40th UNWTO Affiliate Members Plenary Session

International Seminar on Harnessing Cultural Tourism through Innovation and Technology

Hamadan, Iran
12-14 November 2018
■ **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 mattes and materials should always be kept in mind**
Any growth should maximize benefits and minimize costs of tourism development
- Any tourism development should respond 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”
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!
A Nice Community is A Nice Destination.