



# WORLD HERITAGE AND TOURISM: TACKLING THE CHALLENGES OF THE COVID-19 CRISIS

11<sup>th</sup> Seminar  
OF THE UNESCO CHAIR "CULTURE, TOURISM, DEVELOPMENT"  
Paris 1 Panthéon-Sorbonne University  
in collaboration with UNESCO World Heritage Centre

Monday, December 14<sup>th</sup>, 2020  
13:30 - 16:00 (CET) on ZOOM

**Mechtild Rössler**, Director of the World Heritage Centre (via video message)

## INTRODUCTION

**Maria Gravari-Barbas**, holder of the UNESCO Chair "Culture, Tourisme, Développement",  
Professor at IREST, Paris 1 Panthéon-Sorbonne University

**Sébastien Jacquot**, Associate Professor and Director of IREST,  
Paris 1 Panthéon-Sorbonne University

## PANEL 1: World Heritage cities and cultural landscapes: Innovative responses to the COVID-19 crisis

**Fergus T. Maclaren**, President, ICOMOS International Cultural Tourism Committee

Fergus Maclaren is a sustainable tourism and cultural heritage management professional with 25 years of experience in Canada, Asia and Africa, with much of his current professional focus involving tourism to World Heritage sites and the implementation of the 2030 UN Sustainable Development Goals. His background includes a broad range of tourism planning, destination management and community development expertise. His professional experience includes coordinating international meetings and input as the Director of the UN-funded International Year of Ecotourism (IYE); teaching sustainable tourism at Canada's McGill University and lecture on the subject at post-secondary institutions internationally; and currently serving as the President of the International Council on Monuments and Sites (ICOMOS) International Cultural Tourism Committee; and working in Expert and professional capacities for UNESCO, UNWTO, the Organization of World Heritage Cities (OWHC), Economic Innovation Institute for Africa (EIIA), and the Heritage and Cultural Society for Africa (HACSA).






**Lee Minaidis**, OWHC – Rhodes Liaison

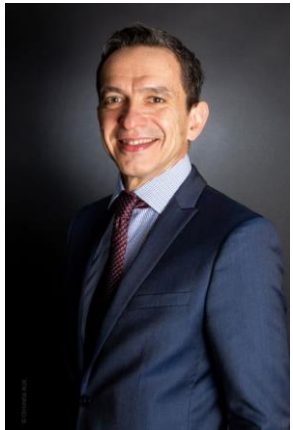


Lee Minaidis served for several years as a Deputy Mayor of Rhodes, Greece and subsequently for many years as Advisor to the Mayor of Rhodes for International Relations. She has been involved with the Organization of World Heritage Cities (OWHC) for over twenty years, first as a representative of the City of Rhodes and then as the Chair of the Organizing Committee of the 7<sup>th</sup> OWHC World Congress held in Rhodes in 2003.

Her cooperation with the General Secretariat of the OWHC, which has its headquarters in Quebec City, Canada, continued with her appointment as the Coordinator for Development and European Projects. Ms. Minaidis served as Interim Secretary General of the OWHC in 2007 and 2008 after which she held the position of Deputy Secretary General until July 2020. At that time she assumed her current position as Interim Secretary General.



<p><b>María Del Pozo</b> Director of <b>Aranjuez</b> Cultural Landscape Foundation</p> <p>María is the Director of Aranjuez Cultural Landscape Foundation. (2011 to nowadays), in charge of the representation, dissemination, and communication of Aranjuez Cultural Landscape included in UNESCO list since 2001. She is also the General Secretary of the Alliance of World Heritage Cultural Landscapes, including 7 Iberian WH sites (Alhambra de Granada, Las Médulas, El Palmeral de Elche, Ibiza, Sierra de Tramuntana en Mallorca, Paisaje Cultural de Sintra and Paisaje Cultural de Aranjuez). She is also member of the Board of Directors of the European Network of Historic Gardens (Cultural Route of the Council of Europe) and part of the Scientific Committee of this network.</p> <p>She represents Aranjuez in different national and international networks of Heritage Managers such as the World Heritage Cities Organization WHCO, Meetings of Spanish and Iberian Heritage Managers, The European network of WH Associations, Destination Napoleon Cultural Route of the Council of Europe, European Network of Historic Gardens (Route of the Council of Europe, World Heritage Journeys project of UNESCO – Royal Sites...</p>	
<p><b>Robert Piaskowski</b>, Plenipotentiary of the Mayor of Kraków for Culture, City of <b>Krakow</b></p> <p>Robert Piaskowski, cultural manager and animator, educator, musician. He gained his professional experience in various cultural sectors, initially as an NGO activist.</p> <p>He was responsible for the most important international festivals in Krakow, including Misteria Paschalia, Opera Rara (early music), Sacrum Profanum (contemporary music), ICE Classic series (classical music), Conrad Festival and Miłosz Festival (literature). He is the artistic director and co-founder of the FMF – Krakow Film Music Festival.</p> <p>As a member of the Convention for the Cultural Development Strategy for Krakow, he took part in the preparation of the Programme for the Development of Culture in Krakow until 2030. In the area of heritage management, he was a representative of Krakow in the interdepartmental team of the Minister of Culture, preparing the 41st Session of the UNESCO World Heritage Committee in Krakow; he was also co-organizer of the "Krakowice. Creative Crossroads" congress of creative cities, as well as the 15th World Congress of the Organization of World Heritage Cities (OWHC).</p> <p>He is a lecturer at the Jagiellonian University, the AGH University of Science and Technology, the Andrzej Frycz Modrzewski Krakow University, and the WSB University in Gdynia.</p> <p>Currently, as the Plenipotentiary for Culture of the Mayor of Krakow represents the City in strategic areas of culture, international cooperation, including the OWHC, ICORN, the Festival Cities Network, and UNESCO.</p>	
<p><b>Gerardo Corres</b>, Director of FUNAP México and in charge of relations <b>Oaxaca / Mitla</b> -OVPM</p> <p>Gerardo is an architect, postgraduate in Conservation of Built Heritage and Restoration of Sites and Monuments. As a civil servant, he was Coordinator of the Urban Administration in the cities of Puebla and Oaxaca, Mexico.</p> <p>He was Director of the Historic Center of the City of Oaxaca and in his management the XIII World Congress of the OWHC was held. He has been a speaker, manager and representative at QWHC congresses for 20 years.</p> <p>He founded the first library "Jean Paul L'Allier", which has become a network in different Heritage Cities.</p> <p>He is also Director of FUNAP México, an organization based in the city of Cartagena de Indias, Colombia that promotes the conservation of cultural heritage in new generations. He is a university professor and researcher, specialist in City Studies and Management as well as Industrial Heritage.</p>	

**PANEL 2: Archeological sites and natural parks:  
Building resilience for the post-COVID scenario**

<p><b>Peter DeBrine</b>, Senior Project Officer, UNESCO World Heritage Centre</p> <p>Mr. DeBrine joined the UNESCO World Heritage Centre in 2011 as a Programme Specialist where he is spearheading the development of a new World Heritage and Sustainable Tourism Programme. Previously he was the Director of the World Heritage Alliance at the United Nations Foundation—a global community of travelers, members of the travel industry, government groups, non-governmental organizations, and the United Nations working together to preserve and protect World Heritage sites while supporting local communities.</p> <p>With extensive experience in sustainable development and tourism, Mr. DeBrine held the position of Deputy Director of the International Tourism Partnership for the Prince of Wales International Business Leaders Forum where he worked with major hotel companies to create practical sustainability strategies and tools for the tourism industry. Previously, Mr. DeBrine worked as a Forestry Officer for the UN Food and Agriculture Organization where he helped shape an international partnership for sustainable development in mountain regions. This builds on his many years as an environmental campaigner for WWF working on climate change, endangered species and sustainable tourism issues in the US and Europe. Mr. DeBrine holds an MBA from the Thunderbird School of Global Management and a bachelor's degree in Chemistry from the University of Colorado.</p>	
<p><b>Suleiman Farajat</b>, Chief Commissioner for the Petra Development and Tourism Region Authority (PDTRA)</p> <p>Dr. Suleiman A.D. Farajat is the Chief Commissioner of the Petra Development and Tourism Region Authority (PDTRA) in Jordan, which is the governmental entity overlooking the planning and development of the region around the World Heritage Site of Petra including but not limited to developing strategies for the region and enhancing its position as an international tourism destination.</p> <p>Dr. Farajat has a PhD in Heritage and Tourism Studies and master degree in International Tourism from UK and has long experience in academia and tourism industry in Jordan and Europe. Before embarking on his current position, he was the commissioner for the Petra Archaeological Park (PAP) where he closely worked with local, national and international organizations enhancing Petra's unique position as a world heritage site and famous destination.</p> <p>The research interests of Dr. Farajat lie in the area of tourism management and marketing, heritage and national identity. In recent years, he has focused on destination management and marketing in the time of crisis. Suleiman has presented at several international conferences and has been actively involved in the organization of specialized conferences and workshops around diverse aspects of heritage and tourism.</p>	
<p><b>Kerya Sun</b>, Spokeperson of the Autorité pour la Protection du Site et l'Aménagement de la Région d'Angkor (APSARA)</p> <p>Since 2015, Kerya Sun is member of the Permanent Scientific Secretariat of the CIC-Preah Vihear (International Coordination Committee for the Safeguarding and Development of the Sacred Site of the Temple of Preah Vihear).</p> <p>From 2010-2019 she was National Focal Point for Cultural Heritage to the World Heritage Committee.</p> <p>Since 2004, she is a member of the Permanent Scientific Secretariat of the CIC-Angkor and Sambor Prei Kuk since 2018 (International Coordination Committee for the Safeguarding and Development of the Historic Site of Angkor).</p> <p>Since 1995: Government of Cambodia</p>	

**Nicolas Lefebvre**, Executive Director of Tourism and Hospitality of the Agence Française pour le Développement d'**AlUla** (AFALULA), Hegra archeological site (formerly Madain Saleh).

Nicolas Lefebvre joined the recently settled French Agency for the Development of AlUla in January 2019 as Director of Tourism and Hospitality. In this position, he works closely with the Saudi Royal Commission for AlUla for the development of this new tourist destination, especially on destination marketing and product development.

He has been involved for 15 years in the tourism sector, as General Manager of the Paris Convention and Visitors Board during 5 years and formerly as CEO of SETE, the operating company of the Eiffel tower, a monument located in a World Heritage Site.

Before that, he headed a subsidiary company of La Poste, the French Post office, and has been an advisor to the French minister of Economy and Finance.



### **Organizers, UNESCO Chair "Culture, Tourism, Development"**

**Maria Gravari-Barbas**, holder of the UNESCO Chair "Culture, Tourism, Development", Paris 1 Panthéon-Sorbonne University

Maria Gravari-Barbas is professor of cultural and social geography at Paris 1 Panthéon-Sorbonne. She holds a degree in architecture and urban planning and a PhD in geography and planning. She was a member of the Urban Program at Johns Hopkins University in Baltimore. From 2008 to 2017 she was Director of IREST (Paris 1 Pantheon-Sorbonne University) and from 2017 to 2020 she was Vice President for International Relations at Paris 1 Pantheon-Sorbonne University. Since 2008 she is the Director of EIREST (Equipe Interdisciplinaire de Recherches sur le Tourisme), a research laboratory dedicated to tourism studies.

Since 2009 she has been the director of the UNESCO Chair and the UNITWIN-UNESCO network "Culture, Tourism, Development" which brings together 30 universities around the world. She is the Coordinator of the Steering Committee on Cultural Heritage of UNA Europa, the European Alliance of the University Paris 1 Panthéon-Sorbonne and 30 other leading European universities. She collaborates with the UNESCO World Heritage Centre and the Institute of Cultural Routes of the Council of Europe. She is the author of several books and articles related to tourism, culture and heritage, with a special focus on gentrification, tourism and the heritage of urban spaces.



**Sébastien Jacquot**, Paris 1 Panthéon-Sorbonne University

Sébastien Jacquot is a lecturer in geography at the University of Paris 1 Panthéon Sorbonne. He is Director of IREST, and Deputy Director of EIREST. He participates in the work of the UNESCO Chair. His research focuses on World Heritage, tourism, links between tourism and destinations, big data, heritage and tourism development in urban areas. He has conducted surveys on heritage and tourism in Valparaiso, Genoa, Liverpool, Paris, Yaoundé.



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[Chaire-UNESCO-TOURISME@univ-paris1.fr](mailto:Chaire-UNESCO-TOURISME@univ-paris1.fr)

Information: [UNESCO Chair Culture, Tourism Development](#)