World Heritage and Sustainable Tourism

UNWTO 6th Annual Conference on Silk Road Tourism
Dunhuang 31 July – 3 August 2013

Rice Terraces of the Philippine Cordilleras, Philippines
Medina of Tunis, Tunisia
The Great Wall, China
Great Barrier Reef, Australia
Tourism can be a driver for preservation and vehicle for sustainable development if undertaken responsibly.

OUV needs to be protected but the concept and significance is less understood.

Making tourism stakeholders - States Parties, tourism industry, visitors, local communities - aware of and appreciate the heritage values is key to presenting the World Heritage properties.
Opportunities and Challenges

Mechanisms of the World Heritage Convention provide incentives for action

Established networks and well-developed relationships for partnership

Opportunities for sharing good practice nationally, regionally, internationally

Failure to take into consider longer term costs

Institutional arrangements failing and inadequate policy development

Lack of ownership by local authorities and civil society

Lack of capacity development to manage
Conservation, presentation and transmission of World Heritage properties is fully served by tourism.

Holistic and strategic approach

Appropriate policies and frameworks

Open dialogue with the tourism sector

Integrate planning for tourism and heritage conservation
Vision and Mission

Vision

World Heritage and tourism stakeholders share responsibility for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management.

Mission

Facilitate the management and development of sustainable tourism at World Heritage properties through fostering increased awareness, capacity and balanced participation of all stakeholders in order to protect the properties and their Outstanding Universal Value whilst ensuring that tourism delivers benefits for conservation of the properties, sustainable development for local communities as well as a quality experience for visitors.
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
Silk Roads Heritage Corridor in Central Asia and China

Joint Programme with UNWTO

Goal is to develop a common tourism strategy for two heritage corridors:

Tian-shan Corridor - Kazakhstan, Kyrgyzstan and China

Penjikent-Samarkand-Poykent Corridor - Tajikistan and Uzbekistan

Workshop in October hosted by the Government of Kazakhstan

Country Focal Points nominated for work on longer term project
Compilation of information on Silk Road

Focus on UNESCO’s rich body of information from 1950-1990s

Facilitate dialogue and information sharing to promote encounters and exchanges among authorities, scholars, artists, educators, tourism professionals

www.unesco.org/silk road
We All Need to Work Together

- UNESCO
- UNWTO
- NGOs
- Advisory Bodies
- World Heritage Sites
- Local Communities
- Individuals
- Tourism Businesses
- States Parties
- Individuals
- Tourism Businesses
- States Parties
"Travel is fatal to prejudice, bigotry and narrow-mindedness."

-- Mark Twain