

Evora's Appeal

in favour of tourism development geared to safeguarding the vitality and character of historic cities

WE the undersigned, mayors and elected representatives of World Heritage Cities meeting in Evora on September 20, 1997 in conjunction with the 4th International Symposium of World Heritage Cities and the 3rd General Assembly of the Organization of World Heritage Cities;

IN THE PRESENCE OF delegates from the United Nations Educational, Scientific and Cultural Organization ([UNESCO](#)), the [World Bank](#), the [World Tourism Organization](#) (WTO), the [Council of Europe](#), the [Getty Conservation Institute](#), the International Council of Monuments and Sites ([ICOMOS](#)) and [International bureau of social tourism](#);

CONTEND THAT tourism, a major social phenomenon of the 20th century, is suited to the development of cities, and that this activity may, however, pose a threat to the safeguarding of the vitality and unique character of historic cities as well as their cultural identity which are a fragile, non-renewable resource, if it is carried on in the absence of objectives centred on the development of sustainable tourism;

CONFIRM THAT, in keeping with the main mission of the Organization of World Heritage Cities to contribute to the implementation of the Convention for the Protection of the World Cultural and Natural Heritage, we endorse the concept of sustainable tourism described, notably, in the charter adopted in 1995 in Lanzarote by participants in the World Conference on Sustainable Tourism.

WE THEREFORE SOLEMNLY CALL UPON commercial transportation, recreational, tourism and travel organizations, public and private managers, intergovernmental institutions, associations and all individuals concerned with the ownership and management of the historic urban heritage, and **REQUEST** that they promote the following objectives:

- In every city measures should be adopted to ensure the quality of life and respect the cultural identity of residents while harmonizing relations between representatives of the tourism industry, tourists and local authorities.
- Regional and national authorities responsible for finance, tourism and heritage should join with municipal officials in order to help the latter safeguard the historic urban heritage and propose fiscal and legislative guidelines that foster job creation and the development of tourism.
- Bearing in mind the work carried out by organizations dedicated to heritage and tourism and the findings of this symposium, all concerned parties should mobilize to prepare the OWHC 2001 Forum, which will bring together stakeholders in tourism development in historic cities the world over and whose agenda will pave the way in the 21st century to cultural tourism that seeks to preserve the historic character of cities for the benefit of future generations.

- Industries, organizations and administrations linked to travel and tourism should create a World Fund aiming at analyzing the impact of tourism on historic monuments and sites and be concerned with the possible damage that tourism can cause in world heritage cities throughout the world.

IN ACCORDANCE WITH the Bergen Protocol on Communications among World Heritage Cities, the mayors present at this 3rd General Assembly underline that among the development factors, tourism is a sector to be promoted carefully. It is a very sensitive sector that is tributary to peace in the world.

Tourism is not possible without ensuring peace.

This is an opportunity for the mayors to campaign for peace in all heritage cities in accordance with the Hague Convention and the Convention on the Protection of the Cultural and Natural World Heritage (Paris, 1972).

This is the meaning of the Appeal made here today in order to stop the violations of the above-mentioned conventions in World Heritage Cities and all historic cities of the world.

This text was adopted by the participants to the 3rd General Assembly of the OWHC. It was read before the President of the Republic of Portugal and the people of Évora. It was signed on the 20th of September 1997 by the representatives of the following cities:

Witnesses to the signing of the *EVORA APPEAL*

The representative of the Director General of UNESCO
The representative of the Secretary General of the WTO
The Vice-President of the World Bank
The representative of the Secretary General of the Council of Europe
The representative of the Getty Conservation Institute
The Director General of the Aga Khan Trust for Culture
The Secretary General of the ICOMOS
The representative of the International Bureau of Social Tourism (BITS)
The Secretary General of the OWHC

The signatories of *EVORA APPEL*

Evora, Portugal, September 20th, 1997