

Concept Note

Webinar: "Results and opportunities of the pilot initiative on South-South Cooperation between cities on sustainable tourism"

29 March 2023, 10:00 AM – 12:00 PM (NY Time), 8:00 AM – 10:00 AM (Mexico City)

At <https://unesco-org.zoom.us/j/81471118258> **Passcode: UNESCLT**

Participants

- Members of the Cities Cluster on Sustainable Tourism
- Members of the National Association of Mexican World Heritage Cities (ANCMPPM)
- Cities participating in the report "Experiences and Practices on Inclusive Sustainable Tourism in Cities and Localities in the Context of South-South and Triangular Cooperation"
- Members of the UNESCO Network of Creative Cities
- United Nations Office for South-South Cooperation (UNOSSC Team)
- United Nations Educational, Scientific and Cultural Organization (UNESCO) Mexico Team

Background

With its gradual positioning on the public agendas of the Sustainable Development Goals, tourism can and must play an important role in the reactivation of socio-economic development and in providing sustainable solutions for people, and the planet, bringing prosperity and peace. As tourism activities are closely related to culture, cultural sectors such as heritage, creative industries, and artists become key players in sustainable tourism.

In cooperation with UNESCO Mexico and the Mexican Association of World Heritage Cities, the United Nations Office for South-South Cooperation (UNOSSC), through the Cities Project, launched a pilot initiative in Mexico to improve the capacities of local authorities, small and medium-sized enterprises (SMEs) and communities to achieve the sustainable recovery of the local tourism sector and exchange practices through South-South and triangular cooperation (SCST).

The "South-South Cooperation on Sustainable Tourism Development in Mexican World Heritage Cities" project reinforces the protection of the Exceptional Universal Values of the

World Heritage Cities of Mexico, strengthens the positive synergies of sustainable tourism and culture within the framework of the SDGs and promotes knowledge sharing and cooperation between cities in the Global South.

Through various collaborative work activities where experts, academics, local authorities and civil society met to develop capacities, exchange knowledge and identify how heritage cities can present cultural heritage as an agent of tourist attraction that allows better management of it and contribute to more inclusive sustainable tourism.

Objectives

The event serves as a space for the completion of the project to present the results obtained and the challenges faced, and thus generate a dialogue between cities on south-south cooperation in sustainable tourism, heritage care and creative economy. All the Mexican cities that have been part of the project, the cities belonging to the Sustainable Tourism Cluster of South-South Cities of the UNOSSC Cities Project and the Creative Cities Network of UNESCO will be invited.

The event also seeks to present the characteristics of the Cluster of South-South Sustainable Tourism Cities platform under South-South Galaxy, to maintain virtual exchange and that the experiences and knowledge developed by cities can be replicated in other locations in the Global South, thus generating new opportunities for South-South and triangular cooperation.

Content

- **Presentation of the key results of the project "South-South Cooperation on Sustainable Tourism Development in Mexican World Heritage Cities":** Through a brief intervention by the project coordinators, the main results obtained, the products of knowledge generated, as well as lessons learned and future forecasts for collaboration.
- **Cultural heritage as a driver of sustainable tourism:** The project had an important focus on the promotion and protection of cultural heritage through digital media to identify how they were applied and how concepts such as Outstanding Universal Value could be applied in the promotion tour. In this session, UNESCO will present the results of the project and the opportunities to replicate these practices in other cities of the Global South.
- **South-South Cooperation, South-South Galaxy and South-South Cities Clusters:** The final objective of the project is to promote dialogue and exchange of knowledge on sustainable tourism between cities of the Global South and generate a cluster of virtual cities on the subject. In this session, UNOSSC will present the Cluster of Cities in Sustainable Tourism, heritage protection and the creative economy, and already registered cities will be invited

to present their solutions and access the online conversation to share experiences and good practices on the subject.

- **Questions and answers:** through questions and answers (during the event and/or through the virtual platforms) participants discuss the current challenges that cities face in relation to sustainable tourism, cultural heritage, and the creative economy and see opportunities to exchange knowledge and work together through South-South and triangular cooperation.

Agenda

Time (New York)	Session	Participants
10:00-10:05 am	Welcome	Presenter/Moderator Muriel Obón, Project and Event Management, UNOSSC
10:05-10:15 am	Presentation of pilot project results	Carlos Tejada, Coordinator of the Culture Sector, UNESCO Mexico
10:15-10:45 am	Cultural heritage as a driver of sustainable tourism (7 min interventions)	- Jorge Ortega, President, National Association of Mexican World Heritage Cities (ANCMPPM) - Lizeth Salazar, UNESCO Consultant - Caroline Couret, UNESCO Consultant
10:45-11:20 am	South-South Cooperation, South-South Galaxy and South-South Cities Clusters	UNOSSC team presents video and the online platform
11:20-11:55 am	Q&A	- Moderator presents questions and gives the floor to participants to respond and discuss