

KHIVA DECLARATION
on Tourism and the Preservation of the Cultural Heritage
Khiva, Republic of Uzbekistan
21 April 1999

The Seminar participants,

Gathered together in the museum city of Khiva on the occasion of the joint WTO/UNESCO Seminar on Tourism and Culture, held in association with the Council of Europe, ICOMOS and the Organization of World Heritage Cities (OWHC),

Drawing inspiration from the exceptional cultural heritage which history has bequeathed to Central Asia and in particular to Uzbekistan,

Noting the desire of the Uzbek people to conserve, for future generations, the historic and cultural resources inherited from their distant ancestors,

Aware of the close links existing between culture and tourism, and the importance of these two fields of human activity on the eve of the Third Millennium for building a Culture of Peace,

Stressing their commitment to the principles of cooperation and coexistence among the people of the world,

Setting themselves the twin objective of conservation of the world heritage and free circulation of universal values through the development of tourism,

Recalling the provisions of the SAMARKAND DECLARATION (1994) drawn up at the joint initiative of WTO and UNESCO, which established the basis for the development of tourism along the great Silk Road, and those of the TASHKENT DECLARATION (1998) adopted under UNESCO auspices and which signaled the beginning of the transition from a war culture to a peace culture,

Taking note of the conclusions of other international gatherings organized by UNESCO and WTO during the last decade in various countries of Central Asia,

Stressing the importance of dialogue between cultures and civilizations for the strengthening of world peace,

Aware of the salient contribution of the people of Central Asia to world peace and regional stability as well as the overall cultural development of humanity,

Endorsing the theme of WTO's World Tourism Day for 1999, namely Tourism: Preserving world heritage for the new millennium,

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Considering that international tourism, by offering a unique opportunity for mutual influence, enrichment and the dissemination of the complete set of historical, spiritual and cultural values, constitutes a powerful factor for dialogue between civilizations,

1. **Express** the conviction that the demand for cultural tourism, which is constantly increasing and whose growth rate exceeds the world average of tourist flows, should be recognized and taken into account;
2. **Accept** the importance of enhanced segmentation of tourist supply and the need to generate a greater variety of cultural tourism products, so as to control pressures on heritage sites and to reduce the constraints that weigh heavily on overvisited sites and those that receive excessive media attention;
3. **Agree** that culture should be brought closer to the life of individuals, particularly by stressing the complementarity between cultural visits and education concerning culture and heritage;
4. **Underline** the need to promote fully integrated conservation of monuments, museums and sites visited by tourists;
5. **Express** the conviction that conservation alone is not sufficient but that it is necessary also to manage and to enhance, in a dignified way, museums and cultural heritage sites;
6. **Launch** an appeal to strive against the devaluation of culture, excessive standardization of folklore and handicraft products, lack of respect for local communities and an excessively commercial approach to the presentation of the heritage;
7. **Recall** the important role played by tourism in the coexistence of the peoples of the world in a multicultural setting;
8. **Offer** their unreserved support for the aims of the proclamation of the year 2000 as the "International Year for a Culture of Peace", pursuant to resolution 52/15 of the General Assembly of the United Nations;
9. **Recommend** that full support be given to the implementation of the international programme Culture, Spirituality and Tourism for a Culture of Peace;
10. **Call** for the adoption, under WTO auspices, of the WTO Global Code of Ethics for Tourism in time for the new millennium;
11. **Appeal** to all the member States of UNESCO and WTO, and to the other international organizations and institutions present, to participate actively in the preservation of the world heritage for generations to come; and

12. **Adopt** for this purpose the present Declaration on 21 April 1999 at Khiva, Uzbekistan, and express their satisfaction at the patronage granted by His Excellency Mr. Islam Karimov, President of the Republic of Uzbekistan, to the present declaration.