and sidelined.

#### Participants (15 min/participant)

- **Christian MOURISARD** (President of the Federation of the Offices de tourisme de France): *The co-management of seven UNESCO sites located in three French regions (Auvergne-Rhône Alpes, Occitanie, Provence Alpes Côte d'Azur) by governmental and non-government institutions*
- **Florence PIZZORNI** (General Curator of Heritage, the Ministry of Culture (France)): *“Cultural landscape and citizen participation: levers for urban development” and case study on the Bièvre Valley (Paris) + Presentation of the Citizen Workshops for Heritage (Ateliers citoyens du patrimoine)*
- **Patrick GEROUDET** (Deputy mayor of the city of Chartres, Vice-President of Sites et Cités remarquables de France and Vice-President of Cités Unies France): *Chartres, UNESCO world heritage, an asset for the economic development*
- **Vartkes KHOSHIAN** (Mayor of Anjar, Lebanon): *Initiatives to enhance and promote tourism in Anjar*

#### *Questions and Answers*

11 am – 12 am

### **Workshop “The preservation of the heritage is a lever for tourism development”**

#### Participants

- **Mohamed MEFTAH**, Historian
- **Riad BEN KHANNOU**, Expert in heritage
- **Mohamed ELKADI**, Historian
- **Hicham CHIADMI**, Architect and associative actor
- **Abdelaziz BENYACOUB**, Municipal architect

12 am – 12:15 pm

**Coffee break**

12:15 pm – 1 pm

**Closing session**

1pm – 2pm

**Visit of the exhibition « Women and heritage »**

2pm

**Lunch**