



**COOPERATION AGREEMENT BETWEEN THE WORLD TOURISM
ORGANIZATION AND THE FLANDERS DEPARTMENT OF FOREIGN AFFAIRS
FOR THE DEVELOPMENT OF ETHICAL GUIDELINES AND A
PEACE-SENSITIVE PUBLIC POLICY FRAMEWORK REGARDING
TOURISM TO HISTORICAL CONFLICT SITES**

Whereas the World Tourism Organization (hereinafter referred to as “UNWTO”), represented by its Secretary-General, Mr. Taleb Rifai, is a specialized agency of the United Nations and the leading public international organization in the field of tourism, with a membership encompassing 163 countries and territories and more than 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities;

Whereas the Flanders Department of Foreign Affairs (hereinafter referred to as “FDFA”), represented by its Secretary General, Mr. Koen Verlaeckt, is an Associate Member of UNWTO and has asked UNWTO to undertake activities in connection with the development of ethical guidelines and a peace-sensitive public policy framework regarding tourism to historical conflict sites (hereinafter referred to as the “Project”);

Whereas the parties have drafted a project document on “Harnessing the potential of Tourism to Historical Conflict Sites in Advancing Peace: Reflecting on the Past and Inspiring the Future” and are able and willing to cooperate in the development of ethical guidelines and a peace-sensitive public policy framework regarding tourism to historical conflict sites;

Now therefore, the parties have agreed as follows:

Article I: Aims and objectives

1.1. The overall aim of the Project is to support peacebuilding and peace-keeping while contributing to sustainable development through ethical tourism and heritage.

1.2. Objectives of cooperation in this Project are:

A. In the short-term:

- Developing at operational level a set of ethical guidelines for public and private sector site managers, tour operators and other service providers, host communities and visitors, in order to create a suit of visitor experiences to historical conflict sites, excluding currently ongoing and frozen conflicts and any areas that are subject to territorial disputes and landscapes that are most compelling, motivating and inspiring;
- Formulating at policy level recommendations that can be used by public authorities that have historical conflict sites and cultural landscapes on their territory in the case of UNWTO Associate Members, Observers and within their internationally recognized borders in the case of UNWTO and UN Member States, enabling and inspiring them to develop a peace-sensitive public policy framework, that links ethical tourism and heritage with other policy areas, such as culture, media, scientific research and education;

- Communicating strongly the value and contribution that ethical guidelines and a peace-sensitive public policy framework can make to extending peace-building and developing tourism.
- B. In the medium term, if deemed appropriate by the parties involved:
- Having the ethical guidelines and the practical recommendations for developing a peace-sensitive public policy framework being adopted by the statutory organs of UNWTO, provided they are in line with the UNWTO's Global Code of Ethics for Tourism and recommendations of the World Committee on Tourism Ethics .
 - Encouraging all relevant stakeholders, including but not limited to conflict site managers, tour operators and other tourism service providers, as well as local host communities to adopt the ethical guidelines.
 - Encouraging public and government authorities that carry responsibility for historical conflict sites and landscapes to develop a peace-sensitive public policy framework.
 - Creating a network of actors around the world with similar aims and standards.

Article II: General Responsibilities of the parties

2.1. UNWTO will be responsible for the overall management and coordination of the implementation of the Project, in accordance with the Project Document and Work Plan agreed by the parties and attached as Annex I hereto. Furthermore, it will be directly responsible for the implementation of activities listed under Phase 2 (tasks c, d, e, f, g) and Phase 5.

2.2. FDFA shall represent the Research Consortium and Forum of Funding Partners and coordinate the implementation of activities specified under Phases 2 (tasks a and b), 3 and 4 of the project.

2.3. In the implementation of this and the provision of the above mentioned Project activities, UNWTO shall act in accordance with its Statutes, Rules, Regulations and policies.

2.4. The parties shall make every effort to inform each other of all issues that might affect the implementation of this Agreement and/or the Project, and they shall co-operate and collaborate on all relevant matters in respect of the Project.

2.5. Subject to the requirements established in Article 4.1 below, each party will take appropriate measures to publicize the Project and to give due credit to the other party's contribution. Information given to the press, beneficiaries of the project, all related publicity material, official notices, reports and publications, will acknowledge the role of each party in the implementation of the Project.

Article III: Funding arrangements

3.1. The Forum of Funding Partners provides funding for phases 2, 3 and 4 of the project. Phase 5 will be financed by UNWTO.

Article IV: Use of the name, acronym, flag and emblem

4.1 Any use of the name, acronym, flag and emblem of UNWTO shall be subject to prior written authorization from the Secretariat and to the terms and conditions established by UNWTO. Any use of the name, acronym, flag and emblem of the FDFA shall be subject to prior written authorization from FDFA and to the terms and conditions established by the FDFA.

Article V: Intellectual Property

5.1. All Intellectual Property Rights including title, copyright and patent rights resulting from the Project activities shall be jointly and equally shared by the parties.

Article VI: Confidentiality

6.1. Any information, documents, software, technology, data, manuals and other materials which relate to either part regarded and disclosed as "confidential" shall not be transferred or divulged to third parties.

6.2. This clause shall remain in full force and effect notwithstanding the expiry or termination of this agreement.

Article VII: Force Majeure

7.1. The term *Force majeure* as employed herein, shall mean any event of unpredictable, inevitable and irresistible character that hinders, either temporarily or definitely, the performance of obligations under the Agreement, and justifies the postponement, interruption or termination of such Agreement. If at any time during the course of this Agreement it shall become impossible for any party to perform any of its obligations for reason of *Force Majeure*, that party shall notify the other party of the existence of such *Force Majeure* within fourteen (14) days of its appearance and in consultation with the other party of the postponement, interruption or termination of the Agreement.

Article VIII: Entry into force, amendment and termination

8.1. This Agreement will enter into force on the date of its signature by both parties, and will remain in effect until 31 December 2017 unless terminated by either party thirty (30) days prior written notice to the other party, if, in its opinion, an event beyond its reasonable control occurs which makes it impossible to carry out its obligations under this Agreement.

8.2. Any amendment or renewal of this Agreement will be effected by mutual agreement of the parties through an appropriate exchange of letters.

Article IX: Settlement of Disputes

9.1. Any dispute, controversy or claim arising out or in connection with this Agreement or any breach thereof, shall, unless it is settled by direct negotiation, be settled by arbitration in accordance with UNCITRAL Arbitration Rules. The parties agree to be bound by any arbitration award rendered in accordance with this provision as the final adjudication of any dispute.

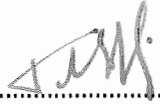
Article X: Privileges and Immunities

10.1. Nothing in or relating to this Agreement shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.

Agreement and acceptance of this Cooperation Agreement are indicated by the signature of the duly authorized representatives of the parties.

Done in Brussels on Dec 8, 2016 in English,

On behalf of UNWTO



.....
Taleb Rifai
Secretary-General

Madrid,

On behalf of FDFA



.....
Koen Verlaeckt
Secretary General

Brussels,

Annex I - DESCRIPTION OF PROJECT AND WORK PLAN

Project Title: *Harnessing the Potential of Tourism to Historical Conflict Sites in Advancing Peace: Reflecting on the Past and Inspiring the Future*

Project document on the development of ethical guidelines and a peace-sensitive public policy framework regarding tourism to historical conflict sites

A. CONTEXT AND JUSTIFICATION

1. With over 1 billion people crossing international borders every year – generating more than US\$3 billion every day in export earnings – tourism has become one of the major socioeconomic activities of our time, as it engages people of practically all nations and from every corner of our planet, either as hosts or as guests.
2. Today international tourism represents 10% of global gross domestic product and 30 % of the world's exports of services and it creates one in every 11 jobs. UNWTO forecasts indicate that international tourist arrivals will reach 1.8 billion by 2030.
3. Yet tourism is much more than its immense numbers. Through its undisputable role as a mind-broadening educational experience, it can become a powerful transformative force that reduces prejudice, distrust and hostility and brings a significant contribution to building a more harmonious and peaceful world.
4. Moreover, like few other economic sectors, tourism has the ability to help communities value their place in the world, their cultures and traditions and their environment. This helps build self-esteem among local communities, which is particularly important in those that have suffered from any form of conflict.
5. The ongoing commemoration (2014-2018) of the centenary of the First World War has provided an opportunity to reflect on the past and to draw lessons for the future about the importance of upholding a culture of tolerance and peace. It was the first international conflict on a global scale and one of the biggest catastrophes of the 20th century. A focus of the commemorations has been in Flanders where more than 500,000 soldiers died in Flanders Fields, men assembled from around the globe from fifty nationalities.
6. Flanders has succeeded in providing a fitting legacy which has been visited by hundreds of thousands of people in the past year. These people have learned from the commemoration and have also contributed to the local economy.
7. The aim of Flanders has been to "Touch the hearts and to elicit emotions": showing the magnitude of the First World War to people so that they can understand it, commemorate those who died, so that those that commemorate them may learn from the lessons of history.
8. The core message of that learning to current and to future generations is "No more senseless war". The message was supported by an awareness raising campaign on the need to uphold a culture of tolerance and to promote intercultural dialogue and understanding. Flanders adopted a strategic and coherent approach grouping together initiatives from several policy areas, including Tourism,

Foreign Relations, Culture, Media, Immovable Heritage, Agriculture, Scientific Research and Education.

9. The Government of Flanders has invested substantially in World War I related tourism infrastructure (museums, memorial sites, access) and major events geared towards an international audience. Building on its own experiences and at the same time taking into account relevant experiences from all across the world, Flanders wishes to emphasize the transformative potential of tourism far beyond 2018. It has found interested partners in UNWTO, Northern Ireland and the Basque Country to develop a set of ethical guidelines for tourism to historical conflict-related sites¹, under the aegis of UNWTO.
10. War and human misery have not been banished. Respect for international law and human rights and co-operation between peoples remain the keys towards unlocking the door to a better future.
11. Specifically, the cross-cutting policy combination of Tourism and Heritage, if skilfully linked to other policy areas such as education, media and culture, are policy areas with a huge potential for promoting intercultural understanding, bridging societal divides, contributing to the transformation of post conflict societies and consolidating the dividends of peace. Such a comprehensive policy can only be carried out successfully if it is based on a peace-sensitive public policy framework.
12. However, this work is fraught with difficulties and will need very careful handling. If conflicts are relatively recent, an objective reflection of events is often more difficult to achieve. Equally, less recent conflicts where ancient feuds and antagonisms have been largely buried can re-emerge by the use of inappropriate and partial narratives.
13. Therefore, the following key issues will need to be emphasized:
 - a) The accuracy of historical facts and statistics. History provides the content of the experience.
 - b) The nature of respectful remembrance. Different cultures have very different traditions of remembrance.
 - c) The different narratives giving the reason for the conflicts from different points of view.
 - d) The appropriate use of language and images in all communications.
14. This form of ethical tourism is unlike any other, where visitors often have close connection to the fallen and who need to receive sympathy, care and concern in their commemoration. If poorly executed it could make a situation worse. If properly utilized, tourism has a transformative power on societies to learn from the past and create a better future.
15. Hence, the lessons learnt from relevant cases across the globe should be spread around the world enabling other countries to share good practices and successful experiences in harnessing the transformative power of tourism in building more harmonious and peaceful societies.

B. AIMS AND OBJECTIVES

16. The overall aim of the project is to support peacebuilding and peace-keeping while contributing to sustainable development through ethical tourism and heritage. The combination of ethical tourism and heritage provide the means for widening and deepening international understanding and

¹ The term "site" is used according to the UNESCO terminology for world heritage, meaning that the category "sites" also includes landscapes.

changing the way young and older generations think about war and peace while, at the same time, creating employment opportunities, fostering local cohesion through heritage and identity, generating income for local communities and preserving heritage.

17. UNWTO's statutory mandate is to extend peace through tourism and the Organization will utilise its entire means to communicate the purpose and results of the project, which will be developed and implemented, in partnership with UNESCO² and in close consultation with UNWTO's World Committee on Tourism Ethics. The project will benefit from the expertise of historians, peace researchers, educators, writers and practitioners, in addition to that of Destination Management Organizations and the travel trade.
18. UNWTO's plans to broadly disseminate the project's results might include organizing a series of seminars and capacity building workshops, publishing case studies of good practices and successful experiences and reporting to the Organization's statutory organs.
19. UNESCO's renowned cultural conventions³ provide a unique global platform for international cooperation and establish an integrated cultural governance system based on human rights and shared values. These international treaties endeavour to protect and safeguard the world's cultural and natural heritage including ancient archaeological sites, cultural landscapes, intangible and underwater heritage, museum collections, and other forms of heritage, and to support creativity, innovation and the emergence of dynamic cultural sectors.
20. As for the project's immediate objectives, the aim of advancing peace through ethical tourism and heritage would be fulfilled by:
 - a) Developing at operational level a set of ethical (attitudinal, behavioural and good practice) guidelines for 1° (public and private sector) site managers, 2° tour operators and other service providers, 3° host communities and 4° visitors, in order to create a suit of visitor experiences to conflict sites and landscapes that are most compelling, motivating and inspiring.⁴
 - b) Formulating at policy level recommendations that can be used by public authorities that have historical conflict sites and cultural landscapes on their territory in the case of UNWTO Associate Members, Observers and within their internationally recognized borders in the case of UNWTO and UN Member States, enabling and inspiring them to develop a peace-sensitive public policy framework, that links ethical tourism and heritage with other policy areas, such as culture, media, scientific research and education.
 - c) Communicating strongly the value and contribution that ethical guidelines and a peace-sensitive public policy framework can make to extending peace-building and developing tourism.

² Subject to approval by UNESCO's Senior Management.

³ 2005 Protection and Promotion of the Diversity of Cultural Expressions

2003 Safeguarding of the Intangible Cultural Heritage

2001 Protection of the Underwater Cultural Heritage

1972 Protection of the World Cultural and Natural Heritage

1970 Fighting against the illicit trafficking of cultural property

1954 Protection of Cultural Property in the Event of Armed Conflict

1952, 1971 Protection of Copyright and Neighbouring Rights

⁴ These guidelines will be linked to - and build upon - the principles of the Global Code of Ethics for Tourism, adopted by UNWTO's General Assembly in 1999 and endorsed by the United Nations General Assembly in 2001.

21. As for the project's medium term objectives, the aim of advancing peace through Ethical Tourism and Heritage would be fulfilled by:

- a) Having the ethical guidelines and the practical recommendations for developing a peace-sensitive public policy framework being adopted by the statutory organs of UNWTO, provided they are in line with the UNWTO's Global Code of Ethics for Tourism and recommendations of the World Committee on Tourism Ethics.
- b) Encouraging all relevant stakeholders, including but not limited to conflict site managers, tour operators and other tourism service providers, as well as local host communities to adopt the ethical guidelines.
- c) Encouraging public and government authorities that carry responsibility for historical conflict sites and landscapes to develop a peace-sensitive public policy framework.
- d) Creating a network of actors around the world with similar aims and standards.

C. ISSUES TO BE ADDRESSED

C.1. Which conflict sites and landscapes should be covered?

22. For reasons explained above, the list of sites and landscapes to be studied should steer away from present-day conflicts, meaning that frozen conflicts or conflicts where a formal peace agreement or treaty has not been concluded, also any areas that are subject to territorial disputes should be left out of scope.

23. The project is expected to cover any sites and landscapes that have the following characteristics:

- a) The site or landscape still provides the basis of evidence for creating the conditions and circumstances in which the conflict occurred.
- b) There is architectural and archaeological evidence that reveals the physical points of reference for explaining history.
- c) The conflict, even if it does have current resonance, can be the subject of mature objective reflection (if not, the site must be a place of potential mutual reconciliation).
- d) The historical evidence is verifiable and the conflict represented a significant event within or between nations.
- e) Accessibility to the site or landscape can be organised (with appropriate investment).
- f) Visiting the site or landscape by young or old, by those connected with the site locally or through relatives that have died there or simply with an interest in History will reflect and learn from the quality of the experience.
- g) The conflicts that occurred a long time ago can be included, providing they fulfil the other criteria.

C.2. Which focus groups are expected to benefit from the ethical guidelines and the policy framework?

24. The project is expected to provide a set of operational guidelines for ethical tourism to conflict sites and landscapes, to:

- a) Public and private managers of conflict sites and their staff, special attention being given to those responsible for providing the physical evidence to explain the history (the landscape, architecture, archaeology) and those writing the texts for the historical evidence and context).

- b) Tour operators and other service providers that organise visits to conflict sites and landscapes.
 - c) Local communities living near conflict sites or in conflict landscapes.
25. Additionally, the project is expected to provide recommendations for developing a peace-sensitive public policy framework for the benefit of public authorities in countries and regions that are keen to harness the transformative power of ethical tourism and heritage in terms of economic growth and social well-being.
26. By providing both the ethical guidelines and the inspiration for a peace-sensitive public policy framework, the project is expected to provide an enriching, value-added personal experience to tourists and other visitors to conflict sites and landscapes.

D. METHODOLOGICAL APPROACH

27. The project's design and implementation approach will take place in a number of consecutive phases.

Phase 1: Gaining the commitment of funding partners

Main tasks:

- a) Identify interested partners
- b) Establish the research consortium and Forum of Funding Partners (FFP)

The research consortium consists of the academic researchers that have been entrusted to carry out phases 2 (a, b), 3 and 4 of the project. The consortium is led by Northern Ireland.

The FFP consists of the funding partners who carry out the actual research. Its composition is mixed (both governmental and academic actors), given the different funding sources committed by Flanders, Northern Ireland and the Basque Country.

The FFP nominates Flanders, in its capacity as an associate member of UNWTO, as its chair and as its representative in the Steering Committee.

The FFP held its first exploratory meeting with UNWTO in Madrid on 19 April 2016.

Phase 2: Preparing the project launching and gaining the commitment of key stakeholders

Main tasks:

- a) Identify a long list of (max. 30) conflict-related sites to be studied, which is representative both from a geographical and a typological perspective. Validate and approve the list.
- b) Define the research approach to be used for the in-depth analysis of conflict sites and landscapes (phase 3), and for the testing of the preliminary research results (phase 4).
- c) Consult the World Committee on Tourism Ethics on the project and seek its endorsement.
- d) Consult UNESCO on the project and seek its endorsement.
- e) Communicate the key messages to UNWTO's Governing bodies and relevant subsidiary organs.
- f) Establish the project's Steering Committee.
- g) Decide on the shortlist (max. 10) of historical conflict-related sites to be studied.

The Steering Committee would consist of:

- a) the Chairpersons of the UNWTO Regional Commissions, or their representatives, upon consultation;
- b) the Chairperson of the World Committee on Tourism Ethics, or his/her representative, upon consultation;
- c) the UNWTO Secretary General's Advisors on Tourism and Peace and Tourism and Culture, together with any other advisor or collaborator that the Secretary-General may wish to consult on an ad-hoc basis;
- d) a representative of UNESCO, upon consultation;
- e) a representative of the Government of Flanders, on behalf of the Forum of Funding Partners.

The Steering Committee will appoint its Chair. UNWTO shall provide the secretariat.

Phase 3: Carrying out the research phase and drafting recommendations on an operational set of ethical guidelines and on policy recommendations for developing a peace-sensitive public policy framework

Main tasks:

- a) Studying the sites and landscapes of the shortlist that was approved in phase 2.
- b) Collect information from all the different stakeholders of those sites, using the research approach defined in phase 2.
- c) Assess critically the work done.
- d) Identify actions that are transposable to other conflict sites and landscapes.
- e) Draft the ethical guidelines and the recommendations for a peace-sensitive public policy framework.
- f) Submit the draft report to the project's Steering Committee and obtain its endorsement.
- g) Adjust, if necessary, the draft report after receiving the Steering Committee's comments.

Phase 4: Testing, amending and finalising the draft research report

Main tasks:

- a) Test the practical applicability of the draft recommendations by carrying out an extensive review with:
 - Representatives from the focus groups, as mentioned under section 24.
 - Representatives from academia.
 - Representatives from civil society.
- b) Test the practical applicability of the draft recommendations by carrying out a visit to 5 or 6 sites, which were not withheld for detailed analysis from the initial longlist and which are selected by the Steering Committee on the basis of a proposal put forward by the research consortium.
- c) Amend the draft recommendations
- d) Submit the resulting report to the project's Steering Committee and obtain its endorsement.
- e) Finalise the recommendations.

Phase 5: Communicating, raising awareness and putting into practice the operational set of ethical guidelines and the policy recommendations

Main tasks:

- a) Communicate the results to the UNWTO Regional Commissions and the Executive Council and submit the recommendations for adoption by UNWTO's General Assembly (September 2017).
- b) Publish, jointly with the research consortium and UNESCO⁵, the documents (recommended policy framework, ethical guidelines and case studies) and distribute them in appropriate formats.
- c) Organise, jointly with the research consortium UNESCO⁶, seminars/capacity building workshops in countries with appropriate conflict-related historical sites to stimulate interest leading to feasibility studies and application of the recommended policy framework and the ethical guidelines.
- d) Publish newsletters, press releases and organize press conferences in the framework of major tourist events.
- e) Encouraging conflict site managers, tour operators and other tourism service providers, as well as local host communities to adopt the ethical guidelines.
- f) Encouraging public authorities that carry responsibility for historical conflict sites and landscapes to develop a peace-sensitive public policy framework.
- g) Creating a network of actors around the world with similar aims and standards.

E. TIMETABLE FOR IMPLEMENTATION, LOGFRAME AND WORKPLAN

E.1. Timetable

Phase	2016										2017								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
1. Gaining the commitment of the funding partners																			
2. Preparing the project launching and gaining the commitment of key stakeholders																			
3. Carrying out the research phase and drafting initial recommendations																			
4. Testing, amending and finalising the draft recommendations																			
5. Communicating the output of the research phase to all relevant stakeholders																			

⁵ and ⁶ Subject to approval by UNESCO's Senior Management

E.2. Project's implementation logframe

OBJECTIVES	INDICATORS	MEANS OF VERIFICATION
Phase 1. Gaining the commitment of funding partners	<ul style="list-style-type: none"> ○ Funding partners identified ○ Research consortium established ○ Forum of Funding Partners formed 	<ul style="list-style-type: none"> ○ Written confirmation of funding partners to UNWTO ○ First meeting of Forum of Funding Partners organised
Phase 2. Preparing the project launching and gaining the commitment of key stakeholders	<ul style="list-style-type: none"> ○ Steering Committee established ○ Research approach defined and presented to Steering Committee ○ Longlist of sites and landscapes submitted to Steering Committee ○ Project endorsed by Steering Committee ○ Project document signed 	<ul style="list-style-type: none"> ○ Minutes of the first meeting of the Steering Committee ○ Decision by the Steering Committee on the shortlist of sites/landscapes ○ Signed project document
Phase 3. Carrying out the research phase and drafting recommendations on an operational set of ethical guidelines and on policy recommendations for developing a peace-sensitive public policy framework	<ul style="list-style-type: none"> ○ Results of analysis written up and properly documented ○ First version of the draft research report presented to the Steering Committee ○ Second version of the draft research report written up 	<ul style="list-style-type: none"> ○ First draft of the research report ○ Minutes of the second meeting of the Steering Committee ○ Second draft of the research report
Phase 4. Testing, amending and finalizing the draft research report	<ul style="list-style-type: none"> ○ Key representatives to test the applicability of the research findings ○ Sites identified for testing the applicability of the research findings in the field ○ Test results written up and well documented ○ Third version of the draft research report presented to the Steering Committee 	<ul style="list-style-type: none"> ○ Third draft of the research report ○ Minutes of the third meeting of the Steering Committee
Phase 5. Communicating, raising awareness and putting into practice the operational set of ethical guidelines and the policy recommendations	<ul style="list-style-type: none"> ○ Research findings submitted for formal approval by the UNWTO General Assembly – launching event ○ Publication of research findings 	<ul style="list-style-type: none"> ○ Minutes of UNWTO General Assembly ○ Publications readily available for distribution ○ Seminars/capacity building workshops take place

	<ul style="list-style-type: none"> ○ Organisation of seminars/capacity building workshops in all 6 UNWTO regions ○ Discussions with potential country/sites on using the recommended policy framework and ethical guidelines for their chosen sites ○ Network of sites adopting the guidelines established 	<ul style="list-style-type: none"> ○ Countries begin work applying the recommended policy framework and ethical guidelines to their chosen sites
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F. FUNDING ARRANGEMENTS

28. The Forum of Funding Partners provides funding for phases 2, 3 and 4 of the project. Phase 5 will be financed by UNWTO.