

World Heritage and Sustainable Tourism



*Rice Terraces of the Philippine Cordilleras,
Philippines*



*Medina of Tunis,
Tunisia*



The Great Wall, China



Great Barrier Reef, Australia



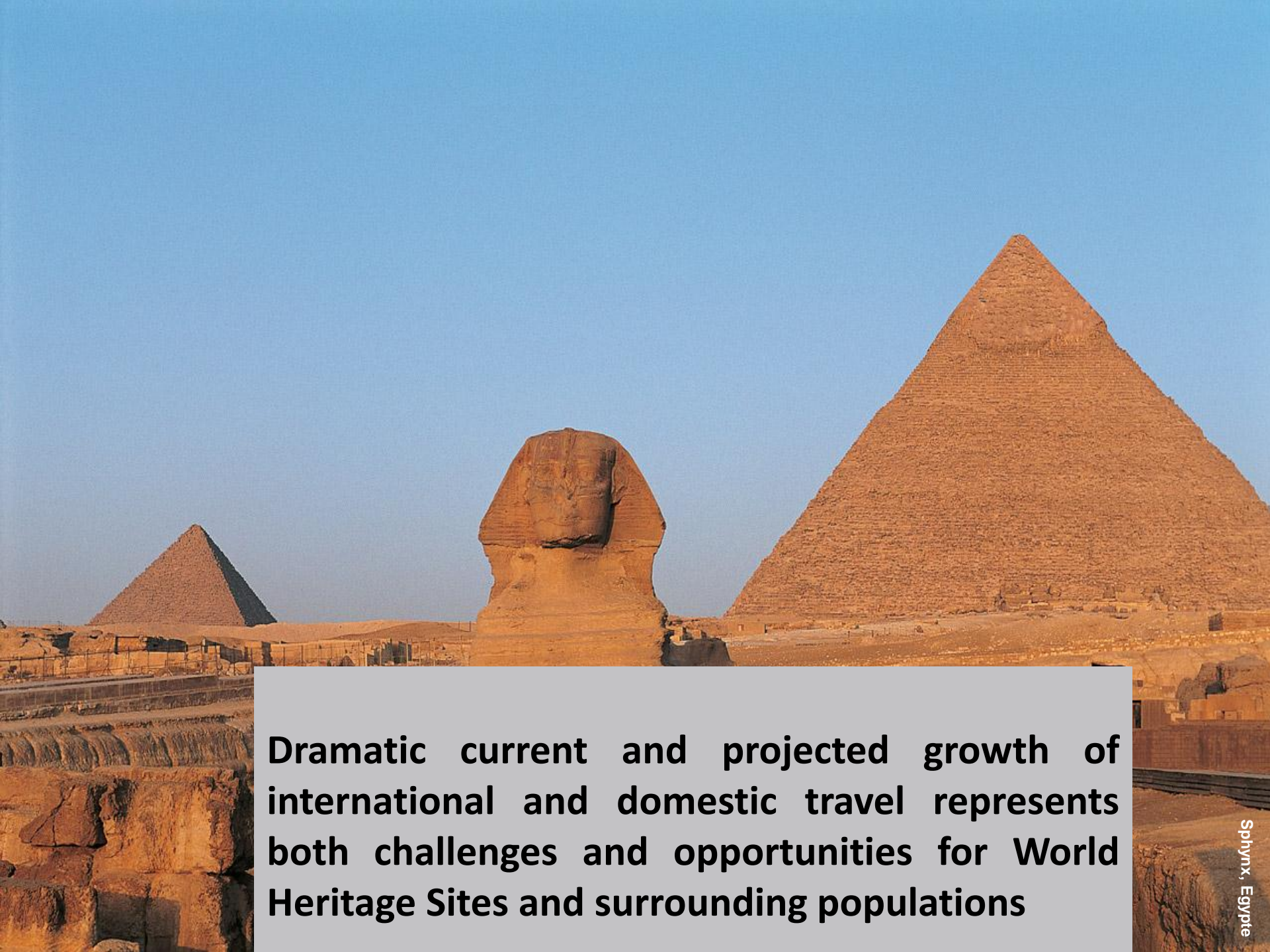


World Heritage Sites create jobs, they promote local activity through arts and craft, they foster tourism, and they generate revenues



The relationship between World Heritage and tourism is a two-way one:

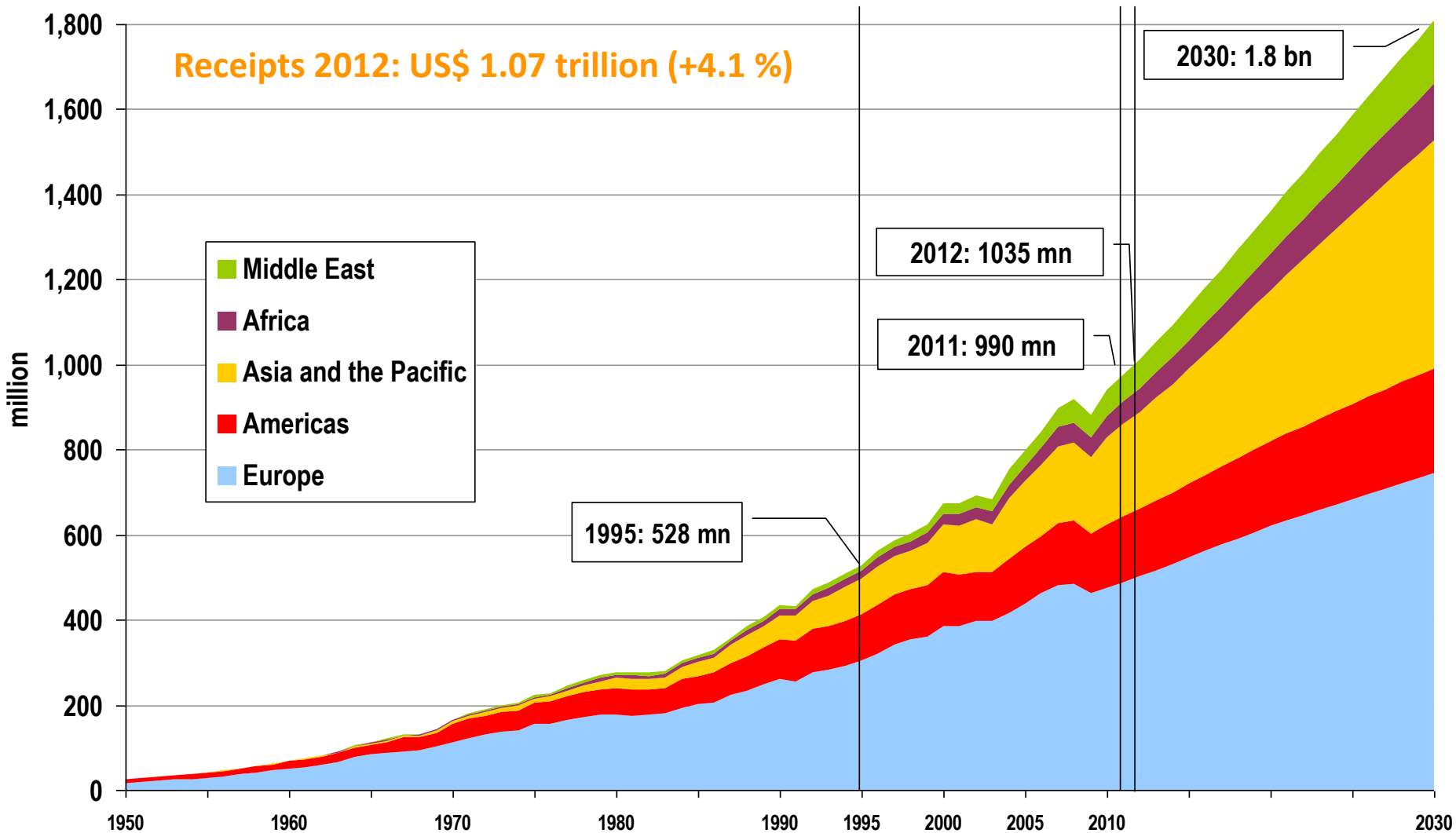
- **World Heritage properties are major attractions for the tourism sector**
- **Tourism offers the ability to ‘present’ World Heritage to the public and to realise community and economic benefits**



Dramatic current and projected growth of international and domestic travel represents both challenges and opportunities for World Heritage Sites and surrounding populations

International Tourist Arrivals, 1950-2030


Current situation and forecasts UNWTO Tourism 2030 Vision





GROWING TRENDS

Name of the property	Visitors 2010	Visitors 2011	Visitors 2012	TOP Visitors
<u>EPISCOPAL CITY OF ALBI</u> -The Cathedral -The Toulouse- Lautrec museum -Tourist Office	499770 69 798 161 343 268 629	760 000	+30%	Europe USA Japan China Russia

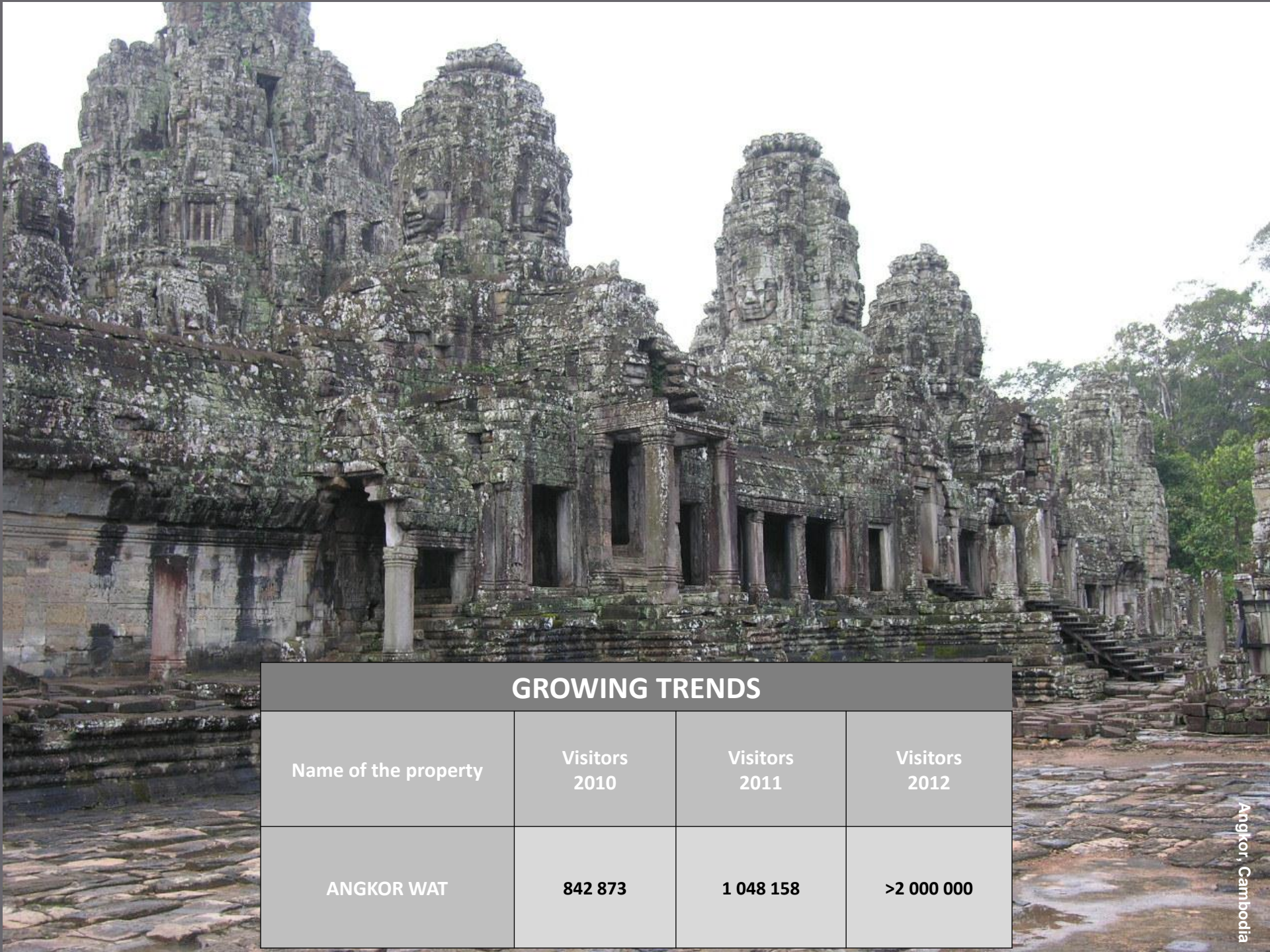


Quality visitor experiences that do not degrade or damage any of the property's natural or cultural values and visitor attraction

Tourism development and visitor management requires effective, cooperative commitment and coordination between site management and all relevant public agencies and private enterprises



It is essential for all stakeholders in the heritage and tourism sectors to constantly seek improvements in the management and sustainability of the relationship



GROWING TRENDS

Name of the property	Visitors 2010	Visitors 2011	Visitors 2012
ANGKOR WAT	842 873	1 048 158	>2 000 000



Mogao Grottoes

- Large increase in visitor numbers
- Fragile art in caves (492 caves with painting and sculpture)



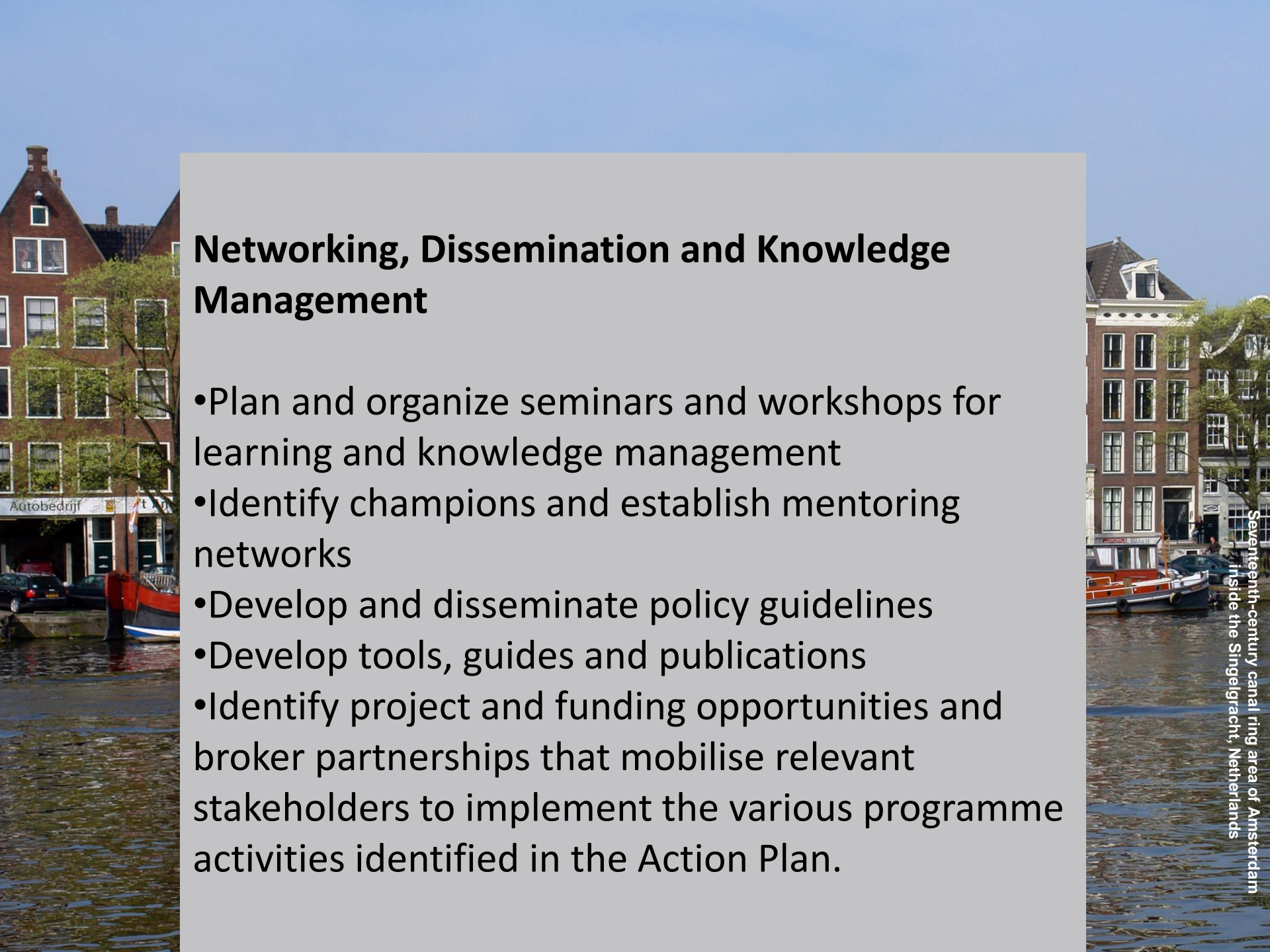
Create an international framework for the cooperative and coordinated achievement of shared and sustainable outcomes related to tourism at World Heritage properties



Key features:

- **A focus on early intervention**
- **Strengthening the enabling environment**
- **Co-operation and partnership with the tourism sector**
- **Taking a destination approach to tourism management**
- **Promoting capacity development for site management and local communities**

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- **Identify capacity development needs and approaches. Develop ways to integrate into existing initiatives**
 - **Develop tools and strategies to support stakeholders that can be adapted to local needs/context**
 - **Support information sharing, networking and collaboration**
 - **Increase knowledge, understanding and appreciation for “Outstanding Universal Value of World Heritage”**
 - **Create incentives mechanisms that encourage stakeholders to act responsibly**
 - **Identify and promote authentic, sustainable, low-impact tourism products**
 - **Support relevant data generation, analysis and sharing; establish best practices**



Networking, Dissemination and Knowledge Management

- Plan and organize seminars and workshops for learning and knowledge management
- Identify champions and establish mentoring networks
- Develop and disseminate policy guidelines
- Develop tools, guides and publications
- Identify project and funding opportunities and broker partnerships that mobilise relevant stakeholders to implement the various programme activities identified in the Action Plan.



Communication and Outreach

Develop a marketing and communication campaign that captures the interest and generates commitment to the WH+ST Programme among all relevant stakeholders. Develop communication networks that maximise outreach opportunities



PEOPLE
PROTECTING
PLACES

People Protecting Places

This becomes the face of our efforts.

It reflects the mission and cause that everyone (companies, governments, NGO's, individuals) can embrace and rally around.

It makes it easy to explain what we do and why someone should care.

It highlights good practice and provides online tools for action

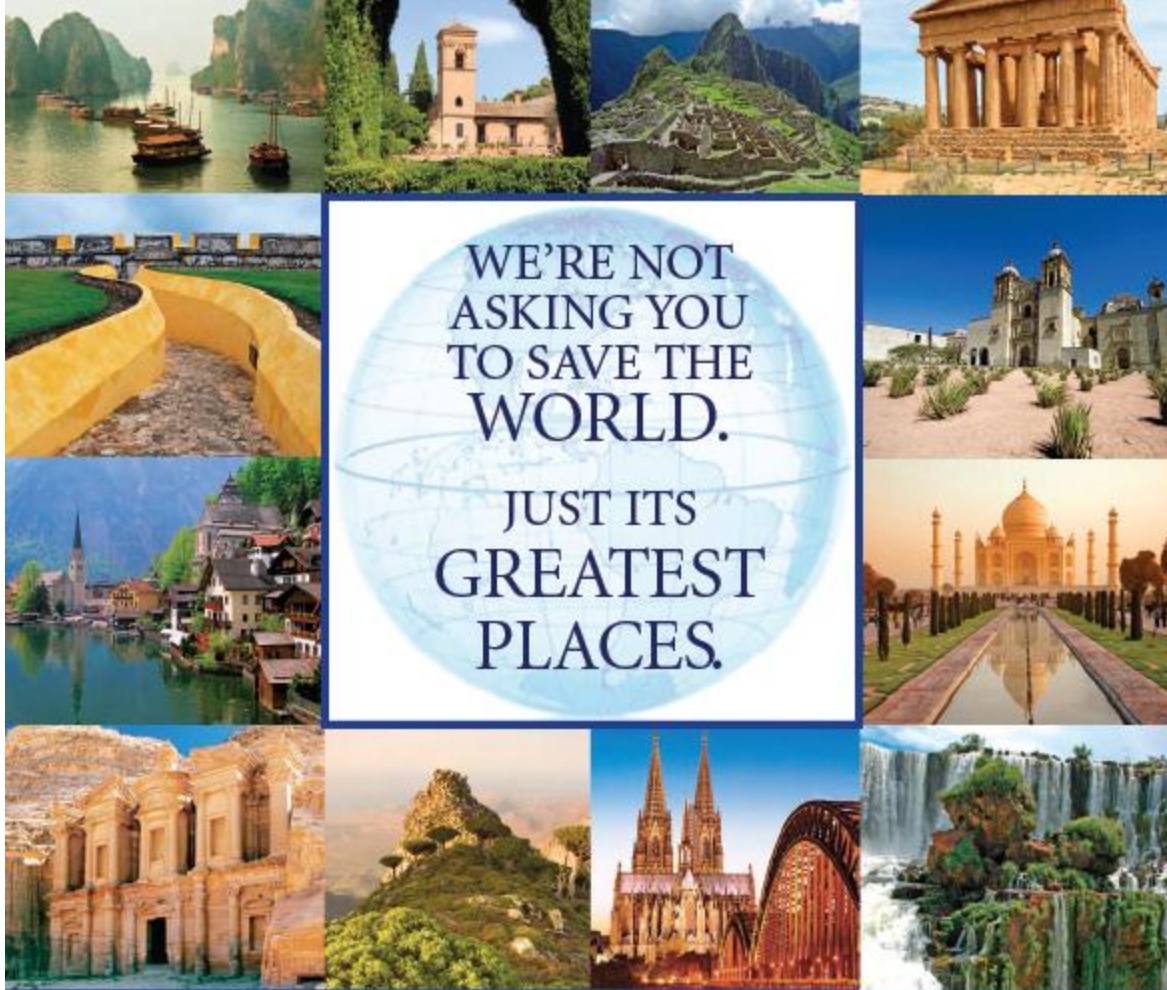
We're not asking you to save the world. Just its greatest places.



PEOPLE
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peopleprotectingplaces.org



WE'RE NOT ASKING YOU TO SAVE THE WORLD. JUST ITS GREATEST PLACES.

How will the world's most incredible places be preserved? Over the last 40 years, more than 900 places of outstanding universal value to all humanity have been designated World Heritage Sites by UNESCO. The UNESCO World Heritage Centre is launching a new global initiative, People Protecting Places to build tangible support to ensure they endure. Conscientious travelers, responsible companies, and engaged residents are all essential to this effort—whether by embracing the need for sustainable tourism, donating time and talent, or sharing financial resources.

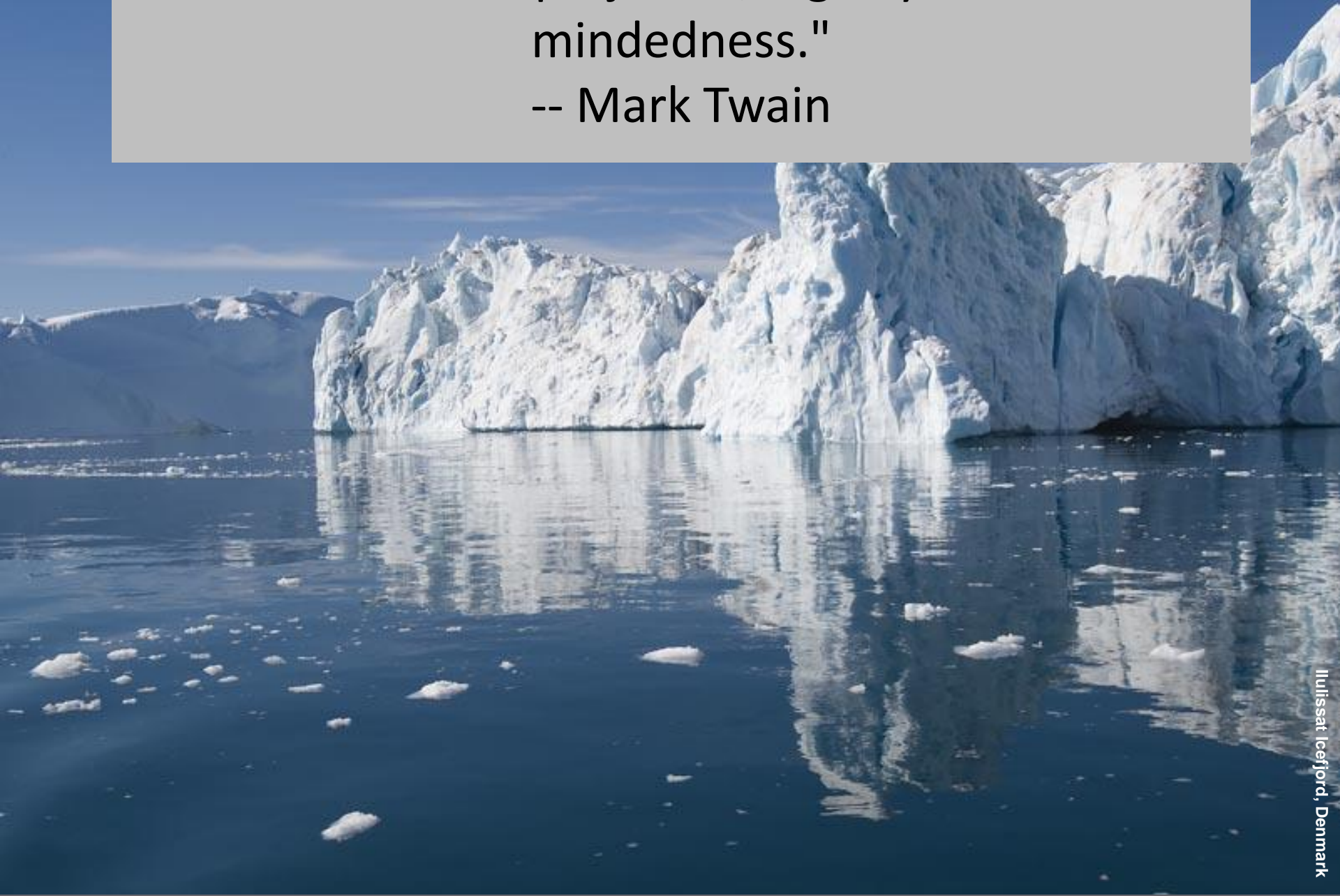
People Protecting Places will safeguard World Heritage Sites by supporting local communities, conserving fragile natural environments, expanding awareness and education, improving the condition and management of sites, and providing emergency assistance for locations in danger.

World Heritage Sites belong to us all, and depend on us all. Join the movement to keep these irreplaceable treasures here to inspire every future generation.

Learn more about World Heritage, and see how you can help at whc.unesco.org



"Travel is fatal to prejudice, bigotry and narrow-mindedness."
-- Mark Twain



Thank you

