

The tangible-intangible relationship within World Heritage: a driving force behind the tourism experience

15th Seminar
UNESCO CHAIR “CULTURE, TOURISM AND DEVELOPMENT”
Paris 1 Panthéon-Sorbonne University

Tuesday, November 4th, 2025
9 am - 1 pm
Room 1, Panthéon Centre and online 12 place du Panthéon, 75005 Paris

Programm



Transhumance on the Larzac plateau, Causses and Cévennes, Cultural Landscape of Mediterranean Agro-Pastoralism, Mathieu CAUNES, CC BY-SA 3.0 via Wikimedia Commons

This seminar will be devoted to analyzing how the different forms of world heritage - tangible and intangible - can enter into dialogue within - or through - the tourism experience. We know that, beyond the binary opposition suggested by the titles of UNESCO's two major heritage conventions - 1972 and 2003 - the dialogue between tangible and intangible heritage is ongoing. Criterion (vi) of the 1972 Convention allows for the inscription of sites that are: “*directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance*”. Conversely, the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (ICH) refers not only to practices, representations, expressions, knowledge, and know-how, but also to “instruments, objects, artefacts and cultural spaces associated therewith”, thus

emphasizing the link between the tangible and the intangible. It also recognizes, as a category of ICH, “*the skills associated with traditional craftsmanship*”, the indissociable materialization of which has often been emphasized.

This link between tangible world heritage and intangible cultural heritage raises key issues for the tourism experience: how can know-how, stories, living practices and forms of hospitality be integrated into site enhancement? How can ICH become a vector of anchorage, meaning and encounter for visitors? How can the intersection of tangible and intangible elements meet the challenges of sustainable tourism? What is the role of ICH holders in the co-construction of these tourist experiences? What tensions can this tourism experience raise within communities?

9:00-9:40am Words of welcome and introduction

Maria Gravari-Barbas, Professor at Paris 1 Panthéon-Sorbonne University, Head of UNESCO Chair Culture, Tourism, Development

Peter Debrine, Programme specialist, UNESCO World Heritage Center

Francesca Cominelli and Aurélie Condevaux, Paris 1 Panthéon-Sorbonne University - IREST

Christian Hottin, Head curator, French Ministry of Culture, UMR Héritage et CTHS

9:40-11:00am Participation of communities, safeguarding and protection of World Heritage

9:40-10:40am

José Maria Martins Civantos: University of Granada MeMolab, *Presentation of pilote cases. Projects INCULTUM et SECReTour* (provisional title)

Gabriel Bossard: Association villageoise Le Mont-Saint-Michel, *Recognising and integrating the intangible cultural heritage of Mont Saint Michel in order to consider the site as a global heritage site*

Elisabetta Vento et Agostina Lavagnino: Ethno Social History Archive (AESS), Lombardy Region, *From Heritage to Experience: Learnings from AlpTextyles and AlpFoodway projects*

10:40-10:55am Discussion session 1

11:10-12:30am The tangible-intangible relationship at the heart of the tourist experience

Delphine Thevenot-Martinez: Head of Communication, Association des Climats du vignoble de Bourgogne, *Tourism and intangible heritage within the Climats of the Burgundy vineyards* (provisional title)

Ségolène Dubois: Directrice, Entente des Causses et Cévennes, *For the Causses et Cévennes site, the intangible component at the heart of heritage promotion projects*

Flore Coppin, Vincent Guichard, Zoé Dupuy: Bibracte EPCC, *Touring from Florence to Faro via Burgundy, some thoughts on heritage, landscape and rural tourism*

Francis Vautier: Communication and events manager, Mission Val de Loire, *Nautical knowledge of the Loire and the Loire Valley World Heritage Site*

12:30-12:45am Discussion session 2

12:45am Final discussion and words of conclusion

For any additional information, please send a mail: Chaire-UNESCO-TOURISME@univ-paris1.fr



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