The International Conference

“The Role of Youth in Safeguarding of Cultural Heritage and Development of Cultural Tourism”

Yerevan, Republic of Armenia
26-29 October 2006

The conference is being held under the aegis and with the support of UNESCO Moscow Office for Armenia, Azerbaijan, Republic of Moldova and the Russian Federation.

Organizers

• Ministry of Culture and Youth Affairs of the Republic of Armenia
• Armenian National Commission for UNESCO
• Armenian Institute of Tourism
• UNESCO Chair on Cultural Tourism for Peace and Development
• Russian International Academy of Tourism.

With the support of

• Ministry of Education and Science of the Republic of Armenia
• Ministry of Trade and Economic Development of the Republic of Armenia
• Ministry of Environmental Protection of the Republic of Armenia

With participation of

• Yerevan City Administration
• The Association of Tour Operators of External Tourism in the Republic of Armenia
• Armenian Branch of the Association of Armenian and Russian Business Cooperation
• The National Academy of Sciences of the Republic of Armenia
• Yerevan State Architectural and Building University

Concept of the Conference

The overall aim of the Conference is to involve youth in the protection and safeguarding of the cultural heritage, promote youth cultural tourism and disseminate among youth the principles of the UNESCO Convention concerning Protection of the World Cultural and Natural Heritage (1972), the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003), the UNESCO Convention for Protection and Promotion of the Diversity of Cultural Expressions (2005), as well as the UNESCO Universal Declaration on Cultural Diversity.

The Conference is organized by the Ministry of Culture and Youth Affairs of the Republic of Armenia and the Armenian Institute of Tourism in cooperation with the Armenian National Commission for UNESCO and the Russian International Academy of Tourism and with the support of the UNESCO Moscow Office in the framework of the international UNESCO programmes.
aimed at safeguarding of cultural heritage and development of cultural tourism and taking into account the recommendations of the International Conference “Innovative Policies for Heritage Safeguarding and Culture Tourism Development” held on 25-27 November 2005 in Moscow.

Among the key speakers and participants of the Conference are representatives of governmental and non-governmental organizations in the sphere of safeguarding of cultural heritage and development of cultural tourism from the CIS countries, including Armenia, Azerbaijan, Belarus, the Republic of Moldova and Russian Federation, representatives of the educational institutions, UNESCO Chairs Network on Cultural Tourism and Development, international experts from WTO, ICOMOS and UNESCO, etc.

Following the event it is planned to publish the proceedings of the Conference and release a DVD on youth cultural and ecological tourist routes of the CIS countries.

The working languages of the Conference are Armenian, Russian and English.

**Objectives of the Conference**

- Promoting the involvement of young people in the preservation of tangible and intangible cultural heritage and passing on the knowledge to the younger generation;
- Conducting public discussions with participation of youth on social, educational and cultural aspects of the preservation of cultural heritage, promotion of cultural diversity and development of youth tourism in XXI c.;
- Studying and implementation of the world best examples of cultural tourism aimed at the involvement of youth in the preservation of cultural heritage;
- Developing special programmes aimed at raising awareness about cultural heritage among young people;
- Working out special courses for higher educational institutions for training of managers and specialists in sphere of preservation of cultural heritage and development of cultural tourism;
- Presentation of the youth projects (e.g. volunteer programmes, new educational courses, pilot projects at the tourist enterprises) in the sphere of preservation of cultural heritage and development of cultural tourism;
- Promotion of cultural pluralism and respect of different cultural traditions, which systematically contribute to the prevention of ethnic conflicts;
- Encouraging regional and international cooperation, especially among youth, in the sphere of safeguarding of cultural and natural, tangible and intangible heritage.

**Main Topics of Plenary Sessions**

- The problems of the preservation of the objects of world cultural heritage and development of cultural tourism among youth at the national and international level;
- Economic aspects of heritage preservation and development of youth cultural, ecological and scientific tourism. Creation and development of state - private partnerships;
- The development of national parks and the role of ecological education among youth;
- Cultural policy and legislative provision of the preservation and safeguarding of cultural heritage and development of youth tourism in different countries;
- The role of museums in the preservation of cultural heritage and the development of youth cultural tourism;
- The actual problems of guaranteeing the safety of tourists with the help of modern technologies;
- The development of new educational and entertainment tours and animation programs for youth;
• Improvement of the legal control in the sphere of international youth tourism;
• The role of national crafts in the sustainable development of villages;
• The role of cultural tourism in the education of youth;
• The problem of preservation of historic cities in the context of the development of cultural youth tourism;
• The main criteria for the inscribing of cultural monuments and natural landscapes to the World Heritage List;
• The role of UNESCO’s educational structures and specialized institutions aimed at the involvement of youth in the process of preservation of cultural heritage and promotion of youth cultural tourism;
• Organization of the participation of youth from the countries – participants of the Conference in the scientific expeditions aimed at exploring cultural heritage;
• Development of special courses for higher educational institutions for training of managers and specialists in sphere of preservation of cultural heritage and development of cultural tourism;
• Studying the world best examples of cultural tourism aimed at the involvement of youth in the preservation of cultural heritage;
• Encouraging regional and international cooperation, especially among youth, in the sphere of safeguarding of cultural and natural, tangible and intangible heritage.

Implementation Strategy
• Contributing to the preservation of monuments in the historic cities as well as natural landscapes by developing youth cultural tourism in the Caucasus, Baltic and CIS countries;
• Raising awareness among decision-makers about the importance of recognizing of cultural diversity and necessity of the intercultural dialogue. To achieve this goal special trainings aimed at promotion of understanding and respect to other cultures will be initiated;
• Analyzing the practice of “living together” with the aim of creating methodological mechanisms and elaboration of the policy for conducting intercultural dialogue;
• The involvement of the relevant international organizations, including UNESCO, in the process of preparation of the youth tourism policy.

Expected Results
• Establishment of contacts, exchange of ideas and strengthening cooperation among youth of different countries and nations;
• Developing special programmes, while taking into consideration the opinions of youth, aimed at involving youth in participation in the scientific expeditions on exploring the cultural heritage;
• Publication of the new initiatives on revealing and preservation of cultural heritage;
• Signing the initial agreements on the youth exchange programmes among the participating countries of the Conference;
• The preparation of the teaching materials on cultural and ecological routs;
• Creation of data base (DVD) on the youth tourism under the motto “Recognize the world with your own eyes”;
• The publication of the materials of the conference;
• Preparation of the final address of the Conference to the governments, parliaments and peoples of the participating countries.
Preliminary Agenda

26 October 2006

Arrival of the participants

27 October 2006

- Welcoming Message by Koïchiro Matsuura, Director-General of UNESCO
- Welcoming Address by the Armenian Institute of Tourism
- Welcoming Address by the World Tourist Organization (UNWTO)
- Welcoming Addresses by the youth organizations
- Plenary session “The role of youth in safeguarding cultural heritage and development of cultural and cognitive tourism”
- Plenary sessions

Section I. Topic: International youth tourism as a factor in preservation and development of the world heritage.

Section II. Topic: The role of education in promoting and developing of the youth cultural tourism.

Section III. Topic: Educational programmes, tools, and guidelines to be used to promote responsible cultural tourism among youth.

Section IV. Topic: The role of tourism in strengthening intercultural dialogue among youth.

28 October 2006

- Plenary sessions (continued)
- Final plenary meeting
- Adoption of the final document of the Conference
- Closing of the Conference
- Cultural program

29 October 2006

Departure of the participants

PS. The topic of the key speakers, name of the speakers and experts are to be defined.

Organizing Committee:

Mr Robert Minasyan, Rector of the Armenian Institute of Tourism
E.Kochar 12/1 Str. Yerevan, Armenia
Tel: + (37410)520530, 573925
Fax: + (37410) 583229
E-mail: tourisminstitute@yahoo.com, minasyanrobert@mail.ru