

# Sustainable tourism and living heritage

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- What is living intangible cultural heritage?
- How about the UNESCO 2003 Convention?
- What kind of living heritage is there in our countries?
- What is the viewpoint of tourism to living heritage?
- What can we do more together?



# Living Heritage = Intangible Cultural Heritage = ICH

= the **practices, representations, expressions, knowledge, skills** – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals **recognize** as part of their cultural heritage.

- **Safeguarding** = ensuring the viability of living heritage
- **Communities** in the heart of the Convention  
= those who participate in the practice or transmission of the ICH element, and consider it to be part of their cultural heritage - those who **create, recreate, maintain and transmit** ICH

UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage



Photo: Jarno Niskala

# Many domains

- **Festivities and practices**
- **Performing arts**
- **Oral traditions**
- **Crafts**
- **Knowhow on nature and the universe**
- **Food traditions**
- **Games and playing**
- **etc.....**



# Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO 2003)



180 state parties



217 accredited NGOs



Communities in the heart of the Convention



"Sister" to the World Heritage Convention (1972)

# National inventories in each country

- Wonderful repositories of what is living heritage in your own country!
- Tens to hundreds of articles made by communities / NGOs
- Administered by the national focal points on the UNESCO 2003 Convention
- Focus on safeguarding: how can we keep the traditions alive and viable

➤ **Find all links at Howspace /Summary**



WIKI-INVENTORY FOR LIVING HERITAGE



**Immateriell kulturarv**



**Lifandi hefðir**

Hefðir lífa vegna þess að þeim er miðlað manni fram af manni



MENTA OG MENNINGARÁHRÁÐUNEYTIÐ

Um vefinn • Lifandi hefðir • Fréttir • Senda skráningu • Hafa samband • Leita



# UNESCO lists of ICH: inscriptions / Nordic countries

## Norway, Denmark, Finland, Iceland, Sweden

- Nordic clinker boat traditions (2021)

## Finland

- Sauna culture in Finland (2020)
- Kaustinen fiddle playing (2021)

## Norway

- Practice of traditional music and dance in Setesdal, playing, dancing and singing (stev/stevjing) (2019)
- Oselvar boat - reframing a traditional learning process of building and use to a modern context (2016)
- Cathedral workshops (multinat. 2020)

## Sweden

- Land-of-Legends programme, for promoting and revitalizing the art of storytelling in Kronoberg Region (2018)

## Denmark / Greenland

- Qilaatersorneq - Inuit drum dancing and singing (2021)



A woman enjoying the sauna experience with a whisk in Kukkaromäk © Hannu Pakarinen / Suomen Saunaseura ry, 2018  
Local traditional fiddler playing the Hardanger fiddle © Agder Folk Music Archive, 2007

# UNESCO ICH inscriptions...

## **Estonia – Latvia – Lithuania**

- Baltic song and dance celebrations

### **Estonia**

- Building and use of expanded dugout boats in Soomaa
- Smoke sauna tradition in Võromaa
- Seto Leelo polyphonic singing
- Kihnu cultural space

### **Latvia**

- Timber rafting
- Suiti cultural space

### **Lithuania**

- Sutartinės, Lithuanian multipart songs
- Cross-crafting and its symbolism

## **Poland**

- Timber rafting
- Falconry, a living human heritage
- Flower carpets tradition for Corpus Christi processions
- Tree beekeeping culture
- Nativity scene (szopka) tradition in Krakow





# Cultural Routes

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



- Thematic network/route linking at least three countries
- 48 routes certified by the **Council of Europe**
- Routes develop
  - Sustainable cultural tourism
  - Activities for young people
  - Activities combining contemporary culture and art in the theme of the route
- Living Heritage and routes
  - **Singing Heritage Route** (decision in 2023?)
  - European Fairy Tale Route
  - European Route of Ceramics



Photo: Andrius Morkūnas,  
Lithuanian Folk Culture Centre

# Two sides of a coin

## Tourism can have many benefits to a heritage community

- Raise awareness on the importance of living heritage
- Bring new sources of income to its practitioners
- Create new markets for e.g. crafts and traditional foods
- Provide new jobs for heritage entrepreneurs
- Bring economic benefits for the community at large

## But it can also...

- Change cultural meanings when practiced primarily for the consumption of tourists and when becoming viewed primarily as an economic resource
- Benefit solely outside investors rather than practitioners and small scale, sustainable local businesses.
- Contribute to the loss or change in collective practices and traditions



# Web Dossier on Intangible Cultural Heritage and sustainable tourism

Welcome to this web dossier, designed to help you explore benefits and challenges when intangible cultural heritage (ICH) and tourism meet, and to develop sustainable living heritage tourism.



**Welcome & Introduction**

READ CONTENT >



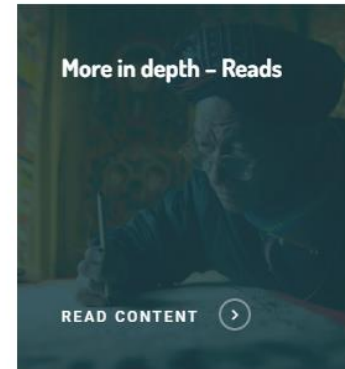
**Basic Concepts**

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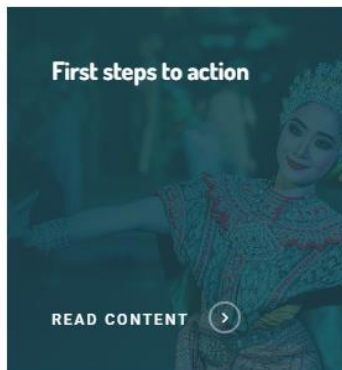
**WHY and HOW can tourism enhance or endanger ICH safeguarding?**

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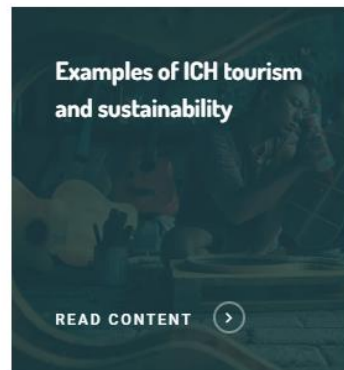
**More in depth - Reads**

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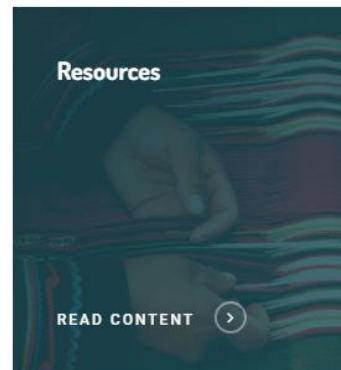
**First steps to action**

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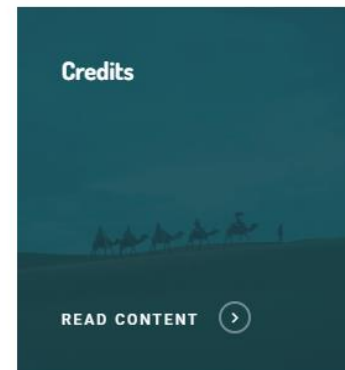
**Examples of ICH tourism and sustainability**

READ CONTENT >



**Resources**

READ CONTENT >



**Credits**

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# Themes in cultural product offering

## Events

Recurring national, regional, local

## Arts

Music, visual art, dance, architecture, design, performing arts (theatre, circus, film), literature, media art, photography

## Cultural heritage

Museums, exhibitions, sights, handicraft, history, churches, castles, fortresses, Unesco heritage (tangible and intangible)

## Live like a local

Local way of life, way to act and think, local habits and traditions, food, everyday life and festivities, stories and fairytales, phenomena (e.g. equality), local people, life in countryside and in cities, knowhow, technology, education



# WHY?

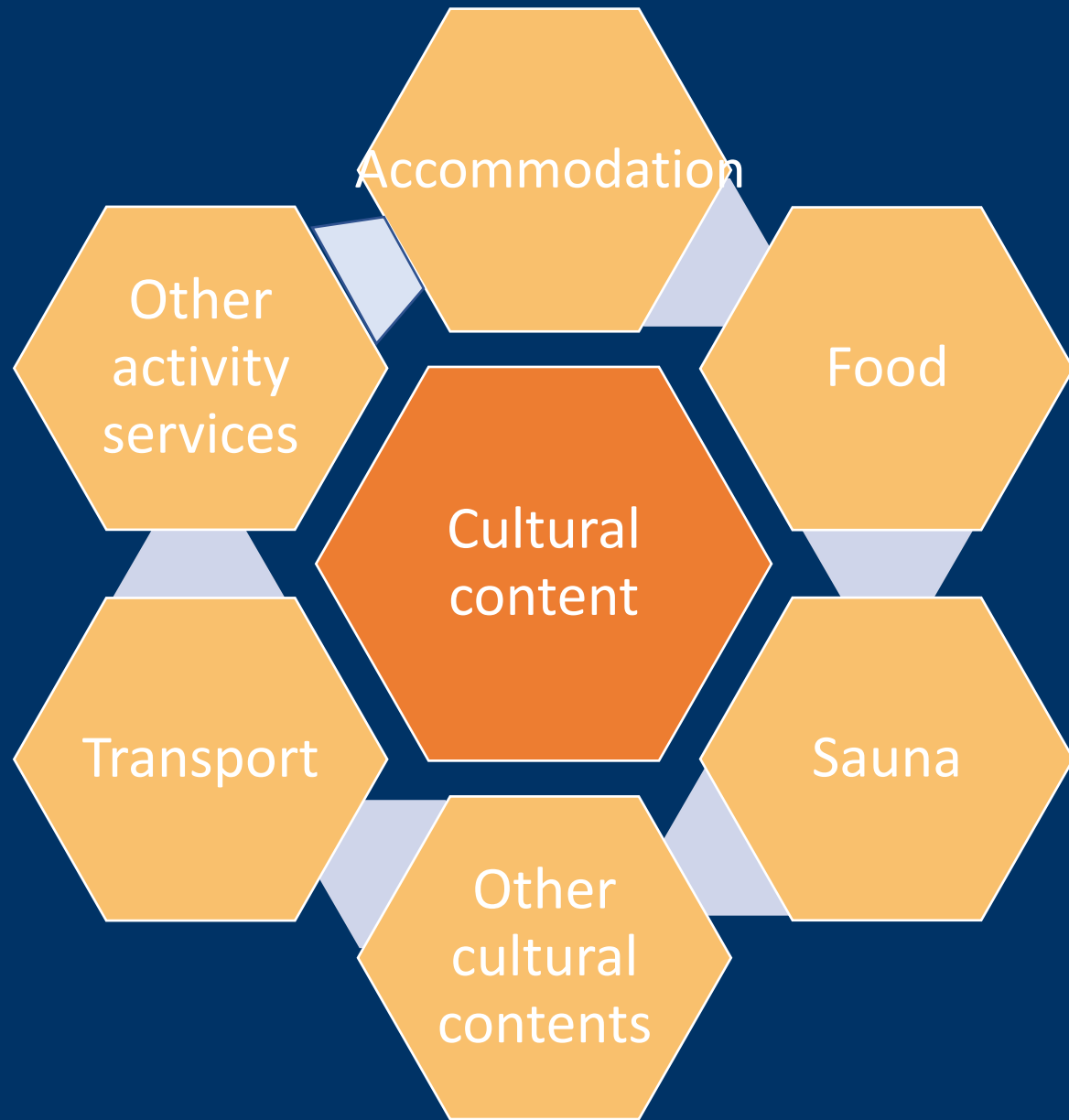
## Value of tourism to culture

- Offers possibilities to additional income
- Makes it easier to experience something new
- Generates resources for conservation and benefits to the local communities
- Motivates local communities to sustain the local heritage
- Raises awareness of the value of local heritage among tourists

## Value of culture to tourism

- Creates unique contents and experiences
- Increases competitiveness and helps to differentiate
- Increases the length of stay
- Increases the spending and satisfaction of travellers

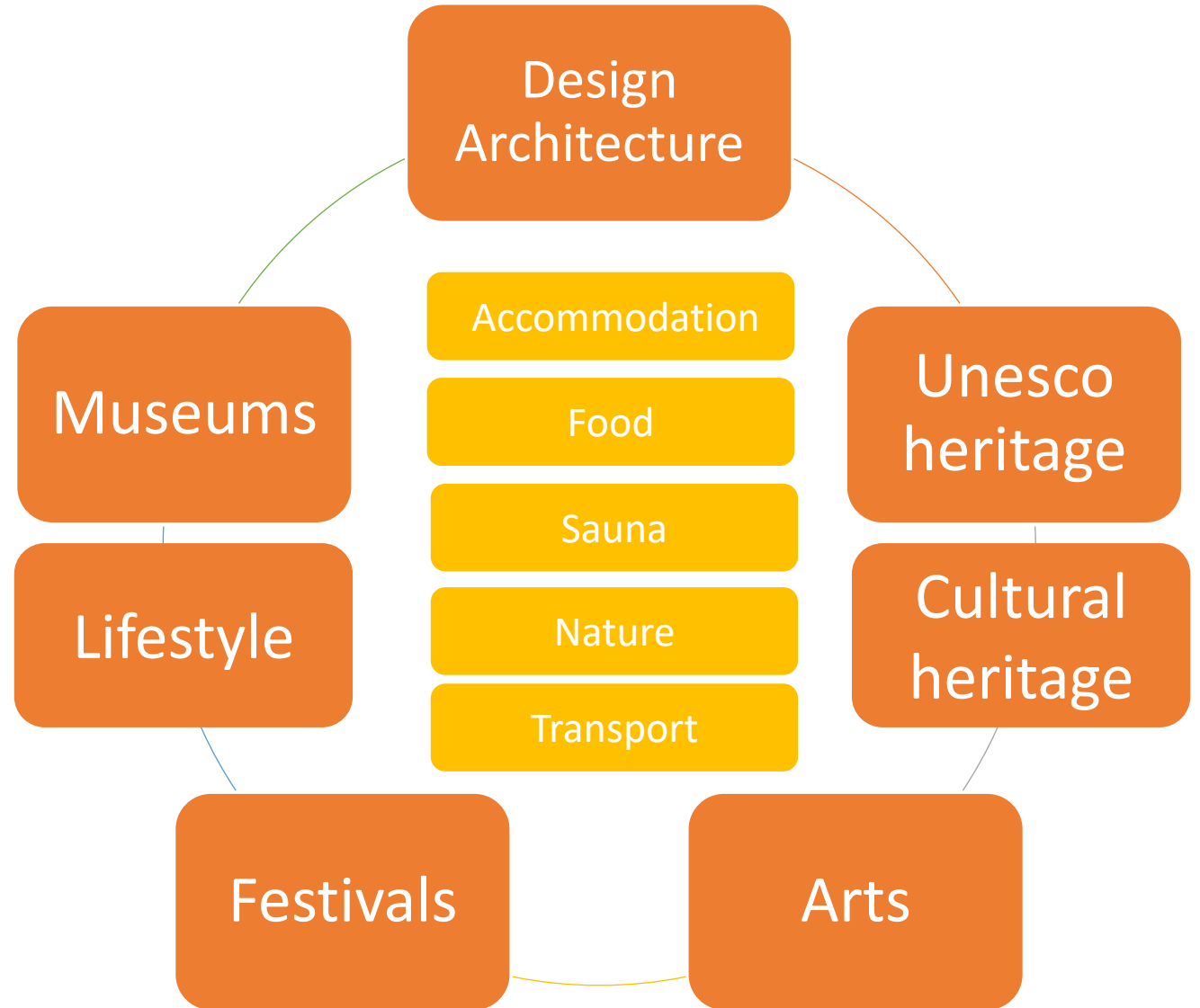
Network because  
nobody travels  
anywhere  
because of just  
one service!



# PARTICIPATE!

1. Find and meet each other
2. Get to know each other
3. Plan together, work together
4. Find win-wins

→ **TRUST** and the world is open for creating new astonishing experiences!



# Living heritage in tourism

Uniqueness is the core of a experience!

Participation

Need for authenticity

Year-round experiences

Responsability

- Extra income
- Employment opportunities for locals
- Respecting local culture and traditions
- Growth of competence for local communities and travel employees







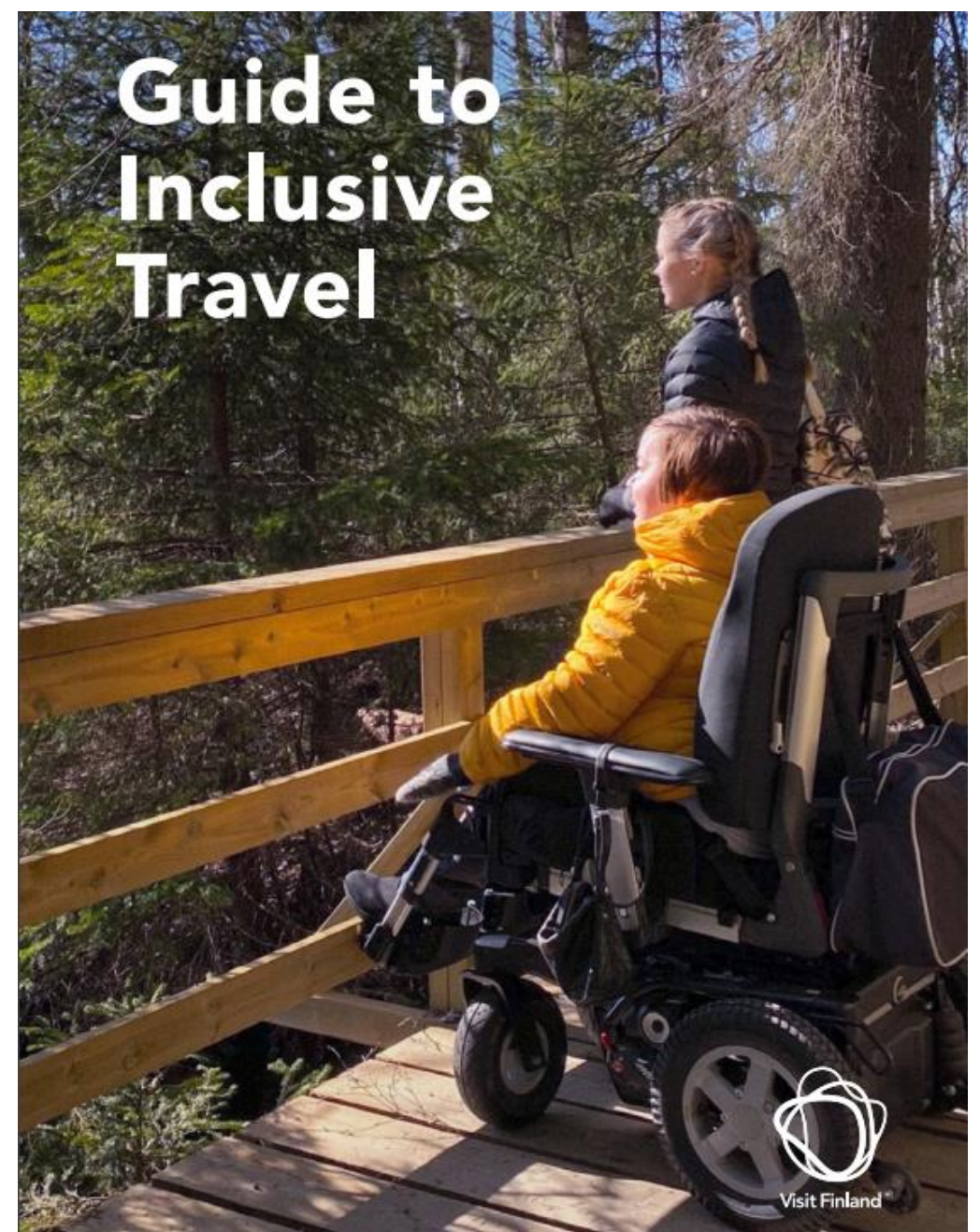
**SUSTAINABLE  
TRAVEL**  
FINLAND™

## Sustainable Travel Finland – program

<https://www.businessfinland.fi/en/for-finnish-customers/services/travel/vastuullisuus/sustainable-travel-finland>

## Principles of sustainable travel

<https://www.businessfinland.fi/en/for-finnish-customers/services/travel/vastuullisuus/principles-of-sustainable-travel>



[https://www.businessfinland.fi/4af121/globalassets/julkaisut/visit-finland/tutkimukset/2021/guide to inclusive travel 2021.pdf](https://www.businessfinland.fi/4af121/globalassets/julkaisut/visit-finland/tutkimukset/2021/guide%20to%20inclusive%20travel%202021.pdf)

# Living Heritage and Sustainable Tourism

## ECOLOGICAL SUSTAINABILITY

- Influencing environment, landscape, and biodiversity conservation on the region
- Producing services in an environmentally friendly way, without leaving a footprint on the environment
- Use of organic, local and vegetarian food, and food waste reducing
- Reducing the carbon footprint (e.g. waste sorting, waste reduction, recycling, water consumption)
- Energy use and environmental impact planning and monitoring
- Implementation of an environmental management system
- Sustainability communication and encouraging customers to a more ecologically sustainable visit

## ECONOMIC SUSTAINABILITY

- Local people benefit from business profits
- Employment of local people
- Integration of the tourism industry in the local community
- Investments support sustainability
- Transparency of business operations





## SOCIAL SUSTAINABILITY

- Participation and interaction with local people
- Recruitment of locals and respect for workers' rights
- Using local services and products
- Managing tourism and limiting number of visitors if necessary
- Sustainability training for staff
- Communication on sustainability, both successes and challenges
- Responsibility when choosing stakeholders and partners
- Ensuring accessibility

## CULTURAL SUSTAINABILITY

- Protection and safeguarding of local cultural heritage
- Product building based on living heritage does not harm the tradition and presents it respectfully
- Community practicing tradition is active in the product building and service processes
- The aim of strengthening cultural identity
- Local culture is visible in marketing (truthfully)

# Let's do this together!

## What have we done?

- Finnish Heritage Agency and Visit Finland in cooperation since 2015
- Webinar in 2020 (300 participants!)
- Workshop in 2021 for profs in tourism in ICH
- Publication: Common path – a guide to responsible tourism and living heritage (2021)

## How are we benefitting?

- New viewpoints on a passionate thing we share!
- Both do our work better when we listen to each other
- Keep up to date on recent developments





Knut Utler, Seinäjoen tangomarkkinat, Anne Helene Gjelstad, Juris Lipsnis, Ramūnas Virkutis, Björn Gullander, *Sigurður Siamundsson*, Anda Poulsen, *Regin Debess*, Michel Copeland, <https://levandekulturav.ax/>

# Kiitos! Tack! Thank you!

Kuvat: Wikimedia Commons, Museovirasto, Suomen Latu



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