
ICOMOS Austria Cultural Heritage Tourism Charter Workshop and University Forum Summer School 2024 (CHT_Charta WS)

1–7 July 2024

International Workshop and Summer School in cooperation with ICOMOS Germany, ICOMOS Hungary, ICOMOS Slovenia, ICOMOS Suisse, the ICOMOS University Network and ICTC (ICOMOS International Cultural Tourism Committee)
Gutenbrunn, Austria





MOTTO

“There is a need and opportunity to reorient the approach to tourism based on constant economic growth and to recognize and mitigate its unsustainable aspects.”

ICOMOS International Heritage Tourism Charter

SCOPE AND OBJECTIVES

The ICOMOS General Assembly in Mexico in October 1999 approved finally the ICOMOS International Cultural Tourism Charter and replaced the ICOMOS Cultural Tourism Charter of 1976. Recently, the ICOMOS International Cultural Tourism Committee (ICTC) had to revise the charter intensively to keep pace with the latest standards, best practices and principles within the relationship between tourism and places or collections of significant cultural heritage.

Since its last edition in 1999, there have been a number of significant developments. The Convention for the Protection of Intangible Cultural Heritage and the United Nations Declaration on the Rights of Indigenous Peoples, as well as the introduction of the Sustainable Development Goals and the proclamation of the International Year of Sustainable Development in Tourism in 2017 by the United Nations changed the general perspectives.

Now the document addresses the climate emergency, the exponential growth of tourism and visitors to cultural sites, and the varying impacts over the last twenty years. The perspective has changed into rights-based and people-centered approaches to cultural heritage and its enjoyment. The Heritage Commons perspective and its participatory governance promote a new vision of heritage tourism that aims to avoid its ongoing commercial exploitation and promote the equitable and inclusive distribution of its positive impacts.



Within the international conservation framework established by ICOMOS, the Charter addresses the primary relationships between the cultural identity and heritage of the host community and the interests, expectations and behaviors of visitors at home and abroad. It promotes the engagement of the host community, including indigenous and traditional custodians, in all aspects of tourism planning and management, particularly at heritage sites, cultural landscapes and historic cities.

The General Assembly of ICOMOS in Bangkok 2022 approved the revised version and launched it officially on January 16th 2023 in the official ICOMOS languages English, French and Spanish. Already within the year 2023, intensive collaboration with the respective national committees produced official versions in Italian, Chinese, Arabic and Danish.

Now the time is ready for another workshop with the goal to develop a rough version for German and other languages depending on the participant's origin (Slovenia, Hungary, Albania is on schedule). With the support of the BMKOES translation services, this rough German version should lead to a fine-tuned, official version in Austrian-German launched as download via the International ICOMOS site, and published as brochure.

Within the international workshop and summer school, taking place from July 1st to July 7th 2024, and hosted by ICOMOS Austria, Celia Martinez (ICTC, Member of the Board of ICOMOS) will present the background to the charter's creation. Experienced ICOMOS experts from Austria, Estonia, Germany and Switzerland will then prepare the workshop participants for further discussion and lead through the process of its translation into the before mentioned languages. Parallel, ICOMOS Slovenia will start its annual summer school in cooperation with the University of Ljubljana. For the first 2 days during the mornings, via zoom-conferences from the two venues, the thematically mixed lectures are held together. In the afternoons, at each venue the workshop and summer school will work according to their own agenda.



Field trips to and case studies within the UNESCO World Heritage Sites in Vienna (Historic City Center of Vienna, Castle of Schönbrunn) and the UNESCO Cultural Heritage Landscape Wachau will be used to observe cultural heritage tourism in its current tendency towards “overtourism”. On the contrary, the workshop location, an abandoned baroque monastery, and its surroundings with a great variety in other cultural heritage sites, still suffers massive “undertourism”. The studies at site after discussing the charter will allow a wider picture of contemporary cultural heritage tourism.



LECTURERS AND SENIOR ICOMOS EXPERTS

Prof. Celia Martínez Yáñez

Full Professor Department of Art History, University of Granada.
Director of erph_ Electronic Magazine of Historical Heritage. ICOMOS
Board / ICOMOS ICTC Vice-president

Prof. Riin Alatalu

Associate Professor in Estonian Academy of Arts; Tallinn Culture and
Heritage Department; Estonian National Heritage Board, ICOMOS
Estonia, ICLAFI, CIVVIH, ICOMOS Vice-President

Prof. Caroline Jaeger-Klein

University Professor in History of Architecture at TU-Wien, former
Senior Scientist ERC Grant Department of History of Art, University of
Vienna; Austrian Expert in Court for Monument Protection, Old Town
Preservation and Townscape protection; CIPA, President of ICOMOS
Austria

Dr. Ulrike Herbig

Senior Scientist TU-Vienna, Architecture and Spatial Planning,
Geodesist, CIPA, former Vice-president and Speaker of the WH
Monitoring Team ICOMOS Austria

Dr. Matthias Ripp

Senior-level Heritage Manager, Author with special attention on
UNESCO World Heritage Cities and University Lecturer, Head of Site
Management at Regensburg, Member of ICOMOS Germany

Prof. Kurt Luger

UNESCO Chair for Cultural Heritage and Tourism, University of
Salzburg, department of Communication Studies, Chairman of InIT-
Institute for Interdisciplinary Tourism Research, Salzburg ICOMOS
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**Mag. Bernd Paulowitz**

World Heritage Site Manager Hallstatt-Dachstein/Salzkammergut, former Hamburg-HafenCity; Historian and Political Scientist; Practice at UNESCO World Heritage Center; ICOMOS Austria Monitor

Mag. Sabine Claudia Tanner

University Lecturer, Head of the Vienna Tour Guide Academy, Historian, TV Moderator and Journalist, ICOMOS Austria Press Officer

Prof. Andras Veöreös

Architect, Professor for History of Architecture and Urbanism at Széchenyi István University at Győr, conservation specialist at the Hungarian institute for monument protection Komitat Győr-Moson-Sopron and secretary general of ICOMOS Hungary

Prof. Tino Mager

Ass. Professor for History and Theory of Architecture and Urbanism at University of Groningen (NL); studied media technology, art history and communication science; awarded dissertation on “Authenticity”; Secretary General of the ICOMOS International Scientific Committee on Water and Heritage; President of ICOMOS Germany



PROGRAMME

Monday, 1 July 2024

- 09:30 Meeting point at TU-Wien/office of ICOMOS Austria to store the luggage there
- Visit of the exhibition on Tourism at AzW (Architectural Museum of Vienna) and expert's guided walk through UNESCO World Heritage "Historic City Center of Vienna"
- Late lunch near TU Wien before picking up the luggage and leaving with the bus
- Bus-transfer to Heiligenkreuz/Gutenbrunn (near the town of Herzogenburg; main train-station St. Pölten)
- 18:00 Key-Note by Celia Martinez

Tuesday, 2 July 2024

- 09:00-13:00 Combined lectures on Cultural Heritage and Tourism per Zoom from both venues (Ljubljana and Heiligenkreuz/Gutenbrunn)
- Afternoon individual lectures and working groups without Zoom at the two venues
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PROGRAMME

Wednesday, 3 July 2024

09:00-13:00 Combined lectures on Cultural Heritage and Tourism per Zoom from both venues (Ljubljana and Heiligenkreuz/Gutenbrunn)

Afternoon individual lectures and working groups without Zoom at the two venues

Thursday, 4 July 2024

Translation Workshop

20:00 Meeting with the participants who attended the workshop in Slovenia at Göttweig Benedictine monastery

Friday, 5 July 2024

09:00 Bus excursion to the Wachau Valley cultural landscape, a UNESCO World Heritage Site, with guided tours focusing on the integration of heritage and tourism: Göttweig, Krems, Stein, Spitz, Melk

Evening Joint dinner at Heuriger



PROGRAMME

Saturday, 6 July 2024

09:00 Bus excursion to the Traisental cultural landscape with its historic castles, farm estates, village wine cellars, and an abandoned mining site: Walpersdorf, Statzendorf, St. Pölten Wasserburg, Jeutendorf, Freundorf

Evening Joint dinner near Gutenbrunn/Heiligenkreuz

Sunday, 7 July 2024

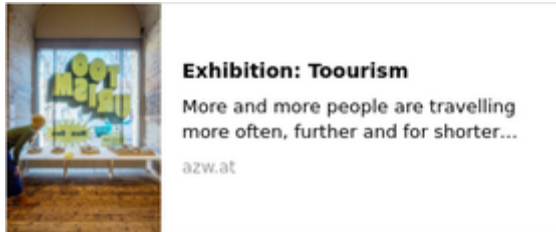
08:00-13:00 Bus-transfer back to Vienna and expert's guided visit to UNESCO World Heritage Site Castle of Schönbrunn



EXCURSIONS AND FIELD TRIPS

Guided tour of the Exhibition on Tourism (Über Tourismus),
Architektur Zentrum Wien

Link:



Guided tour through the following UNESCO World Heritage Sites

Palaces and Gardens of Schönbrunn (listed 1996):

From the 18th century to 1918, Schönbrunn was the residence of the Habsburg emperors. It was designed by the architects Johann Bernhard Fischer von Erlach and Nicolaus Pacassi and is full of outstanding examples of decorative art. Together with its gardens, the site of the world's first zoo in 1752, it is a remarkable Baroque ensemble and a perfect example of *Gesamtkunstwerk*.

Link:





Wachau Cultural Landscape (listed 2000)

The Wachau is a stretch of the Danube Valley between Melk and Krems, a landscape of high visual quality. It preserves in an intact and visible form many traces - in terms of architecture, (monasteries, castles, ruins), urban design, (towns and villages), and agricultural use, principally for the cultivation of vines - of its evolution since prehistoric times.

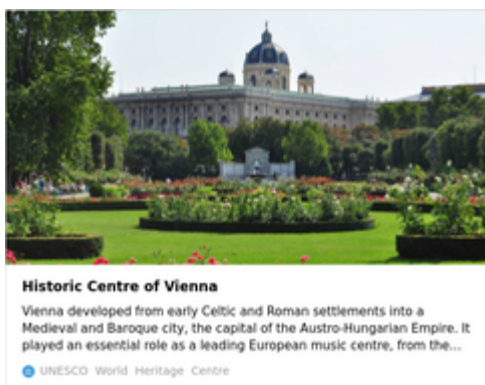
Link:



Historic Centre of Vienna (listed 2001, Endangered 2017)

Vienna developed from early Celtic and Roman settlements into a Medieval and Baroque city, the capital of the Austro-Hungarian Empire. It played an essential role as a leading European music centre, from the great age of Viennese Classicism through the early part of the 20th century. The historic centre of Vienna is rich in architectural ensembles, including Baroque castles and gardens, as well as the late-19th-century Ringstrasse lined with grand buildings, monuments and parks.

Link:





Special Tour through the not-recognized Cultural Landscape Traisental in Lower Austria

The Traisental is a manifold cultural landscape, totally underestimated.

It contains several smaller baroque and even older castles (Freundorf, Jeutendorf, Wasserburg, Walpersdorf, Sizendorf-Reiding), all still in private property, and struggling with rehabilitation and adaptive reuse. Currently two of them are masterthesis topics at TU-Vienna, so we will get into closer contact with the owners and the planners of future scenarios. The venue of the workshop is another baroque monastery with fabulous murals from the most prominent baroque painters. It served as dormitory for priests in education, contains remains of an exhibition on baroque art and is without use nowadays, if ICOMOS Austria would not use it from time to time for special seminars.

The big and rich monasteries of Wachau like Göttweig or Melk still do hold their agricultural estates within the Traisental, built castle-like and within the baroque period. Some of them like Paudorf, Meidling im Tal and Anzenhof we at least can sneak by and see from the outside.

In the vicinity of the workshop venue, within walking distance, are several traditional wine-producing villages with its typical, partial underground cellars (“Kellergassen”), which ICOMOS Austria considers of World Heritage Nomination Potential for not-yet nominated vernacular architecture.

Last but not least, the valley of the river Traisen served coal mining purposes in the times between World War I and World War II. The physical remains including the narrow gorge railway system still is partially visible, including its administrative and social structures.



LECTURES AND WORKSHOP

The workshop in principal addresses all German speaking ICOMOS members, but in particular ICOMOS EP's and university students of achitecture, archaeology, history, history of art, structural engineering, landscape architecture, spatial planning, urban planning. It is an activity of the ICOMOS UNIVERSITY FORUM.

Therefore, the **language of the workshop and summer school will be English**. Hence, for matters of the draft-translation of the charter in various other languages (German, Hungarian, Albanian ...), the organizers recommend at least a double language knowledge f.e. **English-German**.

TU-Wien students within the master program of architecture may complete with the workshop and summer school a special **MODULE of CULTURAL SPACES** (coordinator and examiner: Dr. Ulrike Herbig). PhD students may complement individually their **doctoral science studies** in architecture with specialization on history of architecture, monument protection and preservation of cultural heritage (coordinator and examiner: Prof. Dr. Caroline Jaeger-Klein).

Therefore the organizers carefully calculated the following academic curriculum (next page).

The calculation of the contact hours includes the **obligatory attendance at all lectures, excursions and field trips** as well as active involvement in the workshop discussions and the translation of the charter. Before the end of the summer term (September 31st 2024), the video-film as well as the report-paper has to be handed over to the examiners. The video films will be presented publicly within the frame of another joint TU-Wien/ICOMOS event, probably in September.



CURRICULUM

Subject	Contact Hours and Type of Course	ECTS	Exam Modalities
History of Architecture, Basics of Rehabilitation and Adaptive Reuse of Historic Buildings	18h (lecture)	2	Attendance and active recapitulation
Management, Protection and Preservation of Monuments, Sites and Cultural Landscapes	18h (lecture)	2	Attendance and active recapitulation
Documentation and Recording of Architectural/Cultur al Heritage with film	18h (lecture)	2	Video produced (fine-tuning after workshop at site)
Conferences: conception, implementation, documentation - Cultural Heritage	18h (lecture)	2	Report-paper (completed and handed in after workshop at site)



COSTS AND APPLICATION

Participants have to cover their own arrival and departure travel expenses to Vienna.

During the workshop and summer school ICOMOS Austria can host, transport and feed them with a grant from BMKOES (Federal Ministry of the Republic of Austria for Arts, Culture, Civil Service and Sport)

For matters of confirmation, ICOMOS Austria is asking for a small participation fee.

Participation fee: 100€

Application: [Via Website ICOMOS Austria](#)

Application Deadline: 15th June 2024

Payment is required before registration, and the receipt must be send to office@icomos.at.

ICOMOS Austria

IBAN: AT35 2011 1838 9229 0400

BIC: GIBAATWWXXX

Erste Bank

Payment purpose: “CTHC + name and surname of the participant(s)”

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ORGANISATION



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-  Federal Ministry
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COOPERATION



ICOMOS
international cultural tourism committee



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