

# WORLD HERITAGE SITE MANAGERS FORUM 2021

WORLD HERITAGE GOVERNANCE – BEING PREPARED TO MANAGE CHANGE AND  
CONTINUITY

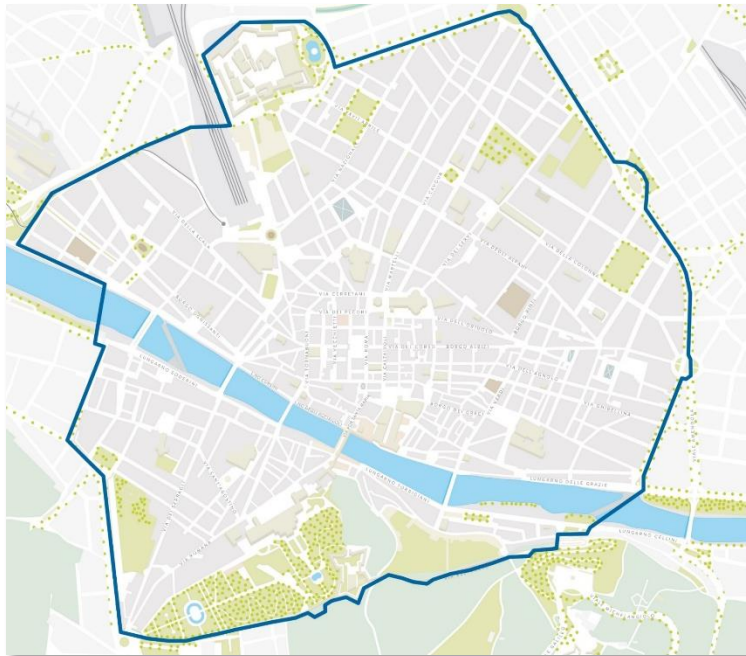
DAY 5: Tuesday 13 July –  
Climate Change, Resilience, Development

## Sustainable Tourism – engaging with stakeholders

***Carlo Francini***

*Site Manager of the World Heritage property  
'Historic Centre of Florence', Municipality of Florence*

# SHORT SITE PRESENTATION

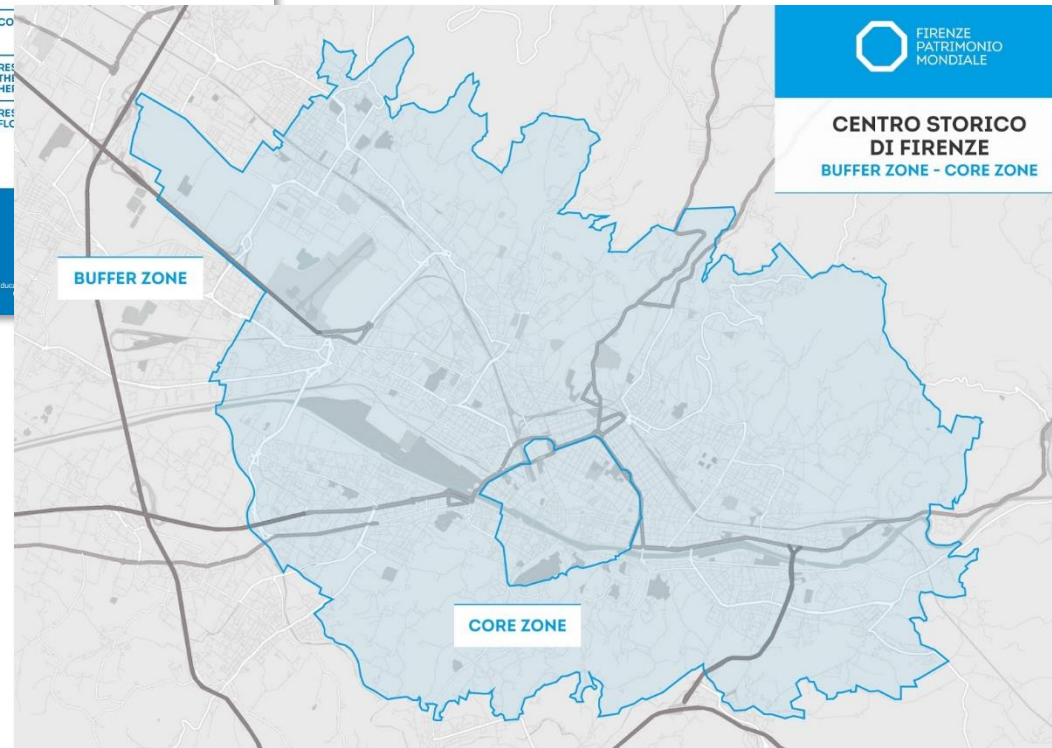


## HISTORIC CENTRE OF FLORENCE

INSCRIPTION NUMBER	174
DATE OF INSCRIPTION	1982
CRITERIA	I,II,III,IV,VI
LATITUDE	N43 46 23.016
LONGITUDE	E11 15 21.996

## Core Zone (1982) –

Proposal of *Minor Boundary Modification* in 2020



## Buffer Zone (2015) -

Presence of another WH site:  
«Medici Villas and Gardens in Tuscany»

# OVERVIEW ON THE MANAGEMENT PLANS



**2006 -**  
1°  
Management  
Plan



**2016 -**  
1° update of  
the  
Management  
Plan

**2007 -**  
1° Monitoring  
of the  
Management  
Plan



**2018 -**  
2° Monitoring  
of the  
Management  
Plan



**2021**  
2nd update  
of the  
Management  
Plan

Also developed in the  
context of the  
European project  
Atlas.WH



## THE 2ND UPDATE OF THE MANAGEMENT PLAN OF 2021

Features:

### **PART A:**

particular attention given to:

- Risk management
- Climate Change
- Post COVID-19 strategy: tourism and residency
- Historic Urban Landscape approach

### **PART B:**

Action Plan with list of strategic projects, based on:

- New engagement processes
- Set of efficacy indicators
- Objectives and targets of the 2030 Agenda for Sustainable Development
- Focus on initiatives that reconnect communities with the local heritage

## MACRO AREAS OF THE ACTION PLAN OF THE MP



1. GOVERNANCE, INSTITUTIONAL AND INTERNATIONAL RELATIONS, AND PARTICIPATION



2. PRESERVATION AND KNOWLEDGE OF THE HERITAGE



3. LIVEABILITY, COMMERCE AND RESIDENCE IN THE HISTORIC CENTRE



4. MANAGEMENT OF THE TOURISM SYSTEM



5. ENVIRONMENT AND CLIMATE CHANGE



6. MOBILITY SYSTEM

### Stakeholders involved:

1. **Members of the Steering Committee**  
(n.9 of the extended Committee)
2. **Municipality Directorates**  
(n. 14 selected)
3. **Local associations and institutions**  
(over 200 contacted and 50 approached)

## MACRO AREA 4: MANAGEMENT OF THE TOURISM SYSTEM

Considering the **Florentine tourism governance**:

28 Tourist Sectors at regional level, with the Municipality of Florence as the leader of the Sector «*Ambito Turistico Firenze e Area Fiorentina*»

### **Goals of the Macro Area 4:**

- ✓ Identifying new tools for the management, monitoring and prediction of the carrying capacity of the site, as well as of tourist flows and their environmental, social and physical impacts;
- ✓ Promoting innovative activities concerning information, hospitality and participation of visitors in the city;
- ✓ Enhancing lesser-known areas, both inside and outside of the Historic Centre, and undertaking strategies for de-centering the cultural offer.

## REFLECTIONS ON CLIMATE CHANGE AND TOURISM: WHAT SHOULD WE DO?

### **STRATEGIC APPROACHES:**

- Integrated and participatory long-term strategies: **site managers as a central figure** for sustainable World Heritage sites;
- The necessity to invest in **awareness campaigns** and in **training modules**, and the importance to participate in international strategic partnerships aiming at **exchanging good practices** (i.e.: *AtlaS.WH*);
- **Holistic view of the territory**: historic World Heritage centers and their connection with the surrounding landscapes.

## THE TASKS OF THE SITE MANAGER REGARDING SUSTAINABLE TOURISM AND CLIMATE CHANGE

### **SITE MANAGERS ARE ASKED TO:**

- identify the major vulnerabilities of WH sites;
- analyze supply and demand for tourism and the carrying capacity of WH sites;
- Reinforce the management system of WH sites;
- monitor the threats and implement HIAs;
- comply with obligations from the 1972 WH Convention (Periodic Reporting) ;
- Engage with local communities;
- promote international partnerships;
- increase understanding among decision makers and influence policies;
- ensure the education and involvement of young people and vulnerable targets.

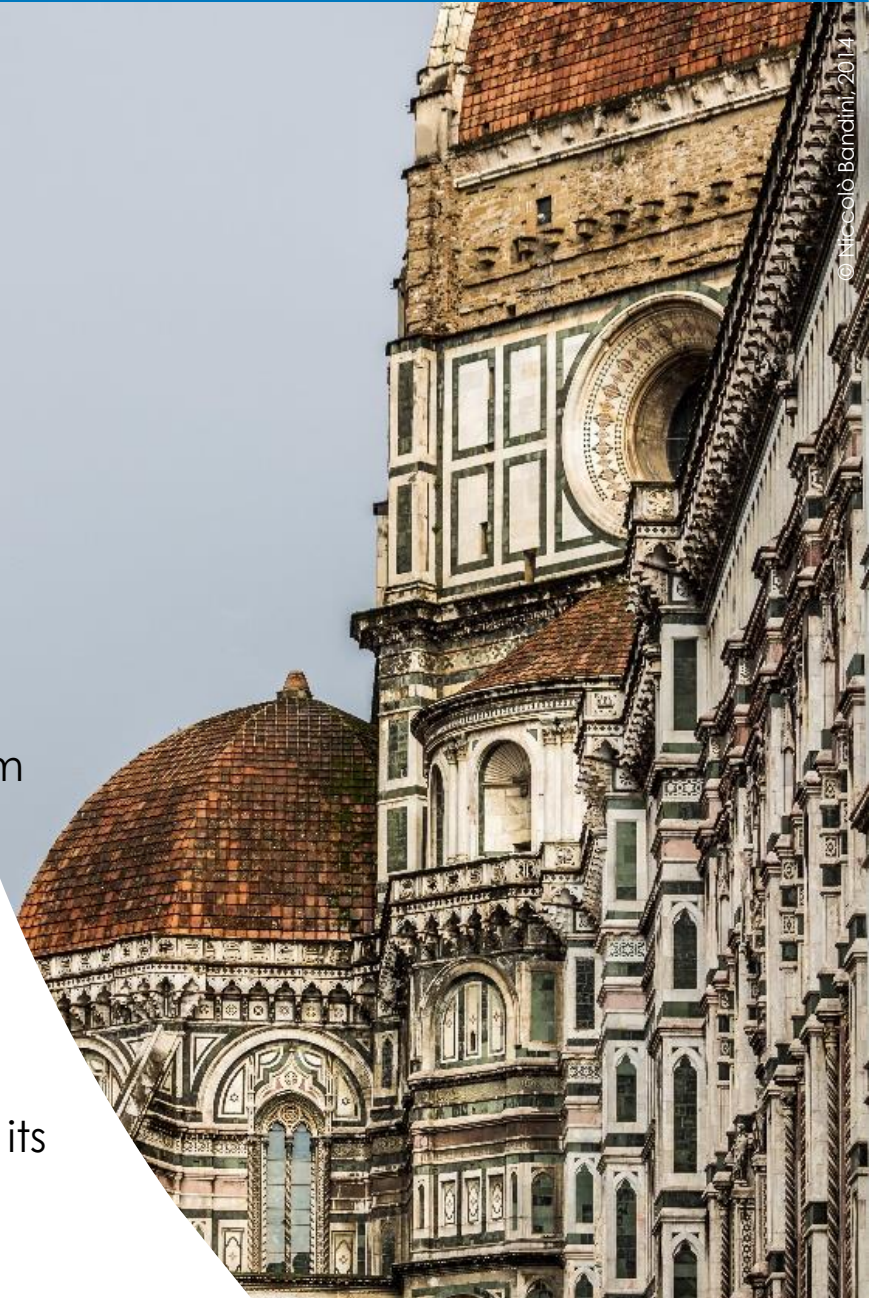
*(Helsinki Action Plan and Agenda 2030, goals 8.9;9;11.4;12b;17)*



## IN MY EXPERIENCE...

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- **Focus:** sensible management and participatory governance → this served to make the decision makers aware of the constant threat represented by mass tourism
- **Situation prior to Covid:** steps forward new ways to control, contain and decentralize tourism in and around the site
- **Situation now:** risk of stepping back to an unbearable model of tourism is high due to its collapse



## **My current task:**

keeping on stimulating decision makers and stakeholders to resume the virtuous steps taken before the pandemic in a medium- and long-term vision



**Thank  
you for  
your  
attention!**

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