

UIA International Forum on Mass Tourism in Historic Cities

Heydar Aliyev Centre, Baku, Azerbaijan

7-9 June 2019

DAY 1 Friday 7 June 2019 (Heyday Aliyev Centre, Baku, Azerbaijan)	
8:30 – 9:30	Registration and coffee
11:00 – 13:00	<p>Opening ceremony</p> <p>Official opening speech <i>Government of Azerbaijan</i></p> <p>Opening remarks <i>Elbay Gasim-Zada, Chairman of the Board Union of Architects Azerbaijan (UAA) and Thomas Vonier, President International Union of Architects (UIA)</i></p> <p>Tourism in numbers <i>Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO</i></p>
13:00 – 14:00	Lunch
14:00 – 14:30	Presentation of architectural solutions for tourism management in historic cities
14:30 – 16:30	<p>Panel discussion 1 - Uses and maintenance of heritage</p> <p>Panellists will discuss mechanisms for restoration and/or conservation of historical cities, including adapting the uses of heritage as a means to its maintenance and accessibility.</p> <p>This discussion will also consider how to ensure the local community's sense of ownership of the city, and how various stakeholders can use heritage in a balanced way.</p> <p>Moderator <i>Professor Sabina Hajiyeva, Head of Department for Restoration of Architectural Structures and Monuments, Azerbaijan Architecture and Construction University</i></p>
16:30	Tours of Baku

DAY 2 Saturday 8 June 2019 (Heyday Aliyev Centre, Baku, Azerbaijan)	
9:00 – 11:00	<p>Panel discussion 2 - Tourism sector and digital tools</p> <p>This block will focus on the important role of tourism professionals in the development of responsible tourism and the use of technology as a means to monitor and regulate tourism flows. Emphasis will be placed on boosting collaboration between tourism companies and cities with regards to tourism management and marketing strategies.</p> <p>Discussions will also examine how to promote other on-site attractions and activities to</p>

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	<p>disperse tourist flows.</p> <p>Moderator <i>Monica Maggioni, Journalist and Director of Rai News, Italy</i></p>
11:00 – 11:30	Coffee break
11:30 – 13:30	<p>Panel discussion 3 - Economic factors</p> <p>Discussions will centre on how tourism affects the economy, the consumer habits of residents, and the city's infrastructure.</p> <p>Panellists will analyse how to develop a financial and social plan to protect the city's heritage, develop human capital, build local institutional capacity, improve employment practices, and protect traditional commerce and residential diversity.</p> <p>Moderator <i>Monica Maggioni, Journalist and Director of Rai News, Italy</i></p>
13:30 – 14:30	Lunch
14:30 – 15:00	Presentation of architectural solutions for tourism management in historic cities
15:00 – 17:00	<p>Panel discussion 4 – Regulatory measures</p> <p>This block will serve as an examination of the existing and suggested norms and regulations implemented by the municipalities or local governments trying to control the tourism in historic cities.</p> <p>This will include how cities monitor the impact of tourism and how they implement strategic plans for the protection of the city's identity and integrity (e.g. residents and local commerce).</p> <p>Moderator <i>Professor Sabina Hajiyeva, Head of Department for Restoration of Architectural Structures and Monuments, Azerbaijan Architecture and Construction University</i></p>
17:00 – 18:00	Tours of Baku

DAY 3

Sunday 9 June 2019

(Heyday Aliyev Centre, Baku, Azerbaijan)

9:00 – 11:00	<p>Panel discussion 5 - Education and awareness</p> <p>Speakers will discuss approaches to advising children, residents and tourists about how to use heritage in a responsible manner.</p>
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	<p>This session will focus on raising awareness regarding the benefits of public, private and community partnership.</p> <p>Moderator <i>Professor Sabina Hajiyeva, Head of Department for Restoration of Architectural Structures and Monuments, Azerbaijan Architecture and Construction University</i></p>
11:00 – 11:30	Coffee break
11:30 – 12:00	Presentation of architectural solutions for tourism management in historic cities
12:00 – 13:00	Conclusions – Part I
13:00 – 14:00	Lunch
14:00 – 16:30	<p>Conclusions – Part II Presentation and signature of finalised Charter and Guidelines for Responsible Tourism Management in Historic Cities</p>
16:30	Stakeholder signature of Baku Declaration on Responsible Tourism Management in Historic Cities
18:30	Closing gala