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UIA International Forum on Overtourism in Historic Cities
Heydar Aliyev Centre, Baku, Azerbaijan
7- 9 June 2019

DAY 1 Friday 7 June 2019 (Heydar Aliyev Centre, Baku, Azerbaijan)	
7:30 – 9:30	Registration and coffee
10:00 – 12:00	<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>Declaration of support <i>Mechtild Rössler, Director of the UNESCO World Heritage Centre</i></p> <p>Tourism in numbers <i>Michel Julian, Senior Officer Tourism Market Intelligence and Competitiveness, UNWTO</i></p>
12:00 – 13:30	Lunch
13:30 – 14:00	<p>Presentation of architectural solutions for tourism management in historic cities <i>Iman O. Gawad (Egypt), Secretary General, Union of Mediterranean Architects, Associate Professor, Architecture Department, Fine Arts Faculty, Helwan University, Director, the International Students Bureau, Helwan University, Cairo</i></p>
14:00 – 16:00	<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 Architectural constructions and restoration of monuments, Azerbaijan Architecture and Construction University</i></p> <p>Panelists</p> <ul style="list-style-type: none"> • Amalia Androulidaki (Greece) Head of General Directorate for Restoration, Museums and Technical Works, Greek Ministry of Culture • Dalila ElKerdany (Egypt) Architect, Professor of Architecture and Urban Design at the Faculty of Engineering, Cairo University



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	<ul style="list-style-type: none"> • Lynne Dearborn (USA) Architect, Associate Professor, Illinois School of Architecture, University of Illinois • Rizvan Bayramov (Azerbaijan) Architect, Associate Professor at the University of Architecture and Construction, Baku, Co-Director of UIA Work Program Heritage and Cultural Identity • Vikas Dilawari (India) Urban Conservation Architect, Vikas Dilawari Architects
16:00	Tours of Baku

DAY 2 Saturday 8 June 2019 (Heydar 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 disperse tourist flows.</p> <p>Moderator <i>Richard A. Engelhardt, UNESCO Chair Professor of the Conservation and Management of Historic Towns and Urban Centers</i></p> <p>Panelists</p> <ul style="list-style-type: none"> • Bálint Kádár (Hungary) Architect, Urban scholar and Planner, Associate Professor, Department of Urban Planning and Design, Budapest University of Technology and Economics • Ilgar Isbatov (Azerbaijan) Architect, Director of the Baku State Institute of Technology, Chairman of the Urban Planning Commission of the Union of Architects of Azerbaijan • Matt Benson (Australia) Programme Director, Think City Malaysia • Nagore Espinosa (Spain) CEO at in2destination, Consultant at World Tourism Organization (UNWTO), Lecturer at University of Deusto, Coordinator and Expert at INRouTe network • Sito Veracruz (Spain) Co-founder of FairBnB cooperative
11:00 – 11:30	Coffee break



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<p>11:30 – 13:30</p>	<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>Michel Julian, Senior Officer Tourism Market Intelligence and Competitiveness, UNWTO</i></p> <p>Panelists</p> <ul style="list-style-type: none"> • Asgar Alakbarov (Azerbaijan) Chairman of the Board of Administration of the State Historical Architectural Reserve "Icherisheher" (Baku old city) • Corinna Del Bianco (Italy) Architect, Director, Life Beyond Tourism®, Fondazione Romualdo Del Bianco • Ezio Micelli (Italy) Architect, Professor of urban and building economic evaluation, University of Venice, Venice City Councillor for the Venice UNESCO Management Program • Richard A. Engelhardt (USA) UNESCO Chair Professor of the Conservation and Management of Historic Towns and Urban Centers
<p>13:30 – 14:45</p>	<p>Lunch</p>
<p>14:45 – 15:00</p>	<p>Presentation of architectural solutions for tourism management in historic sites <i>Marla Haber Goldstein (Israel), Architect and Heritage Restoration Specialist, Marla Haber Goldstein Architecture, presents "The Historic site of Caesaria"</i></p>
<p>15:00 – 17:00</p>	<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>Nagore Espinosa, CEO at in2destination, Consultant at World Tourism Organization (UNWTO), Lecturer at University of Deusto, Coordinator and Expert at INRouTe network</i></p>



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17:00 – 18:00	Tours of Baku

<p>DAY 3 Sunday 9 June 2019 (Heydar Aliyev Centre, Baku, Azerbaijan)</p>	
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. 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 Architectural constructions and restoration of monuments, Azerbaijan Architecture and Construction University</i></p> <p>Panelists</p> <ul style="list-style-type: none"> • Corinna Del Bianco (Italy) Architect, Director, Life Beyond Tourism®, Fondazione Romualdo Del Bianco • In-Souk Cho (South Korea) Architect and Principal of <i>DaaRee Architects & Associates</i>, Seoul, Korea, International Co-director of UIA WP Heritage & Culture, Vice President of ICOMOS-ISCARSAH • Marla Haber Goldstein (Israel) Architect and Heritage Restoration Specialist, Marla Haber Goldstein Architecture • Stefano Francesco Musso (Italy) Architect, Professor of Restoration and Past Dean of the University of Genoa, Past President of the EAAE (European Association for Architectural Education) and coordinator of Thematic Network on Conservation



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11:00 – 11:30	Coffee break
11:30 – 12:30	Conclusions <i>Nagore Espinosa, CEO at in2destination, Consultant at World Tourism Organization (UNWTO), Lecturer at University of Deusto, Coordinator and Expert at INRouTe network</i>
12:30 – 13:30	Closing remarks and Stakeholder signature of Baku Declaration “Architecture, Planning and Design: Keys to Protecting Heritage in the Age of Mass Tourism” <i>Elbay Gasim-Zada, Chairman of the Board Union of Architects Azerbaijan (UAA) and Thomas Vonier, President International Union of Architects (UIA)</i>
13:30 – 14:30	Lunch
14:30	Tours of Baku