

40th UNWTO Affiliate Members Plenary Session

International Seminar on Harnessing Cultural Tourism through Innovation and Technology

**Hamadan, Iran
12-14 November 2018**

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- **Attraction: nature, culture. Culture in focus**
Cultural/heritage attractions are key to tourism development in almost all countries
- **Innovation/technology make these attractions more accessible while preserving their essence.**
- **Cultural development should be in harmony with other local/national plans. Authenticity considered**
- **Innovation/technology should not disenfranchise the host population**
- **Culture/heritage are also found in microcosm of museums and in vast agricultural lands**
- **Fragility of the cultural matters and materials should always be kept in mind**

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- **Any growth should maximize benefits and minimize costs of tourism development**
- **Any tourism development should responds to expectations/satisfaction of hosts & guests alike**
- **Informed governance and policies open doors/guide tourism development**
- **Revitalization of heritage is rewarding**
- **Participation of/collaboration with the host community in tourism should be the driving engine**
- **Tourism by invitation, not invasion**
- **“ Despite all the innovation/technology can offer, we must have plan B”**

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Tourism is more than an economic engine.

Significantly, it is a windmill for and of peace

- **of intercultural exchange and sharing**
- **of acting locally but thinking internationally**
- **of accepting membership in the global community**
- **and of becoming a world citizen.**
- **The mélange of culture/heritage form the best means and ways to connect peoples of the world spread across 194 UN member countries.**
- **But only if both the rights and privileges of the host and guest population are respected and responded to. And innovation and technology can help.**

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*A nice place to live
is a nice place to
visit!*



