



## **CALL FOR PARTICIPATION IN THE PROJECT UNESCO WHV “International tourist assistance, promotion and accessible tourism monitoring”**

### **Art. 1 (Object of the call)**

The UNESCO Sicily Heritage Foundation - Operational Structure of the serial property UNESCO “Arab-norman Palermo and the Cathedrals of Cefalù and Monreale” selects young volunteers - national and international - to participate in the project “WHV - International tourist assistance, promotion and accessible tourism monitoring” as part of the 2017 campaign in “World Heritage Volunteers 2017 - Heritage in our hands” promoted by the World Heritage Center of UNESCO.

### **Art. 2 (Content of the project)**

The project “WHV - International tourist assistance, promotion and accessible tourism monitoring” will be held in Palermo and Cefalù, cities of the UNESCO property.

The main activities included:

- tourist reception at the UNESCO Palermo and Cefalù UNESCO Visitor Center;
- translation into their native languages of promotional materials for UNESCO website;
- creation of a short guide aimed at tourists on the good practices of sustainable tourism;
- a brief monitoring campaign on accessible tourism for disabled people;
- production of a promotional video.

For a discussion on the activities of the project and the partners involved, the candidates are invited to view the official form of the project, as approved by UNESCO and attached to this announcement, which is an integral part of this project.

The project **will take place from 16th July 2017 to 2nd August 2017**, excluding both arrival and departure of the participants, and 2 weekend (July 22 to 23; 29 to 30 July), for a total of 12 actual working days. The daily commitment to the project activities will be 6½ hours (for a total of 75 hours of project), up to a maximum of 35 participants.

### **Art. 3 Selection Procedure**

In accordance with the guidelines provided by UNESCO, the UNESCO Sicily Heritage Foundation will ensure as far as possible the respect of gender equality and geographical diversity (ideally from different countries and regions) in the selection of the group of participants in the project. The group of volunteers will ideally be composed of a predominance of international volunteers, with a maximum of two participants per country,

### **Art. 4 Admission Requirements**

Young people between 18-30 are admitted to the selection, who are EU citizens or from other countries. Participants will be university students, post-graduate students or professionals who are required to hold an appropriate title of higher degree studies, bachelor’s degree or postgraduate title (Master, Phd) and knowledge of English or French or Italian.

### **Art. 5 Application form**

Candidates are required to submit an application form, filled in each part and signed, using the form attached to this announcement. The application form must be accompanied by a copy of the CV, signed by the applicant and a copy of an ID for European citizens (Schengen area) and a copy of the passport for citizens from other countries, valid at the date of submission of the application.

The application, including CV and a copy of a valid ID for Italy and the Schengen area, should be sent **no later than May 20, 2017** by e-mail, to the following email address: [whv@arabonormannaunesco.it](mailto:whv@arabonormannaunesco.it)



## Art. 6 Admission to the project

The CV of the candidates will be evaluated in relation to the activities planned in the announcement, as stated in the application form. **The outcome of the evaluation of the applications will be announced by May 27, 2017**, based on the assessment of the qualifications of the candidates in relation to the activities that will be carried out, respecting gender equality and the different geographical origin of participants (max 2 for each country). The names of the admitted candidates based on the selection by the UNESCO Sicily Heritage Foundation will be published on the websites:

[www.unescoarabonormanna.it](http://www.unescoarabonormanna.it)

[www.unescosicilia.it](http://www.unescosicilia.it)

**The selected ones will receive a “Letter of admission”**, by email to the email address provided by the candidates, who must confirm their attendance **no later than June 5, 2017**, attaching, under penalty of exclusion, copy of the **bank payment of the fee of € 500 (five hundred euros)**, as detailed in the "Letter of admission". Any renunciation or failure confirmation of participation by the deadline, **will entitle to admit** an equal number of participants who meet the established requirements and as provided in articles 3 and 4.

## Art. 7 Rights and obligations of participants

To those who will take part in the project WHV a special certificate of participation will be issued. The selected subjects will have to take care, as designated by UNESCO, of their own travel expenses, while **accommodation in the city of Palermo for the period: 07.16.2017 - 08.02.2017** will be guaranteed at the residence of student of the University of Palermo - ERSU project partners, at the Student House in the center of Palermo.

## Art. 8 Privacy

According to Legislative Decree 30 June 2003, n. 196, the personal information provided by applicants will be kept at Sicily Heritage Foundation, Corso Vittorio Emanuele n. 353-90133 Palermo, Italy. Providing such data is mandatory in order to participate in the selection. The processing of data will be based on principles of fairness, legality and transparency and security. The student enjoys the rights provided in Article 7 of the Legislative Decree 30 June 2003 n. 196, including the right of access to data concerning him, and some additional rights, including the right to correct, update or delete incorrect, incomplete or not collected data - in accordance with the law-- and the right to oppose their processing for legitimate reasons.

## Art. 9 Changes

Any amendment to this call will be adequately publicized on the official websites:

[www.unescoarabonormanna.it](http://www.unescoarabonormanna.it)

[www.unescosicilia.it](http://www.unescosicilia.it)

## Art. 10 Contacts and institutional references

Coordinator of the UNESCO Operating Structure “Arab-Norman Palermo and cathedrals of Monreale and Cefalù”:

Prof. Aurelio Angelini.

Project Operational Coordination WHV: Dr. Lidia Scimemi, [lidia.scimemi@unescosicilia.it](mailto:lidia.scimemi@unescosicilia.it)

Palermo, April 18, 2017

UNESCO Sicily Heritage Foundation  
DIRECTOR  
prof. Aurelio Angelini

# World Heritage Volunteers 2017

*“Heritage in our hands”*



**APPLICATION FORM**

**\*Património tip:** The more detailed, concrete and precise your project description is, the more chances your project will have to be selected.

## 1. Action camp information

<b>Title of the action camp: WHV –</b> Please add WHV before the title of your project	WHV – International tourist assistance, promotion and accessible tourism monitoring.
<b>Name of the World Heritage Site:</b> - For Cultural/Natural/Mixed property inscribed on the World Heritage List please refer to: <a href="http://whc.unesco.org/en/list">http://whc.unesco.org/en/list</a> -For Cultural/Natural/Mixed property inscribed on the List of World Heritage in danger please refer to: <a href="http://whc.unesco.org/en/danger/">http://whc.unesco.org/en/danger/</a> -For the site inscribed on a Tentative List please refer to: <a href="http://whc.unesco.org/en/tentativelists">http://whc.unesco.org/en/tentativelists</a>	“Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale”
<b>Type of World Heritage site</b> (Cultural, Natural, Mixed, List of World Heritage in Danger, Tentative List)	Cultural (serial property)
<b>Project location</b> (Town, Country, Region)	Cities of Palermo and Cefalù – Italy - Sicily
<b>Project dates</b> dd/mm/yyyy – dd/mm/yyyy (Minimum 10 full days of activities, consecutive or not, excluding arrival and departure of participants)	16/07/2017 – 02/08/2017
<b>Participation fee</b> (Please specify the <u>amount</u> and <u>currency</u> of the participation fee required from the volunteers to join your action camp and <u>what</u> this amount corresponds to)	€ 500,00 - Transfer in Palermo and Cefalù to go to the locations where activities will take place - Activities costs
<b>Expected number of volunteers:</b> (participating in least 80% of the duration of the action camp) - Local volunteers - International volunteers	- Local Volunteers: n. 2 - International volunteers: 8

## 2. Organisation information

<b>Name of the organisation</b>	UNESCO Sicily Heritage Foundation	
<b>Name of the project coordinator</b> (Title, first name and last name)	Prof. Aurelio Angelini, Director of the UNESCO Sicily Heritage Foundation	
<b>Complete postal address</b> (n°, street name, postal code, city, country, region)	n. 8, via delle Croci, cap. 90139, Palermo, Italy, Sicily	
<b>Email address</b>	aurelio.angelini@unescosicilia.it	
<b>Phone number</b> (+ country code - city code - phone number)	Phone: + 39 091 611 63 68 Mobile: +39 3355281688 Fax: +39 091 6116368	
<b>Previous World Heritage Volunteers participation:</b> Have you already participated in the WHV initiative? <b>Yes/No</b>	If the answer is <b>Yes</b> , please specify the year(s)	If the answer is <b>No</b> , please take into account the point "7. Support documents" of this application

### 3. Objectives of the action camp

<p>What motivates your organisation to join the World Heritage Volunteers campaign 2017?</p>	<p>The reasons behind the UNESCO Sicily Heritage Foundation to join the World Heritage Volunteers campaign 2017, can be found in the activities and institutional purposes listed in Article 3 of its own Statute. In fact, they point out, among other: the design and cultural planning; dissemination of studies, research and projects to acquire more knowledge and dissemination of the problems affecting the management and enhancement of the cultural and environmental heritage.</p> <p>To pursuit its social objectives the Foundation:</p> <ul style="list-style-type: none"> <li>- concludes agreements with Italian and foreign universities, with local authorities and other public and private national and foreign entities;</li> <li>- promotes research activities, scientific research and documentation;</li> <li>- promotes scholarships, competitions and awards for young scholars and researchers;</li> <li>- plans, organizes and manages training activities and seminars also aimed at the developing and Euro-Mediterranean countries;</li> <li>- organizes travels to promote education, study and cultural education.</li> </ul> <p>The Foundation strongly encourages the international participation of young people, students and others to its training projects on the protection and sustainable development of the cultural and/or natural heritage. Specifically, the project presented here, it is deemed to be of great importance to make understand the young people involved, coming from different international contexts, potentially more “modern”, the profound process of cultural change that has affected the cities of Palermo and Cefalù thanks to the nomination of the UNESCO property. It will be a unique and valuable opportunity to explain them this “positive revolution”, made possible by a constant sharing, with the local community, of the activities and of the projects for the sustainable management of the property. These are interventions that concern the protection of the cultural heritage, the understanding and respect of the historical</p>
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	<p>memory in the property of UNESCO monuments, its enhancement and promotion at an international level, the maintenance and improvement of the processes of virtuous management. Volunteers will be, in part, involved in those projects and actions that will offer them a valuable experience for their future as UNESCO citizens of the world.</p>
<p>Specify the objectives of the action camp.</p>	<p>The project aims at having volunteers acquire some knowledge on the procedures to promote a UNESCO serial property, that involves more monuments and that runs on more municipal territories, as in the case of “Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale.”</p> <p>Moreover, thanks to these features of the UNESCO property, the project wants to raise awareness of the broader public - local community, but also the many foreign tourists - about the outstanding universal value of the property, protection policies and sustainable development.</p> <p>Part of the project is also dedicated to raising the awareness of young volunteers and the community in terms of accessibility and use of a cultural heritage, with special attention to people with disabilities, and, therefore, to engage in a joint design of solutions to improve the management and enhancement of the UNESCO property in relation to this issue and, in general, with respect to its use.</p>
<p>Explain why your organisation has chosen this particular World Heritage site?</p>	<p>The UNESCO Sicily Heritage Foundation has been the promoter of the application for the nomination of the serial property “Arab-norman Palermo and the Cathedral Churches of Cefalù and Monreale” in the World Heritage List. The director of the Foundation, prof. Aurelio Angelini, has directed the scientific committee charged with drafting the Dossier of Nomination and the Management Plan of the UNESCO property. In addition, in the Memorandum of Understanding for the Management of the UNESCO serial property “Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale” - drawn up by the property, the main managers and institutions involved in various ways in the UNESCO property management and attached to the nomination documents - the UNESCO Sicily Heritage Foundation</p>

	<p>is named as the Operating Structure, with the task of activating decisions taken by the Steering Committee, implementing the guidelines and objectives contained in the Management Plan and monitoring the property. In this direction the Foundation has been actively working in recent years on the management, protection and promotion of the UNESCO property at a regional, national and international level: the WHV project will certainly help enrich the set of activities that the Foundation carries out for - and on - the UNESCO property.</p> <p>Finally, the WHV project - that aims at welcoming and interacting with young people from different countries of the world, each with its wealth of culture, knowledge and experience to be made available to create positive synergies for the UNESCO property - perfectly resumes the deeper meaning of the Justification of the Outstanding Universal Value of the UNESCO property, “Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale”: the recognition of an ideal model of coexistence, interaction and exchange of different peoples and cultures.</p> <p>The Arab-norman Palermo has always been - and still it is - a land that opens the door to the world.</p>
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#### 4. Activities planned

Please provide us with as much detailed information as possible on the activities you plan to implement during the action camp (double click on the tables to modify them).

#### Awareness Raising Activities

Awareness Raising activities	Details	Skills learnt by the volunteers	Involvement of international volunteers	Involvement of the site-management and local authorities in the implementation	Involvement of the community	Share best practices/ use of non-formal education	State of conservation of the site	Expected results
<p><b>Monitoring on accessible tourism in UNESCO property "Arab-norman Palermo and the Cathedral churches of Cefalù and Monreale".</b></p>	<p>No. 6 international volunteers will work on a short monitoring and accessibility plan of the nine monuments of the UNESCO property for visitors with disabilities. During a brief period of training, the UNESCO Sicily Heritage Foundation</p>	<p>Evaluation capacity of the various issues related to the management, protection, use and enhancement of a UNESCO property. Ability to lead a project to analyze the attractiveness of a UNESCO property in relation to</p>	<p>The young international volunteers will have a key role to adequately investigate, without the risk of misunderstanding, the difficulties encountered by foreign visitors with "special needs" that often, in the context of Palermo and Cefalù, find it difficult to explain their particular needs. At the</p>	<p>The staff of the Municipality of Palermo - who oversaw the "Accessibility Map of the historical and monumental, sport, recreational, cultural structures and tourist accommodation of the city" – and the technical staff of the Municipality of Cefalù will provide</p>	<p>Starting from the principle that "nobody who use it can explain a territory", local community members - but also foreign visitors - with disabilities and/or with "special needs" will be involved. It would be extremely simplistic to think only to</p>	<p>To understand the peculiarities of each monument of the UNESCO property and the critical issues that these entail for people with "special needs", the young volunteers, as well as administering questionnaire</p>	<p>Sustainable development of the territory and protection of the cultural heritage, based on the creation of an adequate supply of quality services aimed at all target visitors.</p>	<p>Strengthening of the Tourism Accessibility Plan for of the UNESCO property, promoting accessible tourism of the UNESCO Arab-norman property. Increased possibilities of disabled people to take advantage of the cultural heritage of</p>

	<p>will present the main problems, so far, of each monument, while the OTIE partner will indicate the main methodologies and techniques to conduct qualitative and quantitative survey and, together with the volunteers, will design the content of a specific monitoring plan. Our volunteers will be busy in the field: observe and assess the difficulties of</p>	<p>the specific issue of an accessible tourism to people with disabilities: indication of the project objectives, formulation of hypotheses, data collection, definition of project actions. During the project, the volunteers will gain expertise to work in the tourism and cultural sector. In particular, they will learn to:</p> <ul style="list-style-type: none"> <li>• identify</li> </ul>	<p>same time, they will be able to suggest solutions and actions that may have already been adopted in their countries, best practices to improve the accessibility of the UNESCO property “Arab-norman Palermo and the Cathedral Churches of Cefalù and Monreale”.</p>	<p>technical support, wherever that may be required, about data on accessibility. The Foundation will outline the main problems for each monument and support our volunteers to design the accessibility tourism plan of the UNESCO property following the strategic action guidelines outlined for the property.</p>	<p>people with disabilities, rather we must include a broader, generic world of needs that can also be represented by people who get “tired”, because they are sick or old, to walk a lot, who suffer from heart diseases, allergies, and also children, old people, pregnant women, families with strollers etc. This is therefore a target with different</p>	<p>es to tourists with disabilities, will proceed with their specific empirical field investigations: their visits to monuments will be accompanied by confrontations with witnesses who will talk about their experiences of monuments, bringing out concretely their difficulties and, through collective brainstorming</p>	<p>the UNESCO property. Raising awareness of local authorities and associations . Promotion at international level of the UNESCO property as a location accessible to everybody. Strengthening of the accompanying system reserved to disabled people. Increasing satisfaction in the experience of visiting of</p>
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	<p>the serial property fruition, that winds through many monuments and in three cities; administer questionnaires aimed at understanding the needs of different target people carrying various disabilities and, based on this, they will draw up an operational plan to strengthen and expand the Accessibility Tourist Plan of the</p>	<p>the needs and expectations of cultural and tourist services, through the experience of a given territory, taking advantage of the characteristics of supply and demand;</p> <ul style="list-style-type: none"> <li>• design “original paths” that correspond to the needs arising from the analysis of the territory and the needs of tourists with</li> </ul>			<p>needs, we have to know and understand to satisfy it at the best.</p>	<p>ng, possible options, perhaps borrowed from any positive solutions found during visits to other foreign UNESCO properties. At the same time, volunteers through “simulations of disability”, will themselves experience difficulties in the visit of UNESCO monuments and this will enable them to understand</p>		<p>the UNESCO property as a sustainable experience and protection of the cultural heritage.</p>
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	UNESCO property including reception paths for disabled people and the design of suitable information materials in several foreign languages.	disabilities.				what needs to consider in the design of actions for the promotion of UNESCO accessibility plan.		
<b>Creating a promotional video</b>	Some of the young volunteers will work on a promotional video on the cultural and artistic values of the nine monuments of the UNESCO serial property. The video will be	Volunteers will learn to look critically at the monuments, being able to understand the most relevant aspects and contents to share with visitors and the appropriate	Young volunteers will be engaged in several tour visits to the nine monuments of the UNESCO property, where they will study on monuments' life, local history, and architectural and decorative elements to	The staff of UNESCO Sicily Heritage Foundation will accompany the volunteers during their visits to the UNESCO monuments and, with the support of Local Authorities	Moments of public presentation of the video produced by our young volunteers will be organized. We will set up a gazebo in a central and crucial area in the itinerary of the UNESCO property	The activities described are based on a continuous dialogue and confrontation between young volunteers and experts of the Foundation and of the cultural	Creating a promotional and educational video to increase public international awareness is a specific objective of the camp, which will contribute to strengthen	This project also aims at raising the visibility of the property. The organization will help young communities to get closer and raise understanding of the property. It

	<p>made up of photos and video clips, accompanied by a written part and narrated by the volunteers themselves in their various languages. The video will then spread internationally, both through the official online channels of UNESCO Sicily Heritage Foundation, both as part of the promotional planning provided for the 2017</p>	<p>way to describe them to the public in order to increase the knowledge and awareness of the wider public on the UNESCO property value and the importance of proper actions to protect and preserve the cultural heritage, trying to communicate a common sense of belonging to the World Heritage.</p>	<p>deepen understanding about the property and share it with local community, tourists and especially the young international audience to whom the video is directed.</p>	<p>and Institutions involved in the property and the management of each monument, will guide them in the understanding of the decorative and architectural apparatus of consummate value. At the same time, they will indicate the measures of protection that have already been made and those that remain critical elements in order to</p>	<p>where volunteers will present the video and deepen the content, starting, therefore, a real campaign of sensibilization, information and communication about conservation, valorization, and sustainable management of the World Heritage towards local people and the many foreigners visiting the city in summer.</p>	<p>Institutions involved in the management and protection of the monuments of the UNESCO property. In this way, students will learn directly, through the testimonies of those who work there every day, how to work for the protection and promotion of the property, so that we can stimulate changes in social</p>	<p>ng the cooperation among all local stakeholders and the property management, and promoting young volunteers as agents of change. The project will aim at promoting the importance of WH conservation, preservation and protection, also promoting the integration of empowers</p>	<p>also targets increased awareness among young people, volunteers, local communities, visitors and concerned authorities about the need to protect and promote the World Heritage.</p>
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	<p>Communication Plan with particular reference to the promotion of the website at specific target groups, such as, for example, classes of children from different countries around the world and, in particular, of those countries where similar UNESCO properties - as far as cultural characteristics of the serial property "Arab-norman</p>	<p>That is fundamental to work together to protect the heritage of humankind.</p>		<p>allow volunteers to fully understand what are the aspects to disseminate and communicate</p>		<p>attitude and behavior.</p>	<p>and youth and communities as active stakeholders in the property management.</p>	
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	Palermo and the Cathedral Churches of Cefalù and Monreale” - are located.							
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\*Please refer to the Annex of the World Heritage Volunteers 2017 Call for Projects for definitions of awareness-raising, hands-on activities, skills and the state of conservation of the site.

Please provide us with as much detailed information as possible on the activities you plan to implement during the action camp (double click on the tables to modify them).

## Hands-on Activities

Hands-on activities	Details	Skills learnt by the volunteers	Involvement of international volunteers	Involvement of the site-management and local authorities in the implementation	Involvement of the community	Share best practices/ use of non-formal education	State of conservation of the site	Expected results
<b>Promotion and tourist welcome</b>	n. 1 local volunteer and n. 1 international volunteer will be engaged at the UNESCO Visitor Center of Palermo, while n. 1 local volunteer and n. 1 local volunteer will be engaged at the UNESCO Visitor Center of Cefalù. Volunteers will be initially	Deep knowledge of the cultural values of the UNESCO property and management policies, protection, enhancement and promotion of the property, in order to adequately share this information with the visitors. Awareness of the tourism potential of a UNESCO	During summer, particularly in July and August, the two Visitor Centers of Palermo and Cefalù record a high number of foreign tourists. In this crowded summer context, the involvement of international volunteers is crucial, because it will best meet the information	The UNESCO Sicily Heritage Foundation is the Operational Structure of the UNESCO property's management system (already outlined in the property's Management Plan presented and approved by UNESCO) in which, through a dedicated Steering Committee, local authorities and the institutions involved in the property and	The Visitor Centers of Palermo and Cefalù record a large number of visitors coming not only from Sicily, but also from Palermo and Cefalù. The local communities, as a consequence of the UNESCO nomination, showed a renewed desire to "discover" the great artistic and cultural	Observation of tourists' reception implemented by the Visitor Center staff. Through collective brainstorming we will try, from time to time, to identify the difficulties that arise and how best to solve and address them, also through role-playing games that allow simulations of the interaction	The actions carried out by young volunteers will help to promote a quality tourism, because they will allow foreign visitors to understand the importance of a sustainable use of the UNESCO cultural property, that has to be, first of all, noninvasive	Young volunteers will gain: - a deep knowledge of the cultural values of the UNESCO property; - awareness of the international dimension of tourism of a UNESCO property and what steps

	<p>trained by the Visitor Center’s staff on how to welcome visitors, on travel and tourist information, on the artistic values of the UNESCO property, including information materials. Subsequently, young volunteers will take care of tourists’ reception primarily by giving them information on the monuments of the UNESCO serial property,</p>	<p>property connected to its cultural and monumental heritage. Understanding of the international tourist phenomenon and the dynamics of supply and demand, which are specific to a UNESCO property. Development of the opportunities for multicultural exchange. Ability to work in a participatory way. Get familiar with the tourist language. Interpersonal</p>	<p>needs addressed to the foreign target. This is even more important in Cefalù, which in summer is a very popular tourist destination, especially for beach and nature tourism: young volunteers will enable a better understanding of the great UNESCO monumental cultural heritage of Cefalù to the many foreign tourists, through the dissemination of detailed</p>	<p>management of monuments of the serial Arab-norman UNESCO property are represented. The Foundation will provide its support to the training of the volunteers and offer information about the property, its cultural values and the policies adopted for the management and protection of the property, so that volunteers can be able to share them with the tourists. In addition, the Municipality of Palermo and Cefalù, through its staff engaged in the front-office of the UNESCO</p>	<p>heritage that belongs to their cities. In addition, the Foundation will involve the University of Palermo and, in particular, students of Degrees in Tourism and Communication so that they will discuss on communication to different target tourists and audiences.</p>	<p>between the visitor and the tourist operator.</p>	<p>and respectful of its cultural values.</p>	<p>must be taken to preserve and protect the integrity of its Outstanding Universal Value; - the ability to improve a quality of tourism, to satisfy tourists’ desires, and to determine a tourist development that will improve the quality of life of the community</p>
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	<p>distributing and explaining the information materials.</p>	<p>skills: communication and interaction with other people and tourists.</p>	<p>informations.</p>	<p>Visitor Center, will help the volunteers to learn the best way to approach the tourist.</p>				<p>y and the city; - the ability to explain the meaning of sustainable tourism that is so important for the proper protection of the cultural values of a UNESCO property and put it into practice in their future behaviors; - improve the volunteers' ability to</p>
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								work in the cultural tourism sector, through the participation and the practical working activity in a real situation and context.
<b>Translation and editing of promotional materials about the UNESCO serial property</b>	The young volunteers who will work in the Visitor Center UNESCO will also be involved in the translation of informative-tourist materials in their own native	Know how to observe the tourist offer of a territory which includes a UNESCO property. Become aware of the tourism potential and of the elements to be considered for a sustainable promotion of	The presence of young international volunteers is fundamental for the translation of the materials in many foreign languages. They will also facilitate the flow of information	The creation of information materials will imply a participatory approach with the team of the property management - the UNESCO Sicily Foundation - and with the OTIE partner's staff. In addition, information will	A collaboration with the students in Sciences, Economics and Marketing of Tourism at the University of Palermo will be activated. In addition, the results of the activities will be communicated	The tourists at the Visitor Center will be asked to share their opinions as users of information materials. Research on the best practices of international communication. Workshops centered on language skills.	The creation of content on sustainable tourism, to be included in the UNESCO property information materials, will allow the disclosure and dissemination of good sustainable practices on	Translation into foreign languages of tourist information materials. Production of more detailed tourist informations on the monumen

	<p>languages, and in important practical activities of re-editing. The work of materials design to be distributed to visitors will focus primarily on new content and information, in order to convey at the best the values of UNESCO and of the Arab-Norman monuments currently not included in the UNESCO property but that, as provided in the Dossier of</p>	<p>the UNESCO property. Acquire skills to analyze possible scenarios. Learn to understand the phenomenon of tourism. Acquire ability to propose solutions and innovations. Design and presentation of tourist materials. Design and presentation of tourist itineraries. Design and presentation of sustainable tourism projects. Learning of specific terminologies. Understanding</p>	<p>and assessments on materials provided by the many foreign tourists at the Visitor Center.</p>	<p>be given to all relevant institutions, to define and activate new collaborations and co-design, based on the needs that may arise during the practical field activities carried out by volunteers and related to: the management of the monuments of the UNESCO property; sustainable mobility; principles and best practices for sustainable tourism already activated.</p>	<p>in an event during which there will be the presentation of the produced material. The event will be an opportunity to discuss good practices of sustainable tourism and the protection of world cultural heritage.</p>	<p>Networking and participatory planning with local university students, with the technical partners in the project and with the UNESCO property management authorities.</p>	<p>the respect for the artistic value of the cultural heritage and, consequently, its protection.</p>	<p>tal heritage of the UNESCO serial property and the dissemination of good practices for its sustainable use and the protection of the property.</p>
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	<p>Nomination and in the Management Plan, will in the future expand the property itself. The redesign could also include good sustainable tourism practices: a “handbook”, a small guide for tourists inviting them to respect the monuments and even engage them in their protection.</p>	<p>of the dynamics for a respectful use of the UNESCO heritage.</p>						
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\*Please refer to the Annex of the World Heritage Volunteers 2017 Call for Projects for definitions of awareness-raising, hands-on activities, skills and the state of conservation of the site.

## 5. Partners

(Double click on the table to modify it)

<b>Major Partners</b> Name; Area of activity (e.g. environment, youth club, government); Principal function	<b>Involvement</b> What is their role in the project and the nature of the partnership? (e.g. financial support, materials, infrastructure, institutional support)	<b>Added value</b> In what way is this partnership valuable for the implementation of your project?
<p><b>Comune di Palermo - Institution of local government</b> Main local institution, with a certain degree of administrative autonomy, dedicated to the interests of the local population. It protects their rights, promotes the moral, civil, social and cultural development, recognizing the principles of solidarity, peace, freedom, justice and equality. It aims at training young people; the prevention of discomfort and marginalization; the effectiveness of the right to education and to a lifelong learning; the dissemination and promotion of culture; the reappropriation of historical memory by citizens through the recovery, protection, development and collective enjoyment of the cultural, artistic and monumental heritage (Statute of the Municipality of Palermo).</p>	<p><b>Nature of the partnership:</b> infrastructure; materials; institutional support: operative and technical support.</p> <p><b>Role of City of Palermo:</b></p> <ul style="list-style-type: none"> <li>- provides the Visitor Center that will house the volunteers, who will welcome tourists, translate information materials and design new contents and materials to promote tourism in the UNESCO property;</li> <li>- tourist materials that volunteers will translate in their different languages, as well as those they will edit, are sponsored by the Municipality of Palermo as a member of the Steering Committee of the UNESCO property management;</li> <li>- the staff of the Tourist Information Centres of the Municipality of Palermo (CIT) that runs the front-desk of the UNESCO Visitor Center with the staff of the Foundation, will train the volunteers to welcome visitors;</li> <li>- the staff of the Municipality of Palermo - who oversaw the “Map on the accessibility of historical and monumental, sports, recreational, cultural structures and tourist accommodation in the city”, for people with disabilities - will provide technical support to young volunteers who will work on the Accessibility Monitoring Plan for</li> </ul>	<p>The partnership with the Municipality of Palermo is crucial for the design and implementation of each action of the project: welcoming; availability to provide adequate housing in a strategic position close to activities in the field; trained staff to provide adequate training and support for all the activities that take place both at the UNESCO Visitor Center, both in relation to monitoring on accessible tourism.</p>

	<p>disabled people of the UNESCO monuments; - thanks to a special agreement that the Municipality of Palermo has signed with ERSU, the Regional Agency for the Right to Education will welcome volunteers and provide them with room and board at the “Casa dello Studente”, located in the historic center of the city.</p>	
<p><b>Comune di Cefalù - Institution of local government</b> Main local institution, with a certain degree of administrative autonomy, dedicated to the interests of the local population. The Municipality of Cefalù, as an International tourist center, intends to give priority to tourism, represented by those tourists who recognize and appreciate its significant historical, artistic and monumental heritage, becoming in turn messengers, in Italy and abroad, of its prestige and its image (Statute of the Municipality of Cefalù).</p>	<p><b>Nature of the partnership:</b> infrastructure; materials; institutional support: operative and technical support.</p> <p><b>Role of City Cefalù:</b></p> <ul style="list-style-type: none"> <li>- provides a Visitor Center that will house the volunteers, who will welcome tourists, translate information materials and design new contents and materials to promote tourism in the UNESCO property;</li> <li>- the staff of the Municipality of Cefalù in charge of the front office of the UNESCO Visitor Center will train volunteers to welcome visitors;</li> <li>- the technical staff of the Municipality of Cefalù will provide technical support to young volunteers who will take care of the monitoring plan on the accessibility for disabled people of the Cathedral of Cefalù, which is a component part of the UNESCO property.</li> </ul>	<p>The partnership with the Municipality of Cefalù is crucial for the design and implementation of each action of the project: welcoming volunteers, availability of adequately trained personnel to provide adequate training and support for all the activities that take place both at the UNESCO Visitor Center, both in relation to monitoring on accessible tourism of Cefalù Cathedral.</p>

<p><b>Regional Institute for the Right to University Education of Palermo (ERSU) - Public Institution services for university students</b></p> <p>Local institution of the Sicilian Region implementing interventions for the Right to Education for students enrolled at university institutions operating in the territory under its jurisdiction.</p> <p>Interventions for the right to university study implemented by ERSU Palermo, attributed by competition, for students “capable and deserving, who lack financial resources”:</p> <ul style="list-style-type: none"> <li>- scholarships and special grants (monetary contributions);</li> <li>- residential services (beds at the students’ residence for not resident students).</li> </ul> <p>Interventions for the right to university study implemented by ERSU Palermo, extra-competitions, directed to all students:</p> <ul style="list-style-type: none"> <li>- catering services (meals at university cafeterias);</li> <li>- cultural services (monetary grants to purchase season tickets to the theaters and/or participation in foreign language courses).</li> </ul>	<p><b>Nature of the partnership:</b> infrastructure.</p> <p><b>Role of ERSU:</b> Ersu will make available “Casa dello Studente” located in the historic center of Palermo to ensure adequate housing for young volunteers. In addition, ERSU also offers meals at its own university cafeterias.</p>	<p>The partnership with the Regional Agency for the Right to Education of Palermo is very important, because the volunteers will have accommodation at a guest house located in a strategic position close to their activities in the field. In addition, young volunteers will be in contact with Italian university students hosted by the same guest house, in a spirit of cultural exchange that characterizes the WHV initiative.</p>
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<p><b>Observatory on Tourism in the European Islands (OTIE) - Study and Research Center</b></p> <p>The aim of OTIE is to draw up statistical surveys and to produce research documents on tourism in the European islands. The activities of the Observatory are focused on updating the Databank on Insular Tourism, creating a Documentation Centre on the islands, conducting studies and research work, organizing forums and seminars and participating in European projects on cooperation and social development. OTIE offers its support in devising strategies and marketing plans on tourism, based on insular realities.</p>	<p><b>Nature of the partnership:</b> supporto operativo e di formazione/educativo</p> <p><b>Role of OTIE:</b> OTIE will make available members of its staff, that it's composed by researchers in Economics and Tourism Marketing, including new graduates and/or students of the Degree. OTIE, then, will train volunteers and constantly join them in their activities in the field dedicated to the tourist accessibility evaluation of the monuments of the UNESCO property for disabled people and in outlining a feasible visiting project of the monuments.</p>	<p>The partnership with OTIE, a research and international studies center, is undoubtedly strategic to fulfill a very important part of the project, which aims at raising awareness of young volunteers about the importance of actions to enhance and promote the UNESCO property directed to an audience “with special needs”, often forgotten, but that is now an important part of the international tourist market. At the same time, the activities carried out by our volunteers with OTIE partnership, will allow to update, and further implement the monitoring plan already started by the Foundation (see Activity Plan 2016 annexed). Based on this, in the future, we will design and implement the protection and enhancement of the UNESCO property, also improving the fruition of this “special” target, while increasing the awareness of the local community on these issues and on the meaning of the concept of cultural heritage belonging to all mankind.</p>
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**6. Development and sustainability (Applicable only to the organisations which have already participated in the World Heritage Volunteers initiative)**

If your action camp was already part of the campaign in the past, please summarise in few sentences what the objectives were for the previous project(s), how they have evolved and which of them you plan to achieve this year.

## 7. Support documents (Applicable only for first time applicant organisations)

### First time applicants should submit with this application:

- Two letters of support from recognised organisations and/or institutions recommending the applicant on the basis of past or current proven cooperation;
- A copy of their Constitution / Bylaws and of their most recent activity report in one of the UN official languages.

We, UNESCO Sicily Heritage Foundation, submit this proposal for the World Heritage Volunteers campaign 2017. We have read and undertake to comply with the attached criteria for selection.

Prof. Aurelio Angelini  
Director of UNESCO Sicily Heritage Foundation



**Please submit your application at the latest by 30 November 2016 at MIDNIGHT (Paris Time)**

by email to:

- CCIVS ([secretariat@ccivs.org](mailto:secretariat@ccivs.org)) for projects in Africa, Arab States and The Americas
  - European Heritage Volunteers ([info@heritagevolunteers.eu](mailto:info@heritagevolunteers.eu)) for projects in Europe
  - Better World ([whv@betterworld.asia](mailto:whv@betterworld.asia)) for projects in Asia
- with a copy to the World Heritage Centre ([i.yousfi@unesco.org](mailto:i.yousfi@unesco.org)).

**Once you have completed this form you will receive an email confirmation. If you have not received this email your application has not been completed.**

Thank you very much!